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Augmented Reality Features and Customer Behavior: The Role of Customer Engagement

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Abstract

The aim of this study is to investigate the effect of augmented reality features on customer behavior by considering the role of mediating customer interaction. This study is applicable in terms of its purpose, and descriptive-survey in terms of its data collection method. The statistical population of this study is an unlimited number of all online customers of Panberiz Company in Tehran. According to the Krejci Morgan table, the number of statistical samples in the unlimited population was 384 people, selected through simple random sampling. The main tool for collecting information is a questionnaire. In the data analysis section, descriptive and inferential statistics were employed to test the hypotheses, and the analyses were performed with SmartPLS 3 and SPSS 26 software. The research findings showed that augmented reality features can affect customer behavior and this effect is strengthened by increasing customer interaction. In other words, the more desirable the quality and features of augmented reality, the higher the level of customer engagement and, as a result, the more positive their behavior towards the product or service will be. Finally, the research results emphasize that the use of augmented reality can be an effective tool for attracting, engaging, and guiding customer behavior, and the targeted use of this technology can lead to improved customer experience and enhanced desired behavioral outcomes.

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Extended Abstract

Introduction

Augmented reality is an innovative technology that overlays digital content on the physical world to enhance users' understanding and interaction with their environment. The integration of virtual elements with the real-world environment creates immersive experiences that enrich consumer interaction with the product and service providers (Mubdir et al., 2025). In retail, augmented reality creates opportunities for seamless interaction through virtual trials and product visualization, and enhances the shopping experience through personalization and immersion. Augmented reality capabilities are being extended by mobile devices, such as smartphones and tablets, enabling users to interact with products or service providers in a virtual environment. Thus, augmented reality features are highlighted to increase customer engagement, facilitate decision-making, and reinforce positive customer behavior (Doroudi & Babaei, 2025). More engaged customers can experience long-term relationships with brands and businesses, and recommend products and services to other customers, bringing the greatest return to the company at the lowest cost. Despite the growing interest in augmented reality marketing, there are still gaps in understanding its impact on customer behavior. Existing studies have focused on technical and entertainment applications or the role of augmented reality in education, such as enhancing fashion design skills and advancing virtual design practices. However, limited research examines the broader impact of augmented reality on key dimensions such as customer behavior, especially purchase decisions, customer engagement, or brand loyalty (Sarkis et al., 2025).

Panbereez Company, as a company active in the cosmetics and health care field and a wide range of customers, can provide customers with more information that is more in line with their interests, desires, and needs, and that better matches reality by using augmented reality technology. Accordingly, considering what was stated, the question is: What is the impact of augmented reality features on customer behavior? What is the role of customer interaction in this?

Theoretical Framework

Augmented Reality Features

Augmented reality features are defined as features such as system quality, perceived information, and consistency with reality in the use of augmented reality technology, which play a pivotal role in guiding hedonic and utilitarian experiences (Barta et al., 2025).

Perceived Information

Perceived information refers to the extent to which augmented reality applications provide customers with valuable, relevant, and reliable product information (Du et al., 2024).

System Quality

System quality refers to the technical performance and reliability of the application, including responsiveness, ease of use, and overall usability (Treinen & Kolla, 2024). **Customer Engagement**

Customer engagement behaviors are "the positive cognitive, affective, and behavioral activity of a customer associated with a brand during or in connection with key consumer/brand interactions" (Winell et al., 2023).

Customer Behavior

Customer behavior refers to the study of how people make decisions about purchasing, using, and disposing of goods and services. It includes the actions, motivations, and influences that shape consumers' purchasing decisions. Understanding customer behavior is crucial for

businesses to tailor their marketing efforts and product offerings to customer needs and preferences (Kaur et al., 2024).
Adinda et al. (2025) investigated the effect of social media marketing on purchase intention by mediating customer engagement. The results of the study show that all the tested factors do not have a significant effect on consumer engagement. Monitoring does not affect customer engagement, while information sharing, social interaction, and attractiveness do. In addition, customer engagement significantly affects purchase intention. Indirectly, information sharing, social interaction, and attractiveness have a positive effect on purchase intention through consumer engagement, while monitoring does not.
Asante et al. (2025) investigated the use of online multi-channel commerce to increase customer engagement in the era of digital transformation. The results showed that the use of online multi-channel commerce is effective in increasing customer engagement in the era of digital transformation.

Research Methodology

This research is applicable in terms of purpose, and descriptive-survey in terms of data collection method. The statistical population of this study is all online customers of Panbereez Company in Tehran in unlimited numbers. According to the Krejci Morgan table, the number of statistical samples in the unlimited population was 384 people, selected by simple random sampling. The main tool for collecting information is a questionnaire.

Research findings

In the data analysis section, descriptive and inferential statistics were used to test the hypotheses, and the analyses were performed with SmartPLS 3 and SPSS 26 software. The research findings showed that augmented reality features can affect customer behavior and this effect is strengthened by increasing customer interaction. In other words, the more desirable the quality and features of augmented reality, the higher the level of customer interaction and, as a result, their positive behaviors towards the product or service also increase. Finally, the research results emphasize that the use of augmented reality can be an effective tool for attracting, engaging, and guiding customer behavior, and the targeted use of this technology can lead to improved customer experience and enhanced desired behavioral outcomes.

Conclusion

The present study aimed to investigate the impact of augmented reality features on customer behavior by considering the role of mediating customer interaction. The results of this study are consistent with the results of Adinda et al. (2025), Asante et al. (2025), Anwar et al. (2025), Dağ et al. (2025), Xiao & Chen (2025) Sarkis et al. (2025) Masfer & Helmi (2025) Mubdir et al. (2025), Naveen et al. (2025), Taneja & Dutta (2024), Rajendran & Usha (2024), Seidi et al. (2024), Doroudi & Babaei (2025), Zarin Negar et al. (2025), and Por Hoseini & Farahbakht Fomani (2024). Sarkis et al. (2025) showed that augmented reality positively influences purchase decisions, significantly increases customer engagement, and strengthens brand loyalty, highlighting its transformative potential in shaping consumer behavior in the fashion industry. It also increases understanding of how augmented reality technologies can be used to enhance purchase decisions, foster deeper customer engagement, and create stronger brand loyalty, thereby influencing long-term customer relationships with the brand.
Based on the research findings, it is suggested that companies improve the quality of augmented reality content delivery by reducing latency, optimizing device and software

performance, and creating accurate and natural overlays with the real environment to improve customer behavior. Also, by means of solutions such as focusing on problem solving, accepting and compensating for errors, following up on requests, providing alternatives, using customer relationship management systems, training employees, and better designing the customer experience can help strengthen customer trust, satisfaction, and positive behavior.

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Conflicts of Interest
The authors declare that they have no financial or non-financial, personal, professional, or institutional conflicts of interest relevant to this work.

Conflicts of Interest
The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Data Availability Statement
The data supporting the findings of this study are available from the corresponding author upon reasonable request.

AI Use Statement
The authors declare that no generative artificial intelligence (AI) or AI-assisted technologies were used in the preparation, writing, or editing of this manuscript.

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Ethics Approval
All procedures performed in this study were conducted in accordance with the ethical standards of the responsible institutional and national research committee.