

## **Role of Augmented Reality (AR) and Virtual Reality (VR) in E-Commerce: An Indian Context**

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**Abstract:** *Shopping today is not what it was a few years ago. We don't need to spend time visiting the famous shops in the city. We can order products today and have them delivered tomorrow. This important change has made online shopping more attractive. According to Morgan Stanley's forecast for global e-commerce growth in 2022, the ratio of US e-commerce sales to retail sales will increase from 23% in 2022 to 31% in 2026.*

*Physical Stores operating in real places will continue to be a part of the e-commerce world. Customers now rely on e-commerce stores to order and purchase their desired products. E-commerce business owners should create e-commerce solutions that attract visitors and make purchases. They need to keep up with the latest e-commerce trends and change their behavior.*

*But why do most people hesitate to buy a product online? It's because they're unconvinced about whether it would be suitable or not. However, Augmented Reality (AR) and Virtual Reality (VR) help to solve this matter by letting you try products before ordering them. As a result, consumers get the feel and glimpse of the product even if they don't see it. For example, they can review how a piece of cloth would look on them or how a piece of furniture would look in their room before they order it. Consumers can make well-versed decisions as they preview a product before buying it, thus reducing product returns.*

**Keywords:** *E-Commerce, AI (Artificial Intelligence), Consumers, Online Shopping*

### **1. Introduction**

E-commerce is the abbreviation of e-commerce. This is the process of buying and selling goods or services online. It involves using an online store or marketplace where businesses can offer their products and customers can browse and buy them. E-commerce can be done through a variety of channels such as websites, mobile apps, social media, and email.

E-commerce platforms typically manage the entire business process from start to finish, including product listing, payment, and delivery. The purpose of e-commerce is to make it easy for customers to find and buy the products they want anytime, anywhere.

With more people shopping online than ever before, e-commerce business owners now have the opportunity to reach more potential customers, but they also face many challenges. From increased customer needs to increased support inquiries and scams, anyone with an online store is going through a lot. To do all these tasks in a short time, many online merchants have decided to use artificial intelligence tools to help them learn more about their customers and serve them better. Can artificial intelligence be used in retail stores too? The answer is yes. Artificial Intelligence (AI) can improve the customer experience in stores. The next question in mind will be how is artificial intelligence changing e-commerce. E-commerce sales of will reach nearly \$5 billion in early 2021, and