Advances in Consumer Research
https://acr-journal.com/

Volume-2 | Issue-4 | Sep 2025

Original Researcher Article

The Impact of Augmented Reality (AR) on Television Advertising: A Consumer Perspective

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Received:01/08/2025
Revised: 15/08/2025
Accepted:04/09/2025
Published:20/09/2025

ABSTRACT

In this study, how AR hits the consumers on TV ads and, consequently, to what extent they collectively influence consumer engagement, brand recall and buy intentions. Advertisers are turning to AR more and more frequently because it's redefining how people experience ads by blending the tangible and digital in their world. To explore whether AR enhances both the attractiveness and effectiveness of advertising, the present work analyses how consumers perceive AR applications in advertising with those of classic television advertising. Consumer responses to AR-enhanced advertisements and the study used a mixed-method approach involving in-depth individual interviews and a survey with 150 consumers. Results indicate that AR commercials induce: increase in brand recall, gain attention, and also extend attention span. Shoppers also find AR ads to be more creative, interesting and informative, which drives them to the point of purchase. Certainly, there are some issues that arise, including those about privacy and the potential for novelty fatigue if augmented reality goes mainstream. To stimulate consumers' attention and involvement, the research concludes by providing insights and suggestions for advertisers wanting to integrate AR into their TVs. These findings provide valuable insights to those marketers who are interested in adopting augmented reality (AR) to satisfy changing consumer expectations.

Keywords: Augmented Reality (AR), Television Advertising, Consumer Engagement, Brand Recall, Purchase Intent, Immersive Experience.

INTRODUCTION

Augmented reality (AR) is one of the largest innovations in this area. Technology and advertising combined have forever changed how brands interact with consumers. Unlike traditional TV commercials, which often rely on passive viewer participation, AR blends digital content with the real world to offer immersive and interactive experiences. Since the old ways of engaging consumers have been affected by digital distractions and by increasingly shorter attention spans, this transformation is precisely relevant with reference to the television advertising industry (Popovici & Vatavu, 2019). Augmented reality (AR) technology usage in TV programming is on the rise, driven by advertisers looking to increase viewer involvement and forge better brand connections in an era of multi-channel engagement.

Recent findings point to enhanced television ads, those that drive key performance indicators such as viewer engagement, brand memory, and buy intent, being strongly improved by the use of AR. The BICK FOUR model, branding, inspiring, convincing and Keeping, is proposed by Rauschnabel et al. (2022) as a hands-on guide for unlocking AR's total marketing potential. AR facilitates customers to establish more emotional connections with brands, using dynamic visual storytelling and real-time product visualisation (Xu et al., 2019). Ads and AR features as one of the future trends in the ad world because of their ability to improve and personalise the user experience.

Despite its promise, there are a few hurdles to be crossed before AR integrates seamlessly with TV advertising, particularly in a developing country like India. Concerns

about data privacy, device compatibility, availability and formal AR content quality continue to affect consumer perceptions towards AR (Goel et al, 2023). Interaction engagement: For AR applications to have a higher level of immersion and be resistant to novelty fatigue, they should be focused on the multisensory interaction aspect, rather than merely the visual perception side (Nijholt, 2022).

This study provides mixed-method (qualitative, quantitative) evidence on the impact of AR-enhanced advertisements on television on consumers. The research measures crucial effects such as engagement, brand recall and purchase intention through a survey of 150 respondents and in-depth interviews. It also explores perceived barriers such as privacy risks, labour costs, and distractions (Shirai et al., 2020). The analysis provides an understanding of the pros and cons of AR in the advertising context by looking at these dimensions. By providing a consumer-focused approach, this study shares the implications with both scholarly knowledge and practical advertising tactics. The results could offer brands a strategy to remain relevant within an evolving media landscape that is becoming ever more digitised. In the final analysis, however, this research illustrates that while AR is not a magic bullet, it has the potential to disrupt and reimagine television advertising when its use is infused with creativity, ethics and user experience.

LITERATURE REVIEW

The literature review offers a thorough investigation of the present condition of augmented reality (AR) marketing. It highlights the increasing interest in augmented reality among academics and executives, indicating that existing studies have examined disparate facets, including its impact on sales and brand perception. The review highlights the absence of a comprehensive strategy for AR marketing, which the authors rectify by advocating for its recognition as a strategic sub-discipline capable of transforming conventional marketing approaches. A novel customer journey model tailored for augmented reality is presented, along with the BICK FOUR framework (branding, inspiring, convincing, and keeping) that categorises augmented reality marketing objectives. The research additionally juxtaposes AR marketing with conventional digital marketing, especially in its association with notions of reality and the metaverse. Insights from 127 managers enhance the theoretical framework with pragmatic viewpoints, while ethical and legal considerations regarding AR marketing are also examined. The review establishes a basis for subsequent research and applications in this burgeoning topic. (Rauschnabel et al., 2022).

The article "How to Strategically Choose or Combine Augmented and Virtual Reality for Enhanced Online Experiential Retailing" examines a significant deficiency in the literature concerning the efficient use of AR and VR in online retail. It highlights the absence of direction in selecting or integrating AR and VR technologies, each of which possesses distinct advantages for improving marketing results. The authors provide findings from three trials, indicating that augmented reality (AR) enhances purchase intentions by promoting product-centric mental imagery, whereas virtual reality (VR) fosters brand attitudes through context-centric mental imagery. The research indicates that integrating AR and VR, with AR implemented initially, enhances purchase and brand results by synchronising with the online-to-offline customer experience. Reversing this sequence, however, may adversely impact these measurements. The study provides a substantial theoretical contribution by presenting a strategic framework for shops to utilise AR and VR in experiential marketing, enhancing both engagement and sales (Hilken et al., 2022).

The article "Understanding Users' Preferences for Augmented Reality Television" examines the potential of AR technology to improve television viewing experiences. An exploratory study including 172 participants underscores the significance of user-centred methodologies in the development of AR-TV. The research delineates twenty AR-TV situations, with participants expressing a preference for interactive material, expansive video projections, and diverse perspectives, signifying a demand for immersive and captivating upgrades to conventional television. It correlates user preferences with their familiarity with augmented reality, indicating that comfort with the technology affects perceived value. Understanding participants' television viewing behaviours provides essential information for creating augmented reality experiences that effortlessly blend into current habits. Significantly, certain augmented reality scenarios, such as showcasing virtual channels or live video of distant friends viewing, were less preferred, suggesting that not all augmented reality apps appeal uniformly to users. The assessment emphasises the necessity of synchronising AR design with user preferences to guarantee that AR-TV enriches, rather than diminishes, the viewing experience, directing future research and innovation in this domain. (Popovici & Vatavu, 2019).

The article "WOW, the make-up AR app is impressive: a comparative study between China and South Korea" analyses the impact of AR technology on customer behaviour within the beauty sector. It underscores the active engagement of customers in online beauty shopping, wherein AR applications significantly enhance the purchasing experience. Augmented reality is acknowledged as a revolutionary instrument for beauty firms, enhancing client pleasure and loyalty via immersive experiences. The comparative examination of China and South Korea elucidates cultural disparities in augmented reality adoption and utilisation. A lot of different theories, like the Technology Acceptance Model (TAM) and Information System Success, were used in this study to look at the complex relationships between using an AR app and being happy with it. The research indicates that AR applications can enhance customer interaction and cultivate brand loyalty,

especially among technologically adept consumers. It also indicates potential study avenues, advocating for a more profound investigation into AR's enduring influence on consumer behaviour and its changing function within the beauty sector (Butt et al., 2022).

The study analyses the impact of augmented reality (AR) on retail, specifically in the context of virtual commerce (v-commerce). Although augmented reality has predominantly been employed for marketing purposes, its capacity to substantially improve consumer experiences and stimulate sales is still inadequately leveraged. The literature analysis delineates multiple data sources, including eye-tracking, head tracking, hand gestures, and GPS, that can be included in AR apps to enhance user interactions. Industry examples like IKEA's virtual catalogue and Ray-Ban's Virtual Mirror demonstrate how AR improves customer interaction and serves as a source of data about user preferences. It discusses the concept of "viewpoint" and identifies a problem in using AR-registration data to enhance views. The knowledge consumption patterns from the AR sessions are emphasised as important in the customisation of recommendations and improving the shopping experience. Results suggest that a recommendation strategy based on viewpoint data leads to higher conversion rates compared with a baseline strategy, opening the door to more tailored and efficient retail experiences. In the literature, trends toward augmented reality's importance in retail and its ability to personalise and enhance consumer interaction are identified (Tanmay & Ayush, 2019).

This article studies the influence of augmented reality (AR) in mobile applications and its effect on customer behaviour, specifically with online impulse buying. It says how augmented reality leads to enhanced consumer engagement through immersive experiences, particularly in categories where product representation is key, like beauty. Studies have shown that augmented reality shapes consumer perceptions and intentions towards online product interactions. The present research builds on previous work about impulse buying by demonstrating how augmented reality content elicits emotional responses and leads to elevated impulse purchase intentions, especially for millennial women. Attitude Towards Use and Impulse The indirect effect of perceived value in the relationship between AR use and impulse purchase was analysed according to previous studies for the importance of perceived value in purchase decisions. The moderating effect of product involvement is investigated, showing that a high level of involvement further enhances better effectiveness of augmented reality marketing strategy. The focus on millennial women, who are known to be some of the most tech-savvy and likely to shop online, provides marketers with key learnings about how to leverage augmented reality. The review of the literature on consumer behaviour, technology adoption, and marketing strategy proffers a comprehensive framework for understanding the role of augmented reality in online impulsive purchases (Trivedi et al., 2022).

The goal of the study is to examine whether and when AR technology affects product attitudes. This signifies the growing role of augmented reality as a communication tool that blends virtual elements with the physical environment, optimising customer experience and product display. The research shows how AR-enhanced product presentations have a positive effect on the attitude of consumers, and this contributes to marketers a novel way of attracting customers for shopping. The authors use experimental approach conducted in four studies to show that augmented reality (AR) affects product attitudes through the mediation of self-referencing and reality simulation, even when the technology itself is the focal object (i.e., biased self-referencing effect), and that the attitudes of potential customers improve when they can personally engage with AR experience. The paper tests for moderating effects and finds a decrease in the positive effect of AR when product quality is of higher importance to consumers (in the case of luxury brands), indicating that AR is more effective for brand attitude for NL products, where experience and taste matter. The report concludes with practical suggestions, recommending that marketers leverage augmented reality to enhance the presentation of a product, particularly those that tout taste and quality, and to avoid using it with premium brands, where novelty can best be preserved using traditional forms of media. The literature review provides general insights for understanding how augmented reality affects consumers' perceptions in a complex manner. (Xu et al., 2019).

The research "Influence of Visual Information Presented by Augmented Reality on Childish Behaviour" discusses the influence of AR (augmented reality) treatment upon children's behaviour and moral judgments. We focus in this paper on the behaviour of 5-10-year-old children, showing that AR characters strongly influence the children's decision-making and that children tend not to want to follow routes that are associated with AR characters. This suggests a major effect of augmented reality on younger users. The research focuses on developmental sensitivity, arguing that younger children are more easily influenced by ephemera such as augmented reality characters or conversational 'imaginary friends.' This contrasts with adults, who did not display any significant differences in behaviour in the same tests. The report examines how children are responding compared to previous research that demonstrated how an adult changed their behaviour when information was delivered in real time using augmented reality (AR). It's evidence that, in this instance, the AR character didn't make much of an impression on the adults. The results illustrate the importance of the timing of exposure during augmented reality (AR). It indicates that further research should be aimed at how brief AR cues influence behaviour in real time. The results emphasise the potential of AR in education and child development, and call for future

research in AR-based interventions to promote habits across different age groups (Shirai et al., 2020).

The paper, A Study of the Effect of AR on Perception, Comprehension, and Projection Level of SA, investigates the impact of AR on the situational awareness of users in an industrial environment. It highlights the role of SA in understanding secondary non-primary-related distracters, particularly in a complex environment. The research, carried out in a pedestrian navigation workshop taking place in industry, focuses on three navigation techniques: navigation using a command paper, navigation using a virtual path and navigation using a virtual path with additional signals sub-elements. The literature shows that AR can reduce spatial awareness (especially for recognising secondary components) and, at the same time, make consumers feel more secure. This suggests that AR can improve confidence and security, while potentially drawing attention away from crucial environmental factors. The study brings valuable findings on the dual influence of augmented reality on situational awareness within an applied context. (Truong-Allié et al., 2023).

This research paper, named "Effects of sensory perceptions on impulse purchase urge: the rise of augmented reality (AR) in e-commerce", seeks to identify the role sensory perceptions and mood play in impulse purchasing in e-commerce through developing AR applications. It also illustrates how augmented reality is gaining traction among companies like Lenskart to elevate product displays that drive immersive visual experiences and purchase intent. The paper looks into the potential competitive effect of sensory inputs (visits to the store, visual or tactile inputs through augmented reality) on in-store purchases and triggers stronger than baseline impulsive buying propensity. It points out a mediator's role of feelings in contrast, shoppers making more impulsive buying decisions were people who felt good through the senses in the past. Furthermore, product involvement is regarded as a moderator, and it is suggested that high involvement leads to elevated emotional arousal and therefore impulsive purchasing. "The results imply that e-commerce firms must include a sensory-enriched strategy to increase customer engagement and sales. It has offered evidence on the interaction effects between our responses in the augmented reality enhanced e-commerce environment. (Goel et al., 2024).

Research Objectives

The primary aim of the research is to look at the general effect of Augmented Reality (AR) in TV advertising on brand recall, consumer involvement, and purchase intention. And the supplementary goals of the study are:

1. To provide a critical analysis of Augmented Reality (AR) in television advertising on consumer engagement dimensions, such as viewer attention, emotional engagement, and interactivity.
2. To compare the effects of AR-based television advertisements and traditional advertisements on brand recall and purchase intention.
3. To explore consumers' perceptions of the creativity, informativeness and entertainment value of AR-assembled AD content.
4. To explore and discuss some of the challenges that adopting AR in television advertising could present, especially concerning privacy, novelty fatigue, etc.
5. To propose practical recommendations for advertisers on how AR technologies can be most appropriately and ethically integrated into television advertising strategies, to exploit consumer efficacy.

RESEARCH METHODOLOGY

This study takes a mixed-method approach, blending both qualitative and quantitative methods to build a well-rounded picture of how people respond to television adverts that use augmented reality.

Quantitative Method: Survey 150 respondents, telephonically interviewed to ensure demographic diversity (a spread of respondents according to age, gender, occupation and media use), were requested to complete a survey questionnaire. This was attempted to obtain as diverse responses as possible. The core objective of the exercise was to gauge elements such as brand recall, viewer engagement, purchase intent and consumer opinion for augmented reality (AR) ads, as contrasted to normal TV commercials. Focusing primarily on those variables, the research aims to generate a comprehensive overview of the relationship between AR and consumer attitudes, behaviours, and decision-making. Further, the integration of diverse demographic factors enriched the results and provided comprehensive knowledge about how the groups obviously differ in how they use and perceive AR-enhanced advertisements.

To obtain data that was accurate and reliable, responses of participants were collected on a Likert scale. This approach has enabled a richer understanding of people's perceptions, preferences and experiences of AR content. The survey items were constructed to elicit cognitive as well as affective reactions to AR-enhanced ads, so we were attempting to assess not only what participants thought but also how they felt. The data was analysed after the responses were collected through a combination of statistical. This mix of techniques allowed us to find important patterns and relevant connections among variables, and among them, possible associations. From this analysis, the research also obtained a significant understanding of the use and effect of AR in television advertising on the TV audience.

Qualitative Method: In-depth Interviews

Respondents were selected for semi-structured interviews to further refine the research topic. These interviews provided a deeper insight into personal

experiences and views on AR in TV commercials. The purpose was to gain deeper insight into customers' feelings, anticipations, worries and direct reactions--aspects that might not be so well articulated via a tick-box questionnaire. They helped participants flesh out their thoughts and answers, providing rich context and texture to what the numbers spelt out. This qualitative layer served to give a deeper understanding of how audiences perceive and engage with AR-enhanced advertising.

The thematic analysis of the qualitative data obtained through interviews established patterns and recurring themes in participants' responses. This technique enabled the researchers to reveal underlying similarities and deeper meanings of what the participants articulated.

These insights from the interviews supported the survey findings, providing a well-rounded and in-depth interpretation of how consumers perceive and respond to augmented reality in TV commercials. Together, the two measures helped create a more complete picture of audience engagement and attitudes.

Sampling Technique

To guarantee the sample population's relevance and diversity, a mix of convenience and purposive sampling was employed.

Data Analysis Tools

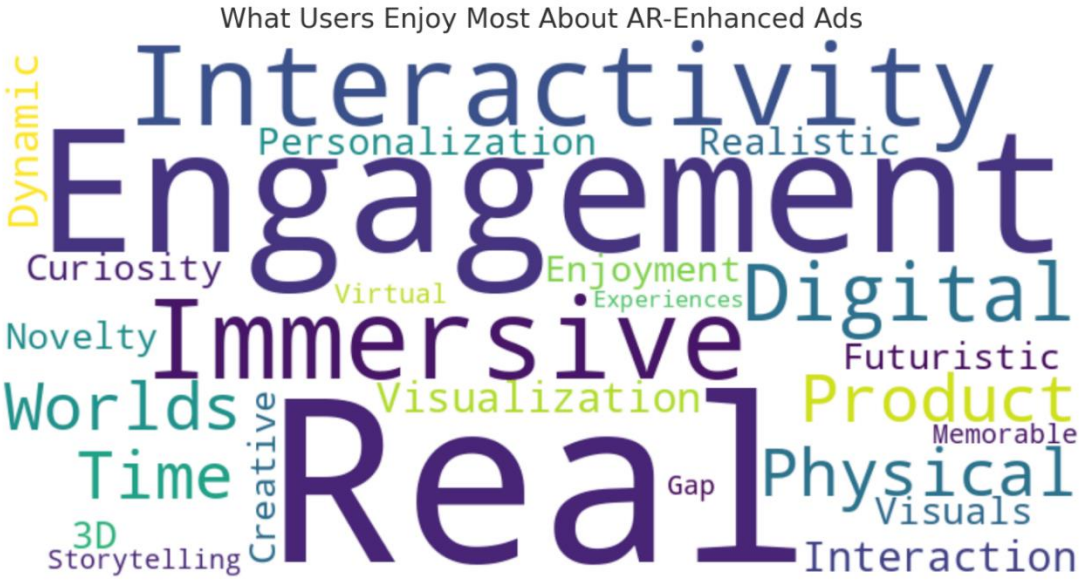
Responses from the survey were organised and analysed in Microsoft Excel and SPSS to facilitate the interpretation of the large number of responses. Analysis tools like frequency and factor analysis were employed to identify commonly occurring trends, as well as underlying response patterns. Paired sample t -t-tests were used to compare connected items, while chi-square tests were performed to examine associations between the two types of responses. These techniques allowed us to prove how people felt about variables such as brand recall, engagement and the probability of purchasing after having seen AR ads. These tools enabled us to be more confident in the accuracy and significance of our analysis.

The semi-structured interviews were recorded and then transcribed into text for use as a qualitative data set. Following transcription, data were systematically coded to identify and organise recurring themes and topics. The content of the entire study was enriched, and we obtained a more complete picture of consumer attitudes towards Augmented Reality in TVC as a result of the thematic coding process, which enabled us to identify recurring patterns, shared understanding, and unique perceptions that emerged from informants.

Qualitative analysis

Table 1 What do you enjoy most about AR-enhanced ads?

Key Theme	Details
Engagement and Interactivity	Engaging and interactive experiences.
	Blends digital and physical worlds for immersion.
	Real-time product visualisation and dynamic interaction.
Personalisation and Immersion	Personalisation enhances relevance and appeal.
	3D visuals and realistic interactions boost curiosity and enjoyment.
Innovation and Technological Appeal	Novelty and futuristic aspects are valued.
	Bridges the virtual and real-world gap effectively.
Positive Aspects Highlighted	Interactive product visualisation.
	Creative storytelling.
	Increased curiosity with 3D and real-time experiences.



Graph 1 what users enjoy most about the AR-Enhanced Ads

The analysis shows in the table no.1 & graph 1 that AR-enhanced advertisements are esteemed for their engaging and interactive characteristics. Users appreciate the immersive integration of digital and physical realms, providing real-time product visualisation and interactive experiences. The customisation and three-dimensional images markedly increase attractiveness, while the innovation of augmented reality technology introduces a futuristic aspect. The innovative narrative and ability to connect the virtual and real worlds cultivate a memorable and inquisitive user experience.

Table 2 What do you think could be improved in AR-enhanced advertising?

Challenge or Area for Improvement	Details
Accessibility and Device Compatibility	Needs seamless operation across devices and platforms.
Privacy Concerns	Data safety measures are needed.
Content Quality and Relevance	Better graphics and narratives are required.
Ease of Use	Frustrations with glitches and usability.
Market Penetration in India	Perceived as nascent, requiring exploration.
Improvement Suggestions	Wider Integration: Daily life and social media integration.
	Enhanced Realism: Align visuals with real-world settings.
	Reduced Intrusion: Minimise user task demands.
	Greater Accessibility: Improve compatibility and reduce barriers.

Graph 2 What do you think could be improved in AR-enhanced advertising?

In the table no.2 and graph no.2 The study identifies multiple problems and opportunities for enhancement in AR-enhanced advertising. Users highlighted the necessity for enhanced accessibility and interoperability across devices to

facilitate uninterrupted usage. Privacy issues were significant, highlighting the necessity for enhanced data protection procedures. The quality of content, encompassing visuals and narrative pertinence, needs improvement to avoid superficial interpretations. The simplicity of use and technical dependability are essential, as malfunctions can reduce customer satisfaction. Moreover, participants indicated that AR advertisements are still nascent in areas such as India, necessitating increased penetration and adaptation to local contexts.

Quantitative Analysis

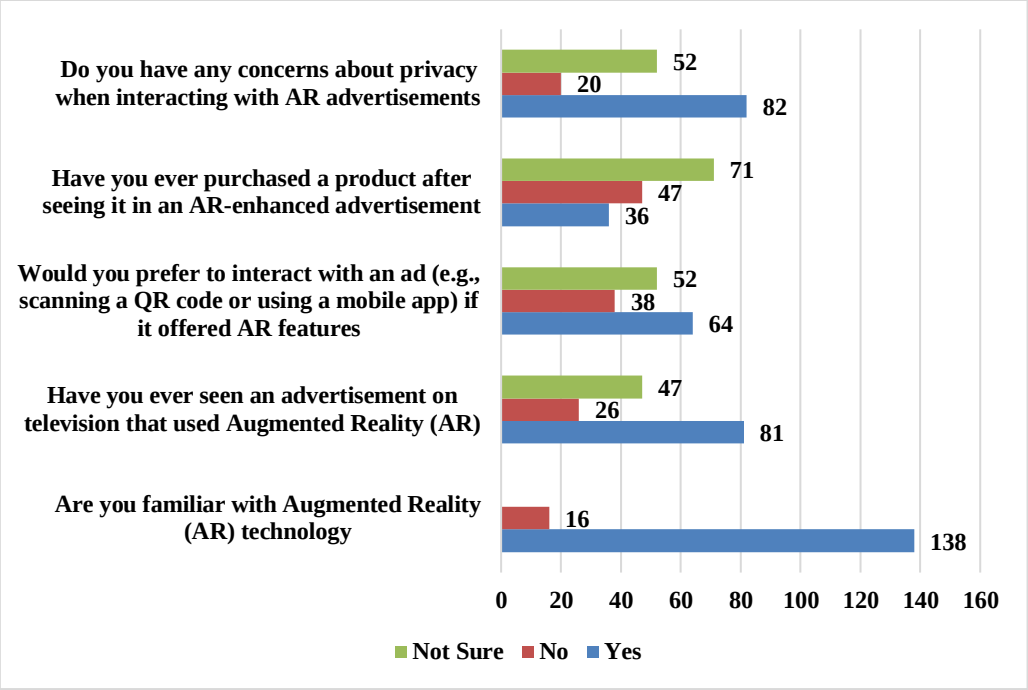
Table 3 Demographic Variable

Demographic Variable			
Category	Options	Frequency	Percent
Age	18-24	6	3.9
	25-34	63	40.9
	35-44	69	44.8
	45-54	13	8.4
	55 and above	3	1.9
Gender	Male	63	40.9
	Female	91	59.1
	Student	63	40.9
Occupation	Employed	70	45.5
	Self-employed	15	9.7
	Unemployed	6	3.9
How often do you watch television	Every day	38	24.7
	4-6 days a week	5	3.2
	1-3 days a week	30	19.5
	Less than once a week	81	52.6
Do you primarily watch television on a big screen TV or through a Mobile Device	Big screen (TV)	27	17.5
	Mobile device (smartphone/tablet/Laptop)	97	63
	Both equally	30	19.5
Are you familiar with Augmented Reality AR technology	Yes	138	89.6
	No	16	10.4

The demographic profile shows in the table no.3 that most respondents are between 35 and 44 years old, with a good number also in the 25 to 34 age range. More women took part in the survey than men. Many participants are either employed or students, suggesting a mix of working professionals and younger audiences. Interestingly, over half of the respondents watch television less than once a week, and only a quarter watch it daily, indicating a shift in viewing habits. Mobile devices are now the preferred screen for most, far ahead of traditional televisions. Notably, there's strong awareness of Augmented Reality (AR), with nearly 90% of respondents saying they're familiar with the technology.

Table 4 Respondents' Awareness, Experience, Preferences, Purchase Behaviour, and Privacy Concerns Related to AR-Enhanced Advertisements

Statement	Yes	No	Not Sure
Are you familiar with Augmented Reality (AR) technology	138	16	0
Have you ever seen an advertisement on television that used Augmented Reality (AR)	81	26	47
Would you prefer to interact with an ad (e.g., scanning a QR code or using a mobile app) if it offered AR features	64	38	52
Have you ever purchased a product after seeing it in an AR-enhanced advertisement	36	47	71
Do you have any concerns about privacy when interacting with AR advertisements	82	20	52

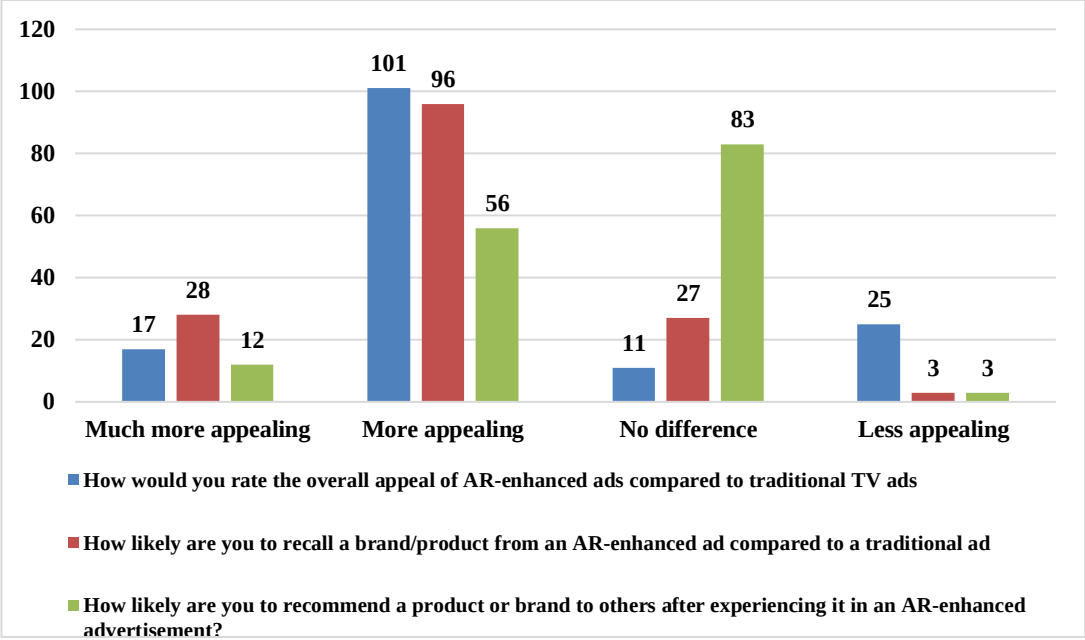


Graph 1 Respondents' Awareness, Experience, Preferences, Purchase Behaviour, and Privacy Concerns Related to AR-Enhanced Advertisements

The survey shows in the table no.4 that most people (nearly 90%) are familiar with Augmented Reality, which suggests it's becoming quite mainstream. Just over half have seen AR ads on TV, though many weren't sure, perhaps because the AR features aren't always obvious. About 42% said they'd be happy to interact with ads using things like QR codes, though some are still unsure or hesitant. Privacy stands out as a big concern, with more than half worried about how their data might be used. On the buying front, around a quarter have already purchased after seeing an AR ad, while many others are thinking about it. There's real potential here, but also room to build more trust and clarity.

Table 5 Respondents' Perceptions of Appeal, Brand Recall, and Recommendation Likelihood in AR-Enhanced vs Traditional Advertisements

Statement	Much more appealing	More appealing	No difference	Less appealing
How would you rate the overall appeal of AR-enhanced ads compared to traditional TV ads	17	101	11	25
How likely are you to recall a brand/product from an AR-enhanced ad compared to a traditional ad	28	96	27	3
How likely will you recommend a product or brand to others after experiencing it in an AR-enhanced advertisement?	12	56	83	3

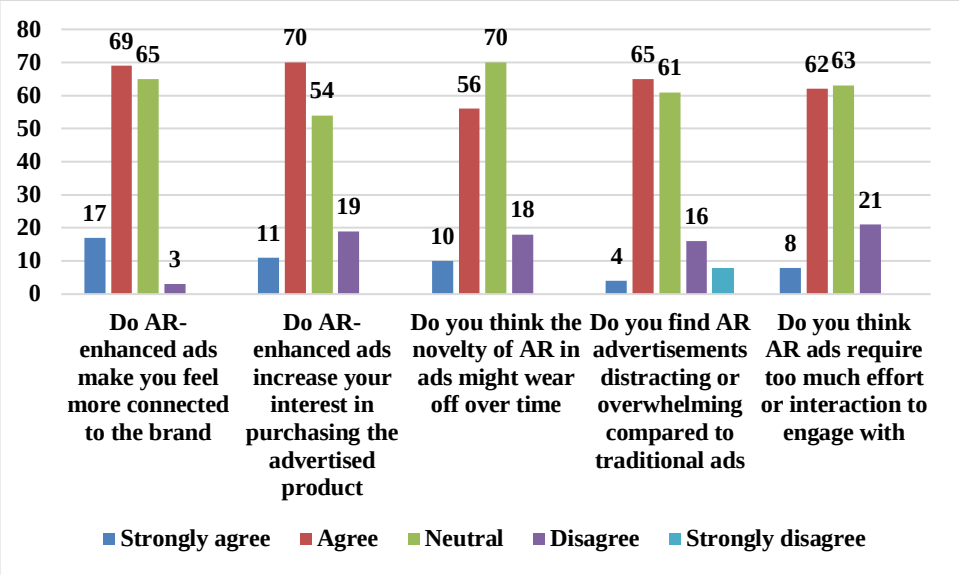


Graph 2 Respondents' Perceptions of Appeal, Brand Recall, and Recommendation Likelihood in AR-Enhanced vs Traditional Advertisements

In the table no.5 & graph no.4 AR-enhanced ads are generally well-received, with nearly two-thirds of people finding them more appealing than traditional TV ads. Only a small number felt they were less attractive, and a few saw no real difference. Most respondents also said AR ads help them remember brands better, showing their strong visual and interactive impact. However, when it comes to recommending a product after seeing an AR ad, fewer people were enthusiastic—just over a third said they would, while most stayed neutral. This suggests that while AR ads do grab attention and boost recall, they don't always inspire strong brand loyalty or word-of-mouth.

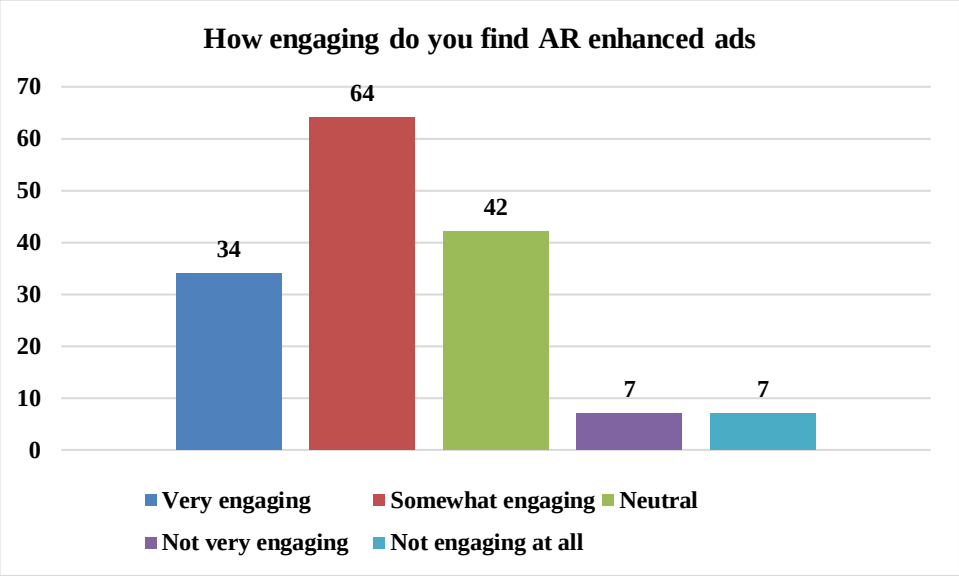
Table 6 Respondents' Perceptions of Emotional Connection, Purchase Interest, and User Experience with AR-Enhanced Advertisements

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Do AR-enhanced ads make you feel more connected to the brand	17	69	65	3	0
Do AR-enhanced ads increase your interest in purchasing the advertised product	11	70	54	19	0
Do you think the novelty of AR in ads might wear off over time	10	56	70	18	0
Do you find AR advertisements distracting or overwhelming compared to traditional ads	4	65	61	16	8
Do you think AR ads require too much effort or interaction to engage with	8	62	63	21	0



Graph 3 Respondents' Perceptions of Emotional Connection, Purchase Interest, and User Experience with AR-Enhanced Advertisements

In the table no.6 & graph no.5 Many people feel that AR ads help them feel more connected to brands, with over half saying they increase their interest in the products featured. However, quite a few remained neutral, showing mixed levels of influence. There's some concern that the novelty of AR might wear off, with around 43% agreeing, while others weren't sure, highlighting the need for fresh, evolving content. Not everyone finds AR enjoyable; nearly 45% said it can be distracting or overwhelming compared to regular ads. Some also felt that AR ads ask too much from viewers, suggesting that while interactivity is exciting, it can also be a bit too demanding. Advertisers may need to strike a better balance between creativity and ease of use.



Graph 4 AR Advertisement Engagement

The graph no.6 shows that the majority of respondents perceive AR-enhanced advertisements as engaging, with 41.6% categorising them as "somewhat engaging" and 22.1% as "very engaging". Merely 9% perceive them as unengaging, indicating that augmented reality enhances the value of commercial content.

Table 7 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.494
Bartlett's Test of Sphericity	Approx. Chi-Square	122.014
	df	6
	Sig.	.000

The table no.7 of KMO score of 0.494 shows that the data is just about suitable for factor analysis, though it could be stronger. However, Bartlett's Test is highly significant, which means the variables are related enough to explore patterns and groupings through factor analysis.

Table 8 Paired Sample T Test

Measure Pair	Mean Difference	Std. Deviation	Correlation (r)	t-value	df	Sig. (2-tailed)	95% CI (Lower – Upper)
How engaging vs. brand recall in AR-enhanced ads	0.247	1.151	0.094	2.661	153	.009**	0.064 – 0.430

The results show in table no.8 that people find AR-enhanced ads slightly more engaging than they are likely to remember the brand behind them, and this difference is statistically meaningful. However, the link between feeling engaged and recalling the brand is quite weak. This suggests that while AR can grab attention, it doesn't always lead to lasting brand impressions.

Table 9 Chi-Square Test

Survey Item	χ^2 (df)	Sig. (2-tailed)
Do AR ads increase your interest in purchasing the product?	31.234 (6)	.000**
Do AR ads make you feel more connected to the brand?	23.287 (6)	.001**

The results suggest in the table no.9 that AR ads do make a difference. People who feel more interested or connected after seeing these ads are more likely to buy the product or at least think about it. The stats back this up, showing a strong and meaningful link. In simple terms, AR isn't just eye-catching; it helps brands get noticed and remembered.

RESULTS AND DISCUSSION

The findings from this study offer a well-rounded view of how Augmented Reality (AR) in television advertising is shaping the way people engage with brands, remember products, and consider making a purchase. By combining numbers with real voices from participants, the research gives a balanced and relatable look at both the exciting potential and the practical challenges of using AR in modern advertising.

The survey findings suggest that most people find AR advertisements genuinely engaging, with over 63% describing them as either somewhat or very engaging. Many appreciated the interactive nature of AR, particularly its ability to blend the physical and digital worlds, offering real-time visualisation of products and a more immersive experience overall. These impressions were echoed in the interviews, where participants spoke positively about the 3D visuals and personalised content, describing them as both innovative and emotionally resonant. However, it wasn't all smooth sailing; around 45% of respondents felt that AR ads could be overwhelming or a bit too demanding to interact with. This suggests that while the technology does have clear strengths, advertisers will need to be mindful not to let interactivity become a barrier to enjoyment.

When stacked up against traditional TV adverts, AR content performed quite well. Over 65% of respondents said they found AR ads more appealing, and more than 62% felt they were more likely to remember a brand after seeing one. This points to the power of AR's interactive and multisensory nature in boosting visibility and brand recall. That said, higher engagement didn't always lead to stronger word-of-mouth or brand advocacy. Only about a third of respondents said they would recommend a product or brand after seeing an AR ad, while over half remained on the fence. The paired sample t-test supported this, showing a small but statistically meaningful gap between how engaging the ads were and how well people remembered the brand. In other words, AR can certainly grab attention, but turning that attention into lasting loyalty may take a bit more work.

Participants generally viewed AR advertisements as creative and informative. The interviews consistently highlighted appreciation for their novelty and tech-savvy presentation, many found the storytelling imaginative, the simulations impressively realistic, and the overall feel refreshingly futuristic. However, respondents also pointed out areas for improvement. Some felt the visuals could be sharper, the messaging clearer, and the overall experience a bit smoother to navigate. These responses suggest that while AR certainly has the wow factor, it needs to offer more than just novelty; it must provide consistent, high-quality content that feels purposeful and well-aligned with the brand it represents.

The study also brought to light a few concerns that shouldn't be overlooked. Privacy stood out as a major issue, with just over half of the respondents expressing unease about how their data might be handled when interacting with AR ads. There was also some uncertainty about how long the appeal of AR would last; around 43% felt the novelty might fade, while many

others weren't quite sure. This signals a clear challenge: while AR is currently capturing attention, advertisers will need to keep evolving and refreshing their approach to maintain that interest. Other concerns included technical barriers like device compatibility and ease of use, especially relevant in the Indian market, where AR is still gaining traction and isn't always easily accessible to everyone.

The statistical findings backed up many of these observations. The chi-square tests revealed a clear link between how connected or interested people felt after viewing an AR ad and whether they went on to buy, or at least consider buying, the product. Put simply, the more emotionally engaged someone was, the more likely they were to show purchase intent. However, the correlation between engagement and brand recall turned out to be relatively weak, suggesting that while grabbing attention is important, it's not the whole story. Turning interest into action still relies heavily on trust, clear messaging, and consistent delivery.

Taken together, the research indicates that AR has significant potential to shake up television advertising so that it becomes more interactive, memorable, and emotionally evocative. That's not to say, though, that this potential doesn't come with responsibilities. It will be incumbent on advertisers to find that sweet spot through valuing simplicity, respecting user privacy, serving quality content and presenting a tailored experience for various user groups. Done thoughtfully, AR can be much more than a flashy novelty: It could be a genuinely effective and ethically responsible way to reach consumers today.

CONCLUSION

The research findings highlight that augmented reality (AR) is transforming television advertising at a stroke, lifting consumer engagement, brand recall, and buy intent. In comparison with standard formats, the immersive nature of AR, coupled with the ability to add interactive, personalised content, allows advertisers to create a more engaging viewing experience. Beyond getting their attention, AR ads, the respondents said, were more inventive, educational and emotionally resonant, which made them more likely to remember the company and consider purchasing. To the extent that these results need to be replicated, they indicate UR as being a potential strategic leverage for AR in modern advertising.

There are some limitations to how effective AR ads can become. Questions of device compatibility, data privacy, and novelty fatigue were raised by participants, which may impact long-term participation. Possible challenges were also highlighted, including user effort required for user interaction, technical challenges, and variation in the quality of content. Ad networks have no choice but they need to focus on cross-platform compatibility, respectful data practices, innovation and remarkable UX to overcome these hurdles. Keeping AR as something valuable and fun for users will have a lot to do with balancing immersion and ease.

Advertising in AR is huge and only getting bigger. Its application in different age groups, industries, and on different digital platforms such as social media and streaming media can be explored in future studies. Longitudinal studies investigate how, over time, customers' perceptions of AR change and/or how firms can remain relevant. Next-gen tech means coming AR with things like 5G, AI, and machine learning could open up ever more personalised and rapid advertorial experiences. In order to ensure AR-led experiences remain consumer-focused and responsible in an increasingly immersive new media landscape, ethical considerations, data privacy and security, user consent, and psychological effects among them should be a top priority as well.

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