Improving Omnichannel Customer Experience with AR on the Home Furniture Market

Katalin Hartl
Corvinus University of Budapest
Brigitta Kiss
Lego
Akos Varga
Corvinus University of Budapest
Ildikó Kemény
Corvinus University of Budapest

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023

Improving Omnichannel Customer Experience with AR on the Home Furniture Market

Abstract

In this research, we aimed to explore home furniture buyers' shopping behavior, their attitudes towards augmented reality (AR) and the impact of this new technology on the omnichannel shopping experience and the customer journey. The study used mixed methods, including an online survey and focus group interviews, to examine customers' shopping behaviors with a particular focus on omnichannel shopping. The results indicate that webrooming, one of the six customer profiles identified by Buldeo Rai et al. (2019), is the most common customer behavior on the furniture market. The focus group interviews suggest that AR-based technologies can help consumers to make purchasing decisions on furniture easier but are not yet considered advanced enough to be fully relied upon, so this technology hasn't shifted the shopping behavior toward single-channel online shopping yet.

Keywords: *omnichannel, customer experience, augmented reality*