

Exploring the Multifaceted Impact of Augmented Reality Applications across Industries and Consumer Behavior

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ABSTRACT

This study examines the diverse applications and consequences of augmented reality (AR) on customer behavior in a range of businesses. AR improves surgical accuracy and medical training in the healthcare industry, and it makes virtual try-ons and interactive buying easier in the retail sector. Virtual property tours are beneficial to the real estate industry, and interactive information improves learning results in the classroom. AR is used in manufacturing for quality control and training, and in gaming and entertainment for immersive narrative. AR has a significant impact on customer behavior, influencing buying

decisions and boosting engagement. Notwithstanding obstacles like privacy issues and technological limitations, augmented reality (AR) promises to continue evolving and finding new uses in the future, drastically altering how customers engage with goods and services.

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