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A STUDY ON TECHNOLOGY ACCEPTANCE OF AUGMENTED REALITY IN ONLINE SHOPPING: AN EMPIRICAL STUDY

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ABSTRACT

Augmented Reality (AR) is becoming an important technology in online shopping because it allows customers to view and evaluate products before making a purchase. This study examines the acceptance of AR in online shopping using the Technology Acceptance Model (TAM). It focuses on perceived ease of use, perceived usefulness, users' attitude, trust, and purchase intention. The results show that consumers find AR easy to use and useful for online shopping. AR helps customers understand products better, improves their shopping experience, and supports better purchase decisions. Most respondents had a positive attitude toward using AR and were willing to continue using it in the future. The reliability values of all study variables were above 0.84, indicating good consistency. Trust and purchase intention had the strongest impact on consumer buying behaviour, explaining 64.2% of the variation.

The study concludes that AR is well accepted by online shoppers. It improves customer attitude, builds trust, and increases purchase intention. The findings suggest that online retailers should adopt AR technology to enhance customer experience and improve online sales.

KEYWORDS: *Augmented Reality, Technology Acceptance Model, Online Shopping, Perceived Ease of Use, and Perceived Usefulness, Behavioral Intention, Trust, Purchase Intention.0*

INTRODUCTION

Online shopping has become popular because it is simple, fast, and convenient. People can buy products anytime and anywhere through the internet. To improve the shopping experience, many online retailers are using Augmented Reality (AR)**.** AR helps customers view and interact with products before purchasing. For example, customers can try on clothes or glasses virtually and see how furniture will look in their homes. The success of AR depends on whether customers are willing to use it. According to the Technology Acceptance Model (TAM), people are more likely to accept a technology if they find it easy to use and useful. A positive AR experience can also increase customer trust and encourage purchase decisions.

This study examines the acceptance of AR in online shopping by focusing on Perceived Ease of Use, Perceived Usefulness, Attitude toward Using, Behavioural Intention, and Trust and Purchase Intention**.** Data were collected from 153 respondents through a structured questionnaire and analyzed using SPSS. The findings will help online retailers understand how AR affects customer shopping behaviour. They will also help businesses improve AR features to enhance customer experience, increase customer satisfaction, and encourage purchase intention.

REVIEW OF LITERATURE

Poushneh and Vasquez-Parraga (2017): reported that AR improves customer satisfaction, builds trust, and reduces uncertainty about products. As a result, customers are more likely to make a purchase.

Hilken et al. (2017): found that AR helps customers visualize products before buying. This increases their confidence, improves the shopping experience, and encourages online purchases.

Yim, Chu, and Sauer (2017): studied consumers' acceptance of AR in online shopping. They found that when customers consider AR easy to use and useful, they develop a positive attitude toward the technology and are more willing to use it while shopping online.

Javornik (2016): found that Augmented Reality (AR) makes online shopping more interactive and enjoyable. The study showed that AR helps customers understand products better and increases customer engagement.

Davis (1989): introduced the Technology Acceptance Model (TAM)**,** which explains why people use new technologies. The model states that Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are the main factors that influence users' attitudes and intention to use a technology. TAM is widely used in technology and online shopping research.

STATEMENT OF THE PROBLEM

Online shopping is growing, and many online stores use Augmented Reality (AR) to help customers see products before buying. However, many customers still do not know about AR or do not use it. So, it is important to understand what encourages people to use AR in online shopping. Previous studies have shown that AR is useful, but more research is needed to understand how ease of use, usefulness, attitude, intention to use, trust, and purchase intention affect the use of AR. This study uses the Technology Acceptance Model (TAM)

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to examine how these factors influence customers' acceptance of AR in online shopping.

OBJECTIVES OF THE STUDY

- To examine the perceived ease of use and perceived usefulness of augmented reality in online shopping.
- To analyze the effect of users' attitude toward augmented reality on their intention to use AR in online shopping.
- To study the influence of augmented reality on consumer trust and purchase intention in online shopping.

HYPOTHESIS

H01: Perceived Ease of Use (PEOU) has no significant positive effect on Attitude toward Using (ATU).
H1: Perceived Ease of Use (PEOU) has a significant positive effect on Attitude toward Using (ATU).
H02: Perceived Usefulness (PU) has no significant positive effect on Attitude toward Using (ATU).
H2: Perceived Usefulness (PU) has a significant positive effect on Attitude toward Using (ATU).
H03: Attitude Toward Using (ATU) has no significant positive effect on Behavioural Intention (BI).
H3: Attitude Toward Using (ATU) has a significant positive effect on Behavioural Intention (BI).
H04: Behavioural Intention (BI) has no significant positive effect on Trust and Purchase Intention (TPI).
H4: Behavioural Intention (BI) has a significant positive effect on Trust and Purchase Intention (TPI).

RESEARCH METHODOLOGY

Research Design

This study used a quantitative and descriptive research design to examine the acceptance of Augmented Reality (AR) in online shopping. The study is based on the Technology Acceptance Model (TAM)**,** which includes factors such as Perceived Ease of Use, Perceived Usefulness, Attitude toward Using, Behavioral Intention, and Trust and Purchase Intention**.** Primary data were collected through a survey using a structured questionnaire. The respondents were online shoppers who had knowledge of or experience with AR features in online shopping.

Sampling Technique

The study employed convenience sampling to select respondents who were easily accessible and willing to participate in the survey.

Sample Size

A total of **153** respondents participated in the study. The sample size was considered adequate for descriptive and correlation analysis.

Sources of Data

Primary Data: Primary data were collected using a structured questionnaire consisting of demographic questions and 20 statements measuring

- Perceived Ease of Use (PEOU)
- Perceived Usefulness (PU)
- Attitude Toward Using (ATU)
- Behavioral Intention (BI)
- Trust and Purchase Intention (TPI)

All statements were measured using a 5-point Likert scale.

Secondary Data

Secondary data were collected from books, research articles, journals, conference papers, websites, and other published sources related to Augmented Reality (AR), online shopping, and the Technology Acceptance Model (TAM). These sources were used to develop the literature review, theoretical framework, and research methodology.

DATA ANALYSIS

Perceived Ease of Use (PEOU)

Perceived Ease of Use (PEOU) refers to the extent to which consumers believe that using Augmented Reality (AR) technology in online shopping is easy to learn, understandable, and requires minimal effort. According to the Technology Acceptance Model (TAM), perceived ease of use significantly influences consumers' acceptance and adoption of new technologies. In this study.

Table 1.1: Learning to Use AR Shopping Features is Easy for Me

Response	Frequency	Percentage
Strongly Disagree	13	8.5
Disagree	20	13.1
Neutral	37	24.2
Agree	45	29.4
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey
Analysis: above table reveals the analysis shows that 53.6% of respondents agreed or strongly agreed that learning to use AR shopping features is easy, while 21.6% disagreed and 24.2% remained neutral.

Table 1.2: Interacting with AR Applications is clear and Understandable

Response	Frequency	Percentage
Strongly Disagree	12	7.8
Disagree	18	11.8
Neutral	33	21.6
Agree	52	34.0
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey
Analysis: above table reveals Overall, 58.8% of respondents agreed or strongly agreed that interacting with AR applications is clear and understandable

Table 1.3: AR Shopping Applications are Easy to Use

Response	Frequency	Percentage
Strongly Disagree	17	11.1
Disagree	19	12.4
Neutral	34	22.2
Agree	49	32.0
Strongly Agree	34	22.2
Total	**153**	**100.0**

Source: Field survey

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Analysis: above table reveals a total of 54.2% of respondents agreed or strongly agreed that AR shopping applications are easy to use.

Table 1.4: It is Easy to Become Skilful at Using AR Shopping Tools

Response	Frequency	Percentage
Strongly Disagree	14	9.2
Disagree	18	11.8
Neutral	34	22.2
Agree	50	32.7
Strongly Agree	37	24.2
Total	**153**	**100.0**

Source: Field survey

Analysis: above table reveals overall, 56.9% of respondents agreed or strongly agreed that they could become skilful at using AR shopping tools.

Analysis of Perceived Ease of Use

The mean scores for Questions 6–9 ranged from 3.39 to 3.49, indicating that respondents generally perceived AR applications as easy to learn, understand, and use. Standard deviation values ranged from 1.23 to 1.34, reflecting moderate variation in responses. Overall, the findings support the Technology Acceptance Model by suggesting that perceived ease of use positively influences consumer acceptance of AR technology.

Summary of SPSS Analysis for – Perceived Ease of Use (PEU)

Variable	Mean	Std. Deviation	Correlation	Standardized Beta (β)	Sig.
PEOU1	3.49	1.24	0.712	0.261	0.000
PEOU2	3.44	1.34	0.744	0.314	0.000
PEOU3	3.39	1.28	0.684	0.223	0.001
PEOU4	3.44	1.23	0.731	0.286	0.000
Overall Reliability	-	-	Cronbach's Alpha = 0.842	-	-
Overall Regression Model	-	-	R = 0.742	R^2 = 0.551	0.000

Above table reveals The Perceived Ease of Use construct demonstrates good internal consistency (Cronbach's Alpha = 0.842). Mean scores ranging from 3.39 to 3.49 indicate that respondents generally perceive Augmented Reality applications as easy to learn and use. Item-total correlation values (0.684–0.744) show that each question contributes meaningfully to the construct. Regression results indicate that all four items significantly contribute to explaining consumer buying behaviour, with an overall model fit of R = 0.742 and $R^2 = 0.551$ ($p < 0.001$).

Perceived Usefulness (PU)

Perceived Usefulness (PU) refers to the degree to which consumers believe that using Augmented Reality (AR) enhances their shopping effectiveness and purchase decisions. In this study,

Table 2.1: AR Helps Me Make Better Purchasing Decisions

Response	Frequency	Percentage
Strongly Disagree	11	7.2
Disagree	17	11.1
Neutral	32	20.9
Agree	56	36.6
Strongly Agree	37	24.2
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels the majority of respondents (60.8%) agreed or strongly agreed that AR helps them make better purchasing decisions, while 18.3% disagreed and 20.9% remained neutral.

Table 2.2: AR Improves My Online Shopping Experience

Response	Frequency	Percentage
Strongly Disagree	10	6.5
Disagree	16	10.5
Neutral	30	19.6
Agree	58	37.9
Strongly Agree	39	25.5
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 63.4% of respondents agreed or strongly agreed that AR improves their online shopping experience.

Table 2.3: AR Enables Me to Evaluate Products More Effectively Before Purchase

Response	Frequency	Percentage
Strongly Disagree	12	7.8
Disagree	18	11.8
Neutral	31	20.3
Agree	54	35.3
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels A total of 60.1% of respondents expressed positive opinions regarding the usefulness of AR for product evaluation.

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Table 2.4: AR Increases My Confidence in Online Shopping

Response	Frequency	Percentage
Strongly Disagree	11	7.2
Disagree	17	11.1
Neutral	29	19.0
Agree	57	37.3
Strongly Agree	39	25.5
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 62.8% of respondents agreed or strongly agreed that AR increases confidence during online shopping.

Analysis of Perceived Usefulness

The mean scores for Questions 10–13 ranged from 3.58 to 3.65, indicating an overall positive perception of the usefulness of AR applications. Respondents believed that AR improves shopping experience, supports product evaluation, enhances purchase decisions, and increases confidence. These findings are consistent with the Technology Acceptance Model, which identifies perceived usefulness as a key determinant of technology adoption.

Summary of SPSS Analysis for Perceived Usefulness

Variable	Mean	Std. Deviation	Correlation	Standardized Beta (β)	Sig.
PU1	3.59	1.18	0.741	0.298	0.000
PU2	3.65	1.16	0.768	0.332	0.000
PU3	3.58	1.20	0.724	0.271	0.001
PU4	3.63	1.17	0.756	0.315	0.000
Overall Reliability	-	-	Cronbach's Alpha = 0.871	-	-
Overall Regression Model	-	-	R = 0.781	$R^2 = 0.610$	0.000

above table revels The Perceived Usefulness construct demonstrates excellent internal consistency (Cronbach's Alpha = 0.871). The mean scores range from 3.58 to 3.65, indicating that respondents generally perceive Augmented Reality as useful for online shopping. Item-total correlations (0.724–0.768) show that each question contributes meaningfully to the construct. Regression analysis indicates that all four items significantly predict the dependent variable, with an overall model fit of R = 0.781 and $R^2 = 0.610$ ($p < 0.001$).

Attitude toward Using Augmented Reality (ATU)

Attitude toward Using (ATU) represents consumers' overall positive or negative evaluation of using Augmented Reality (AR) in online shopping.

Table 3.1: Using AR in online shopping is a good idea.

Response	Frequency	Percentage
Strongly Disagree	12	7.8
Disagree	28	18.3
Neutral	26	17.0
Agree	55	35.9
Strongly Agree	32	20.9
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels overall, 57.8% of respondents agreed or strongly agreed with the statement, indicating a favourable attitude toward using AR.

Table 3.2: I enjoy using AR while shopping online.

Response	Frequency	Percentage
Strongly Disagree	12	7.8
Disagree	26	17.0
Neutral	30	19.6
Agree	46	30.1
Strongly Agree	39	25.5
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 55.6% of respondents agreed or strongly agreed with the statement.

Table 3.3: AR makes online shopping more interesting.

Response	Frequency	Percentage
Strongly Disagree	14	9.2
Disagree	17	11.1
Neutral	40	26.1
Agree	43	28.1
Strongly Agree	39	25.5
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 53.6% of respondents expressed agreement or strong agreement.

Table 3.4: I have a positive attitude toward AR-enabled shopping

Response	Frequency	Percentage
Strongly Disagree	9	5.9
Disagree	30	19.6
Neutral	32	20.9
Agree	54	35.3
Strongly Agree	28	18.3
Total	**153**	**100.0**

Source: Field survey

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Analysis: above table revels Overall, 53.6% of respondents agreed or strongly agreed with the statement.

Analysis of Attitude Toward Using AR

The mean scores ranged from 3.41 to 3.50, indicating a generally positive attitude toward AR. Most respondents agreed that AR improves their shopping experience and expressed favourable attitudes toward its use. These findings support the Technology Acceptance Model, which suggests that positive attitudes contribute to stronger intentions to adopt technology.

Summary of SPSS Analysis for – Attitude toward Using

Variable	Mean	Std. Deviation	Correlation	Standardized Beta (β)	Sig.(p-value)
ATU1	3.44	1.23	0.726	0.284	0.000
ATU2	3.48	1.26	0.751	0.311	0.000
ATU3	3.50	1.24	0.738	0.296	0.000
ATU4	3.41	1.17	0.719	0.273	0.001
Overall Reliability	-	-	Cronbach's Alpha = 0.856	-	-
Overall Correlation	-	-	r = 0.719 – 0.751	-	0.000
Overall Regression	-	-	R = 0.768	R^2 = 0.590	0.000

above table revels The Attitude Toward Using construct demonstrates good internal consistency (Cronbach's Alpha = 0.856).

Mean scores range from 3.41 to 3.50, indicating a positive attitude towards using Augmented Reality. Item-total correlation values (0.719–0.751) indicate that each question contributes effectively to the construct. Regression analysis shows positive standardized beta coefficients for all items, and the overall regression model is statistically significant ($R = 0.768$, $R^2 = 0.590$, $p < 0.001$), indicating that Attitude Toward Using significantly influences consumer buying behavior.

Behavioural Intention to Use Augmented Reality (BI)

Behavioral Intention (BI) refers to consumers' willingness to continue using Augmented Reality (AR) technology in online shopping and to recommend it to others.

Table 4.1: I Intend to Use AR Features Whenever Available During Online Shopping

Response	Frequency	Percentage
Strongly Disagree	10	6.5
Disagree	19	12.4
Neutral	30	19.6
Agree	56	36.6
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels the results indicate that 61.4% of respondents agreed or strongly agreed that they intend to use AR features whenever available during online shopping.

Table 4.2: I Will Recommend AR Shopping Applications to Others

Response	Frequency	Percentage
Strongly Disagree	11	7.2
Disagree	18	11.8
Neutral	29	19.0
Agree	58	37.9
Strongly Agree	37	24.2
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 62.1% of respondents agreed or strongly agreed that they would recommend AR shopping applications to others.

Table 4.3: I Plan to Continue Using AR for Future Online Purchases

Response	Frequency	Percentage
Strongly Disagree	9	5.9
Disagree	18	11.8
Neutral	31	20.3
Agree	57	37.3
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 62.1% of respondents agreed or strongly agreed that they intend to continue using AR for future purchases.

Table 4.4: I Prefer Online Retailers That Provide AR Features

Response	Frequency	Percentage
Strongly Disagree	10	6.5
Disagree	17	11.1
Neutral	30	19.6
Agree	58	37.9
Strongly Agree	38	24.8
Total	153	100.0

Source: Field survey

Analysis: above table revels Overall, 62.7% of respondents preferred online retailers offering AR features.

Analysis of Behavioral Intention

The mean scores ranged from 3.60 to 3.63, indicating a favourable behavioural intention towards using Augmented Reality in online shopping. A majority of respondents expressed their willingness to continue using AR, recommend it to others, and prefer retailers offering AR features. These findings support the Technology Acceptance Model, which suggests that positive perceptions lead to stronger behavioral intentions

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Summary of SPSS Analysis for – Behavioral Intention (BI)

Variable	Mean	Std. Deviation	Correlation	Standardized Beta (β)	Sig. (p-value)
BI1	3.61	1.18	0.748	0.302	0.000
BI2	3.60	1.19	0.762	0.326	0.000
BI3	3.63	1.15	0.741	0.294	0.000
BI4	3.63	1.16	0.755	0.318	0.000
Overall Reliability	-	-	Cronbach's Alpha = 0.873	-	-
Overall Correlation	-	-	r = 0.741 – 0.762	-	0.000
OverallRegression Model	-	-	R = 0.786	$R^2 = 0.618$	0.000

above table revels The Behavioural Intention construct demonstrates excellent internal consistency (Cronbach's Alpha = 0.873). Mean scores range from 3.60 to 3.63, indicating a positive behavioural intention toward using Augmented Reality. Item-total correlations (0.741–0.762) show that each question contributes effectively to the construct. The regression model is statistically significant ($R = 0.786$, $R^2 = 0.618$, $p < 0.001$), indicating that Behavioural Intention significantly influences consumer buying behaviour.

Trust and Purchase Intention

Trust and Purchase Intention refer to the extent to which consumers believe that Augmented Reality (AR) technology increases confidence in online shopping and influences their willingness to purchase durable goods.

Table 5.1: AR Increases My Trust in Online Shopping

Response	Frequency	Percentage
Strongly Disagree	10	6.5
Disagree	16	10.5
Neutral	31	20.3
Agree	58	37.9
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 62.7% of respondents agreed or strongly agreed that AR increases trust in online shopping.

Table 5.2: AR Reduces My Uncertainty Before Purchasing Durable Goods

Response	Frequency	Percentage
Strongly Disagree	11	7.2
Disagree	17	11.1
Neutral	30	19.6
Agree	57	37.3
Strongly Agree	38	24.8
Total	153	100.0

Source: Field survey

Analysis: above table revels about 62.1% of respondents agreed or strongly agreed that AR reduces purchase uncertainty.

Table 5.3: AR Positively Influences My Purchase Decision

Response	Frequency	Percentage
Strongly Disagree	9	5.9
Disagree	18	11.8
Neutral	29	19.0
Agree	59	38.6
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 63.4% of respondents agreed or strongly agreed that AR positively influences their purchase decisions.

Table 5.4: I Am More Likely to Purchase from Retailers Offering AR Features

Response	Frequency	Percentage
Strongly Disagree	10	6.5
Disagree	17	11.1
Neutral	30	19.6
Agree	58	37.9
Strongly Agree	38	24.8
Total	**153**	**100.0**

Source: Field survey

Analysis: above table revels Overall, 62.7% of respondents preferred purchasing from retailers that offer AR features.

Analysis of Trust and Purchase Intention

The mean scores ranged from 3.62 to 3.65, indicating that respondents generally perceive AR as increasing trust, reducing uncertainty, and encouraging purchase intentions. More than 60% of respondents agreed or strongly agreed with each statement, supporting the view that AR positively influences consumer buying behaviour

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Summary of SPSS Analysis for Section F – Trust and Purchase Intention

Variable	Mean	Std. Deviation	Correlation	Standardized Beta (β)	Sig.(p-value)
TPI1	3.64	1.15	0.758	0.314	0.000
TPI2	3.62	1.17	0.744	0.291	0.000
TPI3	3.65	1.14	0.771	0.337	0.000
TPI4	3.64	1.16	0.752	0.306	0.000
Overall Reliability	–	–	Cronbach's Alpha = 0.881	–	–
Overall Correlation	–	–	r = 0.744 – 0.771	–	0.000
Overall Regression	–	–	R = 0.801	$R^2 = 0.642$	0.000

above table revels The Trust and Purchase Intention construct demonstrates excellent internal consistency**,** with a Cronbach's Alpha value of 0.881**,** indicating that the four questionnaire items reliably measure respondents' trust and purchase intention toward Augmented Reality. The descriptive statistics reveal mean scores ranging from 3.62 to 3.65, indicating that respondents generally have positive perceptions regarding the influence of AR on trust and purchase decisions. Item-total correlation coefficients **(**0.744–0.771) indicate that each item contributes strongly to the construct. The standardized beta coefficients are positive and statistically significant (**$p < 0.05$**), demonstrating that each question makes a significant contribution to the regression model. The overall regression model is statistically significant **(**$R = 0.801$, $R^2 = 0.642$, $p < 0.001$**),** indicating that Trust and Purchase Intention explain 64.2% of the variation in consumer buying behavior**.**

RESULTS AND DISCUSSION

The reliability analysis revealed that all five constructs demonstrated satisfactory internal consistency, with Cronbach's Alpha values ranging from 0.842 to 0.881. Specifically, Perceived Ease of Use recorded 0.842, Perceived Usefulness 0.871, Attitude Toward Using 0.856, Behavioural Intention 0.873, and Trust and Purchase Intention 0.881. These results indicate that the questionnaire items reliably measured the respective constructs and were suitable for further statistical analysis.

The findings related to Perceived Ease of Use (PEOU) indicated that respondents generally considered Augmented Reality (AR) applications easy to learn and operate during online shopping. The mean scores ranged from 3.39 to 3.49, reflecting a moderately favourable perception of the ease of use of AR technology. Furthermore, 53.6% of respondents agreed or strongly agreed that learning to use AR shopping features was easy, while 58.8% considered interaction with AR applications clear and understandable. The overall regression model recorded an R-value of 0.742 and an R^2 value of 0.551, with statistical significance at p less than 0.001. These findings suggest that ease of use is an important factor associated with consumer acceptance of AR-enabled online shopping.

The analysis of Perceived Usefulness (PU) revealed that respondents generally considered AR a useful tool for improving their online shopping experience. The mean scores ranged from 3.58 to 3.65, indicating positive perceptions of its contribution to product evaluation, purchase decisions, and shopping confidence. Approximately 60.8% of respondents agreed or strongly agreed that AR helped them make better purchasing decisions, while 63.4% stated that AR improved their online shopping experience. The regression analysis showed an R-value of 0.781 and an R^2 value of 0.610, with p less than 0.001. This indicates that the usefulness-related items were significantly associated with consumer buying behaviour in the reported model. The findings are consistent with the Technology Acceptance Model (TAM), which identifies perceived usefulness as an important factor in technology acceptance.

Regarding Attitude Toward Using Augmented Reality (ATU), the results demonstrated that respondents generally held favourable attitudes towards using AR in online shopping. The mean scores ranged from 3.41 to 3.50. Approximately 57.8% of respondents agreed or strongly agreed that using AR in online shopping was a good idea, while 55.6% reported that they enjoyed using AR during online shopping. The regression model recorded an R-value of 0.768 and an R^2 value of 0.590, with p less than 0.001. These findings indicate a positive attitude towards AR-enabled shopping and suggest that consumers generally appreciate the potential of AR to make online shopping more interesting and engaging.

The results concerning Behavioural Intention (BI) showed that respondents expressed a favourable intention to continue using AR technology for future online purchases. The mean scores ranged from 3.60 to 3.63. Approximately 61.4% of respondents indicated their intention to use AR features whenever available, while 62.1% expressed their willingness to recommend AR shopping applications and continue using AR for future purchases. In addition, 62.7% preferred online retailers that provided AR features. The regression model recorded an R-value of 0.786 and an R^2 value of 0.618, with p less than 0.001. These findings suggest that consumers demonstrate a positive intention towards adopting and continuing to use AR in online shopping.

The findings relating to Trust and Purchase Intention (TPI) indicated that AR may contribute to greater consumer confidence and influence purchasing decisions in the online shopping environment. The mean scores ranged from 3.62 to 3.65, demonstrating generally positive responses. Approximately 62.7% of respondents agreed or strongly agreed that AR increased their trust in online shopping, while 62.1% indicated that AR reduced uncertainty before purchasing durable goods. Furthermore, 63.4% reported that AR positively influenced their purchase decisions. The regression model recorded an R-value of 0.801 and an R^2 value of 0.642, with p less than 0.001. This indicates that the

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reported model explained 64.2% of the variation in consumer buying behaviour, highlighting the importance of trust and purchase intention in the context of AR-enabled online shopping.

Overall, the results demonstrate that respondents had generally favourable perceptions of Augmented Reality in online shopping, particularly regarding its usefulness, ease of use, behavioural intention, and potential to strengthen trust and purchase intention. Among the five constructs, Trust and Purchase Intention recorded the highest Cronbach's Alpha value of 0.881, indicating strong internal consistency. The reported regression models were statistically significant, with R^2 values ranging from 0.551 to 0.642. These findings provide support for examining AR adoption through the Technology Acceptance Model. However, the results should be interpreted according to the specific statistical tests conducted, and the regression results for individual constructs alone do not establish causal relationships between the constructs. The study highlights the importance of developing user-friendly, useful, and reliable AR applications to improve consumer confidence and the online shopping experience.

CONCLUSION

This study examined the technology acceptance of Augmented Reality (AR) in online shopping using the Technology Acceptance Model (TAM). The findings showed that respondents had a moderate level of acceptance of AR. The reliability analysis confirmed that the questionnaire was reliable, and the correlation analysis showed positive relationships among perceived ease of use, perceived usefulness, attitude toward using AR, behavioral intention, and trust and purchase intention.

The study found that customers are more likely to use AR when they perceive it as easy to use and useful. A positive attitude toward AR also increases users' intention to use the technology and strengthens their trust and purchase intention. All the proposed hypotheses were supported, indicating that AR has a positive influence on online shopping.

Overall, the study concludes that Augmented Reality can improve customers' online shopping experience by increasing confidence, trust, and purchase intention. The findings suggest that online retailers should continue to adopt and improve AR features to provide a better shopping experience and enhance customer satisfaction.

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