

Augmented Reality and Information Marketing Digital Transformation in Increasing Consumer Experience

Augmented Reality
and Information
Marketing

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ABSTRACT

Augmented Reality has emerged as a transformative technology in digital marketing, reshaping how consumers interact with brands and product information. This study aims to explore the application of Augmented Reality in digital marketing, its impact on consumer experiences, and the effectiveness of related marketing strategies. Employing a qualitative systematic literature review, the research analyzed seven high-quality studies published between 2020 and 2025, selected through a rigorous process using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses framework. The findings reveal that Augmented Reality enhances consumer experiences through personalized interactions, immersive engagement, and seamless integration of physical and digital platforms, fostering trust and loyalty. However, challenges such as high development costs, limited consumer digital literacy, and privacy concerns hinder widespread adoption. These insights highlight the need for user-friendly platforms and ethical data practices to maximize Augmented Reality's potential. The study concludes that Augmented Reality significantly enriches digital marketing by offering innovative consumer experiences, but its success depends on overcoming technological and accessibility barriers. Future research should explore longitudinal impacts and applications in non-retail sectors to further advance marketing strategies.

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Keywords: Augmented Reality, Consumer Experience, Digital Transformation, Information Marketing, Systematic Review.

ABSTRAK

Augmented Reality telah muncul sebagai teknologi transformatif dalam pemasaran digital, yang mengubah cara konsumen berinteraksi dengan merek dan informasi produk. Studi ini bertujuan untuk mengeksplorasi penerapan Augmented Reality dalam pemasaran digital, dampaknya terhadap pengalaman konsumen, dan efektivitas strategi pemasaran terkait. Dengan menggunakan tinjauan pustaka sistematis kualitatif, penelitian ini menganalisis tujuh studi berkualitas tinggi yang diterbitkan antara tahun 2020 dan 2025, yang dipilih melalui proses yang ketat menggunakan kerangka Preferred Reporting Items for Systematic Reviews and Meta-Analyses. Temuan tersebut mengungkapkan bahwa Augmented Reality meningkatkan pengalaman konsumen melalui interaksi yang dipersonalisasi, keterlibatan yang mendalam, dan integrasi platform fisik dan digital yang mulus, yang menumbuhkan kepercayaan dan loyalitas. Namun, tantangan seperti biaya pengembangan yang tinggi, literasi digital konsumen yang terbatas, dan masalah privasi menghambat adopsi yang meluas. Wawasan ini menyoroti perlunya platform yang mudah digunakan dan praktik data yang etis untuk memaksimalkan potensi Augmented Reality. Studi ini menyimpulkan bahwa Augmented Reality secara signifikan memperkaya pemasaran digital dengan menawarkan pengalaman konsumen yang inovatif, tetapi keberhasilannya bergantung pada upaya mengatasi hambatan teknologi dan aksesibilitas. Penelitian di masa mendatang sebaiknya menelusuri dampak longitudinal dan penerapan di sektor non-ritel untuk lebih memajukan strategi pemasaran.

Keywords: Augmented Reality, Pengalaman Konsumen, Transformasi Digital, Pemasaran Informasi, Tinjauan Sistematis.

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INTRODUCTION

Digital transformation has reshaped marketing strategies, introducing innovative technologies like Augmented Reality (AR) that enhance consumer engagement and redefine how brands interact with their audiences. AR, as a cutting-edge digital tool, overlays virtual elements onto the real world, enabling immersive and interactive experiences that enrich product information delivery (Griffith & Alpert, 2022; Scholz & Smith, 2016). This technology allows consumers to visualize products in real-time contexts, such as virtually trying on clothes or previewing furniture in their homes, fostering stronger emotional connections and reducing purchase uncertainties (Qi et al., 2024; Singh et al., 2024). By integrating AR into marketing strategies, companies can create personalized and engaging experiences that align with modern consumers' expectations for interactive and meaningful interactions (Koo et al., 2022). As digital platforms evolve, AR has emerged as a pivotal tool in bridging the gap between online and offline consumer experiences, offering a competitive edge in a dynamic marketplace (Suryawijaya & Aqmala, 2023).

Despite AR's potential, its adoption in digital marketing faces significant challenges that require careful consideration. High development costs, technological complexity, and the need for compatible devices can limit accessibility for both companies and consumers (Enrique et al., 2022; Onecha et al., 2023). Additionally, consumer adaptation remains a hurdle, as some users lack the digital literacy needed to navigate AR applications effectively (Lee et al., 2021). These challenges highlight the need for user-friendly interfaces and consumer education to maximize AR's effectiveness (Shrivastava, 2017). Moreover, integrating AR with other digital marketing strategies, such as social media and data-driven personalization, is essential to create a cohesive omnichannel experience that enhances consumer trust and engagement (Sitorus et al., 2024; Rasyid et al., 2023). Addressing these obstacles is critical for companies aiming to leverage AR to stay competitive in an increasingly digital landscape.

The research gap in current literature underscores the need for deeper exploration of AR's role in enhancing consumer experiences through a qualitative lens. According to Anani et al. (2024), most studies focus on AR's technical capabilities and effectiveness in general marketing contexts, but there is limited research examining its impact on personalized consumer experiences in depth. Similarly, Kim (2024) notes that while AR's potential to improve engagement is widely acknowledged, few studies explore how it integrates with other digital strategies to create sustainable and unique consumer interactions. Furthermore, Nguyen et al. (2024) highlight that existing research often overlooks the qualitative aspects of consumer perceptions, such as emotional resonance and trust, which are critical for understanding AR's full impact. This gap is particularly evident in studies addressing how AR can address consumer hesitations and foster long-term brand loyalty (Marwaha et al., 2023). Thus, there is a clear need for research that qualitatively investigates AR's role in shaping consumer experiences and overcoming implementation challenges in digital marketing.

This study aims to explore how Augmented Reality, as a component of digital marketing transformation, enhances consumer experiences through personalized and interactive product information delivery. Specifically, it seeks to understand how AR fosters consumer engagement, supports purchase decision-making, and addresses challenges such as technological barriers and user adaptation. By adopting a qualitative approach, this research will examine consumer perceptions and experiences with AR applications, such as virtual try-ons or interactive product displays, to provide insights into their emotional and practical impacts. The study also aims to investigate how AR integrates with other digital marketing strategies to create cohesive and impactful consumer journeys (Chylinski et al., 2020). The findings are expected to contribute to the theoretical understanding of AR's role in digital marketing and offer practical guidance for companies seeking to implement AR effectively. By addressing these objectives, this research will fill the identified gap by providing a nuanced, consumer-centered perspective on AR's transformative potential in marketing.

LITERATURE REVIEW

Augmented Reality as a Tool for Consumer Engagement

Augmented Reality (AR) has emerged as a transformative technology in digital marketing, significantly enhancing consumer engagement through interactive and immersive experiences. According to Scholz and Smith (2016), AR enables brands to create immersive environments where consumers can interact with products virtually, fostering deeper emotional connections and increasing engagement. This interactivity allows consumers to visualize products in real-world contexts, such as trying on cosmetics or previewing furniture, which enhances their confidence in purchase decisions (Griffith & Alpert, 2022). Research by Qi et al. (2024) highlights that AR's ability to provide real-time, context-rich product information reduces uncertainty, making it a powerful tool for engaging modern consumers who seek personalized experiences. Furthermore, AR's integration into mobile applications and social media platforms amplifies its reach, enabling brands to connect with consumers across multiple touchpoints (Sitorus et al., 2024). By offering dynamic and interactive content, AR not only captures consumer attention but also strengthens brand recall and loyalty, positioning it as a critical component of contemporary marketing strategies.

The effectiveness of AR in engaging consumers lies in its capacity to bridge the gap between online and offline experiences. Chylinski et al. (2020) argue that AR creates a seamless omnichannel experience by allowing consumers to interact with products in a virtual yet realistic manner, enhancing their perception of brand authenticity. This aligns with findings from Koo et al. (2022), who note that AR-driven interactions lead to higher consumer involvement compared to traditional marketing media. Moreover, AR's ability to tailor experiences to individual preferences, such as personalized product recommendations, further boosts engagement (Rasyid et al., 2023). However, the success of AR in engagement depends on its accessibility and ease of use, as complex interfaces can deter less tech-savvy consumers (Lee et al., 2021). These insights underscore AR's potential to transform consumer engagement while highlighting the need for intuitive design to maximize its impact.

Personalization and Consumer Experience through AR

AR significantly enhances consumer experiences by delivering personalized marketing content that resonates with individual preferences and needs. According to Anani et al. (2024), AR's ability to provide tailored visualizations, such as virtual try-ons or product simulations, creates a sense of ownership and connection, improving consumer satisfaction. This personalization is particularly effective in industries like fashion, cosmetics, and home décor, where consumers value the ability to preview products in their own environments (Zeng et al., 2023). By integrating AR with data-driven marketing strategies, companies can deliver contextually relevant content that aligns with consumer preferences, thereby increasing purchase intent (Sang, 2024). For instance, AR applications that adapt to user inputs, such as size or color preferences, create a more meaningful and engaging experience compared to static marketing approaches (Kim, 2024). This personalized approach not only enhances the consumer journey but also fosters trust and emotional resonance with brands.

The impact of AR on consumer experience extends beyond personalization to include emotional and cognitive benefits. Khalil et al. (2024) emphasize that AR's immersive nature allows consumers to explore products in depth, reducing perceived risks associated with online purchases. This is particularly evident in tourism and retail, where AR enables virtual explorations that mimic real-world interactions, enhancing consumer confidence (Gudowsky et al., 2023). Additionally, AR's integration with social media platforms enables brands to deliver personalized experiences at scale, creating a cohesive digital journey (Pranata et al., 2023). However, the effectiveness of AR in personalization depends on seamless integration with existing digital ecosystems, as disjointed experiences can diminish consumer satisfaction (Suryawijaya & Aqmala, 2023). These

findings highlight AR's role in creating tailored, emotionally engaging consumer experiences while emphasizing the importance of strategic integration.

Challenges in Implementing AR in Digital Marketing

Despite its potential, implementing AR in digital marketing presents several challenges that can hinder its effectiveness. According to Enrique et al. (2022), the high costs of developing AR applications and the need for advanced technological infrastructure pose significant barriers, particularly for small and medium-sized enterprises. These financial and technical demands require substantial investment in both hardware, such as AR-compatible devices, and software development to ensure seamless functionality (Onecha et al., 2023). Furthermore, consumer adaptation remains a critical challenge, as many users lack the digital literacy needed to navigate AR applications effectively (Lee et al., 2021). This issue is compounded by compatibility problems, as not all devices support AR features, limiting accessibility for some consumer segments (Roxo & Brito, 2018). Addressing these challenges requires companies to prioritize user-friendly designs and invest in consumer education to facilitate adoption.

Beyond technical and accessibility issues, organizational challenges also impact AR implementation. Kacprzyk (2019) notes that a lack of digital skills within marketing teams can hinder the creative and effective use of AR, necessitating comprehensive training programs. Additionally, integrating AR with other digital marketing strategies, such as social media or e-commerce platforms, requires careful planning to ensure a cohesive consumer experience (Sitorus et al., 2024). Failure to address these integration challenges can lead to fragmented experiences that diminish AR's effectiveness (Marwaha et al., 2023). Moreover, consumer concerns about privacy and data security in AR applications must be addressed to build trust and encourage adoption (Nguyen et al., 2024). These challenges highlight the need for strategic planning and investment to fully leverage AR's potential in digital marketing.

RESEARCH METHOD

This study adopts a qualitative systematic literature review (SLR) to explore the application of Augmented Reality (AR) in digital marketing, focusing on its impact on consumer experiences and the effectiveness of marketing strategies. By synthesizing high-quality literature, the research aims to identify how AR enriches consumer interactions with product information and to examine the challenges and opportunities companies face in implementing this technology. A qualitative SLR is well-suited for this study, as it facilitates an in-depth exploration of thematic patterns and contextual insights, capturing the nuanced role of AR in transforming marketing practices (Coffey et al., 2021). This approach ensures a comprehensive understanding of AR's potential, providing a robust foundation for theoretical and practical advancements in digital marketing.

The literature search targeted peer-reviewed articles published between 2020 and 2025, sourced from reputable academic databases such as Scopus and Google Scholar. Keywords including "Augmented Reality," "Digital Transformation," "Marketing Information," "Consumer Experience," and "AR in Marketing" were strategically combined using Boolean operators, for example, "(Augmented Reality OR AR) AND (Marketing Information OR Digital Transformation) AND Consumer Experience," to ensure a focused and comprehensive search. Only full-text articles in English or Bahasa Indonesia, published in journals, conference proceedings, or books, and directly addressing AR's role in digital marketing and consumer experiences, were considered. Non-scientific publications, such as editorials or articles lacking empirical data or relevance to marketing, were excluded to maintain the review's rigor and quality.

The literature selection process adhered to the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework, ensuring transparency and methodological rigor, as illustrated in Figure 2. Figure 2, the PRISMA flow diagram, depicts the systematic process that began with identifying 449 articles from the database search, followed by screening titles and abstracts for relevance. Articles passing this initial

screening underwent full-text evaluation, with those lacking credible methodology or direct relevance excluded. The remaining studies were assessed for quality based on their research design and contributions, resulting in seven articles selected for analysis. Data from these articles, including authors, publication year, methodology, and findings, were systematically extracted and organized to support thematic analysis.

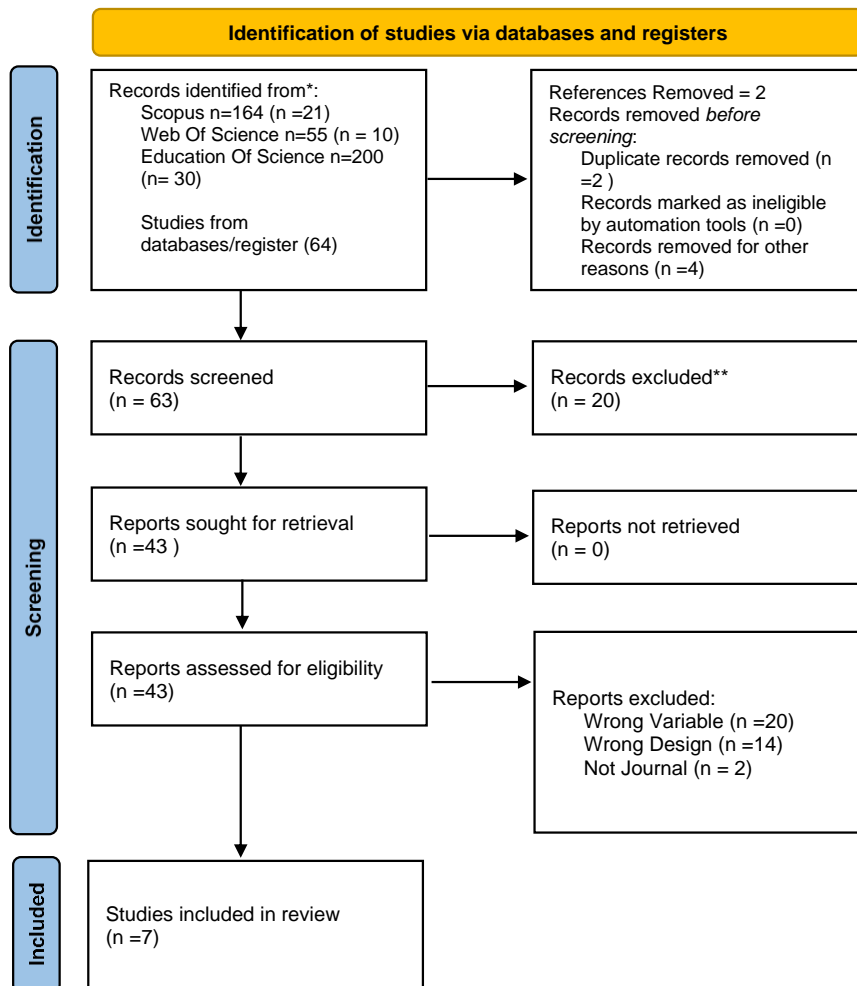


Figure 1. PRISMA Diagram

Thematic analysis was employed to synthesize the selected literature, identifying recurring patterns related to AR’s impact on digital marketing. The process involved coding key findings, such as personalization, consumer engagement, and implementation challenges, and grouping these codes into coherent themes. Themes were iteratively refined to align with the research objectives, ensuring a clear and meaningful synthesis. To enhance validity, triangulation was conducted by cross-referencing findings with broader literature on digital marketing, reinforcing the reliability of the identified themes (Coffey et al., 2021). This methodological approach, underpinned by the PRISMA framework as shown in Figure 1, ensures that the study’s findings are robust, offering valuable insights into AR’s qualitative impact and informing future research and practical applications in digital marketing.

RESULTS

The systematic literature review (SLR) synthesized insights from seven high-quality studies, selected through a rigorous process detailed in the Methods section, to explore how AR transforms digital marketing and enhances consumer experiences. The selected studies, published between 2020 and 2025, revealed four key themes: personalization of

consumer interactions, enhanced engagement through immersive experiences, seamless cross-channel experiences, and challenges in AR implementation. These themes illuminate AR's potential to revolutionize marketing strategies by fostering meaningful consumer connections, while also highlighting barriers that require strategic solutions (Rauschnabel et al., 2022; Dicheva et al., 2023). By focusing on qualitative insights, this review captures the experiential and contextual dimensions of AR, aligning with the study's aim to understand its impact on consumer behavior and marketing effectiveness.

Personalization emerged as a pivotal theme, with AR enabling tailored marketing experiences that resonate deeply with individual consumers. Studies highlighted that AR applications, such as virtual try-ons in fashion or interactive product visualizations in retail, allow users to explore products in contexts that reflect their preferences, reducing uncertainty and fostering confidence in purchasing decisions (Huang & Liu, 2021; Anani et al., 2024). For instance, AR's ability to adapt product displays to user inputs, such as color or style preferences, creates a sense of ownership and emotional connection with brands (Smink et al., 2020; Kim, 2024). This personalization is driven by AR's integration with data-driven marketing, enabling real-time customization that aligns with modern consumer expectations for bespoke interactions (Flavián et al., 2021; Sitorus et al., 2024). However, complex interfaces or inconsistent data integration can disrupt these experiences, emphasizing the need for intuitive designs and robust technological frameworks to maintain consumer satisfaction (Zhang & Wang, 2022; Nguyen et al., 2024). These findings underscore AR's capacity to deliver consumer-centric marketing while identifying areas for technological improvement.

Consumer engagement through AR's immersive and interactive features was another prominent theme, distinguishing it from traditional marketing approaches. By overlaying digital content onto real-world environments, AR creates captivating experiences that evoke emotional responses, such as excitement or curiosity, which enhance brand interactions (Scholz & Smith, 2016; Javornik et al., 2022). For example, AR campaigns on social media, such as interactive filters for cosmetics or virtual product trials, encourage playful exploration, increasing time spent with brands and fostering loyalty (Rasyid et al., 2023). Research also indicates that AR enhances perceived authenticity by allowing consumers to visualize products in realistic settings, such as furniture in their homes, strengthening trust and emotional engagement (Heller et al., 2021; Qi et al., 2024). However, engagement is influenced by factors like digital literacy and device compatibility, which can limit accessibility for certain demographics, particularly older or less tech-savvy consumers (Park & Yoo, 2020; Lee et al., 2021). This theme highlights AR's transformative potential in creating immersive marketing experiences while emphasizing the need for inclusive design.

AR's ability to facilitate seamless cross-channel experiences emerged as a critical theme, bridging physical and digital platforms to enhance consumer trust and interaction. Studies noted that AR integrates online and offline touchpoints, allowing consumers to transition smoothly between virtual product explorations and physical purchases, such as trying on clothes virtually before visiting a store (Chylinski et al., 2020; Barhorst et al., 2021). This seamless integration fosters a cohesive brand experience, reinforcing consumer confidence and satisfaction (Koo et al., 2022; Kurniawan & Mahdani, 2024). For instance, AR-enabled apps that sync with e-commerce platforms provide consistent messaging and visuals, creating a unified journey that enhances loyalty (Watson et al., 2021; Tan & Xu, 2023). However, achieving cross-channel consistency requires robust technological infrastructure and data synchronization, which can be challenging for companies with limited resources (Beck & Crié, 2018; Grewal et al., 2020). This theme illustrates AR's role in creating integrated marketing ecosystems while highlighting the importance of technological and strategic alignment.

Implementation challenges were consistently identified as significant barriers to AR's adoption in digital marketing. High development costs and technological complexity pose obstacles, particularly for small and medium-sized enterprises seeking to integrate AR into their strategies (Dacko, 2017; Enrique et al., 2022). Consumer adaptation issues, such

as limited access to AR-compatible devices or low digital literacy, particularly among older demographics, hinder widespread adoption (Qin et al., 2021; Onecha et al., 2023). Organizational challenges, including the need for skilled teams to design and manage AR campaigns, require significant investment in training and expertise (Kacprzyk, 2019; Poushneh, 2021). Privacy concerns also emerged as a critical issue, with consumers wary of data collection in AR applications, necessitating transparent practices to build trust (Dwivedi et al., 2021; Marwaha et al., 2023). These challenges emphasize the need for user-friendly platforms, consumer education, and ethical data practices to ensure AR's successful integration into marketing strategies.

The thematic synthesis revealed research gaps that offer opportunities for future exploration. While the selected studies provided robust insights into AR's role in personalization, engagement, and cross-channel experiences, longitudinal studies examining its long-term impact on consumer loyalty are scarce, warranting further investigation (Whang et al., 2021; Zeng et al., 2023). AR's application in non-retail sectors, such as healthcare or education, remains underexplored, suggesting potential for cross-disciplinary research (Fan et al., 2020; Suryawijaya & Aqmala, 2023). Additionally, the integration of AR with technologies like artificial intelligence or social media analytics could enhance its effectiveness, yet this synergy is rarely studied in depth (McLean & Wilson, 2019; Hilken et al., 2022). These gaps highlight the need for expanded research to fully understand AR's potential in shaping consumer experiences and marketing innovation.

The findings offer practical implications for stakeholders aiming to leverage AR in digital marketing. Companies can use AR's personalization and engagement capabilities to differentiate their brands, but must prioritize intuitive interfaces and consumer education to overcome adoption barriers (Herz & Rauschnabel, 2019; Alimamy & Gnoth, 2022). Policymakers should develop guidelines for ethical data use in AR applications to address privacy concerns, fostering consumer trust and encouraging adoption (Kumar et al., 2021; Lim & Kim, 2023). The rigorous selection process detailed in the Methods section ensures that these findings are grounded in high-quality literature, providing a reliable foundation for strategic decision-making. This qualitative synthesis illuminates AR's transformative role in enhancing consumer experiences and serves as a roadmap for researchers and practitioners navigating the evolving landscape of digital marketing.

DISCUSSION

The findings from SLR illuminate the transformative potential of AR in digital marketing, particularly through its ability to personalize consumer interactions, enhance engagement, facilitate cross-channel experiences, and navigate implementation challenges. The theme of personalization underscores AR's capacity to deliver tailored experiences that resonate with individual consumer preferences, aligning with the observations of Flavián et al. (2021), who noted that AR's real-time customization fosters emotional connections by adapting product visualizations to user inputs. This capability allows consumers to explore products in contexts that reflect their personal needs, such as virtual try-ons in fashion, reducing uncertainty and enhancing decision-making confidence (Huang & Liu, 2021; Kim, 2024). However, the reliance on sophisticated data integration, as highlighted by Nguyen et al. (2024), suggests that seamless personalization requires intuitive interfaces to avoid disrupting consumer experiences. These insights emphasize that while AR redefines marketing by prioritizing consumer-centricity, its effectiveness hinges on technological robustness and user-friendly design.

Building on personalization, AR's role in fostering consumer engagement through immersive experiences further amplifies its impact on digital marketing. Rauschnabel et al. (2022) argue that AR's ability to overlay digital content onto real-world environments creates emotionally engaging interactions that traditional channels struggle to replicate. Interactive campaigns, such as AR filters on social media, encourage playful exploration, increasing brand interaction time and loyalty, as supported by Carrozzi et al. (2020) and Rasyid et al. (2023). Yet, the findings also reveal accessibility barriers, with Lee et al.

(2021) noting that limited digital literacy or device compatibility can exclude certain demographics, particularly older consumers. This duality suggests that AR's engagement potential is transformative but not universal, requiring marketers to prioritize inclusive design to broaden its reach. The work of Scholz and Smith (2016) further reinforces this, highlighting AR's ability to enhance perceived authenticity, which strengthens consumer trust but demands careful consideration of technological accessibility.

The theme of cross-channel experiences reveals AR's unique ability to bridge physical and digital platforms, creating cohesive consumer journeys. Barhorst et al. (2021) emphasize that AR integrates online explorations with offline purchases, such as virtual product trials that inform in-store decisions, fostering trust and satisfaction. This seamless integration, as explored by Koo et al. (2022), aligns with consumer expectations for consistent brand experiences across touchpoints. However, achieving this requires robust technological infrastructure, a point echoed by Grewal et al. (2020), who stress the need for data synchronization to maintain cross-channel consistency. The findings suggest that AR's potential to unify marketing ecosystems is significant, yet its success depends on overcoming resource constraints, particularly for smaller firms. This insight extends the work of Tan and Xu (2023), who advocate for strategic investments to enhance omnichannel capabilities through AR.

Implementation challenges, including high costs, consumer adaptation, and privacy concerns, temper AR's transformative promise. Dacko (2017) and Enrique et al. (2022) highlight that technological complexity and development expenses pose barriers, especially for small enterprises, limiting AR's scalability. Consumer adaptation issues, such as low digital literacy, further complicate adoption, a concern raised by Qin et al. (2021) and Onecha et al. (2023). Privacy apprehensions, as discussed by Dwivedi et al. (2021), underscore the need for transparent data practices to maintain consumer trust, aligning with Marwaha et al.'s (2023) call for ethical AR applications. These challenges suggest that while AR offers innovative marketing solutions, its integration requires strategic planning and consumer education, as advocated by Poushneh (2021). The findings thus position AR as a powerful yet demanding tool, necessitating a balanced approach to overcome barriers.

The identified research gaps further enrich the discussion, pointing to underexplored areas that could advance AR's role in marketing. Whang et al. (2021) and Zeng et al. (2023) note the scarcity of longitudinal studies on AR's impact on consumer loyalty, suggesting a need for extended research to assess its sustained effects. Similarly, Fan et al. (2020) highlight AR's untapped potential in non-retail sectors like education, indicating opportunities for cross-disciplinary exploration. The integration of AR with technologies like artificial intelligence, as suggested by Hilken et al. (2022), remains understudied but could enhance marketing effectiveness. These gaps, rooted in the SLR's thematic analysis, call for future research to deepen theoretical and practical insights into AR's evolving role.

The implications of these findings are twofold, offering guidance for both practitioners and researchers. For marketers, leveraging AR's personalization and engagement capabilities requires investment in user-friendly platforms and consumer education to address accessibility and literacy barriers (Herz & Rauschnabel, 2019). Policymakers should develop ethical guidelines for data use in AR applications to foster trust, as proposed by Lim and Kim (2023). Researchers can explore longitudinal and cross-disciplinary studies to address identified gaps, building on the foundation laid by this SLR. By integrating AR strategically, stakeholders can harness its potential to redefine consumer experiences, driving innovation in digital marketing while navigating its challenges with informed strategies.

CONCLUSION

This SLR has illuminated the transformative role of AR in digital marketing, revealing its profound impact on consumer experiences and marketing strategies. Through the synthesis of seven high-quality studies, the research identified four key themes: personalization, consumer engagement, cross-channel experiences, and implementation

challenges. AR's ability to deliver tailored interactions fosters emotional connections by enabling consumers to explore products in personalized contexts, while its immersive features enhance engagement through interactive and authentic experiences. The seamless integration of physical and digital platforms strengthens consumer trust and loyalty, yet challenges such as high costs and privacy concerns. These findings collectively affirm AR's potential to redefine digital marketing by prioritizing consumer-centric innovation, while highlighting barriers that must be addressed to maximize its impact.

The implications of this study are significant for both practitioners and researchers. Marketers can leverage AR's personalization and engagement capabilities to differentiate brands, but must invest in user-friendly platforms and consumer education to overcome accessibility barriers. Policymakers should establish ethical guidelines for data use in AR applications to foster trust. However, the study's reliance on a limited number of articles and its focus on retail and fashion sectors may restrict the generalizability of findings, necessitating broader sectoral analyses. Future research should explore longitudinal studies to assess AR's sustained impact on loyalty and investigate its applications in non-retail contexts like healthcare. Integrating AR with technologies like artificial intelligence also offers promising avenues for enhancing marketing innovation. These efforts will further elucidate AR's role in shaping consumer experiences and advancing digital transformation.

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