

## ABSTRACT

The Augmented Reality (AR) technology market is growing, especially in the fashion industry. AR technology can enrich product presentation due to its innovative and interactive qualities. Various brands such as Pull and Bear, Louis Vuitton, Farfetch, and Gucci offer customers to virtually try on shoes, accessories, and sunglasses using their branded AR smartphone apps from the convenience of their homes. As a result, AR apps have emerged as a powerful platform for promoting products and become a part of companies' marketing strategies.

A growing body of literature studies the importance of AR technology as a retail marketing tool and its influence on customers' behavioural intentions. Some of these studies examined the IKEA AR app, Ray Ban AR-enabled website, and other AR make-up apps and websites. Evidence suggests that AR technology is among the most critical factors influencing customers' behavioural intentions and decisions. While there have been empirical investigations into AR apps' influence on customers' intentions, no known studies have examined smartphone apps such as the Gucci AR app, which offers various clothing items for customers to virtually try on using AR technology.

This thesis addresses the literature gap by quantitatively exploring the Gucci AR smartphone app's influence on customers' intentions. The research tested the hypotheses that brands can enrich customers' shopping experiences by leveraging the attributes of their branded AR smartphone apps such as Gucci app. These attributes include hedonic and utilitarian values of using AR smartphone apps, virtual interactivity with the products, and ease of trying on the products, which improve customers' attitudes towards the AR smartphone apps. The study validated the assumption that AR smartphone app can improve customers' attitudes towards using it. This improved attitude leads to more favourable behavioural intentions from the customers.