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**Compilers of the publication:**

**Упорядники видання:**

Prof. dr. Rasa Braslauskienė,

Doc. dr. Reda Jacynė,

Dr. Maryna Ponomarenko.

**Conference Scientific Committee:**

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# USE OF VIRTUAL AND AUGMENTED REALITY TO CREATE INNOVATIVE UX DESIGN OF ONLINE STORES

**Bilous Mykyta**

*Student, Kyiv National University of Technologies and Design, Ukraine*  
[nikitabelij02@gmail.com](mailto:nikitabelij02@gmail.com)

**Slityuk Olena**

*Associated Professor Dr., Kyiv National University of Technologies and Design, Ukraine*  
ORCID: 0000-0001-9058-9979  
[Elena1200elena@gmail.com](mailto:Elena1200elena@gmail.com)

**Annotation.** The paper addresses the issues related to the benefits of using virtual and augmented reality technologies to improve the user experience in online stores. It discusses how these technologies help to overcome the main disadvantage of online sales and provide customers with the opportunity to interact with products before purchasing, which helps to increase trust and conversion.

**Keywords:** virtual reality, augmented reality, online store, UX design, purchase, trust, conversion.

**Introduction.** Online shopping has become an integral part of the modern market, yet one of the main challenges for consumers is the inability to physically see and try out a product before purchase (Thesmann S., 2016). This problem can lead to a loss of trust and decreased conversion rates. This paper examines the role of virtual and augmented reality in overcoming these challenges by creating innovative user experiences that allow customers to interact with products in a virtual environment before making a purchase. Additionally, in the context of increasing competition in the e-commerce segment, it is important to attract and retain customers. The use of virtual and augmented reality in product demonstrations can be a key factor in attracting attention and increasing confidence in customers' choices, which in turn leads to increased sales volume and customer satisfaction.

**Theoretical part.** In modern online business, a decisive factor is the quality and informative design. Virtual (VR) and Augmented Reality (AR) technologies are becoming key aspects of this experience. They allow customers to interact with products in a three-dimensional format and see them in their environment. The integration of VR and AR into e-commerce has great potential to increase demand and trust in products. Research confirms that showcasing products in virtual or augmented formats stimulates greater interest among buyers, which can positively impact sales effectiveness and brand development (Digital, 2019).

**Methodology.** To investigate the impact of using virtual and augmented reality on UX design and conversion in e-commerce, this paper utilizes a combination of methods. A review of scientific literature and publications in this area is conducted to gather information on previous research and approaches to using VR and AR in e-commerce. Specialized surveys are conducted among customers who use virtual or augmented interfaces to assess their impressions and attitudes toward these technologies. These approaches will allow conclusions to be drawn regarding the effectiveness of using virtual and augmented reality in online retail and their impact on visual perception and conversion.

**Results.** The rise of e-commerce has brought new challenges, as customers cannot physically interact with products before buying them. However, virtual and augmented reality (VR and AR) offer innovative solutions to bridge this gap. In recent years, the use of virtual and augmented reality in e-commerce has significantly increased. These technologies offer new opportunities for customers, allowing them to examine products in more detail before purchasing (Fitra, Wulandari, Apriyani, 2024).

The utilization of virtual and augmented reality in e-commerce not only increases the interest of customers in products but also enables greater interaction with products before purchase (Ahn, 2021). This means that customers can scrutinize the product more thoroughly, see it from different angles, and understand all its features, making their choice more thoughtful and informed. Such interactive experiences can significantly boost customers' confidence in their purchase decision, leading to increased conversion rates and sales volumes for businesses.

AR and VR technologies prove to be highly effective in online marketing for several reasons. Firstly, they enhance customer engagement and emotional response, leading to increased brand and product memorability. By allowing customers to experience products in a personal and engaging way, VR and AR can foster a sense of trust and excitement, leading to stronger brand loyalty. This enhanced sense of connection with the brand can also result in increased customer retention rates and positive word-of-mouth recommendations, further bolstering the brand's reputation and market presence. Additionally, VR and AR experiences can create memorable interactions that leave a lasting impression on customers, increasing the likelihood of repeat purchases and advocacy for the brand within their social circles. Additionally, AR and VR allow for the creation of unique and captivating experiences for customers, increasing their loyalty and boosting conversion rates and sales volumes.

Enhanced UX design using virtual and augmented reality in e-commerce includes not only the ability to explore products in more detail but also interactive features that make the purchasing process more engaging and interesting for customers. With VR, customers can "try on" clothing or accessories, view items from all angles, interact with products in a virtual environment, making their shopping experience more personal and engaging.

In comparison to traditional methods of product demonstration, virtual and augmented reality emerge as winners due to the numerous advantages they offer. Photographs or videos may limit the perception of customers and not always convey all the information about the product. In contrast, virtual and augmented reality provide a more realistic and immersive view of the product, allowing users to explore products in a three-dimensional space and interact with them in a more interactive manner.

This contributes to an increase in trust levels and positive reception by customers as they gain a fuller picture of how the product looks and functions. The utilization of virtual and augmented reality can positively influence purchasing decisions and contribute to customer satisfaction. Experiments have shown that customers who have the opportunity to see a product in virtual or augmented formats are more inclined to make purchases, leading to an increase in sales volume. The implementation of virtual and augmented reality in e-commerce can not only positively affect how the brand is perceived by customers but also significantly change how they interact with the brand. The use of these technologies can be a favorable factor in forming an emotional connection with the brand, which is an important aspect of any marketing strategy.

The use of VR and AR can help companies become more accessible to consumers, providing the opportunity for remote purchasing and product exploration. However, to effectively utilize these technologies, it is important to consider the peculiarities of their use. AR and VR technologies are becoming increasingly accessible through smartphones and affordable VR headsets, reducing barriers to entry into the market for small and medium-sized enterprises. The implementation of virtual and augmented reality in e-commerce can indeed democratize access to immersive shopping experiences. However, it's crucial to acknowledge potential accessibility concerns. Despite the availability of affordable VR headsets, some users may still face barriers due to limited internet bandwidth or lack of compatible devices. These challenges underline the importance of continued efforts to make these technologies more inclusive and accessible to all consumers, ensuring that nobody is left behind in the digital shopping landscape. It is also important to consider a creative approach to the use of these technologies as they provide wide opportunities for creative and innovative marketing.

Thus, the use of virtual and augmented reality in e-commerce opens up vast opportunities for companies to improve brand perception, increase customer loyalty, and boost conversion. These technologies not only attract customers' attention and provide them with convenient design but also create opportunities for innovative approaches to marketing and sales.

**Conclusions.** The research results unequivocally confirm that the utilization of virtual and augmented reality in e-commerce opens up new perspectives for enhancing user experience and increasing conversion rates.

These technologies allow customers to explore products in more detail and with greater realism before making a purchase, which contributes to increased trust and satisfaction from the purchase. Improved UX design and increased conversion, in turn, can lead to increased sales volume and business profitability.

Furthermore, the implementation of virtual and augmented reality can help enhance the competitiveness of the company in the market and attract new customers. Therefore, the research results confirm the importance of integrating virtual and augmented reality into e-commerce strategies. These technologies have the potential to become key success factors for businesses in online retail, capturing the attention of customers and providing them with a reliable and interactive shopping experience.

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Klaipėdos universiteto leidykla, Herkaus Manto g. 84, Klaipėda Tel. (8 46 ) 398891, el. paštas: leidykla@ku.l