

Virtual Reality and Augmented Reality Applied to E-Commerce: A Literature Review

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Abstract

The massification of technologies, the implementation of 5G and the Internet of Things (IoT), allow implementing systems that contain virtual or augmented reality or implementation of both. In this sense, the covid 19 pandemic in the last years, has also affected people's behavior and leaned to shop without leaving their homes. VR, RA, and/or MR techniques are currently widely used for medicine, education, and entertainment, among others. In this study, we combine both elements to analyze the literature on e-commerce and the use of VR, AR, and/or RM. Searching and analyzing recent scientific articles were defined, and virtual reality is the most used, followed by the mixture of RV and RA, the above to improve the shopping experience, providing the customer with a more authentic and immersive environment. In future works, we will expect to expand this study, including how to evaluate the shopping experience and relate it to the customer experience. © 2022, The Author(s), under exclusive license to Springer Nature Switzerland AG.

Author keywords

Augmented reality; E-commerce; Literature review; Virtual reality