

# The Augmented Future of consumer behaviour: Tracking a Decade of AR Research through Bibliometric Analysis

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## ABSTRACT

Augmented Reality (AR) has rapidly evolved from an emerging technology into a strategic asset for businesses, reshaping consumer interactions and operational efficiency. Over the years, AR has transitioned from a novelty to an essential tool for enhancing customer engagement and optimizing business processes. This study conducts a comprehensive bibliometric analysis of AR research from 2014 to 2024, utilizing science mapping techniques and performance analysis through VOS viewer software. A total of 397 publications indexed in the SCOPUS database were analysed, revealing that 2024 witnessed the highest research output with 123 publications. Notably, Rauschnabel, P.A. emerged as the most prolific author with nine contributions. India led the research landscape, followed by the United States and the United Kingdom, while the National Natural Science Foundation of China was identified as the leading funding agency. Institutional contributions were primarily from Manchester Metropolitan University and Symbiosis International (Deemed University). Augmented Reality (AR) is becoming an important tool in shaping consumer behaviour in India. By making products more interactive and engaging, AR helps customers make better purchasing decisions and enhances their shopping experience. Businesses across various sectors, from retail to education, are adopting AR to improve customer engagement and boost sales. This study highlights AR's growing role beyond just specific industries, showing its potential for wider use in the Indian market. As technology advances, AR is expected to play a bigger role in marketing, customer interactions, and business innovation, making it a key area for future research and development. This study provides valuable insights into the evolution of AR research, offering a foundation for future scholarly exploration into its expanding role in consumer engagement and business innovation.

**Keywords:** Artificial Intelligence, Bibliometric Analysis, Consumer Behavior.

