

## **HOME DECOR SHOPPING USING AUGMENTED REALITY**

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### **ABSTRACT**

An augmented reality system generates a composite view for the user that is the combination of the real scene viewed by the user and a virtual scene [8] generated by the computer that augments the scene with additional information. This paper presents an innovative online shopping application of home décor using Augmented Reality. The online shopping of home décor items using augmented reality let you visualize how products will look in your home. The reason behind this push is simple, since customers cannot touch, hold or feel goods in an online store, virtual home decor shop would give customers as close to that experience as they can get and Augmented Reality offers a powerful way to do just that. The ability to provide consumers with realistic and a practical simulation in an online shopping environment builds confidence in the purchase decision, as well as enhances the discovery and efficiency of the shopping.

**KEYWORDS:** Augmented Reality, Consumer Tangibility, E-Commerce, Virtual Reality