

Analysis of the Use of Augmented Reality (AR) in Digital Marketing Campaigns: A Case Study of a Fashion Brand

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Abstract *The development of digital technology has driven changes in marketing strategies, with Augmented Reality (AR) becoming one of the key innovations to increase consumer engagement. AR in video based social media platforms such as TikTok opens up new opportunities for fashion brands to create more interactive and immersive marketing experiences. This study aims to analyze the effectiveness of AR in a fashion brand's digital marketing campaign on TikTok and identify the factors that influence it. The method used is qualitative research with a case study approach, through in depth interviews with TikTok users and observation of AR campaign content of fashion brands active on the platform. The results show that AR visual quality, content relevance to TikTok trends, ease of filter access, and filter interactivity are key factors in increasing consumer engagement and purchase interest. In addition, the emotional and entertainment experience offered by AR contributes to positive brand perception. The conclusion of this study confirms that AR is not just a technology gimmick, but an effective experiential marketing strategy. The practical implications of this research guide brands in designing more creative and relevant AR based campaigns, while its academic contributions enrich the literature review on immersive technology based digital marketing. This research also opens opportunities for further exploration in other industry sectors and social media platforms.*

Keywords: *augmented reality, digital marketing, tiktok, fashion brand*

1. Introduction

The development of digital technology in the global era has fundamentally changed the marketing landscape. One of the most impactful innovations is Augmented Reality (AR), which offers consumers interactive and immersive experiences by integrating virtual elements into the real world (Javornik, 2016). AR is now widely utilized in various digital marketing platforms, especially on video based social media such as TikTok, which has become a new arena for building creative consumer engagement (Scholz & Smith, 2016). This phenomenon shows a global shift from information based marketing to experiential marketing.

However, the adoption of AR in digital marketing is not free from various challenges. Technological factors such as device limitations, lack of user literacy for

AR, high development costs, and attachment to social media platform distribution algorithms are obstacles to the maximum utilization of this technology (Poushneh & Vasquez Parraga, 2017). In addition, many brands still implement AR only as a visual gimmick without an in depth content strategy, resulting in no long term impact on consumer loyalty.

As of early 2025, TikTok has over 1.6 billion active users globally, with Indonesia ranking among the top five countries in user base (DataReportal, 2025). Meanwhile, over 70% of TikTok users report engaging with AR filters at least once per week (TikTok For Business Insights, 2024), and AR campaigns on TikTok drive up to 4x longer engagement times compared to non AR content (Snap Inc., 2023). These trends highlight TikTok as a powerful, underutilized platform for immersive, AR based marketing.

The impact of these factors is evident in the disparity of AR campaign results. Some brands can drive high engagement to virality, while others experience failure despite adopting the same technology (Hinsch et al., 2020). This suggests that the successful use of AR is more complex than just adopting technology; it depends on the creativity of the application, an understanding of audience behavior, and compatibility with the platform used.

In this context, this research focuses on using AR on TikTok for fashion brand campaigns. TikTok offers an AR filter feature that can enhance user interaction, foster emotional attachment, and solidify brand identity among young consumers. Unlike the use of AR in traditional mobile apps or product packaging, this research focuses on social media based AR in short videos, where the dynamics of social interaction significantly impact the campaign's effectiveness.

Previous research has shown a variety of approaches to utilizing augmented reality (AR) technology for digital marketing purposes. Hapsari (2024) explains that using AR in mobile marketing applications in Indonesia can increase consumer satisfaction through shared social experiences and influence purchase intentions. However, the research focuses on e commerce mobile applications and has not explored interaction dynamics on video based social media such as TikTok. Another study by Sariyono and Nerisafitra (2023) developed an AR implementation based on marker tracking on product packaging to increase consumer engagement at Sakinah Mart. However, the approach is more limited to the physical experience with product packaging and does not discuss how digital engagement occurs in the context of social media. Meanwhile, Hidayah, Wulandari, and Wahyudi (2025), through a literature study, found that AR can increase customer satisfaction and enrich the shopping experience, especially in e commerce and MSMEs. However, the research is still conceptual and has not specifically examined the integration of AR in video based social platforms. From these three studies, it appears that although AR has proven to

be effective in improving consumer experience in various sectors, there is a void of studies related to the application of AR in marketing campaigns on TikTok, especially in the fashion industry, which relies heavily on visual experiences and social trends. This opens up opportunities for further research that examines how AR features on TikTok can be optimized to build brand engagement and drive consumer interaction.

While AR's potential in enhancing customer experience has been widely studied in e commerce and packaging design, little attention has been given to its application in *socially interactive, short video platforms like TikTok*. The existing literature overlooks how AR interacts with the dynamics of viral content, peer influence, and youth centric fashion trends. This study addresses that void by focusing on the intersection of AR, TikTok's platform culture, and visual branding in the fashion industry—a nexus underrepresented in current research.

The novelty of this research is that it examines the use of AR in the context of TikTok for the fashion industry, while previous studies have highlighted more:

- 1) The use of AR for the e commerce shopping experience,
- 2) Application of AR on product packaging using marker based tracking,
- 3) The Influence of AR on Customer Satisfaction in Mobile Applications. This study also fills a *research gap by addressing the* lack of studies on how social engagement factors and visual experience design in TikTok influence consumer decisions in the fashion sector.

Meanwhile, the state of the art shows that the use of AR in video based social media is skyrocketing. However, its application in Indonesia, particularly in fashion campaigns on TikTok, remains suboptimal and has not been widely researched (Hidayah et al., 2025). Therefore, understanding how to maximize the potential of AR on TikTok is crucial for brands seeking to win the hearts of young consumers.

The urgency of this research stems from the need for fashion brands to continually adapt to shifting consumer behavior, which is increasingly prioritizing immersive and interactive digital experiences. By understanding the effective mechanisms of AR usage on TikTok, brands can develop more innovative and relevant marketing strategies that cater to current market needs.

This study aims to analyze the strategy of utilizing AR in digital marketing campaigns for fashion brands on TikTok, identify factors that affect the campaign's success rate, and develop recommendations for optimizing AR usage on the platform.

The benefits of this research include practical contributions to the fashion industry in designing more effective AR based marketing campaigns on TikTok, as well as academic contributions to enriching the literature on adopting new technologies in digital marketing, particularly on short video based social media.

2. Method

This research employs a qualitative approach, utilizing a case study method, to gain a deeper understanding of the use of Augmented Reality (AR) in digital marketing campaigns for fashion brands on TikTok. This approach was chosen because the research aims to explore consumer interaction with AR content in a contextual and in depth manner, rather than measuring quantitative relationships between variables.

The population in this study consists of all fashion brands that actively utilize AR features in their TikTok campaigns. The sample was purposively selected from local and global fashion brands that utilized AR filters on TikTok over the last six months. The sample also includes TikTok users interacting with AR content from these fashion brands. The number of informants was determined based on data saturation, when the information obtained is considered sufficient and no longer generates significant new data.

The research instruments used were semi structured interview guidelines and observation sheets. The interview guideline includes a list of open ended questions designed to explore consumers' experiences, perceptions, and motivations when interacting with fashion brands' AR content on TikTok. Meanwhile, the observation sheet was used to record user interactions with AR filters, visual strategies, and messages used by brands.

Data collection techniques were employed through in depth interviews with informants who are active TikTok users and observers of the digital fashion industry, as well as participatory observation of TikTok accounts of fashion brands that utilize AR. In addition, documentation in the form of relevant AR campaign video recordings was also collected for analysis.

The research procedure began with an exploration stage to identify relevant brands, followed by the preparation of research instruments. Following this, data were collected through interviews, observation, and documentation. All data collected was then processed and analyzed to identify patterns, meanings, and gain a deeper understanding of the phenomenon under study.

The data analysis technique employs Miles and Huberman's interactive model, which comprises three stages: data reduction, data presentation, and conclusion drawing and verification. Data reduction involved selecting relevant data, while data presentation was presented in thematic narratives, and conclusions were drawn through in depth interpretation of field findings. Data validity was maintained through the triangulation of sources and methods, ensuring the accuracy and credibility of the research results.

3. Results & Discussion

Use of AR in Fashion Digital Marketing Campaign on TikTok

Based on observations of five major fashion brand accounts on TikTok (such as Zara, H&M, and Uniqlo), AR filters aim to increase consumer interaction through virtual try on features, filter based games, and interactive storytelling.

Table 1. AR Usage Strategy on Fashion Brand Accounts on TikTok

No.	Brand	AR Filter Type Used	Campaign Objective	Engagement Rate (%)
1	Zara	Virtual Try On Fashion Item	Increase Awareness	12.3%
2	H&M	Game based Outfit Challenge	Consumer Engagement	15.8%
3	Uniqlo	Virtual Catwalk Experience	Brand Experience	11.2%
4	Pull&Bear	Color changing Outfit Filter	Product Exploration	10.5%
5	Bershka	Storytelling via AR Stickers	Emotional Branding	9.7%

Table 1 illustrates the strategic use of Augmented Reality (AR) technology by several well known fashion brands on TikTok. Each brand adopts a different approach in utilizing AR to support its digital campaign objectives. Zara, for example, uses AR in the form of *Virtual Try On*, which allows users to try on fashion items virtually, thus effectively increasing brand awareness with an engagement rate of 12.3%. H&M developed a *game based outfit challenge* that actively engaged consumers in rewarding activities, resulting in the highest engagement rate of 15.8%. Meanwhile, Uniqlo presented a *virtual catwalk* experience, inviting users to experience an immersive fashion show atmosphere through their AR filters, with an engagement of 11.2%. Pull&Bear implemented a filter that can instantly change an outfit's color, aiming to encourage product exploration and enrich the consumer experience, with 10.5% engagement. Bershka used AR sticker storytelling to build emotional branding, although it generated slightly lower engagement at 9.7%. This data shows that various AR content design strategies significantly affects consumer engagement. In general,

the use of participatory AR relevant to TikTok trends proves to be more effective in attracting attention and encouraging consumers to interact with brands.

Consumer Perception of AR Experience

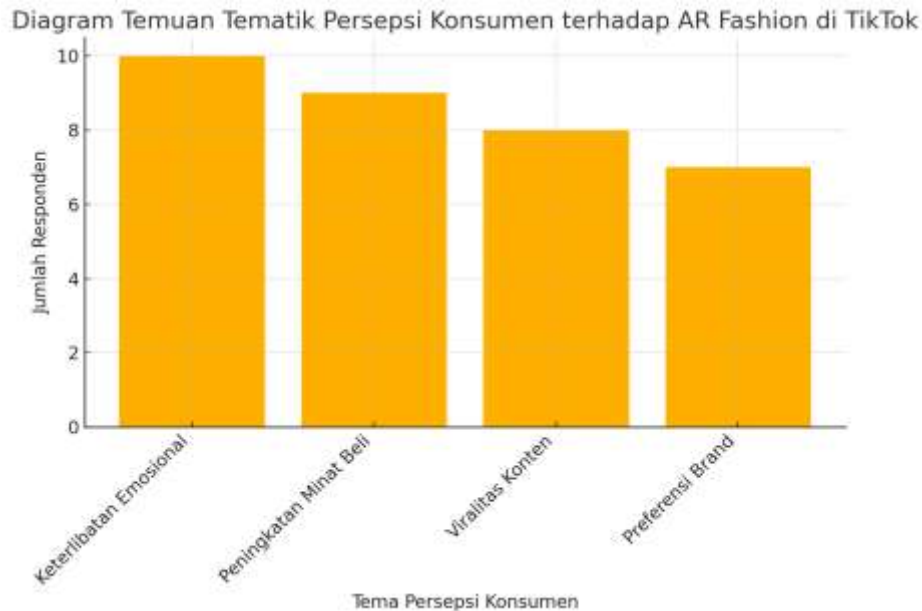
Twelve active TikTok users who have used AR filters of fashion brands were interviewed. Thematic analysis reveals that the AR experience enhances emotional engagement, increases purchase intention, and increases the likelihood of sharing content with social networks.

Table 2. Interview Results: Consumer Perception of AR Fashion on TikTok

Main Theme	Consumer Response
Emotional Engagement	"It feels more exciting, like I am directly participating in the brand's event."
Increased Purchase Interest	"Seeing the clothes directly on your body makes you more confident when buying."
Content Virality	"If the filter is funny or cool, I want to share it with my friends."
Brand Preference	"I prefer brands whose technology is cool on TikTok."

Table 2. presents the results of in depth interviews on consumer perceptions of the use of Augmented Reality (AR) in fashion brand campaigns on TikTok. Four main themes were identified through data analysis: emotional engagement, increased purchase intention, content virality, and brand preference. Regarding emotional engagement, most respondents stated that interaction with AR filters provided a more exciting experience and made them feel closer to the brand. The experience increased purchase intention, as users could see a more realistic visualization of the product on their bodies, thus strengthening the confidence to make a purchase. Additionally, engaging AR filters encouraged content sharing behavior on social media, increasing the campaign's potential for organic virality. Interestingly, some respondents also preferred brands offering innovative digital experiences over conventional marketing methods. These findings confirm that the success of AR based campaigns depends on the quality of the visuals and their ability to build strong emotional engagement and encourage active participation from consumers. AR on TikTok is an effective tool in shaping positive perceptions of fashion brands in today's digital age.

Figure 1. Thematic Findings Diagram of Consumer Perception



Factors Affecting the Effectiveness of AR Use

From the results of observations and interviews, several main factors influence the success of AR campaigns on TikTok:

1. AR Visual Quality: The more realistic and attractive the filter design, the higher the engagement.
2. Relevance to Trends: AR filters associated with TikTok trends, such as dance challenges, receive more engagement.
3. Availability of Social Interaction: Features that invite users to create duets or compete increase the viral spread of filters.
4. Ease of Access: Filters that are easily accessible through campaign hashtags or featured on TikTok are more widely used.

Based on observations and interviews, several key factors influence the effectiveness of using Augmented Reality (AR) technology in digital marketing campaigns for fashion brands on TikTok. The first factor is the visual quality of AR. Consumers tend to be more interested and engaged with AR filters that display realistic, sharp, and aesthetically pleasing visuals, thereby enhancing the user's immersive experience. Second, the relevance of AR filters to TikTok trends is important. Filters associated with viral trends, such as dance or creative challenges, are more easily accepted and widely used by audiences. Third, the availability of

social interaction features also plays a role, where filters that allow users to duet, challenge friends, or create collaborative content encourage the organic spread of campaign messages and increase virality. Finally, the ease of access to AR filters is also an important factor; filters that are easy to find through hashtag challenges or appear on the main TikTok page are more likely to be used. These four factors interact to shape the success of AR campaigns, showing that success is determined by the technology used and the creative strategy and fit with user behavior on the social media platform.

Another key driver is the role of social influence, particularly through influencers and peer shared content. Fashion influencers on TikTok often become early adopters of AR filters, encouraging viral participation and enhancing brand visibility. The bandwagon effect observed in AR challenge participation is consistent with the Theory of Planned Behavior, which posits that subjective norms (e.g., social pressure to engage) significantly influence user decisions. Brands collaborating with niche influencers who reflect their aesthetic can boost filter adoption by up to 300% (TikTok Brand Lab, 2024).

Consumer Perception of AR Experience

Consumer perceptions of using Augmented Reality (AR) in digital marketing experiences increasingly show a shift in consumer interaction patterns in the digital world. Based on the results of this study, it was found that consumers perceive AR in fashion brand campaigns on TikTok as a fun and interactive experience that strengthens emotional bonds with the brands. This finding aligns with Suhendar and Tolle's (2022) research, which demonstrates that the use of AR based on social media filters can enhance brand image and increase consumer interest in clothing brand products, as AR provides an exclusive and personalized visual experience that was previously unavailable through traditional marketing.

The experience of using AR filters that allow users to try on fashion products virtually creates a more immersive emotional experience. Consumers feel more confident in the product because they can see the product's projections on themselves before making a purchase. This supports the findings of Lovendra's research (2023), which demonstrate that AR marketing has a positive impact on consumer engagement and ultimately enhances buying behavior. AR adoption yields emotional effects, including excitement and a stronger sense of brand affiliation, which encourages consumers to be more actively involved in sharing content and making purchases.

Furthermore, research by Rengganis et al. (2020) supports these findings by demonstrating that incorporating AR features into virtual shopping enhances perceptions of convenience, benefits, and pleasure in online shopping. The three dimensional visualization feature AR presents allows consumers to try various

products, tailor choices to their needs, and increase emotional attachment to the platform or brand that provides the experience. This technology is proven to address consumer concerns about product mismatches in online shopping, while strengthening consumer loyalty through innovative digital experiences.

In this context, perceptions of AR use not only focus on convenience and entertainment but also strengthen consumer perceptions of the value of the interactive experience provided. Hutami et al. (2023) state that perceived ease of use, perceived fun, and personal innovativeness are key factors influencing consumer attitudes toward using AR in online shopping. Consumers with a high level of openness to technological innovation are more receptive and even seek AR experiences, which ultimately impact their purchasing intention.

The research also found that AR experiences on TikTok, combined with social trends and community participation, amplify the engagement effect. Creatively designed AR filters associated with viral trends on TikTok increase the likelihood of consumers interacting further, either through creating new content, sharing experiences, or advocating for the brand to their audience. This corroborates the findings of Shannon Lovendra (2023), who identified that AR marketing effectively creates stronger emotional attachments than traditional advertising media.

Theoretically, these findings support the Technology Acceptance Model (TAM) framework, extended with perceived enjoyment, as discussed by Rengganis et al. (2020). Consumers adopt new technologies for convenience and because they can provide enjoyable experiences that enrich their interactions with brands. In this context, AR serves as a medium that improves the perception of product quality and builds a stronger emotional connection between consumers and brands.

Overall, the results of this study indicate that consumer perceptions of the AR experience are overwhelmingly positive and have a direct impact on the level of engagement and purchase intention. AR on the TikTok platform, especially in the fashion industry, is a strategic instrument capable of transforming the digital shopping experience from a mere transaction to a meaningful emotional interaction. Therefore, fashion brands must continue developing creative, trend relevant, and accessible AR content to maximize consumer engagement potential in this era of experiential marketing.

Factors Affecting the Effectiveness of AR Usage

The effectiveness of using Augmented Reality (AR) in digital marketing campaigns, especially in the fashion sector through the TikTok platform, is influenced by several key factors. Based on the findings of this study, the following factors are identified: the visual quality of AR, the relevance of content to platform trends, the ease of access to filters, the level of interactivity, and the perceived benefits and

entertainment that consumers experience. The first factor, AR visual quality, is central to creating an engaging immersive experience. Previous studies state that vividness, or visual clarity in AR, significantly impacts users' perceptions of brands and purchase intentions (Muhlisin & Wicaksana, 2025). The higher the level of vividness the AR filter presents, the more likely consumers are to feel an emotional connection to the brand.

The second factor is the relevance of content to trends on TikTok. Consumers on this platform are highly responsive to content that follows viral trends, so AR filters that incorporate popular elements, such as dance challenges or pop culture themed filters, are more likely to achieve high engagement rates. Pratama et al.'s research (2024) reinforces this, demonstrating that integrating AR with popular social activities can enhance user engagement, expedite purchasing decisions, and foster brand loyalty in a digital context.

Ease of access is the third crucial factor. AR filters easily found through campaign hashtags and TikTok exploration menus, or promoted through in app advertisements, will be more widely used and shared. Research by Wibowo et al. (2025) highlights the importance of integrating alternative reality based technologies in modern businesses to enhance efficiency and improve the customer experience. The ease of finding and using AR technology is a prerequisite for consumers to adopt it in their daily social media activities.

Furthermore, the AR filter's level of interactivity determines the campaign's effectiveness. The study by Syaputra et al. (2023) demonstrates that AR technology, which enables users to interact actively, such as virtually trying products, modifying product attributes, or participating in filter based activities, increases user trust in the product and enriches the overall purchase experience. With the element of user control and modification, emotional engagement becomes more intense, thereby encouraging brand loyalty.

Ultimately, perceived usefulness and enjoyment play crucial roles as mediators in the effectiveness of AR marketing. As found in the Economic Reviews Journal study (2025), the application of AR not only improves marketing performance but also shapes consumers' perceptions of the added value provided by the brand. If consumers find the AR experience enjoyable and helpful in their decision making, the campaign's effectiveness will increase significantly.

Overall, the effectiveness of using AR in digital marketing does not solely depend on the technology itself, but on how it is designed, integrated with the platform's cultural context, and able to meet consumers' emotional and functional expectations. Brands need to strategically consider these factors to maximize the impact of AR campaigns on dynamic platforms like TikTok.

Research Implications

The results of this study have important implications for practitioners and academics in digital marketing, particularly in optimizing the use of Augmented Reality (AR) in marketing campaigns on video based social media platforms like TikTok. For practitioners, the findings show that developing interactive AR filters that are relevant to social trends, of high visual quality, and easily accessible will increase consumer engagement and strengthen brand engagement. Creative strategies that incorporate entertainment elements and personalized experiences are proven to drive purchase decisions and consumer loyalty more effectively. On the academic side, this research enriches the literature on the success factors of AR in digital marketing, while also opening up a new area of study regarding the integration of AR with consumer behavior on short video based social media platforms. In addition, these results can serve as a basis for further research to develop a more comprehensive conceptual model related to the adoption and effectiveness of AR technology across various industry sectors. Thus, this research not only makes a practical contribution to the development of technology based marketing strategies but also makes a theoretical contribution to the advancement of experiential digital marketing science.

4. Conclusion

This study reveals that incorporating Augmented Reality (AR) into a fashion brand's digital marketing campaign on TikTok can enhance consumer engagement, strengthen brand loyalty, and foster purchase intentions. The main findings show that AR visual quality, content relevance to trends, ease of filter access, and level of interactivity are key factors in campaign effectiveness. Based on these results, the research successfully addressed the main objectives, namely understanding how AR in TikTok can enhance consumer interaction and identifying factors that influence the successful adoption of AR in the fashion sector. However, this study has limitations in its scope, as the sample is limited to TikTok users in specific regions and focuses on fashion brands. Therefore, generalization to other sectors needs to be studied further. This research provides practical insights for brands to optimize AR based marketing strategies on social media, enriching the academic literature on the application of immersive technology in digital marketing. This research also opens opportunities for further studies to develop AR technology adoption models on various other digital platforms and in a broader range of industry sectors.

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