

**Internship Report
(Research)
On
Customer Readiness
&
Adoption
Of
Augmented Reality**

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Session : Spring 2018**

Date of Submission : 5/4/2018

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**Prepared For
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Inspiring Excellence

Letter of Transmittal

5/4/2018

Mr. Tofazzal Hossain
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Subject: Submission of Research Paper.

Dear Sir,

Here is the research paper that I were assigned on the topic for my internship report. My topic was on the 'Customer Readiness and Adoption of Augmented Reality'.

I would be happy if you read the report and I will be trying to answer all the questions that you have about the research paper.

I have tried my level best to complete this research paper meaningfully and correctly, as much as possible. I do believe that our tiresome effort will be visible to you after reading the research paper. However, if you need any assistance in interpreting this research paper please contact with me.

Thank You
Best Regards,

Acknowledgment

First of all, I would like to express our sincere gratitude To Mr. Tofazzal Hossain, Lecturer ; BRAC Business School, BRAC University for providing me detailed guidelines and advices on this research paper. He gave me clear guidelines to make this study as flawless as possible. His guidance and discussion helped me to understand the research activity and analyze it properly. He successfully made me realize the importance of this internship report in my future endeavors which helped me to get more motivated. Moreover now I have a very clear idea about how to conduct a market research. He tough me what to do and what not do in a very systematic and effective way. I am also thankful to each and every single respondent who cared enough to take part in our survey and helped me to complete our research successfully. Without their participation I could not do it. I have also thoroughly enjoyed while working on the research paper and hope the project is appreciated.

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Chapter : 1

1.1 Introduction

The capability of virtual reality (VR) was recognized as of now in 1999, when VR pioneer Fred Creeks, Professor of Computer Science at the University of North Carolina, completed a broad ponder on VR in designing controls. In those days, he reported that "It [VR] now truly works, and genuine clients routinely utilize it" (Brooks, 1999). Presently eighteen years after the fact, we're still sitting tight for virtual reality and increased reality to cross the 'gorge' to greater part reception. What's distinctive today? First of all, innovation have progressed enormously, and world's biggest organizations and funding firms are emptying cash into new companies in VR/AR space.

These advancements can possibly combine physical and virtual world and totally change how we associate with PCs. To begin with when PC's were presented, we imparted with console and mouse, at that point moved toward becoming cell phones and tablets with touchscreens and wiping. Presently, VR and AR empowers the utilization of common motions to speak with virtual questions as in characteristic world. Rather than review level 2D pictures on a screen, with VR and AR, 3D items can be seen in an immersive situation.

As i have done my internship in BugBite Studio, i needed to regularly research about the market and activities through social media to ensure the sales and relationship with the clients with the company.

Augmented reality is actually an improved adaptation of reality where live immediate or aberrant perspectives of physical genuine situations are increased with superimposed PC produced pictures over a client's perspective of this present reality, along these lines upgrading one's present impression of reality.

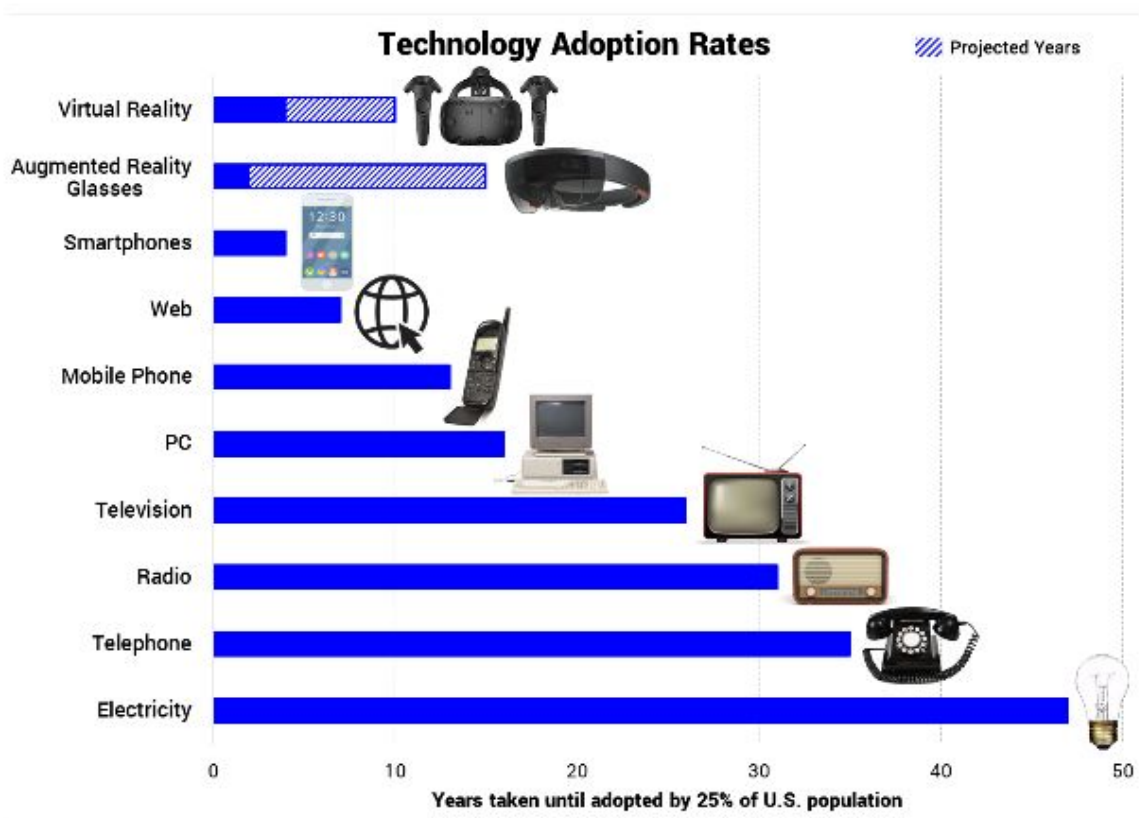
Not at all like virtual reality, which expects you to possess an altogether virtual condition, expanded reality utilizes your current indigenous habitat and essentially overlays virtual data over it. As both virtual and genuine universes amicably exist together, clients of expanded reality encounter an as good as ever regular world where virtual data is utilized as an apparatus to give help with ordinary exercises.

Utilizations of enlarged reality can be as straightforward as a warning or as entangled as a guideline on the best way to play out a dangerous surgical method. They can feature certain highlights, improve understandings, and give available and opportune information. PDAs applications and business applications by organizations utilizing expanded the truth are a couple of the numerous applications driving increased reality application improvement. The key point is that the data gave is very topical and pertinent to what you need you are doing.

Virtual reality is a PC produced manufactured condition, where the client is completely drenched and can encounter virtual surroundings normally. It is experienced idea a head-mounted show (HMD), which empowers the client to investigate virtual surroundings by moving one's head. Much of the time, the client can communicate with the earth with extraordinary controllers. In virtual reality, client can see PC produced substance or video caught with uncommon 360 cameras. So as to make this virtual world, VR must block regular environment.

1.2 Background of the study

As Bangladesh is a developing country and many small companies are introducing Augmented Reality, there are a big opportunity to capture the market through a proper research and study. With next 4-5 years Bangladesh will get a big revolution through electronics media and technologies. So augmented reality will make a big contribution for the future. So a study and research is very important to know the consumer and the market. People of Bangladesh are different and used to shop in fluctuated market. So consumers are very different. To get know about the market and how people will react and adapt augmented reality in our country, I conducted a research about the customer readiness and adaptation for augmented reality. There are few companies are working with it but in the future it is too tough to say about the industry in Bangladesh. So to conduct a research is must. In the figure we can see the



adaptation rates are decreasing by the time or invention so it is very very important for my company to know the future market and people to capture the whole market of AR/VR in the perception of Bangladesh.

1.3 Problem Statement

Augmented Reality possesses a major chance to catch the market through an appropriate research and study. My research question is “**Are Bangladeshi people ready to adopt AR/VR?**”. With next few years our country will get a major insurgency through gadgets media and innovations. So augmented reality will make a major commitment for what's to come. So an examination and research is essential to know the purchaser and the market. Individuals of Bangladesh are extraordinary and used to shop in fluctuate advertise. So purchasers are altogether different. To get think about the market and how individuals will respond and adjust augmented reality in our nation, I led an examination about the client status and adjustment for augmented reality. There are few organizations are working with it yet later on it is excessively intense, making it impossible to say in regards to the business in Bangladesh. So to direct an examination is must. We already know the adjustment rates are diminishing when or creation so it is imperative for my organization to know the future market and individuals to catch the entire market of AR/VR in the impression.

1.4 Research Objective

The target of this examination is to understand the present condition of reception of virtual and augmented reality in the undertaking, and distinguish hindrances and drivers for future reception. The hypothetical piece of this investigation is twofold; first the condition of reception is exhibited based on industry reports and on considers on virtual and augmented reality in various ventures, at that point speculations of technology acceptance are exhibited by concentrating on Unified theory of acceptance and use of technology (UTAUT). The exact commitment comprises of semistructured interviews with administrators from both end user associations and arrangement suppliers of VR and AR, where meetings and investigation depended on UTAUT - demonstrate.

As indicated by this investigation, there is awesome enthusiasm towards VR/AR and organizations are inspired with both execution and conceivable outcomes of these advances, yet there are still noteworthy down to earth hindrances for appropriation. Three principal classes of use cases for starting appropriation were recognized (Design, Marketing and Sales and Training and Simulations), among them, Design has most ideal conditions for selection, nearly took after by Marketing and Sales and more extensive appropriation for Training and Simulations is as yet a couple of years away. The capability of use cases outside of these classes are additionally introduced.

Therefore the main objective is :

- To know about the market and customer perception about Augmented Reality

There are some sub goal

- To know about the readiness of Augmented Reality
- To know about the adoption of Augmented Reality
- To know about the future existence of Augmented Reality in Bangladesh

There is no doubt that the enthusiasm towards VR and AR advancements is expanding worldwide. Not just have the interest in this space expanded amid late years, yet VR/AR advances have been examined in the scholarly community for couple of decades as of now. Presently propels in technology have brought VR and AR nearer to more extensive reception. In any case, these advancements are still in the early adopter stage and particular use cases for standard appropriation are as yet hazy.

This examination is about adjustment and acceptance of technology with regards to VR and AR advances. The motivation behind this examination is to pick up a superior understanding of the flow and future markets for VR/AR and recognize drivers and obstructions for appropriation in various businesses.

1.5 Research Questions

I have prepared the questionnaires to know about the readiness and the adoption of Augmented reality. Questions are :

Question No 1 .

Gender :

- Male
- Female

Question No 2 .

What is your educational status ?

- SSC Passed
- HSC Passed
- Graduate
- More Than Graduate
- None

Question No 3 .

What is your occupation ?

- Business
- Job Holder
- Student
- Service Holder
- Others
- None

Question No 4 .

What kind of mobile phone do you use?

- Iphone
- Android
- Blackberry
- Windows
- Button Phone

Question No 5 .

Do you know about Augmented Reality ?

- Yes
- No
- May Be

Question No 6 .

Did you use it ?

- Yes
- No

Question No 7.

Did you like it?

- Yes
- Mostly
- Neutral
- Not Much
- No

Question No 8 .

Augmented Reality will be a great technology within 5 years in Bangladesh

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Question No 9.

Did you find any Augmented Reality application around you?

- Yes
- No

Question No 10.

Rate Your Experience of Augmented Reality



completely
satisfied

1



very
satisfied

2



satisfied

3



less
satisfied

4



dissatisfied

5

Question No 11.

Do you think Augmented Reality can be used in your job ?

- Yes
- No
- May Be

Question No 12.

Tell us something about your AR experience

Question No 13.

Augmented Reality will be

1.6 Significant of the Study

From the study i have found the actual market situation of the Augmented Reality. People of Bangladesh are really very saturated in the new technology market. So understanding the proper consumer and the knowledge of marketplace is very important. I have found these important facts to ensure Bugbite Studio's future sales and development of the products. The perspective of our consumer is different than the people who are from developed country. Here, getting high sales is tough. But people of Bangladesh are very interested and enthusiastic about this technology. They are ready to use it but in proper way. These are very important to run a company based on this technology. So this research seemed very important to me and my company will be very helpful for their internal future sales.

Chapter : 2

Literature Review

2.1 Introduction

Virtual and augmented reality promises to change the way we interact with technology, and they enable to merge virtual worlds with real life, which provides great opportunities to transform current ways of working across industries. This examination starts with portraying the present condition of the business sectors. A diagram of conjectures on VR/AR markets is displayed to give an understanding of the present state appropriation. Future desires towards these innovations is displayed, yet in addition impediments and vulnerability in these conjectures of recognized. Once the pattern for intrigue and high potential is illustrated, potential market fragments for VR and AR are introduced. Promising use cases 4 and potential enterprises are recognized from the scholarly world, industry reports and friends declarations. In this section variables of the research will be elaborated. Total methods and research structured will be described in chapter three. Findings and concluding part will be in chapter four. In this part i am going to talk about the variables and the relation between the variables.

2.2 Discussion of the Variables

To identify the factors of my research objective, i need to find some variables to make the research properly regarding the uses and the technologies. Though it is very new topic rarely i found some of the research paper about it. Now i have selected 2 variables for my research.

1. Consumer Technology Readiness
2. Adoption of Augmented Reality

2.3 Graphical Model



2.5 Brief Discussion of Variables

Customer Technology Readiness

As the quantity of augmented reality applications builds, it will be important to recognize how clients end up arranged to utilize this innovation. Since earlier research scarcely stressed the part of client preparation in clients' ability to utilize augmented reality, this investigation builds up an applied system with respect to how clients wind up prepared to utilize augmented reality. Drawing on the inherent inspiration hypothesis and the dispersion of advancement hypothesis, this investigation introduces that client status is a beneficiary of different predecessors, including individual creativity, past experience, want for control, requirement for association, requirement for touch, individual imaginativeness, benefit many-sided quality, saw hazard, relative favorable position, saw fun loving nature, saw intuitiveness, and curiosity, and impacts clients' ability to utilize augmented reality.

Individuals of Bangladesh will find AR after some time, maybe a couple of years. Somebody redesigning or moving may find the furniture applications. Unseasoned parents may find instructive applications. Those individuals may then go ahead to find more AR applications to experiment with. Yet, a large portion of the general population of Bangladesh are not utilizing this sort of AR apps. Therefore, simply hearing that AR is accessible won't not be sufficient for them to look at it.

Once more, If we Consider portable installments. Most telephones now have the capacity, yet individuals still tend to haul out plastic when shopping. There's no uncertainty more individuals are utilizing portable installments and more retailers are tolerating them, yet it's a long way from typical. In this way, one might say that the clients of Bangladesh will set aside their opportunity to prepare for augmented reality.

Hypothesis 1 : Bangladeshi people are ready to take any technological advancement.

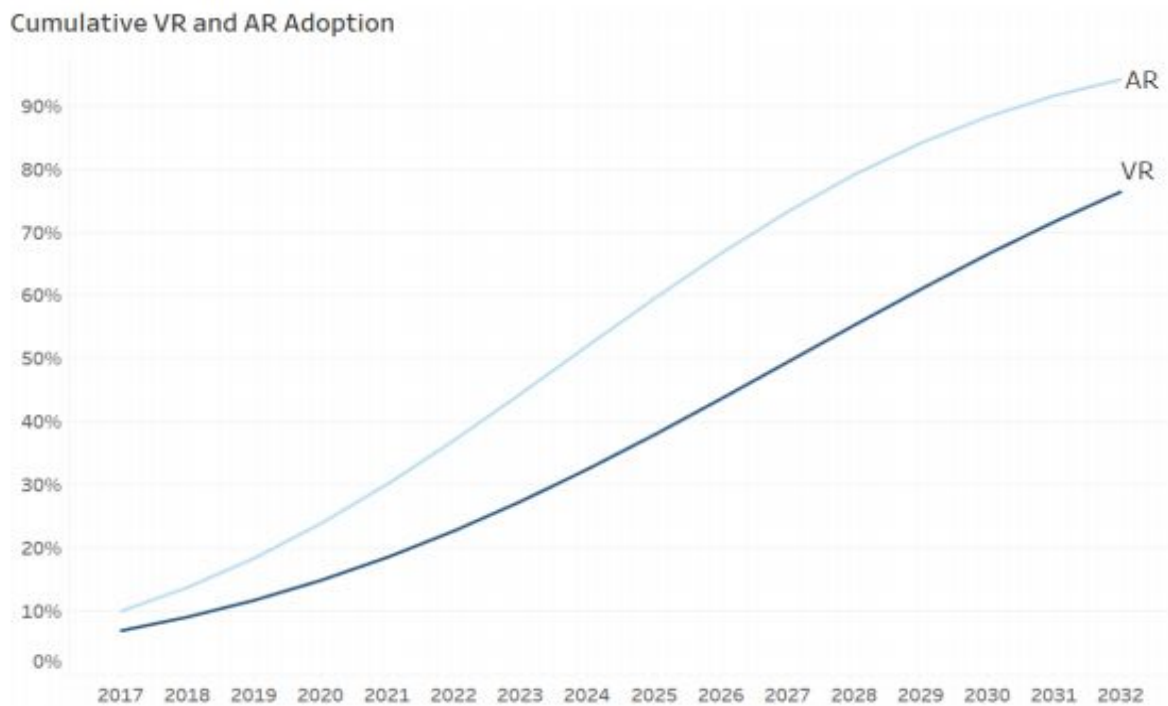
Adoption of Augmented Reality

Augmented Reality, a perspective of the physical world that has been changed by computers produced pictures, is a quick developing innovative wave that is rapidly turning into a piece of day by day life in our general public.

The vast majority of the effective ventures in Augmented Reality up to this point have been for showcasing ploys, a unique code or question acknowledgment programming that makes a motion picture blurb or part of an item become animated in any number of ways.

In any case, with numerous different uses of AR innovation being created each day, that discernment is probably going to change. General Motors is right now during the time spent making an AR windshield overlay, which if grew legitimately could enable the driver of the auto to better explore in poor driving conditions. The innovation would have the capacity to perceive rain, haze, and other outer variables that could make driving troublesome, while plainly laying out the street and cautioning the driver of up and coming road signs, stop lights, and so forth. Ideally in the coming years, the overall population of Bangladesh will start to comprehend and value the numerous commonsense employments of this astounding advancement and AR innovation will fall in consistently with everyday life in all the fantastic ways that it can possibly do.

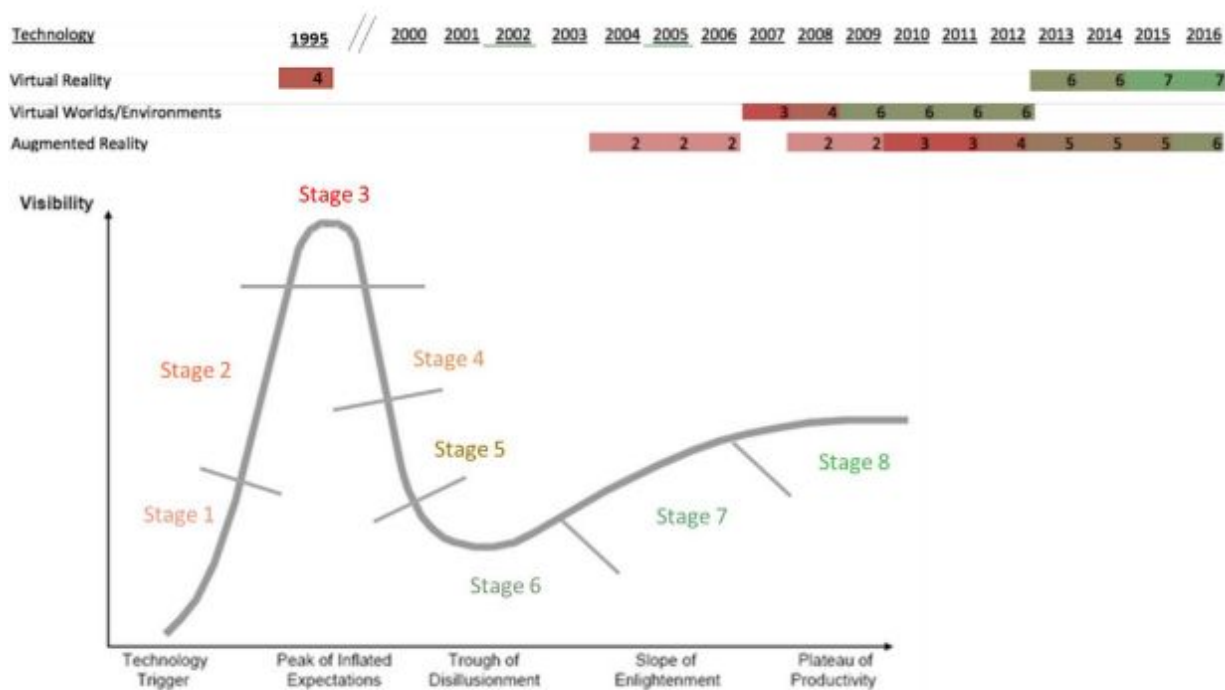
Hypothesis 2 : New innovation will be grabbed by the consumer.



Some Augmented Reality applications exist for standard gadgets, for example, telephones and tablets. For instance, some auto producers have made AR applications for telephones that enable the client to imagine an auto shading change on their telephone. Different organizations have utilized AR telephone applications to indicate 3D models of their items, putting them as though they were coasting over the item box.

Notwithstanding, these basic telephone applications are still not being generally embraced by the shoppers of Bangladesh as whatever else than a device. As it were, clients discover the applications engaging yet not helpful, and they quit utilizing them rapidly.

Regardless of late advances in Augmented Reality innovation, the general population of Bangladesh everywhere has been ease back to grasp the new items. Client's devotion is dropping extensively when they don't fondle an item lives to its buildup. Merchandisers oppose the drive to surge an AR application to the market as they surmise that it could hose client's eagerness on the off chance that it neglects to energize.



This is the Hype cycle of Augmented Reality and Virtual Reality. It shows the latest chart of visibilities of AR/VR in recent years in the whole world. It shows, from 2009 AR/VR are increasing day by day in the world. In 2015 & 2016 Augmented reality is very popular and growing in other developed countries. So it will may be grown up market very soon in our country. So conducting a research to know about customer readiness and adoption for Augmented reality is very important and essential to know about the actual market to make a great initiate and place in this emerging market in Bangladesh.

Chapter : 3

Methodology

3.1 Introduction

The empirical part of this research is quantitative research. I conducted a survey that contains 13 questions about the augmented reality. Conducting a survey about this topic is quite difficult in Bangladesh. But i have done it smoothly. Research process and analysis will be described in this chapter.

3.2 Research Design

In this area, I will exhibit the structure directing the examination. This hypothetical system was produced in view of the writing audit on reception and acknowledgment of new advancements. The objective of this examination is to consider selection of VR and AR advancements and UTAUT has been effectively embraced in no less than 178 investigations covering knowledgment new 42 innovation and data frameworks (Williams et al. 2015), subsequently UTAUT was found proper to inspect current recognitions and anticipate future appropriation of VR and AR.

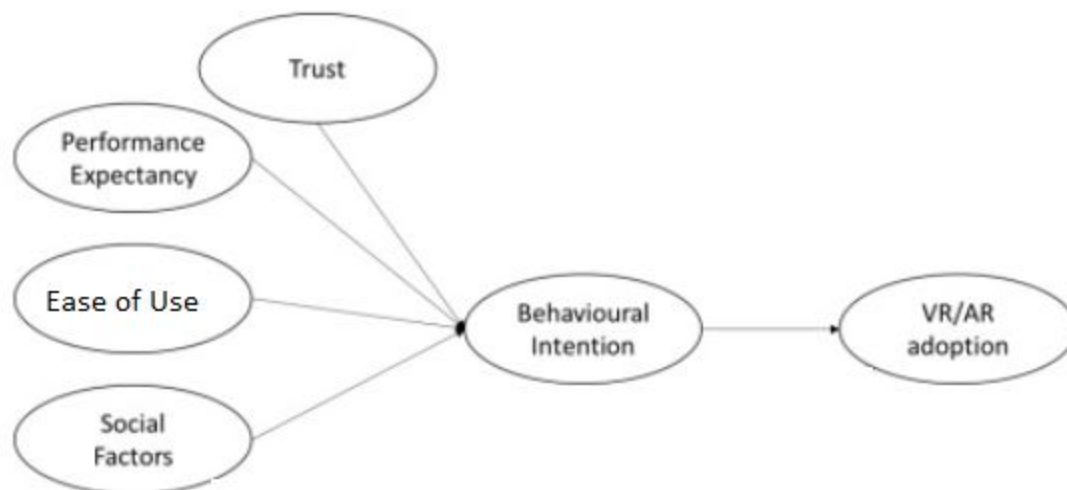
Extra build (Trust) was included unique model, since it has been demonstrated in writing to have an impact in use intentions and it was distinguished as a conceivable obstruction to adjust VR/AR innovations. Experience was picked as a solitary mediator in qualification to four arbitrators in the first model.

Performance expectancy was found as the most imperative indicator of future utilization of new innovation based writing survey, so it is required to be critical determinant if there should arise an occurrence of VR/AR too. These advances have been around for quite a long time, however just late advances in innovation have made it conceivable to research genuine utilize cases crosswise over ventures. There is a great deal of desires around these advances, so it is critical to find the genuine discernments about the helpfulness as per specialists and future clients of this innovation.

Embracing any new innovation will dependably require effort when bringing into utilization and when figuring out how to utilize it, however the unavoidable issue is, the manner by which noteworthy the apparent effort is and how it will influence behavioral intention to receive. Expected effort will be inspected on the two cases (executing and learning) and will be contemplated as far as monetary and mental effort to receive.

Social impact is explored by surveying on how much individuals think others in their industry are embracing these innovations, and how the association's way of life influences use intentions.

Social impact is a mind boggling develop and it can be difficult to quantify precisely. It is regularly oblivious, so individuals may not know about how it influences their conduct. Coordinate inquiries concerning social impact isn't probably going to deliver pertinent outcomes, subsequently evaluation about social impact is centered around the elements in 43 (Vekantesh al. 2003). Consequently, the impact facilitating conditions for VR and AR selection will presumably be huge.



Trust has been perceived as important build in different examinations covering new advancements what's more, IT-frameworks and security and protection were distinguished as potential hindrance for VR/AR selection. Trust will be estimated by evaluating specialists' observations about potential security dangers in VR and AR. Receiving another innovation is dependably a hazard as far as performance and unwavering quality, so trust on gadget makers is likewise examined.

At long last, behavioral intention will be evaluated in view of answers identifying with develops, yet in addition with coordinate inquiries. This system gives an establishment to manage interviews. It guarantees a extensive scope of imperative subjects, however doesn't restrain investigation of different themes of intrigue. It empowers to make a review of the territory of VR and AR selection and serves to distinguish hindrances and drivers for future selection.

3.3 Data Collection Procedures

Collecting data is easy but collecting valid and perfect data is quite tough. My sample was 168. I have chosen the various people to know their intention and experience about augmented reality. I have made the data in google forms and personally send it to the selected people from my family, friends, friends of friends, neighbour, office colleague, future leaders, top management people in big companies and the people who are working with technology. I have sent them the survey questions through e-mail, facebook message, posted in a secret group and face to face interview. I tried to catch all class people to make sure the weight of the research.

3.4 Data from the Research (SPSS)

Statistics												
		What is your gender?	What is your educational status?	What is your occupation ?	What kind of mobile phone do you use ?	Do you know about Augmented reality ?	Did you use it?	If Yes, Did you like it?	Augmented Reality will be a great technology within 5 years in Bangladesh?	Did you find any Augmented Reality application around you?	Rate Your Experience of Augmented Reality	Do you think Augmented Reality can be used in your job ?
N	Valid	156	156	156	156	156	41	41	41	41	41	41
	Missing	12	12	12	12	12	127	127	127	127	127	127
Mean		1.4359	3.1859	2.5256	1.4423	1.7372	1.4634	1.4634	1.9268	1.9024	1.7805	1.6341
Std. Deviation		.49747	.80966	.74875	.59286	.44158	.50485	.63630	1.17026	.30041	.75869	.48765
Variance		.247	.656	.561	.351	.195	.255	.405	1.370	.090	.576	.238
Range		1.00	3.00	4.00	3.00	1.00	1.00	2.00	3.00	1.00	2.00	1.00
Minimum		1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		2.00	5.00	5.00	4.00	2.00	2.00	3.00	4.00	2.00	3.00	2.00

What is your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	88	52.4	56.4	56.4
	Female	68	40.5	43.6	100.0
	Total	156	92.9	100.0	
Missing	System	12	7.1		
Total		168	100.0		

What is your educational status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC Passed	30	17.9	19.2	19.2
	HSC Passed	76	45.2	48.7	67.9
	Graduate	41	24.4	26.3	94.2
	More Than Graduate	9	5.4	5.8	100.0
	Total	156	92.9	100.0	
Missing	System	12	7.1		
Total		168	100.0		

What is your occupation ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business	8	4.8	5.1	5.1
	Job Holder	73	43.5	46.8	51.9
	Student	61	36.3	39.1	91.0
	Service Holder	13	7.7	8.3	99.4
	Other	1	.6	.6	100.0
	Total	156	92.9	100.0	
Missing	System	12	7.1		
Total		168	100.0		

What kind of mobile phone do you use ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Android	94	56.0	60.3	60.3
	Iphone	56	33.3	35.9	96.2
	Windows	5	3.0	3.2	99.4
	BlackBerry	1	.6	.6	100.0
	Total	156	92.9	100.0	
Missing	System	12	7.1		
Total		168	100.0		

Do you know about Augmented reality ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	24.4	26.3	26.3
	No	115	68.5	73.7	100.0
	Total	156	92.9	100.0	
Missing	System	12	7.1		
Total		168	100.0		

Did you use it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	22	13.1	53.7	53.7
	No	19	11.3	46.3	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

If Yes, Did you like it?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	25	14.9	61.0	61.0
	Mostly	13	7.7	31.7	92.7
	Neutral	3	1.8	7.3	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

Augmented Reality will be a great technology within 5 years in Bangladesh?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	21	12.5	51.2	51.2
	Agree	10	6.0	24.4	75.6
	Neutral	2	1.2	4.9	80.5
	Disagree	8	4.8	19.5	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

Did you find any Augmented Reality application around you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	2.4	9.8	9.8
	No	37	22.0	90.2	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

Rate Your Experience of Augmented Reality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Completely Satisfied	17	10.1	41.5	41.5
	Very Satisfied	16	9.5	39.0	80.5
	Satisfied	8	4.8	19.5	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

Do you think Augmented Reality can be used in your job ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	8.9	36.6	36.6
	No	26	15.5	63.4	100.0
	Total	41	24.4	100.0	
Missing	System	127	75.6		
Total		168	100.0		

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Do you know about Augmented reality ?	156	1.00	2.00	1.7372	.44158	.195
Did you use it?	41	1.00	2.00	1.4634	.50485	.255
If Yes, Did you like it?	41	1.00	3.00	1.4634	.63630	.405
Augmented Reality will be a great technology within 5 years in Bangladesh?	41	1.00	4.00	1.9268	1.17026	1.370
Did you find any Augmented Reality application around you?	41	1.00	2.00	1.9024	.30041	.090
Rate Your Experience of Augmented Reality	41	1.00	3.00	1.7805	.75869	.576
Do you think Augmented Reality can be used in your job ?	41	1.00	2.00	1.6341	.48765	.238
Valid N (listwise)	41					

Case Processing Summary

		N	%
Cases	Valid	41	24.4
	Excluded ^a	127	75.6
	Total	168	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.147	.052	10

Inter-Item Correlation Matrix

	What is your gender?	What is your educational status?	What is your occupation ?	What kind of mobile phone do you use ?	Did you use it?	If Yes, Did you like it?	Augmented Reality will be a great technology within 5 years in Bangladesh?	Did you find any Augmented Reality application around you?	Rate Your Experience of Augmented Reality	Do you think Augmented Reality can be used in your job ?
What is your gender?	1.000	.096	-.161	-.242	-.117	-.249	.195	-.141	.119	.106
What is your educational status?	.096	1.000	.186	-.005	.042	.142	.155	-.197	.076	.078
What is your occupation ?	-.161	.186	1.000	.062	.014	-.163	-.051	.105	-.236	.148
What kind of mobile phone do you use ?	-.242	-.005	.062	1.000	-.076	.129	-.168	-.072	-.143	-.042
Did you use it?	-.117	.042	.014	-.076	1.000	.171	-.110	-.189	-.054	-.106
If Yes, Did you like it?	-.249	.142	-.163	.129	.171	1.000	-.121	.112	.268	.077
Augmented Reality will be a great technology within 5 years in Bangladesh?	.195	.155	-.051	-.168	-.110	-.121	1.000	.193	.291	.127
Did you find any Augmented Reality application around you?	-.141	-.197	.105	-.072	-.189	.112	.193	1.000	.233	-.079
Rate Your Experience of Augmented Reality	.119	.076	-.236	-.143	-.054	.268	.291	.233	1.000	-.155
Do you think Augmented Reality can be used in your job ?	.106	.078	.148	-.042	-.106	.077	.127	-.079	-.155	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	1.861	1.366	3.073	1.707	2.250	.285	10
Item Variances	.455	.090	1.370	1.279	15.176	.125	10
Inter-Item Covariances	.008	-.123	.259	.381	-2.109	.005	10

3.5 Data Analysis

As we have seen the result of the research. Most of the people are not known about the augmented reality. They are unaware of this technology in Bangladesh. From 168 sample, only 41 people experienced augmented reality before. So market is new and whoever used it they are interested. So it is sign of hope. People liked it. 61% people liked it a lot and others actually didn't dislike it. So it is a also a good sign. HSc passed people are highly involved in application of augmented reality. They are mostly university going student and highly proactive in technology. After 3-5 years these people will be in higher post in every company. From this, coming years will be technology friendly and augmented reality will be exposed. People does not not they can use it or not but they are interested. Fact is we have to introduce it through mass market and big companies without this augmented reality will not expose. People will know it when the products or application will be in their hand. In perspective of Bangladesh, we have to find the gap and application in big products. We have to reach people through media and application. Customer are ready and they will adopt but there is a big fact that is people does not know it. Whoever knows it, they like it. Making a new brand and mass market should be the target of our company and others to get maximum reach and also profit.

Chapter : 4

Discussion and Conclusion

4.1 Introduction

In the end, we found the findings and analyzed the total result. In this section we are going to discuss about the result, the impact on the findings and also the technology based on this research.

4.2 Discussion

The reason for this examination was to distinguish drivers and hindrances for AR selection in the undertaking to give data about in which utilize cases and businesses these technologies are likely embraced and at what pace. In view of auxiliary research and essential meetings, flow utilize instances of AR could be arranged in three principle classifications; Design, Visualizations for promoting and deals, and Training and Simulations. This is in no way, shape or form a thorough arrangement, yet a valuable structure to take a gander at various utilize cases in AR today. The vast majority of these utilization cases are transferable to blended reality and some of them to AR too, however it is recognized that this arrangement left out numerous future potential utilize cases for future reception in VR/AR space. As expressed previously, the limits between these

technologies are obscuring, and technology progresses so quick that the future 'executioner application' could be something that isn't considered yet. On account of that, this three-section arrangement gives a system to evaluate how these immersive technologies are received now, and how they're likely used sooner rather than later.

Distinctive elements influencing VR/AR reception in each utilization case were then distinguished utilizing a controlling system for meetings and examination. These elements, that were sorted in light of the rule, were estimated in a subjective seven-point scale in light of their impact for future selection. Since the positioning of these components is subjective and in light of a set number of meetings, singular discoveries shouldn't be viewed as a goal truth, but instead as a potential speculation to be tried in a more focused on and possibly quantitative research.

There are two impediments on that ought to be considered before settling on administrative choices in view of these discoveries. In the first place, the extent of this examination was wide, which caused that utilization cases considered weren't homogeneous in all circumstances. Each interviewee had particular conditions for utilizing VR/AR, so chose interviewees may not be illustrative as far as appropriation of the entire business or gathering that they have a place in. It is conceivable that a portion of the detailed hindrances are just trademark especially for that organization, in which case, single discoveries could twist the measures exhibited in the rundown above. Thusly, one must be careful without making excessively numerous speculations in view of single discoveries in this examination. In any case, interviews were spread crosswise over a wide range of ventures and capacities for a justifiable reason. The 69 reason for existing was to pick up a general comprehension of the condition of selection today and gauge the future potential in various ventures. Subsequently, every individual finding could be utilized as a theory to be tried in a more focused on research.

Besides, there are confinements that are trademark to quantitative examinations. Discoveries are naturally influenced by the creator's own recognitions to some degree when information is changed from meetings to revealed discoveries, and it is conceivable that a few points of interest lose all sense of direction all the while. To mitigate this issue, each meeting was painstakingly coded and reactions classified directly after each meeting. This prompt reflection considered subtleties in reactions that may have been lost in the meeting circumstance. However, it's reasonable each individual answer can't be incorporated into the report, so citations decided for this report may not speak to the entire perspective of that individual.

With everything taken into account, vital topics recognized in this examination are upheld by wide proof and they give an establishment to future research to develop on. The idea of this essential investigation was exploratory and the design were to inspect and comprehend this wonder, in this way discoveries ought to be additionally thought about in like manner.

4.3 Limitation and Future Research Direction

In our research on account of the little example measure contrasted with the amount of review inquiries there is a high likelihood that the outcomes were not legitimate portrayal of the real circumstance. On account of the substantial amount of inquiries a large portion of the reactions for the inquiries toward the end appears obfuscating which may have impacted the outcomes from speaking to real circumstance. Likewise the matter of time and asset requirements should be considered. Another factor that should be said is that, in spite of the fact that a considerable measure of research has been led on client status and selection of Augmented Reality that is next to no research has been done on the subject particularly on Bangladeshi purchasers that we have done. In this way, we prescribe that more research should be completed on general customer showcase and additionally with huge example in regards to their view of Augmented Reality technology.

4.4 Conclusion

In the end, Many organizations have been by and large inspired with the execution and conceivable outcomes that AR gives, and the technology can possibly change numerous current methods for working. In any case, there are still some pragmatic boundaries identified with technology and basic hindrances in associations before VR/AR can be all the more generally embraced. By the by, it's never again an inquiry whether these technologies will be embraced all the more generally, yet when and in which utilize cases. Current utilize instances of VR in the undertaking were arranged in three principle classifications; Design, Visualizations for advertising and deals, and Training and Simulations. In view of discoveries in these three classes examined all the more particularly, VR/AR will be most positively embraced in Design, trailed by utilize cases in Marketing and Sales, and ultimately received in Training and Simulations, which has most obstructions for selection. AR or MR were less regularly utilized as a part of training, in light of the fact that the still stance major innovative to achieve the coveted utility, yet their potential was always underlined. At the point when the technology progresses, numerous utilization instances of VR can be changed in to MR, yet VR is presently less complex option, hence it will probably be embraced first. Later on, HMDs will probably bolster both VR and MR, in this way the qualification between these technologies will break up after some time. AR thus, has incredible potential in field tasks, yet more extensive reception still has critical commonsense obstructions. Making the fundamental foundation of computerized twins for physical items is a noteworthy test, and the ease of use of AR glasses still should be made strides.

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