

## **IMPACT OF AUGMENTED MARKETING ON CONSUMER PURCHASE**

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### **ABSTRACT**

Augmented reality (AR) is an emerging trend in marketing and sales strategies. It allows brands to give customers unique experiences with the convenience of tapping into their mobile devices. Augmented reality has the potential to be better than reality, as it allows users to preview items faster and more easily than in real life. For instance, it is much quicker to swipe through multiple makeup looks than to repeatedly wash your face to test the next color.

### **INTRODUCTION**

Augmented Reality (AR) for marketing. Augmented marketing is the idea of adding value to a proposition via an additional, innovative offer. The word 'augmented' means "having been made greater in size or value". So by laying on extra benefits, augmented marketing increases the chances of a sale. AR gives you another tool when it comes to driving sales and enhancing brand value through mobile devices. Augmented Reality is a technology that enhances the real world by affixing layers of digital elements onto it. These elements include computer-generated graphics, sound or video effects, haptic feedback, or sensory projects.

### **HISTORY**

The term Augmented Reality was coined back in 1990 by Boeing researcher Tom Codell and one of the first commercial uses of this technology was in television and the military. As the world shifted towards becoming more technology-driven, AR became increasingly prominent in multiple fields, rolling out its second wave and drawing its connection towards the interactive concept.

how does the AR technology work?

When we use a device or application enabled with the AR technology, the hardware of the device or application captures the object's picture, sharing it with the computer vision program which then processes the image to gather all relevant details like the measurements of the object, any other objects which are present on the same surface, while also calculating how far these other objects are from the main object in focus.

By applying these insights, the AR-enabled device will then develop and create virtual information that will serve as an overlay over the real object, giving a unique customer experience.

### **ELEMENTS OF AUGMENTED REALITY**

AR can be defined as a system that incorporates three basic features: a combination of real and virtual worlds, real-time interaction, and accurate 3D registration of virtual and real objects.

Applications of Augmented Reality

Augmented reality has highly advanced and developed over recent years. From interactive and engaging weather reports to assisting fighter pilots in locating their targets day or night, AR has now established itself as an impressive tool for the industry as well as the general public.

AR's Role in Military

A crucial application of Augmented Reality in the case of the military field is Heads-Up Display (HUD). In this technology, a transparent display is placed directly in the view of the fighter pilot. This display facilitates data for the pilot which includes information on the horizon line, airspeed, and altitude along with other imperative data.

Here "heads up" implies that owing to the display, the pilot doesn't need to look down towards the aircraft's instrumentation to access the information he requires. Another application is the Head-Mounted Display (HMD) which is adopted by ground troops. This crucial data including the location of the enemy can be displayed within the line of sight of the soldier. This technology is also adopted for developing simulations to assist in training.

**AR's Role in Medical**

This technology is adopted by medical students to assist them in practicing surgery within a controlled environment. Visualizations help in demonstrating complex medical conditions to patients. Augmented reality also facilitates enhanced sensory perception for surgeons, thus helping in reducing the chances of risks in operations. Combined with an MRI or X-ray, Augmented Reality can provide everything within a single view for the surgeon.

In the case of surgical applications, AR's role in Neurosurgery remains most prominent. The technology's capacity of developing a 3D image including exact coordinates of the brain, on top of the real anatomy of the patient becomes highly advantageous for the surgeon.

You can also sneak a peek at our blog on Healthcare Data Analytics

### **AR's Role in Navigation**

One of the areas where AR has proven its worth with most prominence has been in the case of Navigation applications.

Yet in today's world, AR navigation has emerged as a fruitful solution. These programs enable adding real-world objects accompanied with many tips that are glimpsed from the app screen while hovering the device's camera over them. These tips include information regarding buildings and routes, where the bus is going or where a certain shop or restaurant is located, etc

### **THREATS OF AUGMENTED REALITY**

#### **1. Excessive generation of Information**

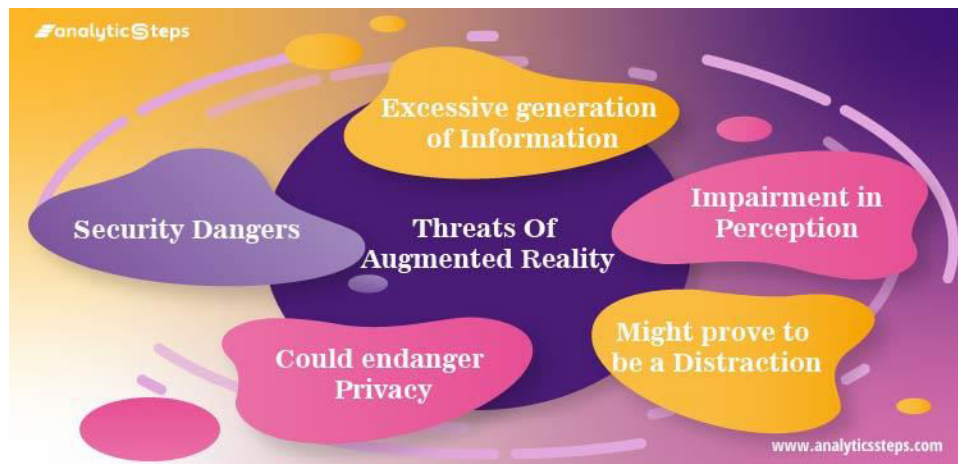
With the world becoming increasingly driven by digitalization the rise of social media (Such as Instagram and TikTok) and the internet has led to a significant increase in the development and sharing of data. With the advancement of smartphones, it has become easier for the public to access extensive amounts of data from multiple sources, a threat that is only enhanced with emerging AR technologies like AR smart glasses. This overload of data and information can lead to stress and confusion thus resulting in a delay in action.

#### **2. Impairment in Perception**

The glasses enabled with AR technology pose a danger of endangering the perception of the consumer. The glasses may be created using substandard design or manufacturing processes which can hence endanger the perception of its consumer and also cause dire consequences depending on the application. Thus safeguarding the quality standards of the AR equipment becomes imperative for its successful application. (Since we are talking about the manufacturing process, you might also be interested in the role of IoT in the manufacturing industry)

#### **3. Might prove to be a Distraction**

While AR definitely provides fruitful information for its users, newbies and employees recently equipped with the technology may find it confusing or a distraction. When it comes to activities like driving or surgeries AR proving to be a distraction can be extremely dangerous. It becomes a priority for organizations to train their users to deliver a smooth transition from non-AR to AR-enabled activities.



### **Threats of Augmented Reality**

#### **4. Could Endanger Privacy**

Since the AR experience is carried out by first taking in the present physical environment, interpreting it and then enhancing it with extra digital information, a large degree of data is collected and this includes not just the data of the device's user but also the data of any additional people being viewed through the device. This could endanger one's personal privacy and prove to be a major issue once the technology rises in popularity. Strategizing methods to preserve personal privacy thus becomes a challenge in AR's application.

## **5. Security Dangers**

When it comes to cybersecurity dangers and unapproved access through hacker attacks and malware, like all associated technologies, AR is vulnerable to the same. Like some other associated technology, These attacks can prompt refusal of service or overlay wrong data, leading to extreme and dire results.

For example, a hacker can mislead a driver utilizing an AR-controlled route framework and cause mishaps. The real-life dangers of AR cannot afford to be overlooked despite its popularity. If not addressed at their initial stage, these hazards can lead to significant difficulties and aggravations

## **LITERATURE REVIEW**

Washington X. Quevedo 2018

This article proposes the development of an augmented reality application that allows the user to preview in real time the product you want to buy, in the same way you can modify the characteristics you want to adjust it to your tastes and needs before making the purchase. The proposal includes the design of the application that incorporates a catalog of living room, dining room and bedroom furniture; the user will be able to modify characteristics of size, color and texture in a way that emphasizes the interaction with the consumer, to this is added the possibility of showing relevant information about the furniture as they are visualized and modified, it allows to reduce the uncertainty of the user and at the same time allow a participatory action where the user is the protagonist elhambaratali effective of augmented reality (ar) in marketing communication; a case study on brand interactive advertising 2016

— In this research will examine the new way of digital marketing technology technique as AR which is combining the real world and virtual world in wide large targeting in “Big Idea” and Augmented reality allied the amusement of digital marketing in whole world. The objective of advertising is to come up with the augmented reality is the latest digital technology in the field of advertising area. Augmented reality in Marketing advertising (ARMA) have found a unique and interactive way to engage audience with the company brand. In summary, the primary intention of this project is to bring up or raise the awareness of augmented reality in present and future especially in the marketing and advertising filed

An Exploratory Study of Augmented Reality Marketing

Ibrahim Alotaibi

The main aim of this research paper is to understand whether firms in the UAE should take advantage of the augmented reality technology, and implement it within their marketing strategies. The paper will first explore what augmented reality marketing, the benefits of augmented reality marketing, and delve into why firms should focus more on using augmented reality in their marketing. Primary research carried out locally in the UAE to have an in depth understanding of the consumer preferences and attitudes towards augmented reality in marketing.

Results showed that consumers do indeed have a positive preference towards augmented reality marketing. Recommendations were given along with further research directions

Augmented Reality: A Sustainable Marketing Tool? Marius Bulearca

- The present research aims to look at the ways in which Augmented Reality Experiential Marketing (AREM) is beneficial for companies and brands not only on short-term - the “shiny object” syndrome, but also on the long-term, contributing to the creation of customer satisfaction, as other forms of experiential marketing have done, which can lead to an increase in customer loyalty, intention of repetitive purchasing, positive word-of-mouth (WOM) or a greater market share. Based on the aim of this research paper and on the literature review, three measures of the perceived value have been chosen – enhancing convenience, influencing enjoyment and affecting brand attitude

Marketing is a competitive field that demands continuous improvement in the delivery of persuasive messaging to target audiences. The most recent successes in finding competitive advantage are achieved by professional marketers through technology. In this report, we will consider how Virtual Reality and Augmented Reality (AR/VR) will impact the marketing profession. We will review our research into the background of AR/VR, the sensor technologies that enable these advances, a review of the available hardware types, their positioning in the marketplace, and their use cases. We will then review current best practices in digital marketing as shared by key presenters at the 2017 University of New Hampshire Digital Marketing Conference. This will be the basis of a discussion about how AR/VR might embrace these current practices, render them obsolete, or depart from them to establish completely new methods. The new ecosystem driven by advances in VR and AR technology make a powerful new tool available to engage with their audiences at a new intense emotional and psychological level. We will discuss AR/VR’s evolving uses in entertainment, therapy, training and pornography. A review of risks is

included. We conclude with analysis and projections for future use cases in social media, business practices, education, and for opportunities that may accrue to marketers because of AR/VR

How augmented reality impacts retail marketing: a state-of-the-art review from a consumer perspective  
AbderahmanRejeba ,Augmented reality presents numerous opportunities and challenges for marketers to enrich the respondentetail shopping experience. Although the technology is well established, practical marketing applications are rare, and the existing literature is unstructured. We conduct a systematic literature review with the goal of synthesizing the latest developments in the field and developing research propositions. We analyze 91 papers and identify four major enablers of AR in retail marketing: enhancement of the consumer experience, improvement of the customer-brand relationship, support of marketing activities, and promotion of marketing competitiveness. The challenges of AR adoption in marketing include technical limitations, consumer-oriented challenges, technological immaturity, and organizational challenges

Philipp A.Rauschnabel<sup>a</sup>Augmented reality marketing: How mobile AR-apps can improve brands through inspiration  
2019

Augmented Reality (AR) is a promising and growing field in marketing research and practice. Very little is known if, how, and why AR-apps can impact consumers' perception and evaluation of brands. The following research presents and empirically tests a framework that theorizes how consumers perceive and evaluate the benefits and augmentation quality of AR apps, and how this evaluation drives subsequent changes in brand attitude. The study reveals consumer inspiration as a mediating construct between the benefits consumers derive from AR apps and changes in brand attitude. Besides providing novel insights into AR marketing theory, the study also suggests that marketers should consider evaluating mobile AR apps based on the inspiration potential

The Augmented Reality Marketing: A Merger of Marketing and Technology in Tourism Sumesh S. Dadwal  
This chapter elaborates on augmented reality marketing (ARM) as a digital marketing campaign and a strategic trend in tourism and hospitality. The computer assisted augmenting of perception by means of additional interactive information levels in real time is known as augmented reality. Augmented reality marketing is a constructed worldview on a device with blend of reality and added or augmented themes interacting with five sense organs and experiences. The systems and approaches of marketing are integrating with technological applications in almost all sectors of economies and in all phases of a business's value delivery network. Trends in service sector marketing provide opportunities in generating technology led tourism marketing campaigns. Also, the adoption, relevance and significance of technology in tourism and hospitality value delivery network can hardly be ignored. Many factors are propelling the functionalities of diverse actors in tourism. This paper explores the use of technology at various phases of tourism and hospitality marketing, along with the role of technology in enhancing consumer experience and value addition. It further supports the view that technology is aiding in faster diffusion of tourism products, relates destinations or attractions and thus benefiting the entire society. The augmented reality in marketing can create effective and enjoyable interactive experience by engaging the customer through a rich and rewarding experience of virtually plus reality. Such a tool has real potential in marketing in tourism and hospitality sector. Thus, this study discusses the ARM as a promising trend in tourism and hospitality and how this will meet future needs of tourism and hospitality products or offerings

MariiaKonopelko 2019

The purpose of the study was to describe and analyse the concept of augmented reality packaging and to justify that it is an effective marketing communication tool that can be used to increase the attractiveness of the product in food and beverage industry. The secondary data for this study was gathered mainly from online articles, academic literature and case studies. The primary data was collected from an online survey with the focus groups in Finnish and Russian markets and an expert interview. Both researches were conducted by the author. The final results of the study showed that augmented reality can be used as a marketing communication tool to increase the attractiveness of the product in food and bevera Research Objectives The intended purpose of this research is to clarify to managers the utility and opportunities presented by Hand held AR softwares from the marketing point of view. Despite the availability of many researchers in AR future and its benefits, the amount of adopters for advertising their products or services is still few. MridulDohutia's study on AR as a marketing tool (2012) illustrates that AR Experiential Marketing (AREM) is beneficial for companies and brands in creating customer satisfaction. It also leads to

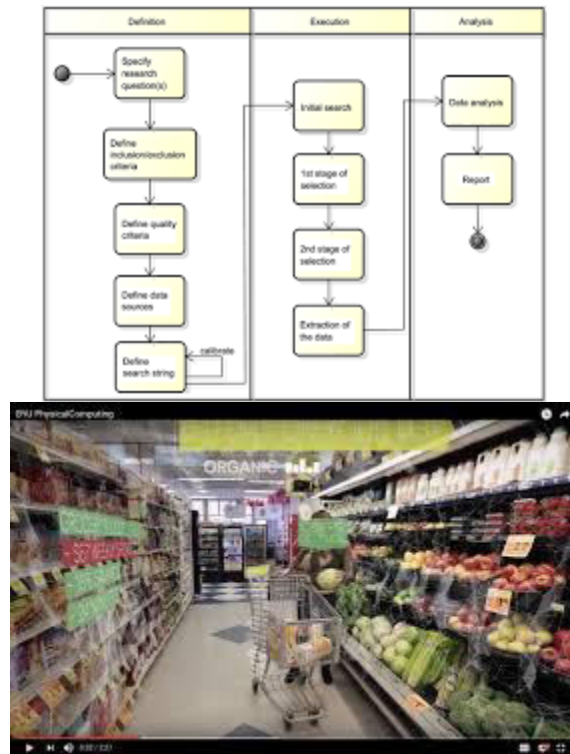
increase in customer loyalty, their intention to repetitive purchasing and positive word-of-mouth, which creates greater market share industry

### **Research Objectives**

The intended purpose of this research is to clarify to managers the utility and opportunities presented by Hand held AR softwares from the marketing point of view. Despite the availability of many researchers in AR future and its benefits, the amount of adopters for advertising their products or services is still few. MridulDohtutia's study on AR as a marketing tool (2012) illustrates that AR Experiential Marketing (AREM) is beneficial for companies and brands in creating customer satisfaction. It also leads to increase in customer loyalty, their intention to repetitive purchasing and positive word-of-mouth, which creates greater market share industry

### **Scope & Limitations**

This research is not intended to explore the AR in everyday advertisement, but will keep the focus on specific scenarios in which individuals are interacting with the company's products using an AR- interface. The marketing medium used for this research is the distribution of the company's catalog, which will also serve as marker in order to try out the AR solution. In addition, the research is intended to small and medium size companies (SME). The application of the defined case is planning to find some benefits for companies offering products or a combination of both: products and services, but not for those offering only service



## **RESEARCH METHODOLOGY**

### **Purpose of Research**

The purpose of this research is to get the behavior and attract of the marketer or business producer on one side and the experiences, feeling of consumer on the other side to be compared with the new user face technology.

### **Data Collection**

Since the study uses quantitative research methods on the behavior of consumers and the attract of the market or business producer on one side, two data sets have been collected during this course study and research as primary and secondary. Primary data resources were collected by the means of user experience and comments of business producers on websites according to their experiences and situations.

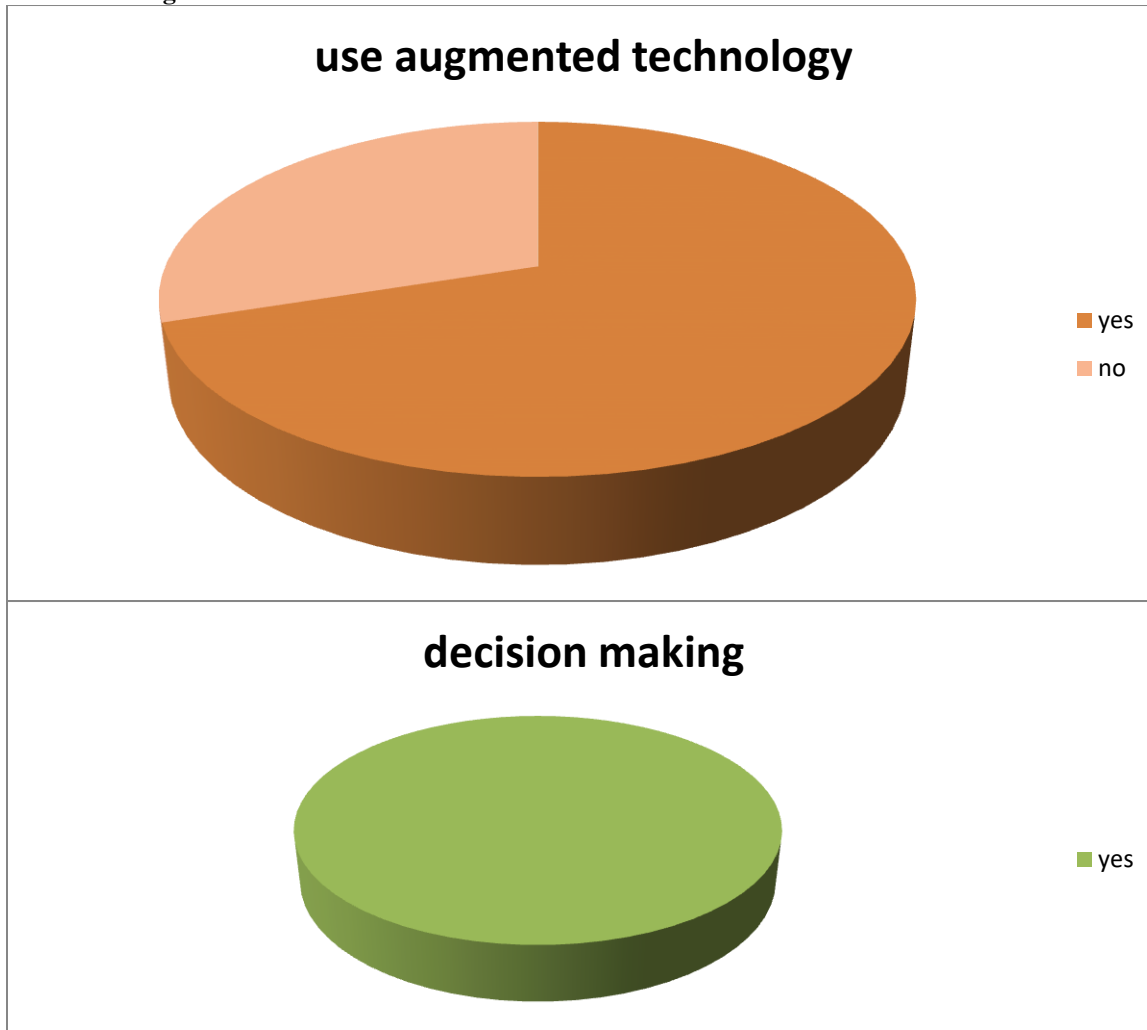
**Sampling Method**

In this stage researcher used the quantitative method on behave of consumer and attract of marketer or producer in a right side

**Scope and Objective of Research**

The main objective of this research is looking to the augmented reality view and the experiences have been done in the field of marketing and advertising. To finalize this new technology will create the good brand image of company information with the satisfaction of consumer and viewer. The Objective of augmented reality in this research will be focus to study the impact of commercialized mobile AR application in business marketing and advertising and also to compare the impact of mobile AR application in advertising and marketing, in the different industries based on: User Interaction• Promotion• This research will investigate the application of mobile augmented reality in the field of advertising and marketing business.

**Research design**



**Findings**

It is found that augmented marketing has impact on customer purchase Augmented marketing has impact on customer decision making It is found that complete information is provided to customer

**Conclusions**

This research started with the idea of exploring the augmented reality potentials in order to clarify some benefits to managers for its adoption. In order to achieve our objectives, the researcher developed and tested an AR solution in the construction industry. The case study applied in this research was conducted in a company in the region named KattoCenterOy. The choice of this implementation was mostly due to the matter of access since experts 'opinions in

this particular field were needed to draw reliable conclusions. The research data was collected mainly through online surveys (Appendix B) and through interviews. The data were also analyzed by interpreting people's opinions and drawing similarities between the data

#### **Future Research**

Studies related to designing and developing an augmented reality-based marketing application could be further undertaken. During our research, it has been observed that the impressive effect presented by augmented reality regular users is still at a low percentage, which let us believe that this might be due to the poor communication between marketers and developer when an augmented reality solution is to be implemented. Most of AR solutions available seem to be built from the developers' point of view which might considerably differ from the marketers' point of view. Therefore, further studies could be carried out on the following research issue: how to effectively design and develop an augmented reality application and what factors to consider during the development process

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