

SYSTEMATIC LITERATURE REVIEW ON IMPACT OF AR IN MARKETING OVER CONSUMERS.

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ABSTRACT

Augmented reality has been part of web3.0 where the future is heading ergo, every field is adapting it. After the pandemic it's have been a boon to brands , companies , even social media platforms as they have created marketing channel with AR through innovative interactive techniques that influencing in the decision making processthroughout the buying journey for seeking economically relevant consumer attention .with the help of systematic literature review we have gone through various articles and had garner up insights on AR apps ,tools techniques , imposed by the social media platforms with the collaboration of brands to make consumer experience swift and relationship between brands and consumers .Finally , the article offers a research agenda for additional investigating into emerging Augmented reality in marketing practices as its lot more to be discover .

INTRODUCTION

A series of technologies known as augmented reality (AR) enhance the digital experience (im Sauer 2017) a direct or indirect encounter with an actual world that has been improved or increasedwith aggregated information created by a virtual computer. Carmignani&Furth (2011: p.3) AR in marketing has become an emerging topic after companies like BMW started an AR advertising campaign in December 2008, then it came into limelight and researchers are garnering more about it .Till now, scientists had already started to investigate just how large it is and how important augmented reality (AR) is for marketing in terms of the user's actual world, opening a new interaction between both the real and the virtual (Javornik, 2016b; Porter & Heppermann, 2017; Yim, Chu, and Andover consumer attitude or behaviour).Poushlesh and Parranga (2017) state that an Augmented supports the user with seamless buyer's experience by full access to the functionality of the product and hence enables them to take a wiser and impactful decision-making process in customer journey as a result brands are upcoming with applicable interactive technologies in the marketing environment which includes immaculate device applications. It creates marketing channels through encountering various touchpoints in the customer buying journey as content is delivered physically direct and indirect.

AR approach in marketing holds large leads to the brands as customer gets exposure to physical activity which includes informative search and products trail in 3D neglecting the smell, touch, etc are the limitations.

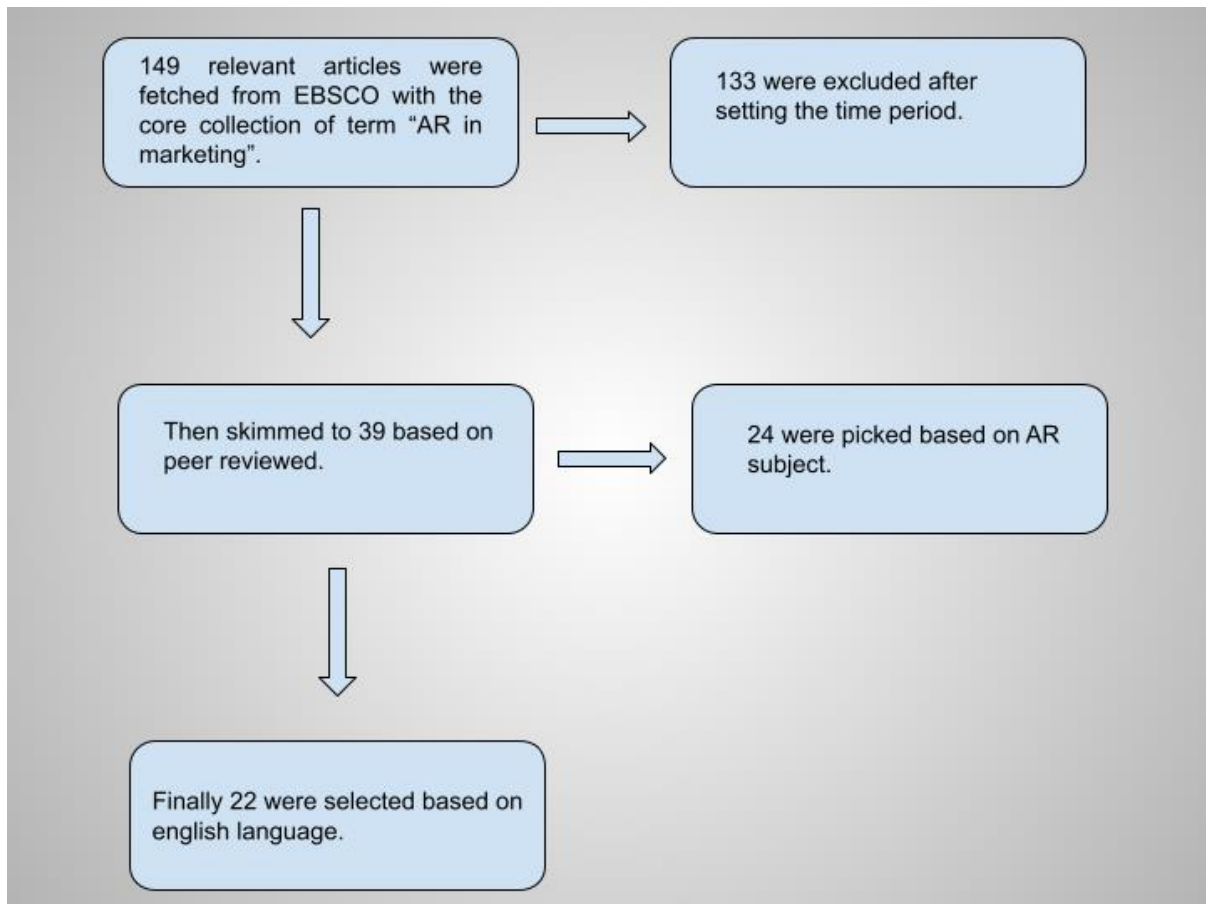
Therefore, we need to study consumer behaviour and even attitudes to deliver impactful experience to user experience which will greatly help in brand loyalty, trust, brand equity and it's mutually beneficial to brands and customers.

Looking at consumer behaviour in on the application of AR to marketing strategies, the use of technological tools significantly changed how customers behave shop and interact with brand experiences. (Yadav and Pavlou (2014), Hoffman and Novak (1996)). Due to the development of Web 2.0 and Web 3.0 some significant changes involve the online community. (Kozinets et al., 2010). The major change even before creation of Web 2.0 and Web 3.0 is the use of social media by online communities to engage in both B2C and C2C commerce. Smartphone apps (Kaplan and Haenlein, 2010), digital signs (Dennis et al., 2010), smartphone apps (Shankar and Balasubramanian, 2009, Ström et al., 2014), and immersive virtual reality interactions (Nah et al., 2011).

Numerous studies have been conducted in response to the issues with user reactions to more sophisticated interaction tactics. Few articles investigate the possible effects of new AR technologies on customers (Agarwal and Karahanna, 2000; Childers et al., 2001; Liu and Shrum, 2002; Novak et al., 2003; Pagani and Mirabello, 2011; Sheth and Solomon, 2014). Once more, no formal research project is suggested. (2014) Huang and Hsu Liu It's crucial to research how user reaction is impacted by augmented reality. Marketers can use different methods for different purposes to get the best experience. We can suggest a research agenda for upcoming studies of augmented reality in marketing by analysing the effects of these qualities on consumer behaviour. The topic provides precise instructions according to how researchers can examine the details of these elements in AR or their absence and how that affecting customer reactions as well as the kind of service they offer across various marketing channels, including offline and online.

METHODOLOGY

This research had been conducted with the systematic literature review approach, as literature review are challenging and finding gap is challenging albeit you prepare literature guide or literature papers and ergo we require a scientific approach that sanction us to follow a few steps those steps we can deduce what are the pertinent literature and what are the gaps in the literature so that is why systematic literature review is very consequential not for publication purposes for inditing your thesis and ascertaining your gaps because now the research is the publications are more and more everyday so that's why it's very arduous for anybody to get to the right erudition so why we optate to do literature review because it's facile and you can map subsisting cognizance very efficiently with a few steps and that is why it is facile to make subsisting party of erudition and the second thing is it is rigorous scientific methodology result we can find in the literature review if we do the same research we will find homogeneous research so there is no distinction between opinion you can develop your opinion predicated on some scientific or conventional scientific method so your results would be standardised and additionally it is this generalized so that is the very consequential part of the systematic literature conspicuously with the implements and techniques it is expeditious .



DISCUSSION

With the use of interactive technology, augmented reality (AR), virtual items are aggregated over the real world. The human representation of the external environment can be enhanced with textual data, photos, videos, or other types of content. Mobile phones, tablet devices, head-mounted displays, handheld devices, interactive displays, and other gadgets can all support overlay. (2011) (Carmignani et al.). Methodology is AR technology. Review of the literature on consumer reactions to interactive media features. In fact, by 2024, it is estimated that up to 1.7 billion augmented reality users worldwide will be able to access the technology from their phones. In one survey, 76% of consumers have already used some form of AR. The advantage of using augmented reality marketing is the ability to create unique content, such as immersive events and experiences. This will help you stand out more from traditional branded products. Enjoy countless renowned brand experiences from the comfort of your own home. With AR on virtually every mobile device through handy links and QR codes, consumers can bring your product into the real world with the push of a button. Brands that actively engage in customer education are considered more trustworthy and transparent. It is important to build brand loyalty and increase sales. For example, Shopify reports that merchants who add 3D content to their stores see an average conversion rate of 94% Less time consuming in understanding the product with AR applications Consumers can get more personalised information with QR codes that consumers can scan to interact with 3D content in AR on their phone. Ease of use, easy drag and drop functionality, easy sharing, and a full

library of templates and images to create your products. The survey found that 61% of online shoppers surveyed shop online sites that offer AR technology, and 63% say AR improves the shopping experience. Additionally, 35% of consumers say that AR games encourage them to shop online. AR technology allows brands to increase sales while reducing returns. By showing products in real-world settings, AR helps online shoppers make smarter, faster, and more informed purchasing decisions. It allows customers to see products they can't physically hold, touch, or wear, removing the uncertainty and guesswork associated with online shopping.

AR has the unique capacity to provide customers with extra information when they are making a purchase, visiting an attraction, or participating in an event, it enhances the user experience. When you point your smartphone's camera towards a certain image, for instance, more information will start to appear. when given significant knowledge to the user experience will be significantly enhanced if the consumer is served at the appropriate time and location. (Copypress\2016.) AR's great degree of shareability is another significant advantage. From amusing Snapchat filters to interactive worlds like Pokémon GO AR experiences are posted on numerous social media networks on a regular basis. This means that creating a unique refilter for Snapchat or sponsoring a Pokémon Go location could be ways to promote company identity. 2016 Copypress Since it has been employed in marketing for so long, augmented reality (AR) has gotten much better and more versatile. Considering that all it really needs is a smartphone, it makes for something like a popular marketing tool. The best augmented reality stunts routinely go viral, and AR experiences might well be easily shared online through video and photographs. In 2014, Pepsi and "The Walking Dead" modified a bus stop window into an augmented reality screen. People viewing the project consider it to be a conventional glass window since it provides a live broadcast of the street scene. The viewer would observe strange and dreadful events taking place on the screen. the other window sides. In the Pepsi version, passengers might witness strange occurrences such as tigers ambling down the street in the direction of the bus station or UFOs floating in the sky. They gave the impression that the zombie apocalypse really was happening close to the bus stop in the Walking Dead version. Across over 6 million views, Pepsi's AR campaign got a lot of attention and became YouTube's most liked ad campaign that year (Convince&Convert 2014). This types of engaging holographic advertisements are ideal for locations like these where people are simply sitting around and passing the time. When an advertisement is enough entertainment value to attract viewers. I wish there would be more of these in the future.

SNAPCHAT

A leading social media camera company had adapted AR technology in their application which provides an option to every business profile an 3D trails tools so that there is an interactive medium while customer are on a shopping journey. It leverages the brands and company to create more creative marketing and ads campaign ergo reason of an higher conversion rate. Now the daunting and real battleground is for customer attention. But

snapchat had been claiming ahead in the AR field as by statistics over 85% of the same daily Menauser's interactive audience get engaged everyday with AR lens if people are awake for 16 hrs, they will interact 30X times every day. So, this is an advantage for snapchat to inculcate AR in the marketing arena because of this option every brand had to have camera strategy because audiences are ready and waiting for interactive and immersive experience during their buying journey. The biggest innovation that snapchats had emerged with AR experience on AR shopping with cutting edge trail experiences which track people's wrist, feet for shoes, watches, jewellery triumph through product demonstration. People can see what a product does before they decide to buy. 3D body tracker it has been popular in AR games but now also it tracks people movement which opens a field for creative and commerce opportunity.

LUXURY RETAILERS USING AR TOOLS

AR FILTERS BY DIOR, GUCCI

For experimenting with accessories like hats and sunglasses in augmented reality, the French fashion label Dior has created a series of filters for Facebook and Snapchat. Gucci released an iOS app feature that lets consumers try on its ACE range of sneakers in augmented reality. Both interactions help consumers identify with the businesses and see themselves wearing their goods..

Immersed EXPERIENCE

Utilising Search engine innovation, Burberry introduced a augmented reality browsing option. Customers can use the technology to explore Burberry items integrated into the surroundings, increasing their web browsing and ordering experiences. The launch of the event coincided with something like the inauguration of Burberry's newest store outlet in Tokyo.

AR SHOWROOMS

a distinctive browsing encounter Lately, Kohl's and Snapchat cooperated to make augmented reality (AR) the industry term for product visualisation and doing research on products. AR can recreate several in knowledge and skills everywhere.

AR WINDOWS

Shop fronts may get a fresh additional level of engagement and visual narration from augmented reality. With augmented reality (Augmented), screens can come to life to create special events that may be recorded and circulated via social media. For reference we can see Helen Papagiannis work on XOGOESPOP.COM.

AR RUNWAY SHOWS

Extremely exorbitant and resource-intensive, runway shows. AR upholds social distance and welcomes everybody to the first seat. Instead of just watching live streaming of fashion week activities, virtual or augmented reality avatars are really reproducing designs that you'll see stroll about that in you back garden or sitting room.

AS DIGITAL ASSISTANTS, AR MIRRORS

We may use augmented reality (AR) glasses to test on terms of clothing, identify our sense of style, and allow us to make buying process. Assisting people mostly with working out to changing clothes for each day, magical glasses transition through in to in-home usage.

CONCLUSION

As digital media proves to be a more engaging medium for the consumers, AR will be more frequently utilised by marketers. Since everybody with a smartphone can access augmented reality, marketers will probably favour augmented reality to reach a larger audience. Since AR were always through formative years., it's acceptable to start with experimental content, try things out, and work your way up. It would be ideal for larger firms to begin investing in AR skills within their own department if they have the financial means to do so. Long-term, it will be more cost-effective to invest in internal staff members than to outsource the work. My intention with this study was to provide clear guidelines for how it affects consumers. I quickly realised that this was not possible because augmented reality is still in its very early phases and that there are many different businesses and services that might benefit from AR experiences. Instead, I provided some illustrations and suggestions based on what I discovered during my research, in the hopes that they would aid marketers in getting started. The current study tackles the highly emerging topic of augmented reality in marketing. explains the consumer reactions that this technology can cause. Apps for mobile devices and huge interactive screens are two common AR forms in marketing. It has been observed that brands with AR experience are more likely to be considered. AR builds consumer confidence and interactions drive conversions so, with research i would like to conclude that it's still in booming and kind of vague to marketers to use its full potential but as far as consumer consent they have an new option to make their buying decision could be more intimidating and swift journey hopefully with this research readers can get a new perspective and would able to come across new dimension of web3.0 which include one of it AR.

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