

Augmented reality marketing: enhancing customer experience through latest technology

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Article Info	ABSTRACT
Keywords: Augmented Reality, Customer Experience, Marketing, Personalization	Recent technological developments, especially AR, have opened up new opportunities for companies to innovate in their marketing strategies. This research will focus on how the integration of AR in marketing campaigns can create more immersive, interactive and memorable consumer experiences. This research uses a qualitative approach with descriptive methods. The research results show that the application of Augmented Reality (AR) in marketing, user experience and education has a significant positive impact. In marketing, AR creates more immersive interactive experiences, increases consumer engagement, and adds value to marketing campaigns. The use of personalization in the user experience through AR increases the relevance of content, creating deeper interactions between brands and consumers. On the educational side, AR provides an additional visual dimension to learning, facilitating better understanding of concepts. Overall, the research results confirm that AR is not only an innovative technology, but also an effective tool for enriching and improving the way we interact with information, brands, and learning.
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INTRODUCTION

Along with changing times, marketing has experienced a significant evolution, transforming from the traditional marketing model (Marketing 1.0) to the latest marketing era, known as Marketing 5.0 (Kotler et al., 2021). This shift not only reflects technological advances, but also illustrates companies' adaptation to changing consumer behavior and evolving market demands (Wongmonta, 2021).

Marketing 5.0 emerged as a response to five major trends shaping the current marketing landscape (Danciu, 2013). First, the increasing number of generations who are familiar with technology (digital-savvy) has encouraged companies to change their marketing approaches to better suit the preferences and needs of the increasingly dominant younger generation (McWilliam & Haukka, 2008). Second, the adoption of a phygital (physical-digital) lifestyle demands further integration between offline and online experiences, requiring a holistic and integrated marketing strategy (Bonfanti, 2023).

The digitalization dilemma, as the third trend, highlights the challenges and opportunities that arise along with digital transformation. Rapid technological

development, which is the fourth trend, spurs companies to continue to innovate to remain relevant in a competitive market (Batat, 2022). Finally, the increasingly inseparable symbiosis between humans and technology is the basis for the fifth trend, creating opportunities to create new and unique customer experiences (Spohrer & Maglio, 2010).

Marketing 5.0 highlights the key role of the latest technology and New Customer Experience in optimizing business. In this era, companies are not only expected to utilize advanced technology, but also to direct it positively for the benefit of humanity (Sima, 2021). By understanding and embracing these five key trends, companies can develop responsive marketing strategies, meet consumer expectations, and maintain competitiveness in an ever-evolving marketing era (Draganov et al., 2018).

Augmented Reality (AR) technology has become one of the leading innovations used in various industries (Santi et al., 2021). AR presents a combination of virtual elements or digital content with the real world in real-time, creating a visual experience that enriches the user's interaction with the surrounding environment. The use of this technology is not only limited to two-dimensional displays, but also allows integration in three dimensions, often using special supporting devices (Iatsyshyn et al., 2020).

The advantage of AR technology lies in its ability to enhance the user's perception of the real world, creating immersive interactive experiences (Scholz & Smith, 2016). In a marketing context, Augmented Reality Marketing is the main attraction because it is able to provide a more in-depth and interesting experience for consumers (Shin, 2019). The unique visual recognition and emotional engagement generated by AR Marketing outperforms traditional advertising, creating a stronger bond between brands and consumers (Kim, 2013).

More than just an entertainment element, the use of Augmented Reality in marketing has the potential to increase brand perception and value. Engaging customers in interactive experiences, AR Marketing not only creates memorable moments but also builds closer relationships between brands and consumers (Scholtz & Duffy, 2018). With increasing competitiveness in the market, the integration of AR in marketing strategies has become important to achieve more effective and efficient marketing goals. Therefore, the use of Augmented Reality technology in a marketing context is not only following the trend, but is also a progressive step towards creating more innovative and relevant experiences for modern consumers (Smilansky, 2017).

The rapid development of the smartphone industry has given customers wider access to Augmented Reality (AR) capabilities. Today, most consumers can enjoy immersive brand experiences without having to leave home, thanks to the integration of AR in various apps and features on smartphones (Qiao et al., 2019). This phenomenon opens the door for brands to reach a global audience, considering that customers can easily access products and content from anywhere in the world (Evans & King, 1999).

By utilizing AR, customers can bring products or services into the real world by just using their smartphone. This process is made simpler at the touch of a button or via a QR code that can be accessed on almost any mobile device (Dodson et al., 2012). This creates

an opportunity for brands to interact with customers directly, creating an experience that not only provides information about the product, but also provides immersive elements that increase consumer engagement (Alkhamisi et al., 2013).

It is important to recognize that the integration of AR in smartphones takes global marketing to a new level. Brands can now create campaigns that not only cover local markets, but also target consumers in various parts of the world (Holt et al., 2004). In this way, smartphones are not only a personal communication tool, but also a window into a virtual world that allows customers to engage with brands in more depth, wherever they are. This is an era of marketing that opens up new opportunities and allows brands to build closer connections with customers globally (Dawar & Chattopadhyay, 2002).

This research aims to investigate the impact of using Augmented Reality (AR) in a marketing context and the extent to which this technology can improve consumer experiences. By focusing on increasing interactivity and visual appeal, the aim of this research is to understand the extent to which AR can provide added value in marketing strategies, particularly in increasing brand perception and consumer emotional engagement. The benefits of this research are expected to provide insight to related industries regarding the potential of applying AR in increasing the effectiveness of marketing campaigns, creating more unique customer experiences, and increasing brand value in the current technological era.

METHOD

This research uses library research or literature review methods, which involve collecting data from various sources of library information such as books, scientific journals, newspapers, magazines and documents (Yulianah, 2022). The reason for choosing the library research method is because it suits the focus of the problem being researched, namely to explore theories, laws, postulates, principles or ideas contained in academic-oriented literature. This research is focused on analyzing and solving research questions related to Augmented Reality Marketing to Improve Customer Experience Through Latest Technology. In analyzing the research results, the author used a descriptive analysis method approach. Descriptive research aims to describe symptoms, events and occurrences that are occurring at the present time with the aim of photographing these events as they really are. The descriptive analysis method was chosen because this research focuses on a systematic understanding of the facts revealed, facilitating understanding, and concluding ongoing events, especially those related to current conditions.

RESULTS AND DISCUSSION

The use of augmented reality (AR) in marketing and sales strategies continues to experience significant growth. By leveraging AR, brands can create rich and unique experiences for customers. The integration of visual information, audio and other sensory data into real environments allows customers to interact with products or services in more depth, often using only their smartphones. By combining the virtual and physical worlds,

AR opens up new opportunities for brands to increase the appeal of marketing campaigns, provide more detailed information, and increase consumer engagement through immersive experiences. This reflects the recent evolution in the world of marketing which is increasingly adopting advanced technology to achieve more personalized and effective interactions with customers.

Augmented Reality (AR) strategies in enhancing user experience involve a number of innovative approaches. First of all, Augmented Reality (AR) integration with mobile applications or wearable devices provides a more interactive experience for users by visually and auditively enriching their environment. When AR is used in mobile applications, users can point their device's camera at physical objects or the surrounding environment to see additional information presented in the form of additional visual displays. For example, users can point their smartphone camera at a product and see additional information such as customer reviews, technical specifications, or usage guides.

In addition to additional visual displays, AR integration with mobile applications or wearable devices also allows users to hear information through the sound produced. As users navigate through apps that use AR, they can hear narration or prompts that provide a deeper understanding of the product or service they are searching for. The sounds provided by AR can guide users through the experience, explaining details that may be difficult to understand through visual displays alone.

Apart from that, AR can also enrich the user experience through animations generated in their environment. By using AR technology, users can see live objects or movements displayed on physical objects or the surrounding environment. These animations can help users understand how a product or service works better, creating a more engaging and interactive experience. Overall, the integration of AR with mobile apps or wearable devices opens the door to more immersive, informative, and visually and auditively engaging user experiences.

Furthermore, Personalization of user experience through Augmented Reality (AR) creates an environment where content and features can be dynamically adapted to user characteristics and preferences. By leveraging user data, AR can recognize behavioral patterns, purchasing tendencies, and individual preferences. For example, when a user accesses an AR application, the system can identify products or services that may be of interest based on previous search or purchase history. In this way, users will be presented with content that is more relevant and in line with their interests.

Furthermore, personalization through AR can also include customizing the interface and visual experience according to user preferences. For example, display settings, colors, or graphic styles can be adjusted to create an experience that better suits each user's aesthetic tastes. This provides a high level of control and personalization, creating an experience that is not only informative but also aesthetic. Another advantage is that AR can provide product or service recommendations directly based on user data. For example, when viewing a product with an AR camera, users can receive additional recommendations

that match their preferences, helping them find products that better suit their individual needs and tastes.

By combining personalization of user experience and AR technology, companies can provide more relevant services, increase consumer engagement, and build stronger relationships with customers. Overall, personalization through AR creates a more personal experience, ensuring that each user can enjoy content and services that suit their needs and preferences.

The use of Augmented Reality (AR) in the context of online purchases or in physical stores brings significant innovation to the consumer shopping experience. With AR, customers can “try on” products virtually before making a purchase. For example, in online clothing purchases, users can use AR applications to see how the clothes look on their body through virtual projections, creating the sensation of trying on clothes in person even at home.

This virtual try-on experience not only creates added fun in the purchasing process, but also provides valuable information to consumers. Users can see to what extent the product fits their personal preferences and style before making a purchasing decision. This helps overcome online purchasing obstacles where consumers cannot feel or try the product physically beforehand. Additionally, the use of AR in physical stores also enriches the on-site shopping experience. Through AR apps on mobile devices, customers can get additional information about products, see customer reviews, or view color or model variants that may not be available in physical stores directly. By leveraging AR, the shopping experience becomes more informational and interactive, allowing consumers to make more informed purchasing decisions.

Creative Augmented Reality (AR) marketing strategies offer innovative approaches to capture consumer attention and create memorable experiences. One effective way is through the use of AR filters in social media, where brands can create filters that are connected to their brand identity. For example, users can try out face filters that feature a brand's signature elements or depict a specific campaign theme. This strategy not only creates direct engagement through user interactions with filters, but also allows brands to creatively integrate their brand elements into consumers' daily activities on social media.

Additionally, consumer engagement can be increased through the development of interactive games connected to the brand using AR technology. By creating gaming experiences that are integrated with brand values, companies can create deeper emotional bonds with consumers. AR games can involve challenges or activities that promote brand messages and create more meaningful connections.

As another strategy, more in-depth product demonstrations through AR technology can strengthen consumers' understanding of the product and increase their interest. For example, through AR applications, consumers can see how a product functions or interacts with their environment, providing a more realistic picture and helping them make more informed purchasing decisions. By implementing creative AR marketing strategies, brands can create more interactive experiences, increase consumer engagement, and establish a

strong brand image in customers' minds. This is not just a marketing campaign, but an experience that brings added value and a positive impression to consumers.

The use of Augmented Reality (AR) in a training or educational context opens up new opportunities to increase the effectiveness of the learning process. By giving users direct access to visual information connected to the real world, AR creates a more immersive and interactive learning experience. For example, in professional training, AR can be used to provide real-time visual guidance to workers, allowing them to see real-time prompts or instructions during the performance of certain tasks.

Additionally, in an educational context, AR can be integrated into textbooks or learning materials to provide an additional dimension to the information presented. For example, through AR applications on mobile devices or tablets, students can view three-dimensional models of the objects they are studying or even access additional multimedia content that can enhance understanding of complex concepts.

AR also provides advantages in practical skills training. In situations where direct engagement with a physical object or process is key, AR allows users to view and interact with virtual objects that enrich their understanding without having to come face-to-face with the physical object. In this way, the use of AR in training or education creates a more holistic learning experience, harnessing the potential of visualization and interactivity to improve information retention. This technology is changing the way we learn and train, making the learning process more dynamic, engaging and oriented towards practical applications in the real world.

CONCLUSION

The use of Augmented Reality (AR) in a variety of contexts, such as marketing, user experience, and education, offers great potential to increase interaction and engagement. In marketing, AR creates a more immersive experience for consumers, allowing them to try virtual products, get additional information, and participate in creative campaigns. Personalizing user experiences through AR enriches consumers' interactions with brands, providing content that is relevant and tailored to individual preferences. On the educational side, AR provides an effective tool to improve the learning process by providing direct visual access connected to the real world, enriching students' understanding of complex concepts. Creative AR strategies, such as social media filters, interactive brand games, and immersive product demonstrations, drive consumer engagement and create lasting impressions. In the context of training or education, AR provides an additional dimension to the learning process, providing visual guidance in practical situations, and presenting three-dimensional models and multimedia content to enrich understanding of concepts. Overall, AR creates more interactive, informative and relevant experiences, enriching the way we interact with information, brands and learning in the current era of technology.

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