Chapter 10
Augmented Reality as a Marketing Strategy for the Positioning of a Brand

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ABSTRACT
New marketing strategies and growing technological advances have not been ignored by large and even medium-sized companies. This context, in turn, has allowed some companies to make the decision to introduce their own brands in the market. In this scenario, augmented reality (AR) is a technology that allows virtual reality to be added to a real physical environment, which makes it a novel tool for discovering new uses, forms and habits of consumption. Through the AR, the aim is to surprise the client and obtain their complete attention and interest. Of course, the main objective of AR sales is to awaken the consumer’s desire and then motivate them to purchase the final product that they have already visualized through an app (usually through a mobile phone). This approach, without a doubt, originates a novel marketing strategy and very few companies currently use or know, since they assume that their cost is high, which is not necessarily the case.
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INTRODUCTION

The last generations of buyers have witnessed vertiginous changes both in the so-called new technologies and in consumption habits and even in the forms of payment of some products (Dibrova, 2016). The scientific and technological development, as well as the transfer of technology, have contributed with multiple advances that have served as support to the new marketing strategies (Ramli, 2007; Stonehouse & Snowdon, 2007; Shukla, Dos Santos, Fong & Lu, 2017; Khan, Chamhuri, Basri, Farah Hasan & Norshamliza, 2016). The latter have been developed to present to certain customers, in a much more accessible and attractive way, a finished product that is already on sale in the market or is about to enter a new market segment (Jagpal & Spiegal, 2011). Over time, the large companies that have managed to survive these multiple changes had to adapt and position themselves (Rice, 2013), not so easily, in markets that are increasingly competitive and, on the other hand, new technologies have shown significant advances, which have allowed the creation of precisely new markets (Grubor & Milovanov, 2017). Undoubtedly, companies that have not managed to adapt to these multiple technological changes and new marketing strategies have had to withdraw some of their products from the market or even had to close their operations temporarily or permanently.

These scientific and technological changes are more than evident and it is clear that the interaction between technology and human beings have changed over time. That is to say, the speed with which current technologies are developed, but above all the enormous quantity of such technologies, does not allow a person to assimilate them in an acceptable way. Moreover, so much information is being handled today that contemporary human beings must quickly assimilate a large and growing amount of so-called new technologies instead of adapting them to their needs. Thus, the human being has become a technodependent entity. As a consequence of all this, it can be established that the current dynamics of product markets has led us, among other things, to be immersed in a society with cutting-edge technologies. Undoubtedly, this is largely due to the fact that the approach and knowledge of the so-called new technologies is increasingly dynamic and accessible. However, accessing and being a user of these cutting-edge technologies has not been enough, i.e. new marketing strategies show that, over time, the way products are presented and sold to the consumer has also changed (Willman-Iivarinen, 2017; Nurul Aqila et al., 2016; Lee, Cheng & Shih, 2010). The current marketing strategies have also had to accompany the technological changes and it is quite logical to think that at present it is not enough to adopt a marketing strategy that just wants to show a certain product on the sideboard or through any other conventional medium such as television, radio, some magazines and/or printed catalogs. Of course, it is also important to mention that the current marketing strategies that survive in a globalized, in addition to adapting to technological advances, depend largely on the buying habits of people living in a given country or region (Pang, Keh & Peng, 2009).

The great impact that the use of the Internet has had has revolutionized the way people interact, now communications are faster and more efficient but also more impersonal. Simultaneously, the evolution of mobile devices has reached such a level that they are now a necessary and indispensable product for a person to be communicated or make purchases online (Agrebi & Jallais, 2014). In other words, it is no longer a luxury to have an intelligent telephone and a high-speed wireless network, but rather its use has become a necessity, especially for new generations. In this sense, mobile devices, particularly through social networks, have become an extremely important and sensitive means to introduce and/or disseminate, in a more efficient and dynamic way, a finished product.