Chapter 14

The Impact of Augmented Reality Advertisement on Customer Engagement in the Era of Connected Consumers

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ABSTRACT

Innovation in technology is advancing by the day. As a latest and useful technology, augmented reality (AR) is drawing and getting attention from every sectors such as marketing, engagement, and user experience. Augment reality (AR) has become a recent trend for modern marketing. Marketers nowadays invest money and time in creation of new digital marketing platform for connected consumers. In this chapter, the researcher aims to discuss the impact of augmented reality advertisement on changing customer attitude towards brands. The purpose of this chapter is to discuss the impact of AR advertising on customer engagement and enhance user experience. Furthermore, this research has pinpointed the impact of augmented reality advertisement on cognitive, affective, and behavioural engagement.

INTRODUCTION

By adopting new approaches and technology a digital advertisement industry keeps moving forward to inventing more attractive ways of advertisement of products and services to the consumers. As an imperative part of the marketing communication, an advertisement can send non-personal messages about products and services with audio or visual effects to the consumers. Rogers and William (1990) stated that to develop the customer relationship. The fundamental role of the advertisement is to send the product information to consumers. Advertisement plays a vital role in every successful business. Over the years, marketers have followed the tools of traditional marketing; which includes print media, television, and radio or billboard advertisement. However, time has changed since digital marketing has penetrated the advertisement industry. Marketers nowadays are adopting new tools for digital market-
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ing. More precisely, in this era of technology, almost everyone uses smartphones, tablets, and laptops and obviously using social media and blogs. Marketers have chosen social media and blogging sites as platforms to advertise their products and services. Advertisement, as well as the Mobile App’s makers, firmly believe that the current generation of consumers spend most of their time on social media, blogging sites, virtual and augmented reality applications. The art of technology in advertising is to impress the target audience with products and services, that make them think after watching it. Moreover, the tools of the digital advertisement can influence a customer to make an impulse purchase decision. As part of the latest technology, Augmented Reality (AR) is getting popular in the field of digital advertisement. Augmented Reality based advertisements have the potential to change customer attitude towards a brand thus creating customer intentions to purchase. This chapter is intended to explain the impact of Augmented Reality Advertisements on customer attitudes towards brands through optimisation of customer engagement and enhancing user experience in the era of connected consumers.

BACKGROUND OF AUGMENTED REALITY (AR)

In the era of the very connected consumers, the Augmented Reality (AR) in the advertisement is considered as the latest breakthrough technology. The AR is getting much attention for its extensive uses. Augmented Reality is a computer-assisted augmenting of perception by means of additional interactive information levels in real-time, such that the observer is immersed in the real and virtual world at the same time. Fundamentally, the AR is a combination of the virtual object and the real world that gives an opportunity to the audience to interact with this object in real-time (Vallio 1998). Moreover, it is an advanced concept of virtual reality (VR), in which the audience gets excess of the computer-based virtual environment. In addition, AR technologies work with interaction and integration with the real world with 3D technology in a virtual environment (Cascales et al., 2013; Mullen, 2011). AR is also described as the latest form of technology created on the sense of the integration, image, and clips of the real environment with the virtual environment through the 3D computer-based graphics and all the components measured by the computer (Etmeezi, 2010). By using the special system and methods AR technology merges the actual environment with the virtual environment. For example, during surgery using an augmented reality application, a surgeon can get all virtual information on areas of treatment (Nowfall, 2010). AR technology advanced step of the virtual reality with some variations, where with the support of the relevant application and graphical imposition audience experience the real world (Azuma, 1997). This creates a lot of interest, curiosity to the customers and can increase customer interest and involvement. Thus, the new form of technology and application AR considered to be the most buzzing concept in the advertisement industry.

For the non-technical readership, the notion of the AR technology in the advertisement appears relatively unknown somehow. ‘By Augmented Reality, abbreviated to AR, we understand the computer-assisted augmenting of perception by means of additional interactive information levels in real-time. The distinction between AR and Virtual Reality: in the case of Virtual Reality, the user is totally immersed in a virtual world that has no connection with reality’ (Buchholz, 2014) Over the years through the gimmick (3D/webcam), simple experimentation phase (QR codes/SMS) and unnatural behaviour (location navigator) the classification of AR spectrum has evolved to more point of sales (POS) and more usefulness (Johnson 2014),. Furthermore, Johnson (2014) also believes the technology of the augmented reality is expanding in the areas of eye-tracking, AR contacts, and facial recognition, even the education
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