Chapter 15
Augmented Reality as an Efficient Marketing Strategy in a New Consumption Model During the COVID–19 Pandemic

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ABSTRACT

The technology known as augmented reality (AR) adds virtual elements to a real physical environment observed through a screen of a mobile device. This innovative and relatively new technology can be used and adapted to other applications that in turn generate new consumption habits. The main objective of these applications is to surprise the consumer and get their full attention and interest. In other words, an AR-based consumer environment will, first of all, arouse the customer's desire to purchase and, subsequently, will motivate him to own a product that he has already viewed through an application, generally through a mobile device with access to internet, new and innovative as AR is. This new approach to consumption allows innovative and efficient marketing strategies because it depends on the way a product or service is displayed beyond the traditional forms such as a window display in a store, a commercial on television, a catalog with images 2D or the box that contains the product.

INTRODUCTION

In recent decades there have been extremely important changes both in people's consumption and in the field of so-called new technologies (Singh et al. 2021). On the one hand, we have witnessed that some brands have gradually been positioning their products in markets that are becoming more competitive every day and, on the other hand, new technologies have shown vertiginous advances, which have allowed the creation, precisely, of new consumer markets (Grubor and Milovanov 2017). With the appearance of the internet, our life underwent more than evident changes, however, it has been the new technologies,

which by making use of data transmission, currently allow us to have a more comfortable, pleasant, and, safe life. In other words, our daily lives have also been transformed by the proliferation of new technologies, particularly after experiencing the COVID19 pandemic (Sharma and Bashir 2020; He, Zhang and Li, 2021). Let's see some examples, there are currently countless establishments around the world that allow you to make purchases of all kinds of products or services, from the comfort and safety of home, just with a telephone connected to the Internet or with access to a data plan (Reyes, Olmos and Hernández, 2016; Forecast GMDT 2019). There are also currently countless establishments that focus on or have the service of bringing purchases, which are generally carried out through a mobile device with Internet access, to the door of the home (Bulearca and Tamarjan, 2010). In the same way, and also with a smartphone connected to the Internet, you can make multiple payments for services, bank cards, money transfers, etc. from the comfort and safety of the home: of course, banking institutions have been facilitators and promoters of these changes in order, among other things, to create a more comfortable and secure life for us (Shaikh and Karjaluoto, 2015; Fenu and Pau, 2015). These examples serve to establish that the contemporary human being has become a co-dependent entity of new technologies, regardless of whether any technological innovation satisfies any of their specific needs. That is to say, the life that touched us in the 21st century is, by far, more bearable than the life of just 100 years ago. Without a doubt, this is due to the leaps and bounds with which science and technology have advanced (Lee and Daiute, 2019). Therefore, the benefits of technological advances for contemporary human beings are also more than evident.

We are currently immersed in a world of information (Hugill, 2016). Surely, this is due, to a large extent, to the fact that the approach and knowledge of new technologies are becoming easier and more accessible to all people. However, these technological changes are becoming faster and it is clear that the interaction between technology and human beings has changed drastically over time (Elsobeihi and Abu Naser, 2017). In other words, there is so much information that is handled today that contemporary human beings must quickly assimilate a large number of technological developments instead of adapting them to their needs. As a consequence of this interaction, it can be said that the current dynamics of product or service markets have led us, among other things, to be immersed in a global society with cutting-edge technologies (Ameen, Hosany and Tarhini, 2021). Similarly, the current marketing trends have also had to adapt to the imminent technological changes, since currently, it is not enough to implement marketing strategies that only focus on showing a product on the window of a store or through from any other conventional media such as television, radio, social networks, some magazines and/or printed catalogs (Rust, 2020). That is, how the products or services are presented and sold to the final consumer has gradually changed over time (Willman-Iivarinen, 2017; Nurul et al, 2016; Lee, Cheng and Shih, 2010). However, an important factor to consider is that current marketing strategies, which have survived a globalized world and have been able to adapt to technological advances, depend largely on the purchasing habits of the people who live in a country (Pang, Keh and Peng, 2009).

The great impact of the use of the internet and its adoption through new technologies has also transformed the way people interact: communications are now more impersonal but faster, more efficient, and safer. The response of the new technologies was evident at the beginning and through the COVID19 pandemic worldwide (Toussaert, 2021; Lee and Trimi, 2021). In this context, the efficiency of mobile devices, and in particular smartphones (Yesilyurt and Yalman, 2016), has reached a level of dependency for people that is currently a necessary and indispensable product with which people communicate or may well be able to shop online and not so much in a comfortable way but rather in a safe way (Agrebi and Jallais, 2015). Furthermore, mobile devices, and particularly through social networks, have become

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