THE EFFECTIVENESS OF VIRTUAL REALITY AND AUGMENTED REALITY IN DIGITAL MARKETING CAMPAIGNS

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ABSTRACT
In the rapidly changing landscape of digital marketing now, it is vital to go above the conventional smartphone to find ways to improve engagement rates. Virtual Reality (VR) transports users to digitized worlds and deepens connections with brands and products. Augmented Reality (AR) easily integrates digital components into reality, providing engaging and immersive product interactions. Businesses face obstacles such as technological limitations and high costs, but solutions are not far away. Continuous technological improvements and creative marketing methods are paving the way for immersive consumer experiences. This article explores the effectiveness of AR and VR on digital marketing, reviewing case studies and gauging out challenges to look for solutions.
KEYWORDS: *Augmented Reality, Virtual Reality, Digital Marketing, Consumer Engagement*

INTRODUCTION
Virtual reality (VR) can revolutionize the digital content the way we perceive, immersing them in a virtual world. The headset permits users to enter a simulated environment that is projected onto a screen, creating a visually immersive experience. The fusion of head-tracking technology takes this immersion to the next level, permitting users to navigate the virtual space simply by moving their heads.

Augmented reality (AR) has the capacity to drastically alter how individuals engage with the actual surroundings. Augmented reality enhances the way people see by merging digital content with the real world, offering users a complete immersion.

These technologies can help in improving revenue of any business Though these technologies present various issues in the form of errors, complexity, cost etc. it has got ample capacity to prove useful and immersive, making marketing campaigns engaging and enticing for the customers.

OBJECTIVE OF THE STUDY
To examine the implications of VR and AR on digital marketing effectiveness through case studies.

LITERATURE REVIEW
1. Hafizah Omar Zaki, Dahlia Fernandez, Omkar Dastane, Aini Aman, Soliha Sanusi
   "This paper explores the virtual reality concept in the digital marketing field, and highlights significant discrepancies in the recently published works. Findings bring scholars fresh perspective and knowledge about the issue, enabling them to deepen their grasp of the topic."
2. Dr. Ashfaque Ahmed
   "This document offers an in-depth analysis of the latest developments and opportunities of AI, AR and VR within the space of digital marketing. The results of this study suggest that strategic utilization and integration of these technologies have the possibility of change in digital marketing tactics."
3. Daoud, Mohammad Khalaf, Alqudah, Derar, AL-Qeed, Marzouq, Al-Gasawneh, Jassim Ahmad
   "Examining how augmented reality might enhance brand reach in the framework of digital marketing. The research indicated that augmented reality has the possibility to greatly improve brand engagement and boost consumer interaction with a brand."

4. Gokulkumari.G, Alhassan, Ibrahim, Basahel, Sulafah.M
"The purpose is to provide an analytical assessment of virtual reality techniques' performance within the realm of digital marketing. The report conclusions lend support to the idea that social interaction has little to no beneficial impact on the digital marketing. The study does point out the real life integration, authenticity of the product, and reliability are important factors in improving the campaigns of digital marketing."

5. Philipp A. Rauschnabel, Reto Felix, Chris Hinsch
"The paper presents how users perceive and evaluate the benefits and the quality of augmentation of augmented reality uses, and how this evaluation impacts subsequent changes in their opinions of the brand. The study reveals that customer motivation functions as a mediating factor, connecting changes in brand attitude."

6. Filip Grudzewski, Marcin Awdziej, Grzegorz Mazurek, Katarzyna Piotrowska
"The study seeks to analyze the impact of virtual reality's effects on the perception of various parts inside a commercial and explore its potential as a tool for marketing interaction. The result shows that VR use has a positive and long-lasting impact."

7. Dr. Qaisar Abbas
"It explores the impact of augmented reality in digital marketing and examines how it affects relationships with clients. The results provide information for the marketers and business, highlights possibilities of AR marketing."

METHODLOGY
Secondary analysis uses previously collected data to conduct a new study, called secondary data. This allows for wider research, including a wide collection of literature and reports from different fields and sectors. Furthermore, secondary analysis of data is a cheap and effective way to carry out research. It gives more in-depth analysis within the research timeline and available resources. The importance of secondary data analysis is that it provides an in-depth and careful examination of whether these technologies have a positive or negative impact on digital marketing. By carefully examining the available data, the study aims to provide valuable perspectives to the ongoing debate about the consequences of emerging technologies on modern marketing strategies.

FINDINGS AND SUGGESTION
Findings and suggestions from case studies

1. IKEA's AR Strategy:
Findings: The customer experience is greatly improved with the IKEA Place app, as it enables users to visualize furniture products in their own homes. This innovative feature has received positive feedback and a valuable tool for furniture shopping.   Suggestion: To further enhance the app's capabilities, it is recommended to expand its functionalities to provide enticing experiences for users.

2. Gucci's AR campaign:
Findings: Gucci's augmented reality try-on tool on Snapchat resulted in higher levels of interaction and purchases, demonstrating effective utilization of online platforms for marketing the brand.
Suggestions: Revolve around improving customization and enhancing the overall user experience.

3. Dulux Visualizer app:
Findings: The users were more satisfied and confident when the AR technology was incorporated into the application because they liked being able to see paint colors in their actual settings.
Suggestions: To improve the virtual room customization the app.

4. Coca-Cola's VR Christmas campaign:
Findings: Coca-Cola's virtual reality Christmas Experience garnered a positive reception, sparking enthusiasm and constructive conversations on various social media platforms.
Suggestions: To use virtual reality widely than just seasonal marketing efforts in order to determine its success rate.

5. McDonald's VR Kitchen campaign:
Findings: The VR Kitchen Experience instilled confidence in consumers regarding the quality and safety of food, leading to favorable reviews and media attention.
Suggestions: Involve extending the campaign and integrating it into employee training to promote greater transparency.

The challenges and solutions

Both the technologies, have become valuable assets in contemporary marketing tactics, captivating customers in distinctive manners. Nonetheless, aside from its benefits, it is crucial to acknowledge the constraints that could impede their efficacy in specific situations. The challenges are:

1. AR and VR technologies encounter obstacles in terms of accessibility, as VR experiences frequently necessitate expensive headsets, thereby restricting the potential audience and diminishing their effectiveness.
2. Developing AR and VR may come with a high cost, presenting financial obstacles for companies operating on restricted budgets.
3. AR and VR present distinct challenges in terms of user experience, including issues like motion sickness and technical glitches. These challenges necessitate a thorough focus on detail and rigorous testing.
4. Using these technologies necessitates specialized expertise which may surpass the capacities of many enterprises.
5. Although AR and VR are successful in industries such as retail and real estate, their effectiveness may be restricted in other sectors. As a result, marketers must carefully evaluate the applicability of these technologies in order to determine their relevance.

However, according to MDPI research, these technologies prove to be fruitful in creating customers' interactions with the brand. The results show that different VR and AR experiences have a favorable effect on consumers' brand perception. Consequently, these favorable views lead to increased satisfaction and greater willingness to purchase. When brands are perceived as authentic, the influence of experiences such as entertainment, aesthetics, education and real-life immersion in fostering relationships is emphasized. VR and AR experiences help build consumer-brand relationships, helping in influencing satisfaction and purchase intentions.

Although these technologies present previously unheard-of chances for brands to interact and communicate with customers, they also present significant challenges such as cost, technical complexity and privacy concerns. However, with a strategic approach and innovation, marketers can fully exploit these platforms for an immersive brand experience. Whether AR and VR is a blessing or a curse for digital marketing depends on how effectively marketers address these challenges and leverage the unique strengths of these technologies to achieve their marketing goals.

CONCLUSION

When considering how crucial AR and VR will be in determining marketing strategies going forward, it is evident that both the revolutionary developments have the power to drastically change the way companies engage with the customers and share their narratives. As we enter a new era of digital marketing, AR and VR serve as beacons of innovation, offering marketers unprecedented opportunities to create immersive, interactive and memorable brand. The use of AR and VR goes beyond the constraints of traditional channels of advertising and point customers towards novel possibilities. Through the mesmerisation of VR and AR, brands can seamlessly connect the physical and digital worlds, overlaying virtual information with real 7 environments to create dynamic and interactive encounters.

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