

Maximizing the benefits of extended reality applications as one of the creative marketing activities in the marketing of glass shower cabins

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Abstract:

In an era where marketing challenges are on the rise and customer expectations are escalating, traditional marketing is no longer sufficient to achieve excellence or capture attention, paving the way for the emergence of creative marketing as a contemporary trend focused on innovating unconventional ways to communicate with the audience. Creative marketing is an effective means of building strong relationships with customers by relying on new ideas and modern technologies that add a sensory and emotional dimension to the marketing experience. Among these techniques, augmented reality has emerged as a leading tool that allows for reshaping the way consumers interact with the product by integrating the real and digital worlds into a single experience. The importance of this interactive relationship increases in the fields of architectural design, particularly in marketing aesthetic and functional elements, where it is sometimes difficult to convey the complete design idea to the client through traditional means. Based on this, the aim of this research is to explore how to integrate extended reality technologies as a part of creative marketing activities to maximize their benefits in marketing glass products in the field of architecture, with a focus on a practical application for glass shower cabins, reflecting the value of innovation in influencing purchase decisions and providing a unique interactive experience for consumers.

Study Problem : - The difficulty of some customers in understanding the type and shape of glass shower cabins in light of the many alternatives for each cabin. - Despite the widespread use of augmented reality technology, it has not been utilized in various glass fields, especially in the commercial promotion of shower cabins. - The need for a communication language between the producers of glass shower cabins and the customers to meet their different needs in a way that saves effort and time.

Objective of study: - Reaching a mechanism that supports extended reality technology to showcase shower cabin products in 3D for the user in the designated space, with the ability to modify the product according to its various alternatives to meet customer preferences and determine its initial cost, which contributes to facilitating decision-making.

Study Approach: Analytical and descriptive approach

Paper History:

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Creative marketing; extended reality; augmented reality applications; glass shower cabins.

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