

Chapter 71

Private Label Sales through Catalogs With Augmented Reality

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ABSTRACT

New technologies have changed the way today's own label products are being offered. Today the Internet and even more the so-called social networks have played key roles in dispersing any particular product in a more efficient and dynamic sense. Also, having a smartphone and a wireless high-speed network are no longer a luxury or a temporary fad, but rather a necessity for the new generations. These technological advances and new marketing trends have not gone unnoticed by the medium and large stores. The augmented reality applied to interactive catalogs is a new technology that supports the adding of virtual reality to a real environment which in turn makes it a tool for discovering new uses, forms, and in this case, spending habits. The challenge for companies with their private labels in achieving their business objectives, is providing customers with products and services of the highest quality, thus promoting the efficient and streamlined use of all resources that are accounted for and at the same time promoting the use of new information technologies as a strategic competitive.

INTRODUCTION

Recent decades have witnessed momentous changes in consumption of people and called new technologies. On the one hand, private labels have gradually been positioning in markets that are increasingly more competitive and, on the other hand, new technologies have shown rapid advances that have enabled

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the creation precisely new markets. Today we are undeniably immersed in an information society. This largely due to the approach and knowledge of new technologies, it is becoming easier and more accessible. However, access and be a user of these advanced technologies has not been enough. The way products are made and sold to the final consumer has also changed over time. It is also clear that there is now enough to show a particular product on the sideboard. Marketing trends that are living in an increasingly globalized world, have had to adapt, in turn, to the technological advances of a particular country or region. In this sense, today the internet and even more so-called social networks have played a key role to spread, more efficient and dynamic sense, a certain product. The use of internet has changed the way we interact in modern societies, including changed that currently give to our knowledge. Simultaneously, mobile phones gradually became an indispensable product for which a person is intercom. Anywhere in the world, have a smartphone and wireless high-speed network is no longer a luxury or a temporary fad but rather a need for new generations.

These technological advances and new marketing trends have not gone unnoticed by large, medium and even warehouses. Some of them have even ventured to market with great success, their own brands. In this context makes sense for some private label products, catalog sales. And yet, the sale through a catalog with augmented reality. In this context, augmented reality is a technology that allows you to add virtual reality to a real environment, which makes it a tool to discover new uses, forms, and in this case, consumption habits. Within the sales process on catalog you can see different needs, for example, that this buying furniture according to the decoration, the product meets your needs, arouse desire consumer buying or potentiate it. It is necessary to visualize the process of the consumer since the main objective is to demand some goods that are to your liking. It is also important that the dealer check the needs of his clients, how to reach them, the profitability of the product and if the customer is willing to pay for the final product. To reach each of these leads is needed to establish a more direct relationship, which can be carried out using interactive catalogs. The interactive catalogs are a design that uses augmented reality focused on a 3D perception. Using an App (application) can present a hologram of the finished product specific locations where usually no one could put that product. Through augmented reality is to surprise the customer and get your full attention and interest. Of course, one of the objectives of the sale with interactive catalogs is to awaken the desire of the client and then entice you to make the purchase of the final product and visualized on the App (usually with a mobile phone).

The company offering their products with this new form of marketing promises an increase in sales. Thus, this novel system for interactive sales catalogs is aimed at companies that have products or own brands, and want to place, distribute or publicize their products in markets every day demanding a higher level of innovation. Certainly, companies that adopt this system sales offer support progress since the sales process interactive catalog, through augmented reality, it offers a variety to implement their designs and, above all, open new opportunities for innovation. That is, and as already highlighted, the new way of presenting the final product potentiates a considerable increase in sales, providing a visual and creative interaction generated through augmented reality. This strategy allows gain advantages in the attention of consumers, as they may interact with catalogs through visualization offered by the application of augmented reality through access from any mobile device, is to cause a different spin on advertising it is known today and thus generate a new form of consumption habits. This research studies a mass market due to, among other things, that the finished products offered in the interactive catalogs are not directed to a particular group of customers, rather they are aimed at the whole population in general and demanding acquire some sort product known as private labels. Provide customers with products and services of the

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