

Chapter 18

Marketing of Food Products in Convenience Stores Using Augmented Reality

Gerardo Reyes Ruiz

 <https://orcid.org/0000-0003-0212-2952>

Centro de Estudios Superiores Navales, Mexico

ABSTRACT

This work presents a new and innovative marketing strategy. This strategy responds to the advances and demands of new technologies, as well as to the current ways of selling and/or presenting a food product. The strategy is efficient because it uses a system based on Augmented Reality (AR). An outstanding advantage of this strategy is its adaptability to mobile devices, connected to the internet because through these devices any food product can be presented in a different, novel, and even entertaining way (through video files, sound, web pages, GPS, kinesthetic, etc.) for customers. This work is aimed at all companies that want to present their food products in a new and efficient way, but, above all, with the sole objective of capturing the attention of customers and that, subsequently, they decide to buy them. For all these reasons, AR is a new and efficient tool to increase the sales of a food product, even in any part of the world.

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INTRODUCTION

New technologies based on the provision of information and the generation of knowledge are more than a fad. These tools are increasingly accessible to everyone, who can benefit from their use, for example in marketing applications. The purpose of marketing is to serve as a platform for companies to promote their food products and increase their sales. In this context, new technologies represent innovative and efficient strategies to present the finished food product in the most attractive way possible, using enticing media capable of generating people's desire to have the food product in their hands. For example, many people would like to see a toy in action, learn how it works, and be aware of its main features before buying it or opening its package. In the case of clothing, trying on garments in different colors and different kinds of matching accessories while they are still in their boxes instead of waiting until a mirror is available to confirm whether these articles are to one's liking would also be desirable. Flat images are not enough to stimulate people's excitement or desire to own the product; therefore, firms deploy innovative and efficient marketing strategies to cater to people's desires and, consequently, increase their sales considerably or grow the preference for their products among the audience.

Multiple scientific and technological advances support the use of new marketing strategies (Sozuer, Carpenter, Kopalle et al., 2020; Ramos, Rita and Vong, 2024; Morgan, Whitler and Feng et al., 2019). When the goal is to present potential clients with a finished product, already for sale in the market or about to enter a new market segment (John and Supramaniam, 2023), current marketing strategies focus on accessibility in addition to allure (Skálén, Cova, Gummerus and Sihvonen, 2023). Scientific and technological change is evident also in this area, and clearly, the interaction between technology and human beings changes all the time. Nowadays, human beings must quickly assimilate large amounts of information presented by new technologies, but these technologies have not been fully adapted to the requirements and needs of human beings. On the other hand, studies on marketing strategies have shown that, over time, how products are presented and sold to the consumer has also changed (Peña-García, Gil-Saura, Rodríguez-Orejuela and Siqueira-Junior, 2020; Ghosh, 2024). As a consequence, adopting a marketing strategy limited to displaying a specific product on a counter or to other conventional media such as television, radio, magazines, newspapers, or print catalogs falls short of its task. It is also important to mention that certain marketing strategies, besides adapting to technological advances, depend to a great extent on people's buying habits (Fetscherin, Veloutsou and Guzman, 2021; Alvarez, David and George, 2023).

The use of the internet has revolutionized how people interact: communications are now faster and more efficient, but they are also more impersonal. At the same time, the development of mobile devices has reached a level of dependence for

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