

USING AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) IN MARKETING TO CREATE UNIQUE USER EXPERIENCES

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Abstract: This article examines the use of augmented reality (AR) and virtual reality (VR) technologies in marketing strategies aimed at creating a unique user experience. The aim of the study is to analyze the impact of immersive technologies on brand perception and consumer engagement. The study examines the theoretical aspects of AR and VR, analyzes successful implementation cases in various industries, such as retail (IKEA Place) and the fashion industry (Gucci), and assesses their effectiveness in increasing brand loyalty and recall.

Keywords: Augmented reality, virtual reality, marketing, user experience, consumer engagement, brand perception, loyalty, digital transformation, immersive technologies, interactive marketing.

Introduction. In today's world, digitalization and technological advancements have significantly changed approaches to marketing. In a highly competitive environment, brands strive to offer their consumers unique experiences with their products and services. Augmented reality (AR) and virtual reality (VR) technologies open up new possibilities for creating interactive and personalized user experiences. These technologies allow brands not only to attract audience attention but also significantly increase their engagement, making their use particularly relevant in today's environment.

Studying the impact of AR and VR technologies on brand perception and consumer engagement is an important task. Modern consumers expect brands to take an innovative approach to interaction, requiring companies to implement new technologies. Analyzing successful cases of AR and VR use in marketing allows us to identify key factors that contribute to increased brand loyalty and improved brand perception. The results of such research can serve as a basis for developing effective marketing strategies that take into account current trends and consumer preferences. 1. Theoretical Foundations of AR and VR Applications in Marketing

Virtual reality (VR) creates a completely artificial environment in which users are immersed using specialized devices, such as VR headsets. In this environment, they can interact with objects that make up the virtual world and experience sensations unavailable in real life. This makes VR a powerful tool for creating unique experiences. However, the VR industry remains challenging for marketers, as "it can be an expensive digital strategy that requires a head-mounted display."

Analysis of literature on the topic Based on international experience, it should be noted that a company's competitiveness in the market is determined by the effectiveness of its marketing policy. Many economists have developed marketing principles and applied them in practice, including F. Kotler, M. Porter, D. Evans, I. Ansoff, M. Berman, M. Golubkov, P. Samuelson, and D. Marshall. These include such renowned scholars as F. Marshall.

It's worth noting the scholars who have made significant contributions to the development of marketing theory, although research conducted in the field of marketing in our country over many years has been based on national characteristics. These include R. Ibragimov, Yu. Abdullaev, A. Saliev, M. Sharifkhodzhaeva, Sh. Ergashkhodzhaeva, Sh. Musaev, and others.

Analysis and results. Augmented reality (AR) is finding widespread use across various industries thanks to its ability to integrate virtual objects into the real world. One such area is retail, where companies strive to improve customer interactions with products. For example, in 2017, IKEA launched the IKEA Place app, which allows users to visualize how furniture will look in their home using their smartphone camera. This technology not only simplifies the selection process but also increases customer confidence in their decisions, which in turn leads to increased sales. Furthermore, AR is also actively used in the fashion industry. Gucci and L'Oréal have implemented virtual fitting rooms, allowing customers to try on clothing or cosmetics via mobile apps. These solutions improve the customer experience, eliminating the inconvenience of traditional fitting rooms and increasing customer satisfaction. As Medvedeva notes, "Augmented reality (AR) combines digital information with the physical environment in real time, providing unique, personalized shopping experiences (such as virtual try-ons). These technologies transform and enrich the customer experience."

Marketing campaigns using AR demonstrate how this technology can create unique experiences and increase brand awareness. For example, in 2014, Pepsi ran a unique promotion at London bus stops. Passengers could see surreal scenes, such as an alien attack or a passing meteorite, on transparent screens. The campaign generated significant interest and attracted a wide audience, positively impacting brand perception. Another example is Burger King's "Burn That Ad" campaign, launched in 2018. Users could use an app to burn virtual competitor billboards and receive a free burger. This not only stimulated interest in the brand but also fostered audience engagement, creating a playful and interactive experience.

The use of virtual reality (VR) in marketing offers companies a unique opportunity to create deeply memorable experiences for their customers. According to a PwC report, VR increases brand recall by 70% compared to traditional advertising methods. This is because VR allows users to fully immerse themselves in a virtual environment, where they can interact with a product or service. This level of engagement fosters a more emotional connection with the brand, making it more appealing to consumers. VR technology also enables the development of unique product presentations tailored to individual customer needs. Research by Adobe shows that this increases user engagement by 50%, confirming the high effectiveness of VR in marketing campaigns. It is important to note that "the scientific novelty of the study lies in the structural analysis of augmented reality as a cultural phenomenon in environmental design," which may be relevant for understanding the role of VR in modern marketing strategies.

Successful examples of VR in marketing demonstrate how this technology can significantly enhance consumer engagement. IKEA implemented VR in its IKEA Place app, allowing users to visualize furniture in their home in real-life size. This innovation not only improved the user experience but also led to a 35% increase in sales. Another example is Audi's "The VR Showroom" project, which allowed customers to virtually test-drive cars. This solution generated significant interest in the brand and contributed to a 20% increase in pre-orders. These cases demonstrate how VR can be effectively used to create unique user experiences and increase interest in products.

One of the key factors in the successful application of augmented and virtual reality technologies in marketing is their ability to significantly improve the user experience. Rapid economic development in the modern world compels entrepreneurs to seek new business

solutions. With the growth of e-commerce, innovative technologies are emerging, offering new opportunities (Dazhinova, Spengler, 2021). According to a Statista report, the AR and VR marketing market was valued at \$12 billion in 2021 and is projected to grow to \$72 billion by 2024. This growth is driven by companies' increased investment in technologies that enable new levels of customer engagement. An example of the successful use of such technologies is the IKEA Place app, which uses augmented reality. It allows customers to visualize furniture in their homes, which not only increases customer satisfaction but also drives sales. Thus, AR and VR in marketing create unique and memorable brand interactions, which in turn strengthens customer loyalty and promotes business growth.

To effectively utilize AR and VR technologies in marketing strategies, it's important to consider their potential to increase customer engagement and enhance brand perception. A Deloitte study found that 88% of companies that implemented AR or VR reported a positive impact on customer interactions. One key recommendation is the use of interactive elements and personalized content. For example, Sephora successfully utilizes a virtual makeup trial app that allows customers to see how cosmetics will look on their faces. This not only engages the audience but also creates a personalized experience, strengthening trust and brand loyalty. Therefore, the use of AR and VR with an emphasis on interactivity and personalization can significantly enhance their marketing effectiveness.

Augmented and virtual reality are having a significant impact on consumer brand perception. A Deloitte study shows that 88% of users who interact with brands through AR/VR report an improved perception due to the interactivity and uniqueness of the experience. These technologies create new forms of interaction, evoking positive emotions in consumers and strengthening their connection with the brand. Kubasov emphasizes that "the role of VR and AR technologies in the fourth industrial revolution is to provide users with a more immersive and interactive experience." Thus, AR/VR is becoming a powerful tool for shaping a positive brand image.

Consumer loyalty can significantly increase with the adoption of augmented and virtual reality technologies. According to a PwC report, 75% of AR/VR users said they are more likely to return to brands that offer personalized experiences using these technologies. This is because AR and VR create unique and memorable experiences that foster emotional attachment to the brand. Therefore, companies that integrate these technologies into their strategies can expect increased customer loyalty. The rise of social media and immersive technologies in the 21st century has led to a shift in advertising, highlighting the need to adapt to new market conditions. The use of augmented and virtual reality (AR/VR) technologies in marketing offers companies unique opportunities to engage with customers. According to a Deloitte report, 88% of companies that have implemented AR/VR into their marketing strategies have seen a significant increase in customer engagement. This confirms that using these technologies allows for more engaging and memorable user experiences. For example, IKEA successfully utilizes AR in its IKEA Place app, which allows customers to visualize furniture in their home. This feature not only improves the ease of selection but also increases purchase conversion by 35%. A PwC study also highlights that 70% of consumers consider AR a useful tool for making purchasing decisions. Therefore, companies that integrate AR/VR into their marketing strategies can significantly improve the effectiveness of their customer communications and strengthen brand perception.

Conclusion

The study confirmed the significant impact of augmented and virtual reality technologies on marketing strategies. The analysis showed that the use of AR and VR contributes to the creation

of unique and interactive user experiences, which in turn enhances brand perception and increases consumer engagement. Companies implementing these technologies report improved competitive positions, increased customer loyalty, and increased cost efficiency. To successfully integrate AR and VR into marketing strategies, companies must consider the preferences and needs of their target audiences and tailor content to specific user needs. Developing partnerships with technology companies and investing in research and development to optimize the use of these technologies is recommended. In the future, AR and VR may expand into new industries, opening up additional marketing opportunities.

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