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Editorial

The basic and most important unit of the society has been the family from the beginning. For the empowerment and development of the country, first of all it is necessary to pay attention to the moral, social, economic and cultural dimensions of basic institutions like family. Balanced development of the family is very important for the development of the society. Therefore, if we want to have a complete and balanced development of the country, then we need to lay maximum emphasis on the basic institution called family. It is necessary that we should not make any discrimination between son and daughter in the family and we must explain this to our sons and get them involved in their activities. Even today, those who belong to the old belief believe that a woman cannot get any freedom, she cannot go anywhere alone, she cannot roam anywhere alone, but today's youth refuse to accept these values.

Some people also say that the importance of the walls in the house, the same importance is given to the education of the boys in the society. But how is a house made? Who are in the base of the house? The base of the house is our daughters, our girls, that means they are related to the roots. If our root becomes weak in the society, then our house or house cannot be strong at all. There is a need to understand this social context in reality.

The extent of favoritism is reached when we see discrimination in small tasks. Some people think that a girl is someone else's wealth, what job she should do. That's why some parents discriminate between boys and girls and this discrimination is visible somewhere in our behavior, in feeding and dressing. This is sheer injustice. God has given the same brain to boys and girls and today girls are proving it by bringing better results.

Girls stay at their parents' house for only a few days, so it is our duty to pay deep attention to their education, upbringing, only then we can fulfill the concept of a strong society. God has made us the trustee of our children so it is our duty to treat all members equally with full justice because both boys and girls have same power, same soul. So we should give them equal opportunities for development.

The basic objective of women empowerment is the development of women and communication of self-confidence in them. Women empowerment is important for the overall development of the society. Empowerment of women is the most important social phenomenon because they are the creators. If you empower them, make them strong, encourage them, it is better for the society. Women and men are the basis of creation and human society. Both complement each other. These are the wheels of the chariot of life by which the journey of life runs

smoothly. The role of both has been equally important for stability in family and society. The basis of change and development in a society depends on the mutual interaction of men and women, walking step by step and equal mobility of both. A chaotic situation is created in social life when any one side lags behind. The history of mankind is witness to this that where women have been neglected, the development of the society has been stunted. The role of women in creation of creation, education of children, upbringing of family is much more important than that of men, thus her position becomes central in the society. Therefore, without the progress of women, there can be no upliftment of mankind and society. As far as India is concerned "Yatra Naryastu Pujayante Ramante Tatra Devta" means where women are worshipped. The deities reside there. With this ideal any Indian woman can feel pride in comparison to the western woman. The ideal of learning in Saraswati, the ideal of wealth in Lakshmi, the ideal of valor in Durga, the ideal of purity in Ganga, even the ideal of creation in the form of Jagad Janani we find only in India.



Professor Akhilesh Shukla
Chief Editor

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Minaxi Masukhbhai Patel

The Study of Augmented Reality Advertising and growing trends in India

• Rita Khatri

Abstract- *Augmented reality is the new form of innovative technology that help the uses to make desired purchase decision. It is applied almost in every sector but more prominently it is used in marketing and promotion of products. The potential of Augmented Reality advertising lies within the ability of the technology to engage the audience and reach them in a way that medium cannot. The objective of this study is to understand the growing trends of augmented reality advertising in India. The study observed that today customers prefer interactive mode of advertisement that provide them all information that are necessary for making purchase decision. Marketers now have multi screening challenges before them. Audience or consumers seek information from various sources therefore it is challenging for the advertiser to choose the right medium to reach the consumers.*

Keywords- Augmented Realty, advertising, customer engagement.

Introduction- Augmented Realty advertising is the new form of innovative technology to attract consumers towards the product promotion. It uses mobile ad units and with the help of smartphone camera superimpose the virtual objects or 3D model of the product. Augmented Reality incorporated showcasing digital objects in 2D and 3D space so that the user can get the vision of the environment which making desired purchase decision. According to the Valio (1998) AR is the combination of virtual objects and real world and the users are given a chance to interact with these objects in real time. It is an excited technology which is based on computer vision to augment sound, video, graphic and other sensors based on the visual and real word object that are using camera. It is the most interactive method use in the real world.

The potential of Augmented Reality advertising lies within the ability of the technology to engage the audience and reach them in a way that medium cannot. The very fact that the message is not forced on to the user and the downloads it at his own will begin the engagement with the brand. Also, the user is completely in charge of the message navigating it to his liking. Thus, seeking only, the information that he wants. Moreover, it enables the marketers to send very targeted message as these messages are delivered to people who access the message themselves.

Objectives of the study

- To understand the concept of augmented reality advertising.

- To understand the growth of augmented reality advertising in India.
- To understand the impact of augmented reality advertising on consumers.

Review of Literature-

Singh Poonam & Mrinalini Pandey (2014) through their study attempted to understand the reason as why augmented reality is good choice for marketers and it has been found that most of the seller are now aligning to augmented reality as their marketing strategy. The paper studies the changes in the media consumption and its implication for the marketer and goes on to suggest why augmented reality could be an answer to the problem of engaging customers meaning full.

Obst and Troller(2009) through their study has discussed that superimposing virtual imagery sound and theoretically even other sensorial enrichment over real-world environment in real time, augmented reality serves as a tool to ever more enhanced a human being's awareness and performance”

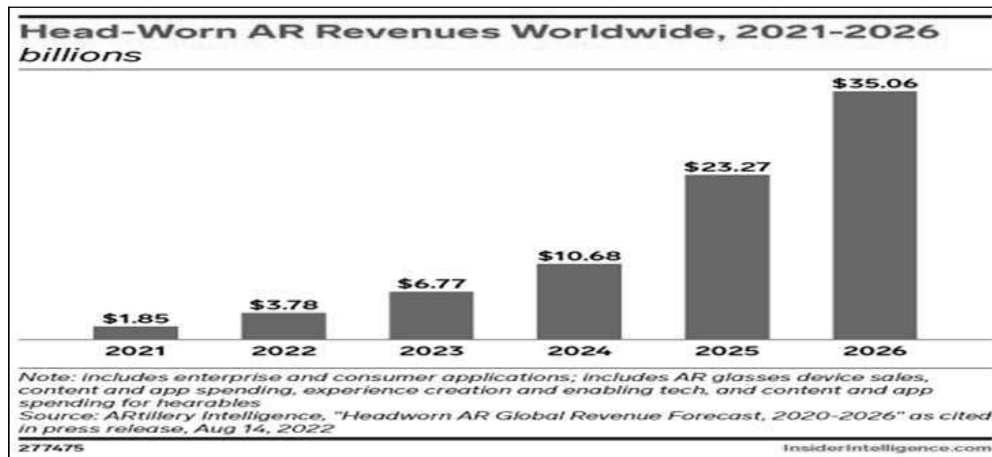
Biocca et al 2007 suggest that knowledge of object or situations of the environment as provided by augmented reality could be very critical for the user. Mobile Augmented Reality new opportunities based around hyper local marketing because consumers are moving away from traditional media and most purchase decision are driven by social media and they are reluctant to pay for digital content and want advertising funded media.

History of Augmented Realty- Augmented reality first appeared in 1950 when Mr Morton Heilig a cinematographer who thought of a cinema a the activity that has the ability to draw the attention of the viewers into onscreen activity. In 1962 Heilig built a prototype of this vision which he described as the “Cinema of the future” named as Sensorama that predated digital computing. To take up this further Ivan Sutherland invented he head mounted display in 1966. Sutherland was the first one to create augmented reality system using an optical see through head mounted display. While in 1975 Myron Kruger created the videoplace a room that allows users to interact with virtual object for the first time. Later Tom caudell and David Mizell from Boeing coin the phrase augmented reality that can help workers assemble wires and cable for an aircraft. In the same year L B Rosenberg developed one of the functioning of AR System called Virtual Fixtures and demonstrated its benefits on human performance. In 1997 Ronald Azuma writes the first survey in AR providing a widely acknowledged definition of AR by identifying it as combining real and virtual environment while both providing widely acknowledged definition of AR by identifying the real and virtual environment. The first outdoor mobile AR games was developed by Bruce Thomas in the year 2000. Slowly and gradually studies were conducted on AR and in the year 2005 Horizon report it was predicted that AR technologies will emerge as the future technology in next four to five years.

Trends of Augmented Reality- The global Augmented reality market size has been estimated to about \$25.55 billion in 2021 and is expected to increase at the compound growth grate of 40% from 2022 to 2030.

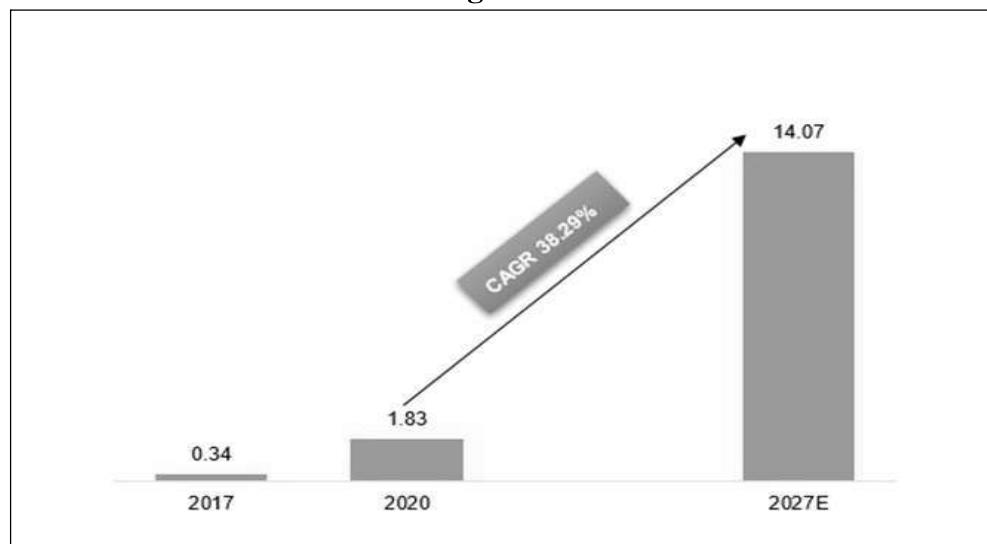
Companies across the globe are finding out unique ways to explore the potential of Augmented Reality technology so as to provide unique interactive experience to their customers. The penetration of smart phone, handheld devices and subsequent increase in the use of AR Technology to provide a more immersive experience are expected to contribute to the growth of the market. Mobile AR will generate **\$36.26 billion** in 2026, though with revenues forecast to reach **\$16.58 billion** this year, the increase is less steep.

Figure 01



Trends in India- As per research the total market size of Av/VR in India is estimated to advance at the CAGR of 38.29% to US \$ 14.07 billion in 2027 driven by increased smartphone penetration and wide spread internet connectivity and this trend is expected to continue. As of 2021 India had 1.2 billion mobile subscribers of which 750 million were smartphone users. Most of the Young population in tier 2 and Tier 3 cities have created high tech literacy which has enabled companies/app providers to offer AR based experiences. AR/VR technology is widely used in retail, education, gaming and health care.

Figure 02



Role of Augmented Reality in advertising- In the world of advertising augmented reality involves users downloading the application and holding the object in front of the webcam or smart phone camera. The camera pick up the printed device and the augmented reality content which is usually a 3D model or an animation appears on the screen. Due to augmented reality it is possible for the customer to interact and virtually examine the object more closely. Augmented reality has effectively contributed towards positive customer brand relationship and to customer satisfaction through the creation of perceived experiential value.

Many brands in India have used Augmented Reality Advertising including Ford Figo, 7Up, HSBC, Nike, Fiat Punto, Cadbury, Philips, Toyota, Shoppers Stop and Nestle. Content in these applications ranged from information about the product, an audio visual, a 3D model etc. These applications engage the customer with the brand for a longer period than other passive mediums and compels them to think about it.

Findings and Conclusion- The study observed that today customers prefer interactive mode of advertisement that provide them all information that are necessary for making purchase decision. Marketers now have Multi screening challenges before them. Audience or consumers seek information from various sources therefore it is challenging for the advertiser to choose the right medium to reach the consumers. Augmented reality has become the answer to tackle this problem. It is the interactive medium that keep the customer engaging and well informed. Customers can access this advertisement from any medium. Augmented reality has many advantages that make it an attractive proposition to generate enough curiosity for the audience. It not only makes the brand more innovative but also enhances the perceived value of the product. It is more appealing to young tech lovers who are usually sceptical of traditional advertising. Augmented advertising is cost effective than any other form of traditional medium.

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