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### Present Scenario of Digital Product Presentations for Enhancing Market Share of Products

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#### Abstract

Contemporary marketing environment calls for innovative ways of reaching the customers, and Digital Product Presentation (DPP) happens to be one of such ways. DPP in the form of augmented reality or virtual reality has emerged as a potent tool for global marketers to enhance the market share of their products. From the consumers' perspective, it enables them to gauge the usability of a product in a real scenario before the actual purchase. The paper explores these advantages further if DPP based campaigns influence repeat purchase, enabling companies to attain loyal group of customers. Exemplifying through contemporary cases, this paper sheds light on varied aspects of DPP.

**Keywords:** Digital Product Presentation (DPP), Augmented Reality (AR), Virtual Reality (VR), Contemporary Marketing (CM).

#### Introduction

Despite being a farfetched and futuristic concept few years ago, Digital Product Presentation (DPP) has been welcomed with zeal across different economic sectors in current times. The contemporary business world compels organizations to render interactive experiences, where consumers can get a real-time experience of a product before finally making the purchase [1]. Various sectors employ VR (Virtual Reality) and AR (Augmented Reality), where the customers are benefitted with real presentation of the physical world through digitized display. Virtual Reality is the simulated environment created to draw the users towards a virtual reality or world. This simulated environment for the users is generally developed with the help of computer generated experience. From parachuting simulation to scientific visualization, VR has come up a long distance since its inception in mid 1980s. Virtual reality headset is one of the key examples where VR technology is used [2]. Virtual reality has already transformed the

business scenario. One does not need to be physically present to experience things such as concerts, historical location, product launch etc. On the other hand, augmented reality is the technology through which objects in the real world are augmented with the application of computer generated perceptual information [3]. AR changes one's perception with relation to real environment, but VR basically replaces the real surrounding with a stimulated one. AR integrates the components of the one's perception of the real world with digital world.

The wide spectrum of application of VR can be seen in different verticals as many companies have introduced it in their operation to strengthen the consumer engagement with their brand and products or services. The idea of experiencing the product or service in a virtual world prior buying it has drawn their attention to the company and its product. DPP through VR, AR or MR has introduced consumers to a new different spectrum altogether where they can merge their perceptions to a virtual world to develop products based on their own specifications or even visualize how the product works in the virtual world before buying it. Airbus and Boeing have used VR to develop their working prototypes for simulated digital spaces in order to test models and features [2]. For example, applying the Snapchat filter or trying the makeup digitally is nothing but applying virtual reality during regular courses. This technology has construed ways to render flawless and captivating experiences, which in way benefits marketers and brands simultaneously [1]. Moreover, the recent release of AR it facilitates application developers to incept high quality AR experiences, which further expands the opportunity. Initially, the gaming world was the sole benefiter of AR, as witnessed in Nintendo 3DS games. The game came with AR cards that presented a real scenario, just like Pokémon Go, where one may enjoy all his favorite characters within vicinity [4]. Another example can be of the Montblanc watches that are marketed through an incepted application which

digitally demonstrates superior quality design and wide plethora of functionalities, again reflecting at instances where AR is at play. The customers here attain a real time experience, as it aids the customer to see or feel the watches on their wrists [5] revealed that verbal stimuli varied in certain degree of concreteness of commodity description and happened to be more effective in eliciting discursive and imagery processing, as compared to visual stimuli that varied in sizes. Today, the application of VR has become predominant in diverse fields. ZARA expects to engage customers by infusing AR within their marketing scope, presenting a real time experience to the customers. Even the fast food industry is not far behind, as companies such as Bareburger had assessed the usability of Snapchat AR for facilitating visual menu experience [1].

### Aim of the paper

By presenting a brief analysis of the advantages associated with DPP implementation, an effort has been put up to contribute towards the contemporary digital marketing literature. Indeed, augmented reality's potentials offer enough room for further exploitation, as its scopes may go well beyond the present scenarios. Furthermore, an attempt to explore the impacts of Digital Product Presentation on market presence of products is made, by highlighting few examples and important cases from the contemporary world.

### Methodology

The paper utilizes the available secondary data for accomplishing the above stated aim. An attempt has been made to explore wide-ranging literary pieces available online in the form of books, journals, blogs, websites and news to obtain valuable insights. To ensure the completion of the paper in an ethical manner, all the sources of such data have been duly acknowledged as the comprehensive references list at the end.

### Discussion

Technological factors affecting market share of products today: Communication and Information Technology are enhancing marketing practices and strategies, thereby, creating superior scope of attaining bigger market share. Coupled with internet, these factors render ways for extensive collaboration as well as promote innovation[6]. Internet, Email marketing, mobile marketing, digital signature in outlets and social media has transformed the traditional business operations. Technological upgradation in the business operations is one of the key facts that every business has started to consider to sales growth and market share[7]. Businesses have started to invest in smarter and newer technology and automation of their business processes such as automated order booking, online payment options, tracking facilities for shipments and redressal of grievances through electronic mediums so that they are likely to boost their sales and productivity. The proliferation of technology is not only restricted to some of the biggest MNC's, but also, can be seen in some SMEs [7]. Even companies such as HTC, Facebook etc. have started to use AI, IoT, VR etc. in their operations to ensure consumer have the best experiences prior taking their products or services. Artificial Intelligence has come a long way and has made a tremendous influence in businesses and societies. From Deep mind of Google to Apple's Siri are some of the noticeable examples of AI which have changed the consumer experiences towards the product entirely and positively influenced the brand's market share. On the other hand, Internet of things (IoT) helps to transform the world through connecting all the things that people experience with cloud computing and sensors. Thus making their operations smarter, enhancing efficiency and offering better experiences[8] identified numerous digital marketing tools for enterprises, which in a way

aid them in increasing sales and attaining customer engagement. This is mostly attained by identifying productive digital marketing strategies and actions (often in the form of Digital Product Presentation), which when implemented boost sales and market share significantly. However, the article cites numerous differences between the delivery methods of physical and digital products, as the former is delivered through traditional transportation procedures and the latter is delivered via internet. Taking the case of Montblanc watches reveals high performance functionality, first in class design and sophisticated craftsmanship. These aspects were digitalized through an incepted application, which happens to be an outstanding marketing tool and efficient presentation of product [9]. This application can be operated anywhere and anytime, and its usability extends to new product innovation in near future, hinting at the way the company engages customers and affirms their presence in the market. Again, studies of D. Chaffey [10] revealed how technological factors (digital marketing in particular) similar to such mechanism aid in influencing consumer perception, behavior and eventually compel the consumer to purchase, thereby elevating the product or the company's market share. D. Edelman [11] suggests coordination and integration of consumer experience, as by coordinating the end to end experience of consumers, companies may often enjoy an increase in revenue or sales by 10 to 20 percent. Digital Product Presentation does orchestrate and integrate consumer experience, thereby, aiding companies to enjoy certain increase in sales.

**Advantages of Digital Product Presentation and the need for it:** One of the prime benefits of implementing a VR incorporated marketing effort is associated with its capability of bringing services and products to life. This assists the potential customers to choose among numerous options. The presence of VR is already observed in different products such as Oculus and Samsung Gear[12]. Volvo, one of the leading car brands has taken the help of virtual reality to provide a breathtaking experience of mountain drive for its consumers. Google Cardboard has been used by Volvo to formulate the Volvo reality campaign. Even VR has found its use in research and medical purposes, King's College in London has used their innovative virtual reality technique cure bipolar disorder patients. They use motion sensors which enable bipolar disorder patients to work through a specific virtual surrounding that would generate reaction. VR is even used in training program, for example – Walmart collaborated with Strivir, a VR firm to train its staffs for the better management of its Black Friday sales. Oculus which takes the help of VR to prepare the medical staffs of Children's Hospital of Los Angeles to take care of pediatric trauma cases[3]. Yulio VR is one such VR presentation firm which offers heat mapping technology to the brick and mortar stores that guide these stores to follow up on the pattern of the product or area of the store which attract consumer's attention. AR renders solid physical experience, which in turn intrigues customers more about a certain product. Starbucks with Alibaba's recent collaboration for developing an AR tour of its newly incepted Shanghai based Roastery store exemplifies this benefit [1]. Factors such as excitement and thrills play a significant role. Coupled with these benefits, AR can deliver information and news in a more transparent form. Coca Cola China has recently launched a certain AR experience which availed consumers to interact with 23 limited edition cans that highlight distinct cultures of Chinese cities [1]. AR is trying to infiltrate different segment of the business sector. The presence of augmented reality has never been felt stronger than now, from facilitating pilot fighters in targeting their enemies in night to interactive weather reports[3]. AR is more focused on the market of tablets and smartphone and justified by the fact that the numbers of AR apps are likely to grow more than

2 billion within 2019. Interior designing and construction sector have already adopted AR to showcase the property differently to the realtors and clients like IKEA Place AR app. It has its application in other sectors such as pharmaceutical, tourism and even in dating sector. Dating firm Flirtar has introduced the first AR dating app which helps the couple to scan their surrounding and find different prospects. Digital marketing space facilities digital billboards, Digital Product Presentation and purchases after closing time. When services and goods are digitized; the need of implementing physical collocated operation or work groups reduces. No doubt, Digital Product Presentation (during instances when services and goods are digitized) aids in reducing the complexities involved in creating separate workgroups. It further aids in controlling costs [13].

**Impact of DPP on market presence of products:** The studies conducted by [14] revealed the application of IIT (Image Interactivity Technology) features, which facilitate customers to enjoy their shopping experience, thereby reducing the perceived risks towards a certain online retailer. This way the perceived risks and shopping enjoyment significantly influence consumer's overall attitude towards the online retailer. Hence, by developing innovative features to suffice consumer's demand and secure customer loyalty, the companies may enjoy certain potential to enjoy superior market share. Furthermore, contemporary marketing literatures also offer that companies that engage customers in a superior manner enjoy greater market share and Digital Product Presentation happens to be one of the superior courses of customer engagement.

The main impact of VR is seen in the world of marketing where engaging consumers is the foremost priority of the business. As the marketers look for better solutions in order to package their products and services, VR offers the perfect platform to perform for the marketers to achieve this [3]. For example – real estate agent uses the application of VR to facilitate consumer with a virtual walk in the potential property. The wide range of application of VR is also seen in law firms to drive consumers towards the brand. Positive ROI is observed within 73 % of the companies out of the 96 % of the B2B companies which uses video marketing in 2016. Since VR makes the videos more motivating and realistic with the help of 360 degree experience, this helps the marketers to elaborate their concepts more convincingly, thus solidifying the presence of the products [7]. Even manufacturing companies have started to use VR to develop products based on the specific requirements of the consumers and it helps the manufacturing firms formulate strategies within short span of time [15]. The fact that marketing sector is one of the major competitive fields so there is a necessity for the marketers to provide better experience to the consumers which would ensure more retain of the consumers [7]. By offering consumers the opportunity to have an insight in the company's operations with the use of VR, marketers are ensuring that they are enhancing the client business bonding which ultimately not only facilitating the firm to have surge in sales but also leading to stronghold of their product in the market. The fact that virtual experiences are superimposed on the familiar environment in AR, it helps marketers to provide a unique experience to the consumers that they have not felt before. For example – AR mirror app offers consumers to try on lipstick and eyeshadow without physically applying it that would give them the brief idea about which color combination and cosmetic product goes with their style statement without even buying it. The marketers have started to use AR to increase the market presence of products by engaging the consumers with virtual tours, storytelling, brand affinity, social media etc. [16]. In fact, based on the recent survey by Deloitte, 88%

of the mid – scale firms are already using VR/ AR in their operations to promote or increase the sales of the product in the market, justifying the influence of DPP in surging the market presence of products.

**Recent Cases from India:** During 2015, Pepperfry revolutionized online shopping experience by launching its mobile application that would assist numerous iOS and Android users to make their decisions in a more informed manner through enhanced “AR” features. Using these feature customers can virtually place a piece of furniture in their home and share them with families and peers [17]. Pepperfry have taken DPP to another level. Their website Pepperfry.com reveals more than 700 options in bed categories alone, along with digitalized presentation of king sized, queen sized, single, and bunk/single beds. Moreover, their digitalized presentation of products is customer oriented where the products are sorted by price, brand, primary material (for example Engineered Wood and Sheesham Wood), storage and dimensions [18]. Hence, presence of numerous options and digitized representation of each feature facilitates customer to select products according to their needs and desires. Moreover, aspects such as budget overruns, invariable time over-run, finishing and quality issues are addressed while presenting these products. Hence, a transparent approach aids customer to consider making purchase. Moreover, travel agencies and automotive companies are efficiently using the VR as certain marketing tool, along with 360-degree of the vehicles and virtual test drive. This can be considered as a major form of Digital Product Presentation, where customers are often intrigued by the overall experience and are influenced to make purchase. Likewise, a 360-degree video representation of a certain travel destinations along with virtual tours prior to purchasing any airlines tickets or travel package happen to substantial platforms for assisting travel package or airline ticket sales. One here needs to comprehend that the consumer demand for superior shopping experience is increasing at a rapid rate [19]. Therefore, digital marketing along with E-commerce facilitate consumers to purchase products from the online forum and render an opportunity to review, rate and share information about the services or the products. For example, companies such as Livespace offer a virtual reality experience of its event management expertise, where clients can assess and gauge the company's efficiency in rendering its full-service audio, video, and lighting integrator, and live event production facilities [20]. This aids in attaining a real time experience about the services and the efficiency associated with the services.

The fact that in the recent years India has seen proliferation of more than 170 VR/AR start-ups in which 60 % has been formed in the last 2 years. Bengaluru has been the VR/ AR hub in India followed by Delhi and Mumbai. Despite the nascent stage in India, this technology already started to show that it has got a promising future in India as the main focus is on manufacturing and healthcare industries [2]. Indian VR startups such as Grey Kernel, GazeMatic, Meraki Studio, ShilpMIS etc. have already setup the path for VR to flourish in India. Grey kernel is the leading startups that develop VR content for different platforms like Android, iOS, HTC Vive and Oculus. Meraki Studio formulates 360-degree virtual reality films for marketing of sports, tourism, entertainment, news, real estate etc. ShilpMIS, one of the start-ups from India which facilitates VR experiences, interactive holograms and 360-degree videos to the real estate industry. This firm's VR content- creation techniques has attracted the attention of companies like The Advantage Raheja Group and Mercedes Benz. Similarly, Smartivity which is a startup firm based in Delhi develops educational content like DIY and toys on the basis of AR and export products to countries in Europe

and US[2]. This firm works with international school to develop educational content based on their curriculum. CommonFloor, a real estate company and Lenskart, an eyewear store from India have taken help of this technology to offer virtual walk and virtual trial room feature respectively for their potential consumers. The VR industry in India is expected to increase by 76 % in the coming five years and it is expected to cross 100 billion USD mark by 2021.

**Present Scenario of DPP:** The contemporary marketing scenario influences companies to construe strategies through which consumers can explore the utility and features of the products. For instance, Pepperfry's recent add campaign "Happy Furniture to You" urges consumers to explore and assess the utility and décor categories. Therefore, its website presents digital presentation of numerous categories in the utility and décor portfolio. Each presentation happens to be a visual marvel, where the users unravel gorgeous setups, which are designed to exhibit the exquisite collection across certain determined categories, where the company connects the respective audience to satisfying shopping experience, which the company is often known to provide to its respective customers [18]. The VR program named Adloid, incepted by an Indian entrepreneur has become an important source of marketing real estate properties, where all the stakeholders are incorporated to aid the customers to make valuable decision. In a way, it does improve customer decision making process as the blog cites that product return has come down by 80% [21].

As virtual reality simulates the hearing and vision of the users, it provides the users a unique experience that they have not experienced earlier[7]. This unique experience has been capitalized by the marketers to build the presence of the product in the market and formulate strategies regarding the branding of the products or services. Moreover, the application of VR is also seen in product testing which is a significant marketing technique adopted by the firms. The application VR in product testing is normally seen in law firms where they use it to illustrate their consumers how they are going to proceed in the courtroom without basically visiting the court. Automotive industries often employ VR for presenting an overall digitized image of a new car experience. Furthermore, VR is implemented for creating olfactory stimuli (stimulating a certain smell of new car along with the sound which facilitates the customer to assess the engine noise, switch noises as well as manufacturing clicks, when the respective components are generally assembled). Furthermore, marketing being a paramount aspect of any product development, companies often digitize product experience for stimulating similar experiences as customers have in original stores. Therefore, virtual worlds and digitized presentation enhance product knowledge and aids the marketers to assess or gauge the purchase intention and attitudes of the respective customers. Moreover, numerous researches have indicated that VR in digitized presentation of product is competent to influence brand attitude, product knowledge and purchase intention of respective consumers in a positive manner. Dulux Visualiser, Ikea Place and Lowe's model are some of the few examples of the companies that have used AR. Gatwick airport passenger app has developed their navigating strategies for the consumers based on AR. Even AR is widely used in medical and healthcare sectors to support surgery, treatment and diagnose patients[22]. Teeth brushing games and Drawybook app are some of the apps created with the help of AR for the consumers to engage them in fun games. Tech companies such as Apple, Microsoft, and Google have been predominately adopting Digital Product Presentation for attaining superior customer engagement and response.

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Due to the advancement of the internet technologies Digital Commerce has penetrated rapidly. DPP for digital commerce has evolved to include more visualization technology such as magnified views, zoom and video. The basic elements of DPP remained constant; product image (visual), product descriptions (verbal) and video can be added to augment product presentation for products. Therefore, DPP in visual and verbal forms influence the customers in buying decisions. Product images and product descriptions in of product presentation in evolving digital contexts.

The DPP increases sales of products with less efforts in the competitive market. Internet technology, engineering product design and software's, virtual prototypes, rapid prototypes, collaborative methods, new product development, information and communication technologies and innovative marketing strategies are strongly adopted for the effective DPP to increase the market share of a product.

Virtual prototyping is the process of design, analysis, process planning and simulation of the product through computer generated modeling techniques and use of the results to refine the conceptual design. Use of this advance technique, virtual product looks, specification information and awareness of the product in the market before producing or releasing the product to the marketplace. This technique saves lot of time and the money towards the product introduction to the market and get quick response from the customers.

Rapid prototyping is group of techniques used for the fabricate a scale model of physical product using some advanced computer 3D techniques. It represents and shows exactly like the physical product which is going to produce. Based on this technique reduce the more efforts and time of the manufacturer and marketers. It is the simplest way to demonstrate and interact with the customers.

Product marketing includes many methods and process. These need to be integrate and get the single aim or outcomes. Collaborative methods are the processes, behaviors and conversations to increase the aim or success of teams towards sales increase of the product.

Internet, new product development, information and communication technologies are key parameter to capture the new market and to survive in the existing market shares. Digital product presentations are one of the key ingredients of effective marketing strategies. Examples for DPP's for enhancing market share of Products are: Amazon

Amazon is an American electronic commerce and cloud computing company (AWS) with headquarters in Seattle, Washington. It is the largest Internet-based retailer in the United States. Amazon launched its Indian marketplace in June 2013. Amazon targets the middle class and upper-class customers who have got hands on experience in the basic technology but don't have time or prefer convenience over shopping from the physical outlets.

Amazon Alexa: it is a virtual assistant developed by amazon. It is a wireless speaker first, but capable of much more like voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, and providing weather, traffic, sports, and other real-time information, such as news. Alexa can also control several smart devices using itself as a home automation system. There are now so many innovative ways to use digital interactivity to present products and being applied all the industries to help increase the sales through engagement and inspirational visuals.

Electric and gas lawn mowers: It is a machine utilizing to cut a grass surface. Amazon presented well in the online and easily access by the customers by its specifications.

## Conclusion

At the outset, Digital Product Presentation (DPP) is transforming the contemporary marketing scenario and is aiding the marketers in enhancing the market presence of their offerings with reduced costs and time. The impact of digital marketing is far deeper as compared to the traditional marketing. With the help of digital marketing, companies can reach out to wider audiences at an

affordable price. Virtual Reality (VR) marketing efforts help businesses to ensure that users get in-depth knowledge related to products or services without physically experiencing it. Based on the recent report, one-third of internet users in US believe virtual reality would help them to make online purchases more effectively. The VR ads have the potential of not only stretching the brand awareness abilities but also influences the strategies related to shoppable and personalized experience. Consumers have the luxuries to not only experiences the product or services prior buying it with the simulation of VR/ AR but also, they are able to visualize the product through these techniques after the virtual prototype has been developed by the firm based on the specification of the client. It renders real time experience of the marketers' offerings to the customers and helps them to get acquainted with every feature of the offering in an exhaustive manner. This not only aids the customers in better decision making but also engages them in a better way with the firm. As more consumers get engaged with the products and able to relate with the product or the brand, they are going to buy it more which eventually proliferate the sales and market presence of the brand. It would not be wrong to say that the Digital Product Presentation aids the marketers in attaining superior competitive advantage. Apart from competitive advantage, DPP helps the marketers to establish a special connection with the consumers as it formulates a better way to meet the needs of the consumers. However, it has also been found that despite these advances, its potentials are vastly untapped and marketers are exploring new ways to exploit these potentials in order to develop more sustainable relationship with their clients and enhance consumer loyalty towards the brand. Enhancing the market share mainly depends on smart innovations and its digital presentations. The effective and innovative digital product presentations are used to enrichment of market share.

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