



The Development Of Marketing And Augmented Reality¹

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Abstract

In the 1900s, the economic, social, cultural and technological developments that have taken place since the first introduction of the marketing term have affected social structure and in turn, marketing.

With today's changing conditions, competition has increased and organizations have become more difficult to survive. Technological developments have created new areas on the market. In this competitive environment, businesses have started to compete with each other to be early adapters and to dominate the market in these new areas.

Augmented reality is one of those developments and together with the marketing practices; it has begun to attract the attention of businesses and consumers day by day. In this article, it is aimed to examine the usage of this technology, which combines the virtual world with the real world, to identify its limitations and to shed light on businesses, consumers, academicians and future researches and to make suggestions.

Keywords: Augmented reality, postmodern marketing, development of marketing

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