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КУЛЬТУРНАЯ ДИПЛОМАТИЯ КАК ИНСТРУМЕНТ МЯГКОЙ СИЛЫ ВО ВНЕШНЕЙ ПОЛИТИКЕ: ПОДХОД МАРОККО К АФРИКЕ

Аннотация

В статье рассматривается внешняя политика Марокко в контексте культурной дипломатии как средства продвижения / мягкой силы страны и получения внешнеполитических рычагов давления, особенно в Африке. Внешняя политика Марокко основана на целостном подходе, учитывающем геополитические, геоэкономические и геокультурные аспекты. В статье описываются руководящие принципы марокканской дипломатической деятельности и важность культурной дипломатии в продвижении страны. Культурная дипломатия Марокко сосредоточена на четырех областях: религия, история, традиции и образование. Методы, использованные в этой статье, включают тщательный обзор литературы с использованием данных из различных источников, таких как академические статьи, правительственные отчеты и новостные статьи. Результаты свидетельствуют о том, что культурная дипломатия Марокко является эффективным инструментом для достижения внешнеполитических целей и усиления своего влияния за рубежом (на примере стран Африки).

Ключевые слова: марокканская культурная дипломатия, мягкая сила, Африка, культурная дипломатия, религиозная дипломатия, марокканская мягкая сила.

A. Eissa

THE IMPACT OF EXTENDED REALITY (XR) IN THE FUTURE OF ADVERTISING

Abstract

Extended reality (XR) technology has the potential to revolutionize the way advertising is delivered and consumed. However, the current state of research on the use of XR in advertising is fragmented and lacks

a comprehensive synthesis of the literature. In this systematic review, we analyze the existing research on the impact of XR on advertising and provide insights into its future potential. Our results indicate that XR advertising has the potential to increase consumer engagement, brand awareness, and purchase intent, but also poses challenges related to cost, accessibility, and user experience. We conclude by discussing the implications of our findings for the future of advertising and highlighting areas for future research.

Keywords: digital enterprise, cloud platforms as a service, augmented reality, extended reality, customer experience, metaverse, advertising, marketing.

Introduction:

Advertising plays a crucial role in promoting products and services to a wide audience. As digital technology continues to advance, new advertising channels and formats have emerged, including social media, mobile apps, and programmatic advertising. However, with increasingly fragmented consumer attention, advertisers are seeking innovative methods to capture and retain their target audience's interest.

Extended reality (XR), encompassing virtual reality (VR), augmented reality (AR), and mixed reality (MR), has the potential to revolutionize the advertising landscape. XR allows users to immerse themselves in digital environments and interact with virtual objects, providing a level of engagement and presence that is difficult to replicate with other media.

The market for augmented reality (hereafter, AR), which can be defined as the integration of digitally created media within an existing real environment (Azuma et al., 2001), is projected to increase from roughly 5.91 billion in 2018 to more than 198 billion in 2025 (Statista, 2019). Companies around the world have been increasingly using AR as an advertising tool to showcase their products and services in retail stores. Examples of AR applications that might simplify consumers' decision-making are Ikea Place, which enables customers to place the company's furniture wherever they imagine it in their homes (Joseph, 2017), and Lacoste LCST AR, which allows customers to virtually try on shoes (Arthur, 2014).

XR advertising can take various forms, including virtual product demonstrations, immersive brand experiences, interactive storytelling, and gamification. The distinctive features of XR, such as its ability to deliver engaging, memorable, and personalized experiences, make it a promising tool for advertisers to capture consumer attention and influence behavior. However, challenges related to XR advertising include high development costs, technical complexity, and the requirement for specialized skills and equipment.

Despite the promise of XR in advertising, there is a lack of comprehensive research on its impact and effectiveness. Previous studies have examined different aspects of consumer behavior, such as attitude change, purchase intention, and engagement, but a consensus on the overall impact of XR on advertising effectiveness has not been reached. Consequently, this study aims to conduct a systematic review of the existing literature on XR's impact on advertising and identify key findings and implications for future research.

By examining the current state of research on XR advertising, this study aims to enhance our understanding of its potential benefits and challenges and provide insights into the future of advertising in the XR era. Additionally, the study can guide practitioners in developing and implementing effective XR advertising strategies and contribute to the advancement of XR research as a whole.

Literature Review:

Extended reality (XR) technology has the potential to revolutionize advertising by offering unique opportunities for creating engaging and immersive brand experiences. However, the current state of research on the impact of XR on advertising lacks a comprehensive synthesis of the literature. This literature review provides an overview of existing research on XR in advertising, identifies key findings, and highlights gaps in the literature.

XR in Advertising:

XR technology encompasses virtual reality (VR), augmented reality (AR), and mixed reality (MR), each providing different levels of immersion and interaction. XR in advertising has been

utilized for various purposes, such as product demonstrations, experiential marketing, brand storytelling, and gamification. It offers advantages over traditional advertising formats, including increased engagement, personalization, and novelty. Nonetheless, challenges like technical complexity, limited accessibility, and potential negative user experiences exist.

Impact of XR on Advertising Effectiveness:

Studies examining the impact of XR on advertising effectiveness have yielded mixed results. Some studies found that XR advertising leads to higher attention, engagement, and recall compared to traditional formats. For instance, Karjaluoto et al. (2020) demonstrated that a VR car advertisement resulted in greater brand recall and positive attitudes compared to a TV ad. Similarly, Kim et al. (2019) showed that an AR fashion advertisement increased engagement and purchase intention compared to a print ad.

However, other studies reported no significant differences in effectiveness between XR and traditional advertising. For example, Lin et al. (2021) found that an AR hotel advertisement did not result in higher brand attitude or purchase intention compared to a print ad. Similarly, Gao et al. (2021) observed that a VR food advertisement did not generate higher brand attitude or purchase intention than a TV ad.

Overall, the impact of XR on advertising effectiveness appears to be context-dependent, influenced by factors such as the XR technology used, advertisement content and format, and the target audience's characteristics. Further research is needed to identify the specific conditions under which XR advertising can be most effective.

This literature review provided an overview of existing research on XR in advertising. XR technology presents opportunities for creating engaging brand experiences, but challenges such as technical complexity and limited accessibility must be addressed. The impact of XR on advertising effectiveness is context-dependent, and further research is required to determine the conditions under which XR advertising is most effective. Future studies should also explore the potential of XR in addressing key advertising challenges.

Research Design:

To investigate the impact of extended reality (XR) on advertising, we conducted a mixed-methods study that included both qualitative and quantitative data collection and analysis

Phase 1: Exploratory Research

The purpose of the exploratory research was to gain insights into consumers' perceptions and attitudes towards XR technology in advertising, and to identify the key factors that influence the effectiveness of XR advertising. The exploratory research involved conducting in-depth interviews with 11 participants who had experienced XR advertising in the past, as well as analyzing online reviews and social media posts about XR advertising.

Data Collection: The in-depth interviews were conducted using a semi-structured interview guide that covered topics such as participants' overall impressions of XR advertising, the perceived advantages and disadvantages of XR advertising, and the factors that influenced their engagement and attention towards XR advertising. The interviews were audio-recorded and transcribed verbatim for analysis. The online reviews and social media posts were collected using a web scraping tool and analyzed using content analysis.

Data Analysis: The data from the in-depth interviews and online reviews were analyzed using thematic analysis, which involved identifying patterns and themes in the data. The themes that emerged from the analysis were used to inform the development of the survey instrument for the main study.

Phase 2: qualitative data collection

As for secondary data using qualitative data collection, Based on an internet search in an attempt to obtain statistics, we found the following:

Currently, the global extended reality market size is accelerating at a rate of around 24.5%. According to one report, 84.2% of respondents said sales, marketing, and external communications represent some of the most valuable areas of XR implementation.

The Accenture Technology Vision 2018 report shows that, worldwide, 52% of enterprises already develop own XR strategies and 79% believe that, over the next three years, XR will reach a broad, cross-industry impact.

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From the numbers above, it can be stated that consumers find XR extremely appealing as it can assist them in decision-making processes and make the entire shopping cycle more engaging. Applying XR-driven solution will help media enterprises to reach an edge over competitors.

Brand awareness increases by up to 70% with the use of creative AR for customer engagement, and AR ads are more successfully remembered and shared by customers [9].

39% of companies are now using AR for the consideration phase, helping customers to visualize products from a distance. A further 16% of retailers saying they're using AR apps to help with the "sales phase" of the journey, which could include onboarding customers [6].

The XR market is set to hit a value of $1,005.9 billion by 2030, and much of this value comes from the wider adoption of VR and AR technology in the consumer world. Brands are increasingly using XR to connect with customers in a more interactive way [7].

After introducing an AR app to help customers browse interior design products, Houzz CEO Adi Tatarko said that customers using AR spend up to 2.7 times more time using the service. Customers are also 11 times more likely to make a purchase through AR [Houzz].

The extended reality market is expected to reach the size of USD 125.2 billion by 2026 [thrivemyway]

The global extended reality market reached a value of US$ 42.86 billion in 2021. It is expected to register a CAGR of 57.91% over the period 2022-2027 [7].

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Conclusion:

In conclusion, this study highlights the potential of extended reality (XR) technology to enhance advertising effectiveness. The findings indicate that XR has the ability to increase engagement, attention, and drive consumer behavior and brand outcomes in advertising. However, several challenges such as privacy concerns and the potential for XR to be overwhelming or intrusive need to be addressed.

To optimize the benefits of XR advertising, advertisers should focus on creating high-quality, relevant XR experiences that allow for personalization and meaningful interaction with the content. The study provides valuable insights into the factors influencing the effectiveness of XR advertising and offers guidance to advertisers seeking to leverage this technology for their advertising objectives.

It is important to acknowledge that XR advertising is still a relatively new and evolving field, and there is much to be learned about the most effective strategies and practices. Therefore, future research should continue to explore the impact of XR technology on advertising, considering additional factors such as emotions and sensory experiences. Additionally, studying how these factors interact with demographic and psychographic variables will further refine our understanding of XR's impact on advertising.

As XR technology advances and gains wider adoption, it is expected to play an increasingly significant role in the future of advertising. Advertisers must stay informed about the latest developments and best practices in this rapidly evolving field to effectively utilize XR technology and achieve their advertising goals.

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FLEXITARIANISM: RESEARCH ON EATING AND SHOPPING HABITS IN ASIAN AND AFRICAN COUNTRIES

Abstract

In the present era of our generation, with the improvement of living standards, the demands of healthy food are growing rapidly among the society. A rising number of individuals are electing to pursue a flexitarian lifestyle. This entails consuming less meat and more fruits, vegetables, grains, and other plant-based foods.