

The role of augmented reality marketing in sustaining customer loyalty -An analytical study of the opinions of a sample of customers of some beauty centers in Misan

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Abstract

The aim of the current research is to identify the extent of application of augmented reality marketing and its impact on the sustainability of customer loyalty to the services provided by the sample studied, and to find out whether this marketing tool is effective and valuable in the field of marketing, as the independent variable, augmented reality marketing, was studied with a group of dimensions represented by (quality of enhancement). , benefits of pleasure, ease of use, experience in augmented reality, nostalgia for the past, wonderful effect) As for the dependent variable, sustainability of customer loyalty, it was studied as a unidimensional variable. In addition, a sample of 219 customers was targeted, as well as a group of statistical programs such as the program SPSS and AMOS, and the research reached a set of conclusions, the most important of which was: There is interest by the researched sample in this marketing strategy based on technology and digital diversity, which aims to expand the customer's vision and enhance his sustainability in obtaining the cosmetic service provided by the researched sample, in a way that brings him pleasure and satisfaction. As well as a set of recommendations, including: The researched sample seeks to keep pace with everything that is new and advanced in the world of marketing in order to strengthen its position among competitors and achieve a permanent and continuous mark with its customers.

Keywords: Augmented reality marketing -Sustaining customer loyalty -Customer loyalty.

The introduction:

Technological development is the main driver in diversifying marketing options by organizations and has provided the opportunity for them to introduce options that were previously unimaginable to reach customers and deal with them, especially at the present time and in light of this accelerating technology, the customer has become aware and knowledgeable about everything that surrounds him, and this imposes Marketers, on the other hand, must constantly update the approved marketing methods in order to ensure customer retention now and in the future because it is the main driver of the marketing process and all its aspects. Thus, augmented reality is a marketing tool that deserves to be applied as it is a strategy that relies on technology spread everywhere, whether on mobile devices or tablets, providing the customer with the product experience. Before purchasing, find out how useful it is and whether it is suitable for his needs or not by building a digital image closer to the truth and building

a deep relationship based on integrating the content of the product or service with the customers' own environment and bodies virtually. Thus, marketing based on technology has become widely used due to its spread and ease of use by the customer.

The first section/research methodology

First: the research problem

Lie The problem of research current By learning about the role of augmented reality marketing in sustaining customer loyalty, because centers that provide cosmetic and medical services of various kinds are obligated to keep pace with the development that the world is witnessing in all aspects of life with the aim of continuing to compete and remain in the market to ensure maintaining a sustainable relationship with their customers and gaining their loyalty by obtaining The desired results because they have an effective role In determining Whether implementation This digital technology It comes for Its fruits Or not, depending on their perception and use For technology It is considered the main driver of results. So, research is trying to answer In depth Several questions including:

1. What a turn Augmented reality marketing in Sustaining loyalty Customer?
2. What is the availability Augmented reality and its applications in The sample studied?
3. To what extent are customers aware of augmented reality technology in the researched sample?

Second: Objectives Search

It is represented The goals that the current research seeks to achieve As follows:

1. Get to know Impact of augmented reality marketing in Sustaining loyalty The customer.
2. Determine range Availability of augmented reality applications in Sample the Researched.
3. Stand up The extent of customers' awareness of augmented reality technology in the researched sample.

Third: importance Search:

The concepts that were studied in the current research were not sufficiently highlighted previously, and the reality of understanding these variables will reflect positively on the efficiency of marketing in the beauty centers in the research sample, as well as improving the marketing reality in the desired manner.

Fourth: Hypotheses research:

1. There is a relationship correlation There is a statistically significant difference between augmented reality marketing in its dimensions and the sustainability of customer loyalty.
2. There is a statistically significant effect The variable of augmented reality marketing and its dimensions in the variable of customer loyalty sustainability.

Fifth: The hypothetical plan for research:

Assume The researcher developed a hypothetical plan for the research based on the current research problem, as shown in the figure below, Figure No. (1), the hypothetical plan.



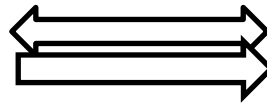


Figure (1) Hypothetical diagram To search

Sixth: Population and sample Search

The current research community is represented by a number of beauty centers located in Misan Governorate because the world today is witnessing a vast cosmetic revolution with regard to simple and complex cosmetic surgeries and interest in beautification and changing some features in a way that suits fashion, so Embodying a community To search In a number of Beauty centers in Misan, including (Nefertiti Health and Beauty Center - Hind Beauty Clinics – Orkenza Beauty Center) In Misan Governorate in order to find out The extent of the impact that augmented reality has on sustaining customer loyalty, based on a sample From (219) customer To get their opinions regarding this modern digital marketing tool .

The second topic/theoretical aspect To search

First: Marketing augmented reality

1. Augmented reality marketing concept:

Described Augmented reality is space It is in the real world that a layer of visual knowledge can augment physical perception For the customer, he works to integrate knowledge Reality and virtuality (,2020:531 Solankey) This means that augmented reality can allow the customer to see a virtual illustration of the product in a realistic environment that he can manipulate, share and discuss with others in some way. This allows marketing companies to have many positive aspects, including stimulating positive consumer intentions, technology acceptance, purchase intention, virtual experience of the product, and maintaining a relationship. Customer with the brand (Goebert & Greenhalgh, 2020:5) It is augmented reality marketing.)Marketing tool Effective and more important than tools Marketing The other one Traditional Because Availability to For customers The opportunity to have an interactive experience Close to reality because their purchasing decision is not made based on the benefits and features of the product or service only, but rather goes beyond that, and refers to augmented reality as technique Marketing Computer-generated information, such as sound and visuals, is used to enhance the real world For the product) (Alotaibi,2021:271Marketing can be viewed with augmented reality It is the creation, distribution, and communication of digital capabilities in the physical world with the aim of influencing an experience Customer purchasing And decision making When purchasing a product, augmented reality works to expand the customer's awareness of his real reality by relying on digital technology and attractive digital content that works to enhance the sense of reality and make it real for the customer, that is, visualizing the product digitally before purchasing it.(Eskengren & Hultin, 2022:4).

2. Features of augmented reality

There are many Features Which is characterized by augmented reality (AR) Among them: (Kumar et.al,2024:7-8)

A. the Contextual embedding

that Contextual embedding is the most distinctive feature of augmented reality Where it explains How to integrate virtual content into the real world It must include the following (matching reality, spatial and temporal presence, digital quality) and in general This means The better your marketing content is embedded in the real world The more customers Better at evaluating their overall AR experience.

B. Content stability

Content stability describes how content is integrated because AR content is always there Associated with a specific object in the real world, and This object may be a static surface (for example, the floor on which a virtual sofa is placed using an application IKEA Place) or a dynamic element (for example, the foot on which one places a virtual shoe using the Wannakicks app) This stability allows customers By physically experiencing their environment and Digitally That is, in a virtual and material hybrid form And different angles.

C. Reinforcement goals

The objectives of reinforcement the especially Marketing based on Augmented Reality can be described as augmented reality on the body or inside the room ,For example some are used Cosmetics manufacturers Augmented reality on the body In order to allow customers By trying the products on A Their real bodies and Actual, while being displayed some Products that are not normally attached to the body (such as furniture) are affected by the surrounding environment For a customer.

3. Why is augmented reality marketing a strategic concept?

Pointing the Strategic term refers to a multi-faceted and well-planned process Certified on long-term resources, and despite That's exactly what constitutes an augmented reality marketing strategy It will evolve over time Because marketing companies are in constant competition, the general objectives and technological resources And digital capabilities and long-term integration with other strategies for him Importance adult in T Achieve success., I A Marketing itself is related to the department Who manages promotional campaigns and Many marketing functions are performed by a no Kassam Others in the organization because it is the result of the combined efforts of all the departments in the marketing organization Such as public relations - Communications-Human resources-The service Customers-Sales So Augmented reality marketing strategy extends to business functions And marketing Multiple and Value-producing AR marketing must be purpose-driven Firstly Not with technology An example of the value that can be That augmented reality marketing provides utilitarian value like(improving people's efficiency), or experimental pleasure like(engaging brand stories or games), or social Or happiness like(improving well-being or personal growth), or edutainment like(Enjoyable learning experiences or the feeling of being a more efficient consumer). However, these examples do not reflect current AR marketing use cases yet, so AR marketing faces the challenge of designing and integrating new touchpoints, or effectively extending existing touchpoints into journeys Consumer customer (Rauschnabel et.al,2022:1141).

4. Dimensions of augmented reality marketing

Foot (Hinsch et al, 2020)) Several dimensions to measure the augmented reality marketing variable are as follows:

- a. Reinforcement quality: That the quality of Enhance To experience augmented reality Considered standard Appropriately relevant Firm to evaluation the Applications Which depends on reality The booster ,and T Share quality Boost to The extent to which he realizes the customer Content enhanced as realistic. That is, at high levels Reinforcement quality Tangible Feel the Customers That they are They experience a real, present experience where physical reality and virtual content merge Hall Oh(Rauschnabel et.al, 2019:45)
- b. Benefits of enjoyment: The tangible benefit of augmented reality applications affects situations Customers towards using innovations in technology and using virtual experience technology because it represents the enjoyment or perceived relative benefit of using technology, as some customers look positively at augmented reality because it provides engagement and an enhanced shopping experience by simulating the desired product in the presence of an actual shopping environment - and also helps them conduct an evaluation process. To know the suitability of products in order to make more accurate purchasing decisions (et. al,2021:3 Jiang)
- c. Ease of use: It means the individual's assessment of the extent of interaction with the technology used or a particular technology and the understanding and perception of this technology and how it looks in the physical world, that is, the ease that the customer feels when using it. Therefore, it is considered one of the main behavioral beliefs that affect the customer's intention to accept technology and deal with it in all aspects of life and with Therefore, ease of use plays an important role in determining the customer's intention to deal with augmented reality applications.et.al,2005:253 Lu).
- d. Experience in augmented reality: It is meant as the ability to successfully perform tasks related to augmented reality because experience is linked to the levels of cognitive effort that marketers possess in order to make this type of modern marketing tools successful because experience is a necessary condition for creativity in order to compete.(Hinsch et al, 2020:3)
- e. Nostalgia for the past: It is meant as "longing for the past, or longing for yesterday, or fondness for possessions and activities associated with the past days," meaning that it is a positive emotion and a motivating psychological source for the customer, so marketers must Giving the utmost importance to this dimension when using augmented reality in marketing work because it increases customers' desire to pay more for products that meet their psychological needs related to the customer's personal experience or linked to the cultural aspect because nostalgia can occur even when the customer has no previous personal experience with the product. Or service. (Hinsch et al, 2020:4)
- f. Wow effect: A concept from existing augmented reality research that captures responses The customer is attracted to the stimuli and their ability to link the information provided by augmented reality with reality, creating a wonderful effect that reflects positively on the customer's experience of augmented reality applications. This makes individuals see things (products) in a new way or allows them to visualize the world in a way that opens up new possibilities by moving away from traditional methods. (et.al,2017:118Böttger).

5. Augmented reality marketing challenges

Despite the many benefits of augmented reality, if it is implemented and integrated well, this is no longer sufficient to implement it if companies specialized in software

and electronics are not used to help provide software solutions based on the quality and variety of products provided with augmented reality technology. Cuomo et.al, 2020:441), and also one of the challenges that augmented reality may face before purchasing products and services is that customers want to see and touch the product and evaluate its quality, so by using the augmented reality feature, it helps them to interact with the content provided to them, and they may mentally imagine touching it as a Stimulating images supported by actual sensory experiences. It may be noted that augmented reality cannot deliver these aspects reliably, and this may pose a challenge to this concept. Therefore, implementing these features requires the application of advanced technology. If the technology is not at the required level, this will affect the quality of the application, and this can lead to The customer has a negative experience and spreads this to other products and services indirectly (Gatter et.al, 2022: 512-513)

Second: Sustaining customer loyalty

1. The concept of sustainable customer loyalty

I For a look General Oh For sustainability she A global outlook with a long-term orientation Included Environmental, social and economic sustainability And marketing companies seek To exploit opportunities and manage risks related to economic, environmental and social developments (Moiescu, 2018: 57). As for loyalty, it generally means repetition, as the customer is a customer for a specific product or service and chooses the same products (goods, services) or the company continuously or in the future. As for customer loyalty, it means the tendency of customers to become repeat customers based on Their past experiences and future expectations. Therefore, sustaining customer loyalty is one of the important indicators of success for companies now and in the future because it provides long-term economic benefits to them by improving their relationships with customers and allowing them to attract new customers at a lower cost (Arslan, 2020: 12). Therefore, marketing companies must be careful regarding By dealing with the customer, because customers' awareness and knowledge of marketing companies and their products is considered an effective tool for maintaining their sustainable loyalty and long-term support and gaining competitive advantage (Al-Haddad et. al, 2022: 4), and the sustainability of customer loyalty is the cornerstone of the value of the products and services provided by companies. Marketing to achieve competitiveness. The idea of sustainable customer loyalty has been developed based on signs of desire to recommend and return and the tendency to promote it to others. Therefore, companies' continuous care and attention to their products creates a reputation that enhances the desire for loyalty and continued dealing with them (Zakiah & Alhadihaq, 2023:2775), and that loyalty a Customers for an organization may be out of reach if the marketing organization does not give it priority as a strategic goal, focusing on the importance of sustaining customer loyalty primarily because a customer who has a commitment to a particular product or service will prefer it and will be willing to commit to the brand regardless of whether the product or service is have a positive or negative perception (Ayodeji et.al, 2023:6).

2. The relationship between augmented reality marketing and sustaining customer loyalty

Augmented reality contributes to sustainability Customer loyalty, as it enables him to obtain more information about the product, visualize it, and evaluate its suitability to his personal, material, and psychological needs. If the product is not suitable for him or does not suit him by default, he does not order it, send it, and return it, which saves

unnecessary shipments, transportation operations, and related emissions. It is also not necessary for companies to keep all their products or services in their physical store, which saves them more costs resulting from transportation. Also, thanks to augmented reality technologies and applications, the customer may not have to travel to the physical store to try the product. As such, augmented reality marketing has great potential and great importance for its contribution. Effective in making online selling and promotion more sustainable for both parties, the company and the customer (Schwarz, 2022: 9).

The third topic/The practical side To search

First: the research scale and statistical coding, the reliability coefficient

Table (1) shows the scale of the research variables and the sources that were used for the scale. To facilitate the statistical analysis process, the statistical symbols shown in the table will be used. The table also indicates the Cronbach alpha coefficient, which tests the stability of the research scale based on the answers of the sample under study. Alpha values express the level of reliability of the data, ranging from excellent (0.93-0.94) to low (0.11). (Taber, 2018:1278) It is clear that the value of the Cronbach alpha coefficient reached (0.991) and (0.782) for the augmented reality marketing variable and the sustainability of customer loyalty, respectively, which is a good value.

Table (1): Research scale and reliability coefficient

Variable	Source	Dimensions and number of paragraphs	Statistical code	Cronbach's alpha coefficient
augmented reality marketing ARM)	(Hinsch et al, 2020)	Quality of reinforcement (3 items)	RQ1-RQ3	0.991
		Benefits of pleasure (3 paragraphs)	BP1-BP3	
		Ease of use (2 items)	EU1-EU2	
		Experience in augmented reality (3 paragraphs)	RE1-RE3	
		Nostalgia for the past (3 paragraphs)	NO1-NO3	
		Great effect (4 paragraphs)	AE1-AE4	
Sustaining customer loyalty CL	(Ayodeji et.al, 2023)	one-dimensional (5 paragraphs)	CL1-CL5	0.782

Source: Prepared by the researcher based on the program's outputs SPSS V.25

Second: Confirmatory factor analysis (constructive validity of the research scale)

Confirmatory factor analysis (CFA) is a sophisticated approach that tests the hypothesis that items are related to specific factors. This analysis uses structural equation modeling (SEM). To test a particular measurement model, they are used T father-in-law YLI Paragraphs on their dimensions To evaluate relationships between observed and unobserved variables This is via Testing hypothesized models against actual data, showing the effect of observed variables on latent variables (factors) and the relationship between them (Schmitt, 2011:308). Two criteria are considered to evaluate the hypothesized measurement model with the data collected from the research sample:

A. Value Parameter estimates Standardization For paragraphs in pain measurement (Loading paragraphs on dimensions) It must be greater than (0.40), and if it is less, the paragraph is deleted.

B. Comparing the results of laboratory structural building quality indicators with Model fit indices shown in Table (2), which determines its suitability to the data taken from the sample.

Table (2) Indicators of goodness of fit of the scale

Indicators	Values
The ratio between the value of (χ^2) The degrees of freedom (CMIN 1 /df)	CMIN/DF < 5
The Comparative Fit Index (CFI)	Value range is between (0-1) Acceptance rule is greater than (0.90) Acceptable is greater than (0.95) Identical
The Incremental Fit Index (IFI)	
The Relative Fit Index (RFI)	
The Normal Fit Index (NFI)	
The Tucker-Lewis Index (TLI)	
The Root Mean Square Error of Approximation (RMSEA)	Less than (0.05) match, between values (0.05 - 0.08) good, between values (0.08 - 0.10) average, values higher than (0.10) rejected.

Source: Marsh, HW, Hau, KT, Balla, JR, & Grayson, D. (1998). Is more ever too much? The number of indicators per factor in confirmatory factor analysis. Multivariate behavioral research, 33(2), 181-220

1. Confirmatory factor analysis of the augmented reality marketing variable

This variable was measured with (18) items distributed over (6) sub-dimensions shown in Table No. (1). Figure (2) shows the standard estimates for the items on the dimensions, as it turns out that all of them exceeded (0.40), except for the paragraphs (NO3,AE1) was deleted because it did not exceed the standard percentage. Also, (4) of the modification indicators recommended by the program were performed. Amos To improve the matching of the default scale model to the data. Therefore, after deleting the paragraphs and making the required modifications, the virtual model gained the

required conformity with the answers of the research sample at the level of some beauty centers in Maysan Governorate. Table (3) shows that all regression weights are significant in terms of the critical ratio values (CR) Shown in the table below:

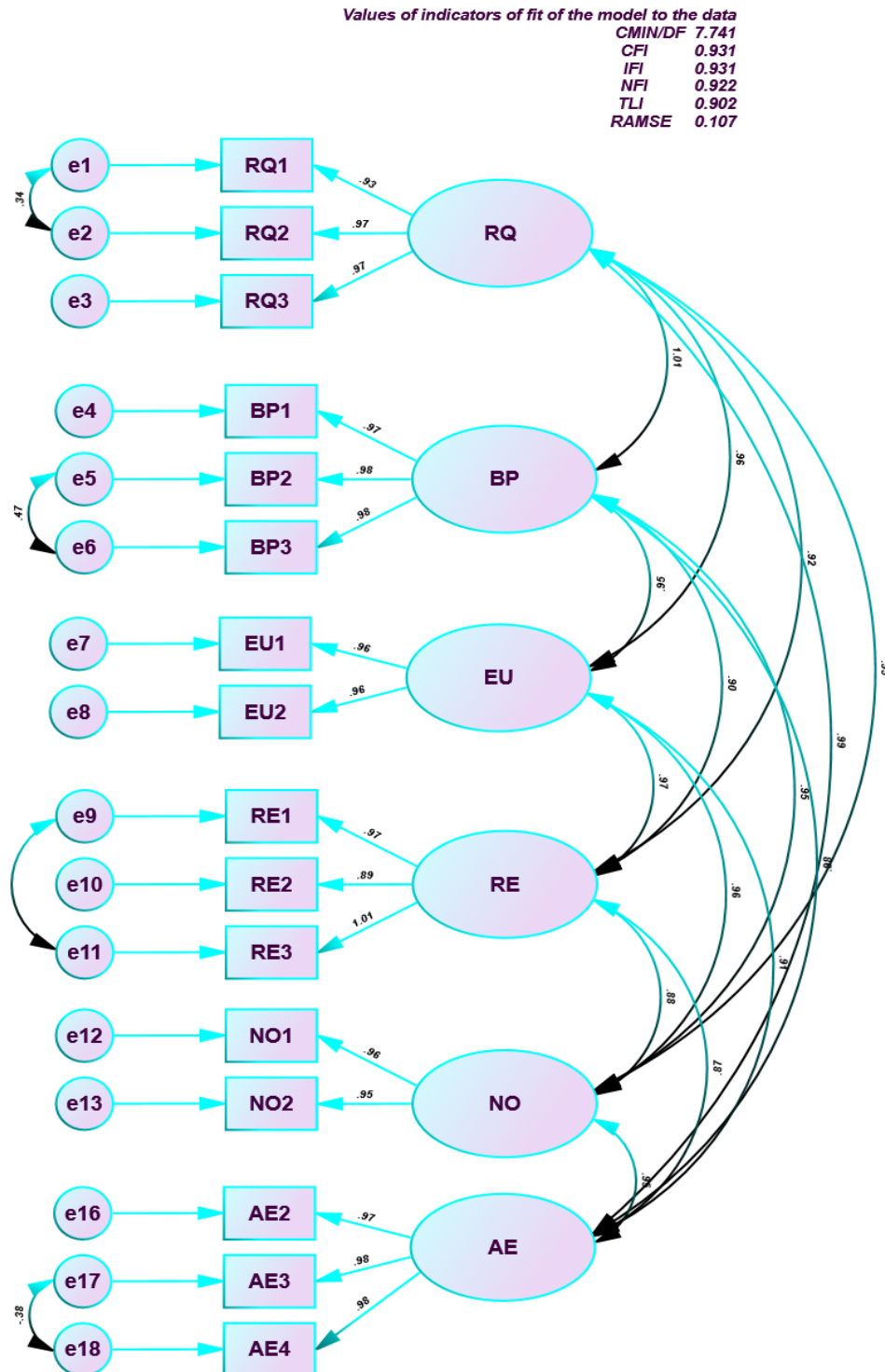


Figure (2) Confirmatory factor analysis of the augmented reality marketing variable

Table (3): Regression weights for the augmented reality marketing variable

PATH			Estimate	SE	CR	P
RQ1	<---	F1	1.000			
RQ2	<---	F1	1.111	.029	38.657	***
RQ3	<---	F1	1.097	.035	31.650	***
BP1	<---	F2	1.000			
BP2	<---	F2	1.080	.023	46.102	***
BP3	<---	F2	1.048	.023	46.091	***
EU1	<---	F3	1.000			
EU2	<---	F3	1.145	.032	35.896	***
RE1	<---	F4	1.000			
RE2	<---	F4	.746	.030	25.196	***
RE3	<---	F4	1.286	.040	32.038	***
NO1	<---	F5	1.000			
NO2	<---	F5	1.040	.032	32.643	***
AE2	<---	F6	1.000			
AE3	<---	F6	1.162	.027	43.145	***
AE4	<---	F6	1.306	.030	43.548	***

Source: Program outputs Amos v.25

Based on the above, it was confirmed that the augmented reality marketing variable is measured by (16) items distributed over (6) sub-dimensions.

2. Confirmatory factor analysis of the variable customer loyalty sustainability

This variable was measured by (5) A paragraph distributed over One dimension shown in the table number (1, the figure shows (3) Normative estimates for the items on the after As it turns out that all of them exceeded (0.40), a procedure was also conducted One indicator One of the modification indicators recommended by the program Amos to improve the matching of the default scale model to the data. Therefore, the hypothetical model achieved the required match with the answers of the research sample at the same level some Beauty centers in Misan Governorate. The table appears (4) All regression weights are significant Value critical ratio (CR) shown in the table Below:

Values of indicators of fit of the model to the data

CMIN/DF 2.284
 CFI 0.984
 IFI 0.984
 NFI 0.972
 TLI 0.960
 RMSE 0.076

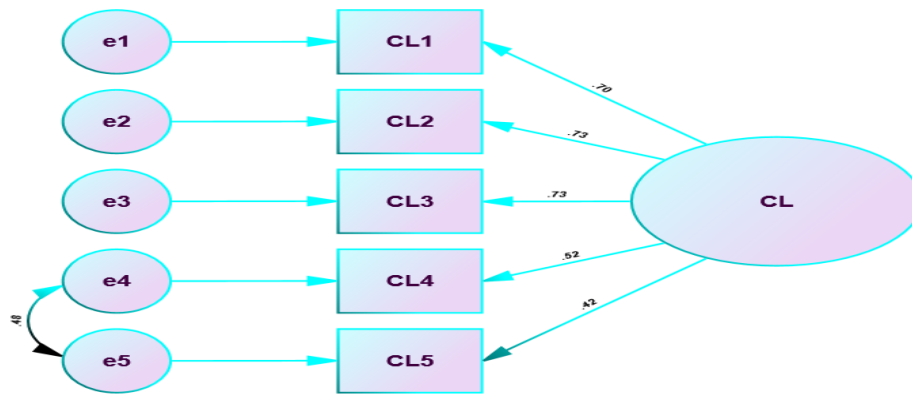


Figure (3) Confirmatory factor analysis of the customer loyalty sustainability variable

Table (4): Regression weights for the customer loyalty sustainability variable

PATH	Estimate	SE	CR	P	Label
CL1 <--- F1	1.000				
CL2 <--- F1	1.132	.135	8.378	***	
CL3 <--- F1	1.179	.141	8.351	***	
CL4 <--- F1	.901	.139	6.497	***	
CL5 <--- F1	.636	.120	5.287	***	

Source: Program outputs Amos v.25

Based on what was done above to be sure That is variable Sustaining customer loyalty It is measured by (5) Poverty at distributed over One dimension.

Third: Description of the characteristics of the research sample

The research sought to select a random sample consisting of: (222) Individual clients of some beauty centers in Misan Governorate to whom a questionnaire form was distribute .recovery Of which only (220) Questionnaire Only (1) questionnaire was excluded from it, which is not suitable for statistical analysis. Thus, only (219) questionnaires remain. Suitable for statistical analysis and processing, Thus, the response rate of respondents reachedn98%. The table shows (5) General characteristics of the sample.

Table (5): Characteristics of the research sample

Type		the age				Academic achievement			
mal e	femini ne	Les s tha n 30 year s old	31- 40 year s old	41- 51 year s old	More than 51 years old	Prepara tory school and below	Diplo ma	Bachelo r's	Postgradu ate studies

62	157	81	106	24	8	7	42	130	40
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Source: Program outputs SPSS V.25

Fourth: Descriptive statistics for the two research variables

Table (6) shows the descriptive statistics for the two research variables, which are (arithmetic mean, standard deviation, relative importance, coefficient of variation), as it is clear that the augmented reality marketing variable obtained a weighted arithmetic mean of (3.921), with a standard deviation of (0.889), and response intensity (Relative importance) had a value of (78.425) and a coefficient of variation of (22.679). The explanation for this is that this variable is available in beauty centers in Misan Governorate based on the sample's answers. This answers the second question posed in the research problem.

But variable Sustaining customer loyalty He obtained a weighted arithmetic mean of (3.968) and with a standard deviation (0.593) The intensity of the answer (relative importance) amounted to (79.361) and coefficient of variation (14.940) The explanation for this is that the clients of beauty centers in Misan, the research sample, have sufficient awareness about...Customer loyalty sustainability variable Based on the sample answers, this answers the second question Lth The research problem presented.

Table (6): Descriptive statistics for the research variables

variable	N	Mean	Std. Deviation	Relative importance	Coefficient of variation
ARM	219	3.921	0.889	78.425	22.679
CL	219	3.968	0.593	79.361	14.940

Source: Program outputs Spss V.25, Excel V 2010

Fifth: Testing hypotheses

1. Testing the first main hypothesis

The first main hypothesis states: There is a statistically significant correlation between augmented reality marketing and sustainable customer loyalty To test this hypothesis, the simple Pearson correlation coefficient method will be used, and to judge the strength and nature of the relationship depending on the value R Which ranges between (0,1) according to the rule he mentioned (Saunders et al (2009:259) And it is (low correlation, positive or negative 0.00+ - 0.30), (strong correlation, positive or negative) (0.70 + -0.31), (a very strong positive or negative (or complete) correlation (0.71 + -100%), (no correlation 0).

Table (7) shows the test of the correlation between the independent variable, augmented reality marketing, and the dependent variable, customer loyalty sustainability. It is clear that the correlation value coefficient R has reached (.960**) By relying on the above rule, the hypothesis of the link described above is accepted.

table(7) Pearson's simple correlation coefficient

		ARM	CL
ARM	Pearson Correlation	1	.960**
	Sig. (1-tailed)		.000
	N	219	219
CL	Pearson Correlation	.960**	1

	Sig. (1-tailed)	.000	
	N	219	219
As a result of the decision, there is a very strong correlation between augmented reality marketing and sustainable customer loyalty			

Source: Program results Spss V.25

2. Testing the second main hypothesis

The second main hypothesis states: There is a statistically significant effect of the augmented reality marketing variable on the customer loyalty sustainability variable. To test this hypothesis, a linear regression equation will be used using structural equation modeling, which is one of the methods that shows the amount of influence between the independent and dependent variables and the direction of the influence based on the hypothetical model.

The figure shows (4) impact Augmented reality marketing As an independent variable on Sustaining customer loyalty As a dependent variable. At the customer level Beauty centers in Maysan Governorate, research sample, so It turns out that there is a significant effect. For marketing augmented reality in sustaining customer loyalty, this effect has been achieved Standard (0.96). This indicates that the unit has changed. In the augmented reality marketing variable will lead Definitely to events Change in Customer loyalty sustainability variable (63%), and This value is considered significant, as it reached the critical ratio (CR) according to the table (8) (50.812), which indicates high statistical significance. As shown in the figure (4) that With the coefficient of determination (R^2) amounted to (0.92), which means that the independent variable It explains 92% of the variables that occur in the dependent variable. This is based on the answers of the sample members search, While the complementary ratio (8%) that T This indicates that there are other factors affecting it Sustaining customer loyalty. It was not included. Here is the model for this research.

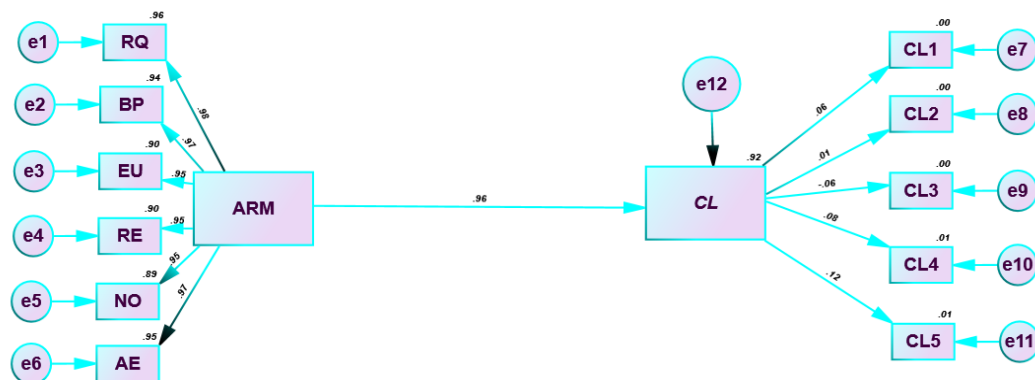


Figure (4) Testing the impact of augmented reality marketing on sustaining customer loyalty

Table (8): The impact path of the variable augmented reality marketing on sustaining customer loyalty

	PATH	Estimate	SE	CR	P
CL	<--- ARM	.640	.013	50.812	***
RQ	<--- ARM	1.141	.015	76.927	***
BP	<--- ARM	1.167	.020	58.124	***
EU	<--- ARM	1.071	.025	43.683	***
RE	<--- ARM	.802	.018	45.536	***

PATH			Estimate	SE	CR	P
NO	<---	ARM	.706	.016	42.960	***
AE	<---	ARM	1.000	.016	61.346	***
CL3	<---	CL	1.085	.096	52.889	***
CL1	<---	CL	.170	.084	22.830	***
CL2	<---	CL	.108	.091	8.090	***
CL4	<---	CL	.117	.101	6.155	***
CL5	<---	CL	.152	.089	5.712	***

Source: Program results Amos V.25

Based on the above, the result of the decision is that there is a statistically significant influence relationship for the augmented reality marketing variable on sustaining customer loyalty.

First: Conclusions

Who is more important? Conclusions which he reached Search Which It can be summarized as follows:

1. There is interest by the researched sample in this marketing strategy based on technology and digital diversity, which aims to expand the customer's vision and enhance his sustainability in obtaining the cosmetic service provided by the researched sample, in a way that brings him pleasure and satisfaction.
2. The results of the statistical analysis showed that there is a good correlation between the two research variables, and this enhances the interest of the sample studied in the modern marketing aspect, in a way that suits the customer's awareness of technology and development.
3. There is a statistical influence relationship between the two research variables (augmented reality marketing and sustainability of customer loyalty), and this is an important indicator of the quality of the marketing process.
4. The results of the statistical analysis showed that there is a good percentage of interest in this marketing tool, which makes the cosmetic and medical services provided by the sample studied real in the eyes of the customer.

Second: Recommendations

Based on the conclusions reached by the research, there are several recommendations as follows:

1. Seek The sample studied was to keep pace with everything new and advanced in the world of marketing in order to strengthen its position among competitors and achieve a permanent and continuous mark with its customers.
2. Based on the strong correlation between augmented reality marketing and the sustainability of customer loyalty shown by the results of statistical analysis, the researched sample focuses on increasing its interest in this modern marketing tool.
3. The sample studied must pay attention to providing modern digital technologies that provide various options to the customer and make the cosmetic service real in his view and in a way that suits his needs before purchasing the actual service.
4. This interest on the part of the research sample in augmented reality marketing has a positive impact on its reputation among competitors in the world of beauty,

which is currently witnessing an increasing demand for it, and this in itself is a motivation for increasing interest in augmented reality marketing to ensure the sustainability of its customers' loyalty to it.

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