The Design of an Augmented Typographic Experience for E-Marketing of Women Textile Fabrics

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Abstract:

E-Marketing has a significant effect on the marketing efficiency of products and services. The success of effective e-marketing of textile fabric is based on the effectiveness of the ideal recruitment of suitable advertising function of the textile product to highlight its aesthetics, features, surface effects, and varied colors. Due to the intensified competition among different advertising agencies, it is necessary to provide marketing and advertising solutions that can confront challenges and affect users’ attitudes effectively towards products and services. Therefore, in this research, we resort to using augmented reality advertisement as an e-marketing effective function for women textile fabrics. The research problem is concluded in studying the contribution of Typographic Textile Fabrics Design on users’ acquisition of marketing positive attitudes towards augmented implementation. The research objective is to prepare and use an electronic application to market textile fabrics designed by using Typography. To answer questions of the research and achieve its objectives, follow the experimental methodological Research on designing an augmented reality program to market Typographic Textile Fabrics by preparing and designing an augmented electronic application to study its impacts on the category of users attitude, which requires preparing attitude measurement that include (number of phrases to measure the attitude of this category members towards Augmented Application used for e-marketing of Textile Fabrics. The study concluded that the design of Typographic textile fabrics provides a positive user attitude for e-marketing augmented application.

Keywords

Augmented Reality, Typography, E-Marketing, Textile Fabrics, Women Fabrics, Digital Marketing

Paper History:

Paper received 10th July 2019, Accepted 15th September 2020, Published 1st of October 2020