

# **Mixed Reality in Confronting Consumer Security and Privacy Issues in Digital Marketing: Integrating the Best of Both Worlds for Better Interaction with Users**

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## **Abstract**

The developments in technology have presented many opportunities as well as threats to businesses in interacting with their customers. Mixed reality (MR) technology is one of those disruptive technological developments that many organizations have taken advantage of in order to enhance interaction with consumers. Consumers are not always eager to interact with organizations through the internet due to security and privacy concerns associated with the use of the internet. On the other hand, mixed reality technologies combine the physical and digital worlds allowing better interaction with consumers. Mixed reality technology allows effective consumer interaction, improved consumer experiences and enhanced engagement. There are however challenges associated with the use of mixed reality technologies which include costs, privacy, and security issues; hence, the adoption of these technologies in developed countries is minimal. It can be recommended that there is a need for companies to invest in infrastructure that promotes the full implementation of mixed reality technologies.

**Key Terms:** Real Environment, Augmented Reality, Virtual Environment, Information Communication Technology, Consumer Engagement, Immersive Technology, Virtual Reality