

VIRTUAL REALITY (VR) MARKETING: ENHANCING CUSTOMER EXPERIENCE

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ABSTRACT

Virtual Reality (VR) marketing has emerged as a transformative strategy in the digital era, shifting consumer interaction from passive observation to immersive participation. This study investigates how VR technology enhances customer experience by providing realistic simulations of products and services. Utilizing a descriptive research design, data was collected from 150 respondents, primarily aged 18–25, to analyze perceptions of VR's utility in marketing. The findings reveal that while foundational awareness of VR is high (70.5%), there remains a significant gap between technological potential and consumer perception, with many respondents associating VR with mechanical processes rather than emotional engagement. Despite these misconceptions, the study highlights the effectiveness of VR in sectors like tourism and real estate for providing virtual tours and 3D product visualizations. The research concludes that for VR to become a staple in modern marketing, businesses must focus on enhancing content interactivity and addressing user discomfort. Ultimately, VR offers a competitive advantage by creating memorable brand interactions that traditional media cannot replicate.

Keywords: Virtual Reality, Customer Experience, Immersive Marketing, Consumer Behaviour, Digital Transformation, 3D Visualization.

INTRODUCTION

Virtual Reality (VR) marketing uses immersive technology to create interactive digital environments where consumers can explore products and brand stories. Unlike traditional methods relying on static text or video, VR allows customers to experience a brand firsthand. Leading companies like IKEA and Audi utilize VR to let customers visualize products or explore vehicles before purchasing, making it a vital component of modern digital strategy.

OBJECTIVES OF THE STUDY

- To analyze how VR enhances customer engagement in marketing.
- To examine the role of VR in personalizing customer experiences.
- To evaluate the effectiveness of VR in influencing purchase decisions.
- To explore how VR adoption can strengthen brand positioning.

STATEMENT OF THE PROBLEM

Traditional marketing methods, such as print and TV ads, often fail to engage modern consumers who seek personalized experiences. The core issues identified include a lack of immersive engagement, limited product visualization, and a weakening emotional connection between brands and customers. There is a critical need to explore how VR can overcome these static limitations to influence buying decisions effectively.

SCOPE OF THE STUDY

- ✓ The research encompasses several key areas:
- ✓ Understanding how VR technology influences brand-customer interaction.
- ✓ Analyzing factors affecting the VR experience, such as immersion and interactivity.
- ✓ Investigating the role of VR in shaping customer perception and purchase intention.
- ✓ Providing strategic recommendations for businesses to improve their marketing through VR

RESEARCH METHODOLOGY

This study employs a **descriptive research design**.

- **Primary Data:** Collected from 150 consumers via structured questionnaires and surveys.
- **Secondary Data:** Gathered from research journals, industry reports, and case studies.
- **Analysis:** Data was processed using frequency distribution, percentage analysis, and graphical representations.

REVIEW OF LITERATURE

- **Sharma and Gupta (2023):** Found that VR allows customers to interact with products in simulated environments, increasing buying confidence.
- **Singh and Patel (2023):** Emphasized that VR advertisements significantly improve brand recall and positive attitudes.
- **Mehta and Desai (2024):** Highlighted that VR demonstrations reduce product return rates by improving usability understanding.
- **Nair and Thomas (2025):** Identified that VR allows for personalized interactions, strengthening long-term brand loyalty

DATA ANALYSIS & INTERPRETATION

Data Analysis & Interpretation Data from 150 respondents (52% male, 48% female) reveals several trends:

- ✧ **Demographics:** 82.55% of respondents are aged 18–25, representing the tech-savvy Gen Z demographic. Over 98% have university-level education.
- ✧ **Awareness:** While 69.8% correctly identify "VR" as Virtual Reality, 30% still confuse the term with concepts like "Virtual Response".
- ✧ **Hardware:** 72.48% are aware that a headset is the primary device for VR.
- ✧ **Perception Gaps:** Only 22.82% correctly identified "Customer Experience" as the primary goal of VR marketing, with many confusing it with back-end processes like production costs or accounting. Furthermore, only 18.24% believe VR currently increases engagement, while 35.14% associate it with "complaints" due to poor implementation.

SUGGESTIONS

- **Enhance Accessibility:** Companies should invest in affordable hardware to reach a wider audience.
- **Focus on Interaction:** Move beyond static 360-degree videos toward fully interactive 3D environments where users can manipulate products.

- **Try-Before-You-Buy:** Expand virtual trial rooms to increase consumer confidence and reduce return rates.
- **Content Education:** Use VR to explain complex product features clearly before a purchase.

CONCLUSION

VR marketing is a growing component of digital strategy, valued for its ability to provide immersive 3D product visualizations. Although currently hindered by high costs and technical misconceptions, it remains a powerful tool for sectors like tourism and real estate. As technology advances, VR will be essential for brands looking to build stronger emotional connections and a modern brand image.

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