



NATIONAL RESEARCH
UNIVERSITY

THE APPLYING OF VIRTUAL REALITY IN MARKETING OF LUXURY AUTOMOTIVE INDUSTRY.

Research Proposal

Saint-Petersburg, 2019

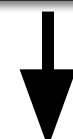
Dmitriy Evstigneev
Vladimir Litash
Group BMN – 164
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Denis Kondrashov

BACKGROUND INFORMATION AND PROBLEM STATEMENT

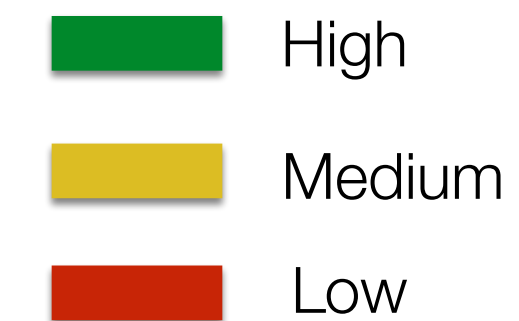
Obscurity of virtual reality



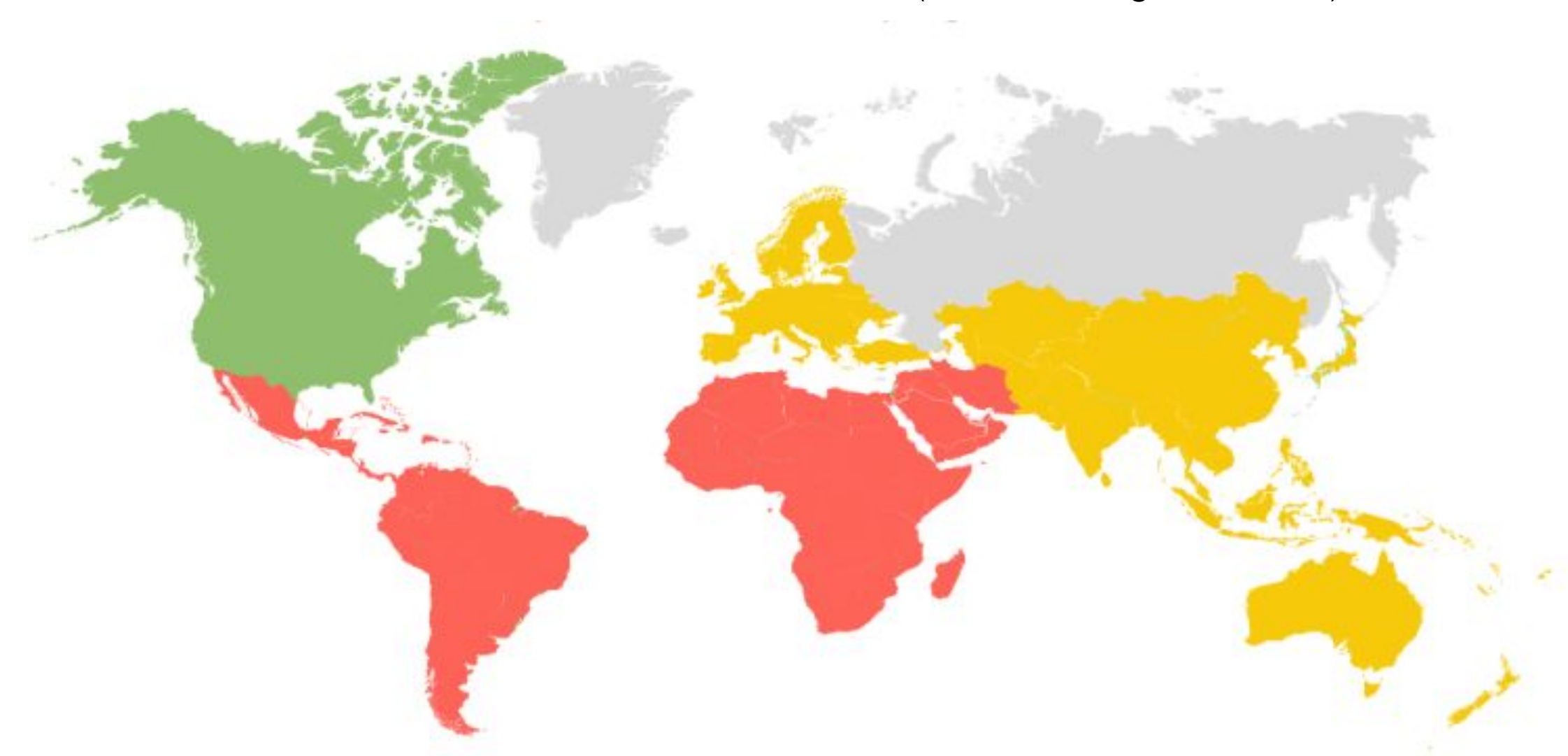
Importance of implementation



How to benefit from this technology

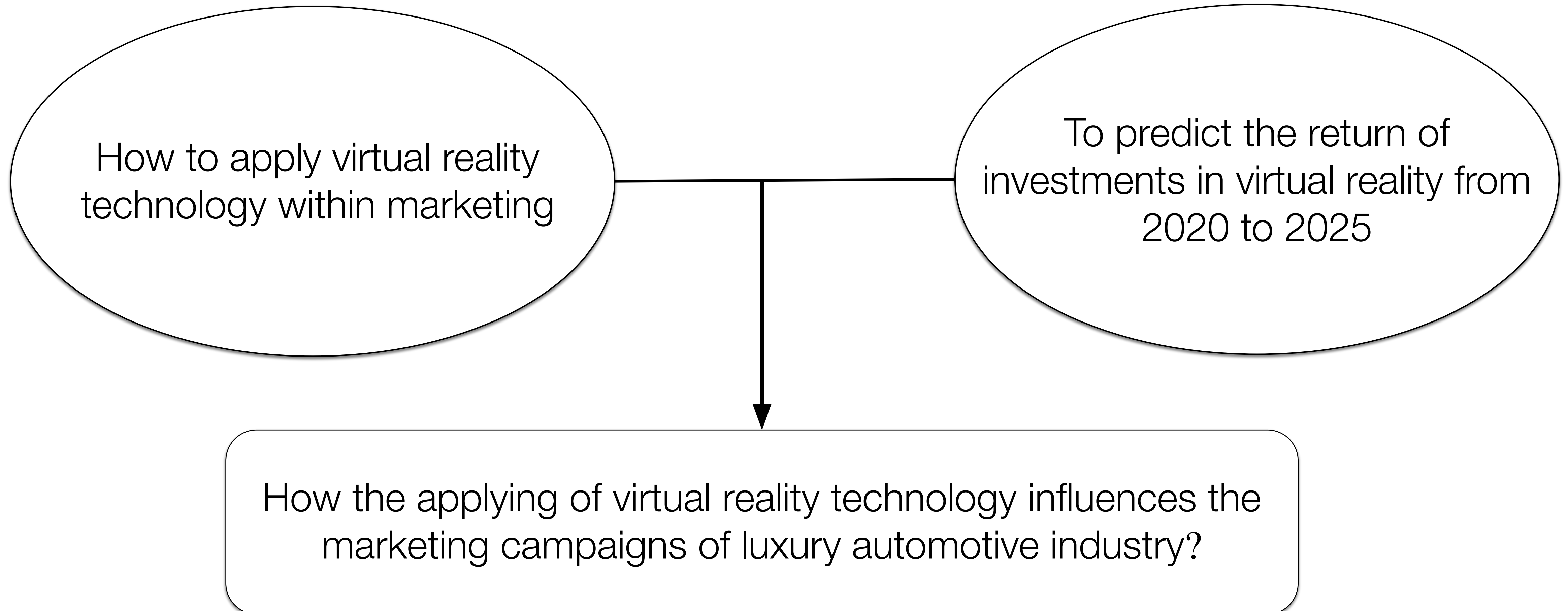


(Mordor intelligence, 2019)



~ 171 m VR users

RESEARCH QUESTION & GOALS



OBJECTIVES



1. Analyze previous studies

2. Find companies

3. Study implementation methods

4. Make a forecast

5. To identify the most profitable implementation method

LITERATURE REVIEW

Table 1

Condition	Number of participants	Pretest	Post-test	Difference
Virtual	34	28.1%	<u>56.5%</u>	<u>28.5%</u>
Video	34	27.9%	43.9%	16.1%
Textbook	31	25.3%	50.2%	24.9%

(Allcoat & von Muhlenen, 2018)

Chart 2

(Grudzewski, Mazurek, Awdzlej & Piotrowska, 2018)

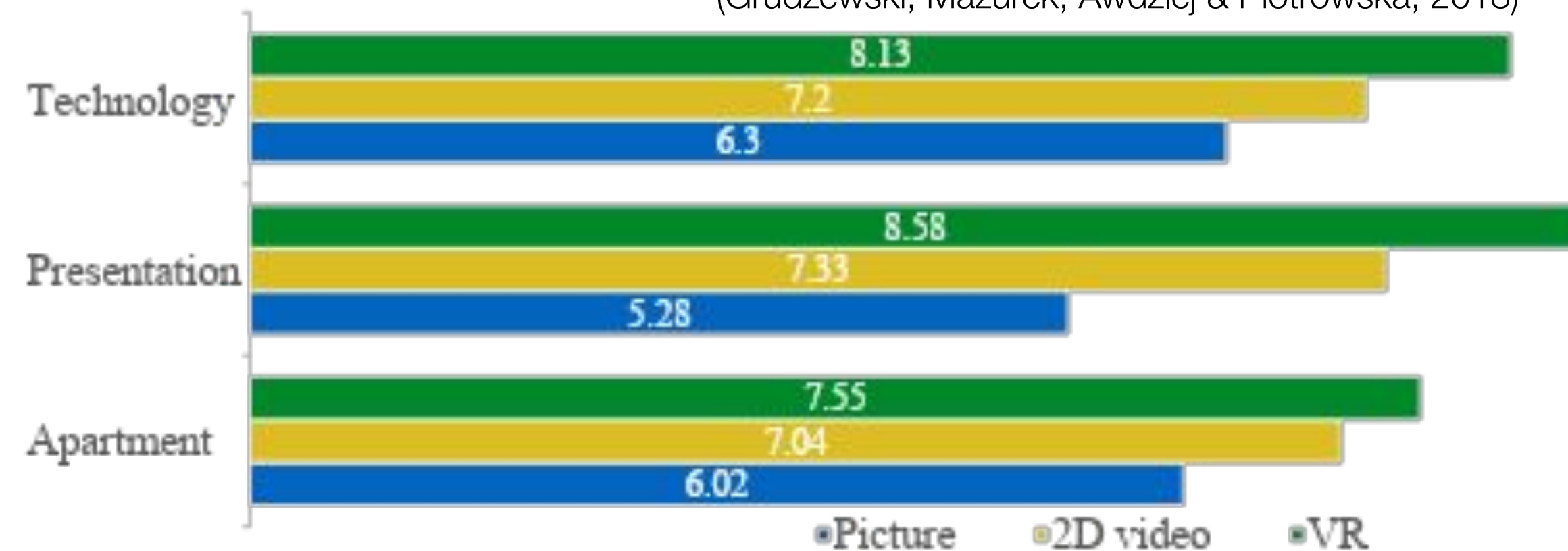
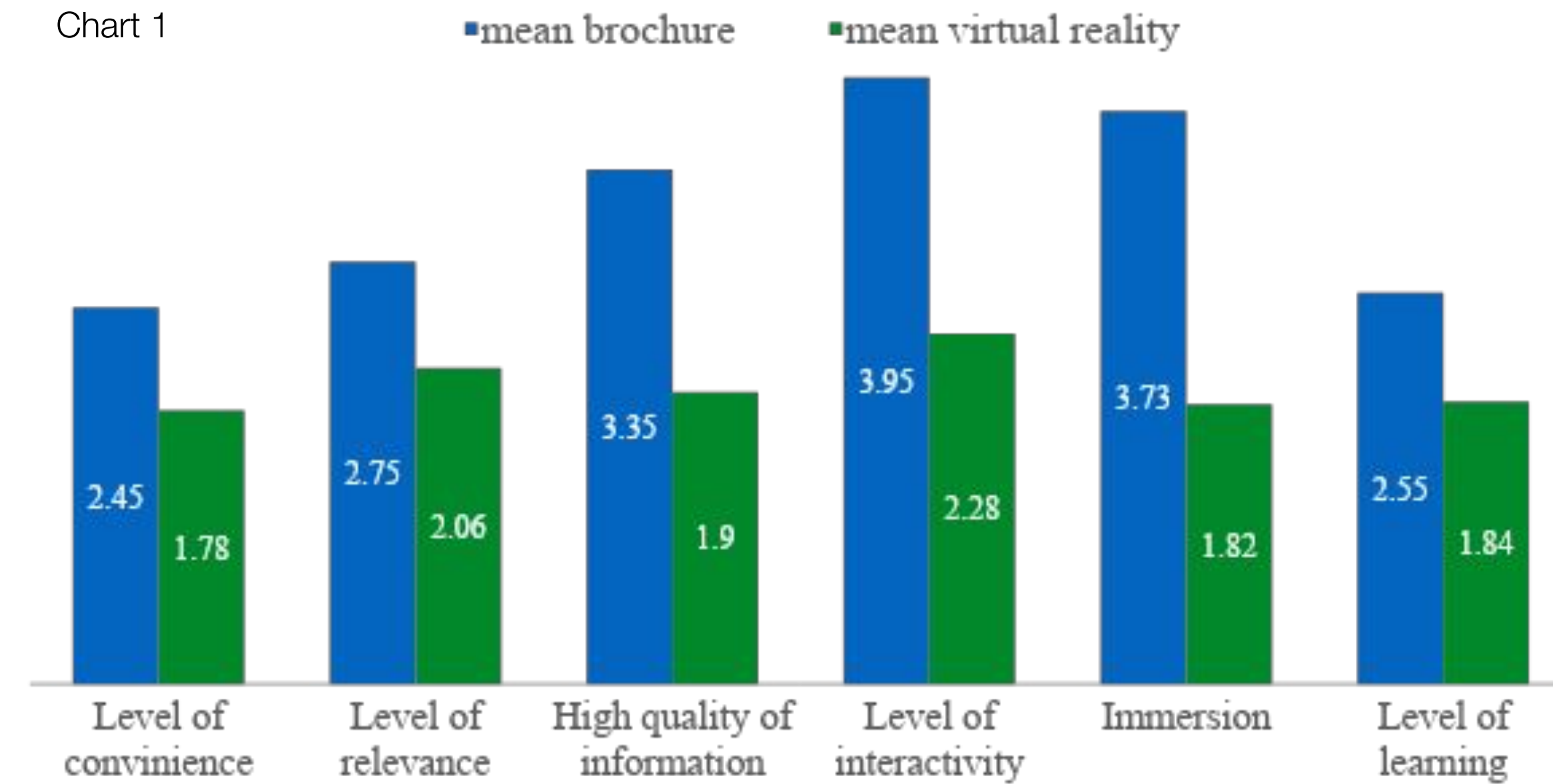


Chart 1



(Rainoldi, Driescher, Lisnevsk, Zvereva, Stavinska, Relota & Egger, 2018)

METHODOLOGY

Data collection



Forecast



ANTICIPATED RESULTS

The confirmation of the hypothesis

Recommendations for companies

New and unique practical knowledge

SUMMARY

- ✓ Importance and pragmatism of virtual reality
- ✓ There are companies who already use VR for marketing
- ✓ Virtual reality is a versatile technology



REFERENCES

1. D. Allcoat & A. Von Muhlenen (2018), *Learning in virtual reality: Effects on performance, emotion and engagement*
https://www.researchgate.net/publication/329292469_Learning_in_virtual_reality_Effects_on_performance_emotion_and_engagement
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3. F. Grudzewski, G. Mazurek, M. Awdziej & K. Piotrowska (2018), *Virtual Reality in Marketing Communication – the Impact on the Message, Technology and Offer Perception – Empirical Study*
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<https://www.mordorintelligence.com/industry-reports/immersive-virtual-reality-market>



NATIONAL RESEARCH
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THE APPLYING OF VIRTUAL REALITY IN MARKETING OF LUXURY CARS SEGMENT.

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