



NATIONAL RESEARCH  
UNIVERSITY

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

Research Proposal

Saint-Petersburg, 2019

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# BACKGROUND INFORMATION AND PROBLEM STATEMENT

Obscurity of virtual reality



Importance of implementation



How to benefit from this technology

# RESEARCH QUESTION

How the applying of virtual reality technology influences the marketing campaigns of luxury automotive industry?



# GOALS

To identify how companies  
apply virtual reality technology  
within their marketing  
campaigns

Predict the return of investments  
in virtual reality from 2020 to  
2025

# OBJECTIVES

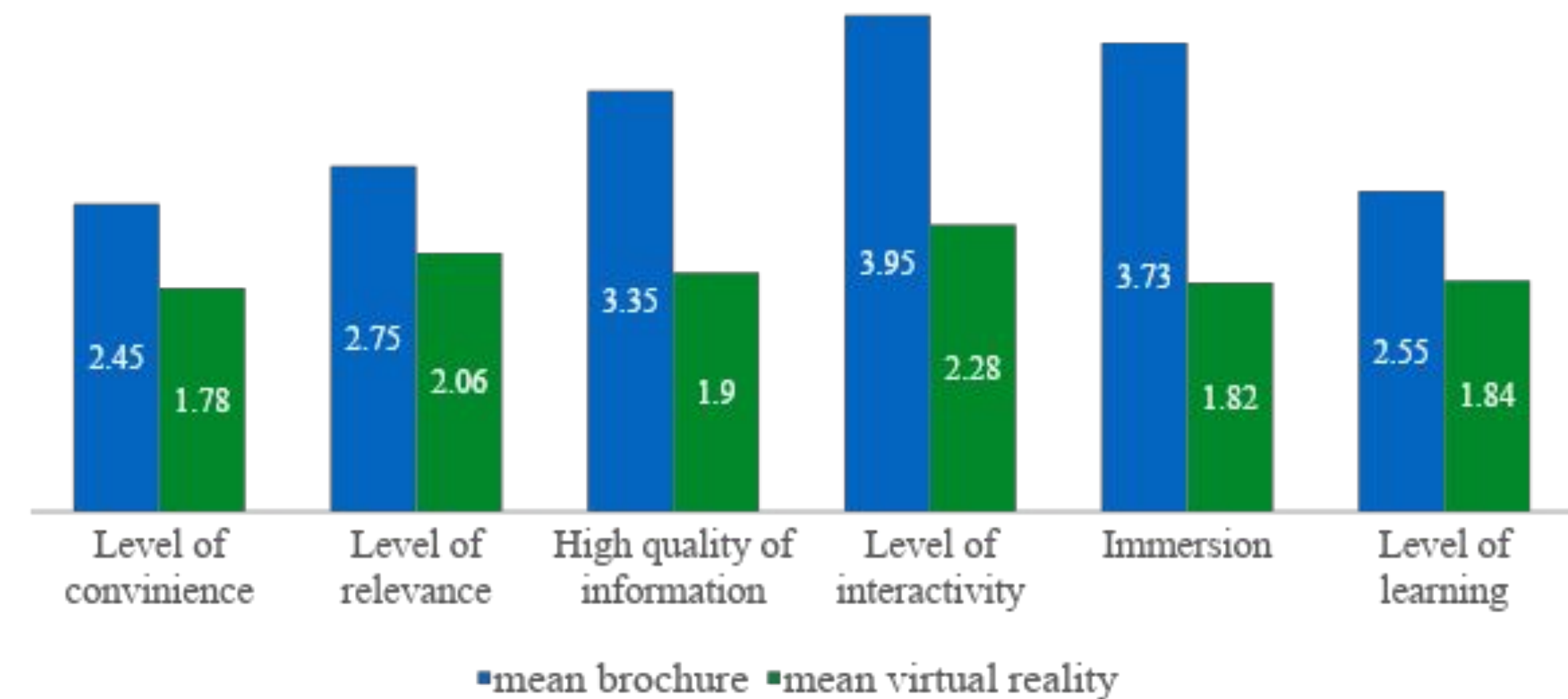
1. Analyze previous studies
2. Find companies
3. Study implementation methods
4. Make a forecast
5. To identify the most profitable implementation method

# LITERATURE REVIEW

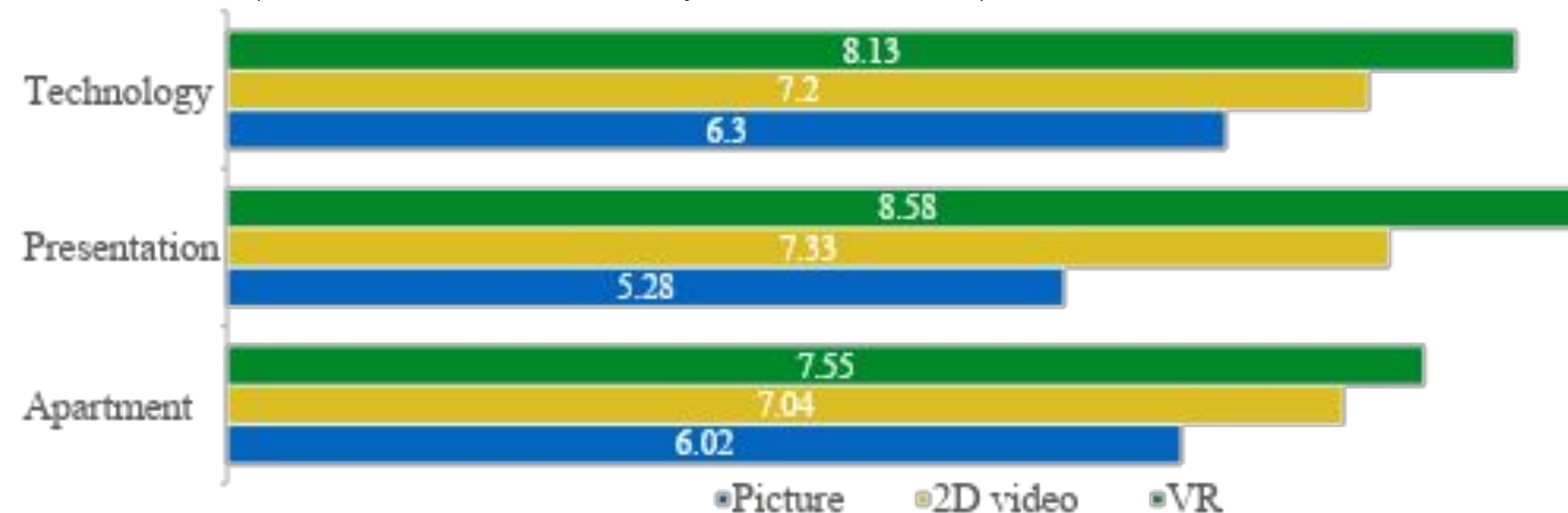
Condition	Number of participants	Pretest	Post-test	Difference
Virtual	34	28.1%	<u>56.5%</u>	<u>28.5%</u>
Video	34	27.9%	43.9%	16.1%
Textbook	31	25.3%	50.2%	24.9%

(Allcoat & von Muhlenen, 2018)

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



(Grudzewski, Mazurek, Awdzlej & Piotrowska, 2018)





# METHODOLOGY

Data collection

- Case study
- Sales reports
- Annual financial reports

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*  
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# THE APPLYING OF VIRTUAL REALITY IN MARKETING OF LUXURY CARS SEGMENT.

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