



NATIONAL RESEARCH
UNIVERSITY

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

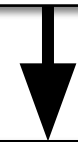
Research Proposal

Saint-Petersburg, 2019

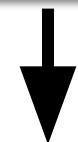
Dmitriy Evstigneev
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Group BMN – 164
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BACKGROUND INFORMATION AND PROBLEM STATEMENT

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

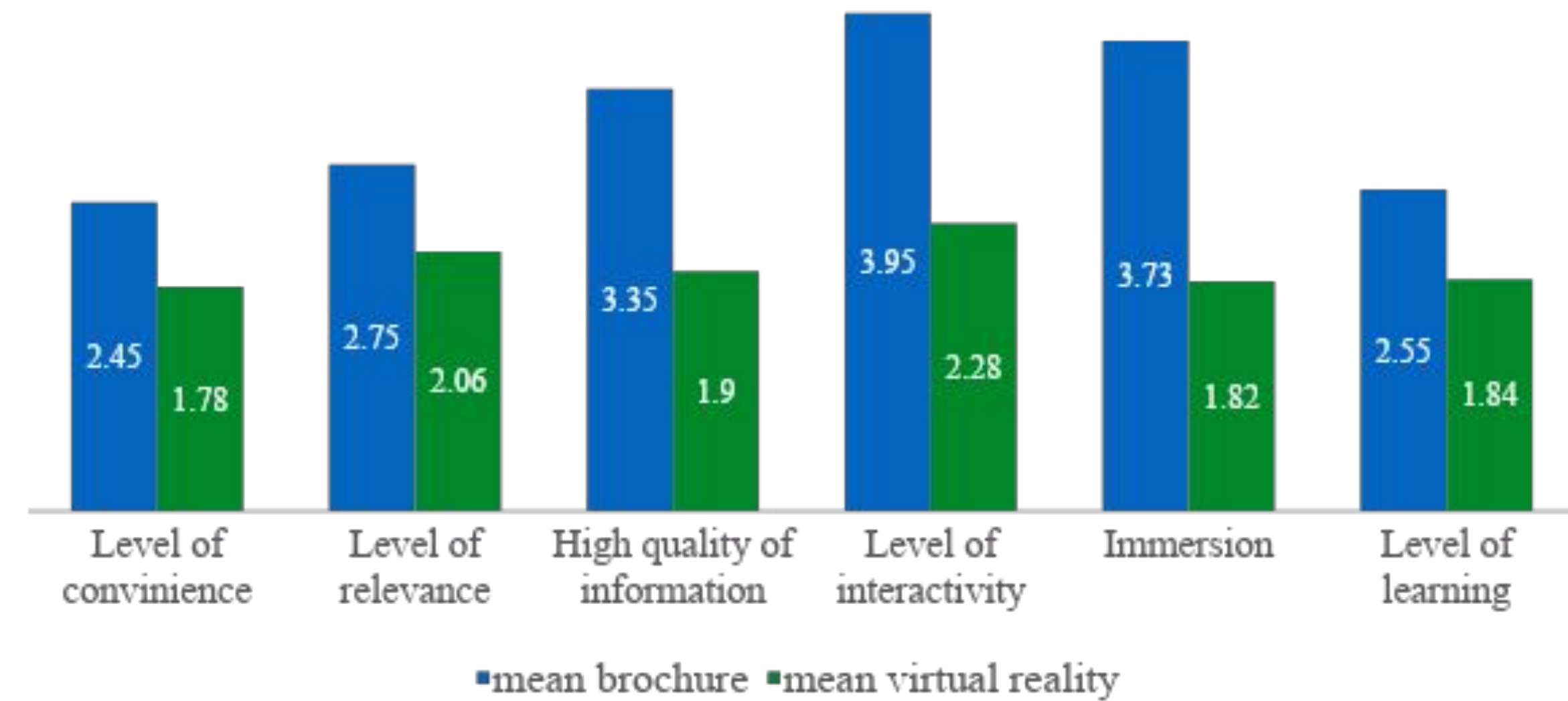
1. Analyze previous studies
2. Find companies
3. Study implementation methods
4. Make a forecast
5. To identify the most profitable implementation method

LITERATURE REVIEW

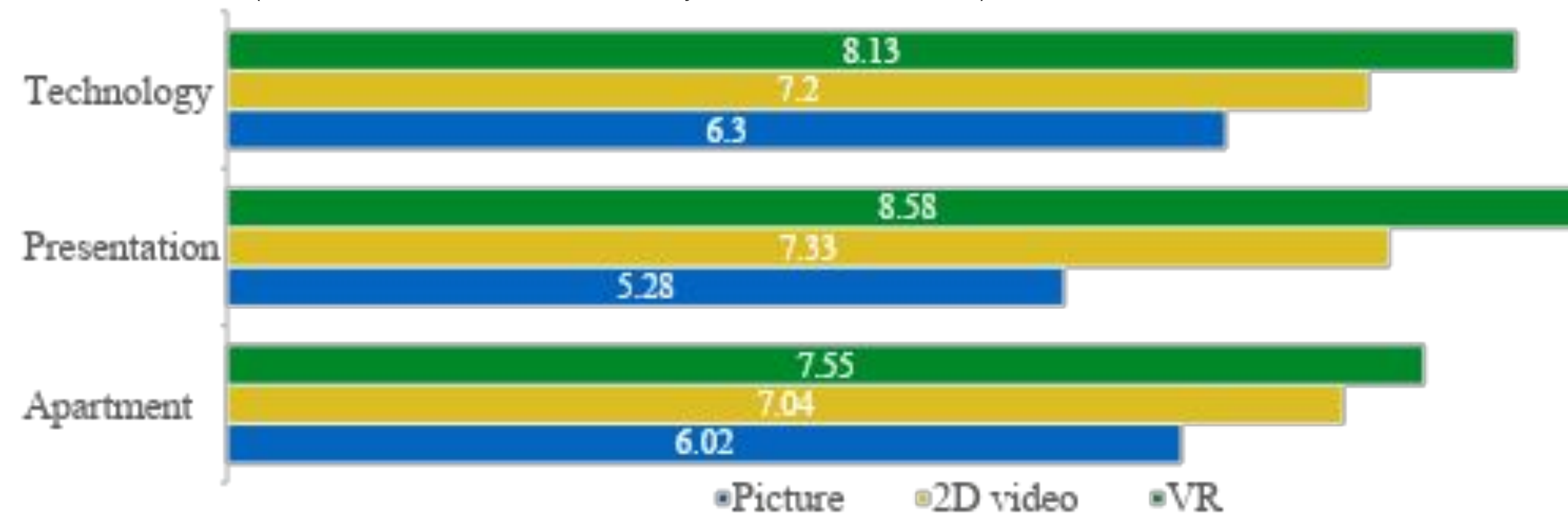
| Condition | Number of participants | Pretest | Post-test | Difference |
|-----------|------------------------|---------|--------------|--------------|
| Virtual | 34 | 28.1% | <u>56.5%</u> | <u>28.5%</u> |
| Video | 34 | 27.9% | 43.9% | 16.1% |
| Textbook | 31 | 25.3% | 50.2% | 24.9% |

(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*
<https://www.researchgate.net/publication/329292469> *Learning in virtual reality Effects on performance emotion and engagement*
2. M. Rainoldi, V. Driescher, A. Lisnevskaja, D. Zvereva, A. Stavinska, J. Relota & R. Egger (2018), *Virtual Reality: An Innovative Tool in Destinations' Marketing*
<https://www.nepjol.info/index.php/GAZE/article/view/19721>
3. F. Grudzewski, G. Mazurek, M. Awdzlej & K. Piotrowska (2018), *Virtual Reality in Marketing Communication – the Impact on the Message, Technology and Offer Perception – Empirical Study*
<https://www.researchgate.net/publication/326626162> *Virtual Reality in Marketing Communication - the Impact on the Message Technology and Offer Perception - Empirical Study*



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

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