



NATIONAL RESEARCH
UNIVERSITY

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

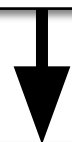
Research Proposal

Saint-Petersburg, 2020

Dmitriy Evstigneev
Vladimir Litash
Group BMN – 164
Academic Supervisor:
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BACKGROUND INFORMATION AND PROBLEM STATEMENT

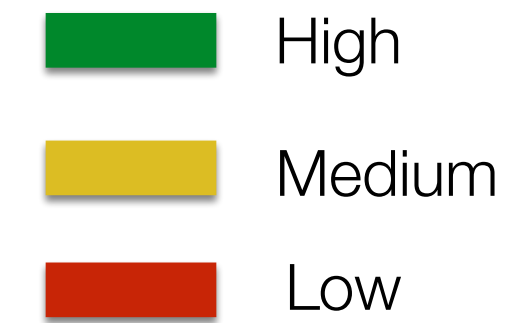
Obscurity of virtual reality



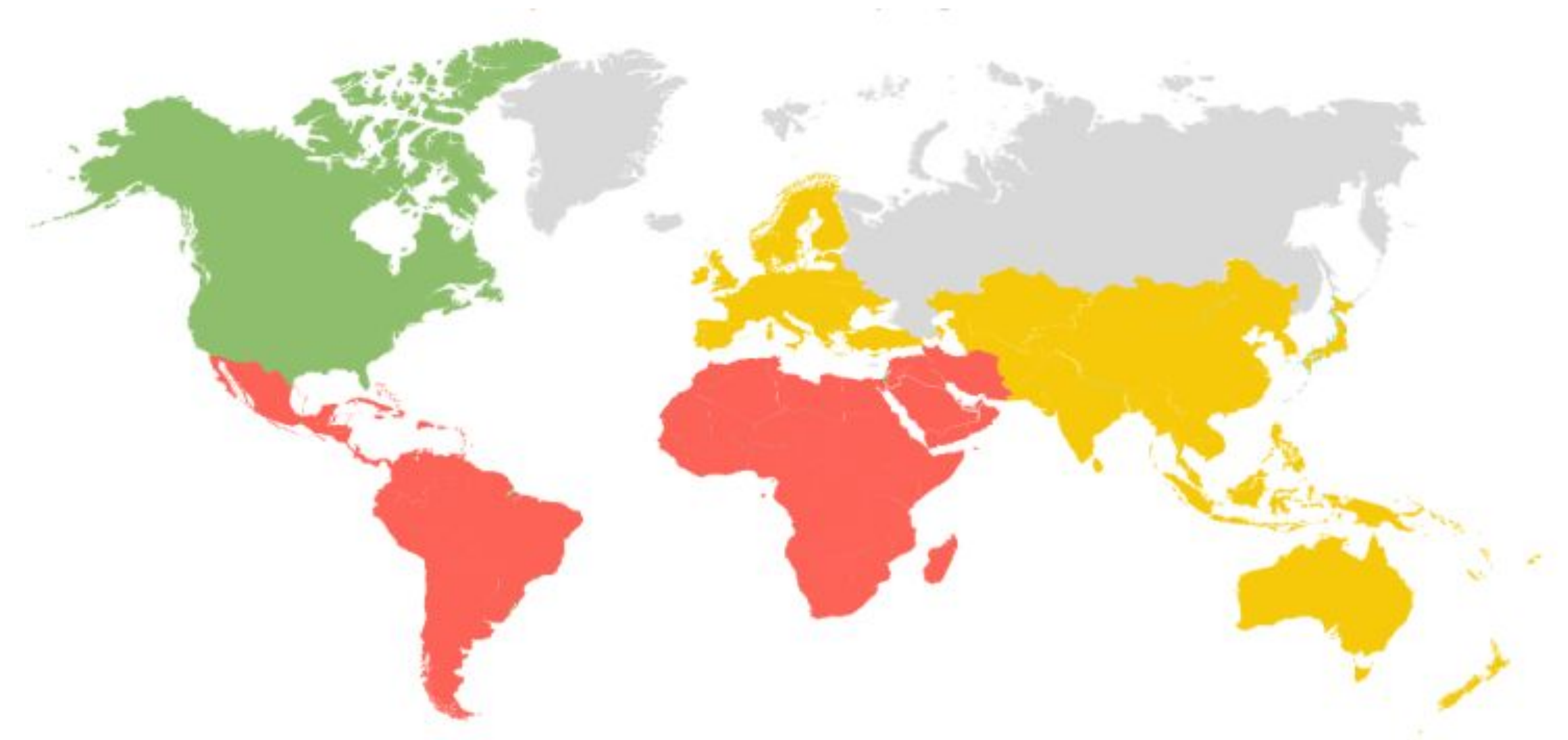
Importance of implementation



How to benefit from this technology

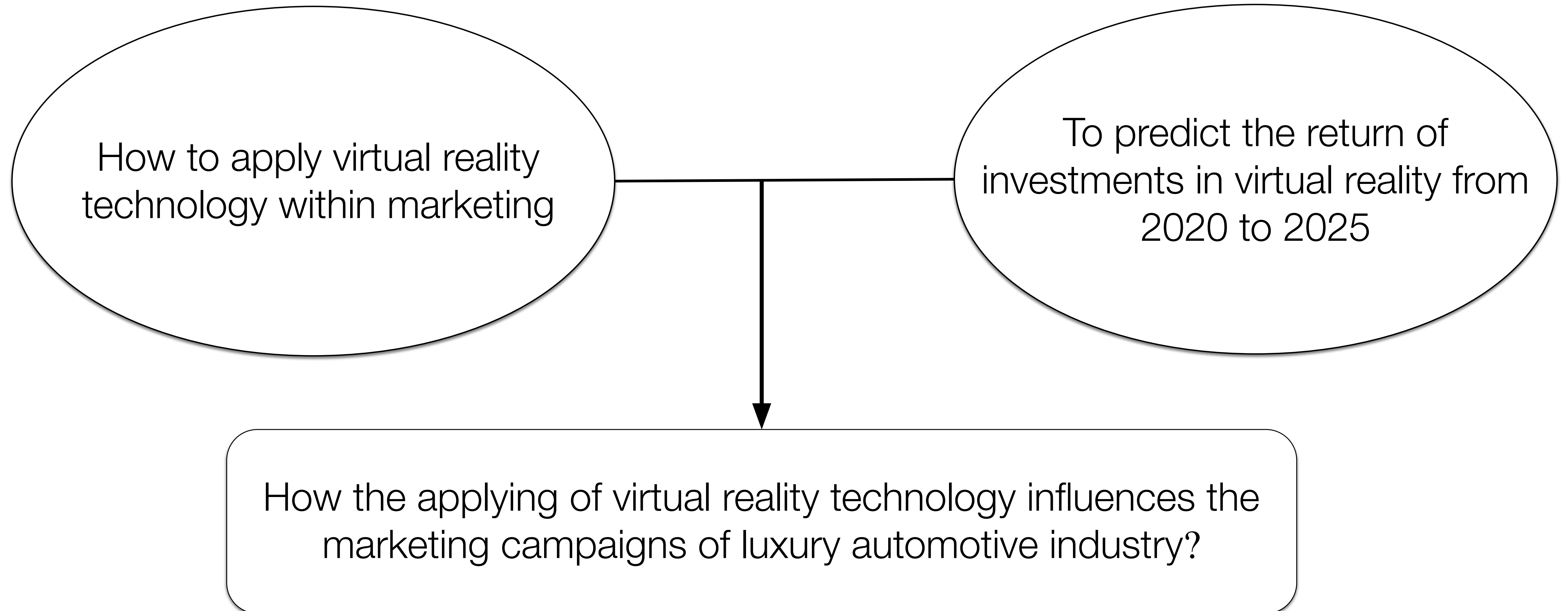


(Mordor intelligence, 2019)



~ 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)

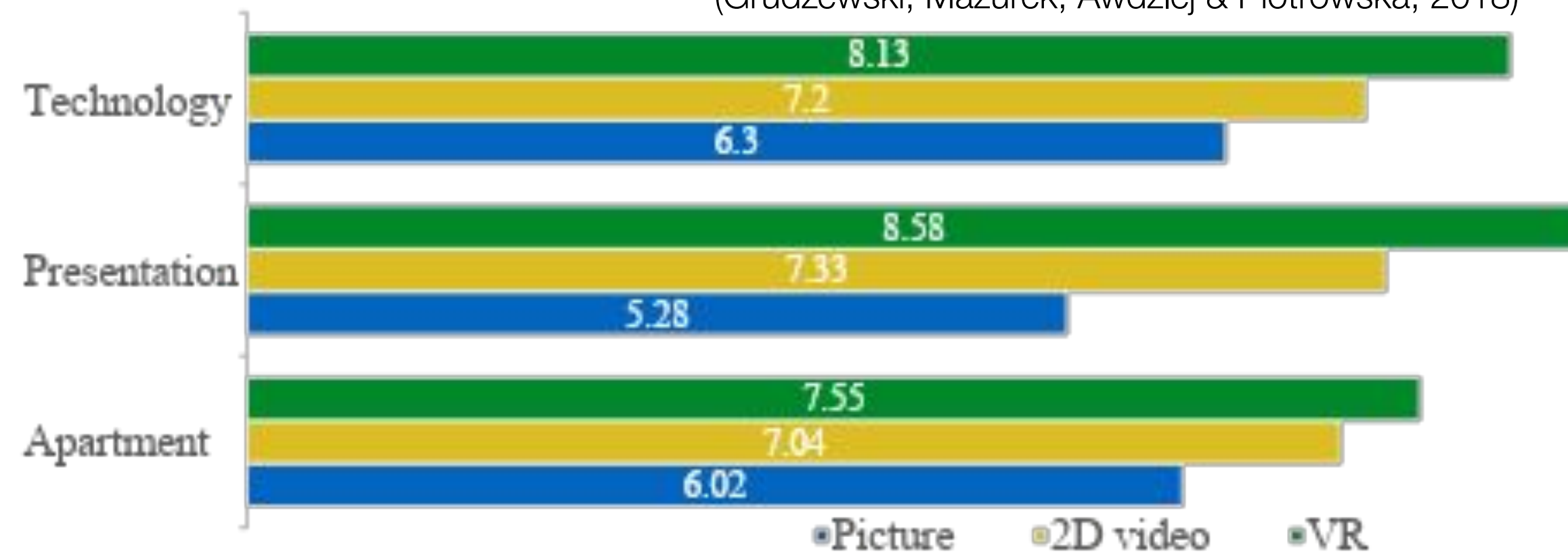
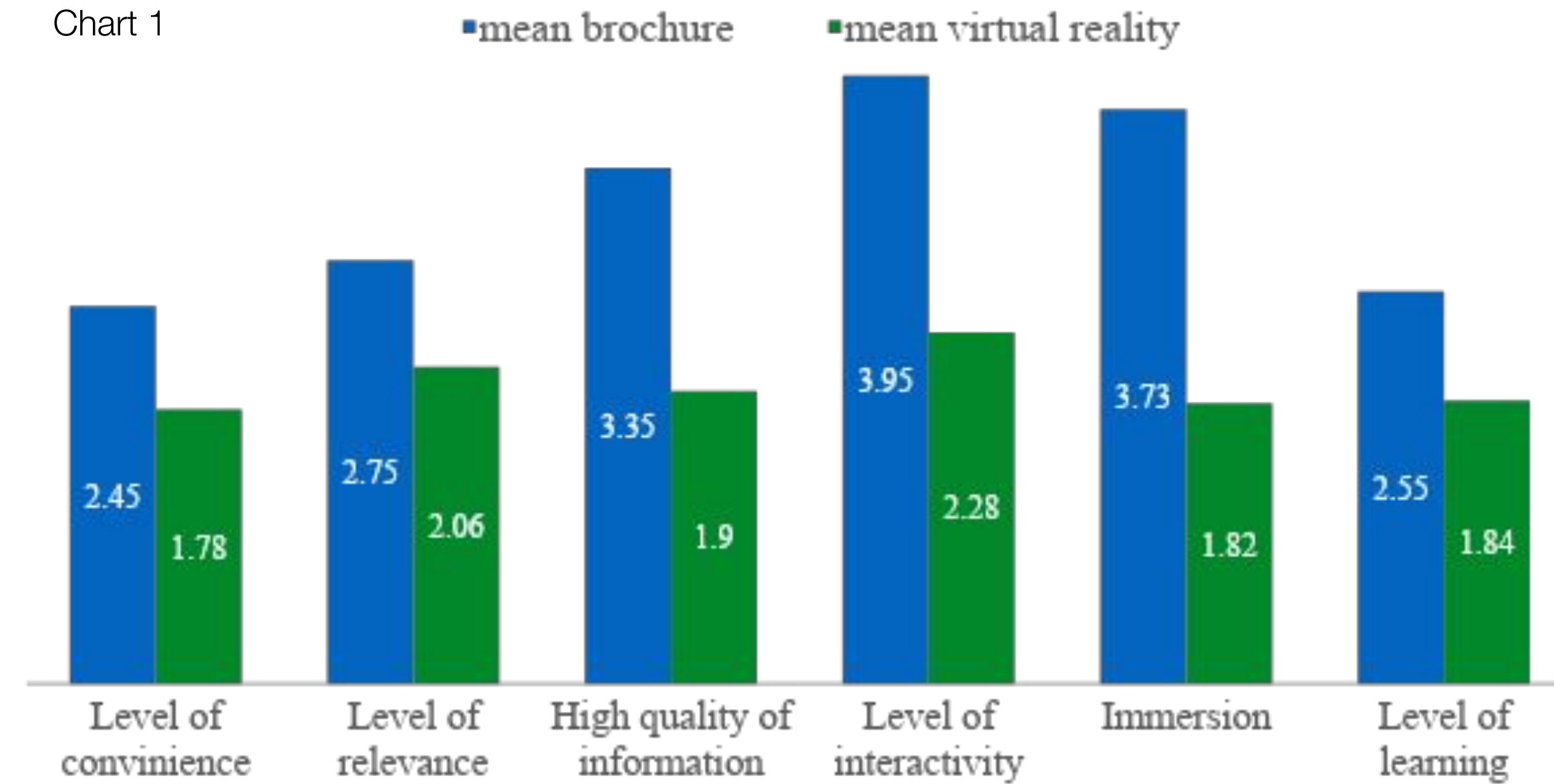


Chart 1



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

METHODOLOGY

Data collection

Forecast



HYPOTHESES

No1

The payback period of investments will be within first two years



No2

Investments will pay off for all companies in the end of the forecast period



ANTICIPATED RESULTS

The confirmation of the hypotheses

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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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*
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4. Mordor intelligence (2019), *Virtual Reality (VR) market - growth, trends, and forecast (2020-2025)*
<https://www.mordorintelligence.com/industry-reports/immersive-virtual-reality-market>



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