



NATIONAL RESEARCH
UNIVERSITY

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

Research Proposal

Saint-Petersburg, 2019

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BACKGROUND INFORMATION AND PROBLEM STATEMENT

How the applying of virtual reality technology influences the marketing campaigns of luxury car segment?



RESEARCH QUESTION

How the applying of virtual reality technology influences the marketing campaigns of luxury car segment?



GOALS

Identify how companies apply
virtual reality technology
within their marketing
campaigns

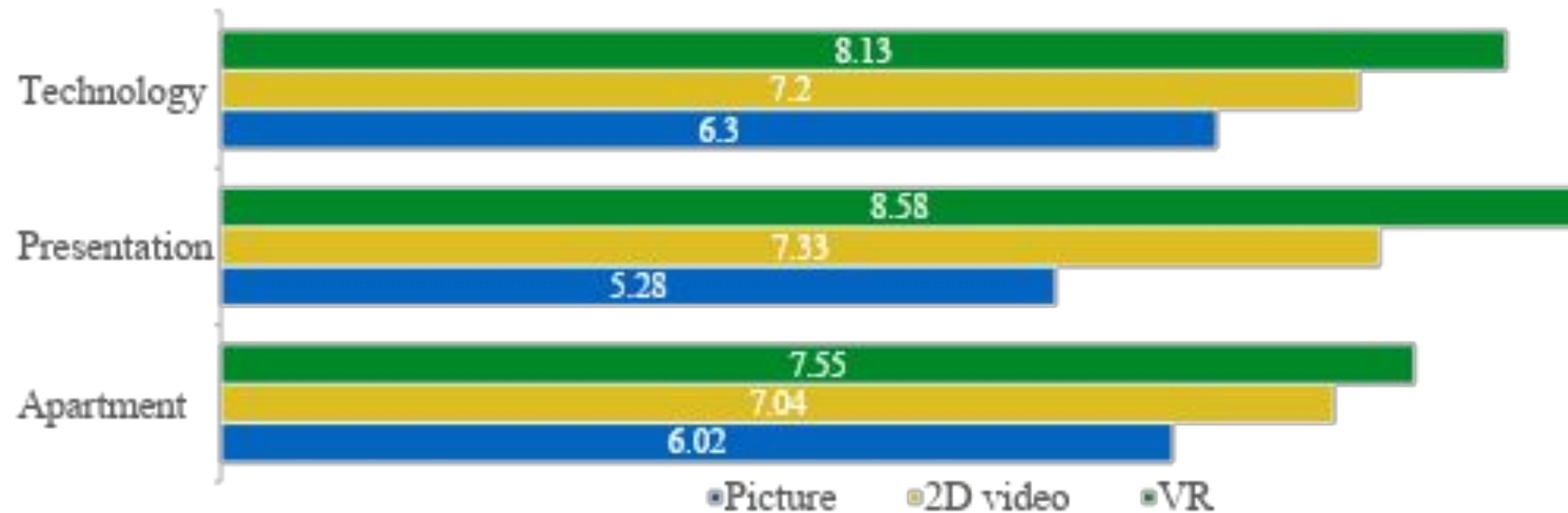
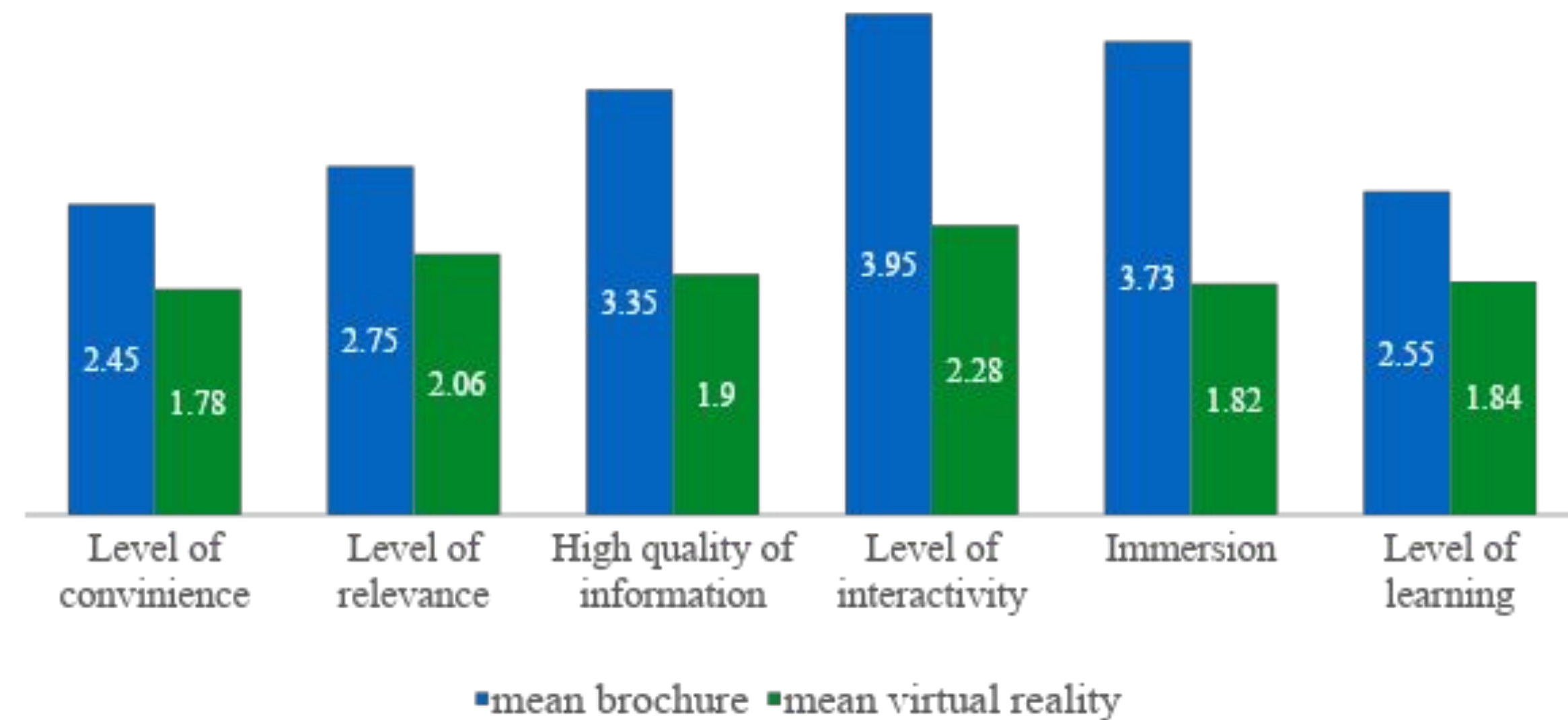
Predict the return of investments in
virtual reality from 2020 to 2025

OBJECTIVES



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%



METHODOLOGY

Data collection

- Case study
- Sales reports
- Annual financial reports

Forecast





ANTICIPATED RESULTS

The confirmation of the hypothesis

Recommendations for companies

The high level of relevance for future studies



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