

# Impact of Virtual Reality on Brand Development and Recognition

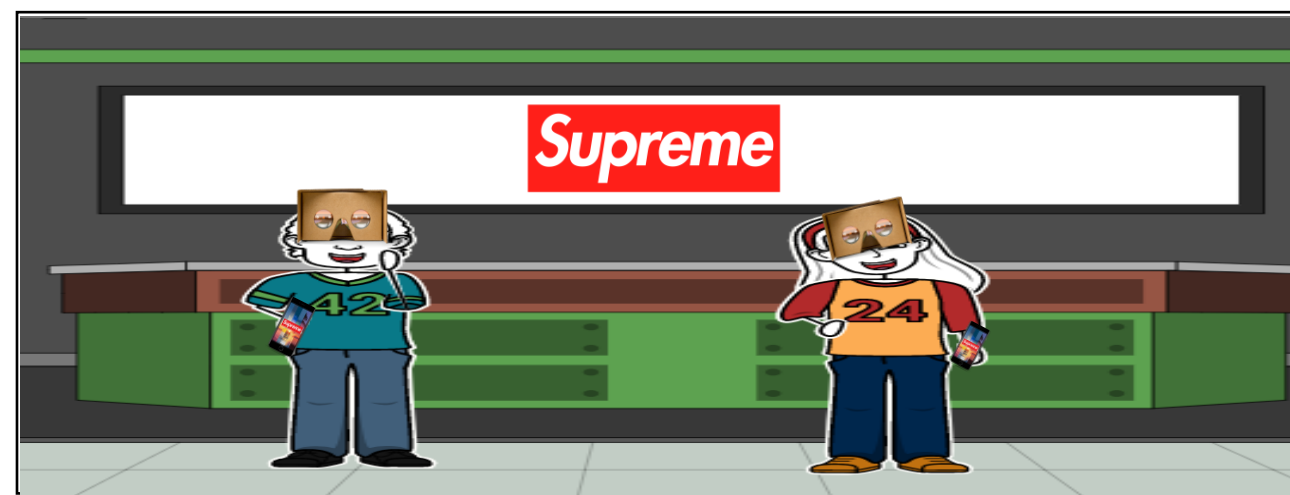
## By Christian Rivera, Marketing, Anisfield School of Business

### ABSTRACT

A variety of trends related to Virtual Reality (VR) and its application in the field of advertising have been predominantly positive. Yet, there are instances where it has had a negative impact on consumer buying decisions. Even though people who use VR in relation to a brand tend to support and invest more money with the brand, in certain instances the simulation is not realistic, and in other cases, it may be overwhelming and elicit a negative brand image. My study thus aims to specifically understand if VR based advertising can reduce brand value. The study will hence propose a VR simulation for a top online retail brand founded on prior research and discuss its research design model to study its impact on brand reputation. Implications and further research are discussed.

**Literature Review:** Highlights changing trends in VR applications in Marketing have been both positive and negative but mostly inconclusive. ( Grudzewski, Awdziej, Mazurek, Piotrowska, 2018 and Kang, Shin and Ponto, 2020) Hence, I propose the following model to address this need.

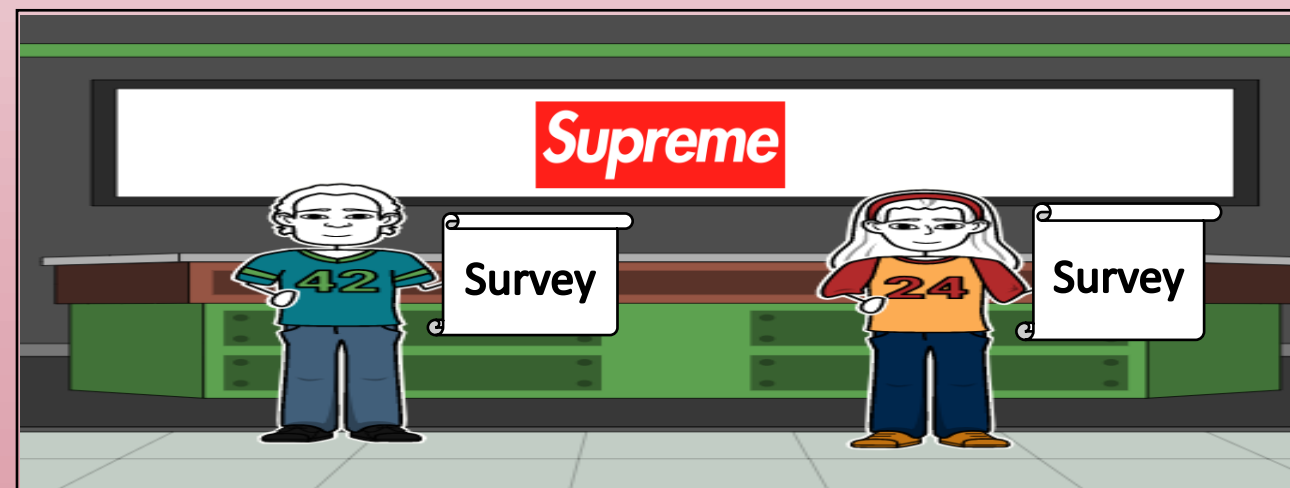
**Immersive Experience using Virtual Reality Application (Thinglink website and cardboard VR Glasses)- Flow of VR experience entails the following steps:**



Step 1: Participant will use app and cardboard VR glasses to log in to immersive experience



Step 2: Participant clicks on Brand items- which will pop up information about the item and allow users to play, flip or research more about that product.



Step 3: A form appears at the end of the experience- asking them about their purchase intention and brand value

### RESEARCH DESIGN

Pre-Test	Group	Treatment	Observation
(Survey of Supreme Brand knowledge and interest)	R1	X	O (Survey of Supreme Brand knowledge and interest)
	R2	X	O (survey)
	R3		O (survey)

### Implications and Conclusion

The most significant value this study brings to companies is learning, how to design immersive VR experiences and being aware that some VR ads could reduce brand value due to overexposure. Empirical Studies will be conducted in Fall 2020.