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Virtual Reality Technology and Brand Marketing

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In recent years, VR technology, devices, and peripheral products have made further advancements, with a broad market outlook and increasing attention. In 2016, VR experienced explosive growth, with tech giants like Facebook, Sony, Samsung, HTC, and others getting involved. The concept of VR officially gained popularity, and consumers began to truly experience the charm of VR.

Virtual reality (VR) is an immersive technology that submerges users into a virtual environment [1]. On a continuum from reality to virtuality, VR represents technology that completely replaces real with virtual and takes the user to a different place and time. This is in contrast to *augmented reality* (AR) in which virtual elements are merely “overlaid on top of the actual world” [2], or *mixed reality* (MR) in which virtuality and reality are merged [3].

American scholar Burdea and French scholar Coiffet summarized three important characteristics of VR, namely Imagination, Immersion, and Interactivity, abbreviated as the “3I” [4].

Based on the characteristics of Imagination, Immersion, and Interactivity in VR, businesses are beginning to consider how to utilize VR technology to promote their products and shape their brands, thereby driving new marketing communication and brand promotion. The service economy is ultimately moving towards the experience economy. The Imagination, Immersion, and Interactivity of VR technology provide a new form of expression and new imaginative space for ‘experiences,’ enabling experiential marketing and brand communication to have more dimensional development opportunities in the VR era. Nowadays, most products can be presented in a ‘true-to-life’ manner in the virtual world. The Imagination, Immersion, and Interactivity of VR can create a comprehensive sensory

environment for users, and there is scientific evidence that people's memories of VR experiences have comprehensive memory points and continuity. Therefore, experiential marketing based on VR has the potential to enhance marketing effectiveness.



Figure 1. – The role of VR technology in brand marketing

In addition to restoring the physical characteristics of products, scene reconstruction is another use of VR technology. In the context of scene-based marketing, scene reconstruction highlights the attractiveness of VR technology. Marketing that targets the psychological states or needs that consumers have in real-life scenarios is generally referred to as scene-based marketing, effectively achieving the communication and sales goals of enterprises. In this scene, a consumer's psychological state or need is the core of marketing. Specific scenes can stimulate certain consumer needs, and targeting these scenes is equivalent to finding opportunities for marketing communication and brand promotion.

VR technology also has the potential to evoke emotional resonance among consumers, which is crucial for increasing customer engagement. VR technology can achieve diversity in scene, spatial experience, and product interaction, providing audiences with a 360-degree immersive experience.

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