

## AN OVERVIEW OF VIRTUAL REALITY USE IN MARKETING

*Mehran Safizadeh, College of Engineering and Computer Science, University of Evansville,  
1800 Lincoln Ave., Evansville, IN 47722, 812-488-2409, [ss550@evansville.edu](mailto:ss550@evansville.edu)*

### ABSTRACT

Virtual reality is a computer-mediated technology aimed at generating realistic representations of the physical environment to simulate certain experiences for users in an imaginary environment. This technology has been applied in fields such as architecture, engineering, education, and entertainment. However, extant research focusing on uses and applications of virtual reality in marketing has been fragmented and sparse. The present research provides an overview of virtual reality and its state of application in marketing. Moreover, the research identifies new opportunities for using virtual reality to improve consumer experiences and decision making. We examine consumer-virtual reality interaction in the marketing context and argue that virtual reality could be applied in stimulus delivery, sensational cue delivery, and improved decision confidence in remote shopping channels.

**Keywords:** Virtual reality, Marketing, Digital technology, Consumer experience