

A STUDY ON DIGITAL MARKETING STRATEGIES IN VIRTUAL REALITY (VR) WORLD

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Abstract

Digital marketing in the time of virtual universes gives almost boundless innovativeness to an organization looking to grow and develop the client experience it has to bring to the table. With new roads for presentation and cooperation opening every day, it's turning into a vital instrument for associations looking to advance in arriving at new markets. Fans of digital marketing and experts who are effectively working in this field are consistently insider savvy about advancements in this industry. They are very much aware of the capability of the large three tech upsets that are beginning to get a tempest and might transform into a twister in the following not many years. They are Virtual Reality. Numerous in the digital marketing world are stressed if there will be occupations for them soon if organizations and brands begin depending more on these tech instruments as opposed to on human creatures. While there is little extent of these huge three tech marvel assuming control over human positions in the internet marketing division in the coming decade, they are most likely going to influence and have an effect on how work is done in this field. Marketing is going through a digital change since customers depend on peer surveys. This is what marketers should zero in on today. In the present digital period, shoppers have a totally unexpected excursion in comparison to they used to. What we marketers call the 'marketing channel', where at the top buyers become mindful of the item through marketing, at that point express enthusiasm for the center before buying at the base, is old. Henceforth, the present study has been overviewed the status and movement of Digital Marketing strategies in Virtual Reality or Digital World.

Key words: *Virtual Reality, Digital Transformation, Marketing Funnel, Tech Revolution, Digital Marketing, Customer Decision Journey and Digital World.*

Introduction

In the course of recent decades, marketing has needed to keep up and battle with jumps in innovation and our connection to it from that point onward. While the business period was seen the innovation of the phone, quickly followed by the ascent of TV and the marketing division time. The business advancement of the marketing organization time saw seemingly the greatest change in the historical backdrop of marketing: the main economically accessible PCs. Digital marketing is buying or selling of things digitally or on the web. It is the most boundless innovation nowadays. Individuals are going insane in the digital marketing pattern. It has been at an exceptionally quick movement from the previous scarcely any years, it has changed totally the marketing methodologies around the world. Individuals currently lean toward shopping on the web as opposed to going genuinely to the shops. There are different Digital marketing strategies, for example, Search Engine Optimization (SEO), Search Engine Marketing (SEM), content marketing, influencer

marketing, content mechanization, crusade marketing, information driven marketing, online business marketing, web-based media marketing, web-based media streamlining, email direct marketing, Display publicizing, digital books, and optical circles and games are getting more normal in our propelling innovation.

To develop methodologies for client relationship the board further knowledge educated by research is needed to address the progression change achieved by the digitalized customer environment. The focal recommendation is that the digital environment, underlining web-based media, could be additionally utilized as both the webpage and furthermore the instrument for research, consequently making significant new information from which to create system. Purchasers presently have multi-modular associations with organizations just as one another, a considerable lot of which are digital and exist across web-based media stages. Key marketing needs to react to the digital period by grasping online media educated researches.

Research Objectives

The present study has been conducted with following objectives:

1. To study the concept of Virtual Reality World.
2. To highlight the Digital Marketing and Virtual World/Virtual Reality (VR) marketing.
3. To concise the virtual reality technology in marketing.
4. To know the factors to be considered before adopting virtual reality technology as innovative marketing strategy.

Operational Definitions

Digital marketing is the part of marketing that uses web and online based digital advancements, for example, personal computers, cell phones and other digital media and stages to advance products and services.

Digital marketing is the utilization of the Internet, cell phones, web-based media, web indexes, and different channels to arrive at purchasers.

Digital marketing is characterized as a marketing approach that principally depends on the web to interface with the intended interest group through different digital media channels and stages.

Concept of Virtual World

A virtual world is a PC reenacted environment which might be populated by numerous clients who can make an individual symbol, and at the same time and autonomously investigate the virtual world, take an interest in its exercises and speak with others. These symbols can be literary, graphical portrayals or live video symbols with hearable and contact sensations. When all is said in done, virtual universes take into consideration various clients however single player PC games, for example, The Elder Scrolls V: Skyrim, can likewise be viewed as a sort of virtual world. The client gets to a PC

reenacted world which presents perceptual boosts to the client, who thusly can control components of the demonstrated world and along these lines experience a level of essence. Such demonstrated universes and their standards may draw from reality or dreamlands. Model standards are gravity, geography, motion, real-time activities, and correspondence. Correspondence between clients can run from text, graphical symbols, visual signal, sound, and seldom, structures utilizing contact, voice order, and parity detects. Enormously multiplayer web based games portray a wide scope of universes, including those dependent on sci-fi, the real world, superheroes, sports, ghastriness, and recorded milieus. The most well-known type of such games is dreamlands, though those dependent on the real world are moderately uncommon. Most MMORPGs have real-time activities and correspondence. Players make a character that movements between structures, towns, and universes to do business or relaxation exercises. Correspondence is generally printed, however real-time voice correspondence is additionally conceivable. The type of correspondence utilized can significantly influence the experience of major parts in the game.

Virtual universes are not restricted to games at the same time, contingent upon the level of quickness introduced, can incorporate PC conferencing and text-based chatrooms. Once in a while, emojis and emoticons are accessible to show feeling or outward appearance. Emojis frequently have a console easy route. Edward Castronova is a financial analyst who has contended that "engineered universes" is a superior term for these cyberspaces, yet this term has not been broadly received.

Digital Marketing and Virtual World/Virtual Reality (VR) Marketing

While customers are turning out to be increasingly advanced and are searching for drawing in, intelligent and individual encounters, marketers need to utilize uplifted intuitiveness and progressively customized correspondences to dazzle their crowds. Consequently, virtual reality marketing has transformed into one of the most impressive marketing devices accessible - 75% of top world brands have just coordinated VR into their substance techniques. Today, on the off chance that you have chosen to make a site and assemble online business, virtual reality marketing is the most ideal approach to bring individuals closer to your items. Virtual reality, enlarged reality, and blended reality - these are the terms that will most likely reform the present business world, so how about we separate them.

Virtual Reality: This is the summed up term for an encounter that basically puts the client "in" a different universe or measurement. It might be utilized regarding altogether digital universes, or universes that fuse a blend of real and virtual.

Augmented Reality: This is a term for essentially putting content "into" the real world by method of, for example, utilizing your camera on your telephone. The most well known case of this is Pokémon Go.

Mixed Reality: This is a mix of real content, and digital content that occasionally comprises of, for example, two kinds of video basically layered over one another. In this model, the virtual and real things communicate with one another.

In whole, VR advancements permit more noteworthy enthusiastic force and give another layer of client experience. Further, because of mechanical turn of events and lower creation costs, virtual reality marketing has gotten more accessible for promoters. It will keep on making the disturbance in plans of action turning into the following significant stage move after the web and cell phones. Virtual reality marketing empowers brand proprietors to put their image picture nearer to the eyes of buyers. VR gives esteems through new plans of action and offers clients a vivid encounter permits them to interface with an item in another manner. Here are some ongoing measurements that demonstrate that you can't bear to disregard VR innovation:

1. It's anticipated that by 2022 the VR business would have hit about \$33.90 billion.
2. By 2020, the anticipated number of sold VR headsets will arrive at 82 million.
3. 62% of shoppers state they would feel more drew in with a brand that supports a VR experience.
4. 71% of shoppers see a brand that utilizes virtual reality as ground breaking.

As substance turns out to be more substantial, commitment increments. Creative brands are now utilizing this innovation. For example, The North Face offered their customers a chance to climb through Yosemite National Park. This kind of vivid experience and compelling feelings it set off is ideal for such a specific market. Individuals had the option to feel as though they were really investigating, accordingly inspiring them to really have motivation to purchase the shoes.

Virtual Reality Technology in Marketing

Presently a-days there are respectable tech marks that have begun using virtual reality technology. Top brands, for example, Sony, Samsung, Facebook, and Google, all have gone into the realm of virtual reality. Before the finish of 2016, more than around 15 million individuals have encountered the enchantment of virtual reality. Furthermore, specialists guarantee that before the finish of 2018, there will be around 38 million individuals who will claim a virtual gadget or the like. The selection of the virtual reality technology is really quick, and there is a broad acknowledgment of this technology. Virtual reality is really a channel and not a gadget. Much the same as the Smartphones, which were viewed as simple apparatuses for digital correspondence, frequently the idea of virtual reality is misdirecting to shoppers. Notwithstanding, the idea of virtual reality is quick taking off and this technology will have an incredible effect soon. Today, it is changing the manner in which the organizations are arranging their digital marketing. Given beneath is a rundown of potential changes that the virtual reality technology will bring to the manners in which the organizations do internet marketing:

1. Facebook, one of the most mainstream long range interpersonal communication stages has employed senior Apple engineer Michael Hillman to push the plan and execution of VR headsets much further. The organization put a huge number of dollars in working together with the organizations that depend on virtual reality technology. Facebook 360 For Gear VR App will permit clients to see content in the ideal VR design. This move by one of the web-based media monsters is a model that an ever increasing number of organizations will presently ride the virtual reality fleeting trend to advance their merchandise, items, and administrations in the digital world.
2. The Facebook procured organization Oculus VR is giving the clients new stages to interface with one another and to trade data. The virtual space can be utilized by the organizations to assemble items, applications, and administrations worked around the virtual reality technology. Much the same as the organizations that have adjusted well to the Internet and the application advancements, it is normal that the idea of virtual reality will go in well with the brands and the organizations doing web based marketing.
3. Virtual reality technology will be coordinated with the wearable gadgets as well. Much the same as the eventual fate of savvy watches, which isn't only a watch however can be utilized for endless purposes, the virtual reality will likewise get incorporated with the wearable gadgets like telephones, individual embellishments, and glasses. Organizations and brands that are considering doing Internet marketing for the associated gadgets, will profit by the mass-market virtual reality technology.

Adoption of Virtual Reality Technology in Digital Marketing

1. One of the primary purposes behind utilizing virtual reality for digital marketing is that it includes a significant level of commitment. In the event that you need to improve your web based marketing results, it is smarter to coordinate this type of marketing with the virtual reality.
2. With the appearance of the virtual reality technology, the brands will have the option to make publicizing efforts that will be intelligent and locks in. Marketing could be incorporated to gaming and in this manner, the intensity of virtual reality is realized.
3. You must recollect that today, performing multiple tasks is troublesome, particularly in a circumstance where you are utilizing such a large number of devices for various purposes. The virtual reality will assist you with a general overwhelming encounter. Digital marketing with the assistance of virtual reality will really profit shoppers. Presently, the marketers will target taking care of issues, making data looking through simpler, and expanding commitment of the clients. The virtual world will really turn into an incredibly prolific ground for the making of new digital content.

Factors to be Considered before Adopting Virtual Reality Technology as Innovative Marketing Strategy

The present VR based missions demonstrate that now like never before, imaginative marketing procedures include offering a type of interesting experience. In the event that you are prepared to follow other valiant brands actualize VR in your substance methodology, here is the thing that you have to remember:

VR is the Platform, not the Message

VR makes the ways for more intelligent, imaginative, and connecting with substance and includes. Notwithstanding, virtual reality itself ought not be considered as your marketing message. The effect VR can make on an advertisement crusade is gigantic, but it actually needs to give significant marked encounters. While making your virtual reality marketing methodology, you need remember what your primary message is on the off chance that you need to draw in expanded client intrigue.

Think about your Existing Audience

One of the most significant things is to examine how the crowd devours your substance as of now. Make sense of which channels they use to find out about your organization, regardless of whether it is online media, YouTube, your site or application. Use Google Analytics and other crowd systematic devices to get further bits of knowledge of your crowd and its conduct. When you know which the essential medium is for your clients, you can consolidate VR content as needs be.

Use Immersive Storytelling

Like online media, in the event that you don't live the channel, will undoubtedly come up short. Back in the days, film was the most vivid narrating medium. Nonetheless, individuals were simply viewing. Today, virtual reality gives a sentiment of quality, which makes it an incredible asset of brand narrating. Ensure that your virtual reality marketing technique makes a solid account for your client's excursion inside your video. You can make client experience considerably all the more captivating by utilizing intelligence and visual and sound signals to make the story more effective.

Showcase your Products

Virtual reality marketing gives clients an opportunity to investigate your items without venturing into your store. An extraordinary case of this is the IKEA Virtual Store that offers a chance to investigate room divisions whenever. These empowered clients peruse and even purchase items without leaving their couch.

Types of Virtual Reality Marketing

Non-immersive Virtual Reality

Non-vivid VR has been around for some time. This is a virtual experience conveyed by PC programming, and in which you are not submerged within it. Rather, you control a character that is doing sure exercises inside the product on your PC. You are not straightforwardly cooperating with it in your environment. Also, nor is the environment cooperating with you. This is regularly utilized in computer games. You control a character. What's more, you move the character around, communicating with the environment in a virtual world and it will do certain activities. This isn't just utilized in games. The US Defence Force is additionally utilizing this technology to create arranging and methodologies for the Army.

Fully Immersive Virtual Reality

Completely immersive Virtual Reality is at the opposite finish of the range. You get the full understanding of a virtual world, as though you're truly there and everything is transpiring appears real in this encased virtual world. The experience includes rigging, for example, headsets, gloves, sensor and development indicators. Your body developments, responses and even eye developments are recognized by the sensors, and the PC programming gives fitting reactions. Your environment in this virtual world is responding to you in like manner. As you can envision, the hardware can be costly. In this manner, utilizes are very restricted yet developing quickly as costs decrease. Right now, completely vivid VR is being utilized in clinical preparing where specialists can do virtual medical procedure to pick up understanding and practice. This technology is assisting with preparing and plan specialists, empowering them to achieve a more significant level of capability and achievement rate in their careful practices.

Semi-Immersive Virtual Reality

Semi-vivid virtual reality falls between non-vivid and completely vivid VR. In a virtual world in which you place yourself, you can move around, either on a PC screen or through a VR headset. Obviously the encounters including VR headsets or boxes will be more intuitive. You can see the virtual environment and have a more realistic experience. Some semi-vivid VR encounters are accessible on your cell phone. As you move the telephone in various ways, the virtual environment changes in like manner. Semi-vivid VR is a decent parity of cost and client experience, which makes it ideal for marketers. Numerous organizations are starting to utilize it to make virtual visits. The experience can be gotten to utilizing a VR headset or with an electronic set up. For instance, real domain organizations offer virtual open houses, inns can give offices visits, and eateries can share what's going in the background in the kitchen.

Virtual Reality Technology and its Impact on Digital Marketing

Virtual reality technology is bringing an assembly of the physical and digital universes, as indicated by Smart Insights. Deals of VR headsets are required to outperform a

large portion of a billion in deals by 2025 and with this development, the expenses of headsets will keep on falling. This implies as mindfulness with respect to VR develops digital marketers will discover always extraordinary chances to utilize the technology. This is an extraordinary time for your image to consider the technology as a feature of Experiential or Event Marketing actuation. Making a fun and novel brand-related involvement in a VR game at your corner at expo is an incredible method to stand out and loads of new purchasers to your image. Build up an innovative virtual reality experience that they will need to share over social and digital channels, and your VR substance will go viral. Utilizing VR to recognize your image from the opposition will give a colossal upper hand. Grasping the stage early methods you'll get the opportunity to test and develop before the technology goes standard. At the point when it does, you'll be at the front line.

Conclusion

Virtual reality marketing is advancing and it's a higher priority than any time in recent memory to keep your finger on the patterns beat. When VR takes off, brands and publicists will have the option to arrive at completely drenched clients on a stage dissimilar to some other. Subsequently, early adopters will have the advantage in understanding and stand apart from different contenders. VR marketing changing digital marketing is a pattern that is just going to develop all through after years. On the off chance that and when VR makes it into the standard, marketers will have the option to reach and completely submerge clients more than ever.

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