

Impact of Virtual Reality on Brand Development and Recognition

By Christian Rivera

Anisfield School of Business

Ramapo College of New Jersey

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. 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.