

The Psychology of Virtual Advertisement : Shaping Consumer Experience in Digital Spaces

Pratik Jagdish Bhardwaj¹ Harish Purohit²

¹Research Scholar, Department of Commerce, Shri JTT University, Jhunjhunu, Rajasthan, India

²Research Guide, Department of Commerce, Shri JTT University, Jhunjhunu, Rajasthan, India

Corresponding Author: Pratik Jagdish Bhardwaj, Email: bhardwajpratik067@gmail.com

Abstract

The research describes about the way innovation and new technology are coming it its creating opportunity and way for brands and companies to develop business. The study describes about how Virtual reality and Augmented Reality are playing role of importance in reaching to consumers and making purchase decisions. Also, the factors responsible are studied along with the concerns of privacy are described.

Keywords : Technology, Virtual advertisement, Virtual reality, Augmented reality

Introduction

Perception of consumers is getting impacted today not with a single reason but in multiple ways. Advertising has been playing important role since many times for influence development and creation of desire. Technology is growing and making a new way for brands and marketers to capture market .In modern way. Today as the internet usage has become an important way o reach to consumers .This has also given a support to advertising. Communication of brands have become a way to reach out audience of every age. Today we are able to see virtual reality. Innovation brought a new era of not only communicating but also interacting to the audience. Also giving personal touch is possible with it. Knowing about counterviewed and people who are purchasing our products gives a way to understand of communicating advertising. Traditional ads use to just communicate but formats today made are in that manner so that it will be easily reachable to the consumers.

As more than influence, entrainment too is impactful which created a need to understand what makes and shapes behavior and habits of consumer. Today internet ads can be seen in different way and different places. It is important to study psychology developing because of experiences. Creation of emotions, building of trust, and reasons of choices. Exploring and knowing about this will help to understand advertising impact because of internet effect.

Research Objectives

To understand advertisements of virtual platforms and attention of consumer is drawn when comparing with formats in traditional manner

To identify factors of psychology which is building engagement in customer.

To examine the trust level of consumers along with satisfaction level and intention of purchase.

Review of Literature

Du, Liu, & Wang (2022)

The research done is describing about the augmented reality which are happening in different sectors and industries. This is describing how and about augmented reality of marketing. It shows that consumer engagement is increasing because of AR. There are interest and intention of purchase is shown with the reasons how interaction is made. Author is describing about how gaps are taking place in research for building trust for long term. Concerns and ethics are also discussed. Emphasis and focus were done on satisfaction of consumers and issues arising of privacy.

Alcaniz, Bigne & Guixeres (2019)

The research is describing about how framework is stable for creating virtual reality in marketing. It is also described it about the consumer are responding with some psychological drivers and reasons for its paper describe about the interactivity which is taking place and building emotions and making decision. It also shows about research agenda for VR marketing studies in future.

Han(2013)

The result has told the effect of advertising of VR that is affecting attitude and recall. Research and describe about the present and how the add memories are improving significantly. Consumers are also describing attitude with what they feel inside the ad and the development happens into their mindset.

Li & Ma (2024)

Research is describing about influences on virtual level in advertisement. The identification is described along with the authentication and the reasons with how consumer accepted. When the consumers are more attached desi stronger connection with virtual influencer. Credibility can be made and maintain can help in virtual endorsers used by the brand.

Sokolova

The research is describing about how the influences of virtual platform are affecting the attitude and credibility. It shows the way description is done of influences. There was positive response found that in consumers with authentic feeling and transparency among influencers. This also should important of growth into social media.

Scholz

The study describing about rechecking of AR mobile marketing with relationship of brand. Personalization is created by brands. How AR is reshaping is described. Marketing them through mobile and relationship a brand is shown. Elements of fun and interaction also place important role for good customer relationship.

Poutine & Vasquez-Parraga (2017) The research describes about the experiences in retail of the consumers. There was satisfaction founded increased of AR and also how purchasing willingness is created by adding

interactivity quality in shopping. When consumer gets opportunity to visualize before buying, they are able to visualists helps in reducing uncertainties about retail marketing the AR proved to be tool of good impact.

Alalagheri(2024)

Study describes about mainly role of VR as changer of game in marketing. How a consumer enters into brand is described. How presence is creating satisfaction is described and development of positive attitude.Experiential marketing is described in VR

Arunochoknumlap(2023)

The study is describing how the formats of traditional way are coming into new way. Enjoyment is more created with AR holds good attention. Consumer are more likely to try new product when they do interaction with AR ads. This research is describing expectedness and visualization of product and retail sector.

Patel (2025)

The study describes how consumers are aware of advertising done through VR.. Experiences are observed in deep manner but also have problems related to cost and also for accessing. Innovation can be seen in VR ads. This is but not available in wide manner. Study describes both the concerns as well as how growths can be taking place for adoption of VR.

Research Methodology

The study shows about approach of research in secondary approach, as here the literature is seen ,viewed and examined which is existing. Is describing the papers of 2017 to 2025 were selected.

So that psychological impact can be studied an information can be gathered.

The criteria used for selection were as following.

Relevance: the papers needed to describe about VR, AR or virtual influencer for advertising.

Credibility: here the preference is given to peer reviewed journals.

Scope: study describe about the psychological factors of attention, emotional, satisfaction and trust and priority was given to intention of purchase.

Recency : Most papers were described and selected from last decade so that latest developments can be focused on advertisement.

Findings

Longer attention was identified with virtual advertisements. Its usage showed its importance. The experience of consumers becomes memorable. This informs that attention is the most important element if any company wants to influence consumers. Also, the such kinds of ads also generate emotional elements. This helps in creating experiences in positive manner along with remembrance and recall. Emotions are the factors which creates a desire and helps in forming purchasing attitude. The element of building trust was founded with such advertisements. Along with is ethics are also focused on. However, the concerns of privacy are also there. When it comes to satisfaction the consumers describe more of satisfaction with where they able to find entertainment. These quality of AR helps in creating visualize before consumers make decisions for thinking about buying. This also brings confidence. The factors of interaction and its features in such ads encourage consumers. Also, the involvement of emotions pulls them for it.

Limitations

The study is completely based on secondary sources and does not include primary data from consumers because of time constraints

Future directions

Research can be carried out on privacy, security of data & manipulations happening.

Research can also be conducted on different demographic groups responses.

References

- Alcañiz, M., Bigné, E., & Guixeres, J. (2019). Virtual reality in marketing: A framework, review, and research agenda. *Frontiers in Psychology, 10*, 1530. <https://doi.org/10.3389/fpsyg.2019.01530>
- Alalageri, P. S. (2024). Engaging consumers through virtual reality: A game-changer in marketing. *International Journal of Research Trends and Innovation (IJRTI)*.
- Arunchoknumlap, P., & Jonpradit, S. (2023). The impact of augmented reality (AR) advertising on consumer behavior: A comparative study of traditional and immersive marketing approaches. *Journal of Management Science, Sakon Nakhon Rajabhat University*.
- Du, Z., Liu, J., & Wang, T. (2022). Augmented reality marketing: A systematic literature review and agenda for future inquiry. *Frontiers in Psychology, 13*, 925963. <https://doi.org/10.3389/fpsyg.2022.925963>
- Han, K. (2023). An empirical study on the impacts of virtual reality advertising on recall and attitude according to presence and immersion. *Journal of Logistics, Informatics and Service Science, 10(1)*, 189–202. <https://doi.org/10.33168/JLISS.2023.0110>
- Li, J., & Ma, Y. (2024). Virtual influencers in advertisements: Examining the role of authenticity and identification. *Journal of Interactive Advertising, 24(1)*, 1–12. <https://doi.org/10.1080/15252019.2023.2270478>
- Patel, S. (2025). A study on consumer awareness, benefits, and challenges of virtual reality in advertising. *International Journal of Creative Research Thoughts (IJCRT)*.
- Poushneh, A., & Vasquez-Parraga, A. Z. (2017). Discernible impact of augmented reality on retail customer's experience, satisfaction and willingness to buy. *Journal of Retailing and Consumer Services, 34*, 229–234. <https://doi.org/10.1016/j.jretconser.2016.10.005>