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INVESTIGATING THE INFLUENCE OF VIRTUAL REALITY ADVERTISING ON CONSUMER ENGAGEMENT AND BRAND EXPERIENCE

ALO, RUTH NGOZI
Department Of Mass Communication,
Ebonyi State University Abakaliki
Corresponding Author's Email: Alo.Ngozi@Ebsu.Edu.Ng
08064295512

&

NWEZE SAMUEL
Department Of Mass Communication,
Ebonyi State University Abakaliki

Abstract

The increasing integration of immersive technologies into marketing communication has transformed the way brands interact with consumers, making VR an emerging strategy for enhancing customer engagement, emotional connection, and brand recall. This study examined the influence of virtual reality (VR) advertising on consumer engagement and brand experience among residents of Abakaliki Urban, Ebonyi State, Nigeria. The study adopted a descriptive survey research design, while purposive sampling technique was used to select 400 respondents from selected streets within Abakaliki Urban. A structured questionnaire served as the instrument for data collection, while data analysis was carried out using descriptive statistics and frequency tables. Findings revealed that the majority of respondents had experienced VR advertising and considered it highly engaging and immersive. The study further established that VR advertising positively influenced consumers' perception of brands, enhanced memorability when compared with traditional advertising, and significantly shaped consumer attitudes toward brands. The study concludes that VR advertising possesses strong potential for improving consumer engagement and strengthening brand experience in contemporary digital marketing environments. It also established that the effectiveness of VR advertising is largely influenced by perceived usefulness, ease of use, and consumers' emotional involvement with immersive content. The study recommends that advertisers and marketing practitioners should strategically integrate VR into advertising campaigns while considering consumer characteristics, accessibility, and technological advancements to maximize audience engagement and brand loyalty.

Keywords: Virtual Reality Advertising, Consumer Engagement, Brand Experience, Digital Marketing, Consumer Behaviour

Introduction

The rapid evolution of digital communication technologies has fundamentally transformed advertising practice and consumer behaviour across the globe. The emergence of interactive media platforms has shifted advertising from a one-way persuasive communication process to a more participatory and experience-driven engagement model. In recent years, Virtual Reality (VR) has emerged as one of the most innovative technologies redefining advertising and consumer engagement. VR refers to a computer-generated three-dimensional environment that enables users to interact with simulated experiences in real time through devices such as headsets, smartphones, gloves, and other sensory technologies. According to Lowood (2025), VR creates a sense of immersion and telepresence by allowing users to experience artificial environments as though they were physically present within them. This immersive capability distinguishes VR advertising from traditional advertising formats by creating stronger emotional and psychological connections between consumers and brands.

The growing adoption of VR technology across sectors such as healthcare, education, tourism, gaming, and marketing demonstrates its increasing relevance in contemporary society. Within the marketing and advertising industry, VR has become an important tool for delivering experiential communication capable of stimulating consumers' sensory, emotional, and cognitive responses. Gupta & Bansal (2022) observe that VR marketing enhances brand-consumer interactions by creating immersive experiences that improve audience engagement and brand memorability. Similarly, Juan et al. (2019) note that brands such as IKEA and Nike have successfully deployed VR technology to allow consumers to visualize products within simulated environments, thereby increasing purchase intentions and brand loyalty.

Unlike traditional advertising, which primarily depends on visual and auditory persuasion, VR advertising offers consumers opportunities to interact directly with products and brand experiences in a virtual environment. Such experiences include virtual product demonstrations, interactive storytelling, virtual showrooms, 360-degree advertisements, and simulated brand encounters. These immersive experiences enhance consumer participation and facilitate deeper emotional attachment to brands. According to Kumar et al. (2024), VR advertising significantly influences consumer behaviour by strengthening emotional engagement and improving consumers' attitudes toward brands.

Furthermore, the increasing popularity of immersive technologies such as the Metaverse, Artificial Intelligence (AI), and Augmented Reality (AR) has accelerated scholarly and professional interest in VR advertising. Businesses are increasingly adopting VR-based advertising strategies to attract technologically inclined audiences and differentiate themselves within highly competitive markets. El-Nahass (2021) maintain that VR offers organizations opportunities to redefine customer interactions through immersive digital realities capable of transforming advertising and customer support systems.

The relevance of VR advertising is particularly significant among younger and technologically exposed populations who actively consume digital media content through smartphones and internet-enabled devices. In Nigeria, especially in urban centres, internet penetration and smartphone usage have increased considerably, thereby creating favourable conditions for the growth of immersive advertising technologies. Consequently, marketers and advertising practitioners are beginning to explore VR advertising as a strategic communication tool capable of improving consumer engagement and strengthening brand experience.

Despite the growing global adoption of VR advertising, empirical studies focusing on its influence on consumer engagement and brand experience within the Nigerian context remain limited. Most existing studies have concentrated on digital advertising generally, without specifically examining the immersive and behavioural dimensions associated with VR advertising. This creates an important scholarly gap, particularly in understanding how consumers within developing societies perceive and respond to VR-based advertising campaigns.

It is against this backdrop that this study investigates the influence of virtual reality advertising on consumer engagement and brand experience among consumers in Abakaliki Urban, Ebonyi State, Nigeria.

Statement of the Problem

The contemporary advertising environment has become increasingly competitive due to rapid technological advancements and changing consumer expectations. Virtual Reality (VR) advertising has emerged as a strategic innovation designed to address these challenges by offering immersive and engaging brand experiences. Through VR technology, consumers can interact with products and services within simulated environments, thereby enhancing engagement, brand recall, and purchase intention. Although multinational organizations and technologically advanced societies have increasingly adopted VR advertising, its practical influence on consumer engagement and brand experience within developing countries such as Nigeria remains underexplored.

Existing studies on digital advertising in Nigeria have largely focused on social media advertising, online marketing, and general digital communication strategies, with limited scholarly attention devoted specifically to VR advertising. Moreover, many available studies have concentrated on the technological features of VR without adequately examining its behavioural implications for consumer engagement and brand experience. This creates a significant empirical gap regarding how consumers perceive, experience, and respond to VR advertising within the Nigerian socio-cultural environment.

Additionally, despite the increasing exposure of Nigerian consumers to digital technologies through smartphones and internet-enabled platforms, there remains uncertainty about the extent to which VR advertising influences consumers' attitudes toward brands, purchasing decisions, and overall engagement. Questions also persist regarding whether consumers find VR advertising more memorable, interactive, and persuasive than traditional advertising formats.

Therefore, the problem of this study is to investigate the extent to which virtual reality advertising influences consumer engagement and brand experience among consumers in Abakaliki Urban, Ebonyi State, Nigeria.

Objectives of the Study

The main objective of this study is to investigate the effects of virtual reality advertising on consumer engagement and brand experience.

The specific objectives are to:

1. examine consumers' experiences with virtual reality advertising content;
2. determine the relationship between virtual reality advertising and consumer engagement;
3. assess the influence of virtual reality advertising on consumers' attitudes toward brands.

Research questions

The following research questions guided the study:

1. What are consumers' experiences with virtual reality advertising content?
2. What relationship exists between virtual reality advertising and

consumer engagement?

3. How does virtual reality advertising influence consumers' attitudes toward brands?

Scope of the study

This study focused on investigating the effects of virtual reality advertising on consumer engagement and brand experience among residents of Abakaliki Urban, Ebonyi State, Nigeria. To ascertain if virtual reality advertising actually influences consumer engagement and brand experience.

Review of Related Literature

Conceptual Review

The concept of Virtual Reality Advertising

According to Lowood (2025), **virtual reality is referred to as '**the use of computer modeling and simulation that enables a person to interact with an artificial three-dimensional (3-D) visual or other sensory environment' this imply that VR applications immerse the user in a computer-generated environment that simulates reality through the use of interactive devices, which send and receive information and are worn as goggles, headsets, gloves, or body suits. Lowood (2025) maintains that in a typical VR format, a user wearing a helmet with a stereoscopic screen views animated images of a simulated environment, that the illusion of "being there" (telepresence) is effected by motion sensors that pick up the user's movements and adjust the view on the screen accordingly, usually in real time (the instant the user's movement takes place). Thus, a user can tour a simulated suite of rooms, experiencing changing viewpoints and perspectives that are convincingly related to his own head turnings and steps. Wearing data gloves equipped with force-feedback devices that provide the sensation of touch, the user can even pick up and manipulate objects that he sees in the virtual environment.

Gupta & Bansal, (2022) maintains that virtual reality (VR) has become a powerful tool in digital marketing, offering immersive and interactive brand experiences that engage consumers like never before. The VR market is rapidly expanding, with studies showing its effectiveness in enhancing brand-consumer interactions and creating memorable marketing campaigns. Brands are leveraging VR to improve marketing efficiency and consumer engagement. In Juan et al, (2019), companies like IKEA and Nike have implemented VR to allow customers to visualize products in their environment, leading to higher purchase intent. Research suggests that VR marketing significantly influences consumer behaviour fostering deeper emotional connections with brands and enhancing overall brand loyalty (Kumar et al, 2024).

Furthermore, in the words of Zaki et al, (2023).VR's integration into digital marketing strategies extends beyond e-commerce. Virtual reality is now used in interactive advertising, experiential marketing, and even education-based promotional content. A recent research highlights how VR enhances consumer decision-making by offering a simulated experience of products and services before purchase, reducing uncertainty and increasing confidence in purchase decisions.

In the ever-growing technology and consumer engagement, virtual reality (VR) has appeared as transformative tools across various industries (Hussain et al, 2023). Also, El-Nahass, (2021) said that virtual reality (VR) is characterized by its ability to transport users into computer-simulated environments, whether replicating the real world or constructing imaginative scenarios. VR's applications span diverse sectors such as car design, education, construction, and marketing. As businesses explore the potential of VR, it presents an opportunity for companies to redefine their interactions with customers through digital reality, creating new avenues for advertising and customer support. On the same note Suh (2018) affirms that

Virtual Reality (VR) has emerged as a technology that is blurring the boundaries between the physical and virtual worlds, providing users with a profound immersion sense. Immersion, in the context of VR, refers to the degree to which customers' senses are involved by the mediated environment, building upon prior studies that have delved into the realms of virtual reality (VR) technologies.

VR allows brands to engage consumers by providing virtual experiences that simulate real-world interactions with products or services. As a marketing tool, VR has evolved significantly, from simple virtual tours to fully interactive environments that can influence consumer decisions. The integration of VR into marketing strategies is seen as part of a broader trend in utilizing advanced technologies to create more personalized, experiential interactions with consumers Shahab et al. (2022). This evolution includes using VR to deepen consumer engagement, create memorable brand experiences, and ultimately influence purchasing decisions Alcañiz, Bigné & Guixeres (2019). VR can break down geographical barriers, enabling brands to reach a global audience. By offering virtual experiences, brands can create a universal marketing platform that appeals to consumers worldwide without the need for physical presence (Dahane et al. 2022).

As the Team (2024) of researchers maintains that; Virtual Reality (VR), a term that has gained significant traction in the technological world, refers to a simulated experience that can be similar to or completely different from the real world. The concept of VR revolves around the creation of an artificial environment that is presented to the user in such a way that they suspend belief and accept it as a real environment. This is typically achieved through a virtual reality headset or multi-projected environments.

According to Volvo's early VR marketing campaign for the XC90 using Google Cardboard and smartphones in Smink et al (2019), virtual Reality has the advantage of 'Try Before You Buy' convincing customers to make a purchase can be tough if they can't see, touch, feel, or experience the

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product. Virtual reality (VR) helps businesses overcome this challenge by allowing customers to “try before they buy.” This makes them confident of their purchase. For example, Volvo uses VR to provide virtual test drives using smart phones. This lets people experience the feeling of driving a Volvo before deciding to test drive or buy the car.

Moreso, Virtual Reality easily introduces new products to the market. VR enables you to show off new products to your customers in an exciting way. You can use VR to create an interactive shopping experience and present your products virtually. This helps customers connect with your brand on an emotional level, which can make them more likely to stick with your brand and buy more from you in the long run. In Team, (2024), Patrón Tequila used VR well to launch a new product. They made a VR video that takes you through the whole life of their product using computer graphics and live action. This is a great example of how VR can help introduce a new product to customers and make them trust the quality you're offering, it also reduces the language barrier.

Virtual Reality in the Consumer Experience

Philippe (2023) in his words says 'Immersive technology is defined as that which produces a sense of immersion while allowing for the separation of the real and virtual worlds. However, research on immersive technology and how people interact with them is still in its infancy. Virtual reality is one of the most well-known examples of immersive technologies. A lot of studies have started to examine how these technologies might improve the customer experience'.

The stages of experience and co-creation of value are being redefined and revolutionized by immersive technologies, which entail the management of the customer experience. With the use of narratives that let customers project themselves into the story via technical tools, virtual reality gives brands fresh perspectives on how they might promote their products. Instead, improving the customer experience is the main objective. Philippe

(2023) maintains that through the examination and varied manipulation of visual pictures, features, and functionalities, virtual reality experiences enable consumers to immerse themselves in realistic environments and virtually experience goods, brands, and services. Moreover, Kelly (2022) and Kovach (2021) made an analysis in their works that; As companies like Facebook and Apple declare and make sizable investments in this sector, virtual reality is gaining traction in the consumer sector and igniting discussions about the future of immersive technology. Virtual reality has a significant influence on the customer experience, which includes the emotional, cognitive, sensory, behavioural, and social reactions of customers to a company's products during the purchasing process. However, due to a lack of essential immersive technical components, virtual reality used just for marketing objectives is predicted to let down, fail, and produce undesirable experiences (e.g. immersion, social connectivity).

Empirical Review

Several empirical studies have examined virtual reality (VR) and digital advertising from different perspectives. Orji-Egwu et al. (2021), in their study titled *Perceived Influence of Digital Media on Advertising: Challenges and Prospects*, explored how digital media technologies have transformed advertising practice using qualitative interviews and focus group discussions. The findings revealed that digital media improved audience targeting, interactivity, and advertising performance. The study also identified negative influences associated with digital technologies and recommended continuous training for advertising practitioners. Although the study contributed to digital advertising literature, it focused on digital media generally and did not specifically examine the influence of VR advertising on consumer engagement and brand experience.

Similarly, Okunade and Akintola (2025), in their study on *Use of Virtual Reality in Public Relations Campaigns*, found that VR enhances audience engagement, emotional connection, and brand recall, particularly among younger and technologically inclined audiences. The study further identified barriers such as high cost, limited technical expertise, and compatibility challenges. However, the study focused mainly on public relations campaigns rather than VR advertising and did not adequately explain how VR advertising influences consumer engagement and brand experience.

In another related study, Wang (2023) examined *The Impact of Virtual Reality on Customer Experience in the Luxury Industry*. The study revealed that VR improves customer communication, creates immersive experiences, and strengthens customer loyalty through personalized engagement. The study recommended customer-centered VR strategies to improve consumer experience. Nevertheless, the research focused specifically on luxury industries and relied mainly on literature analysis rather than empirical investigation among consumers.

Furthermore, Kumar et al. (2024) found that VR and augmented reality significantly improve consumer interaction, emotional engagement, and purchase intention in digital marketing campaigns. Likewise, Kang et al. (2020) established that immersive VR environments positively influence consumers' shopping experiences and purchase decisions. Despite these contributions, the studies concentrated largely on immersive technologies and virtual shopping environments without specifically investigating the relationship between VR advertising, consumer engagement, and brand experience.

From the reviewed studies, it is evident that VR technology enhances communication, engagement, and consumer interaction. However, most previous studies focused broadly on digital media, public relations, luxury retailing, or immersive technology generally, with limited attention to VR advertising as a distinct advertising strategy. In addition, many studies were conducted outside Nigeria, making their findings difficult to generalize to the Nigerian environment. Theoretically, the reviewed studies also failed to adequately integrate behavioural and media theories such as the Uses and Gratifications Theory and Technology Acceptance Model in explaining consumers' interaction with VR advertising. Therefore, this study seeks to fill this empirical and theoretical gap by investigating the influence of virtual reality advertising on consumer engagement and brand experience among consumers in Abakaliki Urban, Ebonyi State, Nigeria.

Theoretical Framework

Uses and Gratification Theory

The primary profounder of Uses and Gratifications Theory (UGT) are Elihu Katz, Jay Blumler, and Michael Gurevitch. They developed this theory in the 1970s to understand why individuals choose to consume certain media and what needs they aim to fulfill through that consumption.

Uses and Gratifications Theory (UGT) suggests that people actively choose media to fulfill specific needs and desires. In the context of virtual reality (VR) advertising, UGT can help understand why consumers engage with VR advertising and how these ads can be designed to maximize user satisfaction and engagement. By identifying the gratifications sought by consumers, advertisers can tailor VR experiences to align with those needs, leading to more effective and enjoyable campaigns. UGT emphasizes that individuals are active users of media, selecting content based on their needs and expectations. In VR, this means understanding why consumers choose to use VR and what they hope to gain from it. By understanding the gratifications sought, advertisers can design VR experiences that align with user needs and exploration. By providing a sense of presence and agency, VR ads can increase user engagement and create more memorable experiences.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by Fred

Davis. He introduced the model in his doctoral dissertation in 1986 and later published it in a paper in 1989. TAM is a framework designed to explain and predict users' acceptance of information technology. The Technology Acceptance Model (TAM) provides a foundation for understanding how consumers adopt and use new technologies, including virtual reality (VR) and its applications in advertising. TAM suggests that perceived usefulness and perceived ease of use are key drivers of technology acceptance, influencing a user's intention to use a technology. In the context of VR advertising, TAM helps explain why consumers might or might not engage with VR experiences designed to promote products or services. This is in line with Foley (1984) and Sharda et al. (1988), which states that 'The acceptance and the use of information technologies can bring immediate and long-term benefits at organizational and individual levels, such as improved performance, financial and time efficiency and convenience'.

TAM suggests that these two perceptions (usefulness and ease of use) directly influence a consumer's intention to use the VR advertising. If consumers perceive VR as useful and easy to use, they are more likely to form a positive attitude towards it and express an interest in future interactions.

Methodology

The study adopted the descriptive survey research design to investigate the effects of virtual reality advertising on consumer engagement and brand experience among residents of Abakaliki Urban, Ebonyi State. Due to the large population and geographical spread of the study area, it was impractical to study the entire population. Therefore, purposive sampling technique was employed to select 400 respondents who were considered relevant to the study based on their exposure to digital media and virtual reality advertising content.

Data were collected using a structured questionnaire, while descriptive statistics and frequency tables were used for data analysis.

Data Presentation and Analysis

Copies of questionnaire were distributed to 400 respondents within Abakaliki Urban; however, 360 copies were successfully retrieved and found usable for analysis, representing a response rate of 90%. The data obtained were analysed using descriptive statistics and presented in frequency and percentage tables.

Table 1: Demographic Characteristics of Respondents (N = 360)

Variables	Categories	Frequency	Percentage (%)
Gender	Male	144	40.0
	Female	216	60.0
	Total	**360**	**100**
Occupation	Civil Servant	108	30.0
	Public Servant	144	40.0
	Business Owners	60	16.7
	Others	48	13.3
	Total	**360**	**100**
Age	20 years and below	12	3.3
	21–40 years	228	63.3
	41–60 years	120	33.4
	61 years and above	0	0
	Total	**360**	**100**

Source: Field Survey, 2026.

The demographic distribution indicates that the study attracted participants from diverse occupational and age categories, with a larger proportion of respondents falling within the economically active age bracket of 21–40 years. This suggests that the respondents were largely individuals with considerable exposure to digital technologies and online media platforms relevant to the study.

Table 2: Respondents' Experience with Virtual Reality Advertising (N = 360)

Variables	Categories	Frequency	Percentage (%)
Experience of VR Advertising	Yes	300	83.3
	No	60	16.7
	Total	**360**	**100**
Frequency of Engagement with VR Content	Daily	90	25.0
	Weekly	222	61.7
	Monthly	36	10.0
	Rarely	12	3.3
	Total	**360**	**100**
Devices Used for VR Content	VR Headset	24	6.7
	Smartphone	288	80.0
	Computer	42	11.7
	Others	6	1.6
	Total	**360**	**100**

Source: Field Survey, 2026.

The findings demonstrate a relatively high level of exposure to VR advertising among respondents, with smartphones emerging as the dominant access device. This reflects the increasing role of mobile technology in digital advertising consumption and suggests that VR advertising is gradually becoming familiar among urban media users in the study area.

Table 3: Respondents' Level of Consumer Engagement with VR Advertising (N = 360)

Variables	Categories	Frequency	Percentage (%)
Perceived Engagement Level	Very Engaging	234	65.0
	Not Really Engaging	66	18.3
	Not Engaging at All	60	16.7
	Total	**360**	**100**
Feeling of Immersion	Not at All	60	16.7
	Completely	300	83.3
	Total	**360**	**100**
Likelihood of Sharing VR Experience	Not Likely at All	126	35.0
	Very Likely	234	65.0
	Total	**360**	**100**
Perceived Usefulness of VR Advertising	To a Very Great Extent	180	50.0
	To Some Extent	120	33.3
	To a Little Extent	42	11.7
	Not at All	18	5.0
	Total	**360**	**100**

Source: Field Survey, 2026.

The findings suggest that respondents generally regarded VR advertising as an engaging and immersive communication format. Beyond exposure and interaction, respondents also reported that VR advertising contributed to a better understanding of products and brands. This suggests that respondents did not merely consume VR content passively but perceived practical value in the experience. Since TAM argues that users' acceptance of a technology is influenced by the degree to which they perceive it as beneficial, the finding that a substantial proportion of respondents considered VR advertising useful provides conceptual support for discussing consumers' willingness to engage with immersive advertising experiences. Therefore, the observed engagement may not only reflect technological novelty but also respondents' perception that VR advertising enhances product communication and consumer understanding.

Table 4: Respondents' Perception of Brand Experience after Exposure to VR Advertising (N = 360)

Variables	Categories	Frequency	Percentage (%)
Perception of Brands	Very Negative	84	23.3
	Very Positive	276	76.7
	Total	**360**	**100**
Memorability Compared with Traditional Advertising	Not Memorable at All	72	20.0
	Very Memorable	288	80.0
	Total	**360**	**100**
Influence on Attitude toward Brand	Yes	246	68.3
	No	60	16.7
	Unsure	54	15.0
	Total	**360**	**100**
Likelihood of Purchasing after VR Experience	Not Likely at All	204	56.7
	Very Likely	156	43.3
	Total	**360**	**100**
Major Benefit Derived from VR Advertising	Entertainment	132	36.7
	Better Product Understanding	120	33.3
	Curiosity/Novel Experience	72	20.0
	No Particular Benefit	36	10.0
	Total	**360**	**100**

Source: Field Survey, 2026.

The findings indicate that respondents generally developed favourable perceptions toward brands communicated through VR advertising and considered such advertisements memorable compared with traditional advertising formats. However, the findings also reveal that positive engagement and favourable perception did not automatically translate into purchase intention, indicating that consumer decision-making extends beyond advertising exposure alone. The responses suggest that consumers interacted with VR advertising to satisfy specific needs, particularly entertainment, information acquisition, and the desire for novel experiences. This supports the UGT assumption that audiences actively select media content capable of fulfilling personal motivations rather than passively receiving messages. Consequently, the influence of VR advertising observed in this study appears to operate more strongly at the level of engagement, memorability, and attitude formation than immediate purchase behaviour. This finding also explains why positive brand experience coexisted with lower purchase intention among respondents.

Discussion of Findings

Consumer's experience of virtual reality advertising

The findings of the study revealed that residents of Abakaliki Urban had considerable exposure to virtual reality (VR) advertising, with most respondents indicating previous experience with VR content through smartphones and other digital devices. Respondents also perceived VR advertising as useful in helping them understand products and brands better. This finding supports the Technology Acceptance Model (TAM), which posits that users are more likely to adopt a technology when they perceive it as useful. The finding agrees with Wang (2023), who found that VR improves communication between brands and consumers through immersive experiences that enhance product understanding and customer experience.

The relationship between virtual reality experience and consumer engagement

Findings further showed that respondents considered VR advertising highly engaging and immersive, while many indicated willingness to share VR experiences with others. The high level of perceived usefulness recorded among respondents suggests that engagement with VR advertising was influenced not only by technological novelty but also by consumers' belief that the technology improved communication and interaction with brands. This finding corroborates the study by Okunade and Akintola (2025), which revealed that VR enhances audience engagement and emotional connection in communication campaigns. The finding also aligns with TAM, as respondents who perceived VR advertising as beneficial demonstrated greater willingness to interact with the content.

Impact of virtual reality advertising on consumer behavior towards brand

The study additionally revealed that respondents generally developed favourable perceptions toward brands advertised through VR and considered VR advertisements more memorable than traditional advertising formats. However, despite the positive perception and engagement, a larger proportion of respondents indicated that they were not likely to purchase products after VR exposure. This suggests that immersive advertising may influence awareness, memorability, and attitude formation more strongly than actual purchase behaviour. Furthermore, respondents identified entertainment, better product understanding, and curiosity as major benefits derived from VR advertising. This finding supports the Uses and Gratifications Theory (UGT), which explains that audiences actively engage with media content to satisfy specific needs such as entertainment, information, and personal satisfaction. The finding is also consistent with Agatha Orji-Egwu et al. (2021), who observed that digital media technologies improve audience interaction and participation in advertising communication.

Overall, the study established that VR advertising has considerable potential for enhancing consumer engagement, immersion, and positive brand perception among urban audiences, although it's direct influence on purchase intention remains limited within the context of the study.

Conclusion

Virtual Reality stands as a concept that has moved beyond transient promotional significance in the marketing and advertising domains. Through VR, companies drive messages from their desired statements to the emotions their audience members seek. Organizations that adopt this

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innovative approach at the beginning will gain both market leadership and better stories alongside deepened customer relationships. The requirement to commence efforts does not restrict you to being a technological titan. Having the appropriate vision alongside motivated personnel and enough bravery enables individuals to explore innovative solutions. The world gives power to attention, so virtual reality delivers more than merely capturing attention, it earns it.

From the discussion of the results of the descriptive survey and reviewed empirical studies, this research concludes that VR advertising holds significant potential for enhancing consumer learning, engagement, and brand experience in Abakaliki Urban Ebonyi State, Nigeria.

Recommendations

Based on the findings, the study recommends that:-

1. Marketers/advertisers should consider product type, consumer characteristics, and technological factors when implementing VR advertising strategies to maximize its effectiveness.
2. There is need to explore the integration of VR with emerging technologies like 5G and the Metaverse, while also emphasizing the importance of consumption orientations when designing VR campaign.
3. Since the findings also reveal that positive engagement and favourable perception does not automatically translate into purchase intention, there is need for Advertisers to further interact with consumers personally after exposing them to VR advertising so that their specific needs like entertainment, information acquisition, and the desire for novel experiences could be satisfied.

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