

The it is clear why
these brands are

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The UK is home to key players in the industry right now, all making their mark in the space through game development and VR videoproduction, creating this hive for VR investment activity and creation. Greenlight VR's report surveyed over 1, 000 respondents throughout the United Kingdom on their awareness of virtual reality, interest in purchasing headsets, trying applications and general concerns surrounding VR adoption. But according to a new report from Greenlight VR and Super Awesome, the key to success for virtual reality is still going to be driving greater awareness with consumers about the new technology, rather than investment commitments and content development.

Although familiarity among UK consumers is low, at least some 77% are aware or have heard of virtual reality. The data paints a more positive picture with younger consumers though, with 48% of Gen Z respondents (age 10-17) claiming being familiar with recent VR developments and 71% saying they will either purchase a headset themselves or ask their parents to make the purchase for them. When it comes to UK awareness of virtual reality, the data shows that surprisingly only 8% of respondents were confident to say they 'knew a lot' about the technological developments in VR compared to 23% that had never heard of virtual reality (that's better than the US where it was as high as 25%). Apparel brand Merrell is one example of a business trying to get to grips with this immersive technology. They've even added in a touchline stalker, to make the experience all the more realistic. This was the first commercial use of an in-motion Oculus Rift experience. It is clear why these brands are making the investment into VR. Nike has also dipped their

toe into VR advertising, allowing you to feel what it's like to play football as Barcelona and Brazil star, Neymar.

TrailScape virtual hike took consumers on a mountainous journey, to showcase the capabilities of their kit in extreme scenarios, including rope walkways, shaking wooden planks, and landslide. With consumers of all ages becoming more tech-savvy than ever before, if brands can show that they share these values for innovation, more brand loyalty will naturally follow. While it is still important for brands to create something memorable that consumers will share, consumers are expecting brands to go beyond traditional measures to provide a way for them to fulfill a fundamental human need by giving them the control to create. When the internet of things becomes the internet of experiences, brands must not only connect consumers to experiences, but also allow them to participate in them.

Due to the advancement in technology, we are starting to see a lot of additions from brands looking to enhance consumer experience, like the VR device that adds scent to VR games. While brands continue to introduce software that enhances the way humans perform, emotional intelligence and emotional connection should also be considered amid development. These consumers experienced first-hand that they can go collect virtual experiences in the real world .

Adding these elements is key to our emotional responses, memory and how we experience things , improving the virtual experience economy as a whole of course, far more people are aware of the app now, which has led to heightened expectations for brands to deliver the similar sense of wonder

and excitement. As you may already know, half a billion (with a B) consumers last year embraced Pokemon Go in just a few months. 2016), \$3.5 billion is the value of the 225 AR and VR venture capital investments made in the last two years. With so much money invested in this realm by VC funds, we will continue to see a lot of development in this space in the future. In fact, according to Goldman Sachs (Jan.

If these digital, virtual experiences, are getting better by the day and can reach people around the world, what does that mean for your brand? The virtual experience economy is an exciting new possibility for retail — providing a dynamic approach to storytelling that unlocks all kinds of new things consumers may otherwise not be able to afford or participate in. More recently we have seen the widespread of services such as Style Theory, which provides a new temporary wardrobe for their customers every month, or Pokémon Go, enabling users to experience highly engaging virtual realities. This shift in behaviour has created a fertile breeding ground for the proliferation of services such as Airbnb, Lyft and TaskRabbit. Their children, the ‘millennials’, are less interested in ownership and more interested in access on demand to products and services. The experience economy is increasingly becoming virtual and shared with peers.

Baby boomers have lived in an economy based on the possession of things. During the last decade we have witnessed the rise of the sharing economy. VR's use of headsets aims to eliminate other stimuli, with the visor and the use of headphones to control auditory outputs creating a digitalised world that is eerily real. M was an early adopter of VR, deploying

the technology to create pop-up virtual reality showrooms as part of the launch of its homewares range. The ways that VR and AR aim to alter perceptions of reality to create an immersive experience are different and enhance the retail experience in distinct ways.

Tesco used AR technology to allow customers to visualise key products within the comfort of their homes with an augmented version of its Home Book catalogue. Apple's upcoming ARKit platform, set to be rolled out later this year with the new iPhone, means that the opportunities for retailers are only going to become broader. IKEA launched its own virtual store, which enabled customers to visualise a new kitchen in their home. 4A and 4P (Conceptual Framework) To understand what is required to achieve success with customers, marketers need other tools to complement the 4P's model. This description is factually accurate, but that doesn't mean that the 4P's model is flawed.

It simply means that the 4P's were never designed to describe what is needed to be successful from the customer's perspective. One frequent criticism is that the 4P's focus on the selling organization rather than on the customer. The 4P's model has been criticized for a variety of reasons. 4A strategy should be adopted to identify the consumer behaviour. Firstly, companies should not take the step for bulk production because if the consumer behaviour does not reply positive then the companies should stop to implement the further steps, but according to market report which was mentioned in earlier that companies of virtual reality industry should not be worried for the upcoming steps for the business in UK. While it is still important for brands to

create something memorable that consumers will share, consumers are expecting brands to go beyond traditional measures to provide away for them to fulfill a fundamental human need by giving them the control to create. When the internet of things becomes the internet of experiences, brands must not only connect consumers to experiences, but also allow them to participate in them.

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VR is not only for to play games it can be useful for business world as well. British startup Virtual Speech has developed an application which uses a headset that lets you practice a presentation inside a virtual environment similar to that which you will ultimately present in, whether that's a boardroom, a hall or in a pitch environment. Using VR to place the person being trained at the machine itself, and walking them through how to operate it in a virtual environment, will mean that the employee is much

more familiar with operating procedures when they ultimately use the machinery in real life. VR training allows you to deliver large amounts of complex information in a way that's more easily absorbed than conventional video or a book. The larger the business, the more likely it is that there's a need for bespoke training programmes taken by employees over long or short periods of time. 4As model is the "KEY OF SUCCESS" according to the perception of implementation of business.

Conclusion For new start up product companies should be aware about the consumer behaviour trends, so that companies can identify the requirements of the consumers. If the new product can change the behaviour of the consumer towards the product then in other words if the product can attract the consumer then that product has the ability to control the behaviour of the consumer and the companies can achieve their goals.

Consumer behaviour is the most important aspect of a business organisation, without identification of consumer behaviour a company cannot achieve their goals.

Using this approach will help marketers determine the best deployment of VR/AR activity to enhance the customer experience. It is important to remember that despite the proliferation of technology and the impact this has had on consumer behaviour, the mental process shoppers use to make decisions remains unchanged. Heuristics are the hardwired shortcuts all consumers use to make decisions, and the basis for behavioural science. Ahead of the point of sale, consumers like to feel like they have some level of ownership without having to commit too much money or effort—it's the

classic sampling trick. This is where behavioural science comes in as a key tool for marketers. Proper planning is crucial to the long-term success of AR/VR in retail. There are 128 in total, and we have identified the nine that are most relevant to making purchase decisions. VR and AR technology can enable consumers to try products before they buy.

When thinking about VR and AR, retailers could consider the value of ownership—one of the sales triggers. Recommendation Firstly companies should not take the step for bulk production cause if the consumer behaviour do not reply positive then the companies should stop to implement the further steps, but according market report which was mentioned in earlier that companies of virtual reality industry should not be worried for the upcoming steps for the business in UK. While brands continue to introduce software that enhances the way humans perform, emotional intelligence and emotional connections should also be considered amid development.

It is still important for brands to create something memorable that consumers will share, consumers are expecting brands to go beyond traditional measures to provide a way for them to fulfill a fundamental human need by giving them the control to create. Using this approach will help marketers determine the best deployment of VR/AR activity to enhance the customer experience. It is important to remember that despite the proliferation of technology and the impact this has had on consumer behaviour, the mental process shoppers use to make decisions remains unchanged.

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like to feel like they have some level of ownership without having to commit too much money or effort it's the classic sampling trick. Sampling is the another key point where companies can detect the behaviour.

Sampling can be implemented through promotions. Promotions can help to reach the consumer's mind. Companies should target all types of consumers and all types of industries as well. If the companies will target all the industries then in the United Kingdom then the VR companies have the opportunities to increase the sales volume.

Marketing is a process of educating consumers about the future product, and marketers should identify the new way to understand the consumer behaviour and according to that they should modify the VR product more flexible according to the requirements of consumers.