



Virtual Reality Advertising in Real Estate: Redefining Consumer Experience and Engagement

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Abstract:

This study explores the transformative role of Virtual Reality (VR) advertising in the real estate sector, focusing on how immersive technologies influence consumer engagement and decision-making. The primary objective of the research is to analyse how VR-based advertising enhances consumer experience, trust, and purchase intent while identifying the challenges marketers face in its adoption. Adopting a mixed-method research design, the study integrates quantitative survey data from 100 respondents (70 consumers and 30 marketers) with qualitative insights drawn from interviews and case analyses of real estate firms using VR in promotional campaigns. Findings reveal that VR advertising significantly enhances consumer engagement, immersion, and purchase intent, supported by high satisfaction ratings. However, moderate trust and personalisation levels indicate the need for greater authenticity and AI-driven content customisation. From a marketer's perspective, accessibility, cost, and technical expertise remain major barriers to full-scale implementation. The study concludes that combining Artificial Intelligence (AI) with VR can strengthen personalisation, build consumer trust, and redefine property marketing through more interactive, data-driven, and emotionally resonant experiences.

Keywords: Virtual Reality, Advertising, Real Estate Marketing, Consumer Engagement, Immersive Experience, Artificial Intelligence, Digital Marketing

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