

## **VR You Ready? A Few Studies of Virtual Reality in Marketing**

**Abstract:** Virtual reality (VR) is on the rise in the marketing discipline, calling for research into strategic applications of VR within the consumer journey. In this discussion, I will present three of my co-authored papers on VR as examples of ways in which we as scholars can advance understanding of this exciting emerging context. The first paper, “Can You Smell the Virtual Roses? The Influence of Olfactory Cues in Virtual Reality on Immersion and Positive Brand Responses” (Journal of Retailing, 2023), explores the use of smell in VR to create more immersive experiences capable of producing flow states, which in turn enhance brand outcomes (e.g., purchase intentions, social media outcomes). The second paper, “Virtual Reality and Brand Excitement: The Moderating Role of Brand Personality,” examines how a VR experience benefits brand equity differently depending on the brand’s positioning as an exciting vs. calm brand. The third paper, “Presenting a Typology of Virtual Reality in Retailing: A CLT and HSM Perspective,” is a conceptual piece that considers VR experiences in retailing along two dimensions (type and temporality). As VR continues to mature both as a technology and a retail/marketing channel, I hope that scholars and practitioners will further explore ways of manifesting its awesome potential!