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INDO-SPAIN
GLOBAL CONFERENCE ON
INFORMATION SYSTEMS,
MANAGEMENT, AND MARKETING
2025 (GCISMM-25)



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In Collaboration with

Vijay Patil School of Management
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Augmented and Virtual Reality in Automotive Marketing: Analysing Consumer Behaviour in Tier-1 Cities of India

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Abstract

This study explores the application of Augmented Reality (AR) and Virtual Reality (VR) in automotive marketing in India's Tier-1 cities. With advancements in immersive technology, AR and VR have revolutionized consumer engagement, providing interactive experiences that influence purchasing decisions. The research includes primary data collection through surveys and secondary research from journals and industry reports. Findings indicate a strong correlation between AR/VR engagement and consumer buying behavior, offering valuable insights for automotive marketers. Augmented Reality (AR) and Virtual Reality (VR) are revolutionizing automotive marketing by enhancing consumer engagement and influencing purchasing decisions. This study examines the role of AR and VR in the Indian automotive industry, focusing on Tier-1 cities such as Mumbai, Delhi, Hyderabad, Chennai, Kolkata, Bengaluru, and Pune. The research aims to understand how these technologies impact consumer buying behavior and decision-making. The study concludes that AR/VR-driven marketing strategies can improve brand perception, increase consumer trust, and accelerate purchase decisions. Automotive companies should invest in virtual showrooms, personalized AR-based car exploration, and AI-enhanced virtual assistants to create immersive experiences. Future research should explore the long-term adoption of these technologies and their integration with artificial intelligence for more personalized consumer interactions.

Keywords: *Augmented Reality, Virtual Reality, Automotive Marketing, Consumer Behavior, Tier-1 Cities, Digital Transformation*

Emerging Technologies in Management and Engineering: A Systematic Literature Review

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Abstract

Technology have started to play a vital role. The globalized world has started to be automated. This is possible through various technologies and artificial intelligence. The technologies vary from development stage technologies to advance technologies. The technologies in the development or start up stage comes under the category of emerging technologies. They are considered to be important because their rapid development and novelty. They possess the ability to transform and create massive impact in the organizations. Hence, they are preferred in organizations.

This paper tries to look into the types of emerging technologies used in the organizations and the outcome given in the discipline of management an engineering. First the authors try to explore the various management and engineering practices that are positively practiced and helps to adopt the emerging practices. Secondly, it also tries to explore the transformation brought through the various practices adopted by the organizations The methodology adopted to achieve the above aim are through review of literature. The study finally tries to suggest tries to suggest in understanding and implementation of emerging technologies. This helps to bring novelty in management and engineering field.

Keywords: *Emerging Technologies, Management, Engineering*