

# **Immersive Technologies: A Literature Review on Brand Engagement and Consumer Behaviour**

## **Abstract**

The evolution of marketing through digital means has been greatly influenced by the emergence of virtual influencers on social media and the incorporation of immersive technologies such as AR, VR, and XR. This study examines the development of virtual influencers as an emerging frontier in consumer interaction, highlighting their unique benefits compared to traditional influencers and their potential for tailored and managed brand promotion. Digital avatars provide a unique method to engage audiences, but they also present ethical dilemmas and require scientific evidence to confirm their efficacy. The methodology includes a comprehensive literature study on many aspects of digital marketing, such as the influence of immersive technologies on brand storytelling and engagement, and the significance of gamification and video-based learning in improving user interaction from 2013 to 2024. The analysis highlights a significant deficiency in existing research about the enduring impacts of these technologies on brand loyalty and consumer behaviour. The digital age requires creative marketing methods that are ethical and align with consumers' desire for authenticity and engagement. Future studies should further investigate these aspects to ensure that virtual influencers and immersive technology are used properly to cultivate significant brand connections.

## **Keywords**

Consumer Engagement; Digital Marketing; Ethics; Immersive Technologies