

Доцільно розглянути такі напрями оцінки ефективності: економічний, організаційний і маркетинговий.

Кожному з цих напрямів притаманні відповідні показники ефективності, а саме:

- економічні показники, які необхідні для оцінки економічної ефективності обраного варіанта побудови системи електронної комерції (наприклад, на основі вебсервера підприємства в середовищі Інтернету).

- організаційні показники, які визначають ступінь інтеграції нової інформаційної системи із системою, що існує, а також з діяльністю підприємства і його бізнеспроцесами.

- маркетингові показники, під якими у цьому випадку розуміються показники, що характеризують ефективність проведення маркетингової програми реалізації і просування веб-сервера в середовищі Інтернету й ефективність використання інструментів веб-маркетингу.

При цьому потрібно мати на увазі, що всі перелічені групи показників пов'язані одна з одною. Тому, вибираючи одну з них, ми в тій чи іншій мірі наближаємося до комплексної оцінки.

Список використаних джерел:

1. Методи оцінки ефективності систем електронної комерції. URL: https://elib.lntu.edu.ua/sites/default/files/elib_upload

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VIRTUAL REALITY AND AUGMENTED REALITY IN PROJECT MARKETING

Virtual Reality (VR) and Augmented reality (AR) have transcended their origins in gaming and entertainment to become a powerful tool in various industries,

including marketing. By creating immersive and interactive experiences, VR allows brands to engage with their audiences innovatively. The work explores VR's application in marketing projects, highlighting its benefits, challenges, and future potential. VR significantly alters the efficiency and effectiveness of consumer behaviour during the purchase process by providing a virtual space where consumers can interact with products; VR enhances their understanding and appreciation of the product features, leading to more informed purchasing decisions (Khrupovych, 2023)

The evolution of marketing has undergone significant transformations over time, with the integration of virtual reality (VR) emerging as a cutting-edge tool, particularly in the real estate and developer sectors. According to Henry (2016), VR has opened new dimensions in how developers market their projects, offering an immersive experience that traditional tools could never provide. However, the breakthrough came with the introduction of VR as a marketing tool. VR allows potential buyers and investors to virtually walk through unfinished properties virtually, experiencing layouts and design elements firsthand before any physical construction begins. (Stuart, 2018) highlights that this not only enhances the decision-making process for clients but also increases trust and satisfaction, as they can better understand the space they are investing in.

One of the primary benefits of VR marketing is enhanced customer engagement. Traditional marketing tools often need help to capture and hold consumers' attention in an oversaturated digital environment. VR changes the dynamic by providing an immersive, interactive experience that draws customers into a brand's world. Instead of passively consuming content, users can explore products or services firsthand. The rapid development of information and communication technology, particularly virtual reality (VR), is revolutionizing real estate marketing. By providing immersive and interactive visualizations, VR enables potential buyers to experience properties before they exist, leading to more informed decisions and increased sales. (Kaleja and Kozlovská 2016)

The shift to VR-based marketing is driven by consumer demand and offers significant advantages over traditional marketing methods.

For example, a virtual showroom allows potential customers to explore product features in detail, creating a more engaging and memorable interaction like "IKEA Place" IKEA has developed the 'IKEA Place' app, which uses VR to allow customers to visualize how the furniture will look in their homes.

The novelty and innovation of VR experiences help brands stand out by giving them a unique selling proposition. In addition, VR marketing campaigns often generate buzz on social media and digital platforms, increasing visibility and brand awareness. (Stuart, 2019)

Augmented reality (AR) enhances our perception of the natural world by overlaying digital information. Unlike virtual reality, which creates an entirely new environment, AR seamlessly integrates virtual elements into our existing environment. AR does not require special equipment; you can experience it by downloading the app on your smartphone. (Khrupovych, 2023) For example, an application from the L'Oréal cosmetics brand allows you to "try on" cosmetic products.

VR and AR have transformed the customer experience and communication in marketing, offering unprecedented ways to engage and interact with consumers. A study by Stuart J. Barnes («Understanding Virtual Reality in Marketing: Nature, Implications, and Potential», 2017) explores the profound impact that VR can have on shaping customer experiences and improving communication channels. At the heart of VR's impact is its ability to immerse users in a highly interactive 3D environment, allowing them to experience products or services as if they were physically present. Unlike traditional marketing that relies on static images or videos, VR puts customers at the centre of the experience by giving them control over how they explore and interact with the brand (Khrupovych, 2023), emphasizing that this immersive quality can significantly enhance the overall customer experience by offering deeper interaction and emotional connections with products.

There are many ways to apply marketing in VR or AR projects. Companies such as Audi and IKEA use virtual reality to create virtual showrooms that allow customers to explore products in a simulated environment. For example, Audi's virtual reality showrooms enhance the car buying experience, reportedly helping to increase customer engagement by 50%—another way, interactive advertising or creating a themed virtual reality environment for customers.

Virtual reality in marketing typically targets three primary consumer engagement outcomes: cognitive, affective, and conative changes. Cognitive changes improve awareness and understanding of a product or brand through engaging VR content, increasing attention and retention. Affective changes create emotional connections by providing a pleasant experience and increasing the product's advantage by showcasing key features such as the Star Wars Universe from the Disney brand. Thus, promoting a brand and new products through users' emotions is much easier.

Consumers can interact with a product in a virtual environment to increase purchase intentions and promote positive social outcomes such as sharing VR experiences and brand endorsements. (Barnes, 2017)

Some things could be improved with VR and AR in projects. The main one is high costs because developing high-quality VR content can be expensive. This includes the cost of VR hardware, software development and content creation. The second is technical limitations. Although VR technology has advanced, there are still technical limitations, such as the need for powerful hardware and the potential for motion sickness for users. Users also face inevitable rejection due to fear of the new.

Conclusion. Virtual reality is revolutionizing the way brands interact with their audiences. By creating immersive and interactive experiences and influencing users, VR offers a unique and powerful tool for marketers. While challenges are to overcome, the potential benefits make this a worthwhile investment. As technology evolves, VR will undoubtedly play an increasingly important role in marketing strategies.

References:

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THE PECULIARITIES OF REMOTE PROJECT MANAGEMENT IN THE SPHERE OF ADVERTISING

After Covid-19, project management has undergone changes. Business is formed on the basis of constant advertising. If in the past we could see more postcards, booklets, or newspapers, now customers are searched for on the Internet, encouraging them with various videos and texts. Our attention is not only to companies and their profits, but also it refers to bloggers, designers and other people in this field.

If we talk about bloggers and their remote work, it should be noted how their earnings vary in different well-known social networks. Thanks to the Tik Tok application, a person earns from 0.02 to 0.04 dollars for every 1000 views. But if we talk about a contract between a famous person and a company, then they receive from 500 to 1000 dollars for sponsorship. The site omgagency.me says this. YouTube itself notes that it pays its users \$1 to \$2 per 1,000 views. Not including integration of