

The perceived value of virtual products: overview and research perspectives

Philippine Loupiac

TBS Business School

Cindy Lombart

Audencia Business School

Olga Untilov

Audencia Business School

Kevin Carillo

TBS Business School

Cite as:

Loupiac Philippine, Lombart Cindy, Untilov Olga, Carillo Kevin (2024), The perceived value of virtual products: overview and research perspectives. *Proceedings of the European Marketing Academy*, 53rd, (119537)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



The perceived value of virtual products: overview and research perspectives

Abstract

Emerging virtual environments, such as the metaverse, are extended reality tools that create multiple opportunities from a marketing point of view as new distribution channels. Brands offer virtual products that sometimes have a higher financial value than their physical versions. This research looks at the criteria that allow consumers to evaluate virtual objects and attribute value to them. An adaptation of the classic theoretical frameworks for the analysis of perceived value led to the identification of four predominant sources of value for virtual objects: 1. the technological characteristics of the virtual environment; 2. perceptions of the virtual environment; 3. the characteristics of the virtual product; and 4. the ability of the virtual product to extend the consumer. The study concludes with a road map for future research, highlighting suitable methodologies (qualitative and quantitative) to advance knowledge on the subject of enhancing the value of virtual objects.

Subject Areas: *Channels, Information Systems, Product Categorization, Retailing*

Track: Marketing Strategy & Theory