Unfortunately, this is not a research report, but an advocacy presentation. A very good one, and full of details, but offering a marketing research method without a vigorous, balanced analysis of its strengths and weaknesses. This abstract will deal only with the portion of the article describing the method and how it can be used. Later authors will perhaps challenge the method as a new member of the research team. Under development for many years, virtual shopping is the consequence of research on in-store presentations and sales forecast modeling. The centerpiece is a computer screen, on which is projected a simulated purchasing environment. Usually an in-store array of shelves and products, it emulates the actual simulated stores used for years in shopping mall spaces. As consumers scan through the store, they see various product categories, with a selection of various products in each category. They pick up a…
Eventually, a breakthrough of Virtual shopping was explored as it has been shammed and counterfeited by other marketers online. (Burke 1996). The technological advancements should offer new hope, opening opportunities in marketing research and beyond, with microchips making personal computing possible, this has thus far stimulated Virtual Shopping simulation for most companies. This has given managers an easy avenue to promoting products and promotions, packaging and merchandising at the same time. This has also been a tool to change the companies approach to a variety of strategic issues such as entering new markets and responding to new emerging competitors.