

# Research Seminar on Virtual Reality in Marketing



Under the umbrella of the [Rhumbo European Project](#) -ITN on subconscious brain processes through the use of mixed reality technologies (MRT) and advanced biometric signals processing, this collection of research seminars aims to introduce the latest research.

## Understanding consumers' unplanned shopping behavior in virtual store: Perspective from SOR and Cognitive load theory.



### Shobhit Kakaria

**Early-stage researcher, University of Valencia.**

His current project explores consumer decision making in virtual reality under the supervision of Prof. Enrique Bigné, and it is part of the *RHUMBO* project funded by *Marie Skłodowska-Curie Actions* (Grant 813234).

His assorted research interest lies at the intersection of psychology, marketing, and virtual reality, to understand consumers' cognitive and emotional experiences in digital and virtual contexts.

**Date:** April 12<sup>th</sup>, 2022.

**Room:** Facultat d'Economia. Room 5P01.

**Schedule:** 10:30 -12:00

**Registration:** Limited seats available. Click here for [registration](#)

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EU Research Project on mixed reality technologies (MRT) and advanced biometric signals processing