

A Study on Effectiveness of Google Virtual Tour on Business Promotions

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Digital marketing is the more convenient way for companies to convey its messages to customers more efficiently and effectively. Digital marketing helps the companies to meet its customer needs to achieve its goals and objectives in an estimated time period. For promoting any kind business there are many ways available with the use of digital source including Google Virtual Tour. This opportunity has increased an advancement of Google Virtual Tour in any kind of business in its promotional activities. As my study speaks about the effectiveness of Google Virtual Tour on business promotions. So I am, analyzing the current market and identify that, how effectively marketing is done by using Google Virtual Tour as a promotional activity to attract and to reach the targeted customers. Even to understand the level of acceptance of Google Virtual Tour in the market. The main purpose of promoting business is to gain market share and to achieve organizational goals and objectives successfully. Promoting is the one more reason for the business to stand as a leader in the market and to encourage the sales of a particular product and services.

Keywords: Digital marketing, Google Virtual Tour, Promotion

1. Introduction

In past, the companies were using traditional marketing tools in promoting its products and services. Those days are now no more in the market because the new era of digital marketing tools are ruling the promotional activities of businesses. This is because the customers are more focused towards internet based advertisements which is also known as online

advertisement. This impact gave an opportunity for companies to promote their products and services through digital marketing tools.

Digital marketing is the more convenient way for companies to convey its messages to customers more efficiently and effectively. Digital marketing helps the companies to meet its customer needs to achieve its goals and objectives in an estimated time period. For promoting any kind business there are many ways available with the use of digital source including Google Virtual Tour. This opportunity has increased an advancement of Google Virtual Tour in any kind of business in its promotional activities.

As my study speaks about the effectiveness of Google Virtual Tour on business promotions. So I am going to analyze the current market and identify that, how effectively marketing is done by using Google Virtual Tour as a promotional activity to attract and to reach the targeted customers. Even to understand the level of acceptance of Google Virtual Tour in the market.

The main purpose of promoting business is to gain market share and to achieve organizational goals and objectives successfully. Promoting is the one more reason for the business to stand as a leader in the market and to encourage the sales of a particular product and services.

Google Virtual Tour will enable the marketer to showcase business ambiance to customers before visiting to the company/store. So, by seeing the Google Virtual Tour they get a good clarity about the business ambiance, interior of that particular business, products and services available etc.

2. Title of the Study

“A study on effectiveness of Google Virtual Tour on business promotions.” It was conducted to study the effectiveness of Google virtual tour as a marketing tool in promoting the products and services.

3. Significance/Need for the Study

This Study is majorly focused on the effectiveness of Google virtual tour on business promotions. So, this study provides a detailed description about how effectively we can utilize the Google virtual tour in promotional activities of a particular business. This helps the business to overcome the competition in the current market and with the new entrants. The

core objective is how effectively Google virtual tour is used as a marketing tool in promoting the products and services.

4. Objectives of the Study

- To identify the level of acceptance of Google virtual tour in the study area.
- To understand the effectiveness of Google virtual tour on business promotions.
- To analyze the customer perception towards Google virtual tour.
- To critically evaluate the effectiveness of Google virtual tour against other promotional tools.

5. Research Methodology

- **Research Design**

- A research design is a design used to collect the data and using the data in an effective manner.

Here, in my research, I am using a Descriptive research because the primary objective of the descriptive research is to include surveys and few fact finding enquiries with the objective of providing detailed description about state of affairs as it exists at present.

- **Sources of Data**

- Primary data: The data which is directly collected by the researcher is known as primary data. Here, in my research had collected the data by providing questionnaire to the product/service user. This research is completely depended on the primary data.
- Secondary data: The secondary data is a data which is collected from websites, company brochure and some of the books related to marketing and Google virtual tour.

- **Regression Method of Analysis**

Adebisi (2006) defined regression as “the statistical method of predicting and determining the probable value of dependent (α) given the value of independent (β). The hypothesis gathered for this study will be tested at 5% level of significance. The regression formula is: $\alpha = a + b\beta + u_i$

The regression model will build on, Hypothesis One α (dependent variable) Virtual tools β (independent variable) Business Sales Promotion.

Hypothesis one Ho- Virtual tools does not influence Sales Promotion positively in the face of full competition. H1- Virtual tools influence Sales Promotion positively in the face of full competition.

The estimated regression model is given as

$$\alpha = f(\beta) \quad \alpha = a + b\beta + u_i = 0.00000012 + 6.752 \beta + u_i \quad \text{Std. error} = (0.00000086) \quad (19.268) \quad t = (1.416) \quad (.350)$$

The result of the regression analysis shows that the regression coefficient (R) is .173 a . It implies that there is positive and strong influence between virtual tools and sales promotions. The result also reveals that the coefficient of determinant (R²) is .030; it connotes that about 3% variations in virtual tour tools could be explained by business sales promotions. The remaining 97% were largely due to other variables outside the regression model that also affects sales promotion. Testing the effect of independent variable (virtual tools) on dependent variable (sales promotions) the result shows that t-value is .350 at 0.05 level of significant (t=.350: p)

- **Sampling Methodology**
 - **Sampling Technique**
 - **Judgmental Sampling**

This is a non-probability sampling technique; it is also known as deliberate/purposive sampling. Here the samples are selected based on the judgment of the researcher that is the researcher will use his own description in selecting the sampling from overall universe. In this sampling there is an element of bias associated with it.

- **Sampling frame:** Sampling frame consists of businesses which are present in Bengaluru, Goa, Kerala and New Delhi. These businesses are using Google Virtual Tour in their business as a part of promotional tool.
- **Sampling Size:** A sum of 180 samples is considered for this study.
- **Sample Area:** The sample area of the research was Bengaluru, Goa, Kerala and New Delhi.

6. Literature Review

D Jan et al: This paper present some of the challenges and our initial solutions for designing conversational agents that can move around in the virtual world and interact with human-

controlled avatars and other computer agents. Had implemented a conversational and navigational agent in Second Life, a virtual world developed by Linden Lab where users can explore, meet other users, socialize and participate in various activities.

D. R. Fesenmaier et al: This paper importantly focus of this effort is "experience-oriented tourism" which emphasizes activity, events, and fantastic or exotic experiences. However, it is hard for tourists to form a clear destination image without direct experiences. With the development of Internet, tourists have become able to access interactive multimedia easily. Interactivity and multimedia are key factors to create virtual environment and provide virtual experiences.

Setyawan Widyarto and Muhammad Shafie, Abd. Latiff: The purpose of this paper is to explore the issue of using virtual tours to improve health and safety through preparatory familiarization for visits to the swarming area. The main objective of the virtual environment system is path finding by commanding spatial skills.

Beatrice Sion, Cezar Mihălcescu :The Internet as a marketing media can be of great benefit to virtual all areas of marketing, from marketing research, through market segmentation, targeting and positioning, to the effective use of the marketing mix, and marketing organization and control. The following discussion does no attempt to provide an exhaustive list of the Net's use in tourism; rather, it simply intends to exemplify its common applications in and main implications for tourism marketing

Marcus T. Al Len, Anjel i ta Cadena, Jessica Rutherford, and Ronald C. Rutherford: In addition to cost efficiencies, brokers may also impact market outcomes. Numerous researchers have investigated whether or not the use of brokers as well as various broker actions, broker characteristics, and broker / seller legal relationships affect market outcomes in the form of price and/or, time-on-the-market effects. We extend this line of research by considering price, time-on- market, and probability of sale effects in relation to four specific broker strategies: public open houses, broker open houses, MLS virtual tours, and MLS photographs. The results indicate positive relationships between these strategies and house prices and mixed relationships between these strategies and probability of sale and time-on-market.

Amir Abbas Najafipour^{1*}, Majid Heidari², Mohammad Hossein Foroozanfar³: In the current paper, a theoretical framework of the concept of a virtual tourist community based upon the core characteristics of virtual communities and virtual reality concerning the fundamental needs of community members is defined. Perspectives of how one can define

and interpret virtual communities within the tourism industry are discussed and issues regarding the functions and implications of virtual communities in the travel industry are explored.

Sven Tuzovic: The purpose of this study is to compare quality perceptions of virtual Servicescapes and physical service encounters among buyers and renters of real estate. Real-estate firms need to pay attention to both the training of agents and the design and content of their websites. This paper contributes to knowledge regarding virtual Servicescapes in professional services.

Martin Yongho Hyun*, Seoki Lee and Clark Hu: The main purpose of this paper is to conceptualize virtual tourism in the mobile context. Through the concept of telepresence, the typology of virtual experience can be explained by two dimensions: vividness and interactivity. The author does first discuss virtual experience in terms of several categories ranging from verbal-based to animated interactive experience. Based on these categories, various mobile applications are then identified to complete the typology. Finally, practical discussions are provided with examples to illustrate various mobile services that facilitate virtual experiences and the application of the mobile-mediated virtual experience to tourism with consideration of the destination marketing organization's innovativeness and consumers' needs for mobile usage.

Standing, Jean & Michel Boyer: The Internet has had a major impact on tourism both for providers and consumers. This article classifies and analyzes the wealth of research published in major tourism journals over the past 10 years to identify major areas of focus and gaps in the research landscape related to the Internet in tourism. Research articles have substantially increased in number over the past 5 years of the 10-year period under analysis. The research can be categorized into seven areas with information search, website analysis, and Internet marketing being the three most common research topics. Although Internet-related issues in tourism are commonly researched, the article calls for more case study research to be conducted that takes an e-business and organizational perspective so that other organizations can learn from the mistakes made and also from best practice.

Donald Getz: This article reviews 'event tourism' as both professional practice and a field of academic study. The origins and evolution of research on event tourism are pinpointed through both chronological and thematic literature reviews. A conceptual model of the core phenomenon and key themes in event tourism studies is provided as a framework for spurring theoretical advancement, identifying research gaps, and assisting professional practice.

Conclusions are in two parts: a discussion of implications for the practice of event management and tourism, and implications are drawn for advancing theory in event tourism.

Mohammad Mahmoudi Maymand¹, Hassan Farsijani², and Sara S Tahery Moosavi: The Information and Communication Technology (ICT) has caused immense revolution in tourism industry leading to the new generation of sightseeing called “Virtual Tourism” (VT). In this way, different aspects of impact on the development of VT, introduced as the success key factors. These aspects consist of an exclusive combination of ICT and Tourism. This study reviews the existing developments related to the VT, Electronic Readiness and Virtual Tourism Collaborative Networks as well as the study of the effective components in VT from ICT perspective. The methodology of the research is practical according to the purpose and descriptive-correlation based on its data gathering technique. Hence, the hypotheses are analyzed by Structural Equation Modeling / Path Analysis and Tests of Fit. Data is collected from some tourism enterprise managers in the city of Tehran. The results show despite recent progresses in ICT industry, VT needs much more investigations to establish in Iran. Also the results help to establish the VT easier than before.

Hiu-fai Lau*, Chi-wai Kan, Kung-wong Lau: This paper triggers further investigations in the area of (1) the instrumental relationships between the technology and consumer, (2) the connectivity to consumers, and (3) the consumers’ perception of shopping in virtual environments and the daily practices in bricks-and-mortar shopping. The research team urges the needs of investigating shopping exp

JP Pella et.al: “Three dimensional virtual tour method and system: A system which achieves three dimensional site in a highly firm way such that three dimensional, real time and the interaction with same site through good resolution graphics will be enabled. While creating, the information so collected is processed regarding the site and preceded into a walk map consisting a number of maps. A visual map will clearly expresses that out of many which one is a polygon that prepares a site which is potentially visible to a given area. A map of collision will establish where we should navigate a site. Ground map will follows the camera heights and angles, a trigger map will helps the trip to be found from different locations in a particular site. During this, the maps which are relevant for the users current position will be active, thereby rendering of a necessary picture/image for user present perspective will be possible in a real time activity, possibility of a first person, perspective tour for a particular site in an observed three dimensional way.

Francois Bailly, B. M.: An interactive GIS (Geographic Information systems) and some of the techniques users with the highest degree of utility, information and flexibility. A language will facilitate a communication between clients and servers of an interactive Geographic Information systems, this enhances a series of Geographic Information systems characteristics, like network link, screen overlays, ground overlays, place marks, styles Geographic Information systems elements, like icons, geometry, polygons, labels and description balloons in a viewer through which a user watch the targeted region. Even, VT of user defined ways in the area of divided visualization is activated. Streaming visualization of a completed polygon data is also activated so, by allowing building and few other characteristics will be provided in three dimension.

M. Medalia: ‘Method of generating a 3D interactive tour of a geographic location’. A method for current invention gives a user an interactive virtual presentation of a particular area which is expressed to a user by a 3D or 2D representation and the combination thereby produced through a computer controlled by an operator. This way creates very interactive VT of a particular geographical area through relating 2D maps with 3D representation of interactive theory which allows a user to synchronize and navigate by the 2D map and a model in various directions.

LU Bakewell, CA Bakewell : “Interactive, Travel based trip planning, travel community, travel resource, methods, and processes, by emphasizing a user capacity to complete travel trip, game, route and special requirements for self and companions”: Travel community, Travel based education, Trip planning, Internet based interactive trips, trip regarding to a particular games, methods and few processes, a user capacity to complete a travel trip, way, and routing choices to a unique, preferences and their requirements for the purpose of self and throughout a specific trip or by gaming or visual tours, which includes process regarding tours, games, site visits and few other related travel events, obtaining information and electronic tickets, and few online services by bank to process the ticket, merchandise and membership payments and reservation, advertising and transaction foe the vendors.

K. Dawson scully: “system and a method of providing a virtual tour” This article propensity: by using static or still images, pictures which are generated by a computer, drawing, anyone can create their own illusion of movable forward images. In this way this is navigated through the viewers who can move their position and pov (Point of view). This way enables performance and functionality not possible with the prior VT Technique.

MAO Cowtan: Dual paned, Internet based VT representation method: A user interfaces for a comprehensive internet based, user friendly, dual paned, and multimedia VT representation method consisting orientation abilities and containing a picture navigation area. A arranged information system and a picture display area, the picture navigation area, the pic display area and the informational enterprise area is provided all the visible on same time period, which is viewable in one browser window.

7. Conceptual Background Of The Study

About Google Virtual Tour

Google Virtual Tour is a product by Google, where this is a technology oriented product. This is featured on Google maps and Google earth this will provide a panoramic view from the position among many streets in the world. Google Virtual Tour was launched in the year 2007 in United States and further it had expanded for many cities and rural areas worldwide. Basically the streets with street view will be visible as an imaginary view on Google Maps.

This Google Street View will showcase the panorama of stitched pictures which will be captured by a photographer. Here most of the photography's is done through car and some are done with tricycle, trekker, walking, and boat, under water apparatus and with snowmobile.

As Google is capturing its world famous Street view shoot for allowing the local enterprises to showcase its ambiance, interiors, to enhance their listing on Google maps as well as on Google business, and to influence greatly potential customers choice of decision making by using their own 360 degree Virtual Tour.

Defining Google Virtual Tour

A Google Virtual Tour is a replica of current location, this will consists series of videos or stable pictures/ still images. This Google Virtual Tour also make use of multimedia elements like music, narration, sound effects and texts. This also differentiated from the benefit of live TV to affect tele tourism.

“Virtual Tour” is also used to explain a different photographic and video based channel. The word panorama denotes an unbroken tour/ view, because a panorama can be a series of images captured by the photographer or the video footage. Usually with the use of still cameras the panoramic tour and virtual tour is created. These virtual tours will be taken from

a series of panoramic photograph known as vantage point. Here camera and the camera lens are rotated to take referred still images where the correct exact click at the back of the lens with a light coverage.

A video tour refers to a full moving/motion video of a particular location. It is nothing but the virtual tour is just a static wrap around feel, where as a video tour is a linear walk through technology of a selected region or location. With the use of video camera location of a particular business is placed at a walking pace when rotation from one point to another location.

History of Google Virtual Tour

Google Virtual Tour is originated in the year 1994. The first Google Virtual Tour was started in England in the year 1550 here; in a museum a visitor captured 3 dimensional tours with walkthrough. A British based engineer by name Colin Johnson presented the Virtual Tour in computer controlled by laserdisc.

Queen Elizabeth-2 was the first user of Google Virtual Tour, because she had officially created the visitor Centre in 1994. This is due to the Queen Elizabeth's officials had requested her descriptions, instructions and the titles of her activities, this activity was named as Virtual Tour, this being a bridge between Royal Tour and Virtual reality. The details related to this activity can be viewed on internet i.e. online. In November 1994 this conference was held by British people and this was published in a technical paper.

Methods of Creating Google Virtual Tour

There are three ways of Google Virtual Tour they are as follows:

1. Stitching Rectilinearly
2. Stitching Spherically
3. Stitching Cubically
4. Optics by one shot

Stitching Rectilinearly

This method consists of rotation of digital camera, in the portrait mode that is up and down and it will be connected to the tripod. Photographer will manually revolves the tripod in a clockwise direction, then the tripod will clicks every 30 degree direction rotation and captures

the images. The operator needs to change the location/ position of the tripod to other slot in the rotation of 40 degree, 60 degree, and 90 degree etc.

If a wider view is supports the camera lens then the rotator can choose a larger detent value for ex. 60 degree instead of 30degree. In a bigger decent interval, the other pictures is need to be captured a total vision of the location. As opposed to 10 shots the operator will take only 6 shots to complete the capture of same panorama. The combination of digital camera and precision rotator allows the rotator to capture rectangular images of every scene like indoors and outdoors. Typically a photographer will captures a series of saps 6, 8, 10, 12, or 14 scenes. By utilizing specialized photo stitching software the photographer combines the pieces into a single rectangular picture like 4,500 to 6,000 pixels. This method is very time consuming method but also this is used by many of the photographers. It had remained as very popular method today the necessary rotator, equipment and the software is easy to learn. This stitched panorama view is known as cylindrical, this will result in a total 360 degree virtual tour, but this 360 degree offers a very narrow field of 50 degree below or above the horizontal line.

Stitching Spherically

This is method of stitching the photos and this method requires a particular lens called as fisheye lens, these are the lens equipped with DSLR camera. In the mid of 1990's the two shot fish eye lens camera system was very popular and here the two shot rotators head was rotated only to 0 degree and 180 degrees. The camera here used is only an Olympus and Nikon Coolpic camera and the lenses are Nikon FcE8 and FcE9 fish eye lens. This method of Virtual Tour needs more costlier Virtual Tour camera equipment's consisting of a Sigma 8 millimeters 3.5 lens allows photographer to fix and set the camera rotator head at 90degree and capture the total Virtual Tour of any sense in 4 shots like 0, 90, 180, 270 degrees.

Stitching Cubically

This is one of the methods of immersive technique, ceiling to floor Virtual Tour. In the early 1990 the apple system was pioneered this by release of apples quick time virtual reality. To complete a 360 * 360 view a free utilization of software as cubic converter and stitching is done. This technique is known as old school and the spherical stitching of photos has become main stream for the outcome of these kind of tour.

Optics one shot:

Using single or one shot panorama optic anyone can frame very quick panoramic images and videos like used on iPhone.

Adobe Photoshop will allow the user to utilize its new features and tools for stitching the images, but this Adobe Photoshop will suit only to stitch the rectilinear type of images. An Autodesk stitcher will make the photo stitch very quickly whereas this Adobe Photoshop will take more time to stitch the images. Even Autodesk stitcher has many updated features when compared to Adobe Photoshop. This is just because the type of the lens used in the Adobe Photoshop and Autodesk is different from one another. Nikon D3 and D700 these have the full frame DSLR camera, whereas Nikon D90 and Canon T2i are having the smaller sensors. The DSLR cameras are utilized with a fisheye lens like Sigma 8 millimeters f/3.5 a full round picture is captured at a single shot. Which will allow the photographer 2 or 3 shoots per one view point to create a 360*360 panoramic stitched pictures. The same thing when it is used with non full frame DSLR camera for example Nikon D90 and Canon Rebels etc. then minimum of 4 shoots are necessary with the same camera in the position of portrait. The final result of stitched panoramas will be having a left and right side cropped off each four pictures and each four corners around rounded pictures.

Virtual Tour based on Videos

Now a day's video based Virtual Tour is growing slowly because the expansion of video on internet. Here the video cameras are used to create this video based Virtual Tour's. The main benefit of this Video Virtual Tour is an auto played walkthrough constantly through the series of panoramas. But to capture a high quality video tour needs more technical skills and necessary equipment's rather than capturing still images. This video will also eliminate the viewers control on the tour. So, therefore the Virtual Tour is as same for all the viewers as well as matter in the subject which is chosen by a videographer. For editing of any digital video needs efficiency with video editing software and should have higher computer system hardware equipment requirements. Even, for displaying video Virtual Tour on the internet it requires bandwidth. Because of these problems the work of making video Virtual Tour is meant only for professional videographers.

Nowadays different people are making use of this Google computer system to give access for private area, which was before not available for the general people in public.

Specialized software:

Different products and services can use to create a media Virtual Tour and few samples include systems proposed by institute of Moves in Naval PG School. In addition to that web based system software provides user for uploading any of JPEG image and cylindrical picture to create high definition Virtual Tour.

Application

Basically Google Virtual Tour is used especially to universities and in hospitality and real estate industries. This Virtual Tour allows the users to see an environment through online. Now presently a number of industries make use of technology to serve market with their products and services. In past few years ago, the accessibility and quality of tours had improved a lot, by few websites allowing the users to move and navigate the Virtual Tour through just clicking on G-maps or combined plans of floor.

Online or web based:

Most of the enterprise purpose a tour should be accessible from all the locations that is everywhere. The main answer is web based Virtual Tour. With an addition a useful and rich Virtual Tour is not only a series consisting of panoramic images. For a good experience to be gained by visualizing different materials like it is obtained by texts, still pictures and videos in web content. Even there are more other methods to get the data in combined web content, like using content builders (such as adobe flash or java applet) or a web data content management system.

Tours which are flash based are growing very popular now a days. According to a survey carried by PEW research group in 2004 has proved that more than five millions of Americans do watch Google Virtual Tours every day. Later the survey done by PEW research group utilized by Americans has increased to 54 million people (2004) to 72 million people (2006), therefore there is an increase of 18 million people in only 2 years.

The portfolios of Google Virtual Tour are as follows

Real Estate

Especially this Google Virtual Tour is very much popular in real estate business. This is because every business wants to showcase their floor plans. This interactive floor plan showcases the images of a particular property with the use of a floor planning and the arrow marks will help the users to indicate where the actual photo was taken. By clicking on an arrow mark anyone can easily find that where actually the camera was placed and in which

direction the camera tripod was kept. Usually the photograph will be captured by a Google certified photographer which the property needs to be sold he will captures several series of pictures and merge them through photos stitching software. The device matterport offers 3 dimensional camera to create and develop virtual tours. This full 360 virtual tours will be more costly than the floor plan this is due to the expense of certified photographer, the usage of higher end camera that is DSLR camera and some specialized software.

Two startups i.e.earchilogic and floored these offers the accessibility of uploading a floor plan and make that into a three dimensional algorithms. This provides the potential house owners to take virtual tour of a house which has not been constructed with a headset.

8. Hospitality

In the field of hospitality industry virtual tours play a very vital role. Now a days hotels are providing online tours by using internet embedded virtual tour and video tours on their website. In order to increase the bookings in their hotels these hospitality industries are producing 360virtual tours. To showcase their ambiance, infrastructural facilities, and amenities to their targeted customers. Accommodation is the company who showcase successful video based virtual tours exclusively for resorts and hotels.

Virtual Walks

As the camera moves around through rural and an urban area a virtual walk videos are documentary motion pictures of that particular streets or the location. The main objective of these virtual tours to provide an experience for the viewers to feel insights of that location here, the viewers can easily see what they wanted to see in that particular location and the sounds which they wanted to listen. This helps the viewers to decide where they want to go along a particular route.

Virtual Walks Versus Conventional Travel Videos

In reality enjoying the experience with moving through virtual walks, space or bicycle videos or virtual runs will differs from conventional travel videos. Which will consist of moving pictures taken through a particular route or given region? The major benefit of conventional travel video is that one or more on screen guidelines, narrators will enable insights to geographical, political, cultural, architectural, historical or military aspects of the given

location. This is in means of areas visited this will be compared and rated the sites as A, G, D, and I. by comparing these the virtual tour will transport the viewer in series steps like A to B, D to E and so on. Most of the viewers of virtual walk videos will report a visual experience which they conclude before that it's the best place to visit there.

Basically these virtual tours are more helpful for those people who want to experience the sights and music of particular places in the world. However even for those who don't have time to visit, financial instability or lack of physical resources to actually travel to that place.

DVD and Online Walks

As number of companies rent virtual videos on DVD as downloads. A larger variety of virtual tour walks are there online, especially by YouTube. Just by typing in Google search any city name plus walk, virtual walk or walking will result in a various results by many of this videos. A typical walking tour and walking in old city the shot with HD camera is done by the photographer. Most of these virtual tours focuses majorly on the cities of Far East, central Asia, Russia, European cities etc.

Advantages of Google Virtual Tour

1. A 360 interactive virtual tour which will be appeared on a client's Google plus page, Google maps and as well as on Google search.
2. Google plus page is embedded with new technology which will enhance customers to see inside of premises.
3. The Google Virtual Tour links will be provided for business where you easily can upload this any of your company website.
4. This Google Virtual Tour will differentiate one business from other competitors by listing you on Google plus page and Google my business page.
5. By installing this virtual tour a business gains more search results so that they can stand as a leader in the market.
6. Photography will be done by Google certified photographer so that professional photos will be uploaded on company's site.
7. An enterprise will be provided with the ownership of see insights of its business so that it will come to know about its company search results easily.
8. Businesses can easily showcase their business ambience, infrastructural facilities, business environment etc. so that they can easily get more number of customers to

their business.

Here are few reasons that have a greater impact on business that has virtual tour on their search:

- This will maximizes the size of search results.
- Maximizes the customer footfalls in to the business.
- Maximizes the search statistics on businesses Google listing.
- It will increase the owner's awareness to the public.
- Silently interacts with the customers through online.
- Successfully showcases the business ambiance to the customers.
- Provides a clear picture quality of the products and services available in the business.

Here are few reasons that why a business should go for their business photography

- To get discovered by the people very easily.
- Grab the attention of more number of customers via 360 walkthrough technology.
- To get more loyal and potential customers to the business.
- Continuous attention and to encourage their customers by positive reviews of business.
- It's less costly to adopt so, it is affordable to all kind of business.
- To showcase the enterprise via Google, website, and on face book through a single photo shoot.
- For guiding customers by direction to your location through navigation.
- Google is very trust worthy by everyone's point of view.
- Pre attachment of customers before they actually walk into the business.
- It will provide a complete detailed description of customer tracking report that is the number of visitors for the business.
- It even helps in SEO results.

Virtual tour marketing is an obvious tool for the residential real estate industry. However, there are other areas where virtual tour marketing can help catch new eyeballs and new revenue.

Virtual Tour Marketing: What Is It?

First, let's define virtual tour marketing as using images and technology to capture the interest of potential customers for a place, event, or product.

For years, putting linear style photo tours online so the tours were viewable on desktop computers was enough. Now, more and more, mobile devices are responsible for a large portion of total web traffic. Imagine how much of it is on demand traffic while in a retail store or in front of a travel destination. Therefore, we now have to make sure that mobile devices – phones and tablets – are included in the technology part of our definition.

Again, virtual tour marketing always comes to mind in the real estate market. In fact, virtual tour marketing is now an expectation of customers in that industry. And, along those lines, anyone in the hospitality industry has come to realize the value of customers “seeing” properties online or on mobile devices.

Therefore, hotels, resorts, casinos, and restaurants are all great candidates for also putting virtual tour marketing to work.

Virtual Tour Marketing for Products: It Helps Capture Customers

Consumers are educating themselves and purchasing more and more online. If you sell something, it’s important to find new ways to get the information to customers that they need. As a result, tours of products are playing more critical roles in winning customers.

For some time, pictures online were enough to differentiate a product offering. Now, there is more competition in winning customer attention. Bicycles, electronics, medical devices, and cars are just as deserving of a “tour” as any place or property.

In addition, products like these often require that consumers educate and familiarize themselves after the purchase as well. Virtual tour marketing can also be a tool used to educate existing customers and keep them coming back – product orientation and tech support are both areas where virtual tour marketing can play an ongoing role in customer engagement.

This is why we do what we do at White point – we can help make virtual tour marketing not only smarter, but more effective.

9. Findings

The study investigated, that respondent’s came to know about Google Virtual Tour through direct contact from the company employees and Google Virtual Tour is very important for their business. This study indicates that, Google Virtual Tour will be the new method of advertisement in the future with affordable cost. And majority of the respondents that is 84%

feels that Google Virtual Tour has increased the customer footfalls in their business and it is more effective to promote their business and it is very helpful in customer tracking report.

10. Suggestions

In view with the above findings Companies should concentrate more towards direct meeting with the clients rather than sending company mails and other forms, because majority of clients came to know about Google virtual tour through direct meeting from the marketing team and more focused towards the product that is Google virtual tour because 84% of clients feels there is an increase in customer footfalls so the company should maintain the same tune with the clients and capture the complete market by working on stitching the panoramas correctly so that, they can deliver the business ambiance of the clients more effectively

The company can increase the number of variants and graphs in customer tracking reports so that the clients will easily come to know about their business insights and should come up with the auto rotation of the virtual tour so that it will be more effective for viewers.

11. Conclusion

This study was conducted to analyze the effectiveness of Google Virtual Tour in business promotions. Majorly this research revolves around the concept of Google Virtual Tour and different forms of promoting the business through e-marketing tools in other words through online marketing. This study proved that Google Virtual Tour is very effective in promoting a business and plays very significant role in the field of digital marketing. As technology is growing there is a drastic change taking place in the field of digital marketing, especially in Google Virtual Tour.

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13. Annexure

Questionnaire

“A study on effectiveness of Google Virtual Tour on business promotions

1. Name of the business:

- _____

Address: - _____

Date:- _____ Mobile No:- + 91 _____

Type of the business:

(A) Small (B) Medium (C) Large

2. How you came to know about Google Virtual Tour?

a. Through Google my business page b. Through Company E-mails

c. Direct contact d. Through company website e. Through friends

3. From how long you are using Google Virtual Tour?

a. Less than 1 year b. 1-3 years

c. 3-6 years d. More than 6 years

4. How important is Google Virtual Tour for your business?

a. Highly important b. Very important c. Somewhat important

d. Slightly important e. Less important

5. By Installing Google Virtual Tour to your business, which of the following below factors has enhanced?

SI No	GBV is used as	1	2	3	4
1	Acquiring customer				
2	Promotional activity				
3	Branding activity				
4	To cut down the competition				

Rank them between 1 to 5 scale, where one is always and four is rarely

6. Do you think Google Virtual Tour can increase your customer footfalls at your store?

- a. Yes b. Mostly Yes c. May Be
 d. Mostly No e. No

7. Which way of Digital marketing is more effective?

- a. Search Engine Optimization b. Pay Per Click
 c. Ad words express d. Google Virtual Tour

8. Do you believe that, by using Google Virtual Tour helps you to deliver business ambiance effectively?

- a. Yes b. Mostly Yes c. May be
 d. Mostly No e. No

9. How effectively Google virtual tour helped in promoting your business?

- a. Very Effective b. Effective Neutral
 d. Not Effective e. Least Effective

10. According to you, customer tracking report is helpful to identify your potential customers?

a. Very helpful b. Helpful c. Neutral

d. Not helpful e. Least helpful

11. Do you think that the cost of Google Virtual Tour is?

a. Highly affordable b. Affordable lightly affordable

d. Rarely affordable e. Least affordable

12. Do you agree to this context that, using Google Virtual Tour will minimizes the time consumption of promotional activity?

a. Strongly agree . Neither agree nor disagree Agree

d. Disagree Strongly disagree

13. Do you feel using Google Virtual Tour provides more information to your customers before visiting the store?

a. Yes b. Mostly Yes c. May be

d. Mostly No e. No

14. Do you agree to this context that, Google Virtual Tour is the way of acquiring more customers?

a. Strongly Agree b. Agree c. Neither

d. Disagree e. Strongly Disagree

15. Do you feel that, using images in promoting your product and services is different from using 360 degree images?

a. Yes b. Mostly Yes May be

d. Mostly No e. No

16. Do you agree to this point that, Google Virtual Tour is more helpful and effective in promoting your business activity when compared to other promotional tools?

- a. Strongly agree b. Neither agree nor disagree c. Agree
d. Disagree e. Strongly disagree

17. Did you find Google Virtual Tour is educating your customer about your business when compared to other promotional tools?

- a. Yes b. Mostly Yes c. May be
d. Mostly No e. No

18. How do you feel about the service of Google Virtual Tour?

- a. Excellent b. Very good c. Good
d. Fair e. Poor

19. Do you think Google Virtual Tour will be the new method of advertisement in the future?

- a. Yes b. Mostly Yes c. May be
d. Mostly No e. No

20. Will you recommend the use of Google Virtual Tour to others premises?

- a. Not preferred at all b. Least Preferred c. Neutral
d. Preferred e. Highly Preferred

21. Please Suggestion0 your opinion towards Google Virtual Tour
