Chapter 7
Unleashing the Déjà Rêvé Effect in Marketing:
Empowering Customer Realities

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ABSTRACT

Déjà rêvé, subjective sensation of re-experiencing a past dream, is a key concept in marketing. It involves the sensation of déjà vu, blurring the lines between reality and representation. The concept of simulacra, where replicas surpass their original sources, challenges the conventional understanding of reality. The metaverse, a concept that integrates digital experiences, raises concerns about the replacement of genuine reality with simulated ones. The convergence of VR, postmodernism, and innovative marketing strategies has reshaped how individuals interact with technology and perceive reality. The integration of VR and AR technologies with postmodern influences has led to immersive experiences that evoke a sense of déjà rêvé, blurring the boundaries between reality and the virtual world. This immersive experience can blur the boundaries between digital identities and real-life experiences, offering marketers a unique opportunity to engage with consumers authentically. By leveraging technologies, marketers can create familiarity, personalization, engagement, and consumer value.

INTRODUCTION

The global population is growing, while the gap between different groups is narrowing. Individuals, consumers, sellers, governments, citizens, health practitioners, educators, and various other entities from diverse locations collaborate, surpassing spatial and cultural disparities. Mcluhan (1964) coined the term "global village" to refer to this phenomenon. A considerable amount of time has passed since the term was coined. Electronic media has undergone digitalization since that time. Mcluhan (1964) draws an analogy between media and the central nervous system. Our sensory organs shape our reality by influencing our perceptions. Furthermore, the media is considered an extension of human beings, allowing individuals to perceive and understand their self-image. In its capacity as a human extension, a medium enhances an organ, sense, or function. Mcluhan (1964) asserts that various forms of media have a profound impact on both humans and their surroundings. The term "extension" is a more advanced synonym for media. It pertains to the ability of humans to surpass their physical limitations through the creation of technological advancements. Media has become an indispensable and integral component of human existence. The current transformation offers proof that communication is unquestionably an essential social process, a crucial human requirement, and the basis of all social structures. The notion of being an essential component of the information society is regarded as fundamental (Mansell, 2005). The internet is widely recognized as a crucial element of contemporary communication and is universally acknowledged as a fundamental entitlement of individuals (Reglitz, 2023). Due to this progress, communication and subsequently the community underwent digitalization, resulting in an intensified state of hyperreality (Boyd, 2021). The term "digitalized global village" describes the transition from a traditional global village to a digitally connected one (Graham, 2013).

In the postmodern era, human needs undergo changes due to the absence of a universally acknowledged reality, resulting in variations in these needs based on individual perspectives. Nevertheless, the matter is more intricate than it appears. With the remarkable advancements in digital technologies, every new product brings individuals closer to experiencing their own reality. Brown, Bell, and Carson (1996) and Baudrillard (2010) illustrate the concept of hyperreality in postmodernism using an analogy involving Disney Land scenery. They explain how hyperreality can blur the lines between what is real and what is not. In the modern era, people can obtain the necessary resources to create their own version of reality. They no longer must physically visit or exist in a particular place to imagine and experience an alternate reality. Individuals who engage in the act of formulating and disseminating their own personal truths, while also attracting others who possess a profound alignment with these truths, possess the potential to construct novel realities. Marketing professionals

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