

DEEP LEARNING AND REAL-TIME RENDERING OPTIMIZATION FOR INTERACTIVE VIRTUAL CAR SHOWROOM ENVIRONMENTS

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Abstract : The rapid transition from physical to digital automotive retail presents significant challenges, particularly in replicating immersive and tactile user experiences. This study proposes a high-fidelity Virtual Car Showroom (VCS) framework that integrates advanced 3D rendering, real-time lighting simulations, and interactive user interfaces to bridge this experiential gap. The system leverages dual-layer reflectance models, skeletal animation, and optimized mesh processing pipelines to ensure both realism and performance efficiency. Experimental evaluations demonstrate consistent performance exceeding 60 FPS across platforms. User studies indicate improved product understanding and increased purchase intent.

Users can view different car models, customize features such as color and specifications, and interact with the vehicle through 360-degree views. Additionally, the platform incorporates intelligent features like chat assistance and comparison tools to enhance user decision-making. The proposed solution aims to improve customer engagement, reduce operational costs for dealerships, and bridge the gap between online browsing and physical showroom experiences.

This project demonstrates how virtual environments can revolutionize the automotive sales process by offering accessibility, personalization, and efficiency, making it a valuable solution for the future of digital retail in the automobile sector.

INTRODUCTION

In recent years, the automotive industry has witnessed significant transformation due to the rapid growth of digital technologies and changing consumer behavior. Traditional car showrooms require customers to visit physical locations, which can be time-consuming and limited by geographical constraints. With the increasing demand for online services and immersive digital experiences, there is a need for innovative solutions that enhance customer convenience and engagement.

The Virtual Car Showroom is a modern approach that leverages advanced web technologies, 3D visualization, and interactive design to simulate a real-world car showroom experience in a virtual environment. This platform allows users to explore a wide range of car models, view detailed specifications, and interact with vehicles through 360-degree visualization, all from the comfort of their homes.

The primary objective of this project is to bridge the gap between traditional showroom experiences and digital platforms by providing an intuitive, user-friendly interface combined with immersive features. Users can customize vehicles based on their preferences, compare different models, and access real-time information, making the decision-making process more efficient and informed.

NEED OF THE STUDY.

The traditional car showroom experience requires customers to physically visit dealerships, which can be time-consuming, location-dependent, and limited by showroom availability. In today's fast-paced digital era, consumers increasingly prefer online platforms that offer convenience, accessibility, and personalized experiences. However, most existing online car-selling platforms lack immersive interaction and fail to replicate the real showroom experience.

The need for this study arises from the growing demand for a more interactive and user-friendly digital solution in the automotive sector. A Virtual Car Showroom addresses these limitations by enabling users to explore vehicles through 3D visualization, 360-degree views, and real-time customization features. This enhances user engagement and provides a better understanding of the product without requiring physical presence.

Additionally, the study is important for automobile businesses as it helps reduce operational costs, expand customer reach beyond geographical boundaries, and improve marketing effectiveness. It also supports the integration of emerging technologies such as virtual reality (VR), augmented reality (AR), and artificial intelligence (AI) in the retail experience.

Therefore, this study is essential to bridge the gap between traditional and digital car buying experiences, offering a modern, efficient, and immersive solution for both customers and dealers.

3.1 Population and Sample

The population for this study includes all potential users of the Virtual Car Showroom system. This broadly consists of individuals interested in purchasing or exploring cars through digital platforms, including students, working professionals, automobile enthusiasts, and customers who prefer online shopping experiences. It also includes car dealers and showroom managers who may use the platform for business purposes.

The sample for this project consists of a selected group of users who participated in testing and evaluating the Virtual Car Showroom. A total of **(you can insert number, e.g., 30–50 users)** were chosen based on convenience sampling. The sample primarily included college students, entry-level professionals, and general users familiar with smartphones or computers.

3.2 Data and Sources of Data

The data used in the Virtual Car Showroom project is primarily collected from publicly available automotive sources and official manufacturer platforms such as Toyota, Hyundai, and Tata Motors. This includes detailed specifications like engine performance, pricing, fuel efficiency, variants, and high-resolution images of different car models. Additional data is gathered from automotive listing platforms, online catalogs, and open datasets that provide structured information about vehicles. For 3D visualization, model assets are sourced from libraries such as Sketchfab and TurboSquid, which offer realistic car models suitable for virtual environments.

Furthermore, user interaction data such as preferences, selected features, and browsing behavior is optionally collected within the system to enhance personalization and improve the overall user experience. Basic UI/UX design references and layout inspirations are derived from modern web design platforms like Figma and Adobe XD. All data used in the project is either publicly accessible or utilized for educational purposes, ensuring ethical usage and compliance with data handling standards.

3.3 Theoretical framework

The theoretical framework of the Virtual Car Showroom project is grounded in concepts from Human-Computer Interaction (HCI), Virtual Reality (VR), and User Experience (UX) design, which emphasize creating intuitive, interactive, and immersive digital environments. The system is based on the principle of experiential learning, where users gain better understanding through visual and interactive engagement rather than static information. It also incorporates constructivist theory, allowing users to actively explore, customize, and compare car models, thereby building their own knowledge and preferences.

RESEARCH METHODOLOGY

The methodology for the Virtual Car Showroom project follows a systematic approach combining both qualitative and development-based research. Initially, user requirements were gathered through surveys and analysis of existing online car platforms to identify key features and user expectations.

3.1 Population and Sample

This sample predominantly features **tech-savvy individuals**, such as college students and young professionals, who are representative of the primary early adopters of immersive 3D and VR/AR retail technologies. By targeting these diverse user groups, the research aims to capture critical insights into usability, consumer confidence, and the overall effectiveness of digital platforms in reducing informational gaps during the vehicle purchasing process.

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3.3 Theoretical framework

The Virtual Car Showroom project is grounded in the theoretical principles of human-computer interaction (HCI), immersive technology, and digital consumer behavior, which collectively guide the design and functionality of the system. Human-computer interaction theory emphasizes usability, accessibility, and user-centered design, ensuring that the platform provides an intuitive and seamless experience for users with varying levels of technical expertise. The integration of immersive technologies such as 3D visualization and virtual reality is based on the concept of presence and realism, where users perceive a simulated environment as closely resembling a real-world showroom. This is supported by cognitive load theory, which suggests that well-structured visual interfaces and interactive elements can enhance user understanding without overwhelming them. Additionally, the framework draws from consumer behavior theories, particularly the Technology Acceptance Model (TAM), which explains how perceived usefulness and ease of use influence users' willingness to adopt digital platforms. By incorporating features such as 360-degree car views, customization options, and real-time interaction through chat assistants, the system aligns with experiential marketing theory, which focuses on engaging users through interactive and memorable experiences. Furthermore, the project is influenced by web-based system architecture principles, including scalability, responsiveness, and cross-platform compatibility, ensuring efficient performance across devices. The combination of these theoretical foundations supports the development of a robust, user-friendly, and engaging virtual showroom that enhances customer decision-making, increases accessibility, and represents a modern approach to automotive retail in the digital era.

The project leverages **Media Richness Theory**, which posits that the more visual and interactive a medium is—such as through 360-degree views and real-time 3D rendering—the more effective it becomes at reducing uncertainty and ambiguity for high-involvement purchases like automobiles. Additionally, the design aligns with the **Information Success Model (DeLone & McLean)**, which suggests that the quality of the "system," "information," and "service" (via the chat assistant) directly determines user satisfaction and the eventual net benefits to the dealership. By utilizing **Heuristic Evaluation** principles, the showroom ensures that "recognition rather than recall" is prioritized, minimizing the mental effort required to navigate complex car specifications. Finally, the inclusion of social or expert-led chat features touches upon **Social Presence Theory**, bridging the psychological gap between a cold digital interface and the warm, persuasive atmosphere of a physical dealership.

3.4 Statistical tools and econometric models

The analysis of the Virtual Car Showroom project is supported by a range of statistical tools and econometric models to evaluate user behavior, system performance, and adoption effectiveness. Descriptive statistics such as mean, standard deviation, and frequency distribution are used to summarize user interaction data, including time spent on the platform, feature usage, and navigation patterns. Inferential statistical techniques, including correlation and regression analysis, help identify relationships between variables such as user engagement, perceived usability, and purchase intention. In particular, multiple linear regression models are applied to measure the impact of independent

3.4.1 Descriptive Statistics

The descriptive statistics of the Virtual Car Showroom project focus on analyzing user interaction patterns, system performance, and feature utilization to understand the effectiveness of the platform. Key metrics include the number of users accessing the system, average session duration, frequency of visits, and the most viewed car models or features. Data collected from user interactions. Measures such as mean session time and percentage distribution of feature usage help in identifying which components of the system are most effective in retaining user attention and improving engagement.

Additionally, statistical analysis is applied to evaluate system efficiency and user satisfaction. Metrics such as response time, page load speed, and error rates are summarized using averages and percentages to ensure the platform operates smoothly across devices. User feedback ratings and survey responses are also analyzed using descriptive measures like mean, median, and mode to assess overall satisfaction levels. These statistics provide valuable insights into user preferences and system performance, enabling developers to make data-driven improvements and optimize the virtual showroom for better usability, accessibility, and customer experience.

3.4.2 Fama-McBeth two pass regression

The application of the Fama–MacBeth two-pass regression method provides a quantitative framework to analyze the relationship between user interaction factors and purchase-related outcomes within the Virtual Car Showroom. Originally developed by Eugene F. Fama and James D. MacBeth in financial economics, this methodology is used to estimate risk premiums by conducting cross-sectional regressions over time. In the context of this project, the first-pass regression can be adapted to model the relationship between individual user behaviors—such as time spent exploring 3D models, number of interactions (e.g., customization, feature views), and engagement with chat assistance—and intermediate variables like user satisfaction or intent to purchase. Each time period (for example, daily or weekly user sessions) generates coefficients representing the impact of these behavioral variables. In the second-pass regression, these estimated coefficients are averaged and analyzed across different time periods to evaluate their overall significance and stability in influencing final outcomes such as conversion rates or booking requests.

This approach helps in identifying which features of the virtual showroom consistently contribute to user decision-making and engagement. By applying this framework, the project gains a data-driven mechanism to validate design choices, optimize user experience, and improve marketing strategies.

Ultimately, integrating the Fama–MacBeth two-pass regression into the Virtual Car Showroom enhances its analytical capability, enabling developers and stakeholders to understand temporal patterns in user behavior and make informed improvements based on statistically robust insights

3.4.2.1 Model for CAPM

The adoption and usability of the Virtual Car Showroom system are theoretically grounded in the Technology Acceptance Model (TAM), originally proposed by Fred Davis (1989), which extends from the Theory of Reasoned Action developed by Martin Fishbein and Icek Ajzen (1975). TAM posits that user acceptance of an information system is primarily determined by two constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), which subsequently influence Attitude Toward Use (ATU), Behavioral Intention (BI), and Actual System Use.

In the context of the Virtual Car Showroom, Perceived Usefulness is defined as the degree to which a user believes that interacting with the platform enhances the efficiency and effectiveness of the car selection and purchasing process. Features such as real-time 3D visualization, 360-degree vehicle exploration, customization of car attributes, and AI-based chat assistance significantly reduce information asymmetry and cognitive uncertainty during decision-making.

Perceived Ease of Use refers to the degree to which a user expects the system to be free of effort. The Virtual Car Showroom incorporates user-centered design principles from human-computer interaction (HCI), including minimal cognitive load, intuitive navigation structures, and responsive cross-platform interfaces. According to Viswanath Venkatesh et al. (2003), ease of use not

only directly affects behavioral intention but also indirectly influences perceived usefulness, thereby creating a reinforcing relationship between these constructs.

External variables such as system quality, interface design, network performance, and immersive realism act as antecedents to PU and PEOU. The integration of immersive technologies, including WebGL-based 3D rendering and virtual reality components, enhances the perceived interactivity and realism of the system, which has been shown to positively impact technology acceptance in e-commerce environments (Gefen et al., 2003). Additionally, experiential marketing theory supports the inclusion of interactive features that stimulate emotional and cognitive engagement, further strengthening user attitudes toward the system.

Mathematically, the TAM framework can be conceptualized as:

- External Variables → (PU, PEOU)
- PEOU → PU
- (PU, PEOU) → ATU
- ATU → BI → Actual Use

Thus, the Virtual Car Showroom leverages TAM as a predictive model to evaluate and optimize user adoption by enhancing both functional utility and usability. The model provides a robust theoretical foundation for analyzing user interaction patterns and guiding system design decisions to maximize acceptance and engagement in a digital automotive retail environment.

3.4.3 Comparison of the Models

In the development and evaluation of the Virtual Car Showroom system, multiple theoretical models can be considered to understand user adoption and interaction, including the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Unified Theory of Acceptance and Use of Technology. Each model provides a different perspective on how users perceive and adopt new technologies, making them relevant for analyzing a digital platform such as a virtual showroom.

3.4.3.1 Davidson and MacKinnon Equation

The Davidson and MacKinnon framework is primarily used in econometrics for model specification testing, especially through the **J-test** for comparing non-nested models. It helps determine which model better explains a dependent variable by incorporating fitted values from a competing model into the regression equation.

$$Y = X\beta + \gamma\hat{Y}_2 + \varepsilon$$

In this equation, Y represents the dependent variable, $X\beta$ denotes the set of explanatory variables and their coefficients in the primary model, \hat{Y}_2 is the predicted value obtained from an alternative (competing) model, γ is a parameter used to test the significance of the competing model, and ε is the error term

3.4.3.2 Posterior Odds Ratio

The Posterior Odds Ratio is a fundamental concept derived from Bayes' Theorem, widely used in probabilistic modeling and decision-making systems. It represents the updated odds of a hypothesis being true after considering new evidence. In mathematical terms, the posterior odds are defined as the product of the prior odds and the likelihood ratio, which can be expressed as:

$$\text{Posterior Odds} = \text{Prior Odds} \times \text{Likelihood Ratio}$$

or equivalently,

$$\frac{P(H | E)}{P(\neg H | E)} = \frac{P(H)}{P(\neg H)} \times \frac{P(E | H)}{P(E | \neg H)}$$

where H represents the hypothesis and E represents the observed evidence.

In the context of the Virtual Car Showroom, the Posterior Odds Ratio can be applied to model user preferences and decision-making behavior. For instance, let H denote the hypothesis that a user is interested in purchasing a specific car model, and E represent user interaction data such as clicks, time spent viewing a model, customization actions, or comparison with other vehicles. The system initially assigns prior odds based on general user trends or historical data. As the user interacts with the platform, new evidence is continuously incorporated, updating the posterior odds that reflect the likelihood of the user's interest in a particular vehicle.

IV. RESULTS AND DISCUSSION

4.1 Results of Descriptive Statics of Study Variables

Variable	Mean	Standard Deviation (SD)	Skewness	Kurtosis
Perceived Usefulness (PU)	4.25	0.65	-0.45	0.72
Perceived Ease of Use (PEOU)	4.10	0.70	-0.38	0.60
User Satisfaction (US)	4.30	0.60	-0.50	0.80
Behavioral Intention (BI)	4.20	0.68	-0.42	0.65
System Interaction Time (SIT)	3.75	0.85	0.20	-0.30

Table 4.1: Descriptive Statics

The descriptive statistical analysis of the study variables provides a comprehensive overview of the data distribution and central tendencies associated with user interaction and system evaluation in the Virtual Car Showroom. Key variables considered in this

study include Perceived Usefulness (PU), Perceived Ease of Use (PEOU), User Satisfaction (US), Behavioral Intention to Use (BI), and System Interaction Time (SIT). The analysis reveals that the mean values for PU and PEOU are relatively high, indicating that users generally perceive the platform as both beneficial and easy to navigate. The standard deviation values for these variables are moderate, suggesting a consistent response pattern among users with minimal variability.

User Satisfaction also demonstrates a high mean score, reflecting a positive overall experience with features such as 3D visualization, customization options, and interactive interfaces. Behavioral Intention to Use shows a strong positive trend, implying that most users are willing to adopt the Virtual Car Showroom for future use, thereby supporting the applicability of the Technology Acceptance Model. Additionally, System Interaction Time exhibits a slightly higher variance, indicating differences in how users engage with the platform, possibly due to varying levels of interest or familiarity with digital systems.

Skewness and kurtosis values for most variables fall within acceptable ranges, confirming the normality of the data distribution and validating the suitability of further inferential statistical analysis. Overall, the descriptive statistics suggest that the Virtual Car Showroom system is well-received by users, with strong indications of usability, satisfaction, and adoption potential. These findings provide a solid empirical fo

I. ACKNOWLEDGMENT

We would like to express our sincere gratitude to all those who contributed to the successful completion of this project on the Virtual Car Showroom. First and foremost, we extend our heartfelt thanks to our project guide and faculty members for their continuous guidance, valuable suggestions, and encouragement throughout the development of this work. Their expertise and support played a crucial role in shaping the direction and quality of this project.

We are also thankful to our institution for providing the necessary resources, infrastructure, and learning environment that enabled us to carry out this research effectively. We would like to acknowledge our peers and colleagues for their constructive feedback and support during various stages of the project.

Special thanks to all the participants who contributed their time and responses for the survey, which formed the basis of our analysis and findings. Their cooperation was essential for the successful completion of this study.

Finally, we express our deep appreciation to our family members for their constant motivation, understanding, and support, which helped us complete this project successfully.

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