

# Accepted Manuscript

Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall

Helena Van Kerrebroeck, Malaika Brengman, Kim Willems



PII: S0747-5632(17)30437-5

DOI: 10.1016/j.chb.2017.07.019

Reference: CHB 5072

To appear in: *Computers in Human Behavior*

Received Date: 01 December 2016

Revised Date: 05 July 2017

Accepted Date: 16 July 2017

Please cite this article as: Helena Van Kerrebroeck, Malaika Brengman, Kim Willems, Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall, *Computers in Human Behavior* (2017), doi: 10.1016/j.chb.2017.07.019

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

## **Escaping the crowd: An experimental study on the impact of a Virtual Reality experience in a shopping mall.**

### **Abstract**

Crowding is largely associated with negative consumer outcomes such as shopping irritation and lower levels of shopping pleasure, less positive attitudes and less satisfaction toward the crowded store or mall. While previous research demonstrated the alleviating effect of slow music and greenery on this negative impact of high perceived crowding, this study examines the potential of a relaxing Virtual Reality (VR) experience in a shopping mall. As Virtual Reality immerses users in a computer-generated environment, and as such allows them to escape the hectic mall environment, its use is expected to result in a more positive consumer experience. In a quasi-experimental 2x2 between-subjects design, the levels of attitude toward the mall, approach behaviour, mall satisfaction, and loyalty intentions were measured as well as perceived crowding. Participants in the experimental condition were exposed to a relaxing Virtual Reality experience in the mall, whereas participants in the control condition did not get such a treatment. Overall, consumers reported more positive responses on all measured outcome variables after being exposed to the Virtual Reality experience. In addition, the effect on mall attitudes, satisfaction and loyalty is more pronounced when crowding is perceived to be high.

### **Keywords**

Virtual Reality, Shopping mall experiences, Crowding, Escapism

### **1. Introduction**

Over the past years, retail atmospherics research has moved from a focus on light, colour, smell, music and so forth (cf., Turley & Milliman, 2000; Vieira, 2013) to digital solutions at the point of sales. Overall, advanced technology has the potential to ameliorate store

متن کامل مقاله

دریافت فوری ←

**ISI**Articles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات