JÖNKÖPING UNIVERSITY
International Business School

Factors influencing attitudes towards VR as an advertising media

This paper will undergo a study of what is effecting customer attitudes towards Virtual Reality as an advertising media.

Bachelor Thesis in Business Administration

Title: Factors that are influencing the attitudes towards VR as an advertising tool
Authors: Tegebäck, M., Tordsson, F., and Varnvik, M.
Tutor: Selcen Özturkcan
Date: 2018-05-21

Key terms: Virtual Reality, Advertising, Attitudes, Attitudes towards VR, and VR in Advertising.

Abstract

Virtual Reality (VR) is gaining more recognition and is evoking a public interest. The virtual technology creates a virtual world controlled by body movements. The VR usage areas are still limited to entertaining, but is continuously applying more fields of usage. Advertising is one of them. The attitude of adding a new media in advertising is complex and the VR technology is to be discovered.

The purpose of this thesis is to investigate the factors that are influencing consumer attitudes towards Virtual Reality as an advertising media. By conducting interviews, the thesis aims to answer how different attitudes are coming about, and what factors that are influencing those attitudes. The authors of this thesis chose to study consumer attitudes, as attitudes could determine how various stakeholders would react in response to the attitudes. Attitudes towards VR is still an exploratory subject, and what forms these attitudes are dependent on various factors that will be discussed in this thesis.

The thesis first introduces the background of Virtual Reality as an advertising media, and then analyze the attitudes connected to VR as a form of advertising media.
The attitudes were investigated by conducting semi-structured interviews with female and male participant between the ages of 15-30. The main results showed that the factors affecting attitudes towards VR as an advertising media include social-, demographic-, economic- and environmental driven factors.

Keywords: *Virtual Reality, Advertising, Attitudes, Attitudes towards VR, and VR in advertising.*

ACKNOWLEDGEMENTS

First and foremost, we would like to give thanks to Selcen Özturkcan for mentoring us towards our goal with her know-how and expertise while remaining focused and supportive.

Another thank you to Daniel Gunnarsson for helping us navigate the thesis with structural components and providing us with relevant methods.

We will also thank the ones working at Lindströms cafe for constantly filling up our coffee cups while working on the thesis.

The authors of this paper also want to thank each other for the hard and persistent work conducted writing this thesis.

Matilda Tegebäck   Frida Tordsson   Malin Varnvik

Table of Contents

1 Introduction

1.1 Background:

The advertising landscape is transcending from the stereotypical advertisement and advanced technology is becoming an increasing ingredient for advertising success (Adams, 2016). The movements of businesses are transforming into a digitized reality with more online components, in relations to the traditional business model. Consequently, this changes the market and advertising landscape alongside it. Moreover, this is changing the attitudes, beliefs, and values held by the consumers towards the way they behave towards advertising (Court, Elzinga, Mulder & Vetvik, 2009).

Consumers are moving outside of the advertising funnel, by changing the way they research and purchase products (Court et al., 2009). This results in a switch in the way that advertising media are used (Court et al., 2009). The electronic commerce market has evolved into being closer to a market leading platform for businesses all over the world, and may be the reason why big players that are not following the technological movements of the market, are losing turn-over (Wayne, 2015; CNBC, 2018). Companies are replacing traditional means of advertising media with technological implementations such as, Virtual Reality (VR), Augmented Reality (AR), and Social Media. Augmented Reality is similar to VR and contains a resembling technology, although it is easier to use and have a more developed performance of its technology (Virtual Reality Society, 2017).

VR would act as an addition to existing advertising media with components that are more engaging and communicative in its approach, but many are questioning its advancements (Virtual Reality Society, 2017; Wayne, 2015). Although it is technologically developed, there are still many issues with the attitudes towards the hardware, the digital content, and the usage areas the VR technology is to be used in (Wayne, 2015). In contrast there is not much information on what factors that forms these attitudes, which is why this paper was conducted (Virtual Reality Society, 2017; Wayne, 2015).

Virtual Reality is a communication platform that enables the users to share unbounded spaces, and experience a non-real universe in 360 degrees together with a sounding effect (O'Boyle, 2016). It has become of importance because it can act as an online addition to the traditional advertising means that increase the attitudes connected to a brand, together with the opportunity of connecting a balance between the physical and physiological experiences. Further on, forming the brand into a storytelling form of advertising (Adams, 2016; Grewal, Roggeveen, & Nordfält, 2017). The implementation of the new technology, means that Virtual Reality would change the landscape of how advertising is communicated (Adam, 2016). Traditional advertising has been used as a one-way communication platform where the buyer is relatively passive. Today, it is evolving into being digitized with instruments to create "active" audiences (Okazaki, 2012). Moreover, the digital advertising age has become an all-encompassing platform and a set of advertising distinctions (Okazaki, 2012). The media has evolved from being traditionally bound into being internet based, and is now including technologies of VR, where the communication stream is ever so disseminated (Grewal et al., 2017).

It is important for various stakeholders to be aware of the customer attitudes towards Virtual Reality, as VR may be used as an advertising media to differentiate companies in the marketplace (Kerrebroeck, Brengman, & Willems, 2017). The stakeholders could take various forms, such as a marketer, a customer advocate, a policy maker, or an employee. Advertising through Virtual Reality could be an evident advertising platform and therefore it is important for all stakeholders to be aware of the digital movements of advertising (Grewal, Roggeveen, & Nordfält, 2017; Rowsell, 2018). Although, using VR as an advertising media can be both costlier and more time consuming than creating a traditional advertisement, such as a video or a picture (Leanza, 2017).

Catching the eye of customers, is a big challenge for marketers as customers are exposed to millions of information, advertising, and promotions in today's society. Companies are working hard to create an experience and change the attitudes for the customer, and Virtual Reality is a way to evidence products in a new manner through a new advertising media (Grewal et al., 2017).

1.2 Virtual World, Immersion, Sensory Feedback & Interactivity

In order for individuals to create stable attitudes towards a subjects, it is of importance that the information they have about that subject is uniform (Glasman & Albarracin, 2006), making it vital to clearly and consistently explain what VR is and how it works. Virtual Reality consists of four elements according to Sherman and Craig (2002), which are represented by: Virtual world, immersion, sensory feedback and interactivity. These concepts will be explained below.

Virtual World
According to Sherman and Craig (2002) a virtual world is the content of a given media, it may be in the mind of the originator or shared with others through a broadcast. A computer-based virtual world is a simulation created by descriptive objects. When a user view that simulated world through a system with interactions that make them feel physically present they are experiencing it via Virtual Reality (Sherman & Craig, 2002).

Immersion:
The concept of immersion involves a participant being physically aware in a non-physical world by being surrounded of stimuli such as images and sound effects that creates an imaginary environment (Sherman & Craig, 2002).

Sensory Feedback:
Sensory feedback aims to display physical emotion interconnected into the virtual technology. It is a way to develop the 3D motions with 4D capabilities (Sherman & Craig, 2002).

Interactivity:
In order for VR to give an authentic experience it must respond to the user's actions, meaning that it should be interactive (Sherman & Craig, 2002). The term interaction involves the ability to navigate virtual worlds and to interact with characteristics, objects and places (Leanza, 2017).

1.3 VR Futurology

According to Adams (2016) VR will change the customers' attitudes towards brands and products with its evolving technology, which will create changes for all industries all over the world. Imagine a world where the commercial on tv could be more realistic. VR would completely change the experience of communication made in advertising and enable a more real experience of products for the consumers before they are to be bought and be seen (Adams, 2016; Korolov, 2016). Virtual Reality has a great potential within many areas such as medicine, education, design, and most evidently for this research purpose, within advertising (Korolov, 2016). Many companies are experimenting with the technology to create more personalized attitudes for their customers, together with a hedonic and engaging value (Mellet-d'Huart, 2009).

Predictions says that the future can behold a more accessible use of VR, which consequently would make the use of VR more user-friendly and strengthen the probability of it being used in several usage areas, perhaps in advertising. For instance, through contact lenses, or built-in in their glasses (Steinicke, 2016).

Virtual Reality can be used as an advertising media in many different industries, for example the real estate industry where customers could experience houses or apartments in a trustworthy and realistic manner, without actually being in the purchase object. In the real estate industry, it would also bring opportunities to take on objects in other geographic places than the one where the office is located (Mandelbaum, 2015). When a prospect of an apartment has a hard time to visualize a knock down of a wall or a redesign of a room VR could be the solution (Kerrebroeck, Brengman, & Willems, 2017). Apart from the real estate industry, the usage of VR can be wide. Construction companies could view objects that they are about to build for customers (Adams, 2016; Searle, 1980). Furthermore, it could also be useful in the furniture industry, where customers easy could see how products would look in their homes (Adams, 2016). Communicating products or services through VR would establish trustworthy and exiting advertising (Luber, 2016). Additionally, it would also be used as a differentiation in the marketplace for different industries (Madakshira, 2018).

1.4 Problem Formulation

VR technology is a known concept, but have not yet been well-established (Virtual Reality Society, 2017). How the VR technology is used, perceived, and what values are available are thereafter not fully discovered (Grewal et al., 2017). The value it can bring to advertising is unknown, although speculations have taken place (Grewal et al., 2017). The VR technology is still lacking in many areas such as the unevolved hardware system, the faulting graphical content, and limited usage areas (Wayne, 2015). Furthermore, there are many people still viewing AR as the superior technology in terms of new innovativeness in advertising media which takes light off the VR technology (Mandelbaum, 2015). The future of the technology, and the amount of satisfaction it will bring customers, is therefore, to be foreseen (Mandelbaum, 2015). Since there is little information in this field it can be argued that further research need to be made as stakeholders must know if VR as an advertising media is a good investment or not (Fill & Turnbull, 2016). Therefore, it is important to investigate the current attitudes customers have towards VR as an advertising media, and what factors are affecting these attitudes (Rowsell, 2018; Fill & Turnbull, 2016).

Advertising has traditionally been a paid non personal communication no matter of industry (Lombard & Snyder-Duch, 2001). The goal of advertising has been and is still to make people prefer one brand or product over another one and consider making a purchase (Anderson & Jolson 1980). Although the same message is sent it can be differently understood and make different reactions depending on the person receiving the message. Stakeholders need to be aware of this when making advertisement (Anderson & Jolson, 1980). However, the technology is constantly developing and with it the way of using advertising (Lombard & Snyder-Duch, 2001). Furthermore, the physiological experience of using VR is not the same for everyone using it which can be related to differences among individuals and their acceptances of the technology (Calvo et al., 2015)

1.5 Purpose

This study will investigate the factors that are influencing consumer attitudes towards Virtual Reality as an advertising media.

1.6 Research Question

Observations of what is influencing attitudes towards the technology Virtual Reality will be explored through an analysis comparing existing literature with new thoughts and opinions by investigating the following question:

RQ: What factors are influencing the customer attitudes towards VR as an advertising media?

1.7 Structure

The thesis is structured in seven parts which are to be explained below.

Part 1: Introduction.

In the introduction, technology of Virtual Reality is explained along with the general background of VR. Furthermore, it is explained in what ways VR can be used within advertisement and for whom it could be of interest. Most importantly, the introduction is meant to catch the reader's interest and explain why the thesis is of importance (Saunders, Lewis & Thornhill, 2009).

The introduction is the first main section of a research thesis that leads the reader from the general subject area, into a particular scope of topic. The introduction establishes the background information, the stating purpose, and the set of questions arisen from the problem formulation (Saunders et al., 2009). The introduction explains the technology of Virtual Reality alongside the general background of VR.

Part 2: Literature review

Theoretical framework is the descriptive part and explains the concepts of interest based only on already established research literature as a reference (Collis & Hussey, 2014). In this part a deeper explanation of VR and its components is outlined, together with different industries it could be used in. It was also explained what attitudes are and how they can be formed.

Part 3: Method

The method focuses on how the authors carried out the thesis. It includes how the necessary data was gathered as well as how this data was analyzed. Further, research approach as well as the research design is included in the method (Collis & Hussey, 2014) This chapter also includes the credibility and quality of the research made. The method part was carefully written and the different parts were chosen to best match the purpose of this paper, finding answer to the question: *what factors are influencing consumer attitudes towards VR as an advertising media?*

Part 4: Empirical data

In empirical data the qualitative research was in focus. Findings from interviews are presented. The empirical data is divided into eleven main parts were each interview is summarized. There is also a table which provides an overview of the key points gathered from the interviews.

Part 5: Analysis and Results

In this part an analysis was made out of the findings provided in the empirical data. Answers from the participants are compared and different angles of the results are explored. (Collis & Hussey, 2014).

Part 6: Discussion

The thesis have a discussion part that were based on findings and results from the entire study material. A discussion of the results, including new insights and implications as well as the method were carried out. What have gone right and what could have been done better are some of the material that can be found in the discussion part (Collis & Hussey, 2014).

Part 7: Conclusion and future research

In the last chapter a conclusion is implemented based of what has been discussed and analyzed during the entire paper. The final result of the paper is explained in this part of the thesis as well as suggestions for future research (Collis & Hussey, 2014)

1.8 Limitations

1.8.1. Limitations with the thesis

According to Collis and Hussey (2014) when authors of a research have limited knowledge within a certain topic, it can be difficult to determine what constitutes a critical incident. Although, searching through literature will be helpful in order to get more knowledge about the topic of interest (Colli & Hussey, 2014; Saunders et al., 2009). Existing literature within VR is quite limited and the authors of this thesis had little knowledge about VR prior the research. If the participant interviewed also has limited knowledge before the interview it could be hard to investigate their attitudes as people are often using their prior attitudes as a basis for their behavior (Glasman & Albarracin, 2006). However, even if the participant interviewed had little knowledge about VR they can still have attitudes about VR. Therefore, the authors of this paper saw no reason to not perform the interview as it was the factors influencing consumer attitudes that was investigated in this paper (Glasman & Albarracin, 2006; Saunders et al., 2009). Another limitation with the research was the time and budget. The authors of this paper had no prior experience of conducting interviews, which made it hard to avoid researcher bias, meaning that the interviewer should not control any answers (Hildum & Brown, 1956; Saunders et al., 2009). As there was a limited time for conducting interviews it was little room for practice and if more time would have been available the authors interview technique could be improved (Saunders et al., 2009). It was also a challenge to sample a probability sample as few people were willing to participate in a interview with people they did not know. In a probability sample everyone in a population has an equal chance to get sampled, which decrease the bias of the research (Hildum & Brown; Malhotra, 2015). With more time and resources, a better sample could be selected.

2. Literature Review

2.1 Introduction of Literature Review

The literature review defines the concepts of Advertising and Virtual Reality. In the literature review it will also be explained how VR can be used as a form of advertisement, together with which industries are currently using VR and potential future areas. Furthermore, the Technology Acceptance Model is expressed in a figure where the different parts are explained together with the models shortcomings.

Most focus will be in explaining the definition of attitudes together with what is forming individuals' attitudes. The demographic and social determinants of attitudes are examined and how the Fishbein and Ajzen attitude model could be connected to the purpose of the thesis. The two theories were used separately to complement one another as they were believed to be insufficient for the purpose of the thesis by themselves.

2.2 Advertising

The purpose of the thesis is to investigate the factors affecting attitudes towards VR as an advertising media, therefore it is important to have an understanding of advertising. According to both Kotler, Armstrong and Parment (2016), Taylor and Francis Group (2004) and Wilson, Zeithaml, Bitner and Gremler (2016) advertising can be defined as a paid form of presentation or promotion of ideas and goods by an identified sender or company. The goal of advertising is to move customers through the buying process (Taylor & Francis Group, 2004). Furthermore, advertising can be used as a tool to faster move customers to purchase action (Kotler et al., 2016).

2.2.1 Advertising Media

As the purpose of the thesis is to investigate the factors influencing attitudes towards VR as an advertising media, it is important to understand the term advertising media. When a brand wants to communicate a message to potential customers, there are multiple media to choose from, such as: Television, Radio, Outdoor billboards, Bus Shelters, Coupons, Mails, and many others (Tiwari & Yadav, 2017). Advertising media can be divided into two groups, (1) printed media and (2) non-printed media. Printed

media include magazines and newspaper and non-printed media include radio, TV, cable and Internet (Tiwari & Yadav, 2017; Taylor & Francis group, 2004).

2.3 Virtual Reality

Virtual Reality is one of the most auspicious and fast-moving technologies within business development (Domina, Lee & MacGillvray, 2012). It is being implemented within the advertising revolution, and may turn into a necessity for many businesses to adapt as it establishes an experience for the consumers and thus, making it important for the marketers and other stakeholders to follow (Domina et al., 2012). VR can be resembled to Augmented Reality (AR), which is an outbranch from Virtual Reality (Domina et al., 2012). Augmented Reality differs from VR because it does not exclude you from the real world, and transport you to another one, but rather is to be an enhancement of your real world with a set of magical virtual objects in it (Bostanci, Kanwal, Ehsan & Clark, 2010; Domina et al., 2012).

2.3.1 Virtual Reality as a New Form of Advertisement

VR Advertising have recently become a known concept within the world of advertising (Kerrebroeck, Brengman & Willems, 2017). When advertising through Virtual Reality, one refers to promoting a new visual form of a marketing communication, and not replacing or building upon the current media (Wayne, 2015; Kerrebroeck et al., 2017). The advertising media would therefore act as an adding, and not an extension or replacement of the existing implemented advertising platforms (Kerrebroeck, Brengman & Willems, 2017). Customers are already exposed to advertising through various media channels such as: TV shows, newspapers, magazines, and social media (Campbell & Kirmani, 2000). As a result, consumers have developed sophisticated manners to process the advertising information delivered in media, which would force the VR technology to involve new characteristics to stand out (Campbell & Kirmani, 2000).

The possibility for users or consumers to interact with the virtual representation of products can generate multiple advantages, in terms of appeal, penetration, and general product awareness. VR enables designers to create any digital world, without limits

(Kalochristianakis, Zampoglou, Kontakis, Kapetanakis & Malamos, 2014). Through well designed virtual worlds, advertising can provide a direct representation of the ideas, messages or product characteristics based on interactions that may take any wanted form ranging from multimedia stimuli to games, puzzles and interaction scenarios (Kalochristianakis et al., 2014). At the same time, users or potential customers will be given the opportunity to take part in a simulated experience regarding the advertised goods (Kalochristianakis et al., 2014). Despite all of the possibilities within the use of Virtual Reality, it is still offhanded, as far as advertising concerns goes, which is mostly related to the high costs and the insufficient accuracy of the graphical aspects (Leanza, 2017). The creation of a Virtual Reality advertisement includes a high cost and require much more time than a traditional advertisement using pictures, audio, wordings or regular videos (Domina et al., 2012). However, VR can be used as a media to provide consumers or potential consumers with a realistic experience with large potential to engage the audience. The value of VR for both consumers and marketers is linked to the interaction to the virtual world and how it evokes emotions (Leanza, 2017).

Challenges within improving tracking systems and display devices within VR exists. In order for scenes to be perceived as real the resolution of the graphic display have to match the human retina (Steinicke, 2016). If the graphical components are lacking in the resolution the user will not get a real experience of the product or service and the purpose with the advertisement will be lost (Steinicke, 2016).

Research are indicating the positive effects on consumer buying behavior of an exciting, communicative, and engaging experience in a virtual world. Moreover, it has been proved that consumers are willing to spend more time and energy on a virtual experience (Domina, Lee & MacGillvray, 2012). These are studies that claim the probability of an increased customer experience correlating with extended technologies, like the one of Virtual Reality (Kerrebroeck et al., 2017). Kerrebroeck (2017) means that if a customer is exposed to something new and inventive, it causes a positive reaction in the individual's mind, and that same feeling will be interconnected to the brand. Connecting this to the fact that many individuals are extending their usage of technologies, and moving their interest from platforms such as social media to new

technologies as Augmented Reality, the chance that VR will be of importance is evident for stakeholders to foresee (Steinicke, 2016).

2.4 VR Industries

In order to understand what effect consumer attitudes towards VR as an advertisement media it is important to understand in what ways VR can be used. VR can be used in many different industries and for many purposes (Kerrebroeck et al., 2017; Domina, Lee & MacGillvray, 2012). In this thesis, what is affecting consumer attitudes toward VR as an advertising media is investigated and therefore it is of interest to understand how VR can be used. VR enables stakeholders to get knowledge as a way to advertise products and brands for customer in a creative way. Large hotel chains such as Marriott International are using VR to enable customers to visit and experience their luxury residences before making a reservation (Kerrebroeck et al., 2017). In the traveling industry VR can also be useful as an advertising media, giving tourists the opportunity to see and experience places in a virtual environment before going there (Guttentag, 2010). Brands such as The Nordic Face are also using VR to engage customers in the extreme life style associated with them, such as rock- climbing and hiking. Further, VR could also be useful in trade fairs to improve attractiveness of the stand (Bruno et al., 2010). The car industry is also using VR technology in their advertising (Domina, Lee & MacGillvray, 2012). For example, Volvo are letting customers test drive and experience their cars with the usage of VR before making a purchase. Another car brand using VR in their advertising is Jaguar. Jaguar are sponsoring the tennis game Wimbledon and are letting customers visit the stadium in which the game is played through the use of VR (Kerrebroeck et al., 2017).

In order for companies in different industries to implement VR as an advertising media they must ensure that people will be reached by that media (Fill & Turnbull, 2016), meaning that their customers have to be positive towards the use of VR as a technology. In order to understand how people implements new technologies different frameworks can be used, for this thesis the technology acceptance model have been chosen, which is explained below.

2.5 Technology Acceptance Model
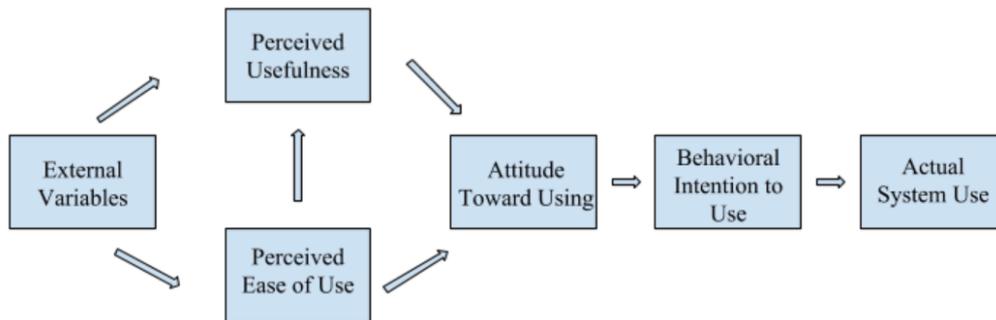
Figure 1. Technology Acceptance Model (Dumpit & Fernandez, 2017, p. 3)

When studying attitudes and acceptance towards technology, the Technology Acceptance Model (TAM) is one of the most suitable and commonly used (Al-Gahtani, 2001; Davis, 1993). The key purpose of TAM is to provide a basis for tracing impacts on external factors and internal beliefs, attitudes, and intentions (Davis, Bagozzi, Warshaw, 1989). As the goal of the research was to determine the factors that forms customer's attitudes towards VR as an advertising media it is important to know how attitudes are formed.

TAM was proposed by Davis (1993) as a way to investigate the impact of technology on user behavior. Furthermore, TAM was made as a model to present a smaller number variables affecting the acceptance of a new technology (Al-Gahtani, 2001). As shown in Figure 1 the model consists of External Variables, Perceived Usefulness (PU), Perceived Ease Of Use (PEOU), Attitudes Toward Using, Behavioral Intention to Use, and Actual System Use. The usage of a new technology is according to the TAM model primary determinate by the attitude held by a person and the perceived usefulness of the technology (Al-Gahtani, 2001). However, the part *attitude towards using* in the TAM model is developed both by perceived usefulness and perceived ease of use (Al-Gahtani, 2001). As the purpose of the thesis was to investigate the factors influencing consumer attitudes towards VR as a media for advertising, most focus was on PU and PEOU as they are influencing Attitudes Toward Using. Therefore, no focus was put on Behavioral Intention to Use, and Actual System Use.

Perceived Usefulness (PU) and Perceived ease of use (PEOU), are the two key factors affecting an individual's intention to use a specific technology (Al-Gahtani, 2001). PU means that an individual believes that using a technology system will increase his or her job performance within an organizational manner (Al-Gahtani, 2001; Davis et al., 1989). According to Chau (1996) is the usefulness of the technology in the short run the main determination for adopting the technology or not. PEOU is defined as the degree to which the individual user expects the technology system to be free of effort. Earlier research has shown that variables such as PU and PEOU has a linkage to attitudes and behavior (Davis et al., 1989). Studies have pointed out that attitudes towards a new technology is an antecedent to intention, resulting in a belief-attitudes-intention relationship, meaning that the attitudes towards the use of a technology is a crucial determinant of whether a consumer will use it or not. If an individual show positive attitudes towards a technology it will result in a use of the technology while a negative attitude will lead to that person rejecting it (Liker & Sindi, 1997; Davis 1993).

Shortcomings with TAM

Even though TAM is a model that is commonly used it has some shortcomings. TAM explores the usage behavior towards a information system, however, TAM does not take social influence for consideration in adoption and usage of new information systems (Malhotra & Galletta, 2005). Malhotra and Galletta (2005) claims that the social influence is also important to consider. The original model is not sufficient enough for researching and understanding all aspects regarding user acceptance (Cheung & Vogel, 2013). Because of the insufficiency with TAM, the thesis does only use TAM as a theoretical framework, the Fishbein and Ajzen attitude model was also used, although they are not combined as one framework, rather they are used separately. The Fishbein and Ajzen attitude model is explained further down in the thesis.

2.6 Attitudes

2.6.1 Attitude Definition

The purpose of the thesis was to investigate the factors influencing consumer attitudes towards VR as an advertising media. To understand how customer attitude is of

relevance for Virtual Reality, it is important to explain the definition of the concept *attitudes*.

Attitudes are according to Fishbein and Ajzen (1975) the positive or negative feelings that an individual have regarding their behavior and performance. It is also claimed that attitudes are learned predisposition of human beings, and can be changed in accordance to other people's attitudes and feelings (Fishbein & Ajzen, 1975; Ajzen, 2001). Attitudes towards technological change are often dependent on demographic and social factors (Pol, 1991), which will be presented below. The Fishbein and Ajzen model was discussed as a completion to the TAM model, as it aims to describe how attitudes can be dependent on different determinants including social, and demographic factors (Ajzen, 2001).

2.7. Fishbein and Ajzen Attitude model
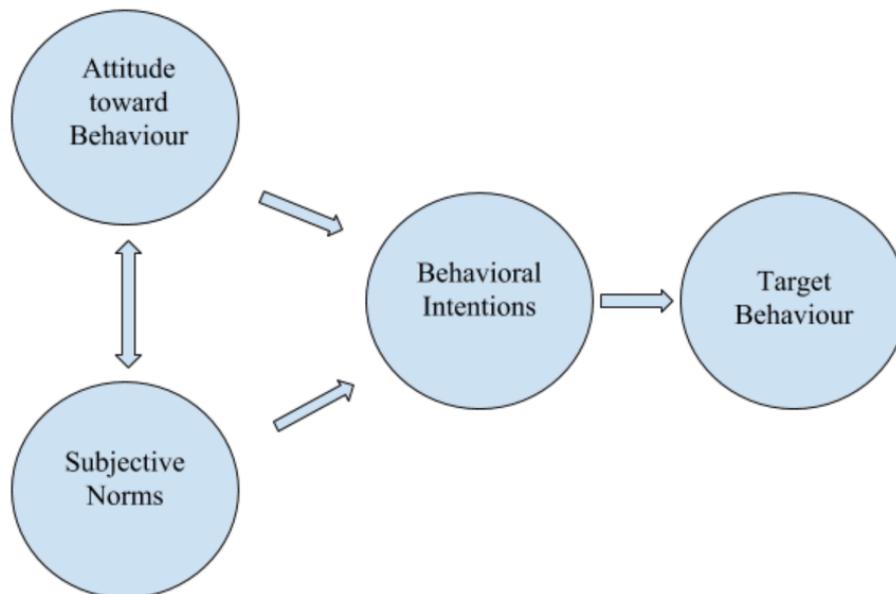
Figure 2. The Fishbein and Ajzen model (Fredricks & Dosset, 1983, p. 502)

The Fishbein and Ajzen (FAA) model was used as a complement to the TAM model. The thesis only considered a few parts of The Fishbein and Ajzen model to better explain how attitudes are formed. This is because the TAM model was insufficient in explaining factors affecting attitudes and in understanding the complexity of attitude individuality. Furthermore, the FAA model is rooted in the social psychology, and

builds upon the model that is illustrated above, that is why both seemed relevant and complementary to each other (Fishbein & Ajzen, 1975; Malhotra & Galletta, 2005). The two are connected as they are both trying to understand intention of use, but the TAM suggests that attitude would be a direct predictor of the intention to use technology, while the Fishbein and Ajzen model solely discuss the reasons for attitude formation (Ajzen, 2001; Malhotra & Galletta, 2005). In other words, the Fishbein and Ajzen model is only a complement to the TAM-model to better explain the intentions affecting attitudes. Furthermore, the Fishbein and Ajzen (FAA) model is especially relevant as it contains two major factors that are aligned with the purpose of this thesis, *social intentions and demographic determinants* (Fishbein & Ajzen, 1975).

The main reason why the FAA model was chosen, was because it contained two important findings. These are represented by social intentions, and demographic determinants for attitude formation. They are relevant as they are concrete factors for how attitudes are formed (Ajzen, 2001). These are discussed in the paragraph below (demographic determinants, and social determinants).

Shortcomings with the Fishbein & Ajzen model
The Fishbein and Ajzen model is good to better understand why attitudes are coming about, but it is an old model, which could lead to it being an insufficient framework for the thesis. Moreover, since it is an old model, it could be irrelevant to new technologies such as VR. Technologies have evolved much since 1975 when the FAA model was firstly introduced (Ajzen, 2001). However, since attitudes are not evolving in the same manner as technologies, the findings in the FAA model about social, and demographic factors are still relevant (Fishbein & Ajzen, 1975).

2.8 Factors affecting attitude

Demographic determinants
What changes and forms an attitude, can be dependent on several factors. The adaptation to technological change and its correlation to attitudes, is according to Pol (1991) dependent on demographic factors such as age, lifestyle, gender, income, and culture in togetherness with social factors. Pol (1991) claims that differences such as age, can determine the different attitude towards technological changes. There are also

studies that claim that the likelihood of adopting new technologies are decreasing as the age increases (Chung, Park, Wang, Fulk, & McLaughlin, 2010). This is also stated by Chung el al. (2010) that claim that attitudes towards new technology are generally higher for Millenials, people born after the year 1981, than for Generation X, born between 1965-1980, and even lower for Baby Boomers, born between 1946-1964. When it comes to gender, Chung et al., (2010) have done research that claims that women are more likely to adopt new technologies when there is a correlation to social status, and men are more likely to adopt technologies dependent on factors related to self-awareness (Chung et al., 2010). Cultural and income attitude differences is according to Pol (1991) dependent on the availability of monetary and technical assets. For example, if a person cannot afford a technical equipment, that person is likely to disregard it and form a negative-like attitude towards the object as it is not a part of his or her available range of options (Pol, 1991).

Social Determinants

Attitudes are according to Fishbein and Ajzen (1975), Pol (1991) and Moussaid, Kammer, Analytis, and Hansjörg (2013) influenced by social determinants. Social influences are a process where individuals are affected and build attitudes on other people's opinions and believes in a social interaction. Whereas "people" can be friends, families, or influencers (Fishbein & Ajzen, 1975). New innovations acceptance is strongly affected by the attitude build by social norm regarding the innovation (Moussaid et al., 2013). In a Virtual World, the social influence is the most important aspect since it is directly linked to the consumer attitudes. Virtual worlds are often an experience shared with other people (Leanza, 2017). When individuals are faced with new social information, they are often adjusting their own beliefs according to it. Furthermore, when facing technological change, and new technological products, individuals are often filtering the information provided, and choosing what topics that are of relevance according to other people's attitude regarding the product (Moussaid, et al., 2013). Thereby the social determinants are of highest interest to investigate in order to find answers to the purpose of the paper.

Functions changing attitudes

The structural components of VR as an advertising media, must according to Kerrebroeck, et al. (2017) contain some components to create a positive attitude for the costumer. These are represented by structural components such as a developed mechanism unraveling higher purchasing intentions, a vividness towards the ad, and a hedonic value surrounding the experience of using the Virtual Reality glasses. Moreover, more specific characteristics for the VR technology that create differentiation could according to Kerrebroeck et al. (2017) be represented by having an easier usage of the technology, having extended and new function, and/ or being a cheaper alternative. By finding characteristics of the product that makes it stand out- compared to existing technologies- the chance of attitude change (in the positive direction), becomes higher (Kerrebroeck et al., 2017). Consequently, by having insufficient components of the technology, the attitude would be impaired (Kerrebroeck et al., 2017; Court et al., 2009).

3. Method

3.1 Research philosophy

When conducting a research, the first thing to address is the research philosophy, which is related to the development, nature and extraction of knowledge in order to select the best suited philosophy to the research purpose (Saunders et al., 2009; Collis & Hussey, 2014). The research philosophy that the researcher chose to adopt contain assumptions about the way the problem will be addressed. These assumptions underpin what type of method that should be a part of the research strategy. There is no philosophy that is better than another, although, they are better or worse depending on the purpose (Saunders et al., 2009; Collis & Hussey, 2014). The philosophy should be decided depending on what research question it is aiming to answer. These are two different research philosophies, positivism and interpretivism. The philosophy chosen for this research is *interpretivism*.

3.1.1 Interpretivism

For the research question of the thesis, the philosophy of *interpretivism* was used. Interpretivism believes that the researcher must understand the difference between individuals in their role as social actors, that is the difference between conducting a research among humans rather than on objectives (Collis & Hussey, 2014). Interpretivism seek to describe, translate and understand the meaning, not the frequency of a phenomenon. The interpretivism approach is any type of research where the findings are not statistical, instead, the findings are derived from a qualitative method (Collis & Hussey, 2014). To simplify, interpretivism studies the differences between humans in a society. When using the interpretivism philosophy methods such as interviews and observation should be used (Collis & Hussey, 2014). On the contrary, positivism believe in objective truth. Positivists claims that what is experienced as reality is really out there in the world (Collis & Hussey 2014). For this paper, interviews were conducted. As this research aimed to investigate the factors influencing customers' attitudes towards VR as an advertising media. Interpretivism was a suitable choice due to the potential differences in customer's attitudes and the factors influencing those attitudes.

3.2 Research approach

There are different types of approaches that can be used, inductive and deductive (Collis & Hussey, 2014; Saunders et al., 2009). A deductive approach aims to test existing theories by finding evidence to if the theory is true or not (Collis & Hussey, 2014; Saunders et al., 2009). An inductive approach aims to find a new theory in subjects not yet well researched. The inductive approach gathers and analyses data and then form a theory to explain the findings made (Collis & Hussey, 2014).

This paper strives to use inductive approach as deductive approach test theories which this paper does not aim for (Collis & Hussey, 2014). This paper used two theoretical models but the aim was not to test if they are true or not, rather they were used as a guideline to investigate the research question. Since there is a limited amount of existing literature in the field of how VR could be used as an advertising media, this paper strives to use an inductive approach.

3.3 Research purpose

The purpose of this paper was to investigate what factors that are affecting attitudes towards VR as an advertising media. Furthermore, this research paper was carried out due to that Virtual Reality is an emerging technology with futuristic opportunities (Kerrebroeck et al., 2017). The movements of technology are moving in a rapid pace and it is evident to follow the fast movements of advertising technologies, to be a superior brand-pioneer (Domina, Lee & MacGillvray, 2012). Therefore, it is interesting to explore the factors affecting consumer attitudes towards VR as an advertising media and to get new insights of the problem. Therefore, this thesis had an exploratory purpose.

3.3.1 Exploratory

This research had an exploratory purpose as Virtual Reality is quite a new technology that has not been fully used in advertising and other likewise purposes until the recent years (Brown, 2016). The data collected consists of a combination of existing literature and primary data conducted through interviews.

Primary data collection was conducted as an exploratory study. An exploratory study is used to understand a problem and it is a well-suited method when the researcher wants to gather qualitative data (Malhotra, 2015). In an exploratory research a variety of different methods can be used, such as trial studies, interviews, focus groups or experiments (Collis & Hussey, 2014). When having an exploratory purpose, it is of great importance that the researcher is flexible and can adapt well to changes, since new information can appear meanwhile conducting the study. As VR is quite a new phenomenon within advertising this method fitted well with the research's purpose to get new insights and being able to ask many questions.

3.4 Research strategy

In order to answer the research question semi-structured interviews were conducted. In semi-structured interviews, a list of themes and questions is predetermined prior the interview. Although, the questions may vary between every interview depending on the flow of conversations (Saunders et al., 2009). This was true for this research, in some interviews only a few questions were asked, and in others, the flow of conversation demanded the interviewer to ask more questions.

In an exploratory study, semi-structured interviews are suitable as it can help in understanding the relationship between different variables (Saunders et al., 2009). Semi-structured interviews were suitable for this research as it can investigate the factors influencing customers' attitudes towards VR as an advertising media. The goal was to discuss the different factors in a non-manipulated manner by talking to the participant face-to-face. The authors believed it was of importance to have some themes and questions to ensure that the purpose and research questions were addressed. This was the reason why unstructured interviews were not used, as unstructured interviews have no predetermined list of questions or themes (Saunders et al., 2009).

3.5 Data Collection

3.5.1 Primary Data

According to Saunders et al. (2009) here are three methodologies to use when writing a thesis; qualitative, quantitative, and mixed. For this thesis qualitative have been chosen as it is suitable for the purpose of this thesis, which will be explained below.

3.5.1.1 Qualitative Data

The research paper primarily consists of qualitative data configured through interviews. Qualitative research is helpful because it allows researchers to access feelings and thoughts on a profound and radical level (Creswell, 2014). When a concept is fairly new or not well addressed, qualitative research is preferred as it provides a more in-depth understanding and illuminates the attitudes and dissimilarities of the interviewed parties (Creswell, 2014). Therefore, qualitative data collection was suitable for the purpose of this paper. As an addition to the qualitative data, information from existing articles and books was also be gathered. The objective was to dig deep enough to see through the fragmentary information, and form an absolute and sufficient addition to the existent literature and research, and consequently answered the purpose and research question.

3.5.2 Collection of data

Guidelines for semi-structured interviews recommend that interviews should be conducted until the collected information contain new insights (Collis & Hussey, 2014; Saunders et al., 2009). Therefore, the number of interviews were not predetermined, interviews were conducted until relevant findings were made.

When making an exploratory research it is of highest importance to be flexible in all the different phases of the performance (Saunders et al., 2009). As an example; each interview was planned to be performed in a time frame of 35 minutes each. However, some interviews were shorter and some was more rewarding and the entire time was used. It was important to be flexible and interviews continued for as long as interesting information was provided. The semi- structured format of interviews was used as it is best suited to exploratory research and is helpful when research is made to find out *what is happening* (Saunders et al., 2009). In semi-structured interviews a list of themes and questions are conducted, but the questions may vary in the different interviews

depending on the flow in context (Collis & Hussey, 2014; Saunders et al., 2009). Therefore, five themes were made to provide some structure during interviews, which can be found in appendix 1 and 2. Most questions was open ended to engage discussion. Furthermore, there was a predetermined frame of what need and should be addressed during all interviews. The interviews were seen as opportunities to discuss behaviors and beliefs of the topic area in a face-to-face interaction (Saunders et al., 2009).

In the beginning of each interview, contextual data was presented, such as name of participants, time and place. Although, names of the participants were only available for the authors, as the participant chose to be anonymous which the authors respected. Interviews took place in the group rooms at Jönköping International Business School as they were believed to be quiet and non- manipulated to bring any specific answers. According to Saunders et al. (2009) recordings saves time and details can be highlighted more efficiently. Therefore, all interviews were recorded in avoidance of missing out any important findings. Furthermore, some notes were taken to show the participants that the interviewers were listening and paying attention to what they said (Saunders, et al., 2009).

During the interviews the interviewer will automatically start to analyze in their mind (Saunders et al., 2009). This is why the first analysis is made during the time that data is collected, and another reason why notes are so important to take while interviewing. Furthermore, notes are important as a backup if anything happens with the recorded material (Saunders et al., 2009). In order to maintain high quality of the findings, notes should be made (Saunders et al., 2009).

After conducting the interviews, all data was transcribed and prepared for analyze. As it is very time consuming to word process the interviews all of them was transcribed as soon as possible after the conducted interview. This was made in avoidance to stock material and transcript all at once. It is time consuming due to that not only verbal communication must be transcript, non-verbal communication such as tone of voice must also be written down (Collis & Hussey, 2014). When transcribing the findings, it was made as a data sampling, meaning that only the sections that is pertinent to the research was transcribed (Saunders et al., 2009). Questions and inputs from the

interviewer were written in bold letters to easy distinguish them from the participants' answers.

3.5.3 Sampling Technique

The term sample is described as a subset of the population. A population is any precisely defined body of individuals or objects that the researcher chose to study (Collis & Hussey).

The research was conducted within the advertising sector in Sweden. The research population that a sample was drawn from include both females and males in Jönköping between the ages of 15-30. According to Hill, Beynon-Davies and Williams (2008), people in the age of 15-30 are more amenable to new technologies, due to the digital gap between older versus younger people. Therefore, the age span of 15-30 was chosen for the sample. Furthermore, another reason for choosing this age span was because the authors believed that they have more to say about the subject.

The participants that have been interviewed are friends or acquaints with the authors, which is a non-probability sampling method, more specifically a convenience sample. A convenience sample gives the interviewer the chance to sample from people that are easily accessible and it is a method that is both inexpensive and time efficient. Convenience sampling is often used for exploratory research, but one disclaimer that can be important to remember is that the final sample is unlikely to be representative of the population (Malhotra, 2015).

3.6 Literature Collection

Interviews were not the sole source of information used in this research paper, literature such as books and articles were also used. Some articles and books were found in Google Scholar and then collected by the use of the school library search engine, Primo. Different databases such as PsycINFO and Primo were also used to find interesting and trustworthy articles seeking insights for the purpose of this thesis. Diva Portalen was used to collect old theses to find inspiration and guideline. The library of Jönköping university was also used to find physical books and articles of interest. To find the relevant information for this paper key words such as *VR*, *Advertising, Consumer*

attitudes, VR in Advertising, and *Attitudes* have been used. Keywords or "search" terms are crucial in order to find relevant literature (Collis & Hussey, 2014). Further, a meeting with the liberian Daniel Gunnarson has been held as an education in how to proceed the research in terms of both primary data and existing information. In advice from Daniel Gunnarson a handbook within Advertising has been found and used to get a deeper understanding of advertising and how to write a thesis. All articles used in the literature review have been peer reviewed to create trust full sources.

3.7 Data analysis

The choice of method decides how the material collected are to be analyzed (Collins & Hussey, 2014) This thesis strived for an inductive approach and were therefore less structured than a deductive approach, as a deductive approach are more structured (Saunders et al., 2009). When analyzing qualitative data there are three main types of processes to choose between; summarizing, categorization, and structuring. Qualitative data has some implications for analysis, the non-standardized and complex nature of the data collected by the researchers will most likely need to be summarized or categorized (Saunders et al., 2009). For this thesis the qualitative analysis process chosen were *Summarizing,* as it fits well when conducting interviews (Saunders et al., 2009). When summarizing, key points of what have been said in interviews should be provided together with short and complex summaries of the material (Saunders et al., 2009). Furthermore, complex interviews are summarized to smaller texts, only containing the most important information and answers. Thereby, large amounts of text are transcribed according to different themes and answers, providing an overview of the results (Saunders et al., 2009).

3.7 Credibility and quality of research

Creating trustworthy material is of highest importance when conducting a thesis. The data collection and analysis technique must be carried out to make consistent findings (Collis & Hussey, 2014). In order to assure the trustworthiness a qualitative research should address four areas concerning trustworthiness. These four areas include: *Credibility, transferability, dependability* and *confirmability* (Guba, 1981).

The *credibility* of a thesis address how the researcher can ensure that their method of gathering empirical data is trustworthy and obtain a credible result (Guba, 1981). There are multiple strategies that could be applied in order to ensure the credibility of a research. One of them are triangulation. Triangulation involves that the researcher uses several sources, observers or theories to gain a deep understanding of the problem being researched (Carter, Bryant-Lukosius, DiCenso, Blythe & Neville, 2014). For this research different data sources such as Primo and Diva Portalen together with two different theoretical models as frameworks, TAM and Fishbein and Ajzen attitude model. Further, all three authors have participated and observed each interview being conducted.

Transferability involve in which extent the research can be applied to other situations. As a researcher it is hard to prove that the findings can be applied to other situations, but the researcher should be able to argue why it could be applicable (Shenton, 2004). According to Lincoln and Guba (1985) there are two techniques that can be used to create transferability, thick description and purposive sampling. Thick description involves the process of the researcher provide the reader with rich information about the research, method and data collection (Guba, 1981). This report provides rich data about how the research has been conducted together with how that data has been collected.

Dependability means that the researcher must show that the findings are consistent and that the result could be repeated (Guba, 1981). As all interviews were recorded it ensured that no findings were missing. The authors have been careful to not jump to conclusion, rather all answers have been viewed from different angles and have been gone through several times by all of the three authors. The results have also been looked at by six other opponents and the tutor of this paper during seminars.

Confirmability stress the importance of the researchers to be objective throughout the entire research (Shenton, 2004). As an interviewer it is of highest importance not to manipulate the participant or control the answers resulting in a desired response or answer. This is called *interviewer bias* (Hildum & Brown, 1956). Therefore, the interviewers were objective in regards of their comments, responses, tone of voice and non-verbal communication. The interviewer need to keep a neutral reaction to the

answers to reduce the scope for bias (Saunders et al., 2009). Furthermore, the interviewers did their best to be active listeners and paid attention to body language and other nonverbal communication.

4. Empirical Data

The empirical data section should provide the thesis with the main source to answer the research question and purpose, together with the primary data (Saunders et al., 2009). The empirical data consists primarily out of semi-structured interviews. The interviews were both recorded and notes were written down in order to avoid any missing material in the analysis of the study (Saunders et al., 2009; Collis & Hussey, 2014).

4.1 Empirical Findings

4.1.1 Interview guide

The interview questions are available in Appendix 1-2
The interview guides can be found in both Swedish (Appendix 1) and English (Appendix 2).

4.2 Semi-structured Interviews

As mentioned in the method, semi-structured interviews were suitable for this research as the aim was to investigate the factors influencing customers' attitudes towards VR as an advertising media (Saunders et al., 2009). The interviews were semi-structured which means that a structural framework for the questions was made, in that the research questions would be answered. When conducting semi-structured interviews, a list is conducted with relevant themes and questions (Saunders et al., 2009). The questions were divided into five different themes, although these themes were addressed in different orders as discussions was hard to control and if the respondent would be interrupted interesting thoughts could be missed out on (Saunders et al., 2009). When conducting semi-structured interviews, it is important to keep a flow in the discussion. Concerns regarding the quality of the research was to ensure that even though discussing the themes, important questions could be left unanswered (Saunders et al., 2009). Therefore, it was of great importance to keep discussion going while the interviewer remained focused on achieving a satisfactory result (Saunders et al., 2009).

Theme 1
The first theme of questions investigates the overall attitude and thoughts the respondent has for new technology. The interviewer tried to understand how well the

participant adopt new technology in general and used their adoption of smartphones as an example. The questions asked in this theme was linked to the Technology Acceptance Model.

Theme 2

The second theme investigated if the participant had used VR and if so, how their experience was using it. Could they find any problems with the technology or any valuable benefits? Some of the people interviewed had not tried VR, however, the interviewers found no reason not to continue the interview as the attitudes towards VR are investigated and how those attitudes have been formed.

Theme 3

The third theme was connected to the attitudes towards different advertising media. Furthermore, investigation in what type of advertising is affecting the participant the most and what type of advertising the respondent believed to be most exposed to. This theme focused on finding answers to how VR could be used as an advertising media in order to create positive attitudes and gain consumer attention.

Theme 4

The fourth theme discussed the usage areas of Virtual Reality as an advertising media. These questions were asked in order to understand what types of industries would benefit the most out of implementing VR and how they could use VR as an advertising media.

Theme 5

The fifth theme related to factors influencing the attitudes held by participants towards VR as an advertising media. These questions were asked to seek answers to the research question and investigate if the social and demographic factors was mentioned by the participants.

There are eleven interviews conducted and all of them are summarized and available below. In this part of the thesis, the compiled answers will be introduced in collaboration with the themes introduced above. The reason why the structure of the

interviews is divided into parts is to discern similarities and differences between the answers, and to find out the individuality and coherence of attitudes.

4.3 Introduction of interviews

Each interview began with a short explanation from the authors about themselves and the topic. The authors explained what the research was about and tried to give the respondents as much information as possible in order for them to understand what the thesis was about, without expressing their own attitudes. Then the participants got to talk about themselves in order to start a discussion and make them feel comfortable talking to the interviewers. The five themes and related question that was predetermined was asked in different order depending on the flow of conversation. In some interviews the respondent answered questions without them having to be asked, others required more questions in order to keep a discussion going.

The empirical data consist of eleven interviews that all encompass the five themes, to easier understand the complexity and compositions of the different answers. A detailed summary of each interview can be found below.

4.3.1 Interview with participant 1 (P1)

Theme 1: This individual is a student at Jönköpings University and has been living in Jönköping for three years. She claimed herself to be interested in new technologies. Furthermore, she explained that she likes to try new technologies and she believed that she is willing to put some time and effort in understanding new technology, as she believed that there are many benefits with technology. Although, it was important for her to have heard something positive about a technology she is about to try or purchase.

Theme 2: She tried VR glasses for the first time a couple of years ago together with her friends. When she tried them she was experiencing a virtual roller coaster. She believed it to be very real and she almost became nauseas of it. However, the VR glasses was not hers, they belonged to a male friend of her.

Theme 3: When it comes to what type of advertising that is affecting her the most she believed it to be blogs and influencers. She does not use Facebook as much as she did some years ago. She said that she find Instagram more useful, to find inspiration and get influenced by the pictures and information she gets there. She believed it to affect her the most as she perceived the advertising to be realistic, as it is "real" people that are recommending and showing what type of products that they are using. However, when it says *paid advertising* it loses all its trustworthiness according to her.

Theme 4: When discussing different usage areas, she believed that VR could be a great media to show clothes when shopping online. She mentioned that it often happens that she buys something online and when it arrives it does not look anything like she expected, with VR she could visualize the clothes in a more realistic manner.

"*It would be so cool if I could see the things I want to buy on a model with my measurements, today I could never buy a pair of jeans online for example*".

This could also benefit the environment as she mentioned that she usually sends many of the products she buys online back to the store, which leads to unnecessary travels of the goods.

Theme 5: She might be willing to buy a pair of VR glasses if they were not too expensive, as she believed VR to be very expensive. The social factor for her is important in some technological purchases, but it is depending on the price. She also believes that her positive attitude about VR has in some context with her young age to do, if she would have been a couple of years older she do not think that she would be as willing to try it.

She believed VR to be more trustworthy than social media as VR would show products in a more realistic and personal manner. She found some problems with VR as it might be complex to use, as well as the belief of if being expensive, which might be another reason for her to not adopt VR.

4.3.2 Interview with participant 2 (P2)

Theme 1: This participant is a female in her twenties living in Jönköping. She is studying her final year of Marketing Management at Jönköping International Business

School. She believed herself to be quite like everyone else when it comes to adopting new technologies, not the first nor the last one. However, she remembers that she was the first one of her friends to have an iPhone, an iPhone four. She explained that even though none of her friends had an iPhone she had heard from many others that it was a great mobile phone, and therefore she bought it.

Theme 2: She told the interviewers that she has not tried VR glasses but she would like to try it as she believes it to be a fun thing to try and she have heard that many people are talking positively about it.

Theme 3: When it comes to what type of advertising that affect her the most, she believed it to be influencers on social media, especially on Instagram. Although, in order for her to perceive an influencer as a trustworthy source of advertisement the products has to match the influencers personality, otherwise she sense that it is fake. Moreover, she believed that influencers overall are losing more and more of their truthfulness and that they are promoting solely for the money.

Theme 4: For some industries she believed it to be really great to let people visualize the products they are about to purchase, like a kitchen or bathroom. She further believed it to be an interesting media to have in booths at fairs and conventions, where VR could be used as a differentiator to attract people. She said that she would like to visit a booth with VR to try, especially if she were with friends that also would like to try it. If people would have the technology at home it could also be nice to do different commercials in VR as normal commercials are often quite boring.

"Virtual Reality could make products more personal and real than the advertising on television or banner ads- I believe that VR could picture the real world"

Theme 5: The participant found many positive things with VR but she also found a number of negative things. She believed the technology to be difficult to use and expensive, even though she had not experienced it. Furthermore, she also questioned how it would work for companies to make advertising in VR, as in order to reach an

audience they need to have glasses on them. Instead, she found it more useful for companies to have VR in their stores.

She listens to her friends, what they have for attitude towards a product. However, she also listens to others opinions that might have more knowledge in the area, as with the iPhone which she bought even though none of her friends were using one.
She believed that the main negative aspect with VR is that companies must meet with their customer in person in order to be able to show their products in VR, as few people have it in their homes. She believed that companies could use Augmented Reality (AR) as a way to show their products, such as furniture in a costumer's homes. She said that AR is much easier to use and that everyone could access it by their smartphones.

4.3.3 Interview with participant 3 (P3)

Theme 1: The participant is a female in the age of 22 and is attending the university in Jönköping, while working extra in retailing. The participant was admitting that she often tries new technologies when it is accepted by the greater amount of people around her. She said that she mostly forms her opinions and attitudes dependent on how other people are seeing things. Mainly her friends and family.

Theme 2: The participant had tried VR a couple of times before, but felt that its capabilities in the future are not quite in line with the technological advancements that it has today. Meaning she felt that it can become wider used in the future with the right methods. Although today it is both to heavy and complicated for her to find it worth the trouble.

Theme 3: The respondent felt that she is prone to try new technologies, and that traditional media in advertising is becoming boring and tedious. She felt that she is a heavy user of online media, such as the internet and social media, but thought that it could need an update. She however felt that AR is the next big thing and that VR needs a bit more work in order for her to use it as an advertising media.

Theme 4: The respondent thought that the usage areas for VR could grow large in the future, but is missing out on some important component today. Out of these, the technological advancements such as the hardware and graphical functions were mentioned.

Theme 5: The participant believed herself to have a positive attitude towards VR as an advertising media. She thought it could be the up-and-coming form of advertising that is needed in today's society.

When asked about the factors influencing her attitudes towards VR she pushed hard on the social factors, but said that she probably have a positive attitude because of demographic factors such as her age. The participant felt that there are some differences between different age spans. Furthermore, she also though that technologies differ between generations, and in what environment people are used to, and that could be determent for how attitudes are shaped. The participant continued to talk about how economic status and culture also could be factors that influences the attitude towards new technologies.

"I guess it differs between cultures as well. Some cultures do not even like technology, or have the access to it. How do you even get a positive attitude towards technology when all you hear is propaganda and negative words?"

"I think that attitudes are very individual, but I definitely feel that there exist some divisions to be made to understand the origin of how attitudes are shaped, and how they can differ. One example of such could be; Age and social status"

4.3.4 Interview with Participant (P4)

Theme 1: The participant is a female in the age of 20, studying towards a degree in economics while working part-time as a banking clerk. When asked about the attitude she has towards new technologies, she claimed to be a late adopter, and often buys a product when everyone else already have it. She said she was the last one of her friends to buy an IPhone, and that she just did it to not miss any social opportunities.

Theme 2: She had tried the VR technology at an exhibition at her school. It drew a lot of attention to the booth, and she thought that could correlate to increasing customer satisfaction, which ultimately would change attitudes. She herself believed the technology to be fun, but to complicated along with to few usage areas for her to to buy it for herself.

Theme 3: The respondent answered that she sees advertising on several media, she still appreciates the traditional media such as Television and Print but is also a heavy user of online media such as the internet. When asked about the advertising opportunities for virtual reality, the respondent answered that she thinks it could be big if it incorporate social-driven factors such as self-awareness and social status.

Theme 4: The usage areas of VR was according to the respondent scattered in some parts, but collected in others. By this, she meant that in the future it could be used in a lot of different situation such as health care, and education, as well as for advertising. However, in the present, the respondent thought that it was limited to especially entertainment.

Theme 5: When asked about the future of Virtual Reality, the respondent felt that it could be a game changer, if it includes environmental-driven factors. The respondent felt that society is going in a greener direction and environmental impacts of a company are important factors to keep track of and implement into a business. She herself felt that it is an evident factor of what forms her attitudes. The respondent thought that especially young people could have a positive attitude towards the technology if that would mean that they are "one of the guys", meaning social-driven factors. While the participant herself cared more about factors such as less mass production, better personal measurements and less harm to the environment. The overall attitude of the participant was that she would be more positive towards it if it could benefit the good of everyone.

"What if there was a way to increase customer attitudes towards a brand using VR, and at the same time increase environmentally-driven factors".

4.3.5 Interview with participant 5 (P5)

Theme 1: This male was very interested in new technology overall, and had tried Virtual Reality a couple of years ago. Even though he is interested in technology the social aspect has a major influence on his purchasing habits of technology. He found it really interesting to try new technology, but would not buy it without making sure others are using it and most importantly, liking it. He mentioned for example:
"If I know that my friends are using a technology, I am more likely to use it as well".

Theme 2: He had tried VR a couple of years ago, both at a convention and at a friend's house. He believed the technology to be very interesting and perceived it as a very real experience, almost scary. However, he believed VR to be very expensive and mentioned that he would not buy it himself.

Theme 3: He believed that he gets most affected by user-generated-content on social media. If he noticed that someone is sharing something from a company or saying good things about their products he trusted that more than regular commercials. For him it was important that the advertisement felt genuine. However, advertisement is rarely enough for him to make a purchase, he likes to look up information and compare different brands before deciding what he will buy.

Theme 4: When talking about how VR would be used within advertising he talked about how it could be used in the fashion industry, where he believed it could work as an attraction to get people to stores. Instead of having stores filled with mass produced clothes they could display different options in VR. That would make it a fun experience that would also benefit the environment. Within e-commerce the search for clothes on various websites models mediates an abnormal ideal body, and it can be hard to visual oneself in the clothes. This individual believed that if a consumer could visualize himself or herself in the clothes it would create a more trust and create a more genuine shopping experience.

Theme 5: The social aspects was clearly one of the main reasons influencing the attitude towards VR in general. If VR would become a more socially accepted technology that many of his friends would use, it would become a more attractive technology for him.

Although, the problems that still exists regarding the ease of use and the limited amount of usage areas makes him believe that the technology will have to develop further in order for it to work appropriately both within entertainment and in as an advertising media. The decrease of mass production was also something he mentioned as an important factor for him to be convinced that VR would work as an advertising media.

4.3.6 Interview with participant (P6)

Theme 1: This male is a third year student at Jönköping International Business School. He is originally from Stockholm and plans to move back after graduating. This participant showed an interest in technology and mentioned that he likes to try new technology, but would not refer to himself as a pioneer within the usage of technology. Instead, he buys and use technology that others are recommending him to use.

Theme 2: When he tried VR for the first time it was solely for entertainment. This was a while ago and he believed it to be a fun experience, but he noticed that there were still many flaws with the technology that could be improved.

"*It is very important that VR deliver a surprise of how real it feels, when failing to deliver that experience the purpose with the technology is lost and I will be less likely to give it another try*".

Theme 3: The participant believed native advertising to be the type of advertising that affects him the most. For example, when he reads magazines and the advertisement is embedded in the content. He mentioned that if it would be a more expensive product he would not just purchase if after reading about it, he would ask for opinions from his friends or search for opinions from others that are using that product.

Theme 4: He did not believe VR to be a technology that everyone will have in their homes, rather it would be a great opportunity for industries such as real estate agencies. They could use the technology to provide a tour around a house located in another country or city. Which he further explained to be both convenient as it saves time and is an environmentally friendly alternative.

"Imagine wanting to buy a summerhouse in Marbella, it would be both costly, time consuming and bad for the environment to go to Marbella just to check out that house, instead, the prospect could take a look at the house just by stopping by at the real estate office."

It could also be a good idea for kitchen suppliers to have a VR headset at their stores for customers to visualize how it would look in their private settings. When it comes to smaller purchases, such as clothes, he believed that it would rather be bad for business to implement VR.

Theme 5: He believed that the social determinants is the most important factor in order for him to accept most technologies, the same applies to VR. He also believed that he would be more positive towards VR if it is used to solve a problem. For example, the real estate idea, that could save both time and money, but it would also be more environmental friendly. He believed that in larger purchases the technology can be very helpful, but for smaller purchases VR is both too expensive and useless for him to find it worth the trouble. On smaller purchases he believes AR would be a better solution as it is much easier to use.

4.3.7 Interview with participant 7 (P7)

Theme 1: This individual works as an engineer within construction, which was noticeable when discussing the questions with him as many of his answers was related to the construction industry. He was very positive when it comes to technology, if he finds a technology useful or if it solves a problem he has, he is most likely to make a purchase. Although, if a technology is expensive he usually looks up information about the product on internet or ask his friends for advice before making a purchase.

Theme 2: He had tried VR at a convention where Skanska showed apartments in VR. He found it very interesting and thought it was smart way to use the technology. Although, he mentioned that when he tried the technology it was not fully developed and he was not amazed by the experience.

Theme 3: When discussing what type of advertising that affect him the most he mentioned melodies on the radio. He spends much time in his car back and forth to work so he often listen to radio. He believes that melodies have a way of getting stuck in his head, which makes him remember both the melody and the brand behind it. Although it does not necessarily convince him to make a purchase.

Theme 4: He believed that there are many usage areas of VR within the construction industry. Both tenants and landlords could use the technology for multiple purposes, making it very useful in this industry. He mentioned that it could also be used as a way to show how an apartment would look like before it is built and the customer could make changes in beforehand, ensuring that they would be happy with the result.

Theme 5: He perceived VR as quite useless in other purposes than construction. He did not found it useful in his everyday life, which made him less interested in the technology overall. When talking about VR within advertisement he found it hard for marketers to reach a large audience through VR if people are not using the technology. He believed that VR has to become less complex and only then it can become a valuable media for marketers to reach customer.

"In order for me to create a positive attitude towards VR it must become more useful in everyday purposes, it should also become easier to use, as putting on a pair of sunglasses."

If people would find the technology more useful, and get more knowledge about the technology he believed that VR could be a good media for marketers to use**.**

4.3.8 Interview with participant 8 (P8)

Theme 1: The respondent is a male of 25 years and is currently working at a housing company where they are selling apartment contracts. He had quite a negative attitude towards new technology in general. The respondent was in other words feeling doubtful towards adapting to new technologies, and thought that the technology needs to take a step back, as it can harm the society and he was afraid that it will raise the unemployment rate.

"If technologies are supposed to replace the human actions, and transcend the human needs, then what purpose are there for us humans left?"

Theme 2: He tried VR when it was relatively new, and have had a regular awareness about the technology since then. He is not a heavy user of VR, although he has tried it three or four times. He feels that he would not himself make the purchase. This is due to the lack of usage areas accept from entertainment.

Theme 3: When talking about what advertising is affecting the respondent the most, he mentions that he is affected when he gets to interact with a brand, and when it enables him to build a relationship with the creators of the advertisement in a communicative form. He believes himself to spend a lot of time on searching for information and comparing different brands before he makes a purchase.

Theme 4: The respondent felt that the usage areas could be broad in the future, but right now it is very limited to entertainment.

Theme 5: He felt that the technology would have to be more advanced in terms of its hardware and graphic components in order for him to use it on a regular basis. When adapting new technologies, the respondent claims to be a relatively early adopter if the purpose of the technology is awarding and if it can reinforce his everyday life. The respondent claims to not care about social awareness when it comes to adopting new technologies, and would never buy a technology solely because everyone else owns it, or because it is "cool". However, if it could implement characteristics that is transforming businesses in a greener direction, that would cause a positive attitude for him. He mentions the importance of "being green" and how it becomes a more crucial ingredient to build business success.

The respondents mentioned that technologies are already replacing much, so that unless it could cause for a greater good such as curing of diseases and delimitation of waste, it is no good, especially not for an advertising purpose. In other means, the respondent does not have a positive attitude towards the product already, and though that he is

unlikely to change it no matter what, unless it can cause for an environmental or societal change.

4.3.9 Interview with participant 9 (P9)

Theme 1: This participant is working at a communication agency. She likes to try new technologies and said that she was early to adopt to iPhone. At that time, she bought it as her dad had an iPhone and that he was a trustworthy source. Further, she tells us that she wants to adopt new technology as she sees herself as a person who keep up with trends.

Theme 2: She have used VR many times but her first time was last year, at that time she found it amazing how realistic the experience was. At the agency they let customers borrow their VR equipment, which customers really appreciate. She said that she had experienced that will help of VR companies can attract many people, for example at fairs. When she tried VR for the first time she had heard many great things about it from her colleagues, which made her really interested in trying VR. She mentioned that she finds VR amusing, but thought that if she was older she might not be as interested in new technology.

"If I was older I'm not sure that I would think it was as cool with VR and I would not have the same eager to try it".

Theme 3: When talking about what type of advertising that affect her the most she mentioned product placements on blogs and social media platforms. However, she believed that the truthfulness of influencers is not as high as it used to be and that VR might be a new exciting way for companies to both different themselves and to present their products in a truthful manner.

Theme 4: She mentioned many different usage areas for VR as an advertising media. She also believed that companies using VR in their advertising not only communicate products in a fun and futuristic way, but also the brand to be fun and futuristic.

"I'm very interested in VR and sometimes I even watch YouTube videos to see how companies use it in their advertising".

Her overall attitude with VR as an advertising media is very positive, and she finds VR very useful. Further, she believed that the VR technology is not yet developed for everyone's everyday life, and therefore it is hard for companies to reach customers at their home by VR. People that are interested in IT, technologies and gaming might be a safe target in that case. Otherwise, she believed that booths at fairs or companies own stores are the way to reach a larger audience through VR.

Theme 5: She believes that VR can engage customers to try products and promote a company as modern, as she found attitudes towards VR in general to be positive. However, she also pointed out some negative aspects with VR, mainly the price for companies and private people to implement it. When discussing cheaper alternatives of VR she became doubtful since she believed that would decrease the quality. What she likes most about VR is the feeling it delivers, which could be tampered with if lowering the quality. What made her try VR for the first time was her colleagues, which makes her believe that the social determinants are what affect her attitudes the most.

4.3.10 Interview with participant 10 (P10)

Theme 1: This participant is 16 years old and is studying economics in high school. She likes to try new technologies and believed that most technologies are very helpful and useful in her everyday life. She though that she likes to try new technology as her dad has a wide technical interest and he has always made her use "the new thing". She explains that she had an iPod before all of her friends.

"Thanks to my dad, I believe that I'm not afraid to try new technologies as he is very interested in it, I also believe that one can benefit a lot of technology if one just dares to try it".

Theme 2: She tried VR for the first time about three years ago, then she experienced a roller coaster and she believed it to be a realistic experience and she almost became

nauseous. Her dad helped her with the technology and she mentioned that she would not understand how to use it without his help.

Theme 3: When it comes to advertising she is mostly affected by influencers. She mentioned for example that when she is searching for a trip, she is usually searching on Instagram where she can find information and inspiration about different destinations.

"I don't search on web pages, I don't believe it to be as inspiring, and I usually don't find what I'm looking for".

Theme 4: She explained that she has heard about medicine companies that sell motion sickness pills. The company let people experience a roller coaster in VR, first without the pill and then once with the pills just to show the difference and how well their product works. She thought this was a new and fun way to show their products in, and way more trustworthy than a normal commercial running on television. She believed that the major positive aspect with VR in advertising is that it allows people to experience products in a fun and trustful way. She believed VR to be most helpful when making large purchases such as a house or travels as it enables customers to experience products before the actual purchase.

Theme 5: She believed that VR could be used as an advertising media in an expensive purchase. However, she did not see a future where people will have VR in their home to help them in their everyday life as she believed VR to be to ungainly. If people would like to see how less expensive products looks in their home she believes there are easier ways of doing it, like using AR instead. Her attitudes towards VR was mixed, she believed that the technology is fun and if companies use it in the right way she could create a positive attitude towards it. However, the social determinants, such as opinions from her dad has a major influence on her.

4.3.11 Interview with participant 11 (P11)

Theme 1: This participant is a female in the age of 27. She is currently working as an engineer where the job includes technologies such as Virtual Reality and Augmented

Reality to draw buildings. She mentioned that she is very interested in all types of technology and is rarely shy to try new products.

Theme 2: The respondent was very positive towards VR. She claimed that she uses it in her everyday life at work, and she knows the effects and positive attributes it can bring.

Theme 3: She believed that the advertising that affect her the most are advertisement that enables engagement and a kind of interaction. The respondent believed that traditional advertising media such as Television and Radio are a bit flat, which is why she spends more time on social media. She is a frequent user of different applications such as Facebook and Instagram, but mentions that she needs something new and exciting to use on a regular basis as social media start to lose some of its trustworthiness.

Theme 4: When talking about bringing Virtual Reality into new fields, such as advertising the respondent thought that it can be positive. She believed that VR can create an even stronger emotional connection with a brand and its customer as it would enable a more real experience with a product or service's attributes.

"We are in a digital age and people are getting used to ads that are interactive and realistic. By making an ad in Virtual Reality, I believe that VR glasses could be an evident media for driving sales and increasing revenue"

She works in a field where the technology could be useful to visualize a virtual building, or a virtual environment overall. She discussed many areas within construction that VR could be used in as she believes the technology can bring many benefits within this field. Although she questioned how many other industries could have use from it.

Theme 5: The overall impression from the interview conducted with the respondent, was that her overall attitude towards the technology and how it can be used as an advertising media, was positive. When discussed why she herself is adopting new technologies, and what drives her to buy and try new technologies, she talked primarily of the social driven factors such as wanting to fit in, and wanting to enforce and enhance an ideal

self. She said that her attitude gets higher if it can enforce her self-image, and if it is accepted by the society. Since she works in a construction environment with a large quantity of different materials, she underlines the environmental factors that Virtual Reality can benefit. She believed that it is important to take care of the environment and if she could be more environmental friendly in her work she would be very positive towards that.

"I think it would be great and a real game changer, if one could use VR to reduce our impact on the environment and could for that reasoning become a sustainable advertising platform".

4.4 Table providing information concerning the participants of the interviews

A table providing information of the participants was made to bring the reader further information about the respondents who participated in the semi structured interviews. An abbreviation, JIBS, is used in the table which stands for Jönköping International Business School. Furthermore, P stands for participant, which is followed by the number given each participant to differentiate them, and the number was given by the order they were interviewed.

Table 1. Table of information concerning each interview and the participant.

Abbreviation	Gender	Age	Meeting place	Date	Length hours: minutes: seconds
P1	Female	22	Group room at JIBS	13/4-18	00:35:07
P2	Female	23	Group room at JIBS	13/4-18	00:34:32
P3	Female	22	Group room at JIBS	16/4-18	00:39:57
P4	Female	20	Group room at JIBS	16/4-18	00:23:56
P5	Male	19	Group room at JIBS	17/4-18	00:31:22
P6	Male	24	Group room at JIBS	17/4-18	00:36:28
P7	Male	30	Group room at JIBS	18/4-18	00:37:11
P8	Male	25	Group room at JIBS	19/4-18	00:34:29
P9	Female	24	Group room at JIBS	23/4-18	00:35:40
P10	Female	16	Group room at JIBS	23/4-18	00:26:15
P11	Female	27	Group room at JIBS	23/4-18	00:36:59

4.5 Summary of Empirical Data

A summary of the empirical data is conducted in the table below. Table 2 was created to get a better overview of the relationship between different variables. The variables consist of differences in answers from the respondents related to their attitudes. It was evident to gather an understanding of the positive and negative aspects of the study.

Table 2. Short summary of positive and negative attitudes

Abbreviation (1)	Factors influencing positive attitudes towards VR as an advertising media (2)	Factors influencing negative attitudes towards VR as an advertising media (3)
P1	Social and demographic factors	Expensive to buy
P2	Social influence	Difficult to use and expensive
P3	Social and Demographic factors	The need for technological advancement for VR in order to be used in advertisement
P4	Environmental factors	VR is to complicated and have few usage areas
P5	Social factors and minimize mass production	The technology needs to develop in ease of use and usage areas
P6	Time saving in larger purchases and minimize environmental impact	Not intact with already existing technologies such as AR
P7	Opportunities to improve his work	Believes VR to be a complex technology
P8	Environmental factors such as delimitation of waste	Fear that it will replace human actions
P9	Believes the technology to be fun and futuristic. Demographic factors	Heavy and Expensive for companies to implement
P10	Fun and trustworthy. Social factors	Little usage in low-involvement purchases
P11	Environmental and social factors	Few usage areas for some industries

In column (1) the abbreviation of participants is presented. In column (2) the main factors related to a positive attitude towards VR as an advertising media are outlined. In column (3) the factors influencing the respondents' negative attitudes towards VR as an advertising media are presented. In some interviews there were more than one positive factor and some had trouble in finding any factors, and vice versa with factors influencing negative attitudes.

The table was conducted to get a more structural overview of the answers, and to get a more visual evidence of what should be connected to the research question. Furthermore, it displays a more careful analysis to increase understanding with the purpose. However, it is important to keep in mind that the answers in the table are a summary, and should solely be seen as a complement to the individual interviews.

5. Analysis and Results

5.1 What are the consumer attitudes towards VR as an advertising media?

5.1.1 Positive Attitudes and Negative Attitudes

In order to understand what influences the consumer attitudes towards VR as an advertising media it is important to know what the attitudes are: *if customers have a positive or negative attitude towards VR as an advertising media.*

P1, P3, P2, P7, P9, P10 and P11 had a very positive attitude towards VR and the use of VR as an advertising media. Although, all of the participants found negative things with using VR as an advertising media. The main reason was that it is not yet enough developed and socially accepted. As they believed few people to have VR in their home, whereby it is hard for companies to show their products through VR when consumers are at home. Furthermore, Virtual Reality Society (2017) also believe VR to be a known but not yet a well-established concept. Furthermore, P7, P8 and P10 would have a more positive attitude if there were more usage areas for VR in their everyday life. According to Wayne (2015) there is still a limited usage area for VR. However, as an attention creator at a fair P2, P4, P9 believed it to be a great media. Bruno et al. (2010) also claims VR to be a great media to create attention on fairs. Moreover, in higher involvement purchases attitudes were more positive. P2, P6, P7, P10 believed VR to be a great advertising media, but not in lower involvement purchases. In larger purchases P2, P6, P7 and P10 believed kitchens and bathrooms, travels, or houses to be the type of higher involvement purchases that could benefit VR as an advertising media. According to Guttentag (2010) the traveling industry can benefit of VR as an advertising media as it could give tourist the opportunity to view an environment in a virtual experience places before actually going there. Kerrebroeck et al. (2017) explains that the hotel chain Marriott International are using VR to enable customers experience their luxury residences before making reservations. P6 mentioned that VR could be of great usage in the real estate industry which was also claimed by Mandelbaum (2015).

However, P5, P1 believe it to be great to use in the fashion industry. Both as a way to create attention to stores and, to view clothes and minimize mass production.

P1, P5, P9 and P10 believed that VR made very realistic experiences, some of them explained that they even became nauseous when using VR. According to Leanza (2017) VR create a realistic experience with a great potential to engage the audience. P8 was quite negative towards VR as an advertising media as he believed technologies are already replacing too much. P9 and P11 further believed VR to be a fun and futuristic advertising media that can be used to communicate both products and brands. Thereby was the overall finding that most participants had a positive attitude towards VR as an advertising media.

5.1.2 Attitudes towards Advertising Medias

When discussing what types of advertising media had the most influence on the participants the answers varied between the males. The females on the other hand were more like-minded and they all agreed upon that social media and influencers was the media that affected them the most. When discussing social media many of the females believed that it has lost some of its trustworthiness as the majority of influencers have become less personal and more money-oriented, which P2 believed was noticeable in their content. The males varied more in their answers and they also seemed to be more critical when being exposed to advertisement. Many of them wanted to look up information or discuss with their friends or family before making a purchase. P7 mentioned that he is usually amused by advertisement but he would not make a purchase solely because of a good advertisement. P8 mentioned that he spends much time comparing different brand to each other before deciding what he will buy.

5.2 (RQ) What factors are influencing the consumer attitudes towards VR as an advertising media?

5.2.1 Perceived Usefulness and Perceived Ease of Use

VR was perceived by P4, P6, P7 and P8 as a technology that is quite useless. All of them mentioned that VR does not solve any of their everyday problems and does not

currently satisfy any needs other than the need for fun and exciting entertainment. Moreover, none of the participants perceived VR as a simple technology, as they believed it to be both heavy and complex. P1, P3 and P4 all referred to VR as a technology that is complex or complicated. P6 and P9 both mentioned that they do not believe that VR will be a technology that people will have in their home, unless it becomes easier to use. P2, P3, P6 and P10 all mentioned that AR could be a better advertising media than VR as it is easier to use since all that is needed is a smartphone.

TAM was used as a reference when creating the questions, as the authors wanted to examine if there could be any relationship between the attitude towards the participants' general adoption of new technology and their adoption of VR as an advertising media. Many of the individuals interviewed showed an interest in technology, and those who had tried VR was impressed by how real the technology felt. The overall attitudes towards VR as a technology, not as an advertising media was mostly positive but some problems related to TAM were addressed. TAM consist of two aspects (1) Perceived usefulness (PU) and (2) Perceived ease of use (PEOU) (Davis, 1993). Perceived usefulness involve how useful an individual finds the technology and perceived ease of use is defined by how easy an individual believe the technology is to use (Davis, 1989). Both PU and PEOU was mentioned by the majority of the participants as factors that are related to their negative attitudes towards VR as an advertising media. AR was mentioned as a better solution as it is much easier to use and understand than VR, but it can also be accessed by a smartphone which can be used for multiple different purposes in comparison with VR glasses. Mandelbaum (2015) mentioned that many people are referring to AR as superior to VR, this statement was true judging from answers from P2, P3 P6 and P10.

5.2.2 Factors influencing attitudes

Social

After conducting the interviews, it was noticed that social influence was clearly the main factor influencing participants' attitudes and acceptance towards technologies. P9 and P10 both mentioned that they were affected by the opinions from their dad, while the majority of the males mentioned that they listen to what their friends recommend or search for information online. All of the respondents felt prone of building attitudes

upon other people's opinions, and where likely to adapt new technologies when it included some kind of social interaction. The Fishbein and Ajzen attitude model describes the way attitudes forms the way people behave towards a technological change, and how social behavior correlates to that. Fishbein and Ajzen (1975) claims that attitudes are hard to predict, but one can depict how social awareness, and social interaction are important parts in terms of attitude formation. This was reestablished when conducting the interviews, as many of the participants directed their attitudes in accordance to social factors.

Demographic
Factors influencing attitudes are largely dependent on demographic factors such as; age, gender, and culture.

Age: All people that were asked were in the age span of 16-30, which is relatively young and many people in that age span are used to new technologies and have been raised in a technological environment. Both P1, P3 and P9 mentioned that they were really interested in VR but if they would have been older they would most likely not be as interested in trying new technologies such as VR. According to Pol (1991) age is likely to determine to acceptance of new technologies. P11 felt that advertising that is transforming from being on traditional media, into being on digital media, is a good thing. Technological media where often found to be more engaging, communicative, and personal, and P3, P2 and P11 thought that traditional media such as TV-, and print, where non-interactive. Therefore, the acceptance to extending the advertising media into adapting Virtual Reality was high amongst the respondents.

Gender: There were some distinctions in the different genders of the people that were interviewed. For example, men were more likely to use the VR glasses if it could improve an experience, and where more focused on the structural components, the hardware, and the added functions compared to existing technologies. P6 mentioned that VR has to deliver the surprise of how real the technology feels, if failing to do so VR lose its purpose. P8 mentioned that the technology has to develop its hardware system for him to adopt VR. In contrast, women were generally more prone to use the technology if it could raise their social status, if it was a trend. P4 and P11 mentioned

that if a technology is socially accepted they are more likely to adopt it as well. Also women were more used to seeing advertisements on digital media, and had a slighter higher attitude towards adding Virtual Reality as a new media for advertising media.

Economic

The economic factors were clearly one of the factors influencing a negative attitude towards VR. Many of the respondents believed VR to be an expensive technology that they would not spend their money on as they saw few usage areas for such an investment. Although, when informing them about what a pair of VR glasses or a VR headset could cost they became more interested. According to Pol (1991) if a person cannot afford a technical equipment that person is more likely to form a negative attitude towards it. However, P9 pointed out that that the cheaper models would have worse graphics than more expensive ones. P9 mentioned that she would not want to use a cheaper alternative since it would lower the quality, and her interest for the technology would be lost. The graphics are a major factor on how "real" VR is perceived, and was the reason P1 and P5 was so impressed with VR, and the reason why P6 and P7 was not as they tried a less developed version of VR.

Environmental

One factor that many of the respondents mentioned when discussing what influence a positive attitude towards VR as an advertising media was the environmental factors. Both P1, P4, P5, P8 and P11 mentioned that if VR could prevent mass production, unnecessary travels and minimize waste they would show a much higher interest and VR would serve a higher purpose. In order for people in today's society to have positive attitudes towards VR as an advertising media many believed it should serve a higher purpose than just selling more products. P6 mentioned that if a real estate agency could make it possible for a prospect to view a house located in another country without them having to purchase a ticket and travel an entire day VR could benefit in terms of money, time and less environmental impact. P5 mentioned that if it would be possible to view clothes in VR companies could decrease their mass production and instead only make the clothes people wanted. P11 was very involved in the construction industry and believed that if VR could prevent her work from harming the environment she would be more than happy.

6. Discussion

6.1 Discussion of results

After gathering the material from the empirical data, there were some clear distinctions between the answers, but also clear connections that could be made. In this part of the thesis, the significance of the findings will be discussed, and any new understanding or insights about the research problem will also be explained. The discussion will further on, connect to the introduction to later-on understand the relevance between the purpose and conclusion.

6.1.1 Overall understanding of results

The overall conception of the results was that some answers formed because of the limitation of respondents. Since the respondents were younger and educated, that could create a similarity in the answers, than if there was more diversity in the people asked. If we instead would have older people with different experiences and statuses, the attitudes would probably be more diversified. Therefore, it is important to regard these answers as primal for stakeholders interested solely in that target market. For example, the positive attitudes related much to environmental factors for many, and that would probably not be as important for an older respondent. In the findings, many participants including P1, P3 and P5 felt that younger people are more controlled by social status and other people's attitudes compared to other generations.

The overall understanding of the results were that the overall conclusion is that people have positive attitudes towards VR as an advertising media in the future, but not right now. An interesting viewpoint came from respondent P3 who discussed that it needs a technological advancement to be used as an advertising media. In addition, respondent P4 said that the usage of VR as an advertising media could become of great use, and attitudes can be positive, only if the social- and environmental-driven factors are incorporated into the product. Respondent P4, P8, and P11 came with contributing content for this thesis, whereas they discussed the importance of incorporating green traits into new products, and using it to build advertising success.

The females were most affected by influencers and one reason for that could be the easiness of being exposed to it. As soon as they open their smartphones they are surrounded of advertisement on various social media. If VR would compete with social media as an advertising media it would have to become more accessible and frequently used. Even though many of the females mentioned that social media is becoming less trustworthy it is still the superior media that they use and it could be hard for VR to replace or compete with.

As few of the respondents were interested in buying a pair of VR glasses they mentioned that it could be difficult for advertisers to reach them through VR. Instead, they believed that the technology could be more useful to attract people to companies own stores or booths at fairs. The economic aspects were clearly one of the factors influencing a negative attitude. This could be important for stakeholders to have in mind, as a commercial made in VR is more expensive than on traditional media channels (Domina et al., 2012). It could be a bad investment to create an advertisement that has to be viewed in VR if no one would be able to access it. Rather it would be better to implement it in stores until the technology becomes cheaper, or a better investment for individuals involving more usage areas.

The reason why environmental factors influencing attitudes, were not mentioned in the empirical data, was due to a lack of information from existing literature. The subject "environment" is a hype in today's society, but is a lacking factor in the existing literature (Hansen & Løvås, 2004; Johanson & Vahlne, 2009). Therefor it becomes a vital finding in this thesis since it acts as an adding in the literature where many authors are lacking in mentioning it as a factor influencing attitudes for new technologies.

The respondents were positive towards using VR as an advertising media in the future, but are not ready for using it as an advertising media right now. This is because it is still lacking in many areas such as the unevolved hardware system, the faulting graphical content, and limited usage areas. Also, as mentioned in the beginning, people are still viewing AR as the superior technology in terms of new innovativeness in advertising media which takes light off the VR technology (Mandelbaum, 2015).

6.1.2 New insights of the results

When we first conducted the study and literature review, some factors that could influence the attitude towards advertising on new technologies were found. These are represented by *Social factors*, and *Demographic factors*. However, what was not mentioned was that *environmental factors*, and *economic factors* could play an evident part in the customers' attitude formation as well. After conducting the interviews, it became clear that social and demographic factors are two main determinates for attitudes towards VR as an advertising media. However, many of the participants could also add that the *economical factor* would play a big part in whether or not the customers attitude would be positive or negative. Many felt that if a product or service was too expensive, or that they did not have the financial status to use a new technology, that would form a negative attitude. In contrast, if a person heard that the price of a product or service became lower, and that they now could afford that product or service they were more likely to create a positive attitude. An especially important insight was the *environmental factor* for attitude formation. Concepts such as "zero impact" have begun to permeate the media in today's society, and many of the participants felt that factors such as waste, and mass production could affect how they form an attitude towards Advertising in Virtual reality. We believe that environmental factors are specifically important for a younger generation, since they are more aware of sustainable factors and if we were to ask older respondents, they would have different attitude determinates.

Furthermore, many felt that if Virtual Reality could be used as an advertising media to reduce our impact on the environment and form a more sustainable advertising platform, that would affect many people's attitudes in the positive direction. This is important for stakeholders to be aware of when applying Virtual Reality as a new media.

6.1.3 Future implications of VR as an Advertising Media

After conducting the study and looking at the results, the authors felt that the results could be important for many different stakeholders, but mainly for marketers and for technological developers. To become an advertising media in the future, we believe that it will have to carefully involve the right advertising messages, alongside with the right

technological components and quality. Therefore, in the introductory phase of VR's advertising implication, the structural content is the most vital part, to then move onto the content-related part of the technology. In the future, the content will probably play a larger role in the formation of the attitude, but primarily today it is mostly in the structural components of the technology.

If Virtual Reality would become an advertising media in the future, we believe that the advertising should resemble the technology that it is used on, and its advertising content would have to be engaging, fun, and communicative in order for the attitudes to be positive. Also, it should be used by the right actors and in the right industries. It could for example, be more appropriate for high-involvement products and services such as a car manufacturer, or a kitchen supplier, than for a low-involvement product. It is important for various stakeholders to be aware of the customer attitudes towards Virtual Reality, as VR may be used as an advertising medium to differentiate companies in the marketplace.

6.2 Discussion of method

When choosing what type of method to use when conducting the research, it was believed that semi-structured interviews was the most suitable choice. This type of interview allows a fluent discussion between the interviewer and the respondent and the authors managed to get the information needed from each interview. Although, it is a timely process to gather participants and schedule interviews, as well as conducting and transcribing them. All interviews were recorded which was very helpful since trying to write down all the answers would require to much focus and might have interrupted the dialogues. One of the major challenges was to conduct the interviews without managing the answers, however the technique was improved after each interview conducted. If the authors would have more time and practice the interviews would most likely become even better.

As mentioned earlier in the thesis, a convenience sample is less likely to be representative to the total population. The results could be less bias and better if more interviews were conducted, with a wider population to draw a sample from. Although, due to time and budget limitation this was not manageable.

It was noticeable that VR was a topic that was interesting to discuss, but people have very limited knowledge about it. In interviews where the participant had tried VR more than once it was much easier to keep the discussion going, addressing both problems and opportunities. The interviews could be improved by giving the participants the possibility to try VR in the beginning of the interview, ensuring that every participant had a fresh eye on the subject and their attitudes.

7. Conclusion and future research

7.1 Conclusion

As the purpose of this thesis was to investigate the factors influencing VR as a advertising media. The overall conclusion can be divided into three parts;

1) The factors influencing the attitudes towards VR as an advertising media, are represented by the environmental-, social-, demographic-, and economic-driven factors. The *environmental- driven* factor is the most contributing and important factor for this study, as there is barely any existing literature about the subject. It is an increasingly important factor as well, which makes it even more evident for stakeholders to undergo if they want to influence the factors influencing attitudes towards Virtual reality as an advertising media. The *social-driven* factor is also a big topic in this thesis declaring that many felt prone to try new technologies only when it is accepted by a big amount of people first. This is establishing the supposition of how social influence plays a big role in attitude formation that was described in the literature review. It is contributing to future research as it enforces the belief of what role social factors play in attitude formation.

2) What also affected the customers are related to the functions of the product itself. If it has functions that are creating an experience unlike current advertising media, the attitudes are more likely to be positive.

3) Many people thought that Augmented Reality is further ahead in term of content-, hardware-, and graphical related factors.

Therefore, we can conclude that the factors affecting attitudes towards VR as an advertising media are not only social and demographic driven, economic and environmental aspect are also important to take into consideration. If VR is to be used as an advertising media in the future, it will have to contain and take into consideration - the factors forming positive attitudes. In contrast, by not taking these factors into consideration, stakeholders will face challenges in attitude formation towards VR as an

advertising media. Moreover, the most evident contribution in this thesis, is that environmental-driven factors are influencing customers' attitudes more than existing literature is acknowledging today. By other means, if VR is to be raised as an advertising media in the future, various stakeholders must admit environmental-driven factors as a key ingredient for building advertising success, in togetherness with the social-, demographic -, and economic-driven factors.

7.2 Future Research

The factors influencing the attitudes towards VR as an advertising media is important for various stakeholders to keep track of, as it can determine in what direction one must position the technology in order for it to be accepted by the customers.

By other means, if the VR technology is to succeed as an advertising media, it will have to consider the factors controlling the attitudes towards it. This is important because it will determine whether or not VR as an advertising media will be a success in the future, or not. This thesis contributes by adding economic-, and environmental-driven factors into the equation for how attitudes are formed and reinforces the existing literature that mentions how social and demographic influences are factors influencing attitudes towards VR as an advertising media. For future research, it is therefore evident to count in the economic and environmental-driven factors for how attitudes are coming about when talking about adding a new advertising media. Ideas of what can be researched about in the future, could therefore relate to adding factors forming attitudes to existing literature, hence transcending the attitude-formation landscape.

References

Adams, R., L. (2016, October 17). Five Ways Virtual Reality Will Change The World. *Forbes.* Retrieved from https://www.forbes.com/sites/robertadams/2016/10/17/5-ways-virtual-reality-will-change-the-world/#264f2602b018

Ajzen, I. (2001). Nature and operations of attitude. *Annual Review of Psychology*, *52*(1), 27-58.

Al-Gahtani, S. (2001), The applicability of TAM outside North America: an empirical test in the United Kingdom, *Information Resources Management Journal, 14*(3)*, 37- 46.

Anderson, R., & Jolson, M. (1980). Technical Wording in Advertising: Implications for Market Segmentation. *Journal of Marketing*, *44*(1), 57.

Bostanci, E., Kanwal, N., Ehsan, S., & Clark, A. F. (2010)*. Tracking methods for augmented reality. *International conference on machine vision,* (3), 425-429.

Brown, D. (2016). Have we reached the VR age? *Marketing, 120*(8), 12.

Bruno, F., Bruno, S., De Sensi, G., Luchi, M., Mancuso, S., & Muzzupappa, M. (2010). From 3D reconstruction to virtual reality: A complete methodology for digital archaeological exhibition. *Journal of Cultural Heritage, 11*(1), 42-49.

Calvo, R., D'Mello, S., Gratch, J., Kappas, A., Bailey, J., & Bailenson, J. (2015). Virtual Reality and Collaborations. *The Oxford Handbook of Affective Computing.* (1st ed.). New York: Oxford University Press.

Campbell, M.C., & Kirmani, A. (2000). Consumers' use of persuasion knowledge: The effects of accessibility and cognitive capacity on perceptions of an influence agent. *Journal of Consumer Research, 27*(1) 69-83.

Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. (2014). The Use of Triangulation in Qualitative Research. *Oncology Nursing Forum, 41*(5), 545-547.

Chau, P. (1996). An Empirical Assessment of a Modified Technology Acceptance Model. *Journal of Management Information Systems, 13*(2), 185-204.

Cheung, R., & Vogel, D. (2013). Predicting User Acceptance of Collaborative Technologies: An Extension of the Technology Acceptance Model for E-Learning. *Computers & Education*, 63, 160-175

Chung, J.E., Park, N., Wang, H., Fulk, J., & McLaughlin, M. (2010). Age differences in perceptions of online community participation among non-users: an extension of the technology acceptance model. *Computers in Human Behavior*, *26*(6), 1674- 1684.

CNBC. (2018, January 31). H&M to open fewer stores in 2018 as it struggles to respond to the growth of e-commerce. *CNBC* Retrieved from: https://www.cnbc.com/2018/01/31/hm-to-open-fewer-stores-in-2018-as-it-struggles-to-respond-to-the-growth-of-e-commerce.html

Collis, J., & Hussey, R. (2014). *Business Research a practical guide for undergraduate and postgraduate students* (4th edition). London: Palgrave.

Court, D., Elzinga, D., Mulder, S., & Vetvik O., J. (2009, June). The consumer decision journey. *McKensey.* Retived from https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey

Creswell, J. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (Fourth edition, international student ed.). Los Angeles: Calif.: SAGE.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319–340.

Davis, F. D. (1993). User acceptance of information technology: System characteristics, user perceptions and behavioral impacts. *International Journal of Man-Machine Studies, 38*(3), 475–487.

Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science, 35*(8), 982-1003.

Domina, T., Lee, s., & Macgillivray, M. (2012). Understanding factors affecting consumer intention to shop in a virtual world. *Journal of Retailing and Consumer Services, 19*(6), 613-620.

Dumpit, D., & Fernandez, Z. (2017). Analysis of the use of social media in Higher Education Institutions (HEIs) using the Technology Acceptance Model. *International Journal of Educational Technology in Higher Education, 14*(1), 1-16.

Fill, C., & Turnbull, S. (2016). *Marketing Communication discovery, creation and conversations* (7th edition). Harlow: Pearson.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior : An introduction to theory and research*. London: Addison-Wesley Publishing Company.

Fredricks, A., & Dossett, D. (1983). Attitude–behavior relations: A comparison of the Fishbein-Ajzen and the Bentler-Speckart models. *Journal of Personality and Social Psychology, 45*(3), 501-512.

Glasman, L., R., & Albarracin, D. (2006). Forming Attitudes that Predict Future Behavior: A Meta-Analysis of the Attitude-Behavior Relation. Psychological Bulletin, *132*(5), 778-822.

Grewal, D., Roggeveen A., L., & Nordfält, J. (2017). The Future of Retailing. *Journal of Retailing, 93*(1), 1-6.

Guba, E. (1981). Criteria for assessing the trustworthiness of naturalistic inquiries. *ECTJ, 29*(2), 75-91.

Guba, E.G & Lincoln, Y.S (1985) *Naturalistic Inquiry*. Beverly Hills: SAGE Publications.

Guttentag, D. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management, 31*(5), 637-651

Hansen, M.T., & Løvås, B., (2004). How Do Multinational Companies Leverage Technological Competencies? Moving from Single to Interdependent Explanations. *Strategic Management Journal*, *25*(8–9), 801–822.

Hildum, D., & Brown, R. (1956). Verbal reinforcement and interviewer bias. *Journal of Abnormal Psychology, 53*(1), 108-11.

Hill, R., Beynon-Davies, P., & Williams, M. (2008). Older people and internet engagement. *Information Technology & People, 21*(3), 244-266.

Johanson, J. & Vahlne, J.E., (2009). Model Revisited: From Liability of Foreignness to Liability of Outsidership. *Journal of International Business Studies*, *40*(9), 1411-1431.

Kalochristianakis, M., Zampoglou, M., Kontakis, K., Kapetanakis, K., & Malamos, A. (2014). Scene integration for online VR advertising clouds (virtual reality). *International Journal of Interactive Multimedia and Artificial Intelligence*. *3*(1), 14-19.

Kerrebroeck, H., Brengman, M., & Willems, K. (2017). When brands come to life: Experimental research on the vividness effect of Virtual Reality in transformational marketing communications. *Virtual Reality, 21*(4), 177-191.

Korolov, M. (2016, May 19). eBay launches world's first VR store, *Hypergrid Business,* Retrieved from http://www.hypergridbusiness.com/2016/05/ebay-launches-worlds-first-vr-store/

Kotler, P., Armstrong, G., & Parment, A. (2016). *Principles of marketing Scandinavian edition* (2nd edition). Harlow: Pearson.

Leanza, F. (2017). Consumer neuroscience: The traditional and VR TV commercial. *Neuropsychological Trends*, *21*, 81-90

Liker, J. K., & Sindi, A. A. (1997). User acceptance of expert systems: A test of the theory of reasoned action. *Journal of Engineering and Technology Management, 14*, 147–173.

Lombard, M., & Snyder-Duch, J. (2001). Interactive Advertising and Presence. *Journal of Interactive Advertising, 1*(2), 56-65.

Luber, A. (2016, June). What virtual reality will mean for advertising. *Think With Google.* Retrieved from https://www.thinkwithgoogle.com/marketing-resources/virtual-reality-advertising/

Madakshira, S. (2018, April 14). The secret sauce of businesses success: experiences are differentiators. *The Economic Times.* Retrieved from https://economictimes.indiatimes.com/small-biz/marketing-branding/marketing/the-secret-sauce-of-business-success-experiences-are-the-differentiators/articleshow/63758025.cms

Malhotra, K, N. (2015). *Essentials of Marketing Research.* Edinburgh Gate: Pearson Education Limited

Malhotra, Y., & Galletta, D. (2005). A Multidimensional Commitment Model of Volitional Systems Adoption and Usage Behavior. *Journal of Management Information Systems, 22*(1), 117-151.

Mandelbaum, A. (2015, August 17). How companies are marketing with virtual reality. *Chief marketer.* Retrieved from http://www.chiefmarketer.com/companies-marketing-virtual-reality/

Mellet-d'Huart, D. (2009). Virtual Reality for Training and Lifelong Learning. T*hemes in Science and Technology Education*, *2* (1), 185-224.

Moussaid, M., Kammer, J. E., Analytis, P., & Neth, H. (2013). Social Influence and the Collective Dynamics of Opinion Formation. *PLoS ONE, 8*(11), E78433.

O'Boyle, B. (2016, January 26). What is VR? Virtuality explained. *Pocket Lint.* Retrieved from https://www.pocket-lint.com/ar-vr/news/136540-what-is-vr-virtual-reality-explaind

Okazaki, S. (2012). *Handbook of research on international advertising.* Cheltenham: Edward Elgar.

Pol, L.G. (1991). Demographic contributions to marketing: An assessment. *Journal of the Academy of Marketing Science, 19* (1), 53-59.

Rowsell, V. (2018) Vend's Retail Trends and Predictions for 2018. *Vend's* Retrieved from https://www.vendhq.com/2018-retail-trends-predictions

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students.* (5th ed.). Edinburgh Gate: Pearson Education limited.

Searle, J. R. (1980). Minds, Brains, and Programs. *Behavioral and Brain Sciences, (3)*, 417– 457.

Shenton, A. (2004). Strategies for ensuring trustworthiness in qualitative research projects. *Education For Information, 22*(2), 63–75.

Sherman, W., & Craig, A. (2002). *Understanding Virtual Reality: Interface, Application, and Design.* San Francisco: Elsevier Science.

Steinicke, F. (2016) *A Glance into the Future. In: Being Really Virtual.* Cham: Springer.

Taylor & Francis group (2004). Chapter 7. Advertising and Media Planning Sources. *Journal of Business and Finance Librarianship. 9*(2-3), 157-187.

Tiwari, A., & Yadav, S. (2017). EMERGING TRENDS IN ADVERTISING MEDIA CONSUMPTION: A SOURCE OF BUSINESS PROMOTION. *International Journal of Management Research and Reviews, 7*(10), 958-966.

Virtual Reality Society. (2017). *History of virtual reality.* Retrieved February 21, 2018 from https://www.vrs.org.uk/virtual-reality/history.html

Wayne, D. (2015, August 17). What Does O2O Mean for The Future of E-Commerce? *Yahoo Finance.* Retrieved https://finance.yahoo.com/news/does-o2o-mean-future-e-233503739.html

Wilson, A., Zeithaml, V., Bither M., & Gremler, D. (2016) *Service marketing management integrating customer focus across the firm.* (3 european edition). Berkshire: McGraw-Hill Education.

Appendix

Appendix 1, interview template in Swedish

Börja alltid med att fråga efter:
Namn:
Ålder:
Kön:
Bakgrund:

Introducera vårt arbete och vad vi undersöker, glöm inte att vara objektiva. Vi ska inte prata om vad vi tror eller vad vi hoppas att vi ska komma fram till.
Vi skriver ett arbete om hur man skulle kunna använda Virtual Reality som verktyg för reklam. Till exempel när kom var inte första tanken att här har vi en plattform att göra reklam på, utan började användas till reklam när en tillräckligt stor massa använde plattformen och det fanns potential av kommunikationen var förstådd. Vi ska bjuda alla medverkande på kaffe/ vatten för att det ska känna sig bekväma.

Tema 1
Detta tema har frågor som rör sig inom hur deltagaren använder ny teknik, samt att få en förståelse för vad deltagaren har för intresse för teknik. Här ska vi försöka tänka TAM modellen. Om deltagaren har svårt att känna om den har lätt eller svårt för att inta ny teknik så kan exempel med smartphone användas och frågor om hur tidigt personen började använda smartphone och vad det var som fick de att köpa en smartphone.
Frågor som kunde ställas för att bidra till en diskussion var:

Innan vi börjar, berätta gärna några meningar om dig själv?
Brukar du testa ny teknik? Är det ett intresse du har?
Vad är det som får dig att testa och använda ny teknik?

Tema 2
Detta tema undersöker om deltagaren har använt VR och isåfall hur upplevelsen var. Även om inte alla deltagare kommer att ha använt VR så är det viktigt att de vet vad VR är innan intervjun börjar så att deltagaren kan ha en attityd mot VR.
Frågor som kunde ställas för att bidra till en diskussion var:

Har du varit i kontakt med VR? Isåfall, Hur har du kommit i kontakt med VR?
I vilken kontext har du varit i kontakt med det & vilken sorts miljö var det i? (spel, film, utbildning)
När introducerades du för tekniken?
Hur skulle du beskriva dom grafiska komponenterna från din upplevelse?
Hur upplevde du det? Vad var nackdelarna/ fördelarna?

Tema 3
Detta tema undersöker deltagarnas attityd mot reklam. Vilken typ av reklam som påverkar deltagaren mest och vilken typ av reklam som deltagaren tror att den utsätts mest för. Diskussionen i detta tema ska bidra till svar om vilka plattformar som påverkar deltagaren mest och om han/hon är öppen för ny sorts reklam, för att förstå om VR skulle kunna bli använt som en plattform för reklam eller inte.

Frågor som kunde ställas för att bidra till en diskussion var:

Vilken sorts reklam påverkar dig mest?
- vilken platform
- är endast reklam nog för att du ska köpa en produkt

Hur ser din aktivitet ut på instagram/ facebook som plattformer jämfört med 5 år sedan?
Hur påverkas du av influencers eller annan reklam på sociala medier, tex instagram?
Hur tror du trovärdigheten på produkten skulle bli om du fick uppleva den i Virtual Reality?

Tema 4
Diskussionen i detta tema ska ska bidra till svar i hur användningsbart VR skulle kunna vara i olika industrier och vilka industrier som skulle kunna ha mest användning för VR, samt hur VR skulle kunna användas i reklamsammanhang.
Frågor som kunde ställas för att bidra till en diskussion var:

Vad ser du för svårigheter och problemområden för VR vid utvecklandet av just reklam?
Vad kan du säga om värdet av den här tekniken som marknadsföring utöver att vara i framkant?
Vilka industrier tror du kan dra mest nytta av att använda sig av VR?

Tema 5
Detta tema ska undersöka vilka faktorer som har påverkat attityden som deltagaren har mot VR som en reklam media. Målet var att undersöka om *social and demographic factors* nämdes utav deltagarna. Frågor som kunde ställas för att bidra till en diskussion var:

Vad har du generellt för attityd mot VR?
Hur ställer du dig till reklam gjort i VR?
Vilka faktorer tror du formar din attityd mot VR?
Vilka faktorer tror du formar din attityd mot VR som ett reklam verktyg?
Vilka faktorer skulle göra att du blev mer intresserad av reklam i VR?

Appendix 2, interview template in English
Always start by asking:
Name:
Age:
Gender:
Background:

Introduce ourselves and what we are conducting our research in, some info about the topic chosen, however, we must have an objective state of mind! No talking about our beliefs or what we hope to accomplish. Explain that this thesis will investigate the factors that are influencing consumer attitudes towards Virtual Reality as a media for advertising.
Always give the participants a cup of coffee or water, making them feel comfortable.

Theme 1
The first theme of questions investigates the overall attitude and thoughts the participant has for new technology. The interviewer tried to understand how well the respondant adopts to new teleology in general and used their adoption of smartphones as an example. The questions asked in this theme was linked to the Technology Acceptance Model.
Questions that could be asked:

Can you tell us about yourself?
Do you usually try new technology?
How fast are you to adopt or try new technology?
What affect your choice to try and use new technology?

Theme 2
The second theme investigated if the participant had used VR and if so, how their experience was using it. However, some of the people interviewed had not tried VR. Although, the interviewer found no reason not to continue the interview as the attitude towards VR are investigated and how that attitude have been formed. The authors wanted to investigate if there was a connection between the ones who had tried VR and those who did not and how that affected their attitudes.
Questions that could be asked:
Have you been in contact with VR?
How have you been in contact with VR?
In what context where you in contact with VR? Was it for example a movie, game, or in education purpose?
How was the graphical components?
How did you experience it? What was the disadvantages or benefits of the experience?

Theme 3
The third theme was connected to the attitudes towards different advertising media. Furthermore, investigation in what type of advertising is affecting the participant the most and what type of advertising the respondent believed to be most exposed to. This theme focused on finding answers to how VR could be used as a advertising media in order to gain consumer attention.
Questions that could be asked:

What type of advertising do you think affect you the most?

How active are you on instagram or facebook compared with 5 years ago?
How do you get affected by influencers or other type of advertising on social media?
How do you think the credibility of a product would be if experienced in VR?

Theme 4
The fourth theme discussed the usage areas of Virtual Reality as an advertising media. In this theme, different industries where brought up that VR could be used within. These questions were asked in order to understand what types of industries would benefit the most out of implementing VR and how they could use VR as an advertising media.
Questions that could be asked:

What difficulties or problem areas can you find with VR as an advertising media?
What do you believe the value of VR can be when it is used as a advertising media?
What type of industries do you believe can advantage the most out of using VR as an advertising media?

Theme 5
The fifth theme related to factors influencing the attitudes held by participants towards VR as an advertising media. These questions were asked to seek answers to the research question and investigate if the social and demographic factors was mentioned by the participants.
Questions that could be asked:

What is your attitude towards VR?
What is your attitude towards VR as an advertising media?
What factors shapes your attitude towards VR?
What factors shapes your attitude towards VR as an advertising media?
What factors would make you more interested in VR as an advertising media?