

An investigation of visual comprehension in memory for 360-degree video advertisements amongst adolescents

Visual
comprehension
in memory

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Abstract

Purpose – The purpose of this study is to investigate visual comprehension in memory for 360-degree video advertisements amongst adolescents under single and repeated viewing conditions.

Design/methodology/approach – This study explored visual comprehension in memory for 360-degree video advertisements using the theoretical assumptions of the social psychology theory of social information processing by Wyer (2003). The authors conducted two experiments over a timeline of three months. In the first experiment, participants watched the 360-degree video advertisement once, and after one week, the same set of participants watched the same advertisement again. The theoretical assumptions in the comprehension unit were used to design the experiments and to explore visual comprehension in memory for 360-degree video advertisements. The data were collected using surveys and interviews through an experimental research design approach. NVivo software was used to analyse the data.

Findings – This study found that while female participants were able to comprehend colours in the visuals better, male participants were better able to comprehend facial expressions presented in the visuals. Further, both female and male participants were able to comprehend locations within the advertisement visuals. It was found that participants understood the plot or the story of the advertisement better after the second viewing than after the first viewing.

Practical implications – The two main contributions from this study are as follows: from a theoretical perspective, the application of a social psychology theory for the advertising sector enables us to gather more insights about the social cognition stages of a human mindset such as information retrieval, judgement, decision making, goal stimulation and short- and long-term memory. In doing so, this study not only explored adolescents' visual comprehension memory of 360-degree video advertisements, but it also contributed to the theory of social information processing by Wyer (2003) by exploring consumer visual comprehension memory. From a practical perspective, the findings of this study provide a solid foundation for future advertising firms or agencies, marketers, and salespeople on how to design effective advertisements using 360-degree video versions in a way that appeals to consumer visual memory.

Originality/value – This paper can be considered as amongst the first studies which combine social psychology with advertising to investigate visual comprehension memory for 360-degree video advertisements amongst adolescents.

Keywords Adolescents, 360-Degree videos, Advertising, Visual comprehension, Panorama effect

Paper type Research paper

1. Introduction

The marketing industry is continuously changing due to technological innovations and innovative digital channels such as e-mail marketing, pay-per-click advertising, search engine



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