



‘The persuasion effects of virtual reality (VR) and augmented reality (AR) video advertisements: A conceptual review’

Nirma Sadamali Jayawardena^{a,*}, Park Thaichon^b, Sara Quach^c, Ali Razzaq^c, Abhishek Behl^d

^a Department of Marketing, O P Jindal Global University, India

^b School of Business, University of Southern Queensland, Australia

^c Department of Marketing, Griffith University, Australia

^d Management Development Institute, Gurgaon, India

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ABSTRACT

Using the social psychology theory of elaboration likelihood model (ELM), we present a conceptual model of persuading consumer attitudes through virtual and augmented reality advertisements. We begin this paper with a systematic literature review that assesses a number of theoretical and empirical papers that utilize ELM for virtual reality and augmented reality advertisements. The second section presents research prepositions that facilitate the investigation of consumer attitude persuasion through virtual reality and augmented reality advertisements. The authors identified six research prepositions that facilitate the investigation of consumer attitude persuasion through these advertisements based on the literature. Presented in the third section of this paper is a detailed future research agenda organized by two main research paths: central and peripheral. Moreover, advertisement quality, demographic differences, and the technological context of virtual and augmented reality advertisements helped to facilitate central route persuasion. Variables such as source credibility, social presence, and message content in virtual reality and augmented reality advertisements were found as the persuasion factors under the peripheral route. Therefore, this study provides a method to examine consumer attitudes through virtual reality and augmented reality advertisements using the social psychology theory of elaboration likelihood modelling (ELM).

1. Introduction

Using virtual reality (VR) and augmented reality (AR) for marketing, training, and customer service has a host of benefits (Wedel, Bigné, & Zhang, 2020). Marketing campaigns incorporating virtual reality technology are called VR marketing. The use of social media can help you engage an audience and build a stronger brand (Ferm & Thaichon, 2021; Quach et al., 2021). On the other hand, AR marketing is an evolving trend in marketing and sales strategies (Quach et al., 2022). With this technology, brands can provide their customers with unique experiences using their mobile devices (Meißner et al., 2019; Vahdat et al., 2021). In recent years, both managers and scholars have paid increasing attention to Augmented Reality (AR). Studies in the marketing discipline have focused on fragmented aspects of AR, such as its impact on sales. There is, however, a lack of a holistic approach to AR. “Augmented Reality Marketing” is thus defined by the authors as a novel, disruptive, and

strategic marketing subdiscipline (Rauschnabel et al., 2022; Meißner et al., 2019). Further, Augmented reality marketing is “the strategic integration of AR experiences, alone or in combination with other media or brand-related cues, to achieve overarching marketing goals by creating value for the brand, its stakeholders, and societies at large, while considering ethical implications” (Rauschnabel et al., 2022, p.1141).

Since digital information and communication technologies (ICTs) have made significant advances in many different fields, including marketing research, a concept of digital marketing has developed. This concept may be defined as “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders” (Kannan, 2017; Verhoef et al., 2021). There is a significant difference between the VR and AR which can be further explained based on the xreality framework (Rauschnabel et al., 2022). There are several commonly used

* Corresponding author.

E-mail addresses: nirmasadamali@gmail.com (N. Sadamali Jayawardena), park.thaichon@usq.edu.au (P. Thaichon), s.quach@griffith.edu.au (S. Quach), ali.razzaq@griffithuni.edu.au (A. Razzaq), abhishekbehl27@gmail.com (A. Behl).

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