

PERSUASION EFFECTS OF VR AND AR VIDEO ADVERTISEMENTS

BY DR. NIRMA SADAMALI JAYAWARDENA

Marketing campaigns incorporating virtual reality technology are called VR marketing. With this technology, brands can provide their customers with unique experiences using their mobile devices. 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. 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."

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." There is a significant difference between VR and AR which can be further explained based on the reality framework. There are several commonly used terms for how technologies generate or modify reality: Augmented Reality (AR), Virtual Reality (VR), Mixed Reality, and Extended Reality (often referred to as XR). Academics and professionals have used these terms inconsistently. As a result, concepts are unclear, and demarcations are unclear. With the xreality framework, XR is viewed as an oversight term with two distinct sub-streams of AR and VR. In existing classifications (Farshid et al., 2018 and Flavián et al., 2019), AR and VR are grouped together. Similarly, this framework is the first to include AR, VR, XR, mixed reality, and assisted reality in a coherent framework. Many older (e.g., Milgram & Kishino, 1994) and newer (e.g., Farshid et al., 2018) frameworks remain silent on some aspects of reality (e.g., assisted reality).

We started by constructing a conceptual model based on ELM's social psychology theory to explore consumer attitude persuasion using virtual reality and augmented reality marketing. This study extends ELM to virtual and augmented reality technologies to investigate the process of consumer attitude change through video



advertisements.
Central route persuasion through VR and AR elements in the advertisement

Our proposed framework acknowledges the components which will be useful for advertisement designers when changing consumer attitudes toward VR and AR advertisements. The three variables of argument quality, demographic differences, and technology context was identified through the central route under the elaboration likelihood model. Based on the literature several interesting future research avenues were identified.

Argument quality: Developing new argument quality-based valuation models is necessary for firms to improve cognitive and affective responses that lead to buyer decisions. There is potential for future researchers to develop new models to improve the argument quality within advertisements. The relationship between consumer attitudes and video format quality levels is another key question. In recent research, researchers have suggested that consumers perceive presence in videos based on the quality of the image. Only a few empirical studies have been conducted due to the scarcity of high-definition equipment.

To manipulate argument strength and resource requirements consumers perceive presence in videos based on the quality of the image is identified as important based on the below facts. Several social media platforms are used by companies for social media marketing, including Facebook, Snapchat, Twitter, etc. Platform selection depends on target consumers and marketing strategy.

Demographic differences: Demographic differences in central route persuasion refers to consumer behavioural, psychological, and demographic characteristics, which indicate how much importance a message topic holds for the advertisement recipient. Further, consumer behavioural, psychological, and demographic characteristics, indicate how much importance a message topic holds for the advertisement recipient.



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The potential individual user characteristics which affect virtual reality advertisements were not comprehensively addressed. Therefore, a potential research consideration might be the empirical or exploratory investigation of potential individual user characteristics which affect virtual reality and augmented reality advertisements.

Technology context: The technological context refers to the infrastructure (devices, systems, and services) aimed at users. Using the literature, it was

identified that joint effects of central route factors (information characteristics) and peripheral route factors (source characteristics) on creative information quality in open innovation platforms are a potential area for future research in order to improve consumer attitudes through virtual elements. The technology context mediated through marketing communication approaches (such as high levels of extroversion, conscientiousness, social centrality) has the potential to affect consumer attitude persuasion. However, existing studies do not link the marketing communication approaches and risks of AR and VVR-based consumer attitude persuasion through proper theoretical frameworks.

Peripheral route persuasion through VR and AR elements in the advertisement

Under the elaboration likelihood model, the three variables of source credibility, social presence, and message content were identified through the peripheral route. Several future research avenues were identified based on the literature.

Source credibility: Source credibility is defined as the degree to which the recipient believes a source is credible, competent, or trustworthy. Studies have used source credibility in marketing settings to advertise various products and services. Alsheikh et al. (2020) showed the ability to change consumer attitudes in tourism through virtual safety symbols as travellers look for highly credible sources and information quality to make an informed decision about travel-related products and services. Based on the extant literature it was identified that source credibility within the VR and AR advertisements is mediated by technical advantage, the attitude of consumers, perceived risk towards the products or services that can be moderated based on self-efficacy, personal engagement, and positive changing attitude

Social presence: Social presence refers to the ability of e-content in virtual reality and augmented reality advertisements to integrate aspects of human contact, interactivity using virtual elements, sociability, and sensitivity into their product viewing journey. In considering the influence of AR and VR advertisements on consumer attitudes, the user experience was identified as a prominent theme. As an example, Breves (2021) discussed how individuals who experienced high levels of spatial presence assessed virtual reality and augmented reality advertisements more positively as a result of the use of heuristics. In addition, Barhorst et al. discovered that the flow of virtual components in advertising affected consumer perceptions of information

value, learning, and enjoyment, and that these views were significant predictors of overall happiness with the experience.

A further source of concern is the way photos appear in hotel previews compared to 360-degree video tours, virtual reality tours, and 360-degree photographs. A VR preview causes more mental imagery elaboration and a stronger sense of presence than either a 360-degree or image preview, resulting in better marketing experiences. According to the current review, consumers' perceived physical attractiveness and technological novelty can enhance the social presence experience in virtual reality and augmented reality advertisements. In the future, this concern could be measured empirically by examining the relationship between technological novelty and consumers' perception of physical attractiveness in virtual reality and augmented reality advertisements in order to enhance social presence.

Message content: The core information in the communication is called message content in ELM, and the message content is used to persuade people via the peripheral route. According to the extensive literature, several moderating and mediating factors influence the message content in virtual and augmented reality advertisements. Chen, Ruangsri, Ha, and Widjaja (2021) found that consumers' impulsive purchasing behaviour could be moderated using virtual elements. Similarly, consumer opinions; content-driven factors within the advertisement; and consumers' perceptions can be moderated through consumer behaviour and AR applications.

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Vain the Watch the Seal, the Stone

BY DR. LALITH MENDIS

Easter begins with Jesus' spirit leaving the tortured body and presenting Himself to dominions of darkness, named by Him the gates of hades. Powers within see His pure unblemished spirit blazing in glorious light, earth has not seen. Dark cages collapse and prisoners are now free to use the password for exodus to freedom. The password is JESUS.

Having done the onerous judicial work, for which the visa to enter the dark domain was His death, Jesus' blazing spirit comes back to the tomb, to complete the work of the Divine Assize. Jesus' Spirit has to now empower the lifeless body in the tomb of Joseph of Arimathea.

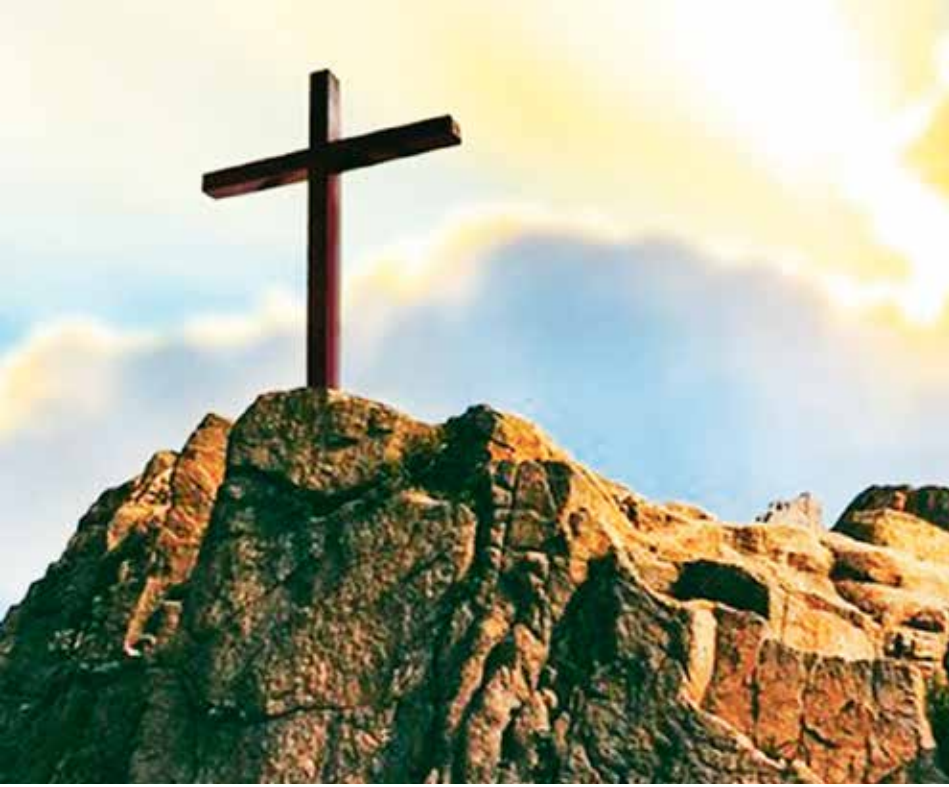
Archaeology

The 'Garden tomb' was walking distance from the eastern gate of Jerusalem where Golgotha = Aramaic skull; latin – Calvarium – hence, the name Calvary – place of the skull was found. If you visit Jerusalem, you will find Golgotha a rock face with two caves with life-like eyes and one below looking like a mouth. Hence, the name 'skull'. They have dug through to the 1st century soil stratum and used coins and pottery to determine the age. The Garden tomb is exposed, at least 20 feet below road level, as during it Jesus' time. Rich men like Joseph of Arimathea made their tombs before their death and thus offered his tomb to house Jesus' body.

Process Begins

The spirit of Jesus enters the bandaged body, early hours of first Easter Sunday morning. It was the same day marked in the Jewish calendar, to raise up the first sheaf of barley harvest a day after the Sabbath which follows Passover Lamb. That would be Sunday. The first Easter Sunday. Now the Body of Jesus was ready for resurrection.

We too are ready for resurrection, when



our old life is buried with Jesus and we desire to arise in a new life. Old things pass away, all things turn anew. However, we must be convinced that our old self is the problem – self-centred, anti God – in fact, self-sabotage working against our best interest. Stained bandages are our best efforts – religious, professional, political to shore ourselves better than others. They hide the wounds we incur as we react more than our injury. But now, I am tired, amazing grace beckons me – I say enough of my bandages, no more gilded cages _ I come home to my Father in Heaven.

There is a rocky tomb of old tradition, culture – resisting my liberation. There is a rock rolled by law and watch and a legal seal – wages of sin is death. No escape. The Spirit of Christ breathes softly and

powerfully on these. Then comes an earthquake. The rock rolls. Blinding light enacts heaven's decree – Roman guards like demons collapse. Jesus Alive walks out of the tomb. You will remember that guards fell back even at the Garden of Gethsemane. This same Lord Jesus will come into my tomb and into me, when I invite, to enact for me my first Easter Sunday. Many carouse on Easter Day with all their chains, bandages and wounds hindering them – a sorry spectacle.

Jesus' was a total body resurrection. Not a bone or hair left for veneration. Because He is not dead but alive.

Seven Characters _ Will you be a Mary Magdalene?

■ Roman Guards – vain the watch, the seal sang Charles Wesley. Christ has

The spirit of Jesus enters the bandaged body, early hours of first Easter Sunday morning. It was the same day marked in the Jewish calendar, to raise up the first sheaf of barley harvest a day after the Sabbath which follows Passover Lamb. That would be Sunday. The first Easter Sunday. Now the Body of Jesus was ready for resurrection

burst the gates of hell.
■ Religious hierarchy who tried to obfuscate the truth
■ Three Mary's who came early morning hoping to practise old rituals.
■ Mary Magdalene undaunted waited by the tomb, until the Master spoke to her.

- Peter and John who peeped into an empty tomb but went away without seeing the Risen Lord.
- The Eleven waiting fearfully with closed doors in the upper room, though Jesus was already risen
- Doubting Thomas' who had to be convinced

To which category do you belong?

Lord wants to remove old info, old character pieces of blame, criticism, tit for tat, bad mouthing that have brought ill health, ruptured relationships and financial downturn. Your mouth cannot be bitter and sweet at the same time. What has most power over your life is what you speak. Man is filled with the fruit of his words from above – words that go to heaven producing a good harvest or from below – words that hold and produce an evil harvest. The word is the seed of thought.

Watch those old files, log entries you made about yourself with court cases or others made, that keep you in detention regarding your blessing, upward and forward call. Many behave as if they are on the dock, on a deferred prison sentence, as it was with the unmerciful servant who landed with torturers for being unforgiving towards his fellow servant. Let's today write down incidents that act as if we are on indictment – unsettled court proceedings which hold our inheritance with a fiscal officer. Stop going to an adversarial court about any issue or anyone. Go to the throne of mercy which absolves by the blood of Jesus. Do not confess sins of others but do Internal Repentance with godly sorrow and you will be released from the generational sin of your parents or whoever. Why be a prisoner of the 4th generation iniquity and repeat age-old judgments? He whom the Son sets free is free indeed. Set others free that you may also be free. Don't be a prisoner of your own rage and words.

This then would be Easter!