Shark Tank: Consumer Interaction with Technology

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Background and Question

Background

- Traditional purchase process is need -> purchase -> experience
- VR fundamentally disrupts this process, changing it to need -> experience -> purchase
- VR is often used as a promotion/sampling tool with the purpose of increasing purchase intent.

Question

- In what situations does the VR experience decrease purchase intent?
Theoretical Framework

- Compensatory Consumption
- Conspicuous Consumption
- Hedonic De-escalation
Experiments

- VR vs. No VR on purchase intention (restaurant, luxury, vacation, etc…)

- Moderators
  - Status/power/control
  - Duration of experience
  - Identity threats
  - Novelty/level of involvement