VR on the High Street Literature Review

Nodes

Nodes\\focus of paper

Nodes\\focus of paper\\Augmented Reality

|  |  |
| --- | --- |
| Name | Description |
| Attitudes towards AR |  |
| Function |  |
| Interactivity |  |
| Future Research |  |
| Motivation |  |
| Value |  |
| value to consumers |  |
| value to retailers |  |

Nodes\\focus of paper\\consumer experience

|  |  |
| --- | --- |
| Name | Description |
| How to attract consumers |  |
| What can AR offer |  |
| What can e-commerce offer |  |
| What can retailers offer |  |
| What can VR offer |  |

Nodes\\focus of paper\\consumer experience\\Customers

|  |  |
| --- | --- |
| Name | Description |
| Consumer behaviour |  |
| Consumer learning |  |
| Consumer perception |  |
| Sacrifices |  |
| What customer desire |  |
| What will influence customer perceptions |  |
| Accessibility |  |
| Assortment and substitute |  |
| Attributes of products |  |
| Brand selection |  |
| Consumer services |  |
| Crowding |  |
| Cultures |  |
| Fun |  |
| Gender |  |
| Information |  |
| Interactivity |  |
| Perceived Fairness |  |
| Perceived pressure |  |
| Perceived value |  |
| Convenience |  |
| Price |  |
| Product Quality |  |
| Personal innovativeness |  |
| Personalisation |  |
| Previous experience |  |
| Satisfaction and Empowerment |  |
| Shipping |  |
| Shopping Impulsiveness |  |
| Store image & environment |  |
| Aesthetic |  |
| Trust |  |
| Brand reliability |  |
| Security Concerns |  |
| Usage Frequency |  |
| Usefulness |  |
| WOM |  |

Nodes\\focus of paper\\Retailers

|  |  |
| --- | --- |
| Name | Description |
| Adaptation of the implemention |  |
| Concerns |  |
| How tech influence retailing |  |
| Why adopt VR |  |
| Address marketing issues |  |
| Attration |  |
| Brand culture and lifestyle |  |
| Convenience |  |
| Experience |  |
| Generate Value |  |
| Entertainment |  |
| Information |  |
| Innovation |  |
| Compettive adv and Keep abreast of technology |  |
| Interactivity |  |
| Personalisation |  |
| Return rate |  |
| Satisfaction |  |
| Improve brand loyalty |  |
| Satisfy consumer needs |  |
| Services |  |
| Social contact |  |

Nodes\\focus of paper\\shopping environment

|  |  |
| --- | --- |
| Name | Description |
| offline |  |
| online |  |
| VR |  |
| Product perception |  |
| Social presence |  |

Nodes\\focus of paper\\Virtual Reality

|  |  |
| --- | --- |
| Name | Description |
| Attitudes towards 3D VR |  |
| key factors that influence customers |  |
| comfort |  |
| content |  |
| environment |  |
| information |  |
| product display |  |
| product features |  |
| Functionality |  |
| accessibility |  |
| interactivity |  |
| personalised service |  |
| vividness |  |
| media richness |  |
| perceived value |  |
| convenience |  |
| cost |  |
| trust |  |
| social networking |  |
| user experience |  |
| Physical Presence |  |
| product involvement |  |
| product perception |  |
| Motivation |  |
| Presence |  |
| Function |  |
| Interactivity |  |
| Vividness |  |
| Immersion |  |
| Trust |  |
| Value |  |
| value to customers |  |
| value to retailers |  |
| VR shopping design |  |
| Personalisation |  |

Nodes\\Future Recomendations

|  |  |
| --- | --- |
| Name | Description |
| future research |  |
| suggestion for developers |  |
| suggestion for retailers |  |

Nodes\\gaps & limitations

|  |  |
| --- | --- |
| Name | Description |
| Adaptation |  |
| adoption facilitation |  |
| Aesthetics |  |
| appeal and attraction |  |
| authenticity |  |
| solutions |  |
| complexity |  |
| Connection between platforms |  |
| costly |  |
| external validity |  |
| generisability |  |
| innovativeness |  |
| Mental problem |  |
| solutions |  |
| personalisation |  |
| reliability |  |
| security |  |
| solutions |  |
| Social dimension |  |
| technology limitation |  |
| uncertain impact |  |

Nodes\\Main findings

|  |  |
| --- | --- |
| Name | Description |
| Negtive |  |
| psychological impact |  |
| Positive |  |
| active response |  |
| affordable |  |
| effectiveness |  |
| enhance relationships |  |
| great potential impact |  |
| improve experience and engagement |  |
| personalisation |  |
| target market |  |
| Trust |  |

Nodes\\Models

|  |  |
| --- | --- |
| Name | Description |
| consumer behaviour |  |
| consumer emotion |  |
| consumer decision |  |
| technology adoption |  |
| value |  |
| experiential value |  |

Nodes\\Particiapants

Who did they focus on in the research?

|  |  |
| --- | --- |
| Name | Description |
| consumers |  |

Nodes\\Tech Discussed

|  |  |
| --- | --- |
| Name | Description |
| Augmented Reality |  |
| headset |  |
| innovation |  |
| prediction |  |
| Virtual Reality |  |
| Authenticity |  |
| Eye tracking |  |
| Visual Attention |  |
| VR VS AR |  |

Nodes\\Tech Discussed\\data

|  |  |
| --- | --- |
| Name | Description |
| AR |  |
| online shopping |  |