

Virtual Technologies: what uses for which experiences?

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Abstract

Virtual technologies are slowly emerging in the retail landscape, offering consumers a new form of experience. In this context, marketing literature focus more and more on virtual and augmented reality devices. They mainly concentrate on two topics: whether and how virtual devices are accepted by consumers on one hand and how these devices impact the buying process on the other hand. However, their impact on the different dimensions of the shopping experience has not yet been explored. This issue seems particularly important since today, consumers show a growing interest for the experience they live during their shopping. We used a qualitative methodology based on secondary data and analysed press articles published over a period of about one year. We demonstrate that virtual technologies impact three dimensions of the experience: the product experience, the shopping experience and the overall brand experience.

Keywords: *Shopping Experience ; Virtual Reality; Augmented Reality*

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