

# Through the Looking Glass: The Shifting User Focus Between Worldbuilding and Real-World Anchoring

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## **Abstract:**

Virtual Reality (VR) is increasingly integrated into retail, offering immersive shopping experiences but raising concerns about its impact on consumer behavior. This study developed a virtual supermarket for participants to purchase items and conducted an interview about their experience. In a qualitative content analysis user behavior and value translation in VR shopping environments was examined. Participants revealed two behaviors: "real-world anchoring", where users adhere to familiar norms and values like sustainability, and immersion-driven "worldbuilding", which enhances engagement but reduces adherence to real-world values. This shift in focus influenced value translation, determining the upholding or deviation from real-world values. These findings highlight the complexity of VR shopping behavior and the need for further research to protect consumer values and promote ethical decision-making in VR.

***Keywords:*** *Virtual Reality, Decision making, Qualitative content analysis*

***Track:*** *Digital Marketing & Social Media*