How does virtual reality shopping experiences influence consumer perceptions of product and how do demographic factors (e.g., age, gender, income) moderate the impact of virtual reality on consumer decision making and behaviour in supermarkets?

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Appendices

i. Figures

Figure 2. Global virtual reality market share by component

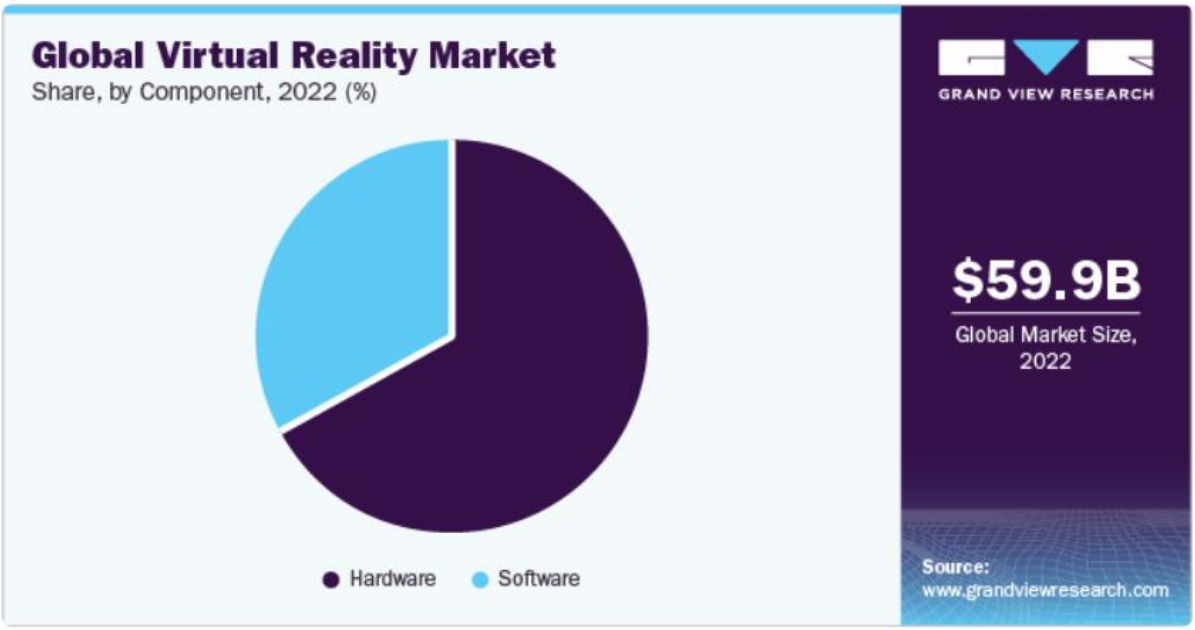


Figure 3. Virtual reality market trends by region

Figure 6. The StarCAVE from above, looking down on a RNA* protein rendering, Adapted from (DeFanti et al., 2008)

* RiboNucleic Acid

Figure 7. The StarCAVE from the outside showing the entry door quasi-closed, Adapted from (DeFanti et al., 2008)

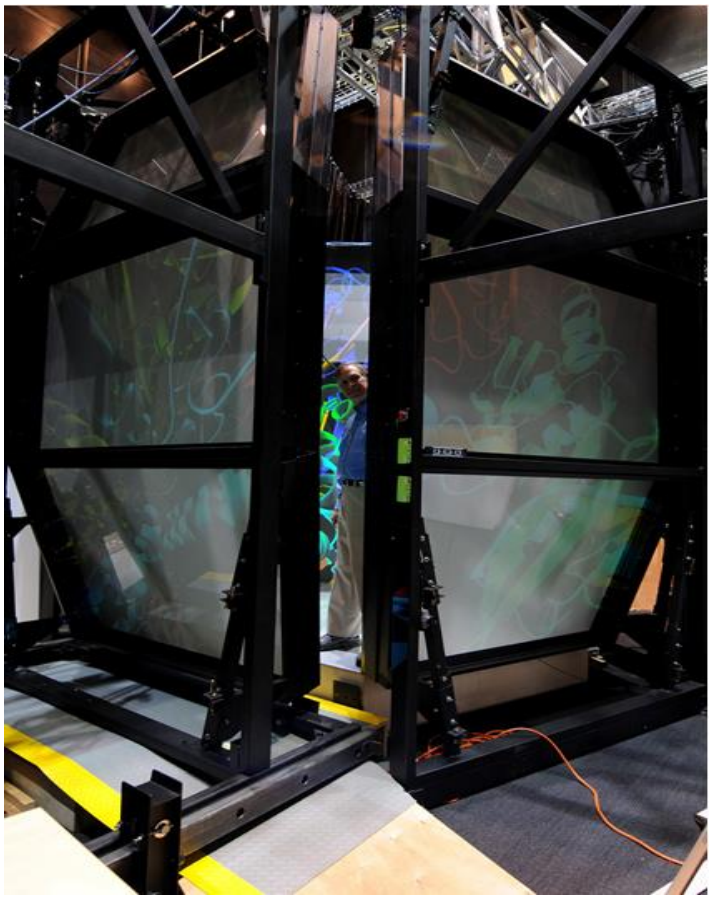


Figure 10. word cloud for immersion definition. Own elaboration

Figure 14. word cloud for presence definitions. Own elaboration

Figure 19. First setup of the showroom, Digital Lab HEC elaboration

Figure 20. Second setup of the showroom, Digital Lab HEC elaboration

Figure 21. Interactive table, Digital Lab HEC elaboration

Ambiance	Armoires	Décoration
Scandinave	Fermées	Avec
Classique	Ouvertes	Sans
	Vides	

Figure 22. Position mark, Digital Lab HEC elaboration

Figure 23. Products, Digital Lab HEC elaboration

Figure 24. Products, Digital Lab HEC elaboration

Figure 25. Products, Digital Lab HEC elaboration

Figure 26. Products, Digital Lab HEC elaboration

Figure 27. Products, Digital Lab HEC elaboration

ii. Tables

Table 1. Virtual reality application fields and some technology examples. Own elaboration

Sector	Application fields	Technology examples
Gaming / Entertainment	. Virtual Reality in gaming . Movies and 360° Cinematics . Theme Parks & Simulations	   
Healthcare / Medicine	. Surgical Training & Simulations . Therapy & Rehabilitation	 

	. Medical Imaging & Diagnosis . Mental Health Treatment	
Education / Training / Learning	. Technical Training . Medical Education . Soft Skills Training . STEM† model	Google Expeditions zSpace
Military	. Combat Training & Tactical Simulations . Flight & Vehicle Simulations . Remote Surveillance	VERTEX SOLUTIONS SAAB
Industry / Manufacturing	. Engineering & Product Design . Assembly Line Training . Remote Maintenance & Repair	SIEMENS
Retail	. Virtual Showrooms . Augmented Reality Shopping . Personalized Retail Experiences	Sephora Virtual Artist Company Profile - Overview IKEA Place
Architecture / Design	. Virtual Property Tours . Architectural Visualization . Interior Design Previews	matterport VR AUTODESK ALIAS CREATE VR
Automobile	. Vehicle Prototyping & Design . Driver Training & Safety Simulations . Customer Test Drives	TESLA Ford
Tourism	. Virtual Travel Experiences . Museum & Cultural Heritage Tours . Event Planning & Conferences	Google Earth VR now with Street View
Sports / Well-being	. VR Sports Training . Immersive Workouts . Live Sports Streaming	STRIVR FIT XR NOW ON PICO

† Educational approach: integrates four disciplines "*Science, Technology, Engineering, Mathematics*" into a coherent learning model

Table 4. words and frequencies used in the definition of immersion. Own elaboration

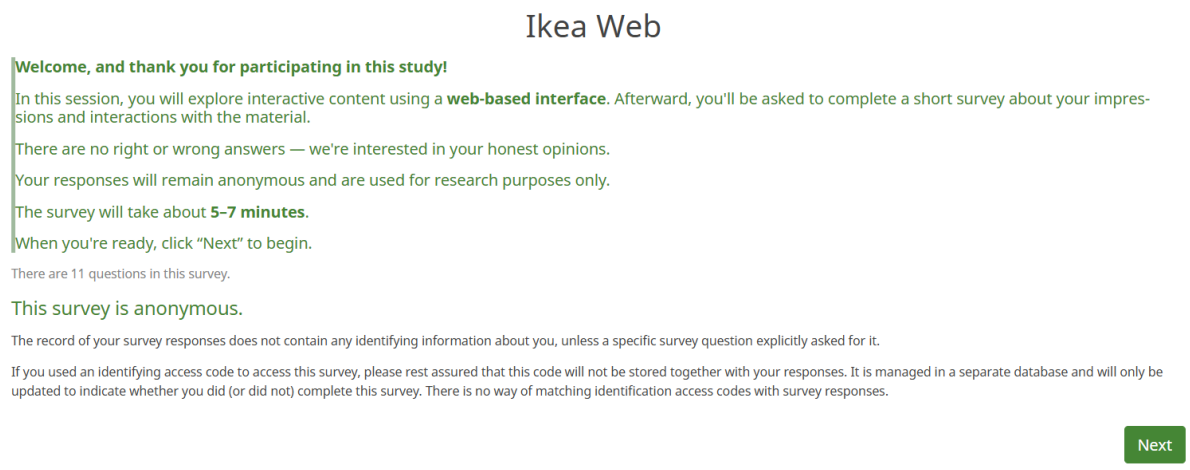
Word	Immersion	system	vivid	reality	extent	inclusive	experience
Frequency	6	5	4	4	4	3	3
Word	Extensive	surrounding	objective	vr	technology	displays	
Frequency	3	3	3	3	3	3	

Table 7. words and frequencies used in the definition of presence. Own elaboration

Word	environment	presence	virtual	psychological	mediated	subjective	state
Frequency	11	9	6	5	5	4	4
Word	perceptual	illusion	real	physical	system	experience	
Frequency	4	4	3	3	3	3	

iii. Surveys

Web-Based Experience Survey

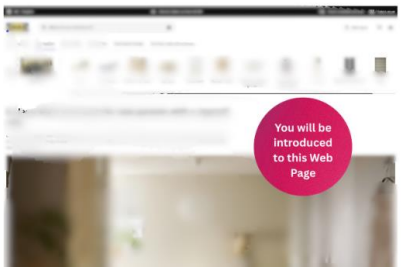


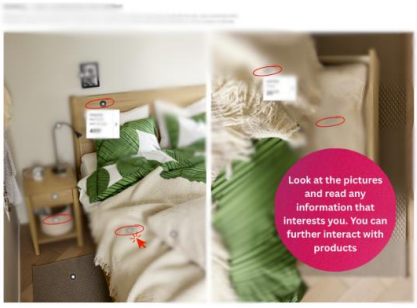
Let's start

In this part of the study, you will explore a bedroom from Ikea.
Instructions:
Please take your time to explore the website freely, just as you would if you were visiting it on your own.

- Please DO NOT navigate to other websites; remain on the page provided in the link
- Look at the pictures and read any information that interests you.
- You can scroll through the pages, click on sections, and view different products or content.
- Spend as much time as you need to feel familiar with the website before continuing to the questions.

When you are ready, move on to the next page to answer a few questions about your experience.





Click next to continue

IKEA'S website

Take a moment to explore the following webpage:

Click here to visit Ikea

Take your time to browse the page as if you were naturally exploring it — observe the layout, images, and content.
Once you've spent **a few minutes** exploring the website, **please return to this window and click "Next" to proceed with the survey.**

Your impressions and feedback are important, so feel free to take in the experience at your own pace.

How was it ?

*Did you visit and explore the IKEA webpage before continuing with this survey?

Choose one of the following answers

- ○ Yes, I visited and explored the webpage.
- ○ No, I did not visit the webpage.

Were you really there ?

*Ranging from Strongly Disagree (1) to Strongly Agree (5)

	1 - Strongly Disagree	2	3	4	5 - Strongly Agree
I felt like I was actually there in the place shown in the pictures.	○	○	○	○	○
It seemed as though I was actively involved in what was happening in the pictures.	○	○	○	○	○
It was as though my true location had shifted into the scene shown in the pictures.	○	○	○	○	○
I felt as though I was mentally present in the place shown in the pictures.	○	○	○	○	○

*Ranging from Strongly Disagree (1) to Strongly Agree (5)

	1 - Strongly Disagree	2	3	4	5 - Strongly Agree
The pictures and other content on the website gave me the feeling that I could interact with them.	○	○	○	○	○
I had the impression that I could be active while exploring the pictures and content on the website.	○	○	○	○	○
I felt like I could move around and navigate freely through the pictures and sections of the website.	○	○	○	○	○
It seemed to me that I could explore the pictures and website content however I wanted.	○	○	○	○	○

Imagine you had to buy a bedroom from IKEA. How likely are you willing to choose IKEA ?

*Ranging from Strongly Disagree (1) to Strongly Agree (5), please answer to these questions

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I needed a new bedroom in the future, I would purchase that new bedroom from IKEA	○	○	○	○	●
If you were in the market for an additional bedroom, how likely would you be to purchase it from IKEA.	○	○	○	○	●
If I were to purchase a new bedroom in the near future, I would NOT use IKEA as my provider	○	○	○	○	●

Next

Demographics

*What is you gender ?

Choose one of the following answers

Please choose...

*What is the highest level of education you have completed?

Choose one of the following answers

- ○ Less than high school
- ○ High school diploma or equivalent
- ○ Some college
- ○ Bachelor's degree
- ○ Master's degree
- ○ Doctoral degree

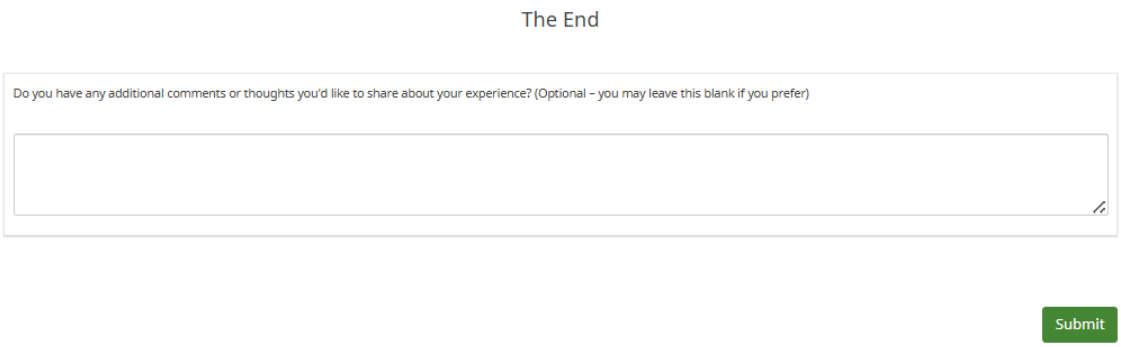
*Please enter your age. In numbers only

Only numbers may be entered in this field.

*What is your current employment status ?

Choose one of the following answers

- ○ Employed full-time
- ○ Employed part-time
- ○ Self-employed
- ○ Unemployed
- ○ Student
- ○ Retired



The VR Experience Survey

*First of all, did you feel that you spent enough time in the virtual reality environment to be able to make a purchase decision?

Choose one of the following answers

- Not at all
- Slightly
- Moderately
- Mostly
- Completely

*In your opinion, how long did you spend in the virtual reality environment?

Choose one of the following answers

- 2/3 min
- 5/6 min

*Once here, you can call me over to assist you !

Only numbers may be entered in this field.

Next

Let's talk about your familiarity with Virtual Reality

*

	Very unfamiliar 1	2	3	4	Very familiar 5
In general, would you consider yourself familiar or unfamiliar with Virtual Reality ?	○	○	○	○	○

*

	Not at all informed 1	2	3	4	Highly informed 5
Would you consider yourself informed or uninformed about Virtual Reality ?	○	○	○	○	○

*

	Know nothing at all 1	2	3	4	Know a great deal 5
Would you consider yourself knowledgeable about Virtual Reality ?	○	○	○	○	○

Next

Were you really there in the Virtual Environment ?

*Ranging from Strongly Disagree (1) to Strongly Agree (5), please answer to these questions

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I felt like I was actually there in the Virtual Reality Environment.	○	○	○	○	○
It seemed as though I actually took part in the action of the Virtual Reality.	○	○	○	○	○
It was as though my true location had shifted into the Virtual Reality Environment.	○	○	○	○	○
I felt as though I was physically present in the Virtual Reality Environment.	○	○	○	○	○

*Ranging from Strongly Disagree (1) to Strongly Agree (5), please answer to these questions

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The objects in Virtual Reality gave me the feeling that I could do things with them.	○	○	○	○	○
I had the impression that I could be active in the Virtual Reality Environment.	○	○	○	○	○
I felt like I could move around among the objects in Virtual Reality.	○	○	○	○	○
It seemed to me that I could do whatever I wanted in the Virtual Reality Environment.	○	○	○	○	○

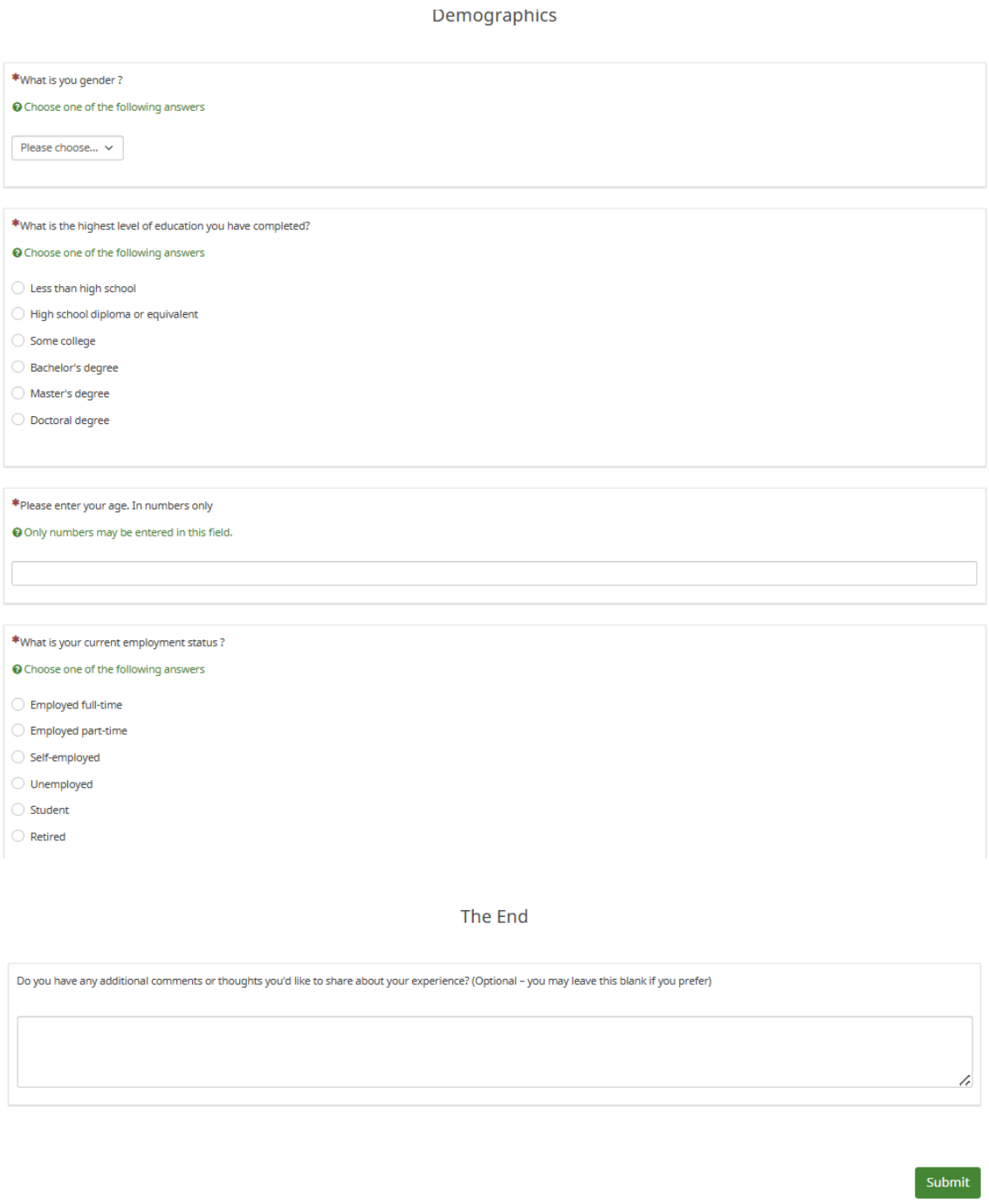
Next

Imagine you had to buy a bedroom from IKEA. How likely are you willing to choose IKEA ?

*Ranging from Strongly Disagree (1) to Strongly Agree (5), please answer to these questions

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If I needed a new bedroom in the future, I would purchase that new bedroom from IKEA	○	○	○	○	●
If you were in the market for an additional bedroom, how likely would you be to purchase it from IKEA.	○	○	○	○	●
If I were to purchase a new bedroom in the near future, I would NOT use IKEA as my provider	○	○	○	○	●

Next



iv. JASP Tables

Tab1

Descriptive Statistics

	Age
Valid	108
Missing	0
Mean	30.50
Std. Deviation	13.21
Minimum	17.00
Maximum	65.00

Tab2

Descriptive Statistics

	Age	
	0	1
Valid	47	61
Missing	0	0
Mean	34.43	27.48
Std. Deviation	14.47	11.38
Minimum	18.00	17.00
Maximum	65.00	63.00

Tab3

Descriptive Statistics

		Valid	Missing	Mean	Std. Deviation	Minimum	Maximum
Age	Bachelor's degree	30	0	31.07	13.48	20.00	65.00
Age	Doctoral degree	3	0	35.33	13.58	27.00	51.00
Age	High school diploma or equivalent	10	0	25.30	12.43	17.00	60.00
Age	Less than high school	4	0	29.00	22.67	17.00	63.00
Age	Master's degree	42	0	31.71	12.11	23.00	65.00
Age	Some college	19	0	29.21	14.23	18.00	64.00

Tab4

Descriptive Statistics

		Valid	Missing	Mean	Std. Deviation	Minimum	Maximum
Age	Employed full-time	28	0	36.50	12.515	23.00	61.00
Age	Employed part-time	6	0	34.00	16.174	23.00	65.00
Age	Retired	5	0	63.40	1.517	61.00	65.00
Age	Self-employed	8	0	39.88	9.357	27.00	54.00
Age	Student	56	0	22.30	2.649	17.00	28.00
Age	Unemployed	5	0	36.60	15.742	20.00	60.00

Tab5

Binomial Test

Variable	Level	Counts	Total	Proportion	p
Gender_1W_0M	0	47	108	0.435	.211
	1	61	108	0.565	.211
Education Level	Bachelor's degree	30	108	0.278	< .001
	Doctoral degree	3	108	0.028	< .001
	High school diploma or equivalent	10	108	0.093	< .001
	Less than high school	4	108	0.037	< .001
	Master's degree	42	108	0.389	.026
	Some college	19	108	0.176	< .001
Status	Employed full-time	28	108	0.259	< .001
	Employed part-time	6	108	0.056	< .001
	Retired	5	108	0.046	< .001
	Self-employed	8	108	0.074	< .001
	Student	56	108	0.519	.773
	Unemployed	5	108	0.046	< .001

Note. Proportions tested against value: 0.5.

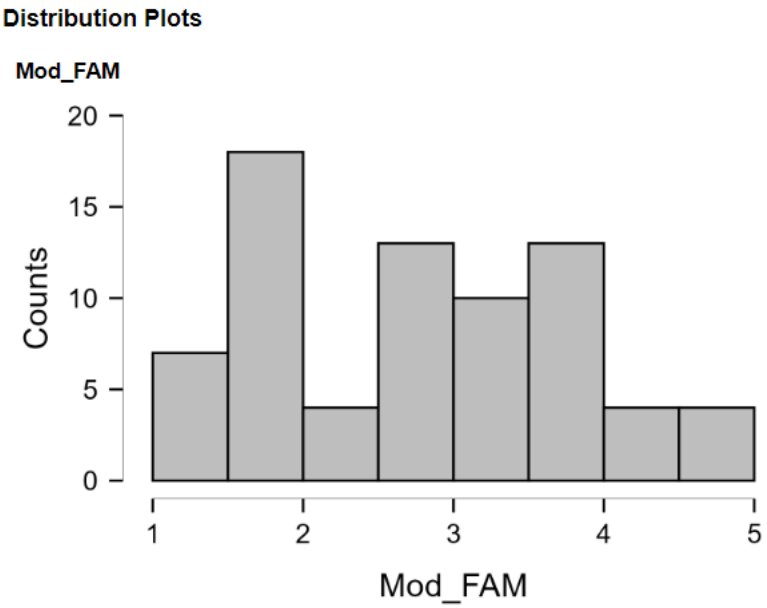
Tab6

Descriptive Statistics

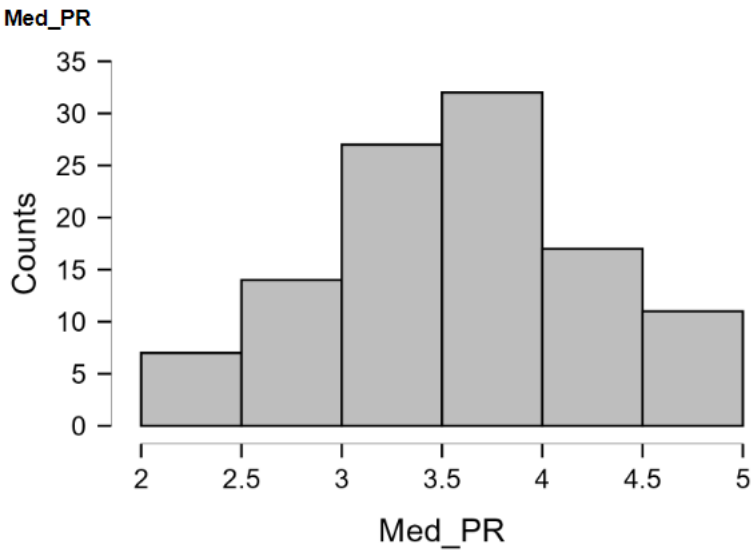
	Valid	Missing	Mean	Std. Deviation	Minimum	Maximum
Age	108	0	30.500	13.213	17.000	65.000
Mod_FAM	73	35	2.845	1.054	1.000	5.000
DV_PI	108	0	3.611	0.724	1.667	5.000
Med_PR	108	0	3.666	0.694	2.125	5.000

v. Plots

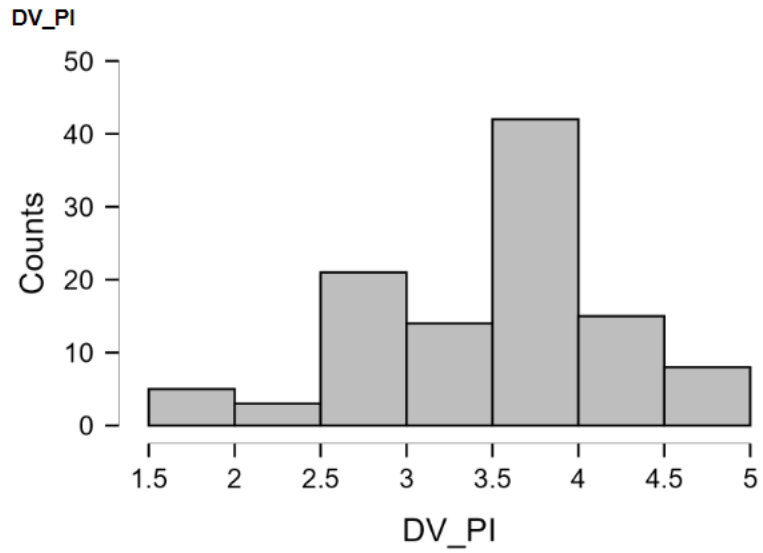
Plot1



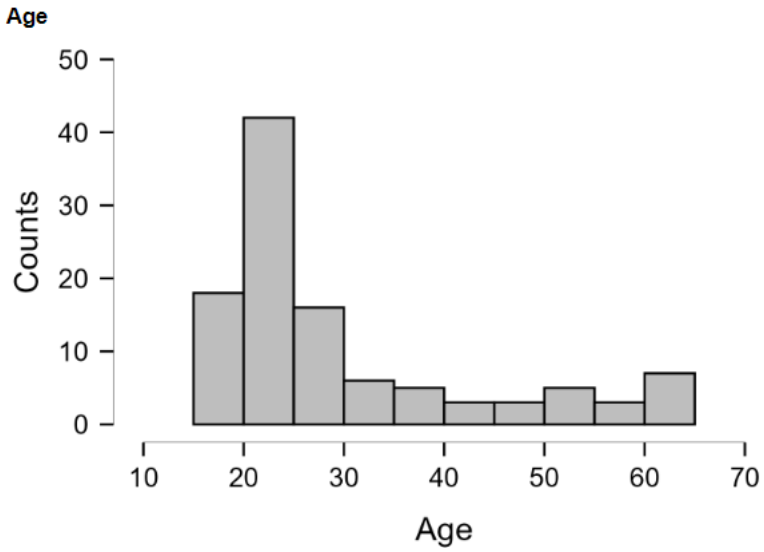
Plot2



Plot3


DV_PI
Counts
50
40
30
20
10
0
1.5
2
2.5
3
3.5
4
4.5
5
DV_PI

Plot4


Age
Counts
50
40
30
20
10
0
10
20
30
40
50
60
70
Age