Does Identification with Virtual Model Making Shopping Experience More Enjoyable? The Case of Virtual Mirror

Emergent Research Forum papers

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Abstract

The advancements in 3D technologies provide a new presentation format for online products, namely virtual mirror, which transforms the traditional way of presenting products online. Previous studies have been focused on the utilitarian perspective of virtual mirror and largely ignored its hedonic effects. To fill this gap, this paper proposes a research model showing that virtual mirror exhibits higher levels of interactivity and model similarity than other presentation formats such as static pictures and videos. Virtual mirror enables consumers to adjust the virtual model to match with their own physical appearance, which enhances the consumers’ identification with the model and consequently their perceived reduction of self-discrepancy. Reduced self-discrepancy is argued to be positively associated with elation and enjoyment. The overall enhanced enjoyment leads to increased purchase intention and website retention. An experiment is proposed to test the research model. Findings from this research can have significant research and practical implications.

Keywords

Online product presentation, virtual mirror, identification, enjoyment, interactivity.