



# How Patterns of Lifestyle via Immersive AR-Based Practices Engender Buying Behavior: The Role of Attitude towards the Brand

*International Conference on Emerging Challenges:  
Smart Business and Digital Economy*

My-Trinh Bui<sup>1</sup>, Huong Le<sup>1\*</sup>, and Thi-Lien Pham<sup>2</sup>

<sup>1</sup> Department of Economics and Management, International School, Vietnam National University, Hanoi, Vietnam

<sup>2</sup> Dai Nam University, Hanoi, Vietnam

\*Corresponding author: [lehuong@vnu.edu.vn](mailto:lehuong@vnu.edu.vn)

## **Abstract**

*User experiences result from immersive cultural events in augmented reality (AR) simulated environments. Studies of AR technology that can transform consumer perception and attitudes offer more insights into predicting socio-economic behaviors and performance. The purpose of this paper is to utilize the data of 729 AR users to uncover the forms of lifestyle via innovative AR technologies in retail settings and how different lifestyles can trigger brand attitudes and buying behavior sequentially. Based on the analysis using SPSS version 22 and SmartPLS software version 3.3.3, the study finds the positive impacts of the formalistic immersive practices and personalistic immersive practices towards a brand. In addition, individuals tend to consider the information from other people as a form of socio-centric immersive practices.*

## **Research purpose:**

*This study aims to uncover the forms of lifestyle via innovative AR technologies in retail settings and how different lifestyles can trigger brand attitudes and buying behavior sequentially*

## **Research motivation:**

*The retail scenery is considered by increasing usage of innovative and interactive AR technologies through high connectedness, omnipresent, and touchless systems that improve and support the user buying experience. Via the interactive practices of AR technology, different consumer lifestyles are uncovered and enable buying behavior*

## **Research design, approach, and method:**

*Through experiences and practices of AR, our paper explores how different lifestyles can engender attitudes towards a brand and purchasing behavior*

## **Main findings:**

*Our study suggests that formalistic immersive practices positively impact attitudes towards a brand. People tend to buy goods that are approved by a formal group. In addition, there is a positive relationship between the socio-centric immersive practices and consumers' attitudes towards a brand. Individuals consider the information from a social reference group such as friends and relatives as proof regarding reality. Thus, their buying behaviors are affected by these opinions*

## **Practical/managerial implications:**

*Our finding is important for firm management in the retail industry to increase sale revenue by understanding the buying behavior of consumers.*

**Keywords:** Augmented Reality Marketing, lifestyle, attitude.

## 1. INTRODUCTION

Retail environments are transitioning to a new type of store or area where advanced technology is extensively used and heavily incorporated into daily living. These technical advancements in particular offer innovative, interesting, and interactive experience options (Verhulst, Woods, Whittaker, Bennett, & Dalton, 2021). All cultures value storytelling, which can take many different forms, including oral storytelling, pictures, content creation, and short video, as well as cutting-edge, immersive technology like augmented reality (AR) (Gröppel-Wegener & Kidd, 2019). AR versions of a deeply engaging cultural practice may arouse diverse user experiences (Verhulst et al., 2021). AR environment offers its participant and observer an engagement in a synthetic reality, whereas AR "augments natural feedback to the operator with virtual cues" (Milgram & Kishino, 1994). In AR aspects, the real surrounding is blended with computer-produced pictures. The retail scenery is considered by increasing usage of innovative and interactive AR technologies through high connectedness, omnipresent, and touchless systems that improve and support the user buying experience. Via the interactive practices of AR technology, different consumer lifestyles are uncovered and enable buying behavior (Pantano & Gandini, 2017)

Immersive storytelling engages virtually created via AR as the content of locations, individuals, and stuff that can be richly useful, emotional, and notable, attracting a variety of viewers (Barfield, 2015). Immersive stories are being delivered for a variety of reasons and in a variety of contexts, such as production, entertainment, psychological treatment, and cultural centers like museums and galleries. There have been arguments made in favor of the economic, experiential, social, epistemological, cultural, historical, and educational benefits of using AR technology for diverse content creation purposes. Such marketing efforts won't be successful unless marketers are aware of the best practices for producing and distributing content integrated with AR technology and platforms to advance their desired results, with customer experience and buying behavior being one of the most commonly stated desired objectives (Shahbaznezhad, Dolan, & Rashidirad, 2021). The value that augmented reality (AR) adds to cultural context sites, the telling of engrossing tales of events, the creation of word-of-mouth recommendations, the provision of a positive learning experience, and the stimulation of social activities, beliefs, values, and preferences of consumers. Via AR-based shopping environment, virtual shoppers can transform themselves from physical context to virtual self such as virtual try-on and virtual makeup to select various products, service, and accessories [12].

Previous research has concentrated on product characteristics rather than conducting a comprehensive study on the effects of consumers' internal motivations and needs, as well as external sources of information channels, on purchase intentions (Chang, Tsai, Hung, & Lin, 2015). Until now, no study work has used a multidimensional -lifestyle analysis to address the decision-making process of customers' purchase intention for AR-based technological products. To investigate consumer purchasing decisions for technology promoted items, this study offers an integrated model of consumer purchase intention that emphasizes product attributes, customers' lifestyle, and their attitude toward AR content-created brand.

Consumer lifestyles provide a way for them to express their inner wants through outside behavior. By monitoring clients' behaviors, manufacturers can become extremely responsive to their wants. Lifestyle is becoming one of the most important predictors of customer behavior (Kahle & Chiagouris, 1997). Individual ideals are reflected in one's lifestyle. Consumers with diverse lifestyles perceive varying values in the same product. As a result, marketers are increasingly using lifestyle to undertake market segmentation (Guenther, Jensen, Batres-Marquez, & Chen, 2005; Hur, Kyung Kim, & Park, 2010) .

Using the AR-based practices smartphone as an example, this study divides consumers into three subgroups based on their lifestyles, namely early formalistic immersive practices, socio-centric immersive, and the personalistic immersive practices, and investigates how consumers with different lifestyles perceive product characteristics, internal needs and motivations, information channels, and other factors when shopping for technology products. This study aims to provide a reference for manufacturers to develop future products, allocate research and development (R&D) resources, and establish marketing channels by analyzing consumer lifestyles and identifying the critical factors influencing consumer decision-making.

Through experiences and practices of AR, our paper explores how different lifestyles can engender attitudes towards a brand and purchasing behavior. Our paper contributes to the literature in several ways. First, it contributes to the research on the determinants of buying behavior. We consider different lifestyles including formalistic immersive practices, socio-centric immersive, and the personalistic immersive practices and find out that they positively impact the attitudes towards a brand of individuals. Second, we add value to the studies of AR technology, especially in marketing. Our findings also are important for people working in the marketing area and the companies before running a marketing campaign.

## 2. THEORETICAL BACKGROUND

was adopted quickly under COVID-19. Every facet of life, from education to grocery shopping, has been affected by the rising use of technology. However, healthcare, education, and employment continue to dominate academic research on the pandemic's technological effects. Although they are impacted, these notions do not take into consideration the challenges and successes of using technology for daily tasks. Government and social services, as well as daily activities, are the next understudied sectors of lifestyle (Dubois et al., 2022). Consumers can identify, compare, locate, and buy things with ease in retail settings thanks to the wide range of digital technologies available to them. In addition to these actions, customers can use user-friendly interfaces to learn more details about products, make and share interests, and shop online (Pantano & Gandini, 2017).

Recent research is examining how retailing customer behavior is impacted by the dissemination of innovative technologies (Pantano & Gandini, 2017). In order to do this, research has widely used the Technology Acceptance Model (TAM) (Davis, 1989), which identifies perceived usability, utility, attitude, and behavioral intention as factors that influence the adoption of new technologies. The majority of the studies on the implementation of innovative and cooperative technologies in retail outlets have thus far concentrated on how well these systems facilitate customer communication (Guzman & Lewis, 2019) between customers and sales associates. Blending the concept of the extended self with the liminal transitions framework (Noble & Walker, 1997) created the liminoid or extended-self theory (Belk, 1988). The main focus of the liminoid theory is the psychological mechanism and process known as "liminality" (also known as "role shift") that take place when a consumer enters a new situation. In order to successfully complete the role transition and swiftly immerse themselves in the new setting, consumers must figure out how to expand and show themselves in liminality (Huang & Liao, 2017). To establish immersion and complete the role transition, a decorating psychological state is induced, prompting customers to adorn their bodies (for example, the desire to modify their hairdo, dress, or cosmetics) (Noble & Walker, 1997). Previous studies expanded the liminoid theory to digital consumption situations and proposed virtual liminoid theory (Huang & Liao, 2017; Jung & Pawlowski, 2014). They emphasized that role transition or liminality in a digital setting relates to the process of how customers can quickly merge their selves from a physical context. They emphasized that in a digital setting, role transition or liminality refers to the process by which customers can easily immerse themselves in their virtual selves after departing a physical context. Recent key research areas for role transition and liminality are consumers moving from a physical context to a digital context which is the use of the virtual self to fully extend and demonstrate the self, which enables consumers to quickly become involved in a virtual context (Belk, 1988).

This study presents a TAM- liminoid hybrid decision-making model for the exploration of behavioral patterns of consumers with various lifestyles in terms of formalistic, socio-centric, and personalistic style. The effect of consumers' lifestyles on the brand's attitude and purchase intentions was also examined. While customer communication becomes more critical to the buying process, the digital marketer needs to understand the idea of a person's "lifestyle" representing his or her interests, values, and self-perceptions concerning the outside world. This comprises his viewpoints on what, how, and with whom he needs to interact to study, and develop into a useful expectation. Therefore, a person's lifestyle is determined by his or her views about how and from whom he or she will receive support, love, respect, comfort, education, and achievement. It is apparent that lifestyle is both an individual and a cultural phenomenon. Different living styles are allowed, encouraged, and reinforced by sets of norms that arise. A person cannot be classified by a single way of living because, as is clear, he is a complicated synthesis of many various ways of living.

While a person's lifestyle is thought of as a most enduring form of preferences, standards, and opinions, their real conduct may change depending on the circumstance and context. Intentionally, behavior is influenced by an individual's lifestyle including tastes and beliefs as well as the scenario in which he or she extends themselves virtually. It also depends on how individual lifestyle pattern interacts with the digital environment to explore self-extend. If we want to comprehend it and diminish it via situational or behavioral adjustment, it is important to keep the conceptual understanding that conduct is not always consistent with lifestyle. The categories of lifestyles as digital liminoid, which are inductively deduced, are suggested to influence buying behavior (Friedlander, 1975).

## 3. HYPOTHESIS DEVELOPMENT

Lifestyle is a systematic notion that represents the aspects of living modes in a society or community that differ from those of other societies or communities (Vyncke, 2002). Following researchers defined lifestyle as the way people spend their time and money, reflecting their interests and attitudes on a wide range of subjects (Guenther et al., 2005). Lifestyle should include an individual's responses and reactions to culture, values, reference groups, personality traits, motivation, learning, and marketing activities. Lifestyle is rapidly being recognized as an essential predictor of customer behavior (Hur et al., 2010). Simultaneously, lifestyle can create a market segment (Guenther et al., 2005).

Previous studies used measures of Activities, Interests, Opinion (AIO) and Values and Life Styles (VALS) to assess lifestyle. AIO is to define consumers' lifestyles by probing about their activities, interests, and opinions (Wells & Tigert, 1971). VALS was established to add the concept of value into measurement tools and increasing the AIO instruments' credibility in evaluating lifestyle in adoption of new technology (Herrero-Crespo, Pérez, & Bosque, 2014). Lifestyle has been widely used to investigate user acceptance intentions and has been applied in a variety of marketing activities (Chang et al., 2015; Guenther et al., 2005; Vyncke, 2002).

Previous study investigated the characteristics of high-technology products preferred by consumers with different lifestyles to provide a reference for manufacturers to conduct market segmentation and product R&D based on the relationship between lifestyle and the consumer's acceptance level of high-technology products (H.-J. Lee, Lim, Jolly, & Lee, 2009). Consumer lifestyles is used to investigate their preferences for equipment and products and provide a reference for practitioners to build new products (Hur et al., 2010). the characteristics and dynamics are investigated of Japanese consumer behavior, as well as the validity of existing generic consumer segmentation and its applicability to forecast purchase behavior (Bruwer & Buller, 2012). Lifestyle influences customer purchasing intentions of high-technology products significantly (Chang et al., 2015). Thus, our study propose the lifestyle can impact the attitude towards a brand.

### 3.1 Formalistic Lifestyle

While social influence describes how a person in a social network is persuaded to adopt societal norms of behavior by the actions of others (Venkatesh, 1999), the (1) *formalistic lifestyle* is categorized as a normative style (Deutsch & Gerard, 1955). The formalistic lifestyle or normative style is defined as the category to conform to the expectations of an individual to formal group". When conversation topics reflect the perspectives that other group members like, normative influence happens in groups because people want to keep the peace within the formal group or get others' approval (Kaplan & Miller, 1987). The formalistic style of life heavily relies on tradition, law and order, and development as success indicators. The formalistic is more prevalent in Protestant religions, older, more prevalent in males than in women, and more common in technical, business, and sales jobs (Friedlander, 1975).

This category of AR-based interaction can be viewed as a type of normative information searching that occurs when customers research options before making a decision. The knowledge gained from this normative contact adds to what consumers already know about particular characteristics of goods and services (Rimal & Real, 2005). In reality, the judgments of others can have a favorable or negative effect on an individual's decision-making process depending on whether they increase or decrease the product's or company's perceived normative influence (Batra, Homer, & Kahle, 2001). Customers are more open to ideas to lower the risks associated with the purchasing process when selecting unproven goods. However, very few publications have directly addressed how AR-based interaction affects how customers change their attitudes and whether this affects their buying behavior or satisfies a need for formality (formal relationships-oriented motivation). Thus, we propose:

*Hypothesis 1: The formalistic immersive practices positively influence attitudes towards a brand.*

### 3.2. Socio-centric Lifestyle

The *socio-centric lifestyle* looks for advice and direction in close, personal interactions. This category is close to informative ways which is defined as "the effect to accept information gained from another as proof regarding reality" (Deutsch & Gerard, 1955). Sociocentrism is more prevalent in women than males in social service and scientific occupations (Friedlander, 1975).

Consumers purchase goods to fit in with a social reference group because they are frequently driven by the endeavor to acquire a certain status or identity (Pantano & Gandini, 2017). As a result, they are open to receiving advice and second viewpoints in order to choose wisely (Li, 2013). The request for suggestions may take the form of facial inquiries, which call for the physical presence of other customers (such as friends, partners, or relatives) or a sales associate in the store, or it may involve the use of digital services, where users can post their inquiries to an "imagined audience" or send private messages to other users.

When facts, data, or other types of information relevant to the decision are discussed by group members out of a desire to make excellent decisions, the informational impact causes group members to reassess their opinions (Kaplan & Miller, 1987). The more knowledge a person has, the more confidence they have to direct future behavior or attitude formation. According to (J. E. Lee & Watkins, 2016), social group impact is a process of learning, awareness, and intention. Before

determining whether to accept it, people look at the positive experiences that members of their social groups have had. Additionally, previous research has shown that social interaction between customers and digital sellers influences customers' pleasure, loyalty, and continued shopping behavior in the store (Bölen & Özen, 2020; Yen & Wu, 2016). Similarly, current research shows that individuals typically consumes more time and buy more items when they shop with friends and relatives. Thus, we propose the socio-centric AR practices

*Hypothesis 2: The socio-centric immersive practices positively influence attitudes towards a brand*

### 3.3. Personalistic Lifestyle

The *personalistic lifestyle* places a high priority on the freedom of the individual to choose how they wish to live and behave, and looks to themselves for direction and guidance. The personalistic declines steadily from the teens to the mid-50s, is lowest among those with a master's degree, is typical of those in the arts, entertainment, cultural, and student occupations are higher in women than men, and is typical of Jews and agnostics. It also tends to be more prevalent in the arts, entertainment, and cultural fields. Future organizational structures, cultural change, and intergenerational difficulties are all inferred. The study focuses on how young people determine the pace for cultural change as well as how cultural norms affect people's way of life (Friedlander, 1975).

Regardless of their ideas and attitudes regarding the activity, people who are not under the influence of norms may sense less social pressure to perform or refrain self from performing the behavior. The judgments of self can have a favorable or negative effect on an individual's decision-making process depending on whether they increase or decrease the product's or company's perceived extended-self (Huang & Liao, 2017). Thus, personalistic *immersive practices* are less likely to influence attitudes towards a brand.

*Hypothesis 3: The personalistic immersive practices positively influence attitudes towards a brand.*

Several studies on digital content have been conducted in recent years. The majority of these studies use a customer-centric approach and focus on the content's impact on its intended audience (Araujo, Neijens, & Vliegenhart, 2015). Other academics have examined content typology from a brand perspective, analyzing the impact of each type of content on customers' views toward a brand (Ashley & Tuten, 2015). Management-focused research papers are still sparse (Barry & Girona, 2018). Overall, the majority of available material on the subject focuses on a specific feature or effect of content rather than the content strategy as a whole. However, a more comprehensive strategy and more elaborate model were considered.

Whatever one's point of view, digital content appears to assume several shapes in the literature. It can include utilitarian versus experiential information (Ashley & Tuten, 2015). It also meets many marketing goals, such as delivering outcomes (and cash) and encouraging consumer participation (Kim, Spiller, & Hetteche, 2015). Digital content strategies address two types of goals: Some appear to be transactional marketing logic, while others appear to be relational marketing reasoning (Arrivé, 2022).

Users who has positive attitudes towards a brand continue to buy and use products fit with their lifestyle categories. Positive virtual shopping environment may engender attitude towards a brand and their buying behavior consequently (Bose, 2019; Tian, Cho, Jia, Sun, & Tsai, 2023). Based on prior research, the following hypotheses are initiated:

*Hypothesis 4: The attitudes towards a brand positively influence buying behavior.*

## 4. RESEARCH MODEL

### 4.1 Data collection and measurement

This study uses primary data collected through an online survey. The scanning questionnaire is distributed to young AR users, who have experiences in AR practices. To scan the respondents for the survey, we ask if they are user identify their AR practices and apps before buying product of any brand. "Which AR app have you used to understand the OBJECTIVE before buying a PRODUCT of any BRAND? (If you have not used any AR before, please use IKEA's AR app to experience its' furniture.)" We employed three doctor-degreed research for proofreading and pilot survey. These questionnaire sections were adapted from relevant literature to ensure the content validity of the constructs. Friedlander' measurement constructs of lifestyle are adopted [8]. We carried out the survey in November 2021 through Amazon digital platform and social digital media platform (Facebook, Youtube, Tiktok). Those sites are popular for their AR application. The demographic characteristics of the respondent are illustrated in Table 1. Respondents are compensated for their

survey's participation.

**Table 1.** Demographic characteristics of the respondent (N=729).

<b>Demographic characteristic</b>	<b>N</b>	<b>%</b>
<b>Gender</b>		
Male	459	63
Female	269	36.9
Others	1	0.1
<b>Age</b>		
18	1	0.1
19-29	236	32.4
30-39	279	38.3
40-49	128	17.6
50-59	71	9.7
>=60	14	1.9
<b>Education Level</b>		
High school	49	6.7
Undergraduate	503	69
Graduate	177	24.3

Four constructs scale applied to measure each item has 7 points (1 = strongly disagree to 7 = strongly agree).

**Table 2.** Measurement items

<b>Formalistic lifestyle</b>	
"I place a great deal of faith in law and order"	FL1
"I believe that my life will be most satisfying if there are some clear pathways for advancing and being rewarded"	FL2
"What is important is that I have a secure job and a comfortable home"	FL3
"I find myself striving for greater advancement and prestige"	FL4
"I believe the world would be a better place if more people respected and abided by the law"	FL5
"I can grow and progress best in this world by finding out the way things ought to be done"	FL6
"I am responsible to those in positions of higher responsibility for my actions"	FL7
"I will do what is right when I am guided by the precedents and policies that have been established over the years"	FL8
<b>Socio-centric Lifestyle</b>	
"In deciding how I want to live and act, I am most satisfied if I have some close friends or colleagues who will help me reach this decision"	SL1
"I can only get the really important things in life by working closely with friends and colleagues"	SL2
"I place a great deal of faith in what my close friends say"	SL3
"I will do what is right when I am guided by the close relationships I have with others"	SL4
"I believe the world would be a better place if my colleagues and I were clearer on where we stand"	SL5

"I prefer that my actions be guided by discussion with others who are close to me"	SL6
"I believe that my feelings and emotions should be shared with others close to me"	SL7
"I can grow and progress best in this world by learning and sharing with others"	SL8
Personalistic Lifestyle	
"In deciding how I want to live and act, I am most satisfied if I am completely free to make this decision myself"	PL1
"I believe that my life will be most satisfying to me if I am completely free to choose how I want to live"	PL2
"I prefer that my actions be guided by my own knowledge of what I want to do"	PL3
"What is important is that I experience and discover who and what I am"	PL4
"I find myself striving for greater freedom and independence"	PL5
"I believe that my feelings and emotions should be experienced by me to the fullest"	PL6
"I can only get the really important things in life by doing what I want to do"	PL7
"I am responsible to only myself for my actions"	PL8
Attitude toward AR content-created brand	
"Overall, this brand is good"	AT1
"My attitude toward this brand is positive"	AT2
"The brand met my expectations."	AT3
Buy brand-sponsored or brand-introduced product	
"I will pay a lot to buy the product in that AR content-created experience"	BB1
"I will purchase production with high price in that AR content-created experience"	BB2
"I will spend a lot of money on buying the product in that AR content-created experience"	BB3
"I top up a lot of money in the platform to purchase the product in that AR content-created experience"	BB4

---

## 4.2 Data analysis

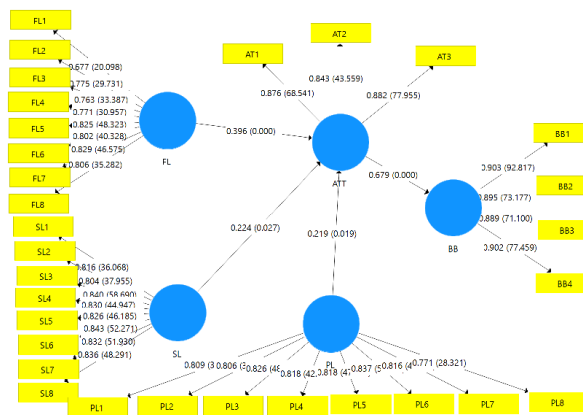
We tested our hypotheses employing structural equation modelling (SEM) by using SMART PLS3.3.9. A confirmatory factor analysis (CFA) is employed to test the measurement model (Appendix). The factor loadings and Cronbach's alpha indicate evidence of convergent validity among all measures. The discriminant validity was tested by average variance extracted (AVE). The AVE of each latent variable exceeded a 0.50 benchmark (Hair, Sarstedt, Ringle, & Mena, 2012). Cronbach's alpha is a measure of a test's or scale's reliability, specifically its internal consistency. It is commonly utilized in the development and interpretation of psychological tests (Cortina, 1993). When a test has internal consistency, it is interpretable (Cronbach, 1951). Cronbach's alpha attempts to assess how closely test items are connected to one another, hence assessing the same concept. Cronbach's alpha will be closer to 1 when test items are closely connected to one another.

**Table 3.** Discriminant Validity Criterion

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
ATT	0.835	0.835	0.901	0.752
BB	0.919	0.920	0.943	0.805
FL	0.909	0.911	0.926	0.612
PL	0.927	0.927	0.940	0.661
SL	0.935	0.935	0.946	0.687

The reliability discriminant validity of the constructs is presented in Table 3. H1, H2 and H3 are supported.

Figure 1 reveals that there is a statistically significant positive relationship between formalistic lifestyle and attitudes towards a brand (H1), socio-centric lifestyle and attitudes towards a brand (H2), personalistic lifestyle and attitudes towards a brand (H3). There is a statistically significant positive relationship between attitudes towards a brand and buying behavior. Therefore, H1, H2, H3, and H4 are supported.



**Figure 1.** Smart PLS Path Coefficient

*FL: formalistic lifestyle, SL: socio-centric lifestyle, PL: personalistic lifestyle, ATT: attitudes towards a brand, BB buying behavior*

**5. CONCLUSIONS AND IMPLICATIONS**

The study investigates how lifestyle affects consumers’ attitudes and buying behavior augmented reality (AR) simulated environments. This study's analysis results are consistent with earlier research (Blackwell, Miniard, and Engel 2001; Hollywood, Armstrong, and Durkin 2007; Chang and Jorge 2008). Furthermore, the needs and incentives of consumers with varied lifestyles result in distinct purchase intents. Our second study implies that the higher the purchasing intents, the better the product qualities of smartphones. The current study's findings are consistent with earlier research (Garella and Lambertini 1999; Boyd and Mason 1999; Chwelos, Berndt, and Cockburn 2008; Byrd and Caldwell 2011). It also implies that the product attributes driving purchasing intentions among consumers with varied lifestyles are not identical. As a result, the findings of this study are congruent with those of prior investigations (Lancaster 1971; Brunso, Scholderer, and Grunert 2004).

AR-based interaction is classified into three types, namely formalistic lifestyle, socio-centric lifestyle, and personalistic lifestyle. We then surveyed 729 AR users through social networks of different genders, ages, and education levels to see how these lifestyles interacts with the attitudes towards a brand of consumers. Our study suggests that formalistic immersive practices positively impact attitudes towards a brand. People tend to buy goods that are approved by a formal group. In addition, there is a positive relationship between the socio-centric immersive practices and consumers’ attitudes



towards a brand. Individuals consider the information from a social reference group such as friends and relatives as proof regarding reality. Thus, their buying behaviors are affected by these opinions. Finally, we show evidence that The personalistic immersive practices are also positively associated to individuals' attitudes towards a brand.

### ***Implications for practitioners***

Our study contributes to the literature about the relationship between alternative forms of lifestyle and consumers' brand attitudes and buying behavior. Our finding is important for firm management in the retail industry to increase sale revenue by understanding the buying behavior of consumers.

This study makes the following recommendations to help practitioners manage the promotion of customer purchasing intentions for items. To begin with, the findings suggest that lifestyles might assist producers in recognizing consumer demands. To increase purchasing intentions, manufacturers need better grasp the product attributes valued by consumers as well as the sources of information. The lifecycle of technology items is brief, and consumer-oriented electronic products are quickly replaced. If manufacturers wish to compete successfully, they must ensure that the items they supply suit the needs of their customers.

Second, with the constant and quick development in technology, product lifecycles are becoming shorter, and customer demand for such things is becoming increasingly diverse. If practitioners in the technology business want to stand out in the market, they must integrate the force of both the 'pull' and the 'push'. The internal demands generated by consumers are referred to as 'pull' power. The 'push' refers to product features given by manufacturers and providers (or channels) of information used by companies to promote their products. Manufacturers frequently fail to effectively assess consumer wants because consumer demands are tacit and difficult to discern. In the past, when faced with this dilemma, most producers resorted to giving more and better product attributes in order to attract customers. At the same time, manufacturers have frequently been sidetracked in the search of high-quality products, ignoring consumers' true wants. This study can give a reference for enterprises to build their product qualities, allocate resources, and establish marketing strategy by exploring the analysis of consumer lifestyles and the essential elements influencing customer decision-making.

## 6. REFERENCES

- Araujo, T., Neijens, P., & Vliegenhart, R. (2015). What Motivates Consumers To Re-Tweet Brand Content? The Impact of Information, Emotion, And Traceability on Pass-Along Behavior. *Journal of Advertising Research*, *55*, 284. doi:10.2501/JAR-2015-009
- Arrivé, S. (2022). Digital brand content: underlying nature and rationales of a hybrid marketing practice. *Journal of Strategic Marketing*, *30*(4), 340-354. doi:10.1080/0965254X.2021.1907612
- Ashley, C., & Tuten, T. (2015). Creative Strategies in Social Media Marketing: An Exploratory Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, *32*(1), 15-27. doi:<https://doi.org/10.1002/mar.20761>
- Barfield, W. (2015). *Location-Based Mixed and Augmented Reality Storytelling*.
- Barry, J. M., & Gironda, J. (2018). A DYADIC EXAMINATION OF INSPIRATIONAL FACTORS DRIVING B2B SOCIAL MEDIA INFLUENCE. *Journal of Marketing Theory and Practice*, *26*(1-2), 117-143. doi:10.1080/10696679.2017.1389244
- Batra, R., Homer, P. M., & Kahle, L. R. (2001). Values, Susceptibility to Normative Influence, and Attribute Importance Weights: A Nomological Analysis. *Journal of Consumer Psychology*, *11*(2), 115-128. doi:[https://doi.org/10.1207/S15327663JCP1102\\_04](https://doi.org/10.1207/S15327663JCP1102_04)
- Belk, R. (1988). Possessions as the Extended Self. *Journal of Consumer Research*, *15*, 139-168. doi:10.1086/209154
- Bölen, M., & Özen, Ü. (2020). Understanding the factors affecting consumers' continuance intention in mobile shopping: the case of private shopping clubs. *International Journal of Mobile Communications*, *18*, 101. doi:10.1504/IJMC.2020.104423
- Bose, A. (2019). Unlocking Millennial Buying Power with AI.
- Bruwer, J., & Buller, C. (2012). Consumer Behavior Insights, Consumption Dynamics, and Segmentation of the Japanese Wine Market. *Journal of International Consumer Marketing*, *24*. doi:10.1080/08961530.2012.741478
- Chang, C.-C., Tsai, J.-M., Hung, S.-W., & Lin, B.-C. (2015). A hybrid decision-making model for factors influencing the purchase intentions of technology products: the moderating effect of lifestyle. *Behaviour & Information Technology*, *34*(12), 1200-1214. doi:10.1080/0144929X.2015.1019566
- Cortina, J. M. (1993). Interaction, nonlinearity, and multicollinearity: Implications for multiple regression. *Journal of Management*, *19*(4), 915-922.
- Davis, F. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319-340.
- Deutsch, M., & Gerard, H. B. (1955). A study of normative and informational social influence upon individual judgment. *Journal of Abnormal Psychology and Social Psychology*, *51*, 629-636.
- Dubois, E., Yuan, X., Bennett Gayle, D., Khurana, P., Knight, T., Laforce, S., . . . Wild, D. (2022). Socially vulnerable populations adoption of technology to address lifestyle changes amid COVID-19 in the US. *Data and Information Management*, *6*(2), 100001. doi:<https://doi.org/10.1016/j.dim.2022.100001>
- Friedlander, F. (1975). Emergent and contemporary life styles: An inter-generational issue. *Human Relations*, *28*(4), 329-347. doi:10.1177/001872677502800402
- Gröppel-Wegener, A., & Kidd, J. (2019). *Critical Encounters with Immersive Storytelling*.
- Guenther, P. M., Jensen, H. H., Batres-Marquez, S. P., & Chen, C.-F. (2005). Sociodemographic, Knowledge, and Attitudinal Factors Related to Meat Consumption in the United States. *Journal of the American Dietetic Association*, *105*(8), 1266-1274. doi:<https://doi.org/10.1016/j.jada.2005.05.014>
- Guzman, A. L., & Lewis, S. C. (2019). Artificial intelligence and communication: A Human-Machine Communication research agenda. *New Media & Society*, *22*(1), 70-86. doi:10.1177/1461444819858691
- Hair, J. F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, *40*, 414-433.
- Herrero-Crespo, Á., Pérez, A., & Bosque, I. R. (2014). Values and lifestyles in the adoption of new technologies applying vals scale. *Academy of Marketing Studies Journal*, *18*, 29-48.
- Huang, T.-L., & Liao, S.-L. (2017). Creating e-shopping multisensory flow experience through augmented-reality interactive technology. *Internet Research*, *27*(2), 449-475. doi:10.1108/IntR-11-2015-0321
- Hur, W.-M., Kyung Kim, H., & Park, J. (2010). Food- and situation-specific lifestyle segmentation of kitchen appliance market. *British Food Journal*, *112*(3), 294-305. doi:10.1108/00070701011029165
- Jung, Y., & Pawlowski, S. D. (2014). Virtual goods, real goals: Exploring means-end goal structures of consumers in social virtual worlds. *Information & Management*, *51*(5), 520-531. doi:<https://doi.org/10.1016/j.im.2014.03.002>
- Kahle, L. R., & Chiagouris, L. (1997). Values, Lifestyles, and Psychographics *Psychology Press*, <https://doi.org/10.4324/9781315806532>.
- Kaplan, M. F., & Miller, C. E. (1987). Group decision making and normative versus informational influence: Effects of type of issue and assigned decision rule. *Journal of Personality and Social Psychology*, *53*, 306-313.

- Kim, D.-H., Spiller, L., & Hettche, M. (2015). Analyzing media types and content orientations in Facebook for global brands. *Journal of Research in Interactive Marketing*, 9(1), 4-30. doi:10.1108/JRIM-05-2014-0023
- Lee, H.-J., Lim, H., Jolly, L. D., & Lee, J. (2009). Consumer Lifestyles and Adoption of High-Technology Products: A Case of South Korea. *Journal of International Consumer Marketing*, 21(2), 153-167. doi:10.1080/08961530802153854
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69, 5753-5760.
- Li, C.-Y. (2013). Persuasive messages on information system acceptance: A theoretical extension of elaboration likelihood model and social influence theory. *Computers in Human Behavior*, 29(1), 264-275. doi:<https://doi.org/10.1016/j.chb.2012.09.003>
- Milgram, P., & Kishino, F. (1994). A Taxonomy of Mixed Reality Visual Displays. *IEICE Transactions on Information and Systems*, 77, 1321-1329.
- Noble, C. H., & Walker, B. A. (1997). Exploring the relationships among liminal transitions, symbolic consumption, and the extended self. *Psychology & Marketing*, 14(1), 29-47. doi:[https://doi.org/10.1002/\(SICI\)1520-6793\(199701\)14:1<29::AID-MAR3>3.0.CO;2-Q](https://doi.org/10.1002/(SICI)1520-6793(199701)14:1<29::AID-MAR3>3.0.CO;2-Q)
- Pantano, E., & Gandini, A. (2017). Exploring the forms of sociality mediated by innovative technologies in retail settings. *Computers in Human Behavior*, 77, 367-373. doi:<https://doi.org/10.1016/j.chb.2017.02.036>
- Rimal, R., & Real, K. (2005). How Behaviors are Influenced by Perceived Norms A Test of the Theory of Normative Social Behavior. *Communication Research - COMMUN RES*, 32, 389-414. doi:10.1177/0093650205275385
- Shahbaznezhad, H., Dolan, R., & Rashidirad, M. (2021). The Role of Social Media Content Format and Platform in Users' Engagement Behavior. *Journal of Interactive Marketing*, 53(1), 47-65. doi:10.1016/j.intmar.2020.05.001
- Tian, S., Cho, S. Y., Jia, X., Sun, R., & Tsai, W. S. (2023). Antecedents and outcomes of Generation Z consumers' contrastive and assimilative upward comparisons with social media influencers. *Journal of Product & Brand Management, ahead-of-print*(ahead-of-print). doi:10.1108/JPBM-02-2022-3879
- Venkatesh, V. (1999). Creation of Favourable User Perceptions: Exploring the Role of Intrinsic Motivation. *MIS Quarterly*, 23(2), 239-260.
- Verhulst, I., Woods, A., Whittaker, L., Bennett, J., & Dalton, P. (2021). Do VR and AR versions of an immersive cultural experience engender different user experiences? *Computers in Human Behavior*, 125, 106951. doi:<https://doi.org/10.1016/j.chb.2021.106951>
- Vyncke, P. (2002). Lifestyle Segmentation: From Attitudes, Interests and Opinions, to Values, Aesthetic Styles, Life Visions and Media Preferences. *European Journal of Communication*, 17(4), 445-463. doi:10.1177/02673231020170040301
- Wells, W. D., & Tigert, D. J. (1971). Activities, interests and opinions. *Journal of Advertising Research*, 11(4), 27-35.
- Yen, Y.-S., & Wu, F.-S. (2016). Predicting the adoption of mobile financial services: The impacts of perceived mobility and personal habit. *Computers in Human Behavior*, 65, 31-42. doi:<https://doi.org/10.1016/j.chb.2016.08.017>

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

