



## Master Thesis Offer

# Virtual Reality in Brick-And-Mortar Retail Stores

## Context

Emerging Spatial Computing Technologies, such as Augmented Reality (AR) and Virtual Reality (VR), are becoming increasingly prevalent. Consumers now engage with AR/VR for diverse purposes, spanning from educational applications to retail experiences. For instance, AR enables consumers to explore products conveniently from their homes by projecting virtual representations into their surroundings. Similarly, VR holds potential benefits for consumers, although its psychological impact remains less understood. Therefore, this project focuses on investigating the psychological aspects of VR usage within physical brick-and-mortar retail environments. Master's students involved in this research will explore questions such as: How do consumers perceive and think when using VR? Does VR influence product perception, and if so, how? What challenges do consumers face when using VR? The goal of this thesis is to provide insights into these questions and offer practical recommendations for the brick-and-mortar retail sector.

## About the project

The project has two main objectives:

*Firstly*, master's students will conduct 10-15 qualitative interviews to gain insight into how consumers assess

products in retail environments and discern the differences between virtual reality (VR) experiences and physical products.

*Secondly*, an experiment will be conducted in a brick-and-mortar setting, comparing consumer exploration of products in VR with their interaction with physical products.

This collaborative project involves a Swiss retailer and will validate relevant questions through both qualitative and quantitative methods.

## Major tasks include, but are not limited to:

- Review and synthesis of relevant literature and studies that we have already conducted
- Development of an independent research question and dedicated hypotheses
- Preparation and execution of interviews
- Preparation and execution of an experiment
- Data analysis and presentation of results

## Requirements

We are looking for 1-2 highly motivated students with analytical skills and an entrepreneurial mindset. A general interest in marketing and retailing, new consumer technologies, and the ability to work independently are required.

<b>Start:</b>	Anytime, as soon as possible
<b>Methodology:</b>	Qualitative & experimental research
<b>Duration:</b>	6 months

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