1st International Congress and Exhibition on
Sustainability in Music, Art,
Textile and Fashion (ICESMATF 2023)
January, 26-27 Madrid, SPAIN

ICESMATF 2023

The interaction and acceptability of potential fashion consumers in the use of virtual reality for fashion shows: a study with generation z

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Abstract

In recent years, virtual reality (VR) technology has been growing in various industries, including fashion. VR in fashion shows can revolutionize how consumers interact with fashion and how they experience fashion shows. As a reflection of social transformations, the fashion world follows the virtualization of social interactions, from developing personalized clothing for avatars to running fashion shows in a wholly digital environment. However, this human adaptability to different social contexts is conditioned to several things; among them, age directly influences this acceptance process of the virtual environment. Therefore, the acceptability of VR for fashion shows among potential fashion consumers, particularly Generation Z, is poorly understood. This study aimed to investigate the interaction and acceptability of potential fashion consumers in virtual reality for fashion shows, explicitly focusing on Generation Z. A survey was conducted with 66 Brazilian individuals from Generation Z. The survey aimed to assess the influence of fashion involvement, attitude, and cybersickness on the user's experience with virtual reality for fashion shows. We asked the survey participants about their agreement with statements related to their involvement with fashion, attitude towards virtual reality, symptoms of cybersickness, and demographic

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25

ICESMATF 2023

information such as age, gender, and income. The results of the study showed that involvement with fashion positively influences the attitude and experience with the use of virtual reality for watching fashion shows among Generation Z. Participants who reported higher levels of involvement with fashion also reported more positive attitudes towards virtual reality and better experiences with virtual reality for fashion shows. Additionally, the study found that Generation Z participants reported cybersickness symptoms, which can negatively influence the user experience. Furthermore, the study found that the attitude towards virtual reality for fashion shows was a significant predictor of the user experience. Participants with a more positive attitude towards virtual reality for fashion shows reported better experiences with virtual reality. In conclusion, this study contributes to the understanding of the interaction and acceptability of potential fashion consumers in the use of virtual reality for fashion shows, specifically among Generation Z. The results of this study can provide valuable insights for businesses and marketers in the fashion industry who are interested in incorporating virtual reality technology into their fashion shows, as well as for researchers interested in using virtual reality technology in the fashion industry. The study highlights the importance of understanding the potential fashion consumers' involvement and attitude towards virtual reality for fashion shows and the adverse effects of cybersickness in the user experience.

Keywords: virtual reality, fashion show, generation, user experience, metaverse.