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*“THE IMPACT OF 3-D ADVERTISING ON BRAND ATTITUDE AND
PURCHASE INTENTION: THE MEDITATING ROLE OF PRESENCE”*



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ABSTRACT

The technology advancement has transform the concept of virtual experience into the reality as it enable more intensity and different sensory online experience. A study was conducted to understand the mediated role of presence on the impact of 3D advertising on brand attitude and purchase intention. The result shows positive impact as the presence generated by 3D advertising has the element of interactivity and richness which in return play an important role in shaping the attitude toward brand and purchase intention. The result further highlight the importance of implementing the 3D advertising on immediate basis to have a competitive advantage. The technology has evolved enough that it enable to create a compelling virtual product experience which will result to improve the worth and value of a product.

Keyword:3-D advertising, virtual environment, virtual experience, presence, brand attitude, purchase intention and technology.

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