

360-Degree Video Advertising Environments: Investigating the Impact of Time-Sequenced Content Design on Brand Perception

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Abstract:

Integrating 360-degree video advertising with time-sequenced content strategies provides an effective approach to engaging consumers throughout their advertising journey. By delivering immersive and contextually relevant content consistently, brands can enhance consumer perception. The rise of 360-degree video advertising environments has introduced new possibilities for delivering immersive and interactive content to audiences. With this innovation, advertisers are faced with the challenge of optimizing content design to effectively engage users and communicate brand messages. These environments provide users with a unique opportunity to engage with content in a highly dynamic and personalized manner. However, a critical question arises: how does the design of time-sequenced short-form content impact brand perception. This research, aims to address this gap by examining how different content sequencing affects user interactions and brand outcomes. Specifically, it focuses on understanding the role attention guidance, and emotional engagement in shaping consumer experiences within immersive advertising settings. The study explores key aspects such as brand recall, perception, emotional connection, and engagement levels, providing valuable insights into the effectiveness of time-sequenced versus non-sequenced content in enhancing brand presence and user involvement. As immersive media continues to evolve, understanding these dynamics becomes crucial for advertisers seeking to maximize the impact of their campaigns. By delving into the interplay between content design and user experience, this research contributes both theoretical advancements and practical applications to the field of immersive advertising, guiding marketers in crafting more compelling and impactful brand interactions. The digital landscape of video advertising is rapidly evolving, with numerous advanced technologies emerging across various platforms as sophisticated media tools designed to captivate users and immerse them in advertising experiences. These innovations often rely heavily on granting users the freedom and autonomy to navigate such immersive advertising formats. Among these advancements, 360-degree video advertising presents a unique opportunity for brands to create engaging, interactive experiences that allow users to freely shape their journey within this advertising format and explore brand-associated content without constraints. Despite the numerous advantages of these technologies, the unrestricted user control within 360-degree advertisements may influence their perception of the brand and the contextual narrative of the advertising experience. This highlights the critical role of appropriate time-sequenced content design—a strategic approach where specific elements are revealed progressively over time. Such structured, time-sequenced content flows guide user attention within the immersive, multi-angled advertising environment, enhancing interaction rates and content engagement. This, in turn, can positively influence the user's response and perception of the brand.

Research Problem: 360-degree video advertising environments have emerged as a cutting-edge tool for delivering immersive and interactive experiences. However, there is a lack of empirical evidence on how time-sequenced short-form content within these environments impacts brand perception and user engagement. The challenge lies in identifying the optimal design strategies that enhance audience immersion while effectively communicating brand messages.

Research Objective: The primary objective of this study is to explore the effects of time-sequenced short-form content design on brand perception and user engagement within 360-degree video advertising environments. Specifically, the study aims to: Analyze the role of time-sequencing in guiding user attention and narrative flow. Evaluate the effectiveness of short-form content in maintaining viewer engagement. Assess the overall impact on brand awareness, recall, and emotional connection.

Research Hypotheses: H1: Participants exposed to 360-degree video ads with time-sequenced content will have significantly higher brand recall compared to those exposed to non-sequenced content. H2: Time-sequenced content in 360-degree video ads will result in a more positive change in brand perception compared to non-sequenced content. H3: Participants exposed to 360-degree video ads with time-sequenced content will report higher levels of emotional engagement (e.g., excitement, interest, connection) than those

exposed to non-sequenced content. H4: Time-sequenced content in 360-degree video ads will lead to higher engagement levels, measured by increased time spent viewing and interaction with ad elements, compared to non-sequenced content. H5: 360-degree video advertisements with chronological content have an effect on brand perception.

Research Significance

This study is significant as it addresses a gap in the existing literature on immersive advertising technologies. The findings will provide: Theoretical Contributions: Insights into the psychological and behavioral impacts of time-sequenced content in 360-degree video advertising. Practical Applications: Guidelines for advertisers and marketers to design more effective and engaging campaigns using innovative content strategies. Technological Relevance: Recommendations for leveraging advanced storytelling techniques in immersive media to maximize brand impact and consumer engagement.

Research Methodology: The research methodology follows an experimental research approach to study and examine the impact of time-sequenced short-form content design in 360-degree video advertising environments. The aim is to achieve a comprehensive understanding of user engagement levels and brand perception.

Results Comparison Results between Group One and Group Two: There were statistically significant differences between the mean scores of Group One and Group Two on the statements of the first section (Brand Recall) after exposure to 360-degree video advertisements. These differences were in favor of Group One, with t-values for the statements ranging from (4.57 – 28.27), all of which were statistically significant. Based on Table (4), its results, and Figure (9), the first research hypothesis is confirmed. : Comparison Results between Group One and Group Two: A significant difference was found between the average scores of Groups One and Two on section two (brand perception) after being exposed to 360-degree video advertisements, favoring Group One. The values of "t" ranged between (3.19 – 23.75), all of which are statistically significant.

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