

**I: What do you think about the guarantee of being able to recover the subscription in traditional cinemas if the immersive project does not take off? How would this awareness affect your decision to participate in an immersive cinema event?**

P2: I consider it an excellent safety net. It removes the fear of wasting money on something experimental. Knowing that, in the worst-case scenario, I would still have access to traditional cinema would make my decision to subscribe much more secure.

P3 responds rationally: "As a consumer, especially as a head of household, I consider this guarantee fundamental. Being an innovative service, we all perceive a risk, especially financially, as your service requires commitment. But in terms of expectations, we may expect much more than we actually feel when participating in your service. It's a form of protection that makes me feel respected as a customer and encourages me to try even more."

P4 emphasizes the psychological impact: "I think this guarantee really makes a difference. Often, we don't try new things not because we don't like them, but because we're afraid of wasting money. Considering there are four of us, the overall cost isn't insignificant. Knowing that, in any case, the subscription value remains usable gives us peace of mind and makes the decision much easier."

P7: "For me, it would have a strong positive impact. It creates a sense of safety and lowers the risk associated with trying something new. Especially as a first-time user, having the option to recover the subscription or switch to traditional cinema makes the experience feel much less risky. This reassurance could be decisive in my decision to participate, because it shows that the organizers care about user satisfaction and are prepared for possible issues."

P8: "This would be very reassuring for me. It reduces the perceived risk of trying something new, because I would know that my investment is not lost. It makes the decision to participate feel safer and more comfortable. Knowing that I could recover the subscription or use it in a traditional cinema would make me more open to experimenting with this innovative format, because there's a clear safety net in place."

P9: "I find this aspect extremely important. It signals to me that the company is both confident in their service and responsible toward customers. This kind of guarantee would significantly reduce my hesitation and increase my willingness to participate. Even if I had concerns about comfort or technical issues, knowing that there is a fallback option would make me feel more secure in trying the experience for the first time."