Understanding the Value-based Adoption of Virtual Reality in Tourism: Exploring the Role of Content Availability, Anticipated Regret and Task-Technology Fit

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Abstract

The current study examines the adoption of VR from the standpoint of consumer values, considering their assessment of the benefits and sacrifices. Further, the study included anticipated regret and content availability and examined how these affect the individuals' intention to adopt VR. A total of 406 valid responses were analysed using structural equation modelling. The findings indicate that perceived benefits have a stronger impact on perceived value than perceived sacrifices. Nonetheless, it was shown that the perceived telepresence had a major and positive impact on the perceived value of adopting VR. The results stated the importance of health risks having a negative influence on the perceived value of VR adoption. Additionally, anticipated regret and content availability are the two important drivers for VR adoption. The outcomes will help destination management agencies and various marketing companies to attract tourists using VR.

Subject Areas: *Consumer Behaviour, Diffusion of Innovations*

Track: Tourism Marketing