

Unveiling the virtual reality paradox: Why developing economies struggle to embrace?

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Cite as:

Bag Tanmoy, Choudhary Vikas, Mukherjee Srabanti (2024), Unveiling the virtual reality paradox: Why developing economies struggle to embrace?. *Proceedings of the European Marketing Academy*, (122630)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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Abstract

The integration of virtual reality (VR) into tourism has revolutionized the tourism industry, transforming the way tourists interact with destinations. This study aims to examine factors inhibiting the adoption of VR in developing economies through the lens of the value-based adoption model and expectation confirmation-disconfirmation theory. The study collected 292 responses selected randomly and examined through SEM using AMOS-29. The findings confirm that perceived value and satisfaction emerge as key predictors in the adoption of VR. This study provides recommendations to the department of tourism and tourism practitioners on enhancing perceived benefits and satisfaction, and reducing perceived sacrifices to attract tourists to visit destinations through the power of VR.

Subject Areas: *Consumer Behavior; Consumer Services; Customer Relationship Management and Customer Satisfaction; Customer Satisfaction and Delight; Technology, innovations, robotics*