

Adding a kick to virtual reality: Extending the acceptance model for VR hardware towards VR experiences

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Cite as:

Holdack Eric, Lurie-Stoyanov Katja (2020), Adding a kick to virtual reality: Extending the acceptance model for VR hardware towards VR experiences. *Proceedings of the European Marketing Academy*, 49th, (64343)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

VR glasses are an upcoming trend in the retail industry. However, little is known about the customer acceptance of VR experiences. Existent literature considers acceptance drivers for VR content and VR hardware separately, even though both elements affect technology acceptance inseparably and simultaneously. This paper extends the existing VR hardware acceptance model by elements assessing the perception of VR content. In particular, the resulting VR experience acceptance model (VR-XAM) incorporates perceived informativeness and perceived playfulness into a structural equation model to predict the attitude and usage intention towards VR glasses. The results show that companies should primarily focus on playful elements when implementing VR experiences into their retail landscape. This study extends the understanding of technology acceptance and provides useful implications for the development of VR applications in retail.

Keywords: *Virtual Reality (VR); Technology acceptance model (TAM); Retail*

Track: Retailing & Omni-Channel Management