

Immersed in Experiential Consumption through Virtual Reality: How Virtual Reality Amplifies Aesthetic Experience through a Sense of Agency and Narrative Transportation

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Abstract

This study explores factors shaping experiential consumption in Virtual Reality (VR), focusing on the mediating roles of sense of agency and narrative transportation. VR's positive impact on aesthetic experience is investigated, with Affinity for Technology Interaction (ATI) and hedonic motivation as moderators. Study 1 reveals that elevated ATI establishes pathways from sense of agency to immersion, and robust hedonic motivation links narrative transportation to immersion. Elevated ATI correlates with increased sense of agency, and heightened hedonic motivation amplifies narrative transportation, contributing significantly to immersion. Study 2 validates and reinforces these findings, emphasizing immersion's pivotal role in enhancing aesthetic experiences in VR. For individuals with high ATI, augmented sense of agency positively influences immersion, impacting aesthetic experiences. Increased hedonic motivation intensifies narrative transportation, positively influencing immersion and enhancing aesthetic experiences.

Subject Areas: *Consumer Behaviour*

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