Future intention to use Metaverse with VR headsets: Integrating self-determination theory and theory of planned behaviour

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Abstract

The adoption of Metaverse platforms remains limited, with diverse user experiences posing challenges for consistent sampling in research. Most studies frequently combine data from users interacting with the Metaverse through different devices or from potential users; however, these samples are often unreliable. Conversely, this study concentrates solely on active users who interact with the Metaverse using VR headsets, employing a combined framework of self-determination theory and the theory of planned behaviour to assess intentions for future use. Results indicate that attitude and perceived behavioural control fully mediate the impact of autonomous motivation on future use intentions. Key contributions include: (1) combining SDT and TPB to better understand the drivers of VR Metaverse usage, (2) broadening the applicability of these theories in technology adoption research, and (3) offering valuable guidance for Metaverse service providers to strengthen customer loyalty.