

The devil's avatar wears Prada: a consumption values' perspective on purchase intention in immersive environments

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Abstract

The widespread adoption of technologies has deeply influenced the marketing strategies in the field of fashion. Technological advancements such as augmented reality and virtual reality provide fashion brands with useful instruments to engage consumers and create immersive experiences for them. Among these innovative tools, we find the metaverse. However, to date, the existing literature has yet to focus on what influences the purchase intention in these fully immersive environments. To answer this question, a survey with 418 participants was undertaken. Data were analyzed using structural equation modeling. The mediating role of attitude was also tested. The results imply that personification, hedonism, and personal beliefs predict purchase intention in metaverse environments. Mediation analysis further reveals that the strength of the relationship between personal beliefs and purchase intention, as well as between hedonism and purchase intention, is mediated by users' attitude toward the metaverse.

Keywords

Metaverse, Consumption values, Purchase intention

Track

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