

# From Skepticism to Acceptance: Exploring the Psychological Barriers and Motivations to Metaverse Adoption

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## **Abstract**

The metaverse is a new digital frontier that has attracted significant interest from businesses in various sectors, including marketing. The objective of this study is to examine the drivers and barriers of intention to use metaverse based on the UTAUT Model considering the skepticism. To achieve this objective, a PLS-SEM analysis was employed with the information provided by 952 respondents collected through an online survey. In broad terms, the results from this study contribute to the advancement of scientific literature regarding one of the factors influencing the metaverse adoption by future users.

**Subject Areas:** *Consumer Behavior; Diffusion of Innovations; Marketing Strategy*