

ABSTRACT

The development of mobile technology and the internet changes the way in which consumers collect information about destinations. One such technology is virtual reality (VR), which provides consumers more in-depth information about a destination by deep diving into it. Previous studies in VR have considered consumers as technology users. The present work considers the VR adoption in experiencing the destination and acquiring information about it from the consumers' value perspective. Hence, the present study examines the adoption of VR by postulating a comprehensive framework that includes perceived benefits (usefulness, novelty, social image, telepresence and enjoyment), sacrifices (complexity, health risk, physical risk and cost) and perceived value. It also integrates content availability, anticipated regret, task-technology fit, attitude and wearing comfort and postulated a comprehensive research framework. Past research in VR is primarily focused on the consumers of the developed nation. But how the consumers of the developing nations perceive VR adoption and its use for such a purpose is still unknown. The present research considers Indian travelers. The hypothesized research model was tested through structural equation modeling using the responses of 406 Indian travelers. The outcomes of the study revealed that perceived telepresence and perceived usefulness of VR were observed to have a strong positive influence on individuals' perceived value. However, the perceived health risk and the physical risk were the major sacrifices influencing individuals' perceived value. Interestingly, the perceived cost of using VR was not found a significant determinant of perceived value. Further, the notable impact of anticipated regret, content availability, self-efficacy and attitude was observed on VR adoption for destination experience. Surprisingly, subjective norm and wearing comfort were not significantly influencing the intention to adopt VR. Subsequently, the VR adoption intention for experiencing a destination was observed to exert a strong and vital effect on destination visit intention. The outcomes of the study will help the Ministry of Tourism and tourism companies to attract more tourists through the power of VR. The marketers can utilize the results of the study and should focus on enhancing the benefits and reducing the sacrifices perceived by the consumers concerning the use of VR.

Keywords: Virtual Reality, Telepresence, Perceived Novelty, Task-Technology Fit, Perceived Health Risk, Anticipated Regret, Content Availability, Value-based Adoption