The effects of experience on participation intention of virtual reality leisure activities

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ABSTRACT

Leisure activities play an important role in the life satisfaction, mental health, and quality of life of elderly people, especially for elderly people. Owing to the decline in physiological functions and reduced mobility, the elderly have considerably more difficulty participating in activities. However, because of the advances in modern technology, virtual reality has become an alternative for leisure and recreation. People are no longer subject to the constraints of the outdoor environment. They can experience the pleasure of leisure activities indoors.

In this study, the antecedents of elderly people's behavioral intentions of virtual reality leisure activities were studied. This study proposes a new experience model with experience value as a mediating variable. 550 questionnaires were distributed and 495 effective samples were collected. Each respondent experienced the activities for ten weeks.

The results show that experience value is not only able to effectively predict behavioral intentions (including purchases and ongoing participation), but it is also a mediating variable in the relationship between experience quality and behavioral intentions. These findings support the importance of giving users a satisfaction experience advocated in the literature on the experience economy.

This study also shows that experience seeking and experience quality both have a significant positive relationship with experience value, and that experience value in turn influences behavioral intentions, providing empirical support for the conceptualization of virtual reality leisure activity for elderly people.

Keywords: virtual reality, experience quality, experience seeking, experience value

REFERENCES