

Virtual Reality: The Influence of Presence on Accommodation Booking

Completed Research Paper

Wanxian Zeng, Alex Richardson

Abstract

The sudden rise and fall in popularity of Virtual Reality (VR) for e-commerce (e.g., eBay-Myer VR Department Store and Alibaba VR Buy+) implies the need for a better understanding of its effectiveness for product and service presentation. Although conventional presentation formats (i.e. text, photos and videos) are frequently investigated in information systems research, few studies address immersive formats that go beyond simple 2D and non-immersive 3D presentation. This research investigates the application of VR in the online accommodation booking context to convey a convincing virtual environment to participants and uses a phenomenological analysis of qualitative data collected from interviews with 25 potential users of VR accommodation booking applications. The findings inform the development of a theoretical model of the relationships between concrete design options of a virtual environment, hardware affordance, presence and the influence of virtual experience, thereby providing a guideline for creating experience-centric services.

Keywords: Virtual Reality, Immersive Systems, Presence