

Examining the Impact of Virtual Reality on Customers` Purchase Intention: the Mediating Role of Customer Experience

By

Ayat AlSayed Mahmoud

Supervisor

Dr. Mohammed Lutfi Ashour

Co-Supervisor

Dr. Mahmoud Saleh Allan

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Abstract

This study aims to examine the impact of virtual reality (VR) on customer's purchase intention. The significance of the study stems from the contribution it adds to marketing literature through introducing new variables, since it focuses on the psychological factor (i.e., the customer experience) which is approached as a mediator variable.

Consequently, a proposed conceptual model was developed which is based on Construal Level Theory (CLT) to explore how VR affects purchase intention of customers through the psychological effect of the virtual reality experience.

In this study, a descriptive and analytical approach was employed, which is commonly used in applied and marketing human studies.

The study used an online questionnaire to collect data from individuals who had experience using virtual reality technologies. Also, it adopted the purposive and convenience sampling technique targeting customers who had an experience with virtual reality platforms in Jordan. Hence, a total of usable 345 questionnaires were retrieved from respondents. Also, the samples partial least squares-structural equation modelling (PLS-SEM 4) was used for data analysis,

Empirical results indicated that virtual reality provides an engaging and realistic experience that facilitates and enhances the purchasing process in various ways. The positive impact of the customer's experience in the use of virtual reality to increase purchasing intention. Moreover, the realistic and interactive product experience in the virtual store enhances emotional and cognitive engagement for customers, leading to increased purchasing behavior.

Further research is recommended to gain deeper insights into the impact of virtual reality stores on consumer behavior, as well as their implications for the market and e-commerce.

Keywords: Virtual reality, Psychological distance, Construal level theory, Customer experience, Purchase intention.