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Virtual Reality, a New Channel in Sports Consumption

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ABSTRACT

The purpose of this study is (1) to determine factors that affect virtual reality adoption by sports fans, and (2) to evaluate consumer expectations related to the introduction of virtual reality. Based on the Technology Acceptance Model, modified for the purpose of this study, it was predicted that sports related information consumption via different media will affect consumer expectations of sports related information accessibility after adoption. Further, attitudes toward virtual reality were predicted to positively affect the likelihood of adoption. Results suggest that attitude toward virtual reality, frequency of sports related information consumption, and expected improvements to information consumption after the technology is introduced, positively affect adoption. The findings encourage adoption of a new channel, as it is likely to improve the sports fan's experience related to information seeking and sports service consumption.

Dr. Ania Izabela Rynarzewska is an Assistant Professor in Sports Marketing and Analytics at Mercer University. She teaches consumer behavior, social media marketing, research methods and analytics courses in Stetson School of Business and Economics.

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