A Study of the Effect of Telepresence on Customer's Purchasing Intention in Bed and Breakfasts

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ABSTRACT

Travel is part of people's lives. In addition to day trip, tourists will choose to stay. Bed & Breakfast (B&B) can let people feel warm and comfortable, making them relax. When travelers go to scenic areas, they will choose B&B to stay. Then, more and more B&Bs face competition issues. How to use low-cost to break the fierce competition? Operating the B&B website is very important. How to let the websites show B&B’s characteristics and comfortable environment to attract tourists is an important and difficult issue for B&B operators. This study uses virtual reality to investigate whether tourists’ purchasing intention is affected by the distance presence of different levels of B&B Website Design. It also considers the different visitors' involvement levels. Therefore, this research uses a (2*3) factorial experiment design. The experiment involves 310 undergraduate students. The results include:

1. B&B websites’ presence significantly affects tourists’ purchasing intention.
2. The involvement of B&B tourists significantly affects tourists’ purchasing intention.
3. The B&B websites’ presence and involvement of B&B tourists have interaction. Therefore, B&B operators should improve the presence of websites to improve the customer’s purchasing intention, especially during different seasons.

Keywords: B&B, involvement, virtual reality, purchase intention

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