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, tourist will chose to stay. B&B that can let people feel warm and comfortable, it makes them relax. When travelers going to scenic area, they always chose B&B to stay. Then, more and more B&Bs have 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 using virtual reality to investigate whether travelers purchasing intention by the distance presence of different levels of B&B Website Design. And considering the different visitors' involvement level. Therefore, this research using (2*3) factorial experiment design. Experiment via 310 undergraduate students. The results including: (1) B&B websites' presence significant impact the travelers' purchasing intention. (2)The involvement of B&B of travelers significant impact the travelers' purchasing intention. (3) The B&B websites' presence and involvement of B&B of travelers have interaction. So, the B&B's operators should improve the presence of website to improve the customer's purchasing intention, especially the change of presence of different seasons.

Keywords : B & B　involvement　virtual reality　purchase intention

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