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EXPLORING INDIVIDUAL'S ATTITUDES TOWARD METAVERSE THE ROLE OF HEDONIC AND UTILITARIAN VALUES

Abstract:

The metaverse represents one of the most significant innovations nowadays, offering a multitude of potential avenues for future advancement across a range of domains. As the metaverse is a novel and emerging technology, its utilization is currently limited. However, as the adaptation of individuals to new technologies increases, their tendency to use the metaverse will increase. Therefore, it is crucial to investigate their attitudes towards the metaverse. Furthermore, value perceptions exert a considerable influence on consumers' attitudes. Hedonic and utilitarian values have a profound impact on consumers' attitudes towards new technologies and artificial intelligence devices. In this regard, this study aims to examine the factors that influence individuals' attitudes toward the metaverse and their intentions toward word-of-mouth. The data collected from 222 participants through a questionnaire was analyzed using Smart PLS. According to the results, individuals' hedonic and utilitarian values towards the metaverse have a positive effect on their attitudes. Individuals' attitudes towards the metaverse also have a positive effect on their intentions to word-of-mouth. In addition, the attitudes of individuals towards the metaverse mediate the relationship between hedonic value and utilitarian value and their intentions to word-of-mouth. This study provides insights that will advance the emerging field of research through its theoretical and practical contributions. In addition to the theoretical contributions, this study provides valuable information to guide metaverse entrepreneurs, managers, and service providers in terms of identifying the factors that influence individuals' attitudes toward the utilization of the metaverse.

Keywords:

Metaverse, Attitudes, Hedonic Value, Utilitarian Value, WOM

JEL Classification: M31, M00, M19