

INFLUENCIA DE LA EXPERIENCIA DE COMPRA EN LAS INTENCIONES DEL CONSUMIDOR EN UNA TIENDA EN REALIDAD VIRTUAL

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RESUMEN

La implementación de la realidad virtual en el comercio minorista está en crecimiento ya que ayuda a mejorar la experiencia de compra y el posicionamiento de las empresas. Su desarrollo requiere profundizar en el conocimiento de la experiencia del usuario y en sus consecuencias. El objetivo de esta investigación es conocer la experiencia de compra del consumidor en una tienda en realidad virtual (RV), el sentido de presencia y su influencia en la actitud y en las intenciones del consumidor. Para evaluar el modelo propuesto se diseñó un supermercado en RV y se realizó un experimento de laboratorio. El análisis de los datos recogidos de una encuesta a 122 participantes permite conocer las principales dimensiones de la experiencia del consumidor, el papel del sentido de presencia, y sus efectos en las intenciones de compra y de recomendación.

Palabras clave:

Realidad Virtual; Experiencia del Consumidor; Intenciones de Comportamiento; Sentido de Presencia; Actitud; Comercio.

ABSTRACT

The implementation of virtual reality in retail is growing as it helps improve the shopping experience and positioning of companies. Its development requires a deeper understanding of the user experience and its consequences. The objective of this research is to understand the consumer shopping experience in a virtual reality (VR) store, the sense of presence and its influence on consumer attitude and intentions. To evaluate the proposed model, a VR supermarket was designed, and a laboratory experiment was conducted. The analysis of data collected from a survey of 122 participants provides insight into the main dimensions of consumer experience, the role of the sense of presence, and its effects on purchase and recommendation intentions.

Keywords:

Virtual Reality; Customer Experience; Behavioral Intentions; Sense of Presence; Attitude; Retail.

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