

TO INVESTIGATE THE EFFECT OF PERCEIVED ENJOYMENT OF IMMERSIVE 360-DEGREE VIDEOS ON BEHAVIORAL INTENTIONS IN TOURISM MARKETING

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Abstract

The growth in the tourism sector calls for new and innovative ways to attract customers towards each country and tourist destination. One such tool is 360° Virtual Reality (VR) Video, which is all about taking users to a place thousands of miles away from their home while sitting in the comfort of their house and allow them to enjoy it as if they are sitting right there. This study investigated the influence of perceived enjoyment of immersive 360-degree videos on behavioral intentions in tourism marketing. The type of data used is quantitative and collected with the help of a questionnaire through cross-sectional methods. Previous studies have confirmed that being in the virtual environment increases enjoyment and increases the feeling of being there, which creates positive feelings towards a destination, influencing positive visit intention. The study population consists of both male and female gender around the age of 18-65, who have a keen interest in tourism of Pakistan and plans to visit any Pakistan tourist destination within coming one year; non-probability sampling is used through purposive sampling. Product Moment Correlation analysis is used to closeness the relationship between two variables and determine the direction of the relationship. This study revealed that the perceived enjoyment of immersive 360-degree videos could positively influence behavioral intentions to visit a tourist destination; the correlation coefficient value is 0.446, which shows a strong relationship between both variables.

Keywords: Perceived Enjoyment of Immersive, 360-degree Videos, Behavioral Intentions, Tourism

1. INTRODUCTION

Tourism industry serves as a strong pillar for the country's economy, especially if a country is blessed with scenic location, breath taking landscapes and rich culture. According to Hartwell, (2016) the tourism industry has a strong economic impact on many countries throughout the world. Tourism marketing is one of the most important areas for research in this sector. Tourism marketing as a concept comprises of two terms, namely, tourism and marketing. Tourism is an important social experience that includes people's movement from and to, and their temporary stay at places away from their usual residents (Chang & Katrichis, 2016). While marketing is a "management process for identifying, anticipating and satisfying customer requirements and profitably (Sharpley & Pearce, 2007).

The growth in the tourism sector calls for new and innovative ways to attract customers towards each country and tourist destination. The importance of E-marketing is continuously growing, specifically in the tourism sector (Hvass & Munar, 2012). Similarly, the marketing landscape is changing, new technologies are reshaping the marketing industry, and new possibilities are being created for all types of industries. These unique marketing opportunities and solutions will generate more revenue for the business and, at the same time, create a more enjoyable and entertaining platform for customers through equally convenient and pleasant mediums. Technology can play a

significant role in the tourism industry. Success in the tourism sector is dependent on the infusion of technology in tourism. With the increase of globalization and advancement, a potential traveler can receive any information anywhere at any time with a maximum level of convenience. Integration of Information and Communication Technology (ICT) in tourism has become essential for the success of tourism (Bethapudi & business, 2013).

Moreover, many studies conducted in the past examine that the use of technology and online tourism marketing is intended to equip potential tourists with the required information and provide them a better experience of the tourist destination to convince them to travel (Cho, Wang, Fesenmaier, & Marketing, 2002; Sigala, 2007).

According to Jens Gudacker (Gudacker) 2016 article, Immersive 360-degree videos, such technology creates a mesmerizing experience for users; they are immersive video recordings where a multi-directional view is recorded at the same time, an Omni-directional camera or a collection of cameras is used for shooting. 360° Virtual Reality (VR) Video is all about taking users to a place thousands of miles away from their home while sitting in the comfort of their house and allow them to enjoy it as if they are sitting right there. 360° videos can be used on their phones either through clicking, dragging or moving their phone or computer mouse to explore 360-degree views of a certain place while being immersed in the content. This experience is especially beneficial for tourism marketing, which is all about promising a destination's beauty. Imagine you are stung on top of the mountain and enjoying a full 360-degree view of the valley beneath.

Previous studies have confirmed that being in the virtual environment increases enjoyment and increases the feeling of being there, which creates positive feelings towards a destination, influencing positive visit intention (Tussyadiah, Wang, Jung, & tom Dieck, 2018). Similarly, other researchers have applied the Technology Acceptance Model for integrating Virtual reality in travel planning to check its acceptance with the help of (Davis, 1985) core constructs, i.e., Perceived Usefulness and Perceived Ease of Use for this purpose (Disztinger, Schlögl, & Groth, 2017). Therefore, in the current study, the researcher will investigate the influence of perceived enjoyment of immersive 360-degree videos on behavioral intentions in tourism marketing?

OBJECTIVES

- This paper aims to find out the influence of perceived enjoyment of immersive 360-degree videos on behavioral intentions in tourism marketing.

2. LITERATURE REVIEW

2.1 30 DEGREE VIDEOS

An immersive experience of 360-degree videos offers huge potential to provide more captivating and attractive experiential solutions for marketers, especially in the tourism industry, when experienced through VR headsets. The popularity of such videos increased many folds after the introduction of cheap headsets in the market that offers a wide field of view (FoV) and better display in multi directions. These headsets enable people to choose a FOV of their choice, which provides a real-life experience. As a viewer, you are not bound to directors cut and angles; you are free to look where you want, which gives you more control and freedom (Argyriou, Economou, Bouki, & Computing, 2020).

The increasing popularity of these new types of videos is evident because the social media giants started providing support for 360-degree videos, starting from YouTube in 2015 and later Facebook. Not just on their website and mobile apps, but special Oculus applications are also developed by both companies (Argyriou, et al., 2020). "Machine of Ultimate Empathy" is another

name given to 360 360-degree videos, the reason being its interactive characteristics, beautiful imagery, and a sound that changes with every direction you look into. Means offer a completely interactive, immersive experience for a tourist to experience it as if he is present there (Myrow, 2016).

This is also astonishing to know that by 2017, a business that opted for 360-degree videos as one of their marketing and advertising campaigns to attract more target audiences was “86 %”, which is a huge number. Top-notch Vehicle manufacturing companies such as Mercedes-Benz, BMW and Hyundai etc. has also shifted its marketing campaigns towards 360-degree videos to share new and unique features of their cars while also engaging in simulated car driving (Feng, Xie, & Lou, 2019).

Moreover, past research that compared the viewership of 360-degree videos with that of other forms of advertising found that this new form of videos generates 29% more viewership than that of others. And when this comparison was made based on consumer intention to buy the goods being advertised, 360-degree videos garnered 7 % higher purchase intentions in Smartphone purchases. It also strengthens consumer belief that this brand has a unique story to tell (Forer, 2018). Compared to traditional video ads, 360-degree video ads drive 7% higher purchase intent on smart phones and a 12% increase in the belief that a brand has a unique story to tell (Feng, et al., 2019). According to Huang, 2017 research, which explored the best sectors for using 360-degree videos, found traveling is one of the top categories; for example, expedia.com, A travel-related website, can make visitors experience the ocean and forest cliffs of Australia through 360-degree videos in a panoramic form.

2.2 360-DEGREE VIDEOS IN TOURISM

Another study conducted by Pestek and Sarvan (2020) explores new opportunities for the tourism industry by involving Virtual reality or 360-degree videos in their marketing campaigns to fulfill the requirements of futuristic tourists. 360-degree videos are considered important advancements in the field of Information and Communication Technology (ICT); it impacted many industries. Still, one such industry on which it has a great impact is tourism. This new technology offers unbounded potentials for Virtual tourism to real-life tourist destinations. Previous literature shows this technology's capability to simulate real-life contexts and situations in tourists both for marketing purposes or virtual tours. Some even considered it a substitute for actual traveling for people who cannot do it in reality. Still, in any case, 360-degree videos are considered a powerful medium for meeting various tourist needs.

In this fast-changing technological and marketing environment, organizations related to the tourism industry need to be more future-oriented and equip them to adopt technologies that benefit them. This integration of virtual reality in tourism is considered smart tourism to understand tourist destinations better. This way, people who aim to travel can experience the place in advance and check out all the local tourist spots if provided in an easy to use interactive way. This will also help them plan their tour more efficiently in terms of activities, time management and overall trip planning (Pestek & Sarvan, 2020).

360-degree video and Virtual reality will keep evolving and advancing, and in the process, it will provide wonderful opportunities for the tourism industry. The industry needs to be ready to take advantage of it to ensure growth in business. There might be certain limitations and issues, but the future will help us understand it better, which will teach us how to utilize it most effectively and efficiently. The technology has the potential to drastically change the shape of the tourism industry in terms of the efficient fulfillment of tourist requirements and experiences (Pestek & Sarvan, 2020).

Visual imagery is an integral part of tourism marketing campaigns; the intangible nature of tourism makes it even more important to continuously innovate the campaigns' visual elements to project a better destination image. The advent of virtual reality and advancement in the field created many opportunities for tourism marketing because of the wide variety of its benefits such as immersive sensory involvement and emotional attachment (Aziz, Zainol, & Marketing, 2011; Griffin et al., 2017).

360-degree videos, due to its novelty appeal, are an effective way to capture potential tourist attention, provide the required information, spread awareness regarding the place and also motivate them to travel to an advertised destination; these are valuable opportunities for tourism marketing companies, which can use this technology for better marketing campaigns. Still, its use depends on the type of message, how the audience is the type of message and how the audience is targeted with marketing messages in a specific market (Huang, Backman, Backman, & Moore, 2013). Marketing a tourist destination through 360-degree VR videos is concerned about awareness and experience, stimulation, decision-making, attachment, and evaluation (Guo, Barnes, & Management, 2011; Jung, tom Dieck, Moorhouse, & tom Dieck, 2017; Neuburger, Beck, & Egger, 2018; Wu, Weng, & Xue, 2016).

2.3 PERCEIVED ENJOYMENT

The role of perceived enjoyment also knows that hedonic motivation is very important from the perspective of new technology use and its acceptance. It is defined as "the excitement or fun that a person derives from the technology" (Brown & Venkatesh, 2005; Collier & Barnes, 2015; Rosenbaum & Wong, 2015; Van der Heijden, 2004). Venkatesh, in 2012 worked for the extension of the unified theory of usage intention and technology acceptance in connection to consumer behavior by adding hedonic motivation as a key factor to determine its effect on the use and acceptance of a certain technology (Venkatesh, Thong, & Xu, 2012). The results of the research showed that perceived enjoyment (Hedonic Motivation) is a very influential factor and an important determinant of Behavior intentions; in fact, its significance was found to be even more than that of perceived usefulness (Performance expectancy) (Joe, Kim, Zemke, & Administration, 2020).

Several other researchers, who conducted further research in psychology and behavioral sciences, believed that enjoyment is potentially a very important factor in terms of technology acceptance by functioning as an explanatory variable (Azjen, 1980; Collier & Barnes, 2015; Klonglan & Coward, 1970). One specific research conducted by Dabholkar and Bagozzi (2002) concluded that enjoyment serves as a driver for certain attitudes in accepting novel technologies. Collier and Barnes (2015) believed that when a person is enjoying and having while performing an activity, they will be more prone to adopting and accepting it. Therefore, in understanding 360-degree video acceptance in tourism marketing through social media, perceived enjoyment is added as one of the variables (Dabholkar & Bagozzi, 2002).

Azjen (1980), in their research, discussed the importance of emotional experiences that can result in both negative and positive beliefs towards a technology that can affect the user's intentions to use it. Many studies have tried to understand the effect of emotion on customers' behaviors; in technology-related research, the main emotion discussed is perceived enjoyment (Azjen, 1980).

Davis, Bagozzi and Warshaw, (1992), conducting a study on personal computers, concluded Perceived enjoyment as the motivator in influencing users' behavioral intentions (Davis, et al., 1992). Teo and Lim (1997) found the same while researching the use of the internet, that perceived enjoyment plays a key role in intention to use. A study related to mobile data services conducted by

In Hong & Tam's in 2006 found perceived enjoyment as the strongest factor in explaining behavioral intention (Teo & Lim, 1997).

Moon, Kim and Management (2001) and Van der Heijden (2004), in their respective researches, consider one other variable as important in shaping intentions; the Variable they considered was perceived enjoyment. Furthermore, their study concluded that perceived enjoyment affects both Behavioral intentions and the attitude of the consumer towards a system. In their respective studies, Kim, Fesenmaier and Johnson (2013) discussed the continuous development and expansion of social media and development in a technology role in the tourism sector and ways to integrate them. They have examined social media use by tourists for planning and searching for destinations on Facebook and YouTube.

3. RESEARCH METHODOLOGY

Based on the type of data used in this study, this type of research is quantitative. (Sugiyono, 2012) states that quantitative methods can be interpreted as research methods that are based on a positivist philosophy used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing hypotheses that have been set. Shortened by Sugiyono (2012), called quantitative because of research data in numbers and analysis using statistics. According to the level of exploration, this type of research is associative, according to Sugiyono (2012), explaining that associative research aims to determine the relationship between two or more variables.

3.1 POPULATION

Sekaran (2000) explained the importance of a correct mixture of respondents for conducting a research study, from an evidence drawing and outcome perspective. According to the author, Population is the set of an entire group of objects, individuals and events in which researcher is interested and want to study (Sekaran, 2000)The population of the study will consist of both male and female gender who are around the age of 18-65, who have a keen interest in tourism of Pakistan and plans to visit any tourist destination of Pakistan within coming one year, with an active social media presence on youtube or Facebook.

3.2 SAMPLING

Luecken and Gallo (2008), explaining the sample stated that generalization is one of the key goals of quantitative research because it is nearly impossible for a researcher to use whole populations. Therefore inferences are drawn to get population information and then a subgroup is selected from the population that becomes the sample of the study. There are two types of sampling techniques, Probability Sampling and Non- Probability Sampling (Polit & Beck, 2004).

For this study, non-probability sampling will be used through purposive sampling; three screening questions will be used to judge the qualification of the potential respondent. 1) Are you interested in tourism destinations in Pakistan? 2) Do you have an active social media presence? 3) Do you have plans to visit any of Pakistan tourism destinations in the next 12 months? A simple dichotomous scale of Yes and No will be used for all screening questions. Also, the participation of both gender and different age groups will be ensured.

3.3 DATA COLLECTION

(Polit & Beck, 2004) define data as information obtained in the course of a study. Primary data required for this research will be collected through questionnaires. The data collection instrument for this study will be questionnaires, which will be adopted from previous research; a total

of 52 questionnaires were distributed for this purpose. Primary data was collected with the help of questionnaires. For the purpose of Behavioral intention, Kim, Lee and Jung, (2020) paper Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model questionnaire is adapted and modified. For the purpose of perceived Enjoyment, Kim *et al.*, (2020) paper Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model questionnaire perceived enjoyment section is adapted and modified as per this study by using Likert scale (1932) from strongly disagree to strongly agree.

4. DATA ANALYSIS

Regression is used to forecast how far Y's value (dependent variable: behavioral intentions in tourism marketing) if X (independent variable: perceived enjoyment of immersive 360-degree videos) is altered. Sugiyono (2012) Regression analysis is used to make predictions about how changes in the value of the dependent variable when rising independent variables are increased or decreased in value. The formula of linear regression analysis is as follows: $\hat{Y} = a + bX$ \hat{Y} = Subjects in the dependent variable are predicted a = Price Y if X = 0 (constant price) Numbers of directions or regression coefficients, which indicate the number of increases or decreases in the dependent variable based on independent variables. If b (+) then goes up, and if (-) there is a decrease X = Subjects on independent variables that have certain values

CORRELATION

Product Moment Correlation analysis is used to closeness the relationship between two variables and determine the direction of the relationship. This study used Pearson product-moment correlation analysis because it uses interval scale data. Pearson product-moment correlation uses the criterion that the correlation value (r) ranges from 1 to -1; the value gets closer to 1 or -1, meaning the relationship between the two variables gets stronger. In contrast, the value close to 0 means the relationship between the two variables is getting weaker. Positive values show a directional relationship (X rises then Y rises), and a negative value indicates a relationship (X rises then Y drops).

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Behavioral intentions	Std. Error	Beta		
(Constant)	1.151	.223		5.153	.000
Perceived Enjoyment	.480	.136	.446	3.521	.001

In other words, a constant of 1.151 if there is no influence from perceived enjoyment on behavioral intention, then the big decision to visit a tourist destination is 0.4806. The value of b is positive, indicating that the relationship between positive variables. This means that if X rises in value by one unit, then Y will increase by 0.4806.

		a	B
A	Pearson Correlation	1	.446**
	Sig. (2-tailed)		.001
	N	52	52
B	Pearson Correlation	.446**	1
	Sig. (2-tailed)	.001	
	N	52	52

** . Correlation is significant at the 0.01 level (2-tailed).

5. DISCUSSION AND CONCLUSION

The phenomenal development of new technology, 360-degree videos are emerging as innovative marketing, because it provides the unique opportunity to tourists of experiencing a destination beforehand, which makes it a wonderful marketing tool specifically for destination marketers especially the enjoyment aspect of such videos because tourism is a leisure activity and enjoyment is a key part of this experience. This study examined the affective response I-e Perceived enjoyment of 360-degree videos of a tourist destination in behavioral intention to visit the tourist destination.

Based on the data above, it can be seen that the correlation coefficient value is 0.446. Based on (Sugiyono, 2012), the interpretation of the relationship between the two variables belongs to the strong category. This study revealed that the perceived enjoyment of immersive 360-degree videos could influence behavioral intentions to visit a tourist destination. The majority of the respondent showed a positive response to visiting a tourist destination after enjoying immersive 360-degree videos of a tourist destination. Regarding the limitations of this study, the small sample size was one of the limitations that need to be acknowledged. Hence, the findings may not represent the overall sentiments of the tourist community. Future researchers are encouraged to expand the sample size and understand listing travelers who travel more frequently with those who travel less frequently. or non-frequent travelers. It is to make sure people are interested in traveling or only one time when visiting a tourist destination. It is better to see interactive, immersive 360-degree video or application augmented reality within 360-degree videos in further research.

Although this paper's results provide relevant results and contributions, this research has limitations that suggest future study directions. Because the current research model tested 360-degree videos on tourists in Pakistan, future studies may need to apply this model to other countries to make it generalized and to determine either cultural dissimilarity exists or not. Future researchers could also examine the differences and similarities between people who visited the destination depicted in 360-degree video content and those who did not visit the destination shown in 360-degree video.

Future studies may also examine visitors' personalities and help understand visitors' behavior based on personal traits. Furthermore, future studies can use augmented reality and virtual reality to understand the benefits that AR can offer to the tourism industry infusion with 360-degree videos.

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