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## The effect of information presentation modes on customers' responses in the context of internet tourism marketing

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Virtual reality (VR) is a computer-mediated simulation to communicate vicarious experience to customers when promoting attractions. To enhance our understanding of the role that VR plays in tourism management, this study aimed to examine the relationships between information presentation modes (VR vs. picture), emotions (pleasure and arousal), and customers' responses (AIDA: attention, interest, desire, and action) in the context of Internet tourism marketing. The results indicated that compared with the picture mode, the VR mode had superior effects on customers' responses. Additionally, arousal was found to moderate the effect of information presentation modes on customers' AIDA responses. Specifically, high arousal customers had stronger AIDA responses in the VR mode than in the picture mode. However, the stronger effects of the VR mode on customers' AIDA responses disappeared in the low arousal group. The findings of this study provide several important theoretical and practical implications for Internet tourism marketing.

### Biography

Yi-Shun Wang is a Professor in the Department of Information Management at National Changhua University of Education, Taiwan. He received his Ph.D. in MIS from National Chengchi University, Taiwan. His current research interests include IT/IS adoption strategies, IS success models, customer relationship management, knowledge management, and e-learning. He has published in journals such as *Academy of Management Learning and Education*, *Information Systems Journal*, *International Journal of Information Management*, *Information & Management*, *Government Information Quarterly*, *British Journal of Educational Technology*, *Computers & Education*, among others.

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