

AN ODYSSEY INTO VIRTUAL WORLDS: EXPLORING THE IMPACTS OF TECHNOLOGICAL AND SPATIAL ENVIRONMENTS ON INTENTION TO PURCHASE VIRTUAL PRODUCTS

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Appendix A

Questionnaire Items

IMPORTANT: Please think about the landmarks (i.e., locations) that you visit most frequently in Second Life while answering these questions.

Construct	Item	Statistics
Interactivity	<ol style="list-style-type: none"> The tools provided by Second Life allow me to modify content that exists in the environment. The tools provided by Second Life allow me to create content as per my imagination. A large number of objects in Second Life can be manipulated by users. Users can make major changes in the virtual objects and the virtual environment. Second Life allows me to change or influence the way the environment looks. 	Mean = 5.251 S.D.* = 1.075
Sociability	<ol style="list-style-type: none"> Second Life enables me to get a good impression of other residents/avatars in the virtual world. Second Life enables me to develop good social relationships with other community members. Second Life enables me to feel part of the virtual world community. Second Life enables me to form close friendships with residents of the virtual world. Second Life provides me the opportunity to have lively, scintillating, and engaging meetings. 	Mean = 5.334 S.D. = 1.062
Density	<ol style="list-style-type: none"> I keep bumping into avatars/people in the area that I frequently visit. Most of the areas that I visit are crowded with avatars. The area that I spend time in does not have enough space to accommodate all the avatars that visit the area. 	Mean = 3.422 S.D. = 1.391
Stability	<ol style="list-style-type: none"> A large number of avatars stick primarily to a specific location in Second Life. I can find most of the avatars at their usual hanging out areas/locations in Second Life. Most of the avatars have their fixed hanging-out places. 	Mean = 4.911 S.D. = 1.026
Telepresence	<ol style="list-style-type: none"> I forget about my immediate surroundings when I am on Second Life. Surfing Second Life often makes me forget where I am. After surfing Second Life, I feel like I come back to the "real world" after a journey. Using Second Life creates a new world for me, and this world suddenly disappears when I stop using it. I feel that Second Life is more real or present compared to the physical world around me. 	Mean = 3.814 S.D. = 1.547
Social Presence	<ol style="list-style-type: none"> When surfing Second Life, the interaction with the other users is <i>personal</i>. When surfing Second Life, the interaction with the other users is <i>warm</i>. When surfing Second Life, the interaction with the other users is <i>close</i>. When surfing Second Life, the interaction with the other users is <i>humanizing</i>. When surfing Second Life, the interaction with the other users is <i>emotional</i>. 	Mean = 4.649 S.D. = 1.211
Flow	<ol style="list-style-type: none"> My imagination is aroused when I interact within Second Life. I feel curious when interacting in Second Life. The interaction with Second Life is interesting. I am absorbed in the interaction in Second Life. It's fun to interact in Second Life. 	Mean = 5.636 S.D. = 1.021
Intention to Purchase**	<ol style="list-style-type: none"> I am likely to consider the purchase of virtual real estate (e.g., land, house, etc.) in Second Life. I am likely to consider the purchase of personal virtual goods (e.g., clothes, accessories, etc.) in Second Life. 	Mean = 5.249 S.D. = 1.442

All measures employ a seven-point Likert scale from "strongly disagree" to "strongly agree" at the individual level.

*S.D. = Standard Deviation.

**We used a composite score by averaging the two item scores.

Appendix B

Exploratory Factor Analysis (Factor Loadings and Cross Factor Loadings)

Construct	Indicator	1	2	3	4	5	6	7	8	9
Interactivity	INT1	.076	.159	.018	.173	.734	-0.28	.130	-0.011	-.123
	INT2	.100	.169	-.015	.214	.691	.014	.138	-.087	-.058
	INT3	.141	.061	.098	.112	.742	.073	-.087	.129	.048
	INT4	.027	.112	.075	.103	.787	.021	-.028	.067	.021
	INT5	.047	.122	-.050	.122	.717	-.057	.017	.023	.114
Sociability	SOC1	.116	.029	-.024	.680	.233	.086	.037	-.013	.083
	SOC2	.116	.073	.069	.826	.169	.042	-.009	.006	.030
	SOC3	.106	.224	-.006	.745	.177	-.005	-.011	.027	-.004
	SOC4	.214	.110	.038	.802	.086	-.111	.062	.063	.026
	SOC5	.194	.205	.143	.671	.090	-.061	.055	.138	-.172
Density	DEN1	.039	.005	.134	.014	.048	.850	.106	.028	-.062
	DEN2	.087	.032	.085	.000	.029	.854	.013	.123	.046
	DEN2	.081	-.270	.120	-.080	-.126	.662	.005	.016	.470
DEN*DEN	SQD1	.076	.094	.022	.153	.057	-.015	.105	.854	-.034
	SQD2	.034	.016	.048	.003	.064	.166	.062	.862	.120
	SQD3	.084	-.147	.009	-.016	-.036	.239	.173	.706	.343
Stability	STA1	.057	.072	.132	.008	-.011	.020	.829	.097	.006
	STA2	.119	.097	.110	.072	-.012	.191	.812	.072	-.013
	STA3	.062	.105	.010	.021	.134	-.057	.709	.011	.133
Telepresence	TPR1	.163	.156	.805	.034	.114	-.073	.006	.035	.095
	TPR2	.150	.118	.861	.021	.051	.034	.053	.013	.127
	TPR3	.065	.244	.800	.031	-.035	.057	.123	-.010	-.091
	TPR4	.100	.131	.699	-.011	-.014	.184	.023	.044	-.081
	TPR5	.111	-.109	.780	.113	.013	.127	.094	.007	.057
Social Presence	SPR1	.809	.159	.087	.127	.089	-.005	.071	.024	.038
	SPR2	.841	.194	.173	.098	.089	.087	.062	-.017	.047
	SPR3	.843	.066	.152	.199	.088	-.025	.060	.022	.025
	SPR4	.790	.268	.153	.174	.087	.080	.057	.051	.034
	SPR5	.745	.215	.087	.171	.073	.106	.062	.084	.022
Flow	FLW1	.179	.740	.148	.075	.148	-.077	.053	.073	-.039
	FLW2	.133	.815	.087	.072	.072	.045	.109	.075	-.075
	FLW3	.180	.796	.053	.171	.177	-.094	.027	.056	.056
	FLW4	.247	.714	.265	.140	.172	-.066	.040	-.017	.052
	FLW5	.188	.749	.056	.217	.149	.022	.138	-.043	.015
Intention to Purchase	PUR	.093	.406	.104	.060	.126	-.116	.040	-.195	.554