

## A Study on the Usage Behavior of Heavy VR Game Users



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A VR game is a game that uses dedicated devices to experience virtual reality similar to the real world in a digital environment isolated from the outside. It can be utilized on platforms such as PCs, mobiles, consoles, etc., and consists of a series of processes that recognize and respond to the user's specific actions in the virtual world. Virtual Reality industry is expanding rapidly with the development of technologies related to the Fourth Industrial Revolution and is predominantly used in the game industry. Therefore, understanding the characteristics of VR game users is essential to revitalizing the VR industry. The heavy user group typically refers to a group that intensively consumes specific media or content, and it is necessary to identify their characteristics and use them for foundational research or service improvement. In particular, those who invest a relatively large amount of time or money in games are classified as heavy users, and they have high economic and strategic value in commercial use that is directly connected to sales. Heavy VR game users showed higher usage behavior in terms of personal innovativeness, presence, and continuous usage intention compared to light users. This study has identified some characteristics of the VR game user group, and continuous management and strategies are needed to maintain the characteristics of heavy VR users in the future.

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