# A Study to Understand the Factors Influencing the Behavioral Intentions of Individuals Towards Using Metaverse

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**Abstract :** Metaverse is a real time rendered 3D world which is an extension of the virtual reality, augmented reality, mixed reality, and holographic reality. While using the metaverse can enhance various aspects of our lives, it might also create certain challenges. However, since the concept of the metaverse is very new, there is a lack of research on factors influencing the individual's behavioural intentions to use it. To address this gap, this quantitative research study was conducted to understand the factors influencing the behavioural intention of individuals towards metaverse usage. This research was conducted through a large-scale questionnaire survey of 325 Indian students at three major engineering colleges. The questionnaire was adequately customized for the present study. It was found that behavioral intention towards metaverse usage differs among individuals. There were few individuals who had no intention of using metaverse in near future, while some of them were already using it and a few were significantly inclined towards using it. The findings of this study have suggested that behavioural intention was significantly and positively related to performance expectancy and effort expectancy of individuals.