Chapter 12
Driving Force Behind Consumer Brand Engagement:
The Metaverse

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ABSTRACT

All virtual worlds have been combined to create the metaverse, a collective, persistent, and interactive parallel reality that people may easily navigate. Using their digital avatars, people can enter the metaverse and explore the virtual world in augmented reality, virtual reality, and mixed reality. The metaverse can be thought of as a parallel universe where people can interact, work, and play. However, the metaverse is not only a virtual representation of the global internet; rather, it completely replaces the existing Internet and enables users to inhabit it. Consumers' brand choice patterns are changing, as customers are now more inclined to use the metaverse to experience a product virtually. This chapter conceptualizes the interactivity, novelty, and vividness as the antecedents of a brand's gamification marketing activities in the metaverse that influence consumers' affective brand engagement. This study is based on secondary sources which were from journals, websites, books, reports etc.

INTRODUCTION

Nowadays, technology is evolving at an exponential rate, making it difficult for many organisations to keep up with the quick changes in computer systems and technologies (Israfilzade, 2022). As a result, switching from one software/system architecture to another may take longer . Businesses endeavour to understand and adopt these numerous technology advancements. One of the most ongoing discussions is the Metaverse, which describes the transcendent reality. The Metaverse can be thought of as a virtual representation of the world we live in. Users interact with one another and their surroundings, which replicate the real world, using avatars that mirror them and duplicate their actions in this three-dimensional digital environment.

Users can interact with friends in the metaverse, purchase and exchange digital goods, travel virtually to digital locations that may be wholly made-up or have real-world counterparts, and do a lot more. The user's imagination is the only limit in the metaverse, which offers an universe of boundless possibilities (Mileva, 2022). It is anticipated that it has a significant impact on a number of industries in the future, including marketing, fashion, technology, and games. Before entering the metaverse, which combines the worlds of physical reality with digital virtuality, it is crucial to be aware. It is anticipated that it has a significant impact on a number of industries in the future, including marketing, fashion, technology, and games. Before entering the metaverse, which combines the worlds of physical reality with digital virtuality, it is crucial to be aware.

The Metaverse will gradually transform the Internet and social media networks into a virtual 3D social media environment with a variety of fresh and exciting user experiences, rather than entirely replacing them (Hollensen et al., 2022) .The idea of a metaverse might be a huge experiment with direct access to target populations, especially the younger generation, for organisations that operate mostly in the real world. In other words, given the complexity of technology and its nature, we might assume that younger audiences are more tech-savvy and interested in this virtual world. The metaverse is anticipated to be a more realistic society that minimises ideas of race, gender, and even disabilities while allowing for more direct and physical relationships (Gartner, 2022). The society will greatly benefit from this advancement. However, the Metaverse is still in its early stages of development, and much work needs to be done.

The use of augmented reality (AR) is a great way to get users interested in the virtual environment. For instance, to entice visitors to come to India, the Korean version of the Augtraveler smartphone application offers interactive experiences with descriptions of historical sites in the Korean language (Korean Cultural Centre, 2019). By providing translations in Korean, this app eliminates the language barrier and

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