

METaverse IN A MARKETING CONTEXT: A SYSTEMATIC LITERATURE REVIEW

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Abstract:

In recent years, major brands have increasingly ventured into the metaverse, showcasing innovative digital offerings. Nike has notably launched .Swoosh and Nikeland within Roblox, while luxury brands like Louis Vuitton, Prada, Balenciaga, and Thom Browne. Given the rapid rise of this technology and the proliferation of related research, a literature review is warranted to address existing inconsistencies. A bibliometric analysis of 182 scientific papers was conducted, categorizing the literature into five distinct clusters: responsible innovations, brands in the metaverse, impacted behavior, user engagement, and blockchain premises. The discussions highlight the benefits of using the metaverse in marketing through immersive technologies and blockchain for improved engagement and sustainability. However, concerns include overstimulation, the effectiveness compared to traditional advertising, and ethics surrounding data privacy. This review provides an original systematic perspective on current research trends and future directions, aiming to enhance the understanding of metaverse in a marketing context.

Keywords: metaverse, marketing, literature review, bibliometric analysis

1. Introduction

What started as a science fiction term used to envision the environment of the “Snow Crash” novel, in 2023 became one of the most outstanding trends with a direct influence in industries such as marketing, tourism, education and even medicine. (Dwivedi, et al., 2022) After the 2020 global pandemic that imposed regulations regarding travelling and social gatherings, the metaverse gained popularity since it can transcend space and offer valuable social interaction.

Nowadays, the metaverse can be defined as a novel manifestation of the internet that uses the leverages of virtual reality headsets, blockchain technology, and avatars to bring together the physical and virtual worlds seamlessly. (Dwivedi, et al., 2022)

Over the last few years, brands have made headlines when entering the metaverse world. Nike released .Swoosh and with it unleashed the potential of digital goods launching virtual collections. (Nike, 2023) Besides, Nike joined Roblox’s metaverse with its Nikeland phenomenon having a huge impact. Luxury brands also made the list for including metaverse in their strategy. Luis Vuitton, Prada, Balenciaga and Thom Browne are some of the names that joined the metaverse by

either designing their own world or joining the Meta marketplace. Even artists like Elton John have benefited from this opportunity, using Roblox's metaverse.

Looking at recent studies, brands perceive the metaverse as a rising opportunity in the coming years. Moreover, 67% of 332 surveyed marketers strongly or somewhat agreed that brands would be advertising in the metaverse in the next five years. With applications using AR, VR and XR on the rise, a 2022 study conducted on 223 USA brand executives concludes that 53% are investing already or considering investing in the metaverse. (Statista Research Department, 2023)

Incorporating the metaverse into a marketing plan can bring numerous advantages. By leveraging this technology, businesses can offer their customers interactive experiences that transcend physical boundaries. These benefits can help enhance customer engagement and provide a competitive advantage in the marketplace.

Extensive research has been on the rise on the subject matter, revealing valuable insights into how marketing strategies can effectively incorporate the metaverse. Moreover, Professor Giampaolo Viglia, Editor-in-Chief of Psychology & Marketing, explains how the number of received manuscripts regarding metaverse has increased exponentially in the last years. (Dwivedi, et al., 2022)

A systematic literature review is necessary considering the rise of the metaverse over the past years, the multilateral exponential growth of papers, the inconsistencies in research regarding the benefits of this developing technology, and the uncertain marketers about whether to adopt this technology or not. A complex review to provide a comprehensive perspective and identify future research gaps could definitely support future theoretical advancements in the metaverse marketing field.

To address this need, a bibliometric analysis of 182 scientific papers was conducted. Covering a diverse range of subjects, the literature was divided into five clusters using VOSviewer software. These clusters were further analyzed to explore the interconnections between outcomes and to provide guidance for future research agendas.

2. Research purpose and the methodological approach

This literature review provides a structured analysis of the current state of research on the metaverse in marketing, highlighting existing opportunities and challenges. It examines consumer perspectives and outlines the current and future research agenda in this field.

To further support its aim, a bibliometric analysis was conducted to systematically review the current literature on the metaverse and its marketing implications.

The preliminary step before the analysis was to identify 568 scientific articles containing the keywords "metaverse" and "marketing" in the Web of Science database. The selection criteria included articles published between 2022 and 2024 in the fields of business, management, finance, economics, or operations research management science. To ensure quality, only articles from prestigious publishers like Emerald, Elsevier, Wiley, Taylor & Francis, Sage, and Springer Nature were included, resulting in a final bibliography of 182 articles.

In order to analyse the data, the VOSviewer software, an innovative tool for network visualisation, was chosen. This software allows researchers to

systematically analyze large bibliographic databases based on connections between either authors or keywords.

A keyword co-occurrence map was created to effectively track previous topics discussed and their evolution over time. The dataset consisting of 182 articles was standardised to ensure consistent terminology and to prevent the duplication of topics expressed in different manners. For example, abbreviations like "VR" were replaced with "virtual reality." Additionally, hyphens were removed to align terms such as "virtual reality" and "virtual-reality". As a result of analysing keywords with a minimum co-occurrence threshold of seven, a total of 48 keywords emerged from the original 1,073, organised into five distinct clusters. To filter the results and have conclusive data to work with, the plural form of words included in the same cluster such as "nft"/"nfts" and general words that couldn't lead to specific keywords like "self", "reality" and "future" were excluded.

The final 44 keywords were grouped into five clusters (Table 1.), and the topics addressed regarding the usage of a metaverse in marketing were divided into five categories: responsible innovations sustaining sustainability, brands in metaverse using augmented reality or virtual reality, impacted behaviour, user engagement, and blockchain premises.

Table 1. Clusters formed

	Cluster 1: Responsible innovations	Cluster 2: Brands in metaverse	Cluster 3: Impacted behavior	Cluster 4: User engagement	Cluster 5: Blockchain premises
Keywords	Adoption Challenges Digital fashion Innovation Intention Management Metaverse Performance Sustainability Virtual worlds	Acceptance Augmented reality Avatars Brands Consumer Extended reality Marketing Technology Virtual reality	Behavior Impact Information Online Perceptions Social media	Engagement Experience Model Satisfaction Social presence Tourism	Blockchain Consumption Framework Nfts Retail Trust

3. Results

3.1 Responsible innovations

In recent years, interest in sustainability and being conscious of our environment has become a priority. Many authors have explored the correlation between the metaverse and sustainability, focusing on various sectors such as retail, fashion (Xin et al., 2025), tourism, and organizational settings (Kumar, A. and Shankar, A., 2024a). As a general approach, they have examined responsible innovation in the metaverse while also seeking sustainable solutions.

The metaverse offers a unique chance for the fashion industry to improve sustainability through digital technologies. As fashion is one of the biggest polluters, moving to digital clothing was an idea introduced to explore how it can help reduce its environmental impact, especially when brands focus on lowering emissions (Xin et al., 2025). The metaverse also acts as a powerful tool for fashion brands to communicate and promote sustainable practices to their customers (Blazquez,

2024). Studies show that users engage better with digital platforms when they connect to personal values, such as social identity and usefulness. This means fashion brands can create attractive digital experiences that resonate with consumers (Venturini and Columbano, 2023).

Moving forward, researchers explore the implementation and impact of the metaverse in organisational settings, with a strong emphasis on sustainability. Authors examine the factors influencing enterprise metaverse adoption, such as technology roadmapping, organisational fit, and competitive pressure, finding that these elements significantly correlate with the firm's sustainable performance across environmental, social, and economic dimensions (Kumar, A. and Shankar, A., 2024a). Another approach focuses on employee perceptions of metaverse meeting platforms, revealing that perceived values—both hedonic and utilitarian—play a crucial role in influencing behavior towards these platforms and ultimately contribute to achieving organizational Sustainable Development Goals (Kumar, A. et al., 2024).

The intersection of sustainability and the metaverse has also prompted studies that explore a variety of intriguing subjects such as sustainable fishing practices within tourism and the nuances of halal marketing. Researchers examine the factors that influence fishing tourists to engage in eco-friendly behaviors, stressing the need for environmental care amid climate change. It shows that values, beliefs, motivations, and perceived barriers impact these behaviors, helping policymakers and tourism professionals promote sustainability in fishing tourism (Han, H. et al., 2024). On the other hand, another intriguing approach looks at using the metaverse for marketing halal products and promoting ethical consumption. It finds that the metaverse can enhance consumer connections with brands and understanding of halal products. By offering interactive virtual experiences, brands can strengthen emotional ties and educate consumers about sustainability and ethics in halal products. (Sugiana, N.S. et al., 2024).

3.2 Brands in metaverse

Examining the density visualization of the bibliographic data map (Figure 1.), with occurrences as weights, we find that "augmented reality" and "virtual reality" are among the most frequently used keywords. This is not a coincidence. Both augmented and virtual reality as immersive technologies for the metaverse have been on the rise in recent years. The augmented reality and virtual reality market is expected to reach a revenue of US\$62.0 billion by 2029. By that time, there will likely be 3.7 billion users of augmented reality and virtual reality worldwide. (Statista, 2023)

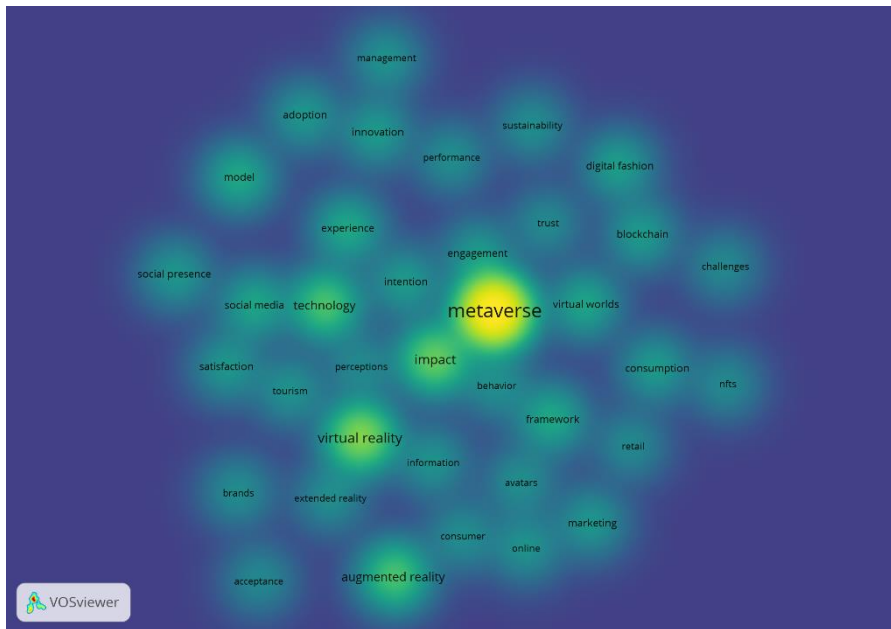


Figure 1. Density visualization of the of the keywords co-occurrences map

Source: VOSviewer analysis

3.2.1 Augmented Reality

The use of augmented reality is growing especially in retail. These tools allow brands to show their products in real-life settings, creating personalized shopping experiences. augmented reality lets consumers "try before they buy," enabling them to test products from home. Popular augmented reality apps include Snapfeet, L'Oreal, Ikea, and Scope augmented reality, mainly benefiting the cosmetic, fashion, and furniture industries (Statista, 2022).

Research shows that younger people use augmented reality applications more than older generations. They utilize this technology for choices in home design, clothing, and beauty products. augmented reality is also making its way into restaurants and food industries. In the UK, augmented reality helps consumers visualize food items, increasing their desire to purchase (Fritz et al., 2023).

Shopping experiences using augmented reality technology were studied from many perspectives both online and in physical stores. Hilken et. al (2022) emphasize that augmented reality can boost customer purchases by improving how customers see themselves and strengthening their connection to the store. This technology creates an engaging shopping experience, resulting in higher sales and customer satisfaction. The level of immersion users feel affects their willingness to use mobile augmented reality apps (Vo et al., 2022). augmented reality technology has been shown to improve consumer satisfaction and increase the likelihood of purchases (Xue et al., 2022).

Furthermore, while providing detailed product information can improve the shopping experience, it may also lead to negative reactions in hypermarkets (Hoffmann et al., 2022). In contrast, augmented reality in e-commerce shows promising results, with users reporting higher effectiveness, reduced psychological

distance, and lower perceived risks compared to traditional online shopping (Uhm et al., 2022).

The integration of augmented reality in shopping offers both functional and enjoyable experiences. (Kumar et al., 2022) Furthermore following the path of hedonic perspectives, Holdack and et. al (2022) discovered that enjoyment plays a significant role in how consumers feel about a product, with enjoyment being stated as a better predictor of a consumer's choice than how useful the product seemed. However, a recent study looked at utilitarian and hedonic motivations and found that perceived enhancement can help consumers feel more comfortable in their decisions which leans towards the functional side of augmented reality. This effect is less strong among younger users, with haptic imagery offering only practical benefits (Ivanov et al., 2022). Understanding these motivations is important for designing effective augmented reality applications in retail.

Additionally, augmented reality tools in the shopping process create a greater sense of immersion, enhancing purchase intent while noting the importance of decision-making quality and privacy concerns (Sengupta & Cao, 2022). Trust in augmented reality applications is crucial for determining usage intentions and patronage of stores (Kang et al., 2022).

Since both the cosmetic and fashion industries took advantage of the augmented reality opportunities, new research topics emerged. In the cosmetic industry, a study found that practical benefits are more important to consumers than entertainment when using augmented reality apps (Trivedi et al., 2022). In fashion, research confirms that augmented reality can enhance satisfaction and boost purchase intention, but entertainment is not a key factor in using augmented reality (Xue et al., 2022).

Research on fascinating topics related to augmented reality has expanded perspectives on entertainment factors and the "wow" effect. Research highlights that perceived entertainment and curiosity significantly affect user satisfaction and playability of augmented reality filters (Ibáñez-Sánchez et al., 2022). Interestingly, a study of Turkish respondents found that a high "wow" factor in augmented reality apps might decrease consumer motivation for shopping (Arghashi, 2022).

Segmentation is another theme addressed. Consumers' attitudes towards using augmented reality in shopping fall into four groups: AR Averse, AR Hesitant, AR Open, and AR Enthusiastic. These attitudes depend on how confident consumers feel in their decisions and whether augmented reality overwhelms them with too much information. The experience of using augmented reality also impacts how consumers view it (Romano et al., 2022).

3.2.2 Virtual Reality

The main difference between augmented and virtual reality is the environment in which the products are projected. For instance, in augmented reality, the products are projected directly over the consumer's environment. Virtual reality creates an entirely new artificial environment to overlap the products. Among notorious brands that use virtual reality are Dyson, Balenciaga, and Ikea.

Prior studies have indicated that utilizing virtual reality technology for shopping purposes has the potential to increase the level of perceptual curiosity experienced by the user. (Bin Kim & Jung Choo, 2023) Research has shown that the vicarious haptic effect is most pronounced in individuals who experience heightened levels of

stimulation during an immersive virtual reality encounter, as evidenced by an increase in heart rate. (Luangrath, A.W. et al. 2022)

The perception of media innovativeness held by consumers can serve as an indicator of product quality and have a positive impact on their intention to purchase the offering. (Anderson & Laverie, 2022) The factors of physical attractiveness, social presence, and technology novelty perceived by consumers during virtual reality shopping have been found to impact parasocial relationships. As a result, there is a positive association between these relationships and brand equity. (Yuan et al. 2022)

Ben Mimoun et al. (2022) found that using multiple online channels has benefits, including improved performance and perceived effort. The impact of online recommendation tools on decision quality depends on the task, and using multiple channels affects performance expectations based on task orientation. Recreational activities enhance the shopping experience, and perceived value predicts retail patronage intentions. In 2022, Slevitch et al filled in the gaps by including psycho-physiological measurements in their research. Their findings confirmed the significance of using immersive 360-degree virtual reality images and incorporating psycho-physiological tools in consumer behaviour research to validate their results.

Virtual reality has demonstrated its potential as a valuable tool for retailers to test new environments and refine their merchandising strategies. By creating a virtual environment, retailers can conduct efficient and rigorous research on sensory cues and intangible attributes, leading to more effective product and packaging development. This sustainable approach requires fewer resources and less time compared to traditional testing methods, making it a compelling option for businesses looking to optimize their operations. (Branca et al. 2022) Findings from virtual reality testing suggest that the opaque exterior design of virtual stores can have an impact on consumer product preferences. This relationship appears to be influenced by the perception of store prestige and product quality. These results provide valuable insights into the potential influence of virtual shopping environments on consumer behaviour. (Han et al. 2022)

Research by Duong et al. (2022b) shows that stimulating multiple sensory modalities can lead to more positive emotional responses and perceptions. However, an increase in sensory modalities also results in an increase in perceived intensity, which can negatively impact perception. This information highlights some of the potential drawbacks of virtual reality technology.

3.3 Impacted behavior

The incorporation of the metaverse in marketing strategies influences consumer behavior, which has been explored over recent years to assist professionals in enhancing customer experiences. Research from the tourism and retail industries has developed frameworks to explain how consumers behave and to add to the current knowledge in the field.

Research shows that in tourism, people's feelings of being fully present—through spatial, social, and self-presence—combined with their overall happiness, encourages them to visit destinations in the metaverse (Tsai, S., 2022). On the same note, in sports, research also focuses on the metaverse's ability to be present virtually as a social activity. As the metaverse offers new opportunities for live sports events a PLS-SEM analysis with 616 responses from online spectators found that

virtual interactions are the most important factor affecting their attendance decisions (Chen, S.S. and Zhang, J.J., 2024).

Important factors that affect consumer behavior in the retail industry are also a prominent topic of discussion. Studies investigate how the atmosphere of virtual stores influences impulsive buying. It was found that the virtual store environment and trust in online shopping are key to encouraging impulse purchases. (Dang Quan, T. et al., 2024). Another perspective explores how consumers decide to use retail metaverse banking. It also focuses on how trust influences decisions, along with perceived security concerns. A combination of qualitative and quantitative research shows that people are more likely to use metaverse banking if they feel immersed in it. However, issues like lack of social interaction and feeling vulnerable negatively impact their usage. (Kumar, A. and Shankar, A., 2024b)

Continuing in the same direction, luxury goods is a topical subject that has also been researched and debated regarding their involvement in metaverse marketing strategies. Studies investigate various aspects of luxury goods in the metaverse, emphasizing consumer behavior and brand attachment. It has been revealed a positive relationship between personal self-congruence and luxury brand attachment, which influences attitudes and purchase intentions towards luxury brands. (Kim, J. and Bae, J., 2023). Moreover, studying the consumers' impulse purchases of luxury products in the metaverse broadened the horizons of knowledge in this field. Positive motivations, such as the significance of goals and interest, along with emotions like fantasy and enjoyment, are identified to play a significant role in driving impulse buying behavior. Conversely, negative emotions do not appear to influence these purchases. (Jee, T.W. et al., 2024).

Due to the developing retail opportunities, metaverse influencers are on the rise. Kumar and Shankar (2024c) approached this relevant topic and the key traits that affect how customers engage and connect. During their three studies, they confirmed that attractiveness and credibility boost engagement, while intimacy, credibility, and homophily strengthen social connections. It also found that parasocial relationships help link these traits to engagement and social glue.

On the other hand, concerns have been raised regarding metaverse effectiveness and security regarding ethics and data privacy. Although studies show using the metaverse marketing strategy definitely adds value throughout the social presence dimension, it doesn't outperform its precursor – a 2D internet, systematically speaking. (Hennig-Thurau, et al., 2022) Furthermore, experiences are based on stimulating the five human senses: vision, hearing, touch, smell, and taste. Despite the fact that studies have shown a direct connection between the increase in the number of stimuli used and positive emotions recorded (Duong, et al., 2022a) at the moment, adopting augmented reality or VR technologies can stimulate only the first two senses – vision and hearing.

Cheah and Shimul (2023) in their study state that there could be disappointments among consumers regarding the metaverse, which is still in its early stages. They bring as arguments the complex cyber security problems that metaverse can generate, the debatable usefulness of these technologies in one's daily activities, but also the reluctance people might have to give up the social part of their life in the real world for the one in a virtual world. Data security issues seem to be a major disadvantage regarding metaverse from a consumer's perspective, given the fact that they seem to have an impact even in the post-decision-making

stage, not just in the pre-decision-making stage (Sengupta & Cao, 2022). Silva et al. (2023) also highlight the fact that privacy and security are one of the most important dimensions in driving a better customer experience in online environments. Some emotions, like joy or frustration, are able to enhance or reduce the perceived privacy benefits, but when it comes to the perceived privacy risk there are several more complex emotions and attitudes influencing consumers' perception, based on their need to maintain privacy even in online environments. (Yin & Hsu, 2022)

Security issues impact both end users and companies in sectors like retail and supply chain management, where the vast amounts of data collected increase the risk of breaches (Tan et al., 2023). A survey conducted in March 2022 among companies that have invested in the metaverse revealed that cyber security was the primary concern for over 38% of respondents. (Sortlist, 2022) Similarly, a 2022 survey among users highlighted concerns regarding the safety and misuse of personal data, cyberbullying, and the impact on sustainability due to resource consumption. (Morning Consult, 2022)

To address privacy concerns, Quach et al. (2022) suggest that regulatory parameters should focus on data exchange mechanisms rather than the technology used for data collection. Frameworks like GDPR and CPRA can help protect consumer data. Additionally, Tlili et al. (2023) highlight the need for a sustainable ecosystem that enables effective collaboration between machines and humans in a metaverse-based industry.

3.4 User engagement

Gursoy and his colleagues defined the metaverse as a virtual space that enables social interaction through the help of avatars. (Gursoy, et al., 2022) The complexity of the metaverse has been further analysed and classified by a group of researchers into four different dimensions that characterize the concept: environment, interface, interaction, and social value. (Dwivedi, et al., 2022)

Interaction is a recurring theme addressed by researchers from a marketing perspective. Mostly, the studies rely on the importance of interactions, consumer engagement (Lee & Cho, 2022), and emotional engagement correlated with perceived entertainment of using the new technologies to immerse in the metaverse (Tan, et al., 2022).

As the metaverse is also considered a compelling branding tool and a new type of "virtual brand experience" in digital marketing, studies didn't hesitate to appear regarding this topic, generally concluding on the positive impact this enhanced experience brings to the brands. Having as a starting point brand engagement, researchers focused on consumer behaviour responses. Integrating metaverse with its strong social dimension as part of the marketing strategy for brands was shown to have a positive impact on brand engagement, which leads in the end to customer response. (Lee & Cho, 2022)

Another PLS-SEM approach-based using a small sample of 85 respondents concludes that immersive technologies such as augmented reality can also provide media-rich experiences that influence brand engagement and ultimately the willingness to buy, having the perceived information quality and brand attitudes as mediators. (Amorim, et al., 2022) A different perspective is brought by a qualitative study that shows an innovative way in which using virtual reality as part of advertising

can make customers perceive products as being highly qualitative. (Anderson & Laverie, 2022)

3.5 Blockchain premises

As metaverse and blockchain reinforce each other, researchers' attention was drawn to this subject. Not only has research regarding blockchain started to develop, but also different perspectives were approached in order to expand consumer behavior frameworks.

Often trust issues are addressed when it comes to technology usage, and blockchain isn't an exception. To fill the gaps on what are the advantages of blockchain in relation to its trusty nature versus traditional exchanges, three arguments were brought to the spotlight. It was noted that the actors involved (mathematics and cryptography vs. human oversight), the actions derived from exchanges like information transparency leading to immutable data vs. information asymmetry, and the type of assets such as digital vs. manual escrows for ownership verification enhance trust in blockchain exchanges. (Tan, T.M. and Saraniemi, S., 2022)

Adding layers to the research, non-fungible tokens (NFTs) taxonomy established criteria for defining them in terms of reference objects, token properties, token distribution and realizable value.(Hartwich, E. et al., 2023) Regardless of the NFT type, further developments added depth to the literature even through frameworks. Starting from the unified theory of acceptance and use of technology, NFTs purchase intentions were theorised into complex frameworks to include its antecedents. Studies indicate that return expectancy, perceived risk, and hedonic value positively affect the buying intentions of both new and existing NFT buyers. In addition, factors like social capital and the fear of missing out have a significant impact on the previous variables. (Vega, E. and Camarero, C., 2024)

Shifting from NFTs to (SBTs) where researchers deal with tokens that are non-transferable and forever linked to a so-called "soul", their potential impact on consumer behaviour was studied. Adopting an exploratory approach, researchers used in-depth interviews to investigate the consumers' perceptions. The findings revealed a four-stage cycle driven by SBTs that focuses on self-centered behavior. These stages are: the growth of SBTs, the desire for uniqueness among consumers, the reputation of brands, how well a brand's personality fits with consumers, the features of brand-based NFTs, and changes in competition for both consumers and brands. (Ramadan, Z., 2024)

In addition, an interesting approach from Megat et al. (2024) investigates the intent of the adoption of waqf technology (Waqftech) of using blockchain smart contracts for corporate waqf crowdfunding in Malaysia. Even though the exchange would be realised through the advantages of blockchain, one of the premises was that companies are hesitant due to uncertainty. A PLS-SEM analysis of 210 decision-makers responses, brings to light that corporate and social benefits influence the use of blockchain crowdfunding, while environmental benefits do not, likely due to misconceptions about the technology's impact on environmental preservation.

possible negative emotions, and their motivations. (Tan, et al., 2023) Further analysis noted by Zarantonello & Schmitt (2022) is needed to determine how augmented and virtual reality can be included in the buying stages of a consumer, starting with the pre-purchase stages and extending throughout the entire journey.

As stated in the research paper titled "The Merchants of Meta: A Research Agenda to Understand the Future of Retailing in the Metaverse," the potential for the metaverse to revolutionize the marketing process in retailing is considerable. As such, it would be beneficial not only to explore consumer behaviour within the metaverse but also to include on the agenda product design, research, purchase, and post-purchase evaluation with the help of the metaverse. (Yoo, et al., 2023)

More research gaps have been highlighted in previous studies, such as the drivers to perceive valuable metaverse events or experiences (Gursoy, et al., 2022) or the level of personalization that leads to a valuable service perceived by customers. (Hennig-Thurau, et al., 2022)

Moving forward, exploring how traditional marketing channels can adapt to the metaverse's new technologies and immersive experiences is another topic proposed by experts. Terms like "hyperdata availability," "identity re-embodiment," and "hypergathering" are being brought into the spotlight, with their meanings in the context of the metaverse expected to be discussed. Future research should also examine the relationship between classical real-world analysis and emerging virtual landscapes. (Barrera & Shah, 2023)

5. Conclusions

This literature review offers a systematic approach within both the current state of research and future possible approaches by researchers in bringing new insights into the marketing context of the metaverse.

Dividing the speciality literature into five consistent topics of interest regarding metaverse brought to the surface the most discussed topics over the years. Part of the issues discussed is investigating the optimistic side of introducing metaverse into marketing strategies and adopting the innovative side of it, its sustainability opportunities, and the high engagement of users using immersive technologies such as augmented and virtual reality. Furthermore, blockchain premises continue to showcase advantages delivered through technology and forecast a new way of retailing.

On the other hand, concerns have been raised on the overstimulation possibilities, metaverse effectiveness compared to traditional ways of advertising (Hennig-Thurau, et al., 2022) and security regarding ethics and data privacy (Sengupta & Cao, 2022).

Recommendations for the next steps in research, considering the impact of metaverse on the current marketing strategies, followed the path of consumer behavior and its various valences. Studying the buyer stages, consumers' motivations for purchase, differences between traditional and redefined experiences (Dwivedi et al., 2022), or hyperpersonalisation have made the list for the next research approaches in the context of the metaverse.

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