

The Lack of Research on Value Co-Creation, and Triadic Relationships in Three-dimensional Brand Communities

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Abstract

In this study, we delve into the metaverse within the Marketing domain, aiming to explore scientific advancements concerning value co-creation and triadic relationships within brand communities. We address two key questions: firstly, the existing scientific production regarding value co-creation within brand communities in the metaverse, focusing on emerging fields like tourism and hospitality services; and secondly, the unexplored territory of triadic relationships within brand communities in the metaverse, posing challenges due to the malleability of virtual identities. The metaverse, an immersive virtual world accessed through augmented and virtual reality devices, significantly influences societal values across generations. Through this research, we identify gaps in the marketing literature, emphasizing the need for further exploration of the metaverse's impact on consumer loyalty, the role of consumer trust in specific metaverse platforms, and the dynamics of self-other relationships within brand communities. This study provides essential groundwork for future investigations in this evolving field.

Subject Areas: *Branding, Consumer Services, Customer Relationship Management and Customer Satisfaction, Service Marketing*

Track: Service Marketing & Service Innovation