

Exploring users' perceptions of Web 3.0: an analysis of motivations and expectations

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Abstract

This paper provides an exploratory analysis of consumer perceptions of Web 3.0 and its utilization. It aims to understand what encourages individuals to engage with this virtual environment and to use the technologies it encompasses (i.e., the Metaverse and Non-fungible tokens (NFT)). The research is based on 12 semi-structured interviews with people personally or professionally involved in Web3. We adopt an abductive approach, to provide an insight into users' motivations and expectations in this emerging digital landscape. The results highlight three main dynamics around which Web3 is structured: the perception of use cases, the perception of virtual identity, and the integration into virtual communities. We also discuss the potential opportunities and the emerging challenges. Finally, we formulate recommendations for brands wishing to maximize the value they offer to consumers in Web3.

Subject Areas: *Consumer Behaviour, Diffusion of Innovations*

Track: Digital Marketing & Social Media