Customer Experiences in Brand Interactions within the Metaverse

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Abstract

This research explores the main customer experiences in brand interactions within the metaverse and examines their impact on brand equity. To address the questions of what customer experiences are in the metaverse and how these experiences influence brand equity, we deployed mixed methods. In our first exploratory study, using topic modeling on textual data (N = 429,413) from Discord, a metaverse-oriented social media platform, we identified 5 prevailing themes describing customer metaverse experiences: Community, Utilitarian digital asset commerce, Social Facilitation, Hedonic gaming, and Information. Following this, we constructed a conceptual framework to be tested in Study 2 using quantitative surveys (N=300). The findings show the influence of metaverse experiences on brand equity (brand awareness, brand associations, perceived quality, and brand loyalty). Our studies offer marketers and brands insights into the metaverse's reach as an innovative digital context for branding.

Subject Areas: *Branding, Entertainment Marketing*

Track: Digital Marketing & Social Media