

Hi consumers, Let's Meet in Metaverse - A study To Explore AR/VR -Based Gamification Marketing Activities

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Cite as:

Arya Dr Vikas, sambyal rachita, Sharma Anshuman (2022), Hi consumers, Let's Meet in Metaverse - A study To Explore AR/VR -Based Gamification Marketing Activities. *Proceedings of the European Marketing Academy*, 50th, (111753)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



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Abstract

Recently, the retail sector identified the potential of selling virtually wearable products in Metaverse. This study examines the characteristics of AR/VR-based gamification marketing activities opted by retail brands in Metaverse and their impact on consumer-based brand equity. We also examined the consumers' brand love for virtually wearable products and consumers' virtual brand engagement in Metaverse as a mediator. The brand authenticity in the virtual world is also examined as a moderator. This descriptive study collected data from India, UAE, and Morocco. This study helps to reanalyze the marketing strategies for the retail brands on how to do their business in the Metaverse for their virtually wearable products and attract more consumers with increased purchasing intentions.

Keywords: *Metaverse, Virtually Wearable Products, AR/VR-based Gamification Marketing Activities*