

Since its inception, the Metaverse has profoundly impacted both individuals and corporations, disruptively altering the digital landscape. Within the constantly evolving terrain of digital marketing, the Metaverse establishes itself as a commanding and influential presence, effortlessly transcending boundaries, and conquering challenges across a diverse array of industries and organizations. Interestingly, marketing research investigating fully replicated virtual worlds, like Second Life, uncovers various consumer motivations for participating in purchasing activities within Metaverse-like contexts (Hassounah & Brengman, 2015; Jung & Pawlowski, 2014). This is evidenced by the widespread availability of user networks, the multitude of connected device interfaces, and continuous accessibility, allowing for real-time data capture on an unprecedented scale (Swaminathan et al., 2020; Dionisio et al., 2013). Whether one is an individual in pursuit of fresh and exhilarating experiences or a business venturing into uncharted realms of opportunity, the Metaverse extends a cordial invitation, alluring us with its limitless promise and bestowing upon us access to an extraordinary future (Chaithra et al., 2023). For example, the Seoul government recently unveiled an ambitious proposal to establish 'Metaverse Seoul,' an immersive virtual environment that offers citizens a diverse range of city-related activities, including tourism and administrative duties (Lee, 2021). An exceptional example of this transpired in 2022 when the renowned fashion brand Gucci embarked on an ingenious virtual journey, creating an exquisite replica of the esteemed Gucci Garden nestled in the heart of Florence, Italy. As showcased in a study conducted by Tan et al., utilizing a virtual platform allows customers to thoroughly investigate and test products before committing to a purchase (Tan et al., 2023). De Regt et al.'s research further reveals that incorporating branded virtual reality (VR) experiences can enhance engagement and endorsement of a brand's products in both digital and physical realms (De Regt et al., 2021). Corporations eagerly delve into Metaverse exploration, venturing into uncharted digital marketplaces and seizing untapped opportunities.