

To Study a Sceptical View on Opportunities and Future Research Directions for Marketing in the Metaverse

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Abstract: *Because of its depth and complexity, the metaverse can be a challenging idea to understand. Researchers, executives, and thought leaders believe that the Metaverse may alter how consumers interact with goods and services. On the other hand, the Metaverse as a novel business idea is still unknown to a large portion of technical employees and company management. The current article may help managers and academics make better judgments about the idea of the Metaverse in a commercial setting by adopting a pessimistic stance. The article starts out by defining the concept of the metaverse in general and in reference to marketing. Then, we take a sceptic's stance toward four crucial categories: customer involvement, consumer trust, customer experiences, and advertising in the Metaverse.*

Keywords: Researchers, Metaverse, Involvement.

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