

A Study of New Digital Marketing Development and The Influence of the Metaverse on Contemporary Advertising

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Abstract

In contemporary society, there is a rapid adoption and integration of technology. The incorporation of the internet and other modern devices has enhanced the flexibility, diversity, and sophistication of various systems, enabling them to perform numerous tasks efficiently. Among the technological advancements in internet adaptation, virtual worlds and augmented reality have proven to be particularly successful. Nonetheless, the pursuit of new technical breakthroughs has given rise to a recent virtual world known as Metaverse. Metaverse is a digital space that has become increasingly realistic and interactive due to advancements in virtual and augmented reality technology. Users can actively engage in this virtual realm and make real-time choices. Businesses are utilizing automation to offer customers an authentic shopping experience. Additionally, the Metaverse has opened up new avenues for businesses to explore technological possibilities with regard to creativity. This paper serves as an introduction to the Metaverse and its advancements.

Keywords: *Metaverse, marketing, digital marketing, online marketing, future metaverse*

Introduction

The academic paper examines the Metaverse, a novel technology that generates a virtual or augmented reality atmosphere for users. By blurring the boundary between actual and digital realms, it enables continuous interaction without the need for activation or deactivation. The Metaverse leverages virtual content, nonfungible tokens (NFTs), and Bitcoin to establish a virtual marketplace. The paper investigates the process of digitalization and its impact on consumer preferences. It explores the implications and potentialities of social networks, browsers, and content merchandising within the Metaverse. Furthermore, it delves into how these technologies can facilitate individual success in their respective roles. This research holds significance as recent crises have caused significant societal disruptions.

The expansion of metaverse

The concept of the metaverse, which can be defined as a virtual universe where individuals can interact through augmented reality, originated in a book published in 1992. Within this realm, individuals are able to assume new identities and possess unique abilities. While not currently as advanced as the real world, the metaverse possesses great potential for creativity and engagement. Despite its technical complexities in terms of creation and management, the metaverse is gaining popularity and showing promise (Ondrejka, 2004). The outbreak of the Corona epidemic has expedited the development of the Metaverse as an online lifestyle due to concerns surrounding isolation and limited mobility. This trend was already underway, but now there is an increased reliance on social media platforms and smartphones for internet access. The Metaverse, accessible exclusively online, is experiencing a surge in popularity as people spend more time engaging with digital content (Karimi & Nassery, 2022).

The text elucidates the significance of information processing advancement, particularly through the utilization of graphics processing units (GPUs), for the expansion of groundbreaking technologies such as blockchain and cryptocurrency. GPUs are employed to analyze patterns and enhance efficiency in tasks like simulating the metaverse. The emergence of GPUs, driven by Bitcoin and autonomous systems, is regarded as a pivotal milestone in the metaverse (Liu et al., 2009).

Review of literature

Digital Marketing

The text examines the shift in marketing practices towards a customer-centric approach referred to as Marketing 4.0. It emphasizes the significance of creating products and resources that align with a company's values. Furthermore, the text discusses the influence of technology on advertising strategies, specifically focusing on "having shared" and "now" economics (Kotler, 2017; Al-Afifi et al., 2015). Technological advancement has resulted in the convergence of virtual and traditional advertising, driven by people's desire to connect with others and benefit from data-driven technology. As a consequence, products have become less personalized while services have become more personalized (Nassery, 2020). In order to navigate this contradiction in the virtual world, it is crucial to adapt marketing strategies. This shift has given rise to Marketing 4.0 as an evolution from the preceding Marketing 3.0 approach (Kotler, 2017).

Recent advancements in technology have brought about a significant transformation in the global marketing industry (Vassileva, 2017). This transformation, referred to as Marketing 4.0, encompasses the integration of automated technologies and reflects the evolving consumer journey within the digital economy. The objective is to humanize companies by imbuing them with human-like qualities and establishing deeper connections with customers through promotional material. Additionally, Marketing 4.0 explores strategies for utilizing virtual promotion to enhance sales.

In essence, Marketing 4.0 involves the expansion and development of sentient advertising across all facets of marketing (Kotler, 2017). The field of marketing is continuously adapting to meet the demands of customers and the prevailing commerce paradigm (Saravankumar and Lakshmi, 2012). Consequently, there has been a shift in how we perceive marketing, with an increased emphasis on societal influences and consumer resilience. Individuals are no longer intimidated by prominent brands and corporations; instead, they prefer to share stories about both successful and unsuccessful brands. Consumer interactions are now regarded as more trustworthy than conventional promotional methods (Amri, 2020). Innovations have a substantial influence on the manufacturing industry, as well as on everyday life and customer lifestyles (Başyazcolu & Karamustafa, 2018).

The concept of marketing has undergone various transformations, each with its own distinct characteristics. Socialization now plays a significant role in shaping consumer choices, with individuals tending to rely more on the opinions of their peers when making purchasing decisions. In order to adapt to these changing dynamics, advertisers should embrace a corporate environment that promotes collaboration and accessibility. Furthermore, advancements in technology have facilitated increased interaction among individuals and enabled businesses to expand their customer base horizontally (Nassery, 2023).

Consumers in the current market are displaying increased skepticism towards advertising that relies on multiple sources. Instead, they are more inclined to purchase products or services that offer common benefits. In their search for information, consumers primarily turn to networking sites. To stand out and thrive in a competitive market, advertising strategies can leverage the advantages of Marketability 4.0. The success of any business heavily relies on effective marketing, and customer satisfaction serves as a metric for assessing the effectiveness of advertising strategies. It is important to note that promotion cannot replace conventional advertising; both forms of marketing need to coexist as they serve distinct purposes. Conventional advertising plays a crucial role in generating curiosity and awareness during the initial stages of interaction between businesses and consumers. On the other hand, virtual advertising gains significance when clients seek personal interactions with businesses. Online businesses should incorporate the latest advancements into their operations. Compared to traditional advertising, online marketing offers greater accountability, shifting the focus towards achieving results rather than establishing consumer relationships (Kotler, 2017).

Competences of digital marketing

Digital marketing is a form of advertising that utilizes various online platforms, including social media, to endorse products and services (Nassery, 2019). Its popularity has surged due to the increasing reliance on digital devices over traditional brick-and-mortar stores. This strategy enables businesses to engage with customers in real-time and obtain data for enhancing their marketing initiatives. As online activity continues to rise, advertisers are allocating greater investments towards internet advertising.

Metaverse marketing

The development of the Metaverse is still in its early stages within the academic context, leading to the testing of marketing strategies. The primary methods utilized for advertising in this context include manufacturing, selling, and bundling (Seok, 2021). Technological advancements have now made it possible for live broadcasts of the Metaverse, enabling the creation of three-dimensional virtual worlds. A notable example is Facebook, which has recently transformed into Meta and invested \$10 billion for commercial use within the Metaverse (Mohammadi & Nassery, 2018). The advertising opportunities presented by the Metaverse offer new avenues for generating income and financial gains. Initially, customers embraced online business transactions; however, e-shopping has faced challenges when competing against traditional brick-and-mortar stores. This preference stems from customers valuing personal interactions and brand exposure offered by physical stores. Nonetheless, mobile marketing within the metaverse holds significant potential in providing customers with a more comprehensive and genuine experience. By offering more advanced and flexible options, advertising in the metaverse has surpassed traditional e-commerce (Swilley, 2015).

Important influences of Metaverse on marketing

The Metaverse is a comprehensive system that facilitates social connections in virtual spaces, with potential implications for societal attitudes and interactions (Dwivedi et al., 2022). This has relevance for both consumers and advertisers. For advertisers, the Metaverse presents a distinctive chance to expand their consumer base and establish relationships with potential customers in a digital setting. Embracing the virtual world opens up various branding opportunities and signifies a transformation in advertising paradigms that will benefit merchants and consumers alike. However, this transition necessitates adjustments to operational processes, network technologies, financial resources, setup expenses, education, and other necessary procedures to ensure the successful functioning of virtual worlds (Nassery, 2017).

Metaverse commercial prospects

The Metaverse is a virtual realm that presents numerous business prospects. It enables companies to exhibit their merchandise in an immersive and three-dimensional environment, fostering a stronger sense of connection with consumers (Mohammadi & Nassery, 2019). This holds particular significance for advertisers, as it enables them to interact with consumers in a novel and pioneering manner. Furthermore, the virtual realm offers an exceptional opportunity for brands to enhance their visibility through conventional product advertising methods.

Metaverse's Tactic to Advertising Through social media platforms

The emergence of social networking platforms has had a transformative effect on content creation and distribution. By utilizing mobile technology, these platforms have the capability to convert physical material into digital form and develop interactive applications to engage with online users (Nassery, 2016). Advertisers are now able to leverage social networks as a means to extend their global reach and enhance consumer recognition. Simultaneously, internet users have the opportunity to generate and promote their own content through these platforms. Consequently, this has empowered internet consumers to acquire new skills and stay abreast of evolving advertising trends (Gadalla et al., 2013).

Metaverse in Search Engine Optimization (SEO)

In the academic context, the text discusses the importance of search engines, such as Google, in organizing and presenting virtual information. It emphasizes the significance of Search Engine Optimization (SEO) in ensuring that users are presented with the appropriate information. Similar to how online retailers strive to improve their content to rank higher in Google, content creators also need to enhance their own information to ensure its visibility in the virtual world. Utilizing terms like "virtual world," "virtual reality," or "augmented reality" in the title of one's offering or service can attract attention. However, simply using these terms is insufficient; creators must devise creative strategies to enhance their SEO and convert visitors into customers. Advertisers should be prepared to develop an SEO plan that aligns with buyers' needs and can be discovered through gateway networks.

Risk aspects and tasks for sellers and marketers

The concept of the virtual world is still in its early stages and has not yet been fully established within academia. In order to effectively reach potential customers in this virtual realm, advertisers will need to develop advertising strategies specifically tailored to this medium. There is a belief among some individuals that the virtual world constitutes its own distinct civilization, complete with its own set of norms and ideas. If this assertion holds true, then it becomes necessary to reevaluate the societal norms and ideas that currently govern our physical world. The implementation of the virtual world necessitates fresh perspectives on ideals, social rules, psychological principles, and cultural practices. It is crucial to explore whether modern civilization is prepared to embrace the virtual world and redefine its underlying principles accordingly.

The text emphasizes the significance of conducting research on justice, equality, and confidentiality within the context of the virtual world. Furthermore, it acknowledges how widespread adoption of virtual reality could potentially impact fields such as medicine, wellness programs, and advertising practices. Additionally, it highlights how the addictive nature of virtual games and the utilization of non-fungible tokens and cryptocurrencies have the potential to influence society at large and interpersonal relationships between individuals.

Marketing in the future

Consumers are increasingly seeking expedited and effective methods to optimize their time, leading to a decline in the popularity of conventional promotional approaches. The emergence of blockchains, which facilitate digital undertakings, is poised to significantly influence the field of advertising. By leveraging blockchain technology, customers will be able to engage in a dynamic online purchasing process. Recognizing its potential, corporations such as Facebook, Google, and Apple are actively investing in this technology with the aim of streamlining virtual payments. This groundbreaking innovation heralds the future of advertising.

Methodology

The paper utilizes information obtained from various sources, such as statistics provided by governmental organizations and published research. Additionally, data from books, journals, research papers, and other printed materials were incorporated into the study.

Conclusion

Virtual world advertising is a novel strategy within the field of digital advertising that enables consumers to actively participate in the purchase or sale of goods and services. The technological advancements in the Metaverse have facilitated its widespread adoption across various industries and everyday life, providing individuals with digital identities and a three-dimensional environment for interaction. As such, businesses are currently investigating how they can utilize the virtual world to present customers with inventive and imaginative alternatives for accessing their offerings.

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