

Consumer Experience and Decision-Making in the Metaverse

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

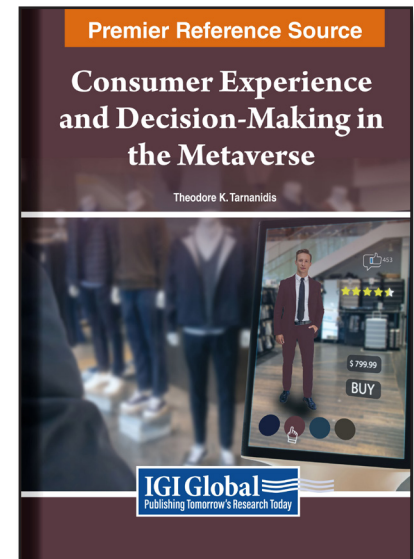
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Description:

Traditional marketing approaches must be more effective in a digital world where consumers seek more immersive and personalized experiences. Businesses need to help to engage with their target audience and to understand their evolving needs and preferences. This disconnect hinders their ability to create impactful marketing strategies that resonate with consumers and drive meaningful interactions.

Consumer Experience and Decision-Making in the Metaverse offers a solution by exploring how the metaverse transforms consumer behavior and marketing practices. The book provides insights into immersive consumer experiences, virtual brand presence, data-driven personalization, and more through a collection of research. It equips readers with the knowledge and strategies to adapt to this new digital landscape and engage with consumers in innovative ways.

By delving into the metaverse's impact on consumer decision-making and marketing, **Consumer Experience and Decision-Making in the Metaverse** guides businesses looking to stay ahead of the curve. It empowers academics, professionals, and researchers to understand the future of marketing and consumer science, offering practical insights and strategies for success in an increasingly digital world.



ISBN: 9798369341674

Pages: 310

Copyright: 2024

Release Date: June, 2024

Hardcover: \$290.00

E-Book: \$290.00

**Hardcover +
E-Book:** \$350.00

Topics Covered:

- Adaptability and Innovation
- Augmented Reality (AR) Shopping
- Challenges and Ethical Considerations
- Data-driven Personalization
- Decentralized Marketing Platforms
- Human Interface Technologies
- Immersive Consumer Experiences
- New Avenues for Advertising
- Non-Fungible Tokens (NFTs)
- Open and Shared Data
- Social Commerce in Virtual Spaces
- User-generated Content
- Virtual and Individual Identities or Agencies
- Virtual Assets
- Virtual Brand Presence
- Virtual Reality (VR) Shopping

Subject: Computer Science & Information Technology

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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