# Applications of Neuromarketing in the Metaverse

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

Monika Gupta (Chitkara Business School, Chitkara University, Punjab, India), Kumar Shalender (Chitkara Business School, Chitkara University, Punjab, India), Babita Singla (Chitkara Business School, Chitkara University, Punjab, India) and Nripendra Singh (PennWest University - Clarion Campus, USA)

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Applications of Neuromarketing in the Metaverse

NEUROMARKETING

Monika Gupta, Kumar Shalender, Babita Singla, and Nripendra Singh

IGI Global

Description:

The metaverse is opening new avenues of opportunities for product manufacturers as well as service providers; due to this, further study on the scope and challenges that the application of neuromarketing in virtual worlds faces across different disciplines and business segments is required. The immense growth potential currently untapped in the metaverse domain can be taken to a different level altogether with the help of neuromarketing applications.

Applications of Neuromarketing in the Metaverse discusses brand positioning among the target market in the virtual world through the application of neuromarketing principles and techniques. The book also explores consumer behavior and decodes their physiological and psychological responses in the metaverse domain with the help of tools and technologies used in neuromarketing. Covering key topics such as media, virtual reality, and branding, this premier reference source is ideal for industry professionals, marketers, business owners, managers, researchers, academicians, scholars, practitioners, instructors, and students.
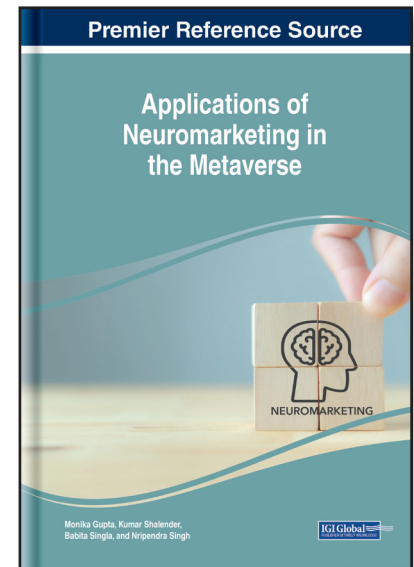
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Hardcover: $255.00 | **Softcover:** $195.00 | **E-Book:** $255.00 | **Hardcover + E-Book:** $305.00

Topics Covered:

- Augmented Reality
- Branding
- Business Growth
- Digital Commerce
- Digital World
- Gaming
- Media
- Metaverse
- Neuromarketing
- Strategic Communication
- Virtual Reality

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level (Research Recommended)

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