

# **The AI Metaverse Revolution**

*This page intentionally left blank*

# The AI Metaverse Revolution: Transforming Multi-business Scenarios (Volume 1)

EDITED BY

**JEETESH KUMAR**

*Taylor's University, Malaysia*

AND

**MANPREET ARORA**

*Central University of Himachal Pradesh, India*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Emerald Publishing, Floor 5, Northspring, 21-23 Wellington Street, Leeds LS1 4DL.

First edition 2025

Editorial matter and selection © 2025 Jeetesh Kumar and Manpreet Arora.  
Individual chapters © 2025 The authors.  
Published under exclusive licence by Emerald Publishing Limited

**Reprints and permissions service**

Contact: [www.copyright.com](http://www.copyright.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83662-583-4 (Print)  
ISBN: 978-1-83662-582-7 (Online)  
ISBN: 978-1-83662-584-1 (Epub)



INVESTOR IN PEOPLE

# Contents

About the Editors	ix
About the Contributors	x
<b>Chapter 1 MetaMinds and Digital Realms: Deciphering Gen Z Consumer Behavior in Metaverse Marketing</b> <i>Priyakrushna Mohanty, Aarthy Chellasamy and Aishwarya Nagarathinam</i>	1
<b>Chapter 2 Out of the Shadows: Cybersecurity Challenges and Solutions in Organizations</b> <i>Brian Heath, Ross Jackson, Scott Dewicki, Paul Hartman and Shweta Kumar</i>	15
<b>Chapter 3 Exploring Factors Influencing Purchase Intentions Among Metaverse Enthusiasts: An Investigation in Northern India</b> <i>Kavita Rani and Manjit Kour</i>	27
<b>Chapter 4 Metaverse Regulation for Artificial Intelligence: Conceptual Approach for Marketing Domain</b> <i>Prabhjeet Kaur, Lokesh Jasrai and Aditya Kumar Divyam</i>	39
<b>Chapter 5 Beyond Boundaries: Uniting AI and the Metaverse for Tomorrow's Realities</b> <i>Hafijull Mondal</i>	59
<b>Chapter 6 Exploring the Metaverse: Transformative Applications of AI in Virtual Tourism Experiences</b> <i>Animesh Kumar Sharma, Rahul Sharma and Rajesh Verma</i>	77

<b>Chapter 7 Metaverse Adoption Among Banking Users: A Developing Nation's Perspective</b> <i>Anamica Singh, Anchal Luthra, Seema Garg and Vinita Sharma</i>	95
<b>Chapter 8 Democratizing Immersive Learning</b> <i>Rajesh Verma and P. James Daniel Paul</i>	115
<b>Chapter 9 Factors Influencing Adoption of Metaverse Platform: Gen Z Perspective</b> <i>Pravin Chandra Singh, Abhishek Kumar Pandey, Premendra Sahu, Vishal Kumar Singh, Sujay Vikram Singh, Kumari Neelam and Pankaj Kumar</i>	131
<b>Chapter 10 Utopian Dreams or Dystopian Realities: Navigating Ethics in the Metaverse</b> <i>Lekhika Sharma, Neeraj Kaushik, Yasha Bothra and Manpreet Arora</i>	149
<b>Chapter 11 Challenges and Future Directions for the Use of AI and Security Intelligence in Tourism Industry</b> <i>Mohammad Badruddoza Talukder, Firoj Kabir, Mohammad Abu Horaira and Sanjeev Kumar</i>	165
<b>Chapter 12 AI and Robotics Awareness: Effects on Hotel Employee Turnover</b> <i>Anshul Garg, Gopinath Sangaran and Vincent Pang Fook Huat</i>	179
<b>Chapter 13 Guest-Centric AI: A Theoretical Inquiry of Guest Experiences on the Integration of AI Chatbots Among Luxury Guest Accommodations</b> <i>Chen Weimei, Rupam Konar and Neethiahnanthan Ari Ragavan</i>	193
<b>Chapter 14 Business Resilience via Forward-Looking Approach: Metaverse as a Potential Innovation</b> <i>Sneha Biswas and Rituparna Chatterjee</i>	205
<b>Chapter 15 Virtual Tourism: Traversing the Kaleidoscope of Virtual Reality</b> <i>Neetha Mary Avanesesh and Minu Zachariah</i>	217

<b>Chapter 16 Demystifying Opportunities and Risk for Businesses: A Qualitative Enquiry</b>	
<i>Manpreet Arora and Jeetesh Kumar</i>	229
<b>Chapter 17 The Dark Side of the Metaverse: Privacy, Security, and Safety Concerns</b>	
<i>Vaishali Dhiman and Manpreet Arora</i>	241
Index	255

*This page intentionally left blank*

## About the Editors

**Jeetesh Kumar** is Head of Research at the Faculty of Social Sciences and Leisure Management, Senior Lecturer at the School of Hospitality, Tourism and Events, Associate Director for Information Management & Documentation at the Centre for Research and Innovation in Tourism, and Hub Leader of the 'Responsible Tourism for Inclusive Economic Growth' Sustainable Tourism Impact Lab at Taylor's University, Malaysia. His research areas include Economic Impacts, Economic Modelling, Sustainable Tourism Development, SMART Tourism and Behavioural Studies. He has worked on consultancies and research projects at the national/ international level and authored 80+ publications, including indexed research articles and book chapters. Twelve postgraduate students (Masters and PhDs) have graduated under his supervision, and currently, he is supervising 7 PhD scholars. He is also active in several national and international associations, conferences, and journals. He is also an Associate Editor for the *Asia-Pacific Journal of Innovation in Hospitality and Tourism* and Regional Editor (Asia) for the *Event Management Journal*. He has co-edited four books under CAB International, IGI, and Emerald and is currently editing five books with Emerald, IGI, and Springer. He is an active speaker and has been invited by several institutions in the Philippines, India, Japan, Indonesia, China, Australia, and Pakistan.

**Manpreet Arora**, a Senior Assistant Professor of Management at the Central University of Himachal Pradesh, Dharamshala, India, brings over 22 years of rich teaching experience. She is a gold medallist and a merit holder. An accomplished academic, she has an impressive publication record, having authored over 33 papers in esteemed national and international journals listed in Scopus, Web of Science and Category journals, alongside contributing to above 65 book chapters in publications by reputed publishers like Emerald, Routledge, CABI, Springer Nature, AAP, and more. She works in the area of microfinance, sustainable development goals, corporate communications and qualitative research. She is supervising Doctoral students and postgraduate students. Her commitment to management research is evident through the editing of eight books from national and international publishers. She is presently working in the area of metaverse, entrepreneurship, and tourism and is editing books of reputed publications like Emerald and IGI. Her impactful contributions showcase a multi-faceted professional excelling in academia, research, and social advocacy.

## About the Contributors

**Neetha Mary Avanes**, PhD, is an Associate Professor at the School of Business and Management, Christ (Deemed to be University), Bengaluru, India. She has published several research papers, book chapters, and case studies in Elsevier, Emerald, Harvard Business Review and Ivey Publishing. She has five Best Paper Awards and a patent to her credit. Her research interests include succession planning, psychological contract, workplace spirituality, employee wellbeing and social entrepreneurship. She has undertaken short- and medium-term projects with corporate clientele, including those with Smith Kline Beecham Pharmaceuticals (India) Ltd., Bangalore and Whirlpool of India Ltd., Bangalore. She is passionate about designing and developing human-capital management initiatives across the business spectrum.

**Sneha Biswas** is a dedicated Assistant Professor at Pailan College of Management and Technology, Kolkata, India. Her expertise lies in healthcare management and public health, backed by a Master's in Public Health and a Bachelor's in Hospital Management and currently pursuing PhD in Healthcare Management. With a published book and research article, her passion for research is evident. Her contributions extend to sustainability topics, showcasing her commitment to advancing knowledge in her field. As an author of an international book, her impact transcends national boundaries. Her dedication to excellence makes her a respected figure in academia, poised to continue making significant contributions to healthcare management and public health.

**Yasha Bothra** is a passionate educator with a PhD in Finance from the Delhi School of Economics, Delhi University. She is currently working as an Assistant Professor at the Sri Venkateswara College, University of Delhi. Her research papers have been published in renowned journals. She likes to work on contemporary topics also. Her research expertise and teaching experience make her a valuable asset to academic communities.

**Rituparna Chatterjee** is a distinguished academic and seasoned professional heading the Hospital Management Department at Pailan College. With a strong academic background and nine years of combined experience in the hospital industry and academia, she brings a unique blend of practical knowledge and scholarly

pursuit. Her expertise in healthcare management is evident in her international book and research interests in sustainability. As a mentor, she is dedicated to nurturing talent and fostering innovation among her students. Her contributions to the field of hospital management are invaluable.

**Aarthy Chellasamy** is an Assistant Professor with nine years of teaching experience in School of Business and Management Christ (Deemed to be) University, Bangalore, India. She has completed her Bachelor's in Engineering from Avinashi Lingam University, Coimbatore, Master's in International Business Management, and PhD in Technology Marketing from Anna University. Her teaching interests are in the area of management information system, sentiment analysis and opinion mining, business analytics, consumer behaviour, and operations management. She has published more than 70 research papers to her credit in national and international publishers including Emerald, Taylor & Francis, and Springer. She has also presented papers in many national and international conferences to her credit. Her field of research include information technology implementation and its usage, and consumer behaviour in the digital age.

**Scott Dewicki**, RGBSI Aerospace & Defense, United States of America, is the Programme Manager, Information Technology Services Leader, and Chief architect at RGBSI Aerospace & Defense. He is a highly successful, experienced information technology, supply chain, and engineering professional. He can communicate and collaborate with clients and demonstrate value from C-suite to working level. His cross-sector background includes automotive, aerospace, consumer products, high-tech, life sciences, health care, chemicals, and public sector. In addition to RGBSI Aerospace & Defense, he has worked for Amazon, Gartner, and IBM.

**Vaishali Dhiman** is an esteemed Research Scholar associated with HPKVBS, School of Commerce and Management Studies, Central University of Himachal Pradesh, India. Her research focusses on entrepreneurship, business incubation, skill development, the metaverse, and exponential technologies. With a keen interest in fostering innovation and economic growth, she delves into the intricacies of entrepreneurial ecosystems, explores strategies for effective business incubation, navigates the dynamics of the metaverse and exponential technologies, and identifies avenues for skill development in emerging industries. She has a good publication record, having authored nine papers in international journals and books with publishers such as Emerald, Sage, Springer Nature, Taylor & Francis groups AAP, and IGI indexed in Scopus. Her profound insights and dedication to advancing knowledge in these fields position her as a valuable asset to the academic community.

**Aditya Kumar Divyam** is a Research Scholar at Lovely Professional University, Jalandhar, Punjab, India. His research interests encompass sustainability, corporate social responsibility (CSR), and green marketing. He is committed to investigating how businesses can seamlessly integrate *sustainable* practices into their

operations while adhering to their social responsibilities. In his recent research, he delves into the intricate dynamics of green purchase intentions, examining the roles of CSR, eco-advertising, and green trust in shaping consumer behaviour within retail sectors. Looking ahead, he aims to further explore innovative strategies that enable businesses to engage in both environmentally friendly and socially responsible practices, thereby contributing to a more sustainable future for industries and communities alike.

**Anshul Garg** is an accomplished academician and researcher. He works as a Senior Lecturer at Taylor's University in Malaysia. His research expertise includes self-service technologies in the hospitality and restaurant industry, service quality, service clues, hospitality service, human resource management, and waste management. He has successfully published research work in various Scopus- and Web of Science-indexed journals and book chapters in books published by highly recognised publishers (Emerald, CABI, and IGI-Global). He is an editorial board member and reviewer with many reputed and Scopus-indexed journals.

**Seema Garg** is an Associate Professor in Amity International Business School, Amity University, Noida, India. She has obtained her PhD degree from Jamia Millia Islamia University, Delhi, India. Previously, she has done her MPhil and MSc degrees in Operational Research from the University of Delhi, Delhi, India in the year 2001 and 1997 respectively. Involved in teaching business statistics, operations research, business research methods, decision sciences, business maths, etc. she has significantly contributed to enhancing scientific understanding by participating in number of national and international conferences, symposia, and seminars by participating and chairing technical sessions. Her publications are in the areas of data envelopment analysis, supply chain management, modelling and efficiency optimisation in banking using data envelopment analysis application of DEA. She has pursued research in truly interdisciplinary areas.

**Paul Hartman**, PhD, RGBSI Aerospace & Defense, United States of America, is President of RGBSI Aerospace & Defense and Adjunct Professor of Data Driven Decisions in the Master's in Analytics programme at Wittenberg University in Springfield, OH. He serves as the contract principal investigator responsible for the design, development, demonstration, and delivery of the groundbreaking Defense Logistics Agency Digital Sustainment Platform and was featured in the top 100 innovators and entrepreneurs magazine. His current research interests include supply chain management and defense acquisition.

**Brian Heath**, PhD, Wittenberg University, United States of America is an Adjunct Professor of Analytics and the Founder of Heath Analytics. He has taught analytics courses at the graduate level. An author of over 20 publications, his works include *A Survey of Agent-based Modeling Practices (January 1998 to July 2008)*, *Some Insights into the Emergence of Agent-based Modeling, Epistemology of Modeling and Simulation*, and *The History, Philosophy, and Practice of Agent-based*

*Modeling and the Development of the Conceptual Model for Simulation Diagram.* His research explores agent-based modeling, simulation, decision-making, and uses of analysis in organisations.

**Mohammad Abu Horaira**, an experienced Associate Professor, works at the College of Tourism and Hospitality Management at the International University of Business Agriculture and Technology in Dhaka, Bangladesh. He was born in the Kishoreganj District on 12 July 1980, and received his SSC and HSC from Dhaka Board. In pursuing a higher education, he attended the IIAS School of Management in Darjeeling, India, earning a three-year hospitality and tourism management diploma. To further his education interest, he earned a Bachelor of Arts in Tourism and Hospitality Management and a Master of Business Administration degree with a concentration in Human Resource Management from IUBAT. The American Hospitality Academy made him a Certified Hospitality Educator. ‘Tourism-Community Development Nexus: A Case Study of Kuakata’ is the topic of his studies for his MPhil degree, which he is currently conducting at Bangladesh University of Professionals, Dhaka, Bangladesh.

**Vincent Pang Fook Huat** is an accomplished academician and industry expert with an overall experience of 15 years in various portfolios of the industry. He has worked as an Editor and Author of published Culinary Recipe books. He is actively involved in the restaurant scene and is plying his trade in a German-based delicacy restaurant. He is also a competition skills trainer and an international skills medallist.

**Ross Jackson**, PhD, Wittenberg University, United States of America, is an Associate Professor of Business. He has taught management in large universities and small liberal arts colleges. An author of over 30 publications, his works include *Management in Quandary: A Critique of Organizational Power*, *Haunted Across the Political Spectrum: The Specter of Communism in Two Midcentury American Organizations*, *Nietzsche’s Construction of Power: Implications for International Business Ethics*, *Becoming Who You Are Through Authentic Organizational Communication*, and *The Spectacle of Analysis: Analytics as Organizational Propaganda*. His research interests focus on organisational power, analytics, and *détournement*.

**P. James Daniel Paul** is a Professor in Mittal school of Business. He is known as an Economist, Investment Facilitator, and Analytics Expert with significant experience working with prominent international organisations, including UNIDO, the World Bank, ADB, UKTI, the European Union, PWC, EY, the Murugappa Group, and Skymark. Additionally, his associations with organisations such as CII, SICCI, Tanstia FnF, VIT, Karunya Universities, NIPFP, and BDHC are said to have further shaped his public-oriented perspective. His career, spanning 29 years, reportedly involved contributions to 18 organisations and the successful execution of over 43 projects across 14 countries.

**Lokesh Jasrai** has PhD in is currently working as Professor in the Marketing Department at Lovely Professional University in Jalandhar, Punjab. With a focus on consumer behaviour and marketing strategy, The author's research portfolio encompasses a diverse range of topics including predicting opinion leadership based on demographics in the mobile telecom services sector, examining e-loyalty among female apparel shoppers in India, developing segmentation typologies for telecom service users using the motivated consumer innovativeness scale, and exploring consumer innovativeness for green consumer durables through factorial designs. With expertise in these areas, the author contributes valuable insights to academia and industry.

**Firoj Kabir** is an accomplished author, researcher, and Lecturer of the Department of 'Tourism and Hospitality Management' of Daffodil Institute of IT, Dhaka, Bangladesh, with a strong academic background in BBA and MBA majoring in Tourism and Hospitality Management from the University of Dhaka. His passion lies in exploring the intersection of travel and culture. His diverse areas of interest include archaeological tourism, sustainable tourism, and the unique characteristics of Generation Z travellers. Through extensive research and insightful writing, he sheds light on the intricate connections between historical sites, responsible tourism, and the evolving preferences of the next generation of travellers. His work not only enriches the field of tourism but also inspires readers to engage with the world around them in meaningful and responsible ways.

**Prabhjeet Kaur** is a Doctoral Research Scholar currently perusing PhD in Marketing Domain with Artificial Intelligence powered Customer Relationship Management from Lovely Professional University. The areas of other research are geography plate tectonic movements, E-STEM, higher education, and Morse code. She has already four Scopus-indexed chapter to her achievement from multi-aspects of research interest. In future, she aims to publish more multi-domain topic of interest that are relevant for both industrial and common community growth.

**Neeraj Kaushik**, PhD, is currently working as an Associate Professor and Head in the Department of Business Administration, National Institute of Technology, Kurukshetra, India. His interest areas are services marketing and research methodology. He has to his credit 60 articles published in Indian and international journals and conferences.

**Rupam Konar** is the Programme Director for the PhD in Hospitality and Tourism and MSc in Tourism at Taylor's University, Malaysia. He is a Senior Lecturer in the School of Hospitality, Tourism, and Events and serves as a Managing Editor for the Scopus-indexed *Asia Pacific Journal of Innovation in Hospitality and Tourism*. He is also an Associate Director at the Centre for Research and Innovation in Tourism and a Certified Microsoft Innovative Educator. His research focusses on service innovation, delivery, and design in hospitality, with numerous publications and successful research projects.

**Manjit Kour** has a PhD in Management from Punjab Technical University. Presently, she is working as Professor in the University School of Management, Chandigarh University, Punjab, India. Her specialisation is finance and marketing. Her areas of research interests include business ethics, online marketing, metaverse, corporate finance, and Fintech. She has authored two books and have published 43 research papers in quality journals including Web of Science, ABDC, Scopus, UGC-CARE list. She has presented numerous research papers in various national and international conferences. She is Innovation Ambassador with Ministry of Education, India and has delivered more than 30 expert talks in various seminars and workshops, she is on editorial board of *Journal of Commerce and Accounting* (ABDC-indexed journal). She is active reviewer in various Web of Science and Scopus-indexed journals as well.

**Pankaj Kumar** is currently working as an Assistant Professor in Faculty of Commerce and Management, United University, Prayagraj, Uttar Pradesh, India. He has completed his PhD in Finance from Faculty of Commerce, Banaras Hindu University and published number of research papers in ABDC and CARE-listed journals.

**Sanjeev Kumar** is a Professor cum HOD, School of Hotel Management and Tourism, Lovely Professional University, Punjab, India. He holds a Bachelor's degree in Hotel Management from Osmania University. He earned his Master's degree in Tourism Management from Madurai Kamaraj University and his Doctorate from Amity University Rajasthan. He has worked as a teacher for the past 18 years. While in Kuwait, he worked as an Assistant Dining Manager for Gulf Catering Company and other hotels. He has 20 research articles and has presented more than 12 papers at national and international conferences. He supervises six PhD research scholars and has directed many MBA and MSc research projects in hospitality and tourism. He has taken part in several FDPs and workshops. He also travelled throughout the country to attend international and national conferences.

**Shweta Kumar**, DEng, RGBSI Aerospace & Defense, United States of America, is the Managing member and Senior Technical Director at RGBSI Aerospace & Defense and demonstrates executive level leadership including technical and functional guidance to the team at a tactical and strategic level. She has more than 15 years of broad industry base experience within the automotive, aerospace, and heavy equipment manufacturer industries, implementing engineering and advanced manufacturing solutions for over 100 of RGBSI's Fortune 50/100/1000 customers. She also holds a patent for embedded feature development on hybrid electric vehicles for Chrysler.

**Anchal Luthra** is the Assistant Professor, AIBS, Amity University, Noida, India. She has done PhD, MBA in HR, MPhil, and MEd She carries rich 12 years' experience of industry, research, and academia. Her area of specialisation is human resource management, data analytics and research methodology. She has

presented her research work at various national and international conferences and won two best paper awards along with best Teacher Award and Excellence in research award. She has published research paper in Scopus and ABDC listed journals and successfully delivered two industry consultation projects in the area of HR and is also engaged in academic consultation.

**Priyakrushna Mohanty** is an Assistant Professor in the Department of Business Administration (Tourism) at Christ University, Bengaluru, India. A former UGC Senior Research Fellow, he earned his PhD in Tourism Studies from Pondicherry University, where he also received the Travel Corporation (India) Gold Medal for academic excellence. In addition to a Master's in Tourism Studies, he holds a Master's in Finance and three PG Diplomas in Rural Development, Research Methodology, and Teaching Skills. With over 30 research papers published and 25 conference presentations, he has also served as an editor for books with leading publishers such as Routledge, Emerald, Springer, and CABI. His expertise spans tourism sustainability, e-tourism, events tourism, sustainable livelihoods, research methodology, and gender issues in tourism.

**Hafijull Mondal**, PhD Research Scholar, Department of Library and Information Science, Netaji Subhas Open University, Kolkata West Bengal, India, is currently working as Librarian in Elite Institute of Engineering and Management, Sodepur, West Bengal, Kolkata, India. He has BA Honours (Geography), BLIS, MLIS, ADCA PGDLAN, UGC NET, WB SET Qualified for Assistant Professor. He is having 12 years of experience and 44+ Research Papers presented and published for different national and international journals, national and international seminars, conference, and book chapters. He attended 50+ workshops and webinars on related fields. He is working as a Reviewer in *International Journal of Research and Analytical Reviews* and reviewed a paper in Net Journal and Web of Science-Indexed journal. He is working as an Editor in International Publishers, a book series 'Futuristic Trends in Social Sciences'. He is a member of various professional bodies in India.

**Aishwarya Nagarathinam** specialises in Human Resource Management and Information Technology, with a Doctorate focussed on 'Mapping the Competency Matrix for Software Professionals in Bangalore'. She is an Assistant Professor at the School of Business and Management, Christ (Deemed-to-be University), Bangalore, where she coordinates the MBA programme and leads the Centre for Artificial Intelligence at the Bannerghatta Road campus. With over nine years of teaching experience, she has published in Scopus, Web of Science, and UGC-indexed journals and presented at national and international conferences. She has authored a book on *Competency Mapping* and contributed three chapters on *Artificial Intelligence*, *Submarine Cables*, and *Business Ethics*. Currently, she is involved in a women's hygiene project under the National Health Mission for the Government of Karnataka. Her research interests include competency mapping, strategic management, and business analytics, and she also provides soft skills training for students.

**Kumari Neelam** is currently pursuing her PhD in Finance from the Department of Commerce, Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh, India. She has published a number of research papers in ABDC and peer-reviewed journals. Her research interests include corporate finance, financial markets, and investment strategies. Additionally, she has presented her work at various national and international conferences, receiving commendations for her contributions to the field.

**Abhishek Kumar Pandey** is an Assistant Professor in the Management Department of SMS Lucknow. He did his Doctoral work in Human Resource Management from the Department of Business Administration (LUMBA), University of Lucknow, in 2024. His thesis title was *Succession Management Practices in Corporate Firms in India*. He is also qualified for UGC-NET in management. He has an MBA in dual specialisation – HRM and Marketing – from AKTU, Lucknow. Before MBA, he completed a Bachelor of Science in Maths from the University of Gorakhpur.

**Neethiahnanthan Ari Ragavan** is the Executive Dean at Taylor's University, leading the Faculty of Hospitality, Food, and Leisure Management. With over two decades of experience in hospitality and tourism, he is a renowned expert in sustainable tourism and service quality management. Holding a PhD in Hospitality and Tourism, he has published extensively in top academic journals and presented at international conferences. Under his leadership, Taylor's University has gained global recognition in hospitality education. He is committed to advancing the field and mentoring future industry leaders.

**Kavita Rani** has a PhD in Management and presently she is working as Professor in University School of Management, Chandigarh University, Punjab, India. Her specialisation is human resource (HR) management and marketing. Her areas of research interests include HR, metaverse, HR analytics, and marketing analytics.

**Premendra Sahu** is an Associate Professor of Marketing at MATS University Raipur Chhattisgarh, India. He has a research and teaching experience of more than 15 years. His current research interest targets the analysis of the consumer behaviour of millennials in marketing. He has an expertise in the application of analytics in business, with a specific emphasis in marketing, sustainability, retailing, and e-commerce. He has used many statistical tools in his research including SPSS, Smart-PLS, Excel, and R.

**Gopinath Sangaran** is an accomplished academician, industry expert, and budding researcher. He is a Senior Lecturer at Taylor's University, Malaysia. His research areas include management, organisational behaviour, and hotel industry-related areas. He has published in Scopus-indexed journals. He is also a competition skills trainer and an international skills competition judge.

**Animesh Kumar Sharma** is a PhD Research Scholar at Mittal School of Business, Lovely Professional University, Phagwara, Punjab, India and working as

Manager – Marketing and Corporate Communication with Vatika Business Centres Private Limited (A Vatika Group Company), Gurugram, India. His research interest areas include digital marketing, social media marketing, search engine marketing, artificial intelligence, machine learning, data analytics, and the applications of technology in business.

**Lekhika Sharma** is currently working as a PhD Research Scholar at the Department of Business Administration, National Institute of Technology, Kurukshetra, India. She graduated in Commerce from Panjab University in 2018. She completed her Postgraduation in Commerce from Panjab University in 2020. Her area of interest includes consumer behaviour, immersive technologies, and technology adoption.

**Rahul Sharma**, Lovely Professional University, India, is a highly accomplished Professor of Marketing with over 14 years of experience in academia. He has a PhD in Marketing and has published over 15 articles in high-quality journals in the field. His research interests include consumer behaviour, business analytics, and digital marketing. In addition to his research, he is also a highly sought-after resource person in various faculty development programmes.

**Vinita Sharma** is associated with Amity International Business School, Amity University, Noida, India. She has more than two decades of experience in academia. Her areas of expertise include information technology and analytics, artificial intelligence and machine learning, Internet of Things, e-commerce, Big Data analytics, predictive analytics, Python, data visualisation, and business intelligence. She is an active researcher and resource person and has been instrumental in delivering expert lectures, technical workshops. Dr Sharma has published numerous research papers in refereed international journals and presented many papers in international conferences.

**Anamica Singh** is currently serving Amity University, Noida, India, as Assistant Professor in AIBS. She has a PhD in Management from Birla Institute of Technology, Mesra. Prior to PhD, her academic qualifications include Master of Business Administration from Indian Institute of Information Technology & Management, Gwalior and Bachelor of Technology in Information Technology from J.S.S. Academy of Technical Education, Noida. She comes with a rich industry experience of more than 10 years. She has an academic experience and her areas of expertise include various domains of information technology and management. She has presented various research papers in both national and international conferences. She bags paper publications in Scopus and SCI journals.

**Pravin Chandra Singh** is currently working as an Assistant Professor MSMSR, MATS University. Prior to MATS University, he was associated with Raffles University, Rajasthan, India. He has done his Doctorate from IM-BHU in Marketing. He has published several research papers in journals of repute like IIM-S, PBRI, etc. He has also participated and published papers in national and international

conferences like ISDSI sponsored by IIM-N, ICTSGS-Japan, and Hagia Sophia international conference-Turkey.

**Sujay Vikram Singh** is a Senior Research Fellow currently pursuing a Doctorate at Banaras Hindu University. He graduated and postgraduated from IHM Lucknow. His research interests include hospitality, CRM, service marketing, service quality, and systematic literature reviews. He has published papers in various handbooks and journals. His recent journal publications include the *International Journal of Market Research* (Sage Publishing) [ABDC-A, Scopus] and the *Journal of Global Information Management* (IGI Publishing) [Scopus, ABDC-A]. He has also been a reviewer for tourism and management journals and has presented and published papers at various national and international conferences and seminars. He has received best paper awards at several conferences, including those held at IHM Bhopal, Subharati University, and Delhi University (<https://orcid.org/0000-0002-7113-2698>).

**Vishal Kumar Singh** is working as Assistant Professor, School of Management Science (SMS Varanasi) and completed PhD from Institute of Management Studies, Banaras Hindu University, Varanasi, India. He published the research papers in Scopus, Web of Science, UGC-CARE listed journals, and peer-reviewed journals. He also attended various national and international conferences.

**Mohammad Badruddoza Talukder** is an Associate Professor, College of Tourism and Hospitality Management, International University of Business Agriculture and Technology, Dhaka, Bangladesh. He completed his PhD in Hotel Management at the School of Hotel Management and Tourism, Lovely Professional University, India. He holds a Bachelor's and a Master's degree in Hotel Management from India. He has been teaching various courses in the Department of Tourism and Hospitality at different universities in Bangladesh since 2008. His research areas include tourism management, hotel management, hospitality management, food and beverage management, and accommodation management, where he has published research papers in well-known journals in Bangladesh and abroad. He is one of the certified trainers from Bangladesh for the Food and Beverage Service Department of the SIEP Project. He became an Honorary Facilitator at Bangladesh Tourism Board's Bangabandhu International Tourism and Hospitality Training Institute.

**Rajesh Verma** is a Professor and Sr Dean at Mittal School of Business, LPU, overseeing its academic and administrative functions. He holds a PhD in Marketing from Himachal Pradesh University, an MBA from Utkal University, and an Executive Programme in Data-driven Product Management from IIM Lucknow, India. With over 20 years of experience in teaching, research, and consulting, he specialises in business models, strategic management, and political marketing. He has published over 60 research papers, 20 case studies, and 10 books, while guiding several PhD and MPhil students. As an active speaker at national and international conferences, he has conducted numerous executive development

programmes for industry and have visited countries like the United Kingdom, Spain, Portugal, Dubai, Nigeria, and Sri Lanka for academic assignments. He is also a recipient of multiple awards, including the UGC Junior Research Fellowship and different grants from UKIERI, ICSSR, DST, etc.

**Chen Weimei** is currently pursuing a PhD degree in Hospitality and Tourism Management at Taylor's University, where her research interests include the direction of artificial intelligence (AI) in the hospitality industry and the direction of service. As an active PhD student, she has published one article in an international journal and has been invited to participate in several international symposiums. Her research not only delves into cutting-edge topics in the hospitality and tourism industry, but also provides valuable insights into AI and service enhancement in the industry.

**Minu Zachariah**, PhD, has around 25 years of professional and academic experience in human resource management. She is currently working as Professor at B.M.S. College of Engineering, MBA Department. She has completed PhD in Management from Visvesvaraya Technological University. She has published research papers in reputed national and international journals and is passionate about writing academic cases and book chapters. She was the resource person for FDPs, MDPs for MSMEs, and various other training programmes. She is associated with various autonomous institutions such as BOS and BOE. She upgrades her skills on a continuous basis.

## Chapter 1

# MetaMinds and Digital Realms: Deciphering Gen Z Consumer Behavior in Metaverse Marketing

*Priyakrushna Mohanty, Aarthy Chellasamy and  
Aishwarya Nagarathinam*

*Department of Business and Management, Christ (Deemed to be University),  
Bengaluru, India*

### Abstract

This conceptual research paper explores the innovative convergence of virtual reality (VR), augmented reality (AR), and digital spaces as it dives into the complex dynamics of Gen Z consumer behavior within the metaverse. Businesses and scholars alike face hurdles in comprehending the complex preferences, motives, and decision-making processes of this generation of digital natives, as traditional marketing tactics undergo a metamorphosis in the aftermath of the metaverse. Understanding the nuances of Gen Z's interactions in this immersive digital world is crucial for businesses looking to connect and engage with this significant consumer generation as the metaverse becomes an increasingly important part of everyday life. Thus, this study also attempts to understand the awareness about metaverse among Gen Z and the challenges faced during the act of purchase in a meta environment.

*Keywords:* Metaverse; Gen Z; consumer behavior; metaverse marketing; virtual reality; augmented reality

## Introduction

Extended reality (XR) includes VR, AR, and mixed reality (MR) (Milgram et al., 1995). In XR, humans observe and communicate in full or partial digital environments constructed by technology (Mystakidis, 2022). With the help of multimedia and interactive technologies like XR, MR, AR, and VR integrating with avatars, platforms like Second life, Converse, Mine craft, and Roblox have become very popular. Metaverse is a new paradigm which involves the amalgamation of technology, with an interactive immersive virtual experience which has unlimited number of users (Ball, 2022; Dwivedi et al., 2022). Contribution of Meta to business, society, and individual users is still unexplored, and this buzz has forced organizations to assess the potential usage of meta to enhance customer experience, engagement, and interaction (Dwivedi et al., 2023; Shen et al., 2021). With the advent of the metaverse, people's interactions with the virtual world have undergone a paradigm change in the ever-changing field of digital technology. Gen Z, a new generation of consumers, is leading the charge in defining and molding this revolutionary period as society grows more interconnected through digital platforms. MetaMinds – a phrase designed to capture this generation's cognitive prowess and technological dexterity – move through the digital spaces of the metaverse with ease, upending conventional wisdom about consumer behavior and marketing tactics.

A work by Choi and Choi (2020) has stated that immersive technology will provide realistic shopping experiences and utility value offering unique marketing opportunities. McKinsey Report has stated that virtual product sales through avatar have reached \$54 billion market value and predicted the potential benefits brands can gain through this immersive experience. Forever 21 has sold virtual beanies through Roblox and Gucci sold a bag which surpassed the value of a physical bag. Use cases are widespread in new immersive retail, entertainment, sports, and educational experiences. Less talked about applications include virtual employee training and team collaboration with avatars, virtual prototyping, and display of products. The South Korea Government has experimented with virtual Seoul Town and the Mayor Office. Virtual goods economy accounts for 40% of global gaming revenue, and in the future rise of crypto currencies, many intend to create a crypto wallet in a meta environment. On the other side, brands such as Adidas, Nike, Coca-Cola, Louis Vuitton, and Lamborghini have also launched NFT (non-fungible tokens) for self-monetizing and generating another revenue stream (Gautam, 2022). Purchases of digital goods are already in place for ordering a pizza in *de-centrland* for deliveries of actual pizza in the real world. Businesses can acquire insights into successful metaverse marketing tactics by bridging the gap between theoretical ideas and real-world applications, assuring relevancy and resonance with Generation Z's MetaMinds (Wider et al., 2023). Deciphering the nuances of this digital frontier is not only a scholarly endeavor but also a strategic imperative for businesses navigating the changing 21st-century landscape, as society go deeper into our exploration of the metaverse and its profound implications on consumer behavior.

Consequently, Gen Z consumers are considered to be more familiar with virtual worlds, transactions, and goods than previous generations, which are proven evidence from 67% of Roblox users and are under the age group of 16, a whole new generation of meta natives. On the other hand, people still question whether this is a fairytale and will it come true? Hazan et al. (2022) have stated that the metaverse in marketing is highly experimental and may throw unique challenges to marketers. This conceptual research paper explores the innovative convergence of VR, AR, and digital spaces as it dives into the complex dynamics of Gen Z consumer behavior within the metaverse. Businesses and scholars alike face hurdles in comprehending the complex preferences, motives, and decision-making processes of this generation of digital natives, as traditional marketing tactics undergo a metamorphosis in the aftermath of the metaverse. Understanding the nuances of Gen Z's interactions in this immersive digital world is crucial for businesses looking to connect and engage with this significant consumer generation as the metaverse becomes an increasingly important part of everyday life (Gupta, 2023). Thus, this study also attempts to understand the awareness about metaverse among Gen Z and the challenges faced during the act of purchase in a meta environment.

## **Methodology**

With the use of this thematic content analysis methodology, the study aims to provide a theoretical framework for comprehending the intricate interactions between Generation Z consumer behavior and metaverse marketing by extracting important insights from the corpus of existing literature. By using this strategy, we hope to further the current scholarly conversation and offer practical advice to companies attempting to navigate the dynamic field of digital marketing in the metaverse.

In the initial stage, the authors conducted a thorough search of academic journals, research papers, and other publications about the purchasing habits of Generation Z and metaverse marketing. Several popular academic databases, such as Web of Science, Scopus, and Google Scholar, were searched. To make sure that relevant material was included, keywords like "Generation Z," OR "Gen Z," "Metaverse," "Consumer Behaviour," and "Digital Marketing" were used. A collection of inclusion and exclusion criteria was developed in order to preserve the validity and dependability of the literature chosen for study. It was mandatory for the sources to be published in scholarly books, conference proceedings, or peer-reviewed journals. In order to account for the most current advancements in the metaverse and the purchasing habits of Generation Z, the inclusion period was extended to encompass the previous 10 years.

A systematic extraction process was used to gather pertinent data from the chosen literature, with an emphasis on important themes, ideas, and conclusions on Generation Z consumer behavior in the metaverse. Each source's abstract, methodology, findings, and discussions were carefully examined as part of this process. The retrieved data were categorized into main themes and sub-themes using a thematic coding technique. This required going through the literature

methodically to find trends, recurrent ideas, and important discoveries. To guarantee accuracy and dependability, themes were discussed within the research team and iteratively developed and validated.

Following that, the synthesized concepts were explained in relation to Generation Z customer behavior and metaverse marketing. This step entailed presenting a thorough summary of the current academic discourse on the topic, identifying underlying trends, and making links across subjects. Strict quality assessment procedures were put in place to guarantee the legitimacy and dependability of the chosen literature. The analysis contained only academically credible, peer-reviewed sources.

## **Awareness About Metaverse Among Gen Z**

According to the 2022 metaverse study, “New Realities: Into the Metaverse and Beyond,” which gathered data from more than 3,000 people in the USA, UK, and China aged 16–65, the awareness of the metaverse has more than doubled in a year. Gen Z, the digital natives, who were reared on social media and have always had the world at their fingertips, are best positioned to understand the metaverse since they currently use it and will surely influence how it develops. According to Gartner, Inc., 25% of people will use the metaverse for work, shopping, and other activities at least once a day by 2026. Ipsos collaborated with Nokia to conduct a study on “Gen Z and Metaverse,” and the results show that Gen Z are in metaverse for reasons such as virtual experiences, social bonding, status, and the possibility of investing in newer technologies (The Virtual Frontier: Gen Z and the Metaverse, 2022).

Born approximately around the mid-1990s and early 2010s, Generation Z has experienced a world dominated by digital technology. In contrast to earlier generations, they are naturally at ease interacting with social media, navigating online environments, and keeping up with the quickly advancing state of technology. Their innate ability to navigate the digital world places them in a pivotal role in the acceptance and development of the metaverse. Generation Z’s exposure to social media platforms is often linked to their awareness of the metaverse (Lamba & Malik, 2022). Social media sites such as YouTube, Instagram, and TikTok are often used to post content about metaverse technology, virtual worlds, and virtual experiences. Their perspectives and understanding of the metaverse are shaped by this experience, which acts as an introduction.

In a study conducted by Vice Media group, 1,000 gamers across Gen Z were surveyed, over which more over half (52%) of Gen Z gamers say they want to make money in the metaverse, and one-third say they want to start careers there, indicating that the age group has higher goals related to these online areas. Over the next five years, 20% of people intend to spend their “fun” budgets, which are set aside for entertainment and leisure, on in-game purchases, with an average annual expenditure of \$50 (The Metaverse: Gen Z insights, 2022). Gen Z is excited about the metaverse’s potential, especially the chance to interact with others and have fun through wholly virtual experiences, but they are also worried

about how it will affect society in the future and how social inequality will prevent the metaverse from being accessible to everyone (AIELLO *et al.*, 2022).

The way that Generation Z perceives the metaverse is also greatly influenced by the educational system. A more knowledgeable and technologically adept generation is produced by educational institutions that integrate metaverse conversations, immersive technologies, and virtual learning environments (Tlili *et al.*, 2022). Students are exposed to concepts relating to virtual worlds more and more as curricula change to reflect the digital age (Al-Adwan *et al.*, 2023). The exploration of VRs and parallel dimensions in films, TV series, and books has led to a rise in the popularity of the metaverse in popular culture. Generation Z's knowledge is shaped by cultural influences and media portrayals that offer a variety of viewpoints on the metaverse, from dismal cautionary tales to utopian ideals. Furthermore, the possibility for social interaction and connectivity within the metaverse is consistent with Generation Z's inclination toward digital communication and virtual communities (Longo & Faraci, 2023). A natural interest in the metaverse is fostered by virtual environments that enable socializing, collaboration, and shared experiences, which connect with the social dynamics already present in their life.

## **The Factors Influencing Purchase Behavior in Gen Z Through Metaverse**

Theory of planned behavior (Ajzen, 1991) states that consumer behavior intention is determined by attitude, subjective norms, and perceived behavior control. So, consumer purchase behavior heavily depends on predefined positive or negative attitudes toward virtual products in a meta environment. Purchase behavior in meta is also influenced by the perception that is set by early users (e.g., purchase through meta is tedious, risky) (Bleize & Antheunis, 2019). Perceived ease of use and usefulness also determine the consumer purchase behavior. Technology acceptance model proposed by Davis (1989) holds good for marketing as well. Venkatesh *et al.* (2003) proposed Unified Theory of Acceptance and Use of Technology model which supports performance, effort expectancy, and social influence shapes behavior intention. Flow theory (Domina *et al.*, 2012) states that perceived enjoyment, control, and concentration are the factors determining the intense focus a user has toward an activity. Consumer purchases get completely immersed in activity where they are unaware of things happening around them. So, in virtual world, consumers are carried away and end up buying. Bleize and Antheunis (2019) have four influential factors: perceived enjoyment, social influence, customization, and ease of use that support customer purchase intention in the virtual world.

Keeping the above theories in mind, it can be deciphered that metaverse offers a vibrant and imaginative environment that profoundly affects Generation Z's purchasing habits. Companies who comprehend and adjust to the distinct elements influencing business in the metaverse stand a good chance of building deep relationships with this market (Longo & Faraci, 2023). The metaverse has

a multitude of options for businesses to engage with Generation Z consumers in ways that are consistent with their tastes, beliefs, and digital lives. These opportunities range from immersive experiences to personalized interactions and ethical issues (Alfiras et al., 2023). Understanding and taking advantage of these elements will be essential for brands looking to prosper in this new realm of customer interaction as the metaverse develops.

The *immersive and interactive purchasing experiences* provided by the metaverse go beyond the constraints of conventional e-commerce (Baía Reis & Ashmore, 2022). Gen Z is lured to virtual shops, showrooms, and events in the metaverse that offer a more personalized and interesting buying experience because they are enthusiastic users of cutting-edge digital activities. Virtual try-ons and fittings are made possible by AR technology in the metaverse, giving Generation Z the ability to see things in real time before making a purchase. Their trust in the products they choose is increased, and the ambiguity around virtual transactions is decreased, thanks to this engaging and useful approach to online buying. Furthermore, *authenticity and individual expression* are important to Generation Z (Fontana, 2023). People can create and present their digital personas in the metaverse, which affects their purchase decisions. Brands have a greater chance of gaining Generation Z's interest and allegiance if they reflect their values and esthetic preferences in their digital personas. Also, Generation Z can be drawn in by brands that use storytelling and immersive narratives in the metaverse well (Della Sala, 2023). Their emotional connection to a brand can be influenced, which, in turn, can affect their choice to buy if brands can craft engaging tales and experiences that go beyond conventional advertising techniques.

The *creation of communities and social interactions* is facilitated by the metaverse. Community involvement and peer recommendations are highly valued by Generation Z (Oh et al., 2023). Their purchasing decisions are greatly influenced by social influence in virtual places, such as shared shopping experiences and real-time interactions. In addition, the younger generation, Generation Z, is becoming more aware of ethical and sustainable behavior. Environmentally concerned Gen Z customers are inclined to connect with brands that integrate these values into their virtual commerce strategies, such as programs or products that are eco-friendly in virtual form.

Generation Z is inclined toward gaming; therefore, gamification features like virtual currency, challenges, and prizes within the metaverse appeal to their gaming sensibilities (Belk et al., 2022). Gamification of the shopping experience can increase engagement and encourage specific kinds of behavior. The metaverse presents innovative payment methods, such as blockchain-based transactions and virtual currencies. Because they are frequently among the first to adopt new technology, Generation Z might be more likely to make purchases in the metaverse if they believe the payment options are convenient, safe, and in accordance with their tastes.

An important factor in customizing Generation Z's metaverse buying experience is artificial intelligence (AI). AI-powered algorithms are able to examine user preferences, behaviors, and interactions in order to generate personalized suggestions that improve product relevancy and have an impact on purchasing decisions.

Finally, exclusivity and distinctiveness are valued by Generation Z. Exclusive and limited-edition virtual goods that are accessible within the metaverse can engender a sense of urgency and scarcity that encourages users to make purchases in an effort to obtain desirable and uncommon digital goods.

## **Challenges Faced by Gen Z While Interacting in Metaverse**

Though metaverse comes with abundant opportunities for markets, the challenges posed are also novel. The interface should be user friendly and brands and meta platforms should address infrastructural and technical issues. New technology will always come with threats to data security where customers may hesitate to adopt new technology where it becomes vital for brands to create awareness and trust among consumers. Pospiech (2022) stated that the affordability and accessibility of AR and VR accessories might be a hindrance for user participation and experience which set back brands. Sociocultural issues are also to be considered before brands think about meta in full swing. Also, brands should ensure customer willingness to check whether they are personally equipped with resources and skill set to sail through a meta environment. Content, customer engagement, and media dependency also keep changing when there is a change in platform; this becomes another challenge for marketers. Conventional media strategies may not match with 3D world communication strategies and coexisting in the meta environment is a huge challenge apart from regulatory policies and ethical conduct.

### ***Security Issues Faced Metaverse***

Implementing cybersecurity measures in the metaverse might be a huge problem as it is a new technology with a lot of uncertainty. There are risks such as lack of regulations, lack of knowledge about cybersecurity best practices, data collection, and the like (Di Pietro & Cresci, 2021). As no help or support is available in metaverse, NFT theft is bound to happen. User's identities can also be stolen and their avatars can be hacked. Similar to the metaverse, darkverse is on the rise, which is more dangerous than the dark web. Instead of being solely online open discussion threads like in dark web criminal forums, it simulates covert physical meetings. Financial fraud could be another common thing in the metaverse. Because of the massive amount of e-commerce that will take place in these worlds, criminals and criminal organizations will be lured to the metaverse. There will be many people trying to rip off users, steal their money, and seize their digital assets (Chukwunonso et al., 2022). The metaverse is expected to produce a large amount of data, which is fed into it from the real world by means of wearable sensors and other smart devices. These data may include both sensitive information that should always be kept private and very basic information about the user and their environment. The majority of applications employ third-party libraries, which may or may not have access to user-generated data. As a result, it is crucial to understand what the owners of these libraries do with these data and how they store it (Chukwunonso et al., 2022).

The concept of the metaverse has been gaining popularity in recent years, with many people excited about the possibilities it offers. However, with new opportunities come new challenges, and Gen Z is likely to face some significant obstacles as they navigate this digital world. One of the most pressing challenges that Gen Z is likely to face in the metaverse is digital addiction (Bojic, 2022). With the abundance of options for entertainment and engagement, it is easy to get lost in the virtual world, leading to negative impacts on mental and physical health, social skills, and productivity. Another challenge is the issue of cyberbullying. Online harassment, trolling, and hate speech can be just as damaging as in-person bullying, and Gen Z may need to develop strategies for dealing with these issues in the metaverse. Privacy and security concerns are also significant challenges that Gen Z is likely to face in the metaverse (Chang et al., 2022). With so much personal information being collected, users will need to be extra vigilant about protecting their data and taking steps to ensure their safety online.

Economic inequality is another issue that could become a challenge for Gen Z in the metaverse. While the metaverse offers many opportunities for entrepreneurship and wealth creation, access to these opportunities may not be equal, and some Gen Z may be left behind due to economic disparities, lack of resources, or technical skills (Allam et al., 2022). Virtual versus real-world identity is another area of concern for Gen Z in the metaverse. Creating a digital persona that is different from their real-world identity can be confusing and could lead to conflicts. It may be challenging for Gen Z to maintain a balance between virtual and real-world identities, especially as the lines between the two become increasingly blurred.

Finally, the lack of human connection is another challenge that Gen Z may face in the metaverse. While the metaverse offers new ways to connect and collaborate with people from all over the world, it may also lead to a sense of disconnection from the physical world and in-person interactions. The challenges faced by Gen Z in the metaverse are significant, and they will need to develop strategies to navigate this digital world successfully. From digital addiction to economic inequality, privacy concerns, and virtual versus real-world identity, these challenges will require careful consideration and planning to ensure that Gen Z can thrive in the metaverse.

## **Future Prospects**

As a rapidly evolving digital space, metaverse intertwines virtual and physical realities and holds immense potential for shaping the future landscape of consumer behavior. Generation Z, the first generation to grow up fully immersed in digital technologies, is positioned at the forefront of this transformative shift (Burstein, 2013). This section of the article explores the future prospects of Generation Z consumer behavior within the metaverse, examining emerging trends, potential developments, and the implications for businesses and marketers.

As a variety of platforms that cater to various interests and specializations arise, the metaverse is predicted to experience tremendous expansion. It is probable