A COMPARATIVE STUDY:
OPINION OF MANAGERS ON THE IMPACT OF METAVERSE ON CONSUMER PURCHASING BEHAVIOR IN TURKEY AND KUWAIT

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I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.

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ABSTRACT

A COMPARATIVE STUDY:
OPINION OF MANAGERS ON THE IMPACT OF METAVERSE ON CONSUMER PURCHASING BEHAVIOR IN TURKEY AND KUWAIT

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Comparative research has been made between the Turkish and Kuwaiti context regarding the Impact of Metaverse on Consumer Purchasing Behavior using the Opinion of Managers in Turkey and Kuwait. This study examines the differences between the impact and affect that Metaverse would introduce to the Turkish and Kuwaiti consumer purchasing behavior, including whether those two markets would adapt to the Metaverse and what factors of consumer purchasing behavior would be altered due to Metaverse retailing. The study used fifteen semi-structured interviews including eight interviews from interviewee based in Turkey and eight based in Kuwait. Some Internal and external factors are influencing customer purchase behavior in the context of metaverse retailing. Kuwait markets are adaptive to metaverse technology advancement however it requires a set of privacy and security policies to be enhanced. Turkish market would also adaptive but consideration of the costs of immersive technology devices are required to serve cost effective users. The advertisement through a huge space such as metaverse provides an unlimited area to create an opportunity to be a part of marketing communication through involving creative ways to engage customers. As much as the virtual world allows opportunities to brand to customize and personalized experiences, it would possibly arise problems and unwanted experience.

Key Words: Metaverse, Consumer Purchasing Behavior, Turkey, Kuwait.

ÖZ

KARŞILAŞTIRMALI BİR ÇALIŞMA:
TÜRKİYE VE KUVEYT'TE TÜKETİCİNİN SATIN ALMA DAVRANIŞI ÜZERİNDEKİ METAVERSE ETKİSİYLE İLGİLİ YÖNETİCİLERİN GÖRÜŞÜ

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Türkiye ve Kuveyt'teki Yöneticilerin Görüşleri kullanılarak Metaverse'nin Tüketici Satın Alma Davranışları Üzerindeki Etkisine ilişkin Türkiye ve Kuveyt bağlamı arasında karşılaştırmalı bir araştırma yapılmıştır. Bu çalışma, Metaverse'in Türk ve Kuveyt tüketici satın alma davranışına getireceği etki ve etki arasındaki farkları, bu iki pazarın Metaverse'e uyum sağlayıp sağlamayacağını ve Metaverse perakendeciliği nedeniyle tüketici satın alma davranışının hangi faktörlerinin değişeceğini inceliyor. Çalışmada, sekizi Türkiye'den ve sekizi Kuveyt'ten görüşülen kişiyle yapılan görüşmeler dahil olmak üzere on altı yarı yapılandırılmış görüşme kullanıldı. Bazı iç ve dış faktörler, metaverse perakendeciliği bağlamında müşteri satın alma davranışını etkiliyor. Kuveyt pazarları, metaverse teknolojisindeki ilerlemeye uyum sağlar, ancak geliştirilmesi için bir dizi gizlilik ve güvenlik politikası gerektirir. Türkiye pazarı da uyarlanabilir olacaktır, ancak uygun maliyetli kullanıcılara hizmet vermek için sürükleyici teknoloji cihazlarının maliyetlerinin dikkate alınması gerekmektedir. Metaverse gibi devasa bir alan aracılığıyla yapılan reklam, müşterilerin ilgisini çekmek için yaratıcı yollar kullanarak pazarlama iletişiminin bir parçası olma fırsatı yaratmak için sınırsız bir alan sağlar. Sanal dünya, markaya deneyimleri özelleştirme ve kişiselleştirme fırsatları sunsa da, sorunların ve istenmeyen deneyimlerin ortaya çıkması muhtemeldir.

Anahtar Kelimeler: Metaverse, Tüketici Satın Alma Davranışı, Türkiye, Kuveyt.

To my family

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I attribute the level of my master's degree to my parents, Mohammed Yousef and Makiya Nuru, who have always been role models to me as they supported me in every decision I took, and I am deeply grateful for their effort to help me reach this point regardless of any condition.

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AR	Augmented Reality
VR	Virtual Reality
CBK	Commercial Bank of Kuwait
NBK	National Bank of Kuwait
AU	Australian University

Chapter 1

Introduction

There is a new version of the internet that gained a lot of interest recently, it is fast growing new concept of three-dimensional virtual space that allows humans to interact using innovative technology, hardware device, and information about our real world to create avatars and a virtual environment called “The Metaverse”. This advanced technology is accessed through immersive technology including virtual reality wearable devices to experience the augmented reality. Consumers would be represented in this world as avatars allowing a great customer engagement using those devices and gives an opportunity for businesses to create a virtual space like the real life for greater retail experience. (Owens et al, 2011, pp.74-101).

Consumer behavior is the fulfilment of people’s needs and want through selecting and using products or services. This behavior is influenced by internal and external factors which requires to understand those factors to approach each customer to complete buying decision.

In the metaverse, the consumer purchasing behavior are expected to be impacted due to the changes in the retailing settings including the change from traditional to online to virtual shopping experience. In different countries, consumers behavior would differ based on differences in cultures, learning, perception, economical and other factors. However, understanding those influences and difference in markets would help businesses set expectations and efforts based on the offered product or service in the virtual space.

Therefore, this comparative research aims the following research questions:

1. What way would Metaverse impact the consumer purchase behavior?
2. What are the changes would consumers face when switching to a virtual commerce?
3. What is the effect that businesses would face in Turkey and Kuwait due to changes in consumer purchase through Metaverse?
4. What are the differences on the impact of Metaverse on Turkish consumers compared to Kuwait consumers?

The method combines opinions and comparative evaluation of the metaverse impact on customers purchase behavior and decision-making process from fifteen managers including eight in Kuwait and seven in Turkey. In addition, the study processed using qualitative and semi structured interviews of Managers from different industries and experiences to incorporate a wider comparison between the Kuwait and Turkish market.

Using opinions of managers, the author expects to provide knowledge and vision into how the new generation of the internet so called metaverse would have impact in consumers purchasing behavior including the purchase decision making and factors influencing due to change into virtual commerce.

To the best of the authors' knowledge, there is no comparative research conducted on this topic neither in Kuwait nor Turkey. Therefore, this study is important to focus on the opinion of managers on this issue. The findings can be used by businesses in Turkey and Kuwait while considering entering the world of the metaverse. It might help in expecting the factors that influence purchasing in the virtual world and take it in consideration. The metaverse is a very fast-growing industry currently through gamification and adaption by brands to this virtual commerce is crucial and such study would guide brands understand the changes that their consumers are facing when switching to a virtual commerce to assist solutions for better customer experience.

Chapter 2

Literature Review

2.1 Consumer Behavior

Consumer behavior entails the study of people or organizations that fulfills their required needs and wants through the processes they undergo while selecting, using, and disposing of products or services. These processes of consumer purchasing behavior are highly influenced based on certain factors such as their motivation, personalities, perception, family, groups, etc. Therefore, it is required to understand those influencing factors and the approach every customer goes through to reach the buying decision (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). Consumer behavior focuses on examining the indirect influences on buying decisions and understanding its effect, instead of the immediate on-point purchase (Solomon, 2011, pp.217-250).

Most marketers have recognized that consumer behavior is an ongoing process rather than a moment of exchange of money with products or service that is called a transaction. The transaction process is a part of consumer behavior, but the extended view shows the entire consumption process includes the factors affecting the consumer before, during, and after purchase (Singh, Dhayal & Shamim, 2014, pp.17-21).

Furthermore, Consumer Behavior includes many Different Actors as the concept of the consumption process is usually considered as a consumer identifies their need or want, makes a purchase, and then disposes of the good. But, in many different cases, other actors play a role in the consumption process as purchasers and not necessarily being the user, such as a mother purchasing a clothing item for her daughter. In other cases, another person can influence the decision by offering a suggestion or a recommendation without making a purchase (Solomon, 2011, pp.217-250).

2.1.1 Factors affecting the consumer purchase behavior. A conceptual model to describe the process of consumer behavior and the factors that affect consumer purchase behavior and decision-making. Individuals' self-concepts and lifestyles are developed based on different internal (perception, motivation, personality, other

psychological) and external (culture, and social) influences (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

These self-concepts and lifestyles generate demands and desires, many of which must be satisfied through purchase decisions. Therefore, the consumer decision process is triggered when people confront relevant situations. This decision process has an impact on the customers' self-concept and lifestyle by influencing both internal and external factors (Singh, Dhayal & Shamim, 2014, pp.17-21).

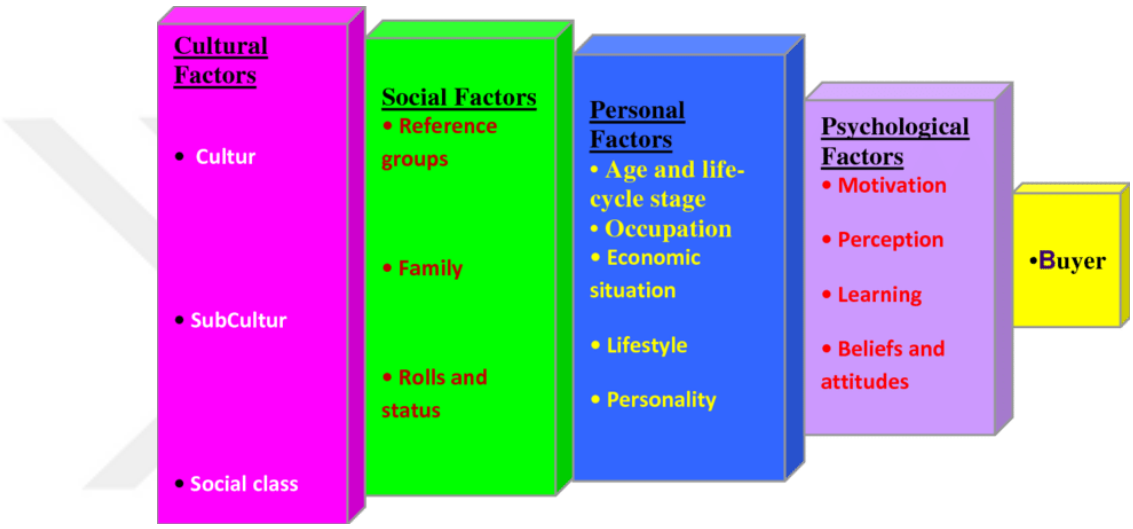

Figure 1 Factors affecting consumer purchasing behavior

2.1.1.1 External influences. The external factors that influence consumers are from large-scale macro groups. These influences include Social Factors (Family, Reference group, Social Status) and Cultural Factors (Culture, Subculture, and social class) (Singh, Dhayal & Shamim, 2014, pp.17-21).

When examining differences in purchasing patterns among nations, culture and subculture are possibly the most prominent influences on consumer behavior. Furthermore, analyses of families and households, including the importance of family's consumption patterns, and household decision-making, have shown that family is the most important social influence in individual decisions.

We examine how culture and social groups influence consumer behavior and group interaction. Also, how they impact the adoption of new products and services (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

2.1.1.1.1 Social factors. Social factors are divided into three categories which are Family, Reference group, and Roles and Status. Family influences consumption behaviors directly and indirectly by affecting other attributes of individuals, such as personal values and decision styles. Also, Reference groups of the specific regions have similar tastes, attitudes, and preferences that can influence the purchase and choice of the consumer. Therefore, those that understand the needs of individuals in quickly emerging regions, unique regional lifestyles provide significant marketing potential (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

- Family: The family and marriage status of an individual is a significant demographic variable since it has a significant impact on consumer purchasing choices. Young singles and couples, for example, are more inclined to exercise, go to the grocery store, and participate in outdoor activities. Single-parent households and those with older children buy more junk food, whereas families with kids buy a lot of healthy food. Many people's attitudes and behaviors are influenced by their families. For most products, the family is the main target market (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

Families are two or more people who live together connected by blood, marriage, or adoption. The three forms of families are Married couples, nuclear families, and extended families. Mainly families provide financial, emotional support and pursue a healthy lifestyle for their members (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). Furthermore, family purchasing decisions are divided into four categories: Father-dominated, Mother-dominated, joint, and autonomic. The quantity and nature of husband-wife involvement in family decisions are influenced by the product or service and some cultural influences.

Therefore, Family strongly influences the consumer's behavior in terms of the number of households, similar lifestyles, most preferences, and dislikes of the members rooted in the family buying behavior (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

- Reference group: A reference group is a group of individuals who share similar norms or lifestyles, and because of this link, their behavior is interdependent. They have a significant direct or indirect impact on an individual's attitude, choices, values, and conduct. People are influenced by reference groups in three ways

informationally, utilitarianly, or value-expressively.

Those groups could include family, friends, colleagues, people who have common interests, gym mates, or anybody else who can influence consumer purchasing behavior and alter their tastes to be accepted or fit in (Solomon, 2011, pp.217-250). Because of the potential power they have over us, reference groups are so persuasive; the following are the various powers:

- referent power: This power signifies a sense of belonging to a group. The group member is encouraged to purchase the recommended things to achieve a comparable status. Also, when someone admires a person's or a group's attributes, they want to imitate the referent's actions (such as choice of drink, clothing style, activities). Many marketing methods rely on referent power because people willingly change what they buy to recognize a referent (Jobs, 2009).

- information power: It is a power that a person gains because they have access to information that isn't available elsewhere. As a result of their presumed knowledge of the truth, they have the power to influence customer opinion (Jobs, 2009).

- legitimate power: Because of their legitimate status, one of the members of the group owns the power. This is tied to the group's cultural beliefs and has an impact on the purchasing habits of its members. For example, a manager in a company or even the family's father, professors on their students, and so on (Jobs, 2009).

- expert power: The expertise of the people in the group has an impact on purchasing behavior. These people that have a lot of experience and are qualified in a particular field. A person may be drawn to and conform to social standards for a variety of reasons, including gaining recognition (Jobs, 2009).

- reward power: Reward power is the ability to deliver positive encouragement to someone or a group of people. The incentive could be monetary or in the form of gifts. It can also be intangible, such as psychological pleasures like practicing recognition (Jobs, 2009).

- coercive power: When we employ social or physical pressure to influence someone, we are using coercive power. Threats are often successful in the short term, but they don't last since we revert to our previous behavior as soon as this power leaves (Jobs, 2009).

- Roles and status: A person belong to a variety of groups, including family, hobbies, and institutions. Role and status are used to define a person's place in each group. The actions that an individual is required to perform make up a role. Each role has a different status. People choose things that reflect their social rank and role. Marketers must be aware of the potential for products and brands to serve as symbols of status (Solomon, 2011, pp.217-250).

2.1.1.1.2 Cultural factors. Kotler observed that people's behavior is mainly the result of a process that individuals grow up learning. Such a learning process includes beliefs, perceptions, interests, and behavior patterns as the result of socialization within the family and other external individuals of the same culture, determining behavioral and purchasing ways (Ramya & Ali, 2016, pp.76-80).

According to Schiffman, Kanuk & Wisenblit (2010, pp.335-390), People's values include accomplishment, progress, productivity, development, independence, and humanism. Subcultures such as groups of similar nationality, religion, and ethnicity affect these values, to some extent of cultural preferences, and lifestyles. Therefore, Culture, Subculture, and Social Class are all cultural variables.

- Culture: Culture is the most important factor in determining a person's needs and wants. Individuals develop a set of values, perceived preferences, and behaviors by family members from a young age. Culture has a significant impact on purchasing patterns and decision-making patterns. Therefore, to increase sales, marketers must investigate cultural influences and develop marketing strategies for each segment of culture independently (Ramya & Ali, 2016, pp.76-80).

A group's culture is a collection of views and beliefs that are held by most of its members. Culture is normally associated with big groups, yet a culture might be shared

by a small number of people. Culture is transmitted from one generation to the next. Turkish coffee, for example, is closely associated with Turkish culture, although it is not in other cultures, such as the United Kingdom, where tea is the preferred cultural beverage. Culture explains these differences in taste as behaviors that are shared by people from a particular cultural background (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

- Subculture: It is a subculture within a broader culture whose individuals share distinct ideals and behavioral tendencies. The subculture group's distinct ideals and patterns of conduct are based on the group's history and the present situation. Members of subcultures are also part of the wider society in which they live, and they share most of the core culture's actions and values (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

- Social class: The socioeconomic class to which a person belongs influences their purchasing habits. Social class is a relatively stable and organized classification in a society whose members share comparable values, education, profession, economic status, background (ethnic origins, family status), interests, and behavior (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). The purchasing habits of these three social classes differ. Upper-class buyers desire high-class goods to sustain their social standing. Lower-class consumers buy on emotion, while middle-class consumers shop deliberately and gather information to compare different suppliers in the same category. As a result, marketers must carefully examine the relationship between social groups and consumer purchasing behavior to take the necessary steps to attract people to the products they intend to sell (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). Individuals from various social classes have varying requirements and consumption habits. A social class had characterized society into generally separate and identical groups in terms of beliefs, values, and lifestyles (Solomon, 2011, pp.217-250).

2.1.1.2 Internal influences. The internal factors that influence consumers purchasing behavior include Personal Factors (Occupation, Lifestyle, Personality, Income, and Age) and Psychological Factors (Perception, Learning, Motivation, and

Attitude) (Singh, Dhayal & Shamim, 2014, pp.17-21). Perception is the process by which individuals absorb and interpret stimuli, followed by learning, which is the change in the content or organization of long-term memory. An attitude is based on the classification of motivational, emotional, perceptual, and cognitive processes with respect to some factors of our environment. Motivation is defined as the cause for certain behavior, personality is described as a person's attribute responses across similar situations (Hawkins, Best, Coney, & Koch, 2004, pp.26-29).

2.1.1.2.1 Personal factors. Consumer behavior is influenced by personal characteristics such as: Occupation, Income, Age and Lifestyle.

- Occupation: Occupation is the most critical personal determinant that impacts buyer behavior. A person's occupation has an impact on their purchasing decisions. The type of work has a significant impact on living styles, purchasing choices, and decisions. This is also highly linked to education and income, as one's work confers prestige and can influence a person's values, lifestyle, and all parts of the consumption process over time (Ramya & Ali, 2016, pp.76-80). For instance, an engineer's purchase may clearly be distinguished from that of a teacher, accountant, entrepreneur, investor, and so on. As a result, marketing managers must devise various marketing techniques to meet the purchasing motivations of various occupational groups.

- Income: The purchasing power of a family or individual is determined by their income level and acquired wealth. An individual's income has an impact on the products and services they can afford. Disposable income and discretionary income are the two sorts of income. The term "disposable personal income" refers to the money balance after taxes and other payments have been deducted. This implies that an increase in disposable income leads to higher spending on a variety of products. Whereas the balance left over after satisfying the fundamental necessities of life is referred to as discretionary personal income. This money can be used to buy things like clothes, permanent items, and luxury products. An increase in discretionary income increases spending on retail goods, luxuries, and other items, raising a person's standard of living (Ramya & Ali, 2016, pp.76-80).

- Age: One of the most important personal elements determining buyer behavior is a person's age. For many items, age positioning is crucial. Culturally established attitudinal and behavioral norms come with age. It has an impact on our self-esteem and way of living. Age has an impact on the consumption of things ranging from needs to vacations or necessities. The media we consume, where we purchase, how we use items, and how we think about marketing operations are all influenced by our age. Consumers of various ages have quite diverse demands and desires. Even though individuals of the same age group vary in many ways, they tend to have a set of beliefs and cultural experiences that they carry with them throughout their lives. Marketers may build a product or service to appeal to a specific age group first, then try to extend its appeal afterwards (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

- Lifestyle: A person's lifestyle determines a consumption pattern to represent their choices, such as how they spend their time, activities, hobbies, and viewpoints. “In an economic sense, your lifestyle represents the way you elect to allocate income, both in terms of relative allocations to different products and services, and to specific alternatives within these categories” (Solomon, 2011, p.227). As a result, marketers must devise various marketing methods to suit consumers' lifestyles.

2.1.1.2.2 Psychological factors. A variety of internal or psychological factors influence customer purchasing behavior. Motivation and Perception are the two most important.

- Perception: Our sensory receptors, such as our eyes, ears, nose, mouth, and skin, quickly respond to basic sensations like light, color, noise, smell, and textures. The act of selecting, organizing, and interpreting sensations is referred to as perception. Perception research concentrates on what we do with these unprocessed feelings to provide meaning (Solomon, 2011, pp.217-250). External sensations, also known as sensory stimuli, come in many forms. We can watch television, hear a song, feel the surface of a table, taste a spicy flavor, and smell the fragrance of perfume are all possibilities. The collected information that our five senses receive is what starts the perception process. For instance, when the smell of the strawberry-flavored

chewing gum triggers an adult's memory from their childhood and recalls the sweets they used to share with their friends or even the sound of their laughter (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390). Perception is the selection, organization, and interpretation of physical stimuli such as sights, sounds, and odors. It is possible to assign meaning to a sensation after it has been interpreted. A perceptual map is a popular marketing tool that compares the positions of competitive products or brands on key characteristics (Ramya & Ali, 2016, pp.76-80).

- Learning: Learning occurs naturally and is considered a permanent change in behavior due to personal experiences and people in our environment. Individuals can learn even without trying, for example, while recognizing a logo of a brand, or a sound played for a specific brand in an advertisement. It is a continuous process in which our knowledge increases and gets updated when we live and experience more by getting exposed to new stimuli. Also, during our learning process, we certainly modify our behavior when we get exposed to similar situations at different times. Also, Learning encompasses a wide range of actions, from a consumer's basic connection with a stimulus such as a commercial logo such as Pepsi to a complicated series of cognitive activities (Solomon, 2011, pp.217-250).

- Motivation: It refers to the mechanisms that cause people to act in certain ways. It occurs when a consumer's desire to meet demand is piqued. The tension created by the utilitarian or hedonic need pushes the consumer to want to minimize or remove it, with the desired end state being the customer's aim (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). Marketers strive to offer products and services that provide the necessary benefits while also assisting the customer in reducing stress. The extent of the tension created by the need, whether utilitarian or hedonic, affects the urgency with which the consumer feels compelled to alleviate it. This level of excitement is referred to as a drive. We can satisfy a basic need in a variety of ways, and the path a person takes is determined by both their unique set of experiences and the ideals instilled in them by their culture (Hawkins, Best, Coney, & Koch, 2004, pp.26-29). These personal and cultural components come together to form a want, which is a form of need. Hunger, for example, is a basic need that

we all have to meet; a lack of food causes a condition of tension that is relieved when we eat pizza, pasta, or a burger. The method for achieving reduction is dictated by both cultural and personal factors. When a person achieves his or her goal, the tension is relieved, and motivation is reduced. We talk about motivation in terms of its strength, the pull it has on the customer, its direction, or how the customer tries to lower it (Solomon, 2011, pp.217-250).

- Attitude: Consumer attitude is made up of three parts: affect, behavior, and cognition. The term "affect" refers to how a customer feels about an attitudinal object. Cognition refers to what they perceive to be true about the attitude object, while behavior refers to his intent to act about it (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390). It is long-lasting because it tends to last. It is broad since it encompasses more than a single occurrence, such as hearing a loud noise, however, you may develop a negative attitude against all loud noises over time. Consumers exhibit attitudes toward a wide range of attitude objects, ranging from highly product-specific actions to more generalized attitudes. The functional theory of attitudes was created by psychologist Daniel Katz to explain how attitudes enhance social conduct (Solomon, 2011, pp.217-250). Attitudes exist, according to this pragmatic viewpoint, because they serve a purpose for the individual. Consumers who anticipate dealing with similar scenarios in the future are more likely to establish an attitude of anticipation. Two persons can have quite different attitudes toward the same thing for very different reasons (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390). As a result, it's beneficial for a marketer to understand why someone has a certain mindset before attempting to change it. These are different attitude functions:

Utilitarian function: It has to do with the fundamentals of reward and punishment. Some views concerning items are formed merely because they bring pleasure or misery. If a person like the flavor of Coca-Cola, he or she will acquire a favorable opinion of the beverage. Advertisements that emphasize simple product benefits appeal to the utilitarian purpose (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

Value-expressive function: Value-expressive attitudes are those that relate to the consumer's core values or self-concept. In this situation, a person develops a product attitude as a result of what the product says about them as a person. Consumers cultivate a cluster of activities, interests, and beliefs to represent a certain social identity, and value-expressive attitudes are extremely significant to lifestyle assessments (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

Ego-defensive function: Ego-defensive attitudes are formed to defend ourselves from external threats or internal feelings. Consider deodorant commercials that emphasize the humiliating repercussions of being found with an underarm odor in public (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

Knowledge function: Because we require order, structure, or significance, it is establishing some attitudes. When a person is in an uncertain position, they use their knowledge function (Schiffman, Kanuk & Wisenblit, 2010, pp.335-390).

2.1.2 Decision making and consumer behavior. Solomon (2015, pp.59–89) stated that "Every consumer decision we make is a response to a problem. Of course, the type and scope of these problems vary enormously; our needs range from simple physiological priorities like quenching thirst to abstract intellectual or aesthetic quandaries like choosing a college major-or perhaps what to wear to that upcoming Rihanna concert. Because some purchase decisions are more important than others, the amount of effort we put into each differs." Decision-making can be formed differently in different cases, it could be taken through seconds when we require very less information, and other times we take days and even months to decide on purchasing a very important product or service which requires more information and evaluation such as a new car (Solomon, 2015, pp.59–89). The process of decision-making requires effort when choosing due to the evaluation of alternatives and the requirement of cognitive thinking which makes it difficult to consider an explanation to every situation equally due to the complexity of the concept of consumer behavior and the decision-making process (Solomon, 2015, pp.59–89). In some conditions, consumers require taking a rational approach whereas in other conditions they can automatically take a purchase decision based on their emotions or past experiences.

Those conditions that make different consumers approach the same or different choices in certain situations from different perspectives are based on the consumer's involvement in the product or service. Therefore, consumer's decision making is classified into three types Cognitive, affective, and habitual decision making (Solomon, 2017, pp.339–355).

- Customer involvement: Solomon (2015, pp.59–89) defined customer Involvement as "a person's perceived relevance of the object based on their inherent needs, values, and interests. "Based on the definition, the term object refers to a product, service, or an advertisement on which consumers can build involvement. Generally, involvement is defined by our motivation to perceive information about certain products that will fulfill our needs, and based on certain events, involvement could range from a low to a high level of involvement. An event that requires low involvement leads to making a purchase decision instantly out of a habit of purchasing a specific product or brand due to a lack of motivation to evaluate other alternatives available are called Inertia. Whereas products requiring high involvement usually demand high prices and require more time to evaluate other alternatives to make a purchase decision. For example, purchasing a car would require more research, time, and higher involvement while purchasing bread usually require low involvement and would be purchased based on a habit (Solomon, 2015, pp.59–89).

Types of involvement:

- Product involvement: It is the level of motivation and interest a consumer has toward a specific product or service. The more the product is linked to the consumer, the more involvement will be generated. Also, If the consumer believes there is a perceived risk, product decisions would require higher involvement because consumers would fear making a wrong decision that might lead to terrible consequences. Those perceived risks include monetary, functional, physical, social, and psychological risks (Solomon, 2015, pp.59–89).

- Message involvement: The message involvement occurs when the Media vehicles choose different effective ways to influence and promote the message to the

targeted audience and make sure they grab their attention to what they want to deliver. Media vehicles include Audio (radio, streaming music, or podcast), Television, Streaming Media, Print (magazine or newspaper), Digital Publications, and Outdoor and Social Media platforms. Each media vehicle has a message involvement medium ranging from low to high which affects the motivation of the consumer directly to process information through a specific vehicle (Solomon, 2015, pp.59–89). For instance, Print is a high involvement medium because it allows the consumer to read and process the information slowly and at their own pace. Whereas television is a low-involvement medium because it demands a viewer with some content control. Marketers can message involvement and motivation by using different techniques including fast motions, unexpected movements, loud sounds, unusual motions, and sudden silences in commercials to capture attention (Solomon, 2015, pp.59–89).

- Situational involvement: Situational involvement takes place in the place where the consumer consumes a product or a service such as in a retail store or an e-commerce website. Therefore, marketers can increase involvement by creating a personalized message for each consumer to be received while they purchase (Solomon, 2015, pp.59–89).

2.1.2.1 Cognitive decision-making. The cognitive psychology of consumers is divided into consumer behavior models including analytic and prescriptive (Moital, 2007). An analytical model consists of the cognitive decision-making process that every consumer goes through to make a purchase decision (Cognitive Theory-The Decision-Making Process, 2022). The process consumers go through to exert a cognitive decision is through processing information about the product, service, or brand, evaluating different alternatives by searching a wide range of information to reach satisfactory decisions. Moreover, it requires effort and deliberately thinking based on different choices. This is an ongoing process that occurs before, during, and after the purchase (Blythe, 2013, pp. 157-162).

2.1.2.2 Affective decision-making. There is a connection between our emotions and consumption leading to consumer purchase behavior driven by emotional responses to certain products. Services or brands. Such responses are called affect which widely explains the link created by marketers between the consumers and the brand. Moreover, Marketers create different commercials and messages by focusing on emotional arousal to gain an effective response that is more effective in some cases. For instance, a commercial created by P&G showing the act of mothers and their sacrifice would link the emotions of motherhood and braveness to purchase the product with such emotions (Solomon, 2017, pp.339–355).

2.1.2.3 Habitual decision-making. "Habitual decision making describes the choices we make with little or no conscious effort." (Solomon, 2015, pp.59–89). Usually, consumers make habitual purchase decisions due to the routine of purchasing the same products every time, or by using mental shortcuts to simplify their choices. Therefore, it is unlike the cognitive purchase decision which requires more information search to reach the best decision, but on the contrary, it requires less mental effort and provides a sufficient result (Solomon, 2015, pp.59).

2.1.3 Consumer decision making process. A consumer goes through steps of the decision-making process to purchase as a response to solving a certain problem faced them. The steps include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation which require effort in each step. The effort differs based on products, services, and situations in which it could be taken as an automatic decision or take longer time and more information in each stage (Solomon, 2013, pp.319–348).

Moreover, such steps are usually applied based on a rational perspective where consumers require more effort in each step to carefully identify the problem, search, compare alternatives, and make the best product choice to eliminate negative post-purchase evaluation.

Therefore, Marketing managers should understand and study the process to understand the consumer needs and response to find a solution by developing promotional strategies to provide the full guide and information to its customers to meet their needs (Solomon, 2013, pp.319–348).

2.1.3.1 Problem recognition. A person recognizes a problem when they find a gap difference between their actual stage and the idea state, this gap is where the problem recognition occurs and requires a solution (Lee, 2013, pp.11-16). The problem can occur in two different ways, in one case a person who unexpectedly faced a technical issue with their laptop while working, the quality of an actual stage is eventually decreased which means the problem needs recognition. In another case, when the person wants to have a new high-quality laptop with maximum features increasing its actual state to an ideal state which is called opportunity recognition (Solomon, 2013, pp.354–378). This means that "need recognition" could occur in many ways such as a consumer's actual state decrease if they lose or run out of product, or purchase a product that doesn't meet their need, or if they recognize that they have a new need that sometimes could be an effort by marketers to make consumer recognize an unseen problem by creating several advertisements or promotions (Solomon, 2013, pp.354–378).

2.1.3.2 Information search. The next step after recognizing a problem, consumers will go through a process of searching for information to make a reasonable decision to solve the problem occurred. There are two types of searches including internal and external search (Lee, 2013, pp.11-16). Considering the previous experiences, each person has a degree of information that is set in their memory about certain products and brands. Therefore, when we face the decision process of purchasing a product, we may use our internal search of prior experiences, memory, and information we already had about product alternatives. However, sometimes we require to supplement the information with an external search that could be collected from promotions, advertisements, family, or friends (Solomon, 2009, pp.354–378). Consumers don't need to engage in a rational search process or consume more search time to purchase if marketers have recognized the need and offered relevant information at the right place and time. Taking into consideration that more searches are required for expensive products or more important products as consumers need to learn more about them and obtain relevant information to reduce wrong decisions (Lee, 2013, pp.11-16).

2.1.3.3 Alternative evaluation and selection. At this stage, customers are evaluating the alternatives to decide on the best selection avoiding cognitive dissonance post-purchase. Usually, customers compare different brands of the same product or service they require based on different factors including quality. Price. Variety of colors, quantities, etc. to satisfy their needs and solve the problem (Oke et al., 2016, pp.45-46). Moreover, Porter (2004, pp.55-60) further mentioned that a company creates its value by maintaining lower prices compared to its competitors and offering differentiated features. However, it depends on the customer's goal they establish specific criteria for choosing among alternatives. Brands need to create a positive user experience and meet the expectation of the customers to simplify the evaluation process and increase the chance of purchase decision for them (Oke et al., 2016, pp.45-46).

2.1.3.4 Purchase decision. The purchase decision stage occurs after customers have evaluated the alternatives of the chosen product or service. It could occur mainly while being in-store or through retailers offering a variety of options. Furthermore, making the decision is based mainly on product features, the extent of solving customers' recognized problem, and influence from internal and external factors (Oke et al., 2016, pp.45-46) (Solomon, 2009, pp.354–378).

2.1.3.5 Post-purchase evaluation. After consumption, The Final stage of the consumer decision process includes customer consumption and evaluation satisfaction level of their choice. At this point, consumers can either be satisfied or dissatisfied based on the performance of the product over their expectations. If customers are satisfied, they would consider repurchasing and positive feedback. However, if they were dissatisfied it would lead to dissonance toward their purchase and consider another option through searching, collecting information, and evaluating other alternatives for future purchases (Solomon, 2013, pp.354–378). At this stage, companies are at a critical point in which they would either gain customer satisfaction and expect new customers from recommendations or receive negative feedback from customers (Oke et al., 2016, pp.45-46).

2.2 Metaverse

In 1992, Neal Stephenson have mentioned the term ‘Metaverse’ in his Sci-fi novel, snow crash which combined the idea of the current and digital worlds. The term is made of the word “meta” which means beyond and “verse” which means universe which concludes a digital world beyond our current world allowing the next generation to experience another form of the internet and interact in a virtual world. (Duan, 2021).

The Metaverse is a three-dimensional virtual space that allows humans to interact using innovative technology, hardware device, and information about our real world to create avatars and a virtual environment (Owens et al, 2011, pp.74-101). The Metaverse aims to reduce the sense of physical barrier between users, allowing them to engage as if they were in the same room. A Metaverse advanced technologies are frequently adjustable and allow its team members to choose multiple methods to engage and complete given project tasks in separate ways to fit their specific needs in the same space. (Schroeder, Heldal, & Tromp, 2006). Moreover, The Metaverse is a brand-new corporate world that includes a virtual world project run by avatars who collaborate in ways that are akin to traditional face-to-face interaction. Virtual world technology created an in-world environment that can be accessed by project teams at any time during the timeline (Owens et al, 2011, pp.74-101).

Few examples of virtual world projects include creating ideas, virtual meetings, emails and, creating notes are functioned by an avatar that represents the person and acts as the link between the human and the metaverse. A human can modify the look of the avatar to represent them based on appearance. The more realistic the avatar’s representation and behavior, the greater the participant’s sense of engagement (Blascovich, 2002; Lombard & Ditton, 1997; Steuer, 1992). Every progress in technology necessitated the development of a new form of input, from the keyboard to the mouse to the touch screen. However, next-generation gadgets continue to rely on restricted ways of control, such as the head, hands, and voice, which have been carried over from previous generations of devices. These exchanges must also evolve. Augmented reality systems will shatter traditional paradigms by embracing new natural user interfaces like speech and eye-tracking, rather than relying on touch

displays and virtual reality gesturing. Natural eye-tracking proponents claim that it uses your eyes to translate your intentions into action (Owens et al, 2011, pp.74-101) (Peddie, 2017).

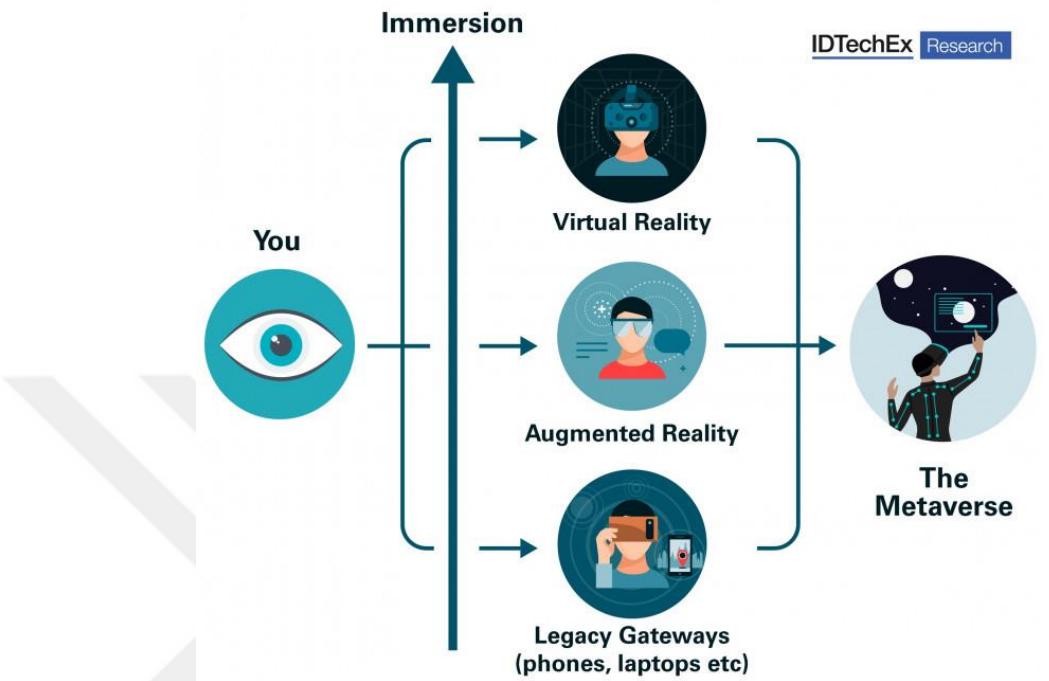

Figure 2 The Metaverse world

2.2.1 Virtual commerce. Virtual commerce is the practice of conducting business in a virtual setting. It is one of the most recent advancements in e-commerce, which is considered a business tool with technological advancements, community adoption, and corporate innovation. Virtual commerce entails e-commerce structures such as digital product displays, online payments, and the use of immersive technologies to create new settings for business operations. (Petrosyan & Aristova, 2022, pp.247-252).

Immersive technology is digital computer systems that engage individuals' five senses (visual, hearing, feeling, scent, and tasting) in a virtual environment to give the impression of being there or the experience of presence. It has piqued the interest of both academic and business communities. Immersive technology, such as augmented reality (AR) and virtual reality (VR), has been used in the game business. (Petrosyan & Aristova, 2022, pp.247-252). Virtual commerce incorporates immersive

technologies like augmented reality and virtual reality into e-commerce to alter consumers' attitudes from 2D product settings to 3D immersive virtual places. The integration of application design and elements used to influence user behavior is critical in virtual commerce to encourage the purchase of items and services. Immersive shopping can give hedonic values such as a fun realistic shopping experience and utilitarian values such as efficient product search. Efficiently translating the results of user behavior into design objects helps the immersive technology adopt in the virtual commerce applications. (Petrosyan & Aristova, 2022, pp.247-252). Therefore, while researching virtual commerce it is required to look at both consumer behavior and application design. The research of consumer behavior includes consumer responses such as the level of acceptance to adopt and purchase which could be impacted by design. On the other hand, application design research includes testing whether the design engages users and promote purchase using the study of consumer behavior. (Petrosyan & Aristova, 2022, pp.247-252). The consumption of products and services promoted by activities in an immersive virtual environment is referred to as virtual commerce. It also includes virtual consumption, which is the purchase of virtual objects created in virtual worlds using virtual currency or a combination of virtual and real payment methods. (Petrosyan & Aristova, 2022, pp.247-252).

2.2.2 Immersive technology. Immersive technology refers to technologies that simulate visual, hearing, tactile, and motion reality independently of the Reality–Virtuality continuum, which has evolved into various subcategories, such as mediated reality, the visual-spatial, reality–virtuality wide spectrum, and the EPI cube for technological representation, psychological existence, and behavioral engagement to describe constantly emerging multiple sensory (Zheng, Chan & Gibson, 1998, pp. 20-23).

In this spectrum, VR is widely accepted as a fully produced virtual environment, but the definitions of AR are not agreed upon. For example, in real-time, AR can exhibit computer content in real-world environments. AR and VR can reach high immersive experience by accessing material on specialized devices such as head-mounted displays, or low involvement by displaying content on standard display systems such as computers, mobile phones, etc.

Ordinary input devices like computer screens, mice, and keypads are sufficient for moving in AR/VR applications but using special devices like a steering wheel and pedals for driving experiment can improve the interactive experience (Zheng, Chan & Gibson, 1998, pp. 20-23). Moreover, Virtual worlds are innovations that improve the apparent immersion by enhancing the character realism of avatars.

A VR is typically connected and placed with intelligent objects, which allows its people to freely engage with virtual elements and virtual assistants, as well as start communicating with one another. Noticeably, AR and VR may stimulate different consumer behavioral responses and have various significant processes or effectiveness. Their disparities are described in different digital commerce applications, leading to various buying concepts. Nonetheless, the two major groups of immersive technology can be grouped together on the Reality–Virtuality continuum. As a result, an all-encompassing framework can be built to analyze the correlation between buying behavior and application design from the two types of virtual commerce applications (Zheng, Chan & Gibson, 1998, pp. 20-23).

2.2.2.1 Augmented reality (AR). Augmented reality would do more than just provide humans with instructions and merchandise infographics. It will eventually incorporate body sensors to observe our temperature, blood oxygenation, sugar levels, pulse rate, etc. AR has developed from being a lab experiment to commercial applications. It is conceived as a visual system that augments what humans see with data and visuals. Nevertheless, augmented reality can benefit one's hearing senses and with special location indications it is extremely useful for blind or partially blind individuals (Shen et al, 2021, pp. 2-29).

The systems lead into the next phase of computer interaction that individuals have never previously encountered. Before augmented reality, individuals communicated with computers through a 2D, flat interface while it offers a 3D way of communication. Consider seeing a table floating in space while being able to move, rotate, check how it bounces and turns in different directions, or see a description of the product below. That is possible in a 2D flat display also, but not as natural as being able to take control and move a product in all directions as the real-

life product (Shen et al, 2021, pp. 2-29).

Wearable augmented reality exhibits that integrate virtual data and images onto the actual world, combined with new operating systems that enable a new type of locational computing, will necessitate a new user feature. However, augmented reality systems are complex and complicated, particularly when paired with the issue of being compact, handy, inconspicuous, and cost-effective (Shen et al, 2021, pp. 2-29). Due to AR, humans have become a part of the computer surroundings, rather than being just an exterior, distant observer with minimal communication. Some observers have predicted that humans will serve as the interface. This is a change in basic assumptions in computer interfaces and engagement. Because it is a revolution, all the subtleties and chances are not yet acknowledged and will not be for a long time as programmers test with this new way of communicating with a virtual machine. Taking into consideration that the human body has become a crucial element in the process since it tracks where the eyes are looking, what we touch, what we hear, and so on. Augmented reality combines the entirely real with the computer simulation or artificial and initiatives information and graphics directly into the user's line of sight. Augmented reality connects to massive amounts of data stored in clouds drive, adding to it the real-time individual locations while being able to access what we require anytime. It is also about the performance of human action about reliable data, as well as the prevention of reality in the form of images and visuals. When there are many objects in a scene, it becomes complicated to read. The augmented reality device could be overloaded with unnecessary and enormous data, advertisements, communications, and reminders if the limits and privacy have not been set yet (Shen et al, 2021, pp. 2-29).

Figure 3 The Augmented Reality

2.2.2.2 Virtual reality (VR). Virtual reality (VR) is a sophisticated human-computer interface that replicates a realistic experience. The people who participated can move around in the digital world. They can look at it from multiple angles, reach into it, hold it, and reorganize it. There is no touch device of icons to manipulate, nor are there any guidelines to enter to get the computer function (Xi et al, 2022, pp.1-22).

Jaron Lanier, the founder of VPL Research, is credited with the invention of "virtual reality." William Gibson produced the term "cyberspace" in his 1984 science fiction novel Neuromancer. Cyberspace is regarded as the pinnacle of virtual worlds. It is a substitute computer world in which information exists. To enter cyberspace and navigate its data or information, workers use a specialized virtual reality system. This gives them the feeling of being physically free to go wherever they want. Virtual reality is influenced by a wide range of fields. It is more of a synthesis of previously aspirant disciplines than a completely new branch of technology (Xi et al, 2022, pp.1-22).

Mechanical and electronic technology, cybernetics, database management system, real-time and distributed systems, virtual world, computer animation, stereoscope, anatomy, and even artificial life are all part of virtual reality. Software, hardware, personnel management, and VR over high-speed infrastructures are among the many challenges in developing virtual reality systems (Xi et al, 2022, pp.1-22).

Figure 4 The Virtual Reality Devices

2.2.3 Metaverse template analysis. Template analysis is a comparatively recent marketing research technique that is frequently applied to rich, unorganized qualitative information. According to Crabtree and Miller (1999, p. 167), while using template analysis, researchers could indeed establish commands only after some preliminary data discovery, using a course or adapted organizing layout (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

When such raw data are improved and altered during the analysis stage, this is a common intermediate approach.' Following subsequent observations of the text, a select group of the transcribed data was used to create the preliminary 'temporary' and 'open to modification' framework. The initial concepts were then adjusted through a series of phases steered but not limited by the preliminary framework until a set of powerful main themes corresponding to how metaverse users consider MR-SQ with four major measurements was defined: customer support, product dimension, and store dimension (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

2.2.3.1 Product dimension. Information, differentiation, product demonstrations, offers and rewards, fictional products that are not readily accessible in real life, and personalization are all examples of product dimensions. Second Life is a creative platform, which is demonstrated in the attraction of differentiated products, with participants drawn to Metaverse stores that offer fashion items with trendy styles, a wide range, and exclusives. Individuals prefer stores that provide complete, detailed, and higher product information. In this regard, Metaverse stores provide excellent visual data but may lack textual description, particularly when instructions for use in the digital world are required considering that lack of information can lead to feelings of frustration (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

A lighting store, for example, can demonstrate how complicated lighting effects will appear in multiple settings. Also, before purchasing a digital product, such as a pair of athletic shoes with a script attached for running, the features can be previewed. The stores in the metaverse offer avatar or item looks, characteristics, and factors that are not readily available or affordable in real life with the option for product customization (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

Figure 5 The product dimension in Metaverse

2.2.3.2 Store dimension. The store dimension is categorized into four including store credibility, services offered, ease of use, and shop policy. Customers indicate the importance of an honest and truthful product details combined with store reputation in establishing trust and perceptions of the quality.

The Metaverse retail service environment, which includes product demonstration, layout of the store, and store design, is an important dimension because it must have a clear structure and layout to provide customers with a quality shopping experience.

The store in 3D retail quality, store regulations such as convenience of payment, delivery of products, and refund policy, as well as transferability, which is the process of transferring virtual products once purchased by an avatar, are all critical features (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

Figure 6 The store dimension in Metaverse

2.2.3.3 Customer service. Customer service in Metaverse retailing has same characteristics as in 2D retailing, such as expertise, politeness, social contact, and speed of response. However, in contrast to 2D, the characteristics of 3D virtual stores provide a different meaning for responsiveness, as the accessibility and mode of communication with salespeople or other avatars provides greater convenience and flexibility, as well as the affirmation of a pleasant, polite, and respectful greeting (Gadalla, Keeling & Abosag, 2013, pp.1493-1517). In a 2D website, you must email the person and then expect a response, whereas in the metaverse, you can ask about the product or request a demonstration with instant response. However, this level of responsiveness and effortlessness in interaction is not without disadvantages. The involvement of avatars that provide instant responses can raise the standard for such service (Gadalla, Keeling & Abosag, 2013, pp.1493-1517).

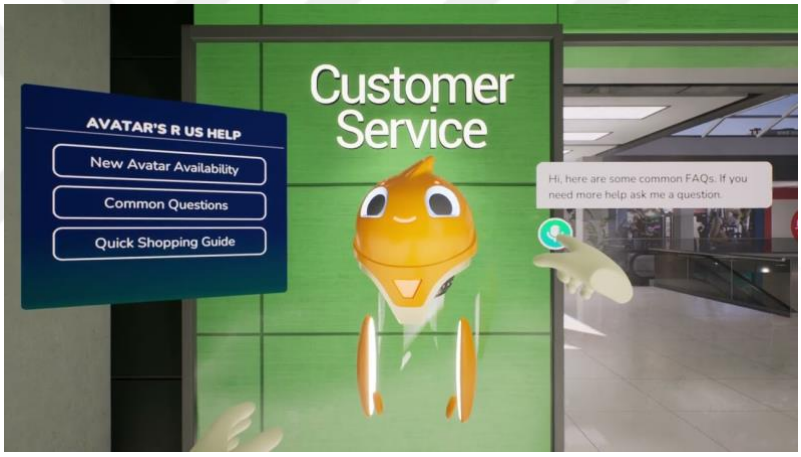

Figure 7 The customer service in Metaverse

2.2.4 Shift from traditional retailing to metaverse retailing. With the introduction of new technologies, particularly the Internet, e-commerce has fundamentally changed retailing. These significantly change key characteristics of what is offered, transforming many key aspects of the shopping experience. To begin with, core features of brand store atmosphere (e.g., odor, taste, sensations) are common in traditional retailing, and the customer has the chance to test or try a product, which can boost customer esteem when the customer is unfamiliar with the good or service.

That is not the case in e-commerce, which might also lead to products being returned if customers are dissatisfied with their quality or attributes. It could be true for expensive, luxury personal items such as cars, accessories, or skincare products.

Furthermore, traditional retailing tends to appeal to all customer groups, whereas e-commerce may appeal more to early adopters interested to try new shopping ways (Hassouneh & Brengman, 2015, pp. 218- 238).

Furthermore, the consumers' awareness of and knowledge of the technology could influence their preferred shopping method. For instance, young people who grew up with technology, are assumed to be more aware of e-commerce than older customer groups. E-commerce presents numerous challenges and opportunities to retailers. To begin with, e-commerce may reduce the amount of capital required or change the dynamics of the capital improvements. Instead of concentrating on capital management, much emphasis is now being placed on developing the IT and expertise infrastructure that will enhance customer transacting channel choice (Hassouneh & Brengman, 2015, pp. 218- 238). Accumulating, storing, and utilizing customer information has become essential and is regarded as a critical component. As a result, the necessary skills and abilities vary from those needed in traditional retailing, where traditional operational processes, store sites, people's range of choice, and organization are critical to a retailer's progress (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

In e-commerce, the emphasis is shifting to IT-enabled logistical support which enhances purchase orders, CRM management, and connections. Such a transition must be supported by innovative top management that empowers the development and implementation of modern technology solutions and would not be afraid to use them to obtain competitive advantages (Bourlakis, Papagiannidis & Li, 2009, pp.135-148). E-retailers must cope with consistent security risks, and delivery difficulties, stay up to date with the latest innovations and technological developments, build innovative criteria to measure their efficiency, and create the necessary ambiance for their digitally enabled customers. As a result, the two different types of retailers have a range of key purposes (Bourlakis, Papagiannidis & Li, 2009, pp.135-148). Traditional retailers, for example, must be concerned about maintenance issues during working time, their company size is crucial, and their cost of labor is frequently high. E-retailers, on the other hand, perform continuously, their size is less crucial, and their cost of labor may be substantially lower than that of traditional retailers (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

2.2.4.1 Metaverse retailing. Metaverse retailing, or retailing that occurs in metaverses, is a fast-changing trend which may stimulate the next development of retail industry, which would now actually occur in three-dimensional surroundings, providing opportunities for both current and emerging retailers. In several ways, metaverse retail industry might be viewed as an evolvement of e-commerce (Hassouneh & Brengman, 2015, pp. 218- 238).

According to Kotler and Armstrong (2007), customers have been looking for the right product in which retailers replied by providing the suitable product to the right consumer and consistently increasing a customer-oriented strategic plan. Grocery retailers, for example, have created different phases of the process for their brands to meet the needs of various customer groups. As a result, retailers' techniques evolved, with e-retailers being particularly effective in developing and incorporating customer service management tools that made extensive use of the internet and targeted specific consumers via electronic mail (Hassouneh & Brengman, 2015, pp. 218- 238).

Nowadays, we are trying to deal with consumers who are searching for the different and innovative experience that metaverses like Second Life would provide. A similar phenomenon is described where retailers provide such a unique service, and customers have much more ways to connect and engage in the entire experience. As a result, these customers anticipate interacting with and experiencing the product or service within the three-dimensional metaverse, instead of simply consuming it (Hassouneh & Brengman, 2015, pp. 218- 238).

The proposed multi-space business world necessitates a highly prevalent strategy for retailing, demanding retailers to implement a variety of advertising tools and techniques to reach consumers at any time and from any place. Handling each space individually may not be a feasible alternative because connectivity among spaces generates the most interesting possibilities. It was already proved when the first two spaces, traditional and virtual, emerged together, offering retailers opportunities to explore efficiencies. Metaverses could widen these efficiencies by integrating with established Web systems and leveraging current facilities (Hassouneh & Brengman, 2015, pp. 218- 238).

Other web-based services, such as a social media service and a web search aimed at users of metaverses, have also emerged. The 3D landscape can then be used for customer experience while retaining current service in relation. Instead of visiting Walmart's website, a consumer could visit the digital grocery store, pick up the grocery basket like in actual life, and search through the aisles, choosing the products needed. The goods themselves might be described to the customer as 3D objects, making the situation more believable, or as pictures on the racks, as is already the situation on the website (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

Creating three-dimensional representations of a variety of items, on the other hand, would be a time-consuming and expensive task. Security concerns remain, even though Second Life has a built-in transacting method on which the in-world economy relies. Having a simple corporation to control, supervise, and run the economy may not attract each retailer, who may prefer other modes of transaction (Bourlakis, Papagiannidis & Li, 2009, pp.135-148). To avoid potential exchange rate confusion, if metaverse retailing were to measure and broaden to real-world products, transfer payments between the seller and the customer in real currency instead of the Linden dollar would've been made within Second Life (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

Figure 8 The metaverse Retailing (A mall in Metaverse)

2.2.4.2 Advertising using multiple space. The application of various promotion tools at various stages of the retail evolvement. Direct mailing was mostly used by retailers, and traditional retailers used promotional tools like vouchers, gift cards, and rewards. Retail stores also use loyalty schemes to offer additional points when customers buy products, taking advantage of their loyal customers' practices and capitalizing on repurchasing (Kim, 2021, pp.141-144).

These tools are also used by e-retailers who want to take advantage of the cross-selling opportunities provided by selling on Internet. Furthermore, they make distinguishable compare prices and strive to make their site as attractive as possible. Second Life retailers are facing more difficult challenges because they must make a three-dimensional space appealing to customers (Hassouneh & Brengman, 2015, pp. 218- 238). Traditional retailers have the skills to deal with retail environments, which Metaverse retailers may not have. Even for expert traditional retailers, converting traditional environments into Metaverse may be difficult. Merely interpreting real-world experiences will not suffice (Hassouneh & Brengman, 2015, pp. 218- 238).

According to Reynolds et al (2013), Armani's fault was to concentrate on the brand's formed strength and the authenticity of the virtual store, failing to dedicate sufficient effort to the quality of their virtual garments. Furthermore, Internet retailers organize customized promotional programs to maximize their success, although technological development over the last century, a comprehensive approach to delivering personalized messages and monitoring the process is still required.

Nonetheless, Online consumers set up accounts to access retail goods and services, which would then be customized and used as a framework for targeted advertising. Even if no accounts are available, users' connections with a retailer online provide opportunity to leverage personalized advertising. Such techniques can be replicated in Metaverse, though in very various ways. Tracking customers increases privacy issues, but this is no different than to use cookies to access data as they navigate web pages. Specific target promotion is attained in more complex situations by evaluating group profile information (Hassouneh & Brengman, 2015, pp. 218-238).

Viral marketing is a recent Digital marketing concept that relates to a message that infects an industry and continues to spread from computer to computer in the network. Although no innovation is required for viral marketing, the Internet's connectivity makes it a perfect platform for viral promotional campaigns. Even though the content must be interesting for each user to move it to the next stage in viral marketing, the links between both the end points are crucially significant (Bourlakis, Papagiannidis & Li, 2009, pp.135-148). This is usually the case in metaverses when a visitor enters a busy retail space. When an automated system detects a user's existence, it sends out 'notes' with info about different goods and services. Instead of notes, freebies such as an advertising t-shirt may be distributed. Although the visitor has the choice of silencing an automated operator, doing so repeatedly could be distracting (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

The above all have one thing in common: retailers are presently using various advertisement techniques for individual structures. Simultaneously, retailers progressively deal with multiple spaces that are intimately connected, linked, complex, and participative. This indicates that retailers' sales promotions should include a broader and comprehensive approach that considers the various spaces in which the retailer performs. Retailers must also recognize the rise of a new consumer who values experience over good or service (Bourlakis, Papagiannidis & Li, 2009, pp.135-148). As a result, traditional retail marketing mix strategies may still not operate as well in another environment, such as the metaverse. The gradual development of a new marketing process that captures the complexities and distinctive core principles of the metaverse occurrence and focuses on the 'experience' aspect may necessitate immediate attention (Bourlakis, Papagiannidis & Li, 2009, pp.135-148).

Figure 9 Advertising in the Metaverse

Chapter 4

Impact of Metaverse on Consumer Behavior

Metaverse is the next stage of the internet and technological advancement. It is a new world that is completely virtual that allows users to fully immerse themselves in an interactive technology such as Virtual Reality (VR) and Augmented reality (AR) that works differently than just accessing the internet through a mobile or other devices. (Du,Ma, Niyato, & Kang, 2022). Nowadays, consumers are exposed to many changes in the way of purchasing a product or service, as well as the process they go through that includes consuming, and sharing information about a particular brand, goods, or service. In a virtual world, consumer behavior would change due to the change in perceiving information or interacting in many situations. (Hansen & Christensen, 2007, pp.27-30).

The metaverse is a world that operates according to real-world time and keeps going whether users are present or leave the virtual environment. Users can establish, purchase, and invest in the metaverse because it is much more than just a place where users can connect online. As it brings together millions of people from all over the real world and can support an infinite number of users, users can also create content that can be made available to other users for either on a personal or business level.

Users can customize their avatars, also known as digital identities, whenever they want to express their personalities or their current emotions. They can also purchase virtual goods or services to improve their Metaverse experience because it has a functioning economy and physical items that can be delivered anywhere. Users are not limited to any regions and can explore a variety of other virtual worlds in the metaverse. The metaverse thus offers advertisers more advertising space. (Jeff, 2022). Moreover, everyone will be able to access the internet at any time and from any location with the presence of Web3.0 technology, demonstrating that in the future, internet-connected devices won't just be limited to computers and smartphones but will also enable the development of a wide range of intelligent devices. (Freeman, 2022) (Kadry, 2022).

Additionally, users can freely communicate, make purchases, and explore the metaverse at any time in the metaverse, allowing them to interact and share experiences with others. As a result, brands must use creativity to develop distinctive, immersive experiences that can appeal to the customers' various senses and improve the customer experience through direct interaction with digital goods and services. In this situation, it's crucial to take consumer motivations like hedonic and utilitarian into account when evaluating metaverse experiences.

Consumers with hedonic motives engage in virtual experiences for enjoyment as customers can escape into virtual live experiences such as taking a cruise around Europe to find hedonistic pleasures in the virtual world. On the other hand, consumers with utilitarian motive can be satisfied by trying out before actual purchase such as trying out an outfit, exploring a restaurant interior, or visualize a tourist attraction before they book a ticket through the Immersive 3D engineering designs that constructs and create services on a single digital ecosystem in the metaverse to enhance a better customer experience.

As this 3D virtual world offers environments for learning, gaming, purchasing, virtual communities, and social networks, both service providers and customers have access to a variety of digital virtual technology advantages. By transforming traditional shopping and buying processes into virtual ones, (Schlemmer & Backes, 2015, pp.61).

Klastrup (2003) suggested that it would provide businesses with very important opportunities for fostering customer relationships and assist customers in saving time and money when making purchases. Although the predictions are optimistic, it might not entirely replace the real world. (Gursoy, Malodia, & Dhir, 2022).

Immersive retail experience in virtual worlds like the metaverse necessitates considerable work throughout the customer journey because many customers experience would be impacted in many ways including incorporating sales, transactional methods that include NFT, customization, and biometric authentication features through metaverse interconnectivity. (Beniiche et al., 2022; Hollensen et al., 2022; Zhang et al., 2022a) Data-driven decisions can simulate and predict outcomes

through data analysis, data gathering, storage, and processing in engaging content streaming contexts. By influencing consumer habits and behaviors, rich customer data from online shopping can enhance virtual retail experiences in terms of customization and personalization.

On metaverse platforms, shifting consumer habits and purchasing behaviors can be detected using data mining techniques and consumer journey analytics. Computer vision algorithms, business analytics, and data-driven artificial intelligence can track user sentiment and behavior in immersive 3D environments. (Kraus et al., 2022; Guo and Gao, 2022; Laviola et al., 2022) Immersive digital experiences can boost customer engagement, which can be determined by cognitive computing systems, text analytics, and data-driven insights during metaverse live shopping. shopping (Almarzouqi et al., 2022; Lv et al., 2022; Zyda, 2022). Hyper-connected consumers can get quick digital experiences as well as differentiated and tailored offers through network and community knowledge sharing made possible by search techniques, journey data, transaction geolocation data, and context-rich analysis. (Bennett, Machova, & Daniel, 2022)

As a result of those changes in the metaverse, both consumer and business behavior and attitudes are likely to change significantly. These changes may influence consumers' attention to goods and services, purchasing behavior, value propositions, choice preferences, consumption patterns, and decision-making processes.

These potential shifts in attitudes and behavior may be directly attributable to the 3D virtual world, or they may be a result of the metaverse's overarching principles or philosophies. Customers' time spent in the metaverse, their opinions of value, their preferences and selections for avatars, and the activities they engage in in virtual worlds are all factors that brands need to monitor and research.

The stimulus constructs, which are divided into three groups and include media attributes like perceived interactivity, perceived vividness, and perceived personalization to appeal to the virtual consumer, can be built to conform to with the help of the metaverse. The second cluster deals with media quality, which also includes

the depth of the information and the speed of the system. The third cluster of the stimulus, which is the last, emphasizes the equipment's ergonomic layout. Although consumer behaviors are caused by the stimulus, system designs are directly a result of the stimulus. For instance, how consumers view the quality of the media can directly depend on the resource allocation decision. (Du,Ma, Niyato, & Kang, 2022).

However, those technologies give consumers the ability to find more information about goods and services, including prices more quickly and effectively. They can bid on various marketing offerings, use "intelligent agents" to find the best prices for goods or services by avoiding intermediaries, distribution centers, and shop for products all over the world which gives the consumers more power. (Schiffman & Kanuk, 2003, pp.4-6).

Chapter 5

Methodology

5.1 Research about Impact of Metaverse on Consumer Behavior

The chapter contains the research methodology, the research methods used, and the research techniques that are required to collect data in which would be analyzed and listed in the next chapter.

5.1.1 Aim of the research. The main aim of the presented comparative research is to analyze the impact of Metaverse on the consumer purchasing behavior between turkey compared to the Kuwait market.

To be more precise, our goal is,

1. To understand in what way would Metaverse impact the consumer purchase behavior
2. To examine what changes would consumers face when switching to a virtual commerce
3. To measure the effect that businesses would face in turkey and Kuwait due to changes in consumer purchase through Metaverse
4. To find the differences on the impact of Metaverse on Turkish consumers compared to Kuwait consumers

5.1.2 Methodology of the research. The methodology used in this research is Qualitative comparative analysis. As the first point in this study, inductive research and comparative case-based techniques was used, in which observation from different studies were mentioning the Metaverse but with no direct theory on its impact on consumer behavior. Therefore, a conclusion of this comparative research would be developed through in-depth interviews conducted based on the opinion of managers between turkey and Kuwait. A total of fifteen interviews will be conducted in which 8 of them are managers based in Turkish companies and 8 based in Kuwait companies to get the interviewees' subjective opinions. After the collection and analyzing observed data, the study adopted a detailed and comparative research methodology that will be covered in more details.

5.1.3 Methodology of the research. Data collection from fifteen interviews is gathered from 1st of December to 10th of December 2022. Both the interviewers and the interviewee will participate in a structured interview. To fully understand the interviewees' viewpoints, open-ended questions will be asked to them. The responses from the interviewees will be thoroughly gathered for further analysis.

Fifteen interviewees have been wisely chosen for this comparative research. The interviewees are different in terms of working in different countries and markets such as in Turkey and Kuwait and differ based on their experience and career, which will allow a wider opinion on the comparative research topic.

The interviewees are:

Kuwait:

1. Ms. Sheikha Al-Ajran (Manager at Its countless boutique)
2. Mr. Shayji Al-Shayji (General Manager at Dayer Group)
3. Ms. Reem Al-Fudala (Manager of Marketing at Oleanna Boutique)
4. Ms. Khadija Al-Awadhi (Brand Manager at Aura Spa)
5. Ms. Nour Al-Kandari (Director of Marketing at NBK)
6. Ms. Noura Nasser (Manager of Marketing at CBK)
7. Ms. Sarah Al-Enezi (E-commerce Manager at AU)
8. Mr. Yassin Khaled (Brand Manager at Diva Fashion)

Turkey:

1. Mr. Murat Toz (Marketing Director at Allianz Group)
2. Mr. Burak Sengul (Brand Manager at WAL Company)
3. Mr. Tezcan Gonullu (Brand Director at Procter & Gamble)
4. Ms. Dilara Ozegli Sertkan (E-commerce Performance Marketing Executive at Sephora)
5. Ms. Ozge Aslan Yuksel (E-commerce Specialist at Sephora)
6. Ms. Sahra Benli (Brand Manager at Inditex)
7. Ms. Busra Miray (Head of Marketing at Koton)

The interviewees will be given the interview questions ahead of time to ensure that they agree to participate. Following acceptance, each interview will last between 45 minutes to one hour. The interviews in Turkey will be taped and interviews for interviewee in Kuwait will be screen recorded through online meeting chat in order to collect information without losing important data. Following the completion of the fifteen interviews, they will be decoded and analyzed in order to extract relevant information that will help us in our comparative research questions.

5.1.4 Model and hypothesis of the research. The comparative research proposes that Metaverse has an impact on consumer purchasing behavior. This impact is supposed to be universally applicable to all markets regardless of industry or occupational type. Even though there was no direct observation on its impact on Turkish versus the Kuwait market, the literature review suggests that the impact of Metaverse would create positive or negative impact based on cultures, backgrounds, usage of immersive technology, etc. on different markets. Therefore, the Question of this study would be 'How Metaverse will impact Consumer purchasing behavior in Turkey compared to Kuwait?'' To address this question, we will empirically test by considering the following research hypotheses:

H0: The impact of Metaverse on Turkish consumer behavior is the same or equal as the impact of Metaverse on Kuwaiti consumer behavior.

H1: The Metaverse will positively and negatively impact both the Turkish and Kuwaiti consumer purchasing behavior.

H2: The Metaverse will positively impact Kuwaiti consumer behavior compared to Turkish consumer behavior.

H3: The Metaverse will positively impact Turkish consumer behavior compared to Kuwait consumer behavior.

5.1.5 Limitations of the research. Limitation of the comparative study was that we have focused on certain number of professionals from both countries which does not completely reflect the whole population. Also. It was conducted in specific industries which doesn't support other industries that were not mentioned in this research.

Moreover, the data collected from the interviewee were information's based on their own knowledge and experiences, therefore it should be considered that opinions are reflected and influenced based on their industry.

Finally, because the interviews provided qualitative rather than quantitative data, the interviewers' interpretations may have been biased. Although we have reached crucial opinions to examine the impact of Metaverse on consumer behavior in both countries, it was impossible to reach all the theories, factors, and studies in the literature.

Chapter 6

Analysis & Conclusions

This part of the research includes the answers taken from the interviews which mainly focuses on the findings, an informal and brief interview were noted down and recorded to collect all the data required to have an information about their opinion on the impact of metaverse on consume purchasing behavior in either Kuwait or Turkey.

6.1 Analysis of the Interview

Topics that were discussed during the Interview have included the following:

6.1.1 How well known is metaverse in the Turkish and Kuwait market/ preference on introducing businesses to metaverse. One of the most important factors to create this study was to measure how well known is metaverse in Turkish market and Kuwait market and educate about the new virtual commerce that are gaining a high importance in many countries and new to the business.

Mr. Shayji mentioned that the Metaverse world are well known in most of the business in Kuwait focusing on the fact that with introduction of metaverse the oath of his company has changed a bit because he was forced to add more services to serve in metaverse world. He stated that *"Our company Dayer is an advertising and production company that offer advertising services to multiple business, therefor with introduction of metaverse, our customers require different concepts to aim advertising through metaverse to create digital spaces. This had affected the company due to loss of customer. Therefore, we had to add new digital services to serve in-metaverse advertising." (Mr. Shayji Al-Shayji)*

This shows that Kuwait market are well known of Metaverse which required amendment in some services according to companies in Kuwait, this show that consumer behavior had changed in contrast to their needs. Also, Ms. Nour Al-Kandari have added that in banking sector clients are fully aware of introduction of metaverse coins which is the currency of metaverse which makes them invest in such currency

for purchasing purposes in the metaverse world such as real estates.

According to Mr. Burak Sengl, the metaverse are well known in turkey in many ways, due to coronavirus people were able to work online and customer purchase more online and be fond of the online retailing. Also, the introduction of cryptocurrencies and virtual investments had created a new market for metaverse.

"I believe that metaverse would be a new chance for many businesses as it would be a whole new world that connect millions of customers making it easier for us to build brands, communicate with our target audience in a more effective way. The chances of businesses introducing to metaverse would be high due to the adaptation of technology that customers reached today." (Mr. Burak Sengul).

Moreover, Ms. Sahra Benli mentioned the importance of introducing brands to metaverse is that in a way that has never been possible before, brands can now give their customers immersive and interactive experiences as they build a customized design of their own virtual spaces for customers to visit and explore which enables businesses to manage the customer experience and design a setting that reflects their brand.

Therefore, Kuwait and Turkey market are both familiar with the metaverse and are ready to be introduced to such virtual world that would change their needs for different industries and therefore customer purchase behavior would change. In this condition managers would prefer introducing their businesses to metaverse based on the market needs as per the references mentioned above.

6.1.2 Metaverse effect on the consumer behavior and customer decision making process. Considering the switch of Metaverse retailing from traditional or online retailing would be a huge change the way consumers view the business, purchase from them and the process they go through. Throughout the year's consumers have been switching form one way to another which had completely changed the way they go through the decision-making process.

Ms. Sheikha stated, *"In Kuwait, people are no more looking for products, but they are looking at the story of the brand and the experience they would receive." (Ms. Sheikha Al-Ajran).*

She also included that the Kuwait market is very adaptable to the changes that occurs related to technology and with this progress customers wants to live an experience with the brand they purchase from. Therefore, she mentioned that *"Kuwait market had changed a lot during the change to online retailing as they look at the convenience of the service to have their product, how fast we can deliver their needs, they have expectations to minimize the decision-making process that we usually face during the traditional retailing. Therefore, with metaverse it would change them to acquiring to have a full 3D experience of our products, communicate directly with us and offer a speedy response by our customer service." (Ms. Sheikha Al-Arjan).*

This shows how Metaverse effect the journey of consumer decision making process and would acquire customers to not take a long time in searching information and making decision to purchase.

According to Ms. Ozge Aslan Yuksel stated that metaverse would highly affect the consumer behavior and the influences that surrounds them. Ms. Ozge said *"In Turkey, the makeup industry is growing and the changes that is occurring to serve a customer has altered to a more realistic experience. The metaverse being a 3D virtual world, would give us more opportunity to create a better environment and service to our consumers. For example, a total 3d testers of our products on our customers avatars would make it easier to choose. In this condition, the influences that effect consumer behavior would minimize with the introduction of this experience. As in my industry coming across girls that get influenced by their friends or family to make a purchase on a make-up product is high and therefore, such experience might lower those effects." (Ms. Ozge Yuksel).*

Also, Ms. Busra Miray have included that with introduction of metaverse, the consumers might not require to go through each step of the decision-making process, this is due to how easy and reachable brands are in the virtual commerce. Considering

that a brand can be in the form of a game which act as promoting their products through giving the chance for customers to change outfits of their avatar player or try on a specific product that would instancy make them decide to purchase in process through finding a problem. Therefore, this immersive marketing that metaverse offers would have an impact on consumer behavior and their decision-making process.

6.1.3 The usage/adaption of immersive technology in Turkish/Kuwait market and its effect on customer experience or the decision to purchase on virtual world. Immersive technology, including virtual reality and augmented reality devices, is very important to the Metaverse world, in which its usage and adoption would measure participation in this virtual world.

As Ms. Dilara mentioned, the pandemic had a huge impact on people's lives in many ways, including the way they work, study, socialize, learn, etc. It made it easier for people to stay online, which increased the potential for the use of virtual reality technology in our daily lives. Due to this pandemic, the adoption and likelihood of purchasing a virtual reality system or immersive technology in general have increased for education, work, gaming, etc. in Turkey.

Also, according to Ms. Murat Toz, "*in Turkey, augmented reality affects consumer engagement and experience because usually consumers require interactivity from the brand they want to purchase from; such communications are positively created through augmented reality, triggering positive customer engagement and improving brand attitude and trust." He also added that if marketers are aiming to deepen the connection between customer experience and attitudes about AR, they should consequently improve the perceived value of AR.* Consider the cost of immersive technology devices. Mr. Tezcan mentioned that the number of people who could purchase such devices might not really be a huge number, which would directly impact the customer's desire to make a transaction in a virtual world.

In contrast, Ms. Reem stated that "in Kuwait, the use of VR devices is already widespread, especially among young people due to gaming." As she mentioned, teens and young adults are easily adapted to immersive technology, which is a benefit for

having a new market in the next generation. "As a manager and owner of a boutique for kids, teens, and young adults, the metaverse could be a great opportunity for taking my business into the virtual world and selling through gaming." She also added that switching to metaverse retailing would change customer purchase behavior because of the way they are purchased and the virtual reality of the products they are purchasing.

6.1.4 Change of product, store, and customer service in metaverse and improvements to satisfy target market. The products and services offered to customers in the real world will always be changed in the Metaverse, where everything will change from a 2D to a 3D context, including store design and customer service. *"The overall customer experience would totally be different in Metaverse; whatever is in real life would be set in a 3D setting, and I believe it would be easier and more efficient." (Mr. Yassin Khaled).*

Thinking of Diva Fashion in the Metaverse would be a great opportunity. The pods would be in a 3D form, making it easier for our customers to look, try on, and live the same experience of the store in a 3D setting. *"The design of our store should provide an easier experience with direct communication with our targeted consumers." (Mr. Yassin Khaled).*

Adapting to the Metaverse setting would be necessary to improve customer satisfaction and enhance purchasing. In different industries, this setting would be different, for example, in the education sector, as Ms. Sarah mentioned: *"Metaverse is a new word that makes it easier to reach and communicate with our customers and even create communities." "Thinking of an AU proving education system in the Metaverse would be great; it would create the environment of the university, with visual boards, an augmented reality teaching system, virtual books, and many other things." (Ms. Sarah Al-Enezi).*

According to Ms. Noura, *"offering a bank service in the metaverse could also be challenging, in my opinion." "Although the secure 3D payments of many online transactions we are working with nowadays are secure, some technical and security issues might arise, which might be a problem for some customers adapting to this new*

world." then she added, "Despite that, offering good customer service virtually for a bank is very important for building trust and satisfaction, so choosing the right settings for this service in the Metaverse is very important." (Ms. Noura Nasser).

In Turkey, Ms. Busra discussed the change of customer service in Metaverse; she stated, *"Customer service in the virtual world would be interesting; I can think of how an avatar can actually talk to the customer and offer a direct response to concerns." (Ms. Busra Miray).*

It would be like the idea that we have a store by ourselves, but this would be virtually just from home. Conscious that customer service is a very important factor in ensuring customer satisfaction and obtaining feedback from our consumers, making it easier in a virtual setting is a plus for every business.

As Ms. Sahra included, "as most customers prefer to visit the shop and make their purchase, it is important to make a deep study on how to set up the virtual store in order to gain maximum satisfaction from the customer shopping experience." (Ms. Sahra Benli).

This discussion concludes that the change of product, store, and customer service from the real to virtual worlds should be set based on customer opinion to improve customer satisfaction.

6.1.5 Advertising in metaverse in terms of customer involvement and delivering message. A brand requires to create customer involvement through delivering the right message to its targeted customers and this requires the right marketing and advertising. Ms. Ozge discussed about the capabilities of advertising in Metaverse.

“As you might know that advertising in turkey is very wide due to multiple media used by marketers if it was traditional or online. I think advertising in a virtual space would be endless for the advertising industry. Business can reach endless

number of customers and create creative advertisements." (Ms. Ozge Yuksel).

A huge virtual space such as metaverse gives a huge space for advertising and engagement with customers in different ways, "Some companies target Generation z through advertising in metaverse and gaming spaces." (Ms. Tezcan Gonullu).

According to Ms. Dilara "delivering the right message requires the brand to use the right advertising tool in which Metaverse offers. Brand s require to create their own World using a virtual space such as having a fully immersive experience and communication for their targeted customers." (Ms. Dilara Sertkan).

she also added that "the Turkish market is really open to such innovations and re considered to be a technological advanced market. Therefore, Metaverse advertising is important to reach the Turkish market." (Ms. Dilara Sertkan).

According to Ms. Khadija "The metaverse offers a more immersive experience than traditional advertising. For example, people can use the metaverse at home to view products in 3D and imagine how it would look in their house or office. Thinking of Ikea, they can advertise by showing how the furniture would look and even give options to show colors and other layouts." (Ms. Khadija Al-Awadhi).

6.1.6 Connecting consumers' psychological states with attributes that can be directly applied to metaverse system design processes. Considering that psychological state is very important factor that influence customer purchasing behavior, we have discussed the opinion of different managers on how to connect those factors with the features that could be added to the metaverse design process to reach better to targeted customers. Ms. Sarah mentioned *"The metaverse will be the perfect place to build community and motivate people who use the app to follow a specific brand and build a way of commutation as well as a provide a sense of belonging especially to those who are antisocial." (Ms. Sarah Al-Enezi).*

As psychological factors also include perception, learning, and attitude, it is important to create a world that allow customers to learn about this virtual commerce and have a positive attitude towards it before pushing advertisements and selling.

As Ms. Noura included “Customers require a place where they feel comfortable and build trust which means that metaverse system design should include a better combination of real and virtual life in terms of social connection, entertainment factors, the way they consumption etc. this would develop their perception toward virtual world that it is not far from the real life they live.” (Ms. Noura Nasser).

Ms. Ozge and Ms. Sahra have also emphasized on building communication technologies design will provide a better user experience such as allowing users to exchange content, go to different virtual locations and build communication with others to feel involved. In addition, the 3D design, colors, and graphics are very important to promote customers psychological factors which should be taken into consideration while building a world that users would spend time in.

“Technology is very advanced now and the idea of creating collaboration experiences on a virtual world with people who live far away makes a huge impact as we are not able to create that in real life. Therefore, businesses having event planning and sponsorship from different geographic area can help build more connections to customers like special promotions or even watching the game online.it would also blend well with even the traditional marketing tactics like display of billboards on digital building.” (Ms. Ozge Yuksel).

As it is very important to positively connect psychological state of consumers through the metaverse design as discussed above, Mr. Yassin added “focusing on creating a combination of virtual and real life is essential because no matter how much a Digital world can allow us escape from life stresses temporarily, but it could still create mental health problems such as depression or stress if it is used excessively that is why it’s very important to take these factors into consideration through Metaverse system design processes.” (Mr. Yassin Khaled).

6.1.7 Influential factors of purchase that can guide better application design on metaverse. (shen et al, 2021, p-5). The influential factors of purchase can differ from customer to another or even from a market to a market based on different factors and interests. While discussing on the Kuwait market, Ms. Reem mentioned that the

Kuwait market are highly influenced by the brand attitude, the trust they provide and the product or service itself.

"Since we are talking about the metaverse, the expectations of the Kuwait market are to be offered a very well 3D product models that are accurate and presented in the best way that the customer can interact with. In my opinion, providing a great online representation on the real world through good graphics and colors would influence the Kuwait market to purchase and stay satisfied easily." (Ms. Reem Al-Fudala).

As Mr. Shayji mentioned similar factors including that the Kuwait market have a positive attitude toward technology and can be easily influenced if the quality of information perceived are relevant and offer them satisfaction.

"Talking about the application design on metaverse, brands should work with designers that can master a good design because the more realistic virtual world it would be to the real life, the easier customers can immerse into this world and be influenced to purchase. This is also an important factor to maintain a great consumer purchasing behavior." (Mr. Shayji Al-Shayji).

Moreover, discussing those influential factors of purchase for the Turkish market were relatively similar, as Mr. Tezcan stated "Influencing customer to purchase in a new place and a new form could be challenging but, in my opinion, looking at the important factors in terms of customers would make it easier. Offering your customer an easy way to purchase from your brand requires your effort to make it as easy to use as possible maybe by forming a realistic experience as they would have in a real life." (Mr. Tezcan Gonullu).

Another influential factor of purchase includes layout of the 3D environment, the social presence sensing human connection and interaction while shopping, and an in-store consumer experience. "As a customer, the layout of the store, the set up around it, availability of someone to interact with and information about the products displayed, the real shopping experience, the 3D tryouts of avatars, etc. are all important factors because they offer a positive emotional state for the customer and thus a greater customer shopping experience." (Mr. Murat Toz).

"It's important to build a virtual seller for a better customer service in such virtual environment to make the customer feel vulnerable Infront of the action of a seller like how they would feel in a retail store. This would also offer a better customer engagement and purchasing process." (Ms. Dilara Sertkan).

And at the end of this discussion, Ms. Sheikha included that "Since the metaverse is an alternate reality many people nowadays demand personalization and customization. For customers to relate the content, it must be relevant to them. For example, a customer would like to Design their own virtual shoe or have shoe designed to the latest trends from a famous character. That is when companies achieve that, it can boost interaction and engagements with the right tools by which they can easily communicate their products to new and potential customers." (Ms. Sheikha Al-Ajran).

6.1.8 The problems faced while switching from traditional to online to a virtual world experience. With technology advancements, more challenges and problems might be resolved but also other ones could arise. While discussing this topic many reasons were identified as per the opinions of the interviewees including privacy issues, identity hacking, health concerns etc.

Ms. Khadija mentioned the privacy challenges that would be faced by consumers since they use different technology such as augmented and virtual reality to immerse themselves in this virtual world resulting in leak of personal information and track of behavior online.

"Privacy issues had arisen since switching to online experience in general but I think in metaverse it would be even more of a concern as consumers would use a VR headsets for example, it will definitely have eye-tracking technology so as marketers and managers, we can save data for marketing purposes offering a better experience, but this would be a major problem for some people in concern of their personal privacy." (Ms. Khadija Al-Awadhi).

Similarly, Ms. Nour addressed the concerns of protecting their privacy and personal information stating that "The Kuwait market is very concerned about their privacy considering certain cultural factors that might influence their purchasing

behavior in the metaverse. They would possibly have difficulties trusting the system due to hackers and lack of privacy that might lead into identity impersonation. Therefore, metaverse should state certain policy and rules related to such issues." (Ms. Nour Al-Kandari).

Mr. Yassin discussed the heath concerns that could occur such as depression and sadness post being in a digital world that could amazingly create high customer expectation. "I cannot forget about the addiction of this virtual world, young and adults are already facing addictiveness of gaming so spending entire time in this virtual word would arise problems in the future." (Mr. Yassin Khaled).

On the other hand, Ms. Sahra said "In turkey, I think switching to metaverse retailing by the Turkish market would be led to inequality of access to the metaverse because we know that in order to enter this augmented reality, they would require to have the latest technology that are expensive to a huge part of this market." (Ms. Sahra Benli).

6.1.9 Opinion on the factors affecting the consumer purchase behavior with the introduction of metaverse retailing. There are many factors that are affecting the consumer purchase behavior when it comes to metaverse retailing in one way or another. These factors were discussed with the managers and their opinion varied based on many direct and indirect relationship to result in a positive or a negative change in consumer behavior.

Mr. Shayji addressed the cultural factor that is huge and followed by the Kuwait market. "In Kuwait, one of the most reasons behind consumer purchase are cultural and social factors. This is because Kuwait market follows specific regulations when it comes to what they purchase because they think of what people think which includes their family, friends, and the environment. Metaverse retailing might became new thing to our society to openly create your avatar and share products you purchase in a virtual world with a wider geographical area." (Mr. Shayji Al-Shayji)

Aside from that Ms. Reem also pointed out that "The Kuwait market are open to make purchases and likes to be up to date with everything, they are also well known

for shopping as a lifestyle but the facts that in metaverse customers can't touch the product and lack of human connections might give them less comfort while purchasing." (Ms. Reem Al-Fudala).

"Innovation and creativity in creating a 3D retail shop in a metaverse and the new way of retailing would make many people motivated and have a good attitude in trying a new way of shopping, such factors are psychological factors that could be controlled through maintain a communication with the consumer." (Ms. Noura Nasser).

Ms. Dilara also pointed out "In case of the Turkish market, personal factors are huge factors of customer purchasing behavior which differs based on the consumers, lifestyle, jobs, and income. Customer purchasing behavior varies based on those factors so customers that can afford immersive technology devices would experience metaverse retailing where on other hand another person cannot." (Ms. Dilara Sertkan).

Another factor that is also could affect personal factors mentioned above is the economical factor. As Mr. Burak mentioned "In my opinion, one of the important factors is economic factors, we know how unstable the economy in turkey which is unfortunately also plays a role on the price fluctuation and income of the people. This would directly affect the purchase behavior and consumer spending to switch to metaverse retailing." (Mr. Burak Sengul).

6.1.10 Changes in decision behavior toward a product or service in the metaverse. Decision-making can be formed differently in different cases, it could be taken through seconds when we require very less information, and other times we take days and even months to decide on purchasing a very important product or service which requires more information and evaluation (Solomon, 2015, pp.59–89).

Mr. Shayji mentioned that "In metaverse, the decision-making behavior will be different in some ways. In my opinion, a virtual world would be offering limitless information of a product or a service for direct purchase, it could influence less thinking and purchase decision time." (Mr. Shayji Al-Shayji).

In Metaverse it could take minutes to evaluate alternatives because it requires less effort compared to traditional retailing or real world. Ms. Khadija added “Taking decision for purchase in a virtual world is easy since you can reach virtual geographical locations very easily to search information and make purchase.” (Ms. Khadija Al-Awadhi).

“The decision taken to purchase a product in a virtual world might take less time than in traditional. Having a 3D layout of the product in front of the customer with easily reach of other brands can offer a faster decision making for purchase. This is because customers are involved highly with the product, and the message the brand trying to serve.” (Ms. Sahra Benli).

“With the metaverse technology customers can view products as if they are there at the physical store giving the feel of buying in real life. Customers would try on products in a form of avatars to give them a real visualization of how it may look on them as well as employees’ avatars commutating and assisting customers with any questions, they may have to make decision making easier.” (Ms. Ozge Yuksel).

6.1.11 Will the introduction of metaverse be beneficial or effective to your business and market? and in what way. Introduction of Metaverse will benefit businesses based on their industries in different ways. The interviews discussed their opinions based on their industries.

“For the makeup industry, the Metaverse will be beneficial because it would display the business in a very different way. While marketing a makeup product, our consumers require to try on and choose the product carefully based on their skin color, texture, tone etc. so turning it into a 3D model to try on will really make it easier to make purchase online for new products. Also, make up events could be done virtually to release new products and involve our consumers in live events which create s the perfect communication and involvement.” (Ms. Ozge Yuksel).

“For fashion industry, metaverse will be a great way to discover opportunities to build a community and connect their customers into their new pieces. Thinking of a

virtual fashion show, or customizable design by consumers to be created in a collection, creating a virtual show room to try on avatars and feel a real shop experience. This would encourage building communication with consumers and thus a better sale." (Ms. Busra Miray).

"The Metaverse is a huge virtual space which have the possibility to organize a live meeting or a lecture easily with the VR experience from home. It would be a great opportunity for the education industry as it will remotely create collaborations, remote teamwork, and attend in rooms like face-to-face environment. The virtual world would give it a real feel of attending a class or a group room with other avatars representing people." (Ms. Sarah Al-Enezi).

"The opportunity to rent or use a space in a big virtual world makes it convenient to create advertisements, create events to launch a product, or marketing efforts. Also, as we use social media to boost promotions nowadays, in metaverse we would be able to use games for virtual advertisements in many forms. In my opinion, it will be effective for every marketing, advertising, and production company sue to easiness od reaching customers and huge space available. (Mr. Shayji Al-Shayji).

"I think for the banking sector it would be effective to be present in the metaverse as this presence will help communicating and involving the young generation. Having a virtual presence comes with following the digital trends and transform into digital services using artificial intelligence." (Ms. Nour Al-Kandari).

6.1.12 Overall opinion on introduction of metaverse retailing to Turkish/ Kuwaiti market and changes it would make in your industry. The introduction of Metaverse retailing in the Turkish market would be interesting and brands would have a greater space to offer their products and services to everyone.

As Mr. Tezcan mentioned "Turkey has a huge retailing sector that are daily exported to other countries mostly in clothing and accessories. Metaverse retailing a huge opportunity for turkey to display and sell its products internationally in seconds. Travelling through the metaverse happens very quickly and at the time they want." (Mr. Tezcan Gonullu).

Also, Ms. Dilara stated “Turkish market is very adaptive to such changes in which few companies are already planning to adapt in the Metaverse, the only concern would be is offering immersive technology devices in an affordable price.” (Ms. Dilara Sertkan).

The changes that metaverse retailing would do to the fashion industry were discussed with Ms. Busra, as she mentioned “In my opinion, the fashion industry will completely turn into Metaverse because offers the same experience of a real shop in a virtual world, unlike online shopping, customers can try on, visualize the product, and then make their purchase. It will have a huge effect on this sector.” (Ms. Busra Miray).

Considering these important changes and opportunities Mr. Murat added the importance of senses in shopping experience “Although metaverse retail will change for both consumers and brand, but consumers cannot use all senses as they do in real life. Senses like smell, touch and taste would be unavailable in the metaverse, only considering visuals and sound which are still limited might be a concern.” (Mr. Murat Toz).

On the other hand, the introduction of Metaverse in the Kuwait Market would create a great shopping experience. As Ms. Sheikha mentioned “The Kuwait market are looking for innovation and always follows trends, therefore in my opinion the metaverse retailing will be a great opportunity for the fashion industry and other retailers, creating a real shopping experience in the virtual space allowing customers feels that they are shopping from home using appealing environment and layout would be great.” (Ms. Sheikha Al-Ajran).

6.1.13 Opinion about the convenience to switch to metaverse retailing. Opinions differ from person to person like the measurement of the convenience, therefore the discussion into switching to metaverse retailing from different interviews were as follows.

Ms. Khadija mentioned that “for me, switching to metaverse retailing is highly convenience because I can shop, travel around, connect with my favorite brands are all from the comfort of my house. As a brand manager, managing brand through

Metaverse is very important and it offered many ways that makes it easy and convenient t to use it. Also, as a customer, being involved with the brand I love motivates me to purchase more and feel special." (Ms. Khadija Al-Awadhi).

Mr. Murat stated "the retail industry will have the advantage to find its target consumers all over the world and tailor their experience. Customers can shop as avatars to feel like living in a right world, also personalization and customization will become easier." (Mr. Murat Toz).

Mr. Burak discussed that consumers can directly interact with brands through games experiences, a virtual retail shop, virtual customer service and better product search to enable interaction. "In metaverse, the retailer has a great opportunity to track their customers behavior toward their product the stress layout, the effectiveness of their set up to understand their customer needs better." (Mr. Burak Sengul)

Ms. Busra stated "the metaverse would help to create customized experiences for the customers base on their demographics preferences, interaction which will result in current and future loyal customers." (Ms. Busra).

6.1.14 Recommendation on how better your market would adopt the changes of marketing, purchasing, usage of immersive technology and perceive a positive experience on metaverse. The metaverse is still in its beginning stage and it is a new world for most of the Turkish market. A good introduction on the metaverse world and its opportunities are required for a better experience and understanding of this new virtual world.

Ms. Sahra mentioned "It is a new world which needs to be detailed on its usage for customers as well as how brands should use it in the best way possible. As a brand manager, it is a benefit for us to adopt and create an immersive connection between our brand and our customers, make them live with our brand." (Ms. Sahra Benli).

From the retail industry point of view, Ms. Busra included "My recommendation as a marketer is to use new marketing tools the metaverse added to us and find a way

to build a story with our targeted consumers. But before that, introducing the market to the usage of immersive technology devices is very important to get them the best shopping experience." (Ms. Busra Miray).

According to Ms. Dilara "I can think we have Sephora in the metaverse and how changes could be made. Online shopping works well for our industry but we had the problem of people need to visit to try on the makeup and get the best shade or colors. And now thinking of creating this experience from home using 3d model avatars would have a positive result on purchases. Marketing in this industry would be changed into another level!" (Ms. Dilara Sertkan).

Mr. Shayji recommended that advertising and production companies in Kuwait include services to help businesses enter the world of metaverse. He added "As my company and others I know have already been researching about te metaverse and have added few services, but this virtual world is huge and therefore learning about it to us in the best way is very important. Also, as much as digital marketing services are successful, the metaverse will change the way we create advertisements which requires more knowledge and testing." (Mr. Shayji Al-Shayji).

Ms. Reem recommended "to perceive a positive experience on Metaverse, its crucial to create new experiences for its customers and allow them to share it with real life. Being in the kids clothing industry, we should build trust between our brand and the customers by a creating richer social experience. Using metaverse by virtually representing our products in a more accurate way like the real." (Ms. Reem Al-Fudala).

"The education industry would change a lot, I also think that new universities could be only based in the metaverse such as attending class virtually, meta rooms to conduct meetings, register students virtually as avatars, etc. this would create a huge difference in this industry. It could be a chance for many people to maybe attend a school they wanted through metaverse regardless of the distance or costs. Also, it could build a new business opportunity between universities in different countries such as collaboration. This a huge opportunity for the Kuwait market as they are always willing to study abroad." (Ms. Sarah Al-Enezi).

6.1.15 Will metaverse be an important part of marketing communication after 10 years or not. Many years ago, the digital world was a new thing, and many couldn't imagine the change it would make in our life. Ms. Nour said *"The introduction of the Internet and social media have changed the world while it was least expected! Also, covid 19 have made the tuning point of turning almost everything online, we started working online, many people started working only remotely, new businesses based online, it made our life easier. Therefore, yes, I think metaverse would be important part of marketing communication. It holds many opportunities that will make customer involvement much easier." (Ms. Nour Al-Kandari).*

"Currently the growing digital space includes marketing, entertainment, advertising, building brand communities and many other factors as the world of technology is developing. With the rapid technology development, I think metaverse will be the new life that we would effortlessly work, entertain, and learn from." (Mr. Yassin Khaled).

"Metaverse will be a very important factor of the marketing communication and most important one. This is because looking at the growing gaming industry, which is also a virtual world, it gives an indication that people are interested into technological advancement. Also, Today, people are spending more time online than they are offline, this includes many purposes such as learning or working." (Mr. Burak Sengul).

"In 10 years, Marketing would be done differently while advertisements will be doe visually using immersive graphics, visuals, and texts. The future is including metaverse in marketing communication for brands and businesses from different industries." (Ms. Ozge Yuksel).

"In metaverse, I think communication will be more personalized by giving different experiences to different customers. Brands can create a unique form of involving the customers and build engagement through entertainment, and one form of it nowadays is gamification. The metaverse will be resembling the real life where it could have live meetings, gathering, concerts, events etc. which in 10 years it would become more advanced and become the new way of reaching customers." (Ms. Khadija Al-Awadhi).

6.2 Discussion and Results

According to the interviews, the adaption of metaverse is high in the Turkish and Kuwait market although there are few factors that might affect the actual usage of metaverse on a high level. Based on the opinion of Turkish managers, huge companies have been introduced to the virtual world although most of the market might not be included in this world due to the cost of the immersive technology such as VR and AR. On the other hand, Kuwait was also adapted to metaverse as almost 80% of young and adults are involved into gaming which is a huge part of metaverse and metaverse retailing in futures. The Kuwait market are open to such opportunities are always looking to follow the newest technology with the high purchase possibilities compared to the Turkish market.

The virtual world will affect the way people work, shop, learn and function in real life. Kuwait customer purchasing behavior are influenced by cultural and social factors in which their purchase experience is based on people's opinion and how society would respond to it. They are highly dependent on what others do, therefore metaverse retailing could be easily adopted since they follow every new technology advancement. As per the respondents, Turkish market are also influenced by reference groups therefore, brands should build trust and a story while introducing metaverse considering it's a new space for the market in order to have a positive effect on consumer behavior.

The product, store and customer service will completely be delivered differently on metaverse as they will be virtually displayed through 3D models. Products will be in 3D models displayed to be tried on avatars of customers for easier shopping experience. Customers are allowed to shop by choosing the most suitable product after trying in the virtual world. Stores will be as the real life setting but in a virtual setting including a fully designed shop displayed and customer service that are instantly available for help. Three of the interviewers speculated that such change would offer a easier customer involvement and positive customers purchasing experience in the Kuwait market as well as two interviews for the Turkish market.

Research participants' opinions on advertising in metaverse for Turkish and Kuwait market is to entirely use the huge virtual space to create better engagement with customers in different ways to deliver the right message by brands using fully

immersive experience and communication for their targeted customers. Two Kuwait managers included that their market is really open to innovations and re considered to be a technological advanced market especially through gaming.

In accordance with the theory of Ramya & Ali (2016, pp.76-80), Culture has a significant impact on purchasing patterns and decision-making patterns. Therefore, to increase sales, marketers must investigate cultural influences and develop marketing strategies for each segment of culture independently. In metaverse case, considering that both markets are highly influenced by cultural factors brands should create a virtual settings and design process based on cultural influences and provide customized settings based on different countries.

Customer involvement is another important factor in metaverse that will affect customer purchasing behavior positively. The immersive technology includes direct communication in a virtual setting in the metaverse. Based on interview, managers expect that metaverse will build a relationship directly between the brand and the customer through avatars as they would be involved with the advertisements, products, communication as it is in real life.

Majority of the respondents stated that metaverse would be an important part of Marketing communication due to the growing digital space including marketing, entertainment, advertising, building brand communities and many other factors as the world of technology is developing. Taking into consideration the rapid technology development such as the gaming industry and the increase of time spent online for different purposes either learning or working, gives the indication that people are interested into the virtual world which will make it a great tool of marketing communication to brands and businesses from different industries.

In addition, one of our respondents reported that there is an ability that communication will be more personalized by giving different experiences to different customers. Brands would be able to create a unique form of involving the customers and build engagement through entertainment. The metaverse will be resembling the real life where it could have live meetings, gathering, concerts, and events that are advanced and in future would become the new way of reaching customers.

Numerous studies reveal that The Metaverse retail service environment would include product demonstration, layout of the store, and store design, will provide customers with a quality shopping experience including convenience of payment,

delivery of products, and refund policy (Gadalla, Keeling & Abosag, 2013, pp.1493-1517). However, based on the opinions of mangers, one of the problems the Kuwait market are highly concerned about privacy and payment security in general that might negatively affect consumer purchasing behavior and arise difficulties in trusting the system due to hackers leading into identity impersonation. Therefore, policies and privacy security supposed to be high for a better virtual retail experience.

The research participants' opinions on the decision-making behavior in metaverse is that it would take less effort, time, and process to go through. The virtual world offers limitless information of a certain product or service and other alternatives in one place at the same time which requires the customers to have less effort of searching information resulting in instant purchase decision and less time taken. The metaverse technology offers a real impersonation to the customers as in real life, including models of products and services, physical store, people as avatars, etc. Also, Customers would try on products in a form of avatars to give a real visualization with employees' avatars commutating and assisting throughout the experience.

Factors like these including 3D models, layouts and designs like the real world shows how huge the metaverse world and the impact it would have in customer's daily life. Considering that customers would live an augmented reality impersonated as an avatar that could be in any place they require, they can attend virtual meetings, travel around cities despite distances, purchase using avatars, learn through virtual classes, purchase a house, etc. all in a virtual setting will acquire customers to ultimately change the lifestyle they have in real life.

Traditional retailing tends to appeal to all customer groups, whereas e-commerce may appeal more to early adopters who are more aware and interested to try new shopping ways such as Metaverse (Hassouneh & Brengman, 2015, pp. 218- 238). As per the opinions of the managers, some customer group in the Turkish market requires awareness of and knowledge of the technology that could influence their preferred shopping method. A good introduction on the metaverse world and its opportunities are required for a better experience and understanding of this new virtual world.

The metaverse will result into a customer that are completely dependent online, living in a virtual world, performing daily tasks using immersive technology, working, and learning through virtual settings etc. Based on the interviews, managers in Kuwait and Turkey have stated their opinion on that the metaverse will be a part of our life in

the next 10 years, it will be part of marketing communication and world to connect people to perform their lives in the same time with the real world.

6.3 Conclusion and Recommendations

The new generation of the internet would change the lives of people in different ways through advanced usage of technology and a new virtual world that are exactly in time with the real life. The metaverse will be the new concept that would impact people's basic lives, it would alter the way they learn, work, entertain, communicate, perceive information, visualize surroundings, and purchase. This virtual world consisted of the real world in a 3D setting including avatars representing people, and three-dimensional layout designs representing the environment.

Most managers across industries in Kuwait and Turkey stated that changes faced by business due to changes in consumer purchase through Metaverse includes building a brand story that includes customer involvement using immersive technology, creating a convenient service to deliver their needs, work on minimizing decision making process by offering a 3D retail experience that includes direct communication and speedy response to their needs. Such changes are required to serve a new set of consumer purchase behavior in a virtual world that includes dependent on instant service, reaching information easily, and delivery of needs. The customers would have a real shopping experience from home using a wearable immersive device that sets their expectations to be delivered all at their own comfort. Therefore, brands from all industries should meet those expectations and make changes to serve the new set of customer behavior in the metaverse retailing world.

Similarly, customers would also face changes when switching to a virtual commerce due to changes in core features of brand store atmosphere such as odor, taste, sensations which are common in traditional retailing, which gives them the chance to test or try a product to which can boost customer esteem when the customer is unfamiliar with the good or service. However, some of these features are not applicable in metaverse retailing such as smell, touch and taste are unavailable while only considering visuals and sound which are still limited. Such changes affect the way consumer perceives the shopping experience, decision making process and purchasing behavior.

According to prior research, the metaverse have an impact either positively or negatively on the consumer purchase behavior and the way they make decision to perform purchase of product or service based on different markets and different settings. The Turkish market are aware of the metaverse and are adaptable to such technology considering that some important brands have been introducing such advancements. Although the relatively high cost of immersive wearable technology that allows the customers to attend the virtual world might not be applicable for most of the market, it is highly recommended to consider this factor due to its impact in the metaverse experience.

In contrast, the research study show that the Kuwait market is highly involved in this virtual world due to gamification that are used by young adults in purpose of entertainment. However, gaming industry is a huge opportunity for metaverse retailing that customers in Kuwait are ready to adapt. The factor in the metaverse that would create an impact on the Kuwait market customer purchase behavior is privacy and virtual payment methods that might lead to identity impersonation. The Kuwait market are highly conservative, traditional, social, and cultural which requires a customizable metaverse experience when it comes to retailing including the choice of products and services, the environment, and the design settings.

The study outcomes illustrate that the metaverse are creating a similar impact on both Turkish and Kuwait market including negative and positive factors based on cultures, backgrounds, usage of immersive technology, etc. which require modification by the metaverse while setting up.

Future research should focus on assessing internal and external factors that influencing customer purchase behavior in the context of metaverse retailing. Kuwait markets are adaptive to metaverse technology advancement however it requires a set of privacy and security policies to be enhanced. Turkish market would also adaptive but consideration of the costs of immersive technology devices are required to serve cost effective users. The advertisement through a huge space such as metaverse provides an unlimited area to create an opportunity to be a part of marketing communication through involving creative ways to engage customers. As much as the virtual world allows opportunities to brand to customize and personalized experiences, it would possibly arise problems and unwanted experience. In fact, any new technology arises both positive and negative experiences or impact on customers .

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