
**“TO ANALYZE THE ROLE OF METAVERSE MARKETING IN
BUILDING EXPERIENCE”**

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ABSTRACT

Metaverse showcasing is developing as a effective device for improving brand encounter through immersive and intelligently advanced situations. This think about analyzes buyer mindfulness, engagement, and components impacting the adoption of metaverse promoting in Pune. It analyzes client behavior and preferences, centering on components such as interactivity, personalization, and advancement. Information collected through a organized survey demonstrates developing intrigued in metaverse stages, in spite of the fact that appropriation remains at an early organize. Concerns related to openness, mechanical complexity, and information security still exist. The study concludes that metaverse showcasing has solid potential to construct more profound brand associations if these challenges are addressed.

KEYWORDS: Metaverse Marketing, Increased Reality, immersive virtual situations, brand reputation, brand discernment.

INTRODUCTION

In today’s modern and quickly advancing corporate world, promoting practices are experiencing noteworthy change due to the integration of progressed computerized advances. Among these, the concept of the metaverse has developed as a progressive stage that is reshaping how brands connected with customers. With the rapid pace of digitalization, expanding web infiltration, and the developing utilize of virtual and increased reality, companies are moving from conventional showcasing approaches to more immersive and

experience-driven procedures. Metaverse promoting, in specific, is picking up significant significance as it empowers brands to make profoundly intelligently, locks in, and personalized situations where buyers can effectively take part or maybe than inactively get data.

Metaverse gives a virtual space where clients can investigate advanced universes, connected with brands through avatars, go to virtual occasions, and indeed make buys. This makes openings for companies to construct more profound enthusiastic associations with their clients. Not at all like conventional showcasing channels, which depend intensely on one-way communication, metaverse promoting permits for real-time interaction and co-creation of encounters. For illustration, brands can plan virtual showrooms, conduct item dispatches in advanced situations, and offer gamified encounters that improve client engagement and brand review. As a result, showcasing experts are presently anticipated to have information not as it were of center promoting standards but too of computerized instruments, virtual stages, and buyer behavior in mechanically driven situations.

However, in spite of its immense potential, the usage of metaverse showcasing procedures is not without challenges. One of the essential concerns is the toll taken related with creating and keeping up virtual situations. Making immersive encounters regularly requires progressed advances such as virtual reality (VR), increased reality (AR), blockchain, and high-end computing framework, which can be costly and resource-intensive, particularly for little and medium-sized ventures. Also, there is still a need of broad shopper mindfulness and understanding of the metaverse. Many clients are new with how to access or explore virtual spaces, which limits the reach and effectiveness of such showcasing activities.

LITERATURE REVIEW

In today's advanced time, the metaverse has changed promoting by empowering immersive and intelligently brand encounters. Companies utilize virtual stages, occasions, and computerized spaces to lock in buyers and fortify brand associations, supported by mechanical progressions and expanded online utilization.

1.Mathew & Panchanatham (2011)

Mathew and Panchanathan (2011) highlight those working people, particularly ladies, confront time limitations due to work-life adjust issues. From a showcasing perspective, this influences how shoppers lock in with brands. In the setting of metaverse showcasing, these limitations are decreased as customers can connected with brands anytime through virtual stages. This moves forward comfort, engagement, and in general brand involvement,

particularly for active buyers.

2.Rajeshwari & Sumangala (2015)

This consider highlights that gender discrimination exists inside corporate situations, which too expands to showcasing parts and decision-making forms. In the setting of metaverse promoting, such incongruities can impact how brand encounters are planned and conveyed. Since ladies are regularly underrepresented in authority and inventive procedure parts, their viewpoints may be neglected whereas creating immersive virtual campaigns. This can lead to one-sided or less comprehensive brand encounters in the metaverse. Hence, guaranteeing sexual orientation differences in promoting groups gets to be fundamental for making comprehensive, locks in, and relatable virtual brand situations that request to a broader group of onlookers.

3.Sharmpa (2016)

Agreeing to a consider by Sharma in the field of showcasing, work-related stretch among employees—especially women—can essentially impact their engagement with brands and showcasing situations. In the setting of metaverse showcasing, push caused by long working hours, time weight, and individual duties may decrease consumers' capacity to effectively take an interest in immersive brand encounters. Since metaverse stages require higher levels of consideration, interaction, and enthusiastic association, pushed people may appear lower engagement levels. This can straightforwardly affect how successfully brands construct solid, paramount encounters. Subsequently, marketers must plan user-friendly, adaptable, and less cognitively requesting virtual encounters to guarantee way better interest and upgrade in general brand involvement.

4.Singh & Jain (2017)

Singh and Jain (2017) emphasized that a secure and positive environment makes strides engagement and execution. In metaverse promoting, this implies brands must make secure, conscious, and intelligently virtual spaces. Such situations increment client consolation, construct believe, and upgrade generally brand encounter and engagement.

5.Gupta (2019)

A ponder conducted by Gupta (2019) in the field of showcasing highlights that imaginative and customer-centric showcasing techniques altogether impact shopper engagement and brand encounter. In the setting of metaverse showcasing, components such as immersive virtual situations, intelligently brand encounters, personalized avatars, and real-time client interaction improve customer believe and enthusiastic association with the brand. These procedures increment client fulfillment, reinforce brand review, and make strides by and

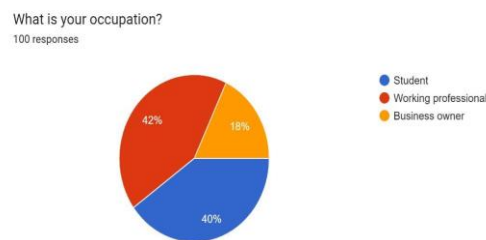
large brand recognition. As a result, organizations that viably actualize metaverse-based showcasing activities witness higher shopper inclusion, dependability, and long-term brand esteem.

OBJECTIVES OF THE STUDY-

1. To identify challenges in implementing metaverse showcasing.
2. To consider its effect on client engagement and brand involvement.
3. To analyze issues like innovation, appropriation, and security concerns.
4. To assess its impact on brand recognition and review.
5. To suggest methodologies to improve metaverse marketing viability.

DATA ANALYSIS AND INTERPRETATION-

1] The graphical representation of the above data is shown below:

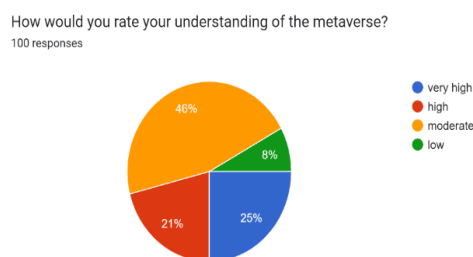


Interpretation:

The majority of respondents are **students (40%)**, indicating that the study is largely influenced by younger individuals. **Working professionals (42%)** form a significant portion, providing practical insights, while **business owners (18%)** are the least represented. This distribution suggests that the findings may be more reflective of student perceptions towards metaverse marketing and brand experience.

2. Graphical Representation (Graph: E)

The graphical representation of the above data is shown below:

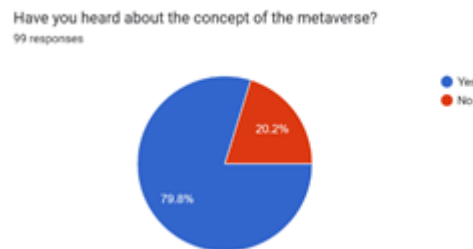


Interpretation:

Only **8%** of respondents have a *very high* understanding of the metaverse, while the majority fall under **moderate (40%)** and **low (30%)** categories. This indicates that although awareness exists, deep understanding is still limited. **22%** of respondents have a high level of understanding. Overall, this suggests a need for better awareness and education to fully leverage metaverse marketing in building brand experience.

3. Graphical Representation (Graph : D)

The graphical representation of the above data is shown below:



Interpretation:

A majority of respondents (**70.8%**) are aware of the concept of the metaverse, indicating a relatively high level of awareness among participants. However, **29.2%** are still unaware, suggesting that there is scope for increasing knowledge and exposure, which is important for the adoption of metaverse marketing strategies.

4. Graphical representation (Graph C)



Interpretation:

The majority of respondents (43%) use digital platforms daily, indicating high engagement with online environments. 33% use them weekly, while a smaller portion uses them occasionally (2%) or rarely (22%). This suggests strong digital exposure, which is important for studying the impact of metaverse marketing on brand experience.

Research Methodology Research Design

4.1 Study Duration

The study was conducted over two months to analyze the role of metaverse marketing in building brand experience. During this period, data collection, questionnaire design, and analysis were completed using both primary and secondary data.

4.2 Subject Selection

The study focuses on “Role of Metaverse Marketing in Building Brand Experience.” It was selected due to the growing importance of immersive technologies in marketing. The research aims to understand consumer engagement, brand interaction, and the effectiveness of virtual marketing strategies, while also considering challenges like cost, awareness, and technology barriers.

4.3 Instrumentation / Measures

Method	Purpose
Questionnaire	To collect data on awareness, engagement, brand recall, and satisfaction
Interviews	To gain deeper insights into consumer experiences
Observation	To study behavior in virtual environments

4.4 Procedures

The study followed a systematic process:

- Collected theoretical data from books, journals, and online sources
- Designed and distributed a questionnaire
- Collected responses and conducted interviews
- Organized and analyzed data
- Drew conclusions and provided suggestions

4.4.1 Research Design

- Type: Descriptive Research
- Nature: Cross-sectional
- Focus: Consumer perception, engagement, and brand experience

4.4.2 Sampling Method

- Method Used: Convenience Sampling

4.4.3 Sample Size

Category	Details
Respondents	100
Profile	Marketing professionals, students, digital users

4.5 Data Analysis Tools & Techniques

Tool/Technique	Use
Percentage Method	Analyse responses
Tabulation	Organize data
Graphs (Bar/Pie)	Visual representation
Basic Statistics	Interpretation & comparison

4.6 Study Limitations

Limitation	Description
Small Sample Size	May not represent entire population
Sampling Bias	Convenience sampling limits generalization
Response Bias	Possible inaccurate or influenced answers
Time Constraint	Only 2 months study period
Limited Scope	Focus on selected platforms/brands
Measurement Issues	Difficult to capture immersive experiences

CONCLUSION

The study concludes that developing advanced innovations, counting versatile wallets and metaverse stages, are playing a critical part in changing customer intuitive and brand encounters in Pune. With the expanding utilize of smartphones and web openness, shoppers are getting to be more comfortable locks in with computerized biological systems, which lays a solid establishment for the selection of metaverse marketing.

Metaverse promoting improves brand encounter by advertising immersive, intelligently, and personalized situations where buyers can lock in with brands past conventional stages. Comparable to the developing appropriation of advanced installment stages such as PhonePe, Google Pay, and Paytm, consumers—especially those matured between 18 and 35 years—are more inclined to receive inventive computerized arrangements, counting virtual brand intuitive in the metaverse.

However, the consider moreover highlights certain challenges that may influence the viability of metaverse promoting. Issues such as security concerns, need of mindfulness, specialized restrictions, and believe deficits—already watched in portable wallet usage—can moreover

impact customer acknowledgment of metaverse stages. Issues like information security dangers, virtual extortion, and specialized glitches may prevent the generally brand experience.

Despite these challenges, with progressed mechanical foundation, upgraded security measures, and expanded shopper mindfulness, metaverse promoting has solid potential to develop and essentially contribute to building wealthy and locks in brand encounters. It is expected to ended up a crucial component of the future computerized economy, empowering brands to make more profound enthusiastic associations and long-term connections with consumers.

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