



ISSN (Online): 3007-1038

Pages: 116–127

DOI: 10.55737/rl.2025.43110

© The Author(s) 2025

<https://regionallens.com>

# Marketing Opportunities in Metaverse: A Systematic Literature Review

Syed Zahid Hussain <sup>1</sup> Muhammad Rashid <sup>2</sup> Mirza Zaib Hassan <sup>3</sup>

**Abstract:** A new opportunity for brands is how to communicate with the core audiences that they used to compete for with rivals in the no-digital era; transformation happens gradually and little by little. Helpful overviews are given of the issues facing VR communications above. The reports referred to in the following are from an academic literature recitation (though video materials are not included on account of space constraints). This article endeavors to explore immersive technology from the angle of communication and discover what kind of relationship can exist between brands and consumers. A systematic literature review of 50 peer-reviewed studies published on websites including Google Scholar, ScienceDirect, JSTOR, and SSRN was conducted to achieve this end. Out of a total of 130 articles found, the SLR has explicitly selected for analysis only 50 of them. And regarding methodological criteria, draft guidelines set by PRISMA saved publication bias from creeping in. The principles avoided perverting original findings altogether. It is found that diverse technologies such as VR, AR, MR, Life-Log, Mirror Worlds, Blockchains, and AI enable the Metaverse to undertake a brand of communication not available in previous venues. These new communication affordances include immersive engagement, personalized interaction, experiential communication forms, and different forms for brands 'presence and symbolic representation than heretofore thought possible. New modes of virtual presence were also introduced, together with them.

**Key Words:** Metaverse, Communicative Affordances, Brand Communication, Immersive Technologies, Systematic Literature Review

## Introduction

Over time, marketing methods have changed dramatically, moving from traditional methods to digital platforms. This trend is driven by technological changes. We constantly shift positions depending on the economy, like someone starting from scratch and then building a completely different startup from scratch, while reformulating the game, with a chip in their hand in a hole that any dealer can see, but no one notices when they reach for another card. The whole thing can't run on money alone. Marketing as a concept has also evolved along with its environment. From its perspective, virtual reality is big, and augmented reality is as light as my raccoon fur hat on snowy days. And they're all part of "Just the One, Whole World" (Kim, 2021).

This virtual ecosystem, which leverages technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), offers brands the opportunity to create immersive and interactive experiences that go far beyond anything previously seen in conventional digital marketing (Kim, 2021).

Before the pandemic, the entry into cyberspace had already begun. With a light touch, typical of Ma Moon, now that the British Puritans of Sunset and Evening had not yet fully settled in, The Director, featuring stripped female

<sup>1</sup> PhD Scholar, Riphah Institute of Media Sciences (RIMS), Riphah International University, Rawalpindi, Punjab, Pakistan.  
Email: [armarman445@gmail.com](mailto:armarman445@gmail.com)

<sup>2</sup> Senior Lecturer, Riphah Institute of Media Sciences (RIMS), Riphah International University, Rawalpindi, Punjab, Pakistan.  
Email: [rashid.rims@riphah.edu.pk](mailto:rashid.rims@riphah.edu.pk)

<sup>3</sup> Lecturer, Riphah Institute of Media Sciences (RIMS), Riphah International University, Rawalpindi, Punjab, Pakistan.  
Email: [zaib.hasan@riphah.edu.pk](mailto:zaib.hasan@riphah.edu.pk)

heroines, pursued a similar sexual exploitation. But with the decline of physical interaction, companies began to find new virtual tools to reach their audiences. This is how, in this context, Metaverse proved to be a valuable successor to the current digital landscape, bringing with it unique communication methods for marketing and advertising. Facebook's rebranding to Meta in 2021 symbolized this shift and positioned the Metaverse as a transformative policy for future engagement. Its projected market size, estimated at \$936.57 billion by 2030, highlights its potential economic and cultural importance (Dwivedi, 2022).

The most notable example of this shift is Roblox, which has become the leading metaverse platform with over 77.7 million monthly active users, a 17% year-over-year increase, reflecting the rapid growth and adoption of immersive environments. Similarly, established companies have already adopted these innovations. For example, Gucci launched Gucci Cosmos Land within The Sandbox, a digital extension of its physical museum exhibit, allowing users to connect with over a century of brand history through interactive storytelling (Bao, 2024). Such advantages demonstrate how the Metaverse allows brands to extend consumer experiences beyond physical boundaries.

And tech companies have also released metaverse applications that reinvent styles of interdisciplinary and social communication. NVIDIA's RTX Virtual Workstation is an innovative work paradigm that opens up new ways to increase efficiency, lower costs, and reduce administration by centralizing computing resources for all employees. Microsoft's Mesh brings mixed reality collaboration to Microsoft Teams and other platforms, pushing immersion where it would traditionally be lacking, and using their products as a public sphere of discarded identities. These concepts emphasize that communication in virtual spaces is made more liberal not only by having a unified environment where people can literally feel each other moving together. With a strong online global presence in the 2040s, people around the world can adjust their state of mind: they easily switch back and forth between work, leisure, and serious conversation when necessary to socialize or conduct business. If they need interaction or company, simply head down to a crowded venue, and it will be projected onto screens so that even people very far away can join in the fun (Wang et al., 2023; Shelley, 2022).

These developments stem from the communication powers of the metaverse. Yet, this very nature of simultaneously generating attention must be channeled as a 'thing in itself,' meaning communication delegated to another domain can be much more than installments or convenient emails. The two-parter now also means that it's not just about receiving a message; each message is lodged in the user's heart, and this depends on how far apart the two speaking parties are (Rashid & Khan, 2024). Personalization, immersion, interactivity, and presence are forcing consumers to rethink their relationship with brands. Unlike traditional digital marketing, where a single message drives communication, metaverse environments offer two-way and interactive experiences. Environments like Roblox, Sandbox, Zepetto, Decentraland, and Fortnite offer avatars that share lives, digital devices that can even determine one's atmosphere. Users can help shape and co-create the overall look and feel of the experience, and then actively participate (in virtual form) before navigating these brands' fictional stories themselves. These affordances enable brands to build stronger emotional connections and enhance engagement by situating consumers directly within the experience.

Despite this growing use, systematic scientific research into the communicative possibilities of the Metaverse for marketing remains limited. Much of the discourse has focused on business events, technological innovation, or unpredictable projections of the Metaverse's economic impact. However, there is a lack of widespread synthesis that examines how communicative affordances enabled by technologies like VR, AR, AI, and blockchain are being intellectualized within academic literature. This signifies a significant gap, as understanding these affordances is crucial for describing the distinct ways in which the Metaverse differs from existing digital platforms.

To address this gap, this study conducts a systematic literature review (SLR) of existing scholarship on the Metaverse's communicative affordances in the setting of brand marketing. By analyzing fifty peer-reviewed studies sourced from leading academic databases, the review synthesizes current knowledge to identify the unique affordances shaping brand consumer interaction in virtual environments. In doing so, it contributes to both marketing scholarship and practice by mapping the communicative potential of the Metaverse as it continues to progress.

## Objectives of the Study

To identify and sort the communicative affordances offered by the Metaverse that are appropriate to brand marketing approaches, as evidenced in the existing academic literature.

## Research Question

**RQ 1:** What unique communicative affordances does the Metaverse offer for brand marketing strategies, as reported in the reviewed academic studies?

## Problem Statement

The Metaverse, a swiftly progressing virtual environment, presents new opportunities for brand consumer collaboration. Up till now, existing research remains disjointed and provides a limited understanding of the communicative affordances this immersive space enables (Efendioglu, 2023). While individual studies address virtual reality, avatars, or blockchain separately, a systematic view of how such technologies collectively create affordances for brand communication is still lacking. This study addresses that gap through a systematic review of academic literature.

The research is narrowed to identifying and categorizing communicative affordances of the Metaverse in relation to brand marketing strategies. By focusing entirely on the communicative dimension, the study associates insights across diverse sources to provide a clearer framework for understanding how the Metaverse enables new forms of interaction.

The review is limited to English-language academic publications, excluding grey literature and non-English sources. As a literature-based study, it does not include primary data, and findings may be influenced by variations in methodological quality across reviewed works. Given the rapid evolution of the Metaverse, newer affordances may emerge beyond the study period. The study centers specifically on communicative affordances within the Metaverse, excluding other immersive technologies or marketing platforms. This narrowed scope ensures depth in examining how the Metaverse uniquely reshapes brand communication.

## Literature Review

The metaverse has quickly emerged as a new digital leading edge for brands seeking ground-breaking ways to connect with audiences. With the rise of Web 2.0 and Web 3.0, businesses are under increasing pressure to implement immersive technologies in order to remain competitive. Scholars explore that investing in metaverse platforms not only enhances visibility in virtual environments but also positions firms as leaders within their industries (Melody Y Kiang, 2000; Nalbant & Aydin, 2023; Shah, 2022; Rashid & Khan, 2024).

Research comparing metaverse marketing to traditional methods highlights benefits for companies and consumers. Organizationally, companies benefit from regionalization and reduced marketing costs, while consumers experience stronger brand loyalty and attachment (Yadav et al., 2024). The metaverse, defined as a shared virtual reality space, makes collaboration, socialization, and marketplace conceivable, offering business opportunities to combine inclusive practices with the ease of digital accessibility (Efendioglu, 2023).

The practical applications are already evident. Accenture is a global company that has created a virtual office on the VR Chat platform and its metaverse "Nth Floor" for recruiting, training, and team-building activities. Such examples show how immersive platforms can recreate and even improve organizational environments. Similarly, Coca-Cola introduced a pixel-themed drink called Sugar Byte aimed at gamers and combined NFT collectibles with metaverse campaigns to engage digital audiences (Phillips, 2023). These cases emphasize how brands are experimenting with novel communicative formats to strengthen engagement.

Research in marketing also gives emphasis to the metaverse's role in customer engagement and relationship management. By opening up to immersive technologies, brands can attract tech-savvy consumers while retaining loyal ones (Firmansyah & Umar, 2023). Tourism studies further highlight its potential, showing how virtual travel experiences can impact purchasing decisions by letting users explore destinations or natural phenomena before promising (Buhalis et al. 2023). The best example was Magnum's "Pleasure Museum," launched during the MET AMS festival in

Amsterdam, which combined art, indulgence, and virtual interaction while tying together digital and physical consumption (Krishnamurthy, 2022)

Outside of commerce, education has also accepted metaverse technologies. Virtual 3D classrooms, extracurricular activities, and digital twins create immersive learning environments that mirror real-world interaction (Roy, 2023; Dahan, 2022). Studies show both teachers and students increasingly view the metaverse as part of their everyday routine in educational life (Hwang & Lee, 2022). From these developments, the communicative affordances seem almost universal, in that they can also be used in brand strategies for various industries. Broadly defined as the possibilities of action within an environment, affordances frame how brands can engage users in the metaverse (Ronzhyn, 2023). Key communicative affordances, as identified in literature, include, for instance, immersive experiences, interactive storytelling, virtual events, reordering products on the web, social interaction, building community, and demonstrations for new virtual products (Hwang & Lee, 2022; Kim, 2021). Many studies confirm that these traits enhance engagement, strengthen emotional responses, and increase purchase intentions (Violante, 2019; Cilizoglu, 2023; Irshad, 2020).

With the growing popularity of virtual events, the growing demand for them contributes to the ongoing challenge of our traditional notions of communication. Welcome to the Metaverse, a new, existing virtual space where one can stroll its streets and squares, feeling happy yet simultaneously isolated. In this way, old media standards, such as books, have become redundant and obsolete in the world of magazines, which in the Metaverse have grown to life-size and color through the lenses of Augmented Reality (AR) (Nesaif, 2024). Social interaction, to put it bluntly, is consistently recognized as dominant in metaverse experiences, making it crucial, as its role in building brand credibility is crucial, and augmented reality try-on apps demonstrate how collaborative environments reduce consumer uncertainty and improve purchasing practices (Kaplan, 2010; Welivita, 2017).

The metaverse is largely shaped by technologies such as AR, VR, lifelogging, blockchain, and Web 3.0. Everything is within reach: this new technology will continue to grow, and new entrepreneurial activities and interactions will spontaneously emerge. And thanks to its unique features, it opens up even more possibilities for business communication. However, existing research is still highly fragmented and often focuses on only one characteristic (ADJECTIVE). This review aims to fill this gap by categorizing the communication possibilities of the metaverse in brand marketing.

## Theoretical Framework

This paper takes the Communication Affordance Theory (CAT) to examine the way the metaverse transforms brand communication. Building on the affordance theory by Gibson (1977), CAT tells about the enabling and limiting aspects of technological features in regard to interaction (Evans et al., 2016). The platforms in a digital environment offer different affordances: Twitter allows microblogging; Zoom facilitates a video-based form of interaction.

CAT has found extensive usage in the research of communication. Leonardi (2017) isolated four key affordances, namely, visibility, persistence, editability, and association, to expound on how social media affects knowledge sharing. Evans (2016) introduced systematized guidelines on detecting the affordances and underlined the role of online platforms in affording involvement and cooperation due to mutual communities.

When applied to the metaverse, CAT attracts its specific communicative affordances. In contrast to the previous digital media, the metaverse opens up the ability to immerse, interact, and be present, so that consumers can feel and co-produce brand spaces in real time. Such affordances are not restricted to conventional marketing as they enable the achievement of persistency, personalization, and stronger consumer-brand bonding.

Therefore, CAT offers the perspective that this paper uses to analyze how the marketing strategy and customer relations are transformed by the communicative dynamics of the metaverse, which combines virtual, augmented, and blockchain-based realities.

## Methodology

The following study relies on the qualitative approach to the following question: communicative affordances of the Metaverse in marketing. A systematic literature review (SLR) was used on the basis of PRISMA protocols to maintain a high level of transparency and rigor. The technique is an effective one for synthesizing knowledge on new subjects where there has been fragmented knowledge. The literature was retrieved by searching Google Scholar, SSRN, Science Direct, Wiley Online Library, and JSTOR. The year coverage was 2010 to 2024 to include developments taking place early and in the recent past. Keywords were phrases such as metaverse and marketing, branding in metaverse, metaverse advertising, virtual reality marketing, augmented reality branding, etc.

## Inclusion Criteria

Peer-reviewed articles were included for the analysis.

Articles were selected that were in the English language.

Those articles were selected that have direct emphasis on Marketing/branding / Metaverse.

## Exclusion Criteria

Books, blogs, newsletters, and non-academic pieces were excluded

Conference abstracts are not with Reports

Articles were more education-centric or a generic Metaverse, generally, that have no marketing value.

## Study Selection

A purposive sampling technique has been used. The PRISMA stages were followed in the selection process.

- ▶ **Seed pool:** 150 articles
- ▶ **Screening:** 120 articles were found relevant/good quality
- ▶ **Eligibility:** 90 full-text articles were evaluated after the exclusion of duplicates and articles not written in English.
- ▶ **Severe limitation:** 50 studies were considered directly related to the focus of research

Therefore, the review process was introducing more and more articles, 150 → 120 → 90 → 50.

## Data Extraction and analysis:

The publication details, methods, context, and marketing-related affordances were extracted and entered into a spreadsheet. Thematic analysis was applied to code and cluster results. The identified themes were VR/AR/MR immersion and embodiment, interactivity and co-creation, persistence and identity (avatars, lifelogging), and decentralization/ownership (NFTs, blockchain, Web 3.0). With such themes, the understanding of communicative affordances, which are applicable to marketing in the Metaverse, was guided. The review was conducted between the first quarter of 2024 and was able to consider the latest literature.

**Table 1**

*Articles included in the Systematic Literature Review and the themes extracted from them*

Title	Author(s)	Publisher	Year	Related Themes
Revamping the Marketing World with Metaverse – The Future of Marketing	Manas Khatri	International Journal of Computer Applications	2022	Interactive environment, NFTs, blockchain technology, VR, AR, SEO
Metaverse: A New Digital Marketing Trend	Haridarshan Singh, Saurabh Gupta, Mohd Hassan	International Journal of Multidisciplinary Research and Analysis	2022	Virtual world advertising, 3D space, VR, AR, engagement, branding
The Readiness of Lasem Batik SMEs to Join the Metaverse	Theresia Dwi Hastuti, Ridwan Sanjaya, Freddy Koeswoyo	Computers	2022	Virtual 3D space combining VR and AR, metaverse exhibitions

Title	Author(s)	Publisher	Year	Related Themes
Marketing in the Metaverse Era: Toward an Integrative Channel Approach	Zahy Ramadan	Virtual Reality	2023	Immersion, realism, escapism, multiverse-multichannel, VR
Marketing in the Metaverse: Conceptual Understanding, Framework, and Research Agenda	Kevin Barrera, Giang Denish Shah	Journal of Business Research	2023	Hyperconnected experiences, immersiveness, sociability, and environmental fidelity
Art Marketing in the Metaverse World: Evidence from South Korea	Seol Hwang, GeunWoo Koo	Cogent Social Sciences	2023	Aesthetics, escapism, experience marketing
Metaverse Marketing: How the Metaverse Will Shape the Future of Consumer Research and Practice	Yogesh K. Dwivedi, Laurie Hughes, et al.	Psychology & Marketing	2023	Shared virtual space, value co-creation, avatar interaction, personalized marketing, XR customer journey

For the purpose of clarity and conciseness, a summarized version of the reviewed studies is presented in Table 1. This table highlights only the most relevant works to the present study. The complete and detailed table, including all reviewed publications, has been placed in Appendix A for reference.

## Results and Findings

This chapter presents the results of the qualitative systematic review focusing on the research question:

### RQ: What communicative affordances does the Metaverse provide for marketing?

After investigating highly regarded, peer-reviewed databases (Google Scholar, SSRN, ScienceDirect, Wiley Online Library, JSTOR), 120 records met the preliminary search; removing all the duplicates and items not written in the English language yielded 90, and then a full-text assessment retained 50 articles for analysis. Publication timing is recent: 2022 (n=22) and 2023 (n=23) take over, reflecting the post-2021 acceleration in Metaverse scholarship (Dwivedi et al., 2022; Barrera, 2023). Thematic analysis of these 50 studies produced nine repeated themes that together describe the Metaverse's communicative affordances for marketing.

## Thematic Overview

**Table 2**

*Communicative Themes and Representative Subthemes*

Theme (Broader)	Representative Subthemes
Technologies (enablers)	Virtual Reality, Augmented Reality, Mixed Reality, 3D Virtual Worlds, Mirror Worlds, Multiverse Concepts, Integrations, Lifelogging, Blockchain
Immersive advertising	Virtual Billboards, Virtual Product Placement (VPPs), Virtual Spoke People (VSPs), Advergaming.
Personalization & identity	Synthetic Intelligence, Artificial Intelligence, Avatars, Human-Computer Interactions, Hyper-personalized Experiences, Personalized NFTs, Selling Virtual Goods to Avatars
Experiential marketing	Immersive Customer Experiences, Virtual Shopping Experience, Virtual Product Try-Ons, Digital Playground, 3D Product Overview, Digital Twins, Virtual Assets
Virtual content & engagement	Virtual Events, XR-based Gamification, Music Content Marketing, Aesthetics, Escapism.
Virtual branding & community	Brand Storytelling, Alignment with Brand Philosophy, Virtual Community Building, Interoperability, Virtual Influencers.
Virtual commerce Transactions	Virtual Storefronts, Virtual Merchandise, Virtual Purchases, Virtual Ad Placement, Virtual City Cryptocurrencies, Blockchain technology, NFTs, Smart Contracts
Case illustrations	Brands using Metaverse for marketing purposes: Nike/Roblox, Ralph Lauren/Roblox, Gucci AR/NFT initiatives.

## Technologies that Empower Communicative Affordances

In the entire dataset, VR/AR/MR is consistently referred to as the indispensable primer and dialectics that contextualize the dissolution of immersion, atmosphere of presence, and real-time interactivity. That determines whether marketing communication becomes conceivable instead of just representational only (Khatri, 2022; Nalbant & Aydin, 2023). Aesthetic Compare the way things are happening with virtual surroundings in these nets that make 3 m wavelengths of fire look real enough for you to get burnt (Sharma & Bansal, 2023). Blockchain assurances reliable gesturing (ownership, scarcity) and enables market interactions for digital possessions (Guo, 2013), while AI distinguishes connections and content at scale (Dwivedi et al., 2022). Together, these systems permit absorption, perseverance, interactivity, identity appearance, and verifiability, the communicative foundation of Metaverse marketing (Barrera, 2023).

## Immersive Advertising

The world of immersive advertising is to change from exposure to participation. Studies, for example, examine ways of placing virtual billboards and in-world objects in 3D virtual communities, advergames which combine play and promotion, and avatars (virtual spokesmen) that talk with consumers in relevant contexts (Kim, 2021; Rosenberg, 2022). Because these ads are set in activities users choose, message reception is dialogic and situational, supporting richer attention, memory, and affect than conventional flat media (Nagarajan, 2023). Ethical guardrails are urged to prevent manipulative targeting in highly personal contexts (Rosenberg, 2022).

## Personalization and Identity

The Metaverse affords symbolic self-presentation through avatars and NFT-based goods, turning brand communication into co-created identity work (Arya et al., 2024). AI-driven curation and synthetic agents familiarize content to situational needs, enabling hyper-personalized interactions (Arya et al., 2024). We think this may be the future for retailing; in studying one establishment, a report tells us about economic significance and customer signup barriers caused by an individual's hand movements during demos (Arya et al., 2024).

## Experiential Marketing

Experience enables users to wear the product instead of just seeing it. Virtual try-ons, 3D product walk-throughs, digital twins, Insecurities are replaced by sensory richness (Sharma, 2023; Fakhry, 2023). reveals show people in environments get and participate, with fashion seeing new heights of interaction by gamifying negotiation while keeping continuity with the brand (Fakhry, 2023). For SMEs, virtual displays and fairs deliver a worldwide entry to foreign exchange income that is not bound by the geographical space of their cities.

## Virtual Content and Engagement

XR-based gamification and music content marketing, events (concerts, exhibitions). This is why shared over-contents are the land of co-creation for the user (Hwang & Lee, 2022). Aesthetic enjoyment and escape were predictors for continued use and positive attitudes, highlighting that multisensory storytelling in brand communication is very important (Hwang & Koo, 2023). For rewards and quests, gamified mechanics can keep people coming back and sharing among one another (Bousba & Arya, 2022).

## Virtual Branding and Community

Narrative consistency (that aligns immersive experiences with brand philosophy) and concordant community-building were the main focus of attention in the literature (Barrera, 2023). owns and home, The multiplicities of the digital world. Brings people together in ways that are hard to predict; an emphasis on this aspect entails a denial for each medium's inherent stability Operating Virtual The relocation of branding from one-way transmission (the original intention was to send the die) to group creation in some given area of meaning entails that certain (or many) general propositions will be maintained, put in order and made coherent by individuals acting collectively" (Nagarajan, 2023). These dynamics relocate branding from one-way messaging to collective meaning-making in determined spaces.

## Virtual Commerce and Transaction Infrastructures

Virtual storefronts simulate real shopping while enabling novel merchandising (exclusive drops, time-bounded activations) (Hollensen, 2022). Blockchain, NFTs, and smart contracts have the ability for transparent value exchange and provenance. For city and place branding, digital twins and virtual cities offer location-based narratives and experiential discovery. Collectively, these infrastructures make the act of transacting itself a communicative event, public, symbolic, and community-validated.

## Case Illustrations

Empirical cases support these affordances. Ralph Lauren's "Winter Escape" (Roblox) used festive world-building, avatar customization, and rewards to drive engagement; integration with external social channels was acknowledged as an improvement area. Nike's "Nikeland" (Roblox) demonstrates the triad of platform, content, and consumer/brand behaviors as the engine of attraction (Hollensen, 2022). Gucci set up AR try-ons, platform collaborations (e.g., Snapchat), virtual exhibitions (e.g., Gucci Garden/GucciTown), and NFT drops (e.g., Virtual 25; SUPERGUCCI; 10KTF Gucci Grail) to translate luxury's symbolic capital into digital ownership and community participation (Zhao, 2022). Nike-RTFKT's "CloneX" illustrated NFT scarcity, customization, and cultural signaling within fashion-crypto communities (Delehanty, 2022). These cases exemplify how immersion, identity, and verifiable ownership converge to produce communicative value.

## Cross-Theme Synthesis

Across themes, five communicative properties recur:

**Table 3**

*Cross-cutting Communicative Properties*

Property	How it appears in marketing communication
Immersion	Spatial co-presence in VR/AR/MR heightens attention and affect (Khatri, 2022; Sharma, 2023)
Interactivity	Advergaming, try-ons, and live events convert exposure into dialogue (Kim, 2021; Hwang & Lee, 2022).
Personalization	Avatars, AI curation, and NFT ownership express identity (Dwivedi et al., 2022; Bousba & Arya, 2022).
Persistence	Worlds and assets endure; stories and signals accumulate (Barrera, 2023).
Verifiability	Blockchain records provenance and trust, enabling symbolic exchange (Farea, 2022)

## Conclusion of Findings

The review indicates that the Metaverse does not only contain promotional messages. It reassembles marketing as communicative experience. VR/AR/MR, AI, and blockchain technologies make possible immersive, interactive, personalized, persistent, and even verifiable interactions. In these conditions, advertising turns into a participatory enterprise, branding turns into a communal narration, and transactions turn into symbolic gestures. The noted themes and cases, as a whole, illustrate how Metaverse spaces provide new modes of brand and consumer meaning-making based on presence, identity, and co-creation (Arya et al., 2024; Barrera, 2023; Hollensen, 2022).

## Conclusions and Future Work

In this paper, a systematic review of 50 scholarly articles was conducted to investigate ways in which new communicative affordances in brand marketing can be achieved through the metaverse. The presented research shows that immersive technologies, VR, AR, MR, and mirror worlds provide interactive spaces where brands can create interactions with the audience outside of traditional communications methods. Some of the key affordances that are identified include immersive advertising, experiential marketing, virtual commerce, and better branding opportunities. This makes it possible to provide therapeutic care to this part of the population people who need it but would not receive treatment any believe The effect will ultimately be to strengthen the line Most importantly build customer loyalty Brand According to every sign one can spot the metaverse is no less than an innovative technical phenomenon new channel through

which brands interact their consumers in real time Two research directions are emerging now going forward First there is future social policies Also what direction customers take as regards marketing deception how common it is in various places and how it might be eradicated And the amount of time that metaverse interaction leads to customers sticking around long after their engagement has concluded it remains to see Third the feasibility of constructing consumer experiences through AI IoT 5G etc. relies as technology advances Furthermore we must look at differences among various age groups and national cultures in their use of metaverse This can then guide segmentation strategies Overall, this paper suggests that the metaverse fashion can be revolutionary in terms of communication, but also offers some missing pieces whose investigation will allow us to better serve and ethically market our products.

## References

- Arya, V., Sambyal, R., Sharma, A., & Dwivedi, Y. K. (2024). Brands are calling your AVATAR in Metaverse—A study to explore XR-based gamification marketing activities & consumer-based brand equity in the virtual world. *Journal of Consumer Behaviour*, 23(2), 556–585. <https://doi.org/10.1002/cb.2214>
- Bao, W., Hudders, L., Yu, S., & Beuckels, E. (2025). Virtual luxury in the metaverse: NFT-enabled value recreation in luxury brands. *International Journal of Research in Marketing*, 42(3), 557–572. <https://doi.org/10.1016/j.ijresmar.2024.01.002>
- Barrera, K. G., & Shah, D. (2023). Marketing in the Metaverse: Conceptual understanding, framework, and research agenda. *Journal of Business Research*, 155(113420), 113420. <https://doi.org/10.1016/j.jbusres.2022.113420>
- Bousba, Y., & Arya, V. (2022). Let's connect in the Metaverse. Brand's new destination to increase consumers' affective brand engagement & their satisfaction, and advocacy. *Journal of Content, Community & Communication*, 15(8), 276–293. <https://doi.org/10.31620/jccc.06.22/19>
- Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97(104724), 104724. <https://doi.org/10.1016/j.tourman.2023.104724>
- Cilizoglu, S., Aslan, M. D., Ceyhan, M., & Yantaç, A. E. (2023). Designers' expectations from virtual product experience in the metaverse. *26th International Academic Mindtrek Conference*.
- Dahan, N. A., Al-Razgan, M., Al-Laith, A., Alsoufi, M. A., Al-Asaly, M. S., & Alfakih, T. (2022). Metaverse framework: A case study on E-learning environment (ELEM). *Electronics*, 11(10), 1616. <https://doi.org/10.3390/electronics11101616>
- Delehanty, B. L. (2022). Brands in the Metaverse: Opportunities, Risks and Strategies. *The Intellectual Strategist Journal*.
- Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., Dennehy, D., Metri, B., Buhalis, D., Cheung, C. M. K., Conboy, K., Doyle, R., Dubey, R., Dutot, V., Felix, R., Goyal, D. P., Gustafsson, A., Hinsch, C., Jebabli, I., ... Wamba, S. F. (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice, and policy. *International Journal of Information Management*, 66(102542), 102542. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>
- Efendioglu, I. H. (2023). Metaverse Concepts and Marketing. In *Advances in Marketing, Customer Relationship Management, and E-Services* (pp. 224–252). IGI Global.
- Evans, S. K., Pearce, K. E., Vitak, J., & Treem, J. W. (2016). Explicating Affordances: A conceptual framework for understanding Affordances in communication research. *Journal of Computer-Mediated Communication*, 22(1), 35-52. <https://doi.org/10.1111/jcc4.12180>
- Fakhry, N., & Nasr, M. (2023). Metaverse and brand experience in fashion digital marketing. *International Design Journal*, 13(3), 331-344. <https://doi.org/10.21608/ij.2023.296273>
- Farea, S. H. (2022). Impact of Metaverse Ecosystem on Digital Marketing. *The Seybold Report*.
- Firmansyah, E. A., & Umar, U. H. (2023). Metaverse in business research: a systematic literature review. *Cogent Business & Management*, 10(2). <https://doi.org/10.1080/23311975.2023.2222499>
- Gibson, J. J. (1977). *The Theory of Affordances*. Erlbaum Associates, Hillsdale, NJ.
- Guo, S. H. (2013). Quantitative evaluation of emission controls on primary and secondary organic aerosol sources during Beijing 2008 Olympics. *Atmospheric Chemistry and Physics*, 13(16), 8303-8314.
- Hollensen, S., Kotler, P., & Opresnik, M. O. (2022). Metaverse – the new marketing universe. *Journal of Business Strategy*, 44(3), 119-125. <https://doi.org/10.1108/jbs-01-2022-0014>
- Hwang, R., & Lee, M. (2022). The influence of music content marketing on user satisfaction and intention to use in the Metaverse: A focus on the SPICE model. *Businesses*, 2(2), 141-155. <https://doi.org/10.3390/businesses2020010>
- Hwang, S., & Koo, G. (2023). Art marketing in the metaverse world: Evidence from South Korea. *Cogent Social Sciences*, 9(1). <https://doi.org/10.1080/23311886.2023.2175429>

- Irshad, S., & Perkis, A. (2020). Increasing user engagement in virtual Reality: The role of interactive digital narratives to trigger emotional responses. *Proceedings of the 11th Nordic Conference on Human-Computer Interaction: Shaping Experiences, Shaping Society*, 1-4. <https://doi.org/10.1145/3419249.3421246>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khatrri, M. (2022). Revamping the marketing world with Metaverse – The future of marketing. *International Journal of Computer Applications*, 184(29), 1-5. <https://doi.org/10.5120/ijca2022922361>
- Kiang, M. Y., Raghu, T. S., & Shang, K. H.-M. (2000). Marketing on the Internet — who can benefit from an online marketing approach? *Decision Support Systems*, 27(4), 383–393. [https://doi.org/10.1016/s0167-9236\(99\)00062-7](https://doi.org/10.1016/s0167-9236(99)00062-7)
- Kim, J. (2021). Advertising in the Metaverse: Research agenda. *Journal of Interactive Advertising*, 21(3), 141–144. <https://doi.org/10.1080/15252019.2021.2001273>
- Krishnamurthy, R., Chawla, V., Venkatramani, A., & Jayan, G. (2022). Transforming your brand using the metaverse: Eight strategic elements to plan for. *California Review Management*.
- Leonardi, P. M. (2017). The social media revolution: Sharing and learning in the age of leaky knowledge. *Information and Organization*, 27(1), 47–59. <https://doi.org/10.1016/j.infoandorg.2017.01.004>
- Melody Y Kiang a, T. R.-M. (2000). Marketing on the Internet — who can benefit from an online marketing approach? *Decision support system*, 383–393.
- Nagarajan, G. M. (2023). *The Role Of The Metaverse In Digital Marketing* (Vol. 14). JETT.
- Nalbant, K. G., & Aydin, S. (2023). Development and transformation in digital marketing and branding with artificial intelligence and digital technologies dynamics in the Metaverse universe. *Journal of Metaverse*, 3(1), 9–18. <https://doi.org/10.57019/jmv.1148015>
- Nesaif, B. M. R. B. (2024). The influence of virtual events on metaverse commercial real estate values: A review. *International Journal of Business Strategies*, 9(1), 31–48. <https://doi.org/10.47672/ijbs.1799>
- Phillips, K. (2023). 6Connex. (2023, June 22). *Companies in the Metaverse: Coca-Cola Goes Virtual*. Medium. <https://6connex.medium.com/companies-in-the-metaverse-coca-cola-goes-virtual-39061d8672b1>
- Rashid, M., & Khan, M. (2024). Metaverse as Medium: Understanding the Revival of McLuhan's Notion 'Medium is the Message' in the Emergent Virtual Reality Landscape. *Journal of Communication and Cultural Trends*, 6(1), 87–108.
- Ronzhyn, A., Cardenal, A. S., & Batlle Rubio, A. (2022). Defining affordances in social media research: A literature review. *New Media & Society*, 146144482211351. <https://doi.org/10.1177/14614448221135187>
- Rosenberg, L. (2022, October). Marketing in the Metaverse and the Need for Consumer Protections. In *2022 IEEE 13th Annual Ubiquitous Computing, Electronics & Mobile Communication Conference (UEMCON)* (pp. 0035-0039). IEEE.
- Roy, R., Babakerkhell, M. D., Mukherjee, S., Pal, D., & Funilkul, S. (2023). Development of a framework for metaverse in education: A systematic literature review approach. *IEEE Access*, 11, 57717–57734. <https://doi.org/10.1109/ACCESS.2023.3283273>
- Shah, S. (2022). Digital marketing in the Metaverse: Navigating the new frontier. *International Journal of Multidisciplinary Educational Research*, 11(2), 147–159. <http://ijmer.in.doi./2022/11.02.40.2>
- Sharma, A., & Bansal, A. (2023). Digital marketing in the metaverse: Beginning of a new era in product promotion. In *Applications of Neuromarketing in the Metaverse* (pp. 163–175). IGI Global. <https://doi.org/10.4018/978-1-6684-8150-9.ch012>
- Shelley, B. P. (2022). The metaverse: A new avatar in medical educational ecosystems? *Archives of Medicine and Health Sciences*, 10(2), 147–153. [https://doi.org/10.4103/amhs.amhs\\_267\\_22](https://doi.org/10.4103/amhs.amhs_267_22)
- Violante, M. G., Vezzetti, E., & Piazzolla, P. (2019). How to design a virtual reality experience that impacts the consumer engagement: the case of the virtual supermarket. *International Journal on Interactive Design and Manufacturing (IJIDeM)*, 13(1), 243–262. <https://doi.org/10.1007/s12008-018-00528-5>

- Wang, H., Ning, H., Lin, Y., Wang, W., Dhelim, S., & Farha, F. (2023). A survey on Metaverse: The state-of-the-art, technologies, applications, and challenges. In *arXiv [cs.CY]*. <http://arxiv.org/abs/2111.09673>
- Welivita, A., Nimalsiri, N., Wickramasinghe, R., Pathirana, U., & Gamage, C. (2017). Virtual product try-on solution for E-commerce using mobile augmented reality. In *Lecture Notes in Computer Science* (pp. 438–447). Springer International Publishing.
- Yadav, S., Pandey, S. K., & Sharma, D. (2024). Marketing beyond reality: a systematic literature review on metaverse. *Management Research Review*, 47(7), 1029–1051. <https://doi.org/10.1108/mrr-06-2023-0456>
- Zhao, Y., Jiang, J., Chen, Y., Liu, R., Yang, Y., Xue, X., & Chen, S. (2022). Metaverse: Perspectives from graphics, interactions and visualization. *Visual Informatics*, 6(1), 56–67. <https://doi.org/10.1016/j.visinf.2022.03.002>