SBA Brown Bag Seminar

Brand Exploration in Metaverse: Effects of User-Avatar Resemblance on Engagement and Brand Attitude

Speaker : Jaehyun Lee
Where : BAB 503
When : June 2th Fri. 12:00 ~

Abstract

A 'brand' metaverse is a virtual space where customers experience the brand via digital avatars. With the advancement of augmented and virtual reality technologies, a brand metaverse is an important medium for communicating the brand with customers. In this study, we focus on the resemblance between a customer's self and his/her avatar (i.e., user-avatar resemblance) in the brand metaverse and examine its influence on brand attitude. Prior studies examine user-avatar resemblance exclusively in non-brand-related virtual gaming platforms and test its effect on identity perception and immersion in the platforms. However, few studies probe the extent to which user-avatar resemblance influences customers' exploration in a brand metaverse and their attitude toward the brand. We fill this research gap by uncovering the positive effects of user-avatar resemblance on brand attitude and purchase intentions. Moreover, we proffer that engagement in the brand metaverse platform mediates the relationship between user-avatar resemblance and brand attitude. In addition, based on the interactive nature of metaverse, we hypothesize copresence—the number of avatars exploring the brand metaverse at the same time—to be a moderator, which strengthens the mediation. We conduct an experiment using a fashion brand's virtual world positioned in a popular metaverse platform. With the accumulated data, we test the hypotheses using partial least square structural equation and PROCESS model and find the results largely consistent with the hypotheses. With the findings, we provide important and interesting implications to marketing practitioners considering and doing 'metaverse marketing.'

Organized by

School of Business Administration
Graduate School of Interdisciplinary Management
Graduate School of Technology & Innovation Management

UNIST
ULSAN NATIONAL INSTITUTE OF
SCIENCE AND TECHNOLOGY