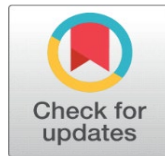


# BRANDING VIA METAVERSE

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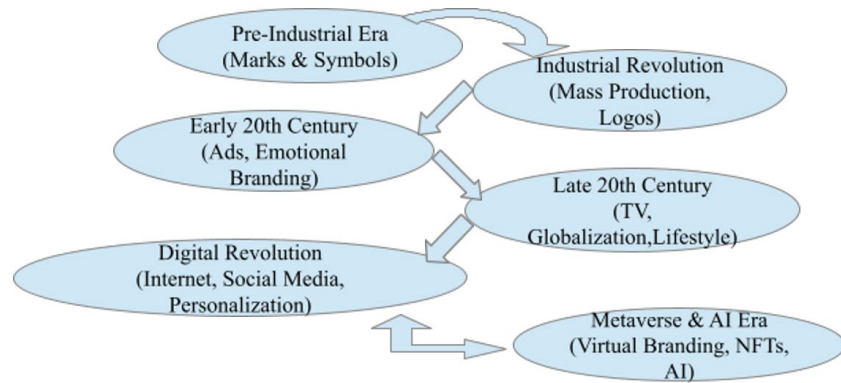
## ABSTRACT

Branding is basically creating a unique identity for a product, service or company in a customer mind. Branding via Metaverse is how the businesses establish and promoting their brands in virtual and immersive digital environment. Branding via Metaverse involves leveraging technologies like Virtual or Augmented Reality (VR/AR), and Artificial Intelligence (AI) to get a better reach from their customers. Metaverse is the best platform for a easy and quick branding. Many businesses and influencers use the metaverse platform to enhance their brands, and they use this in optimistic way. Eventhough it has some down sides so it is necessary to use this Metaverse branding in right way. Inorder to appreciate and understand the possibilities of Branding via Metaverse, this study will help you. Furthermore, Branding via Metaverse have advandages as well as some disadvantages. This stuty will help you to understand the key aspects which involved in Branding via Metaverse.

**Keywords:** Branding, Metaverse, Virtual/Augmented Reality, Artificial Intelligence, NFTS (Non-Fungible Token)

## 1. INTRODUCTION

The usage of computers are increasing very exponentially, which cause difficulties to many businesses to keep up [Israfilzade \(2022\)](#). Branding had six stages of evolution, the sixth stage of branding evolution was relied on Metaverse & AI. The following flow chart helps you to understand the evolution of branding.



After 2020, the Metaverse was goes on a rapid flow. Gartner, Inc [Rimol \(2022\)](#) reported that, in 2026, 25 % of people use this metaverse for one hour in a day for various purposes.

[Molina \(2021\)](#) mentioned that, celebrities and individuals starts metaverse for their branding as soon as possible businesses also to do the same. Metaverse gives a greater extent ever before to their users, which enables the businesses to reach their customers across the world. So, businesses use this metaverse to reach globally to attain a great Success. Metaverse is a convenient way of promoting and branding. However, the metaverse provides a vast area for businesses to extend their brands beyond the boundaries. By this study, we can understand the concept called BRANDING via METAVERSE.

## 2. LITERATURE RIVEW

Metaverse is a hyper connected digital world which enables a meaningful connectivity across the world and also provides an opportunity to businesses for their branding widely [Chandiwala et al. \(2023\)](#).

Metaverse has lots of effects in marketing. Gen Z and Gen alpha are too much connected with AI and metaverse. Metaverse branding and marketing makes their customers to get their all things done without moving from the actual place, in simple metaverse provides a more comfort and convenient to their users [Kemal Gokhan NALBANT \(2023\)](#).

A new immersive technology which came into existence is Metaverse. Its a great technology which provides a lot of tools for brand promotion. Metaverse provides interactive and native tools like bonuses, product testing, branded avatar, accessories for brand promotion which supplies positive consumer feedback [Sizikova \(2024\)](#).

Metaverse permits an opportunity to businesses to create a digital twin of their brand for merchandise their products in a virtual environment and also it allows the businesses to host events, to research, to conduct exhibition, training and conference to promote their brand identity [Bushell \(2022\)](#).

The development of the Metaverse creating various opportunities for branding. Its provides lot of tools to promotes the brand identity, one of the major tool which enhance the brand through metaverse is NFT (Non-Fungible Tokens) it's a block chain based digital asset behaves similar to cryptocurrencies [CT Lee, TY Ho, HH Xie \(2023\)](#).

### **3. METHODOLOGY**

Method approach is a qualitative data collection. Qualitative data collection means the data which cannot be converted into numerical terms which is case study, statements, comments, opinions and analysis of researchers and expertise.

Literature Review is done on the basis of branding in metaverse. Analysis of various sites and research papers are quoted as a literature review. Secondary data was collected by books, articles available in internet and also collected by websites like Google Scholar, etc.,

#### **3.1. DATA COLLECTION**

Secondary data was collected from various sources like books, research papers, articles and websites.

#### **3.2. DATA ANALYSIS**

Qualitative data is advocated in this study. The case study of various sources are discussed in this study. The analysis of research and conference paper are performed on the data.

#### **3.3. OBJECTIVES**

- 1) To understand the importance of branding in business. How it helps for the success for the upliftment of the business.
- 2) To create a proper view on Metaverse in branding.
- 3) To identify the correct way to use the metaverse in branding.
- 4) To understand the Metaverse tools like NFT, avatars, etc.,
- 5) To explain the connectivity between the digital world and real world which metaverse provides.

### **4. AN OVERVIEW**

#### **4.1. BRANDING**

Branding is one of the key element in marketing. According to Philip Kotler, "A Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors."

Branding is a crucial element because it differentiates the businesses from each other. It ensures the brand identity and customer loyalty. If branding is not there then every business will suffer to maintain their legacy and customers.

#### **4.2. METAVERSE**

The Metaverse is a virtual, immersive technology in this digital world where people can interact, work, socialize and do lot of activities using the Virtual / Augmented Reality (VR/AR). It enables the global access in a convenient way.

NEAL STEPHENSON first coined the term in his 1992 novel SNOW CRASH. Now this metaverse technologies are developed by various organizations.

### 4.3. NON-FUNGIBLE TOKEN (NFT)

NFT (Non-fungible Token) is a unique digital asset that represents the ownership or proof of authenticity of a specific item. It is similar to Cryptocurrency – Bitcoin. NFT (Non-fungible Token) are stored on block-chains. NFT (Non-fungible Token) ensures the security of the specific item such as art, music, videos, games, etc.,

### 4.4. AUGMENTED / VIRTUAL REALITY

- **AUGMENTED REALITY:** It superimposes the digital content like image, sound or information onto the real world.
- **VIRTUAL REALITY:** It creates the immersive digital environment similar to the real world through the technologies.
- **Example:** VR Games

Both technologies are the key elements in metaverse. These two technologies are used in the metaverse for interactive experience and it extends the metaverse to next level.

## 5. DISCUSSION

Branding is necessary for the upliftment of business and Metaverse reduces the burden which involves in branding. Now discuss indepth about how these two aspects interlinked and enhance the businesses.

At present, Branding had six stages of evolution. The six stage of evolution of branding is relies on Metaverse and AI which means it depends on the technologies. The Gen Z and Gen alpha are use the internet technologies for their day-to-day life. Technological development provides a platform to interact with people irrespective of their geographies. As of now metaverse plays a crucial role in everyone life.

Branding a product will increase the customers. Customer are the kings of every businesses, if a business wants to more profit, then it should provide a best experience for its customer. Businesses which didn't use the metaverse for their branding, marketing, advertising purposes may fall under the companies who are using the metaverse technology for its fuction. [Cha \(2022\)](#). No matter how much technology advances, everyone is still not using metaverse for thir business fuctions only the developed countries use this or else the developed companies will use this Metaverse technology in their business.Let discuss how the developed companies use metaverse in branding,

- **Apple Company:** Apple company use the metaverse related technologies for their branding strategies, especially through the metaverse related technologies like Augmented Reality (AR), Virtual Reality (VR) and immersive experience.
- **Meta (formerly Facebook):** Meta utilize the full advandages of Metaverse. It creates a Horizon World which provides the users to interact in immersive digital world, it is social virtual reality platform where companies can establish its brand extension by product or brand showcases in VR.
- **Nike:** Nike built an interactive virtual world on Robolx, where can the customer can play games, explore the virtual sneakers, and purchase the

digital assets like NFT, Nike launched the cryptokicks, NFT sneakers user can customize.

- **Microsoft:** Microsoft is developing the holographic and VR (Virtual Reality) meetings, enabling to lead a branded digital environment It use Metaverse for the training, product launches and virtual events.
- **Gucci:** Gucci use the Metaverse tool NFT (Non-fungible Token) in their brand development. Gucci launched the NFT series in partnership with SuperRare and Christie's.
- **Louis Vuitton:** It creates a Metaverse game to celebrate the 200 th anniversary and uses the digital collectibles to connect with younger audience
- **Hyundai:** Hyundai launched Hyundai Mobility Adventure in Roblox, showcasing future mobility solutions and it also uses the Metaverse for brand storytelling and interactive product education.
- **Disney:** Disney Metaverse driven storytelling is the integration of Augmented Reality (AR), Virtual Reality (VR) and AI to create the brand experiences.

## 6. FINDINGS

Metaverse enhance the brand engagement by allowing and providing the immersive brand experiences, it increases the customer interaction via AR/VR platforms.

Metaverse brings a new revenue stream, the arrival of digital assets like NFTs (Non-fungible Token), virtual merchandise and branded virtual spaces creates an alternative income sources. Example: Nike's Metaverse sneaker sales surpassed \$185 million, making it a leader in digital branding. A virtual Gucci handbag NFT sold for \$4,115, more than its physical counterpart.

Like the Nike and Gucci, lot of companies are get profit by using the metaverse technologies. Using the NFT (Non-fungible Token) – block-chains technology to sell virtual assets boost the brand extension.

The consumer behavior shifts because of the generation change. Gen Z and Gen Alpha are more engaged in technologies.

Metaverse branding also includes the AI driven virtual branding. In which the brands use AI chatbots and avatars for personalized consumer engagement in virtual stores.

## 7. CONCLUSION

This study is to understand the concept Branding via Metaverse, because nowadays technological advancement goes into next level day by day. It is necessary to go with a flow of technology. Metaverse is emerging technology which influence the current period so the businesses should use the metaverse in their branding. To attain a global reach without the involvement of digital technologies is impossible, Metaverse branding is one of the best choice attain a global reach. It provides a greatest brand extension ever before. Many companies and businesses achieve a great benefits by Branding via Metaverse.

Ultimately, the Metaverse is not just an brand extension – it is the definition of how the businesses create their brand values, legacy, loyalty, goodwill as well as

how the businesses shape their customer behavior in a virtual immersive digital world or economy.

There are some challenges, such as security and trust issues, involved in Metaverse branding. However, there is no exception to this because everything has its own good and bad; it is all in our hands how effectively we use the Metaverse. Key takeaways of Branding via Metaverse highlight that success in Metaverse branding requires authenticity, digital knowledge, and a seamless integration of physical and digital brand experience.

### **CONFLICT OF INTERESTS**

None.

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