

# Chapter 6

## Commercial Metaverse and the Customer: What Are the Realities, Challenges, and Perspectives for Brands?


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### ABSTRACT

*The metaverse has made customer experience personalization a top priority ever since it was founded. Users can customize their avatars and live experiences to create something truly unique. Unlike any other Brands will be able to offer augmented reality in the metaverse as well. Therefore, brands must invest in enhancing the customer experience throughout the entire buying journey, including discovery, acquisition, and decision-making. To accomplish this, they must gather and examine audience data with the intention of personalization. Our research has two main goals. The first is Discussing the potential of the metaverse for digital marketing and examining the emerging technologies that can be used in marketing. The second goal of this research is to determine how Moroccan businesses could utilize metaverse in digital marketing, beyond the technical aspects and tools. What position should Moroccan businesses take in the world of cutting-edge technologies? A questionnaire was sent to 20 companies to answer the research questions.*

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## **INTRODUCTION**

The digital transformation has been rapidly accelerating since 2020 and indeed the COVID-19 pandemic. Sanitary precautions are being implemented in response to this crisis, and businesses are closed in addition to containing the population. E-commerce is rapidly expanding. Companies are in a critical phase in that time. However, Companies that have already completed their digital transformation successfully recover, while other businesses see a decline in activity and sales. The company's strategy, value chain, tools, logistics and distribution, marketing, and customer experience have all undergone significant changes. (Ball, 2021)

Hub Institute co-founder Emmanuel Vivier affirms: "Changes in uses and consumption patterns are being compelled by the health disruption. This causes a digital disruption, then. The vast majority of consumer-focused activities are now done online, including shopping with click and collect, Netflix movie watching, ... The importance of digital marketing, e-commerce, and the online customer experience is growing."

The marketing industry is constantly changing, and businesses are constantly looking for new technologies to enhance their marketing plans and accomplish their objectives. Emerging technologies provide numerous opportunities for businesses to connect and better understand their target market. Marketers must be ready for change and adapt to the many opportunities that a virtual world offers because of the rapid evolution of the digital world.

According to Emmanuel Vivier (Cofondateur du HUB Institute), "A marketer has a certain number of tools at his disposal, but the consumer and his uses will determine which tool is the most relevant."

Customers have changed their social routines and consumption patterns as a result of restrictions on their ability to travel and engage in physical social interactions. A new form of commerce between shopping and entertainment is being adopted as a result of these new consumer expectations and needs. Thus, the consumer of the twenty-first century is an omni consumer. His purchasing process is multi-channel rather than mono-channel. The channels already favored by consumers are now joined by social networks, gaming, and metaverses. (Vivier, 2021)

Several years ago, on gaming platforms, the race for metaverse began. The first metaverses might resemble MMOs, a type of video game that first appeared in the 1990s. In these video games, players interact with one another, go on adventures together, and participate in an internal economy as an avatar.

In fact, science fiction writer Neal Stephenson coined the term "metaverse" for the first time thirty years ago in 1992. His novel *Snow Crash* depicts the metaverse as a virtual 3D world in which people move around, interact with one another, and interact with characters created by the IA as avatars. The metaverse, originally

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