

# Chapter 10


## Experiential Metaverse Marketing: Leveraging AI–Driven Sentiment Analytics for Enhanced Customer Engagement

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### ABSTRACT

*The metaverse's rise as a digitally immersive environment has created new marketing and customer interaction opportunities, where AI-powered customisation and emotional intelligence are essential. The emotional metaverse and enterprise AI systems are examined in this chapter, emphasizing how companies may use sentiment analysis, affective computing, and AI-powered avatars to provide emotionally compelling customer experiences. It looks at how AI hallucinations erroneous interpretations or outputs produced by AI systems that can affect consumer targeting, interaction tactics, and marketing choices, possibly eroding credibility and confidence. The chapter offers a strategy for handling these concerns by incorporating ethical AI*

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*governance, human-in-the-loop validation, and real-time emotional analytics into business metaverse systems. This study also adds body of literature along with the practical implications for practitioners.*

## **INTRODUCTION**

The growth of digital and experiential marketing represents a gradual transition in how organisations connect with their customers, moulded by successive technical breakthroughs and shifting expectations of involvement and personalisation (Urdea et al., 2021). During the early Web 1.0 period, digital marketing was mostly static and unidirectional, with an emphasis on informational websites and banner adverts that positioned customers as passive recipients of brand messaging (Sykora, 2017). The transition to Web 2.0 and social media platforms brought interactivity, user-generated content, and two-way communication, allowing consumers to actively participate in brand narratives through reviews, social sharing, and online communities, thereby increasing emotional engagement and relational marketing (Ballew et al., 2015). The rise of mobile and app-based ecosystems accelerated the transformation of experiential marketing by enabling real-time, location-aware, and always-on interactions, allowing brands to deliver personalised, context-sensitive experiences that seamlessly integrated into consumers' daily lives while blurring the lines between online and offline engagement (Vyas et al., 2024). The emergence of artificial intelligence-driven marketing signalled a shift towards predictive and adaptive experiences, as machine learning, recommender systems, chatbots, and sentiment analytics enabled businesses to analyse behavioural and emotional data and dynamically tailor content, interfaces, and interactions in real time (Kabir, 2025). Building on this evolutionary trajectory, the metaverse is a logical extension rather than a technology fad, including social involvement, mobile accessibility, and AI-powered intelligence into permanent, immersive, and avatar-mediated virtual worlds. Unlike previous digital platforms that mediated experiences through screens, the metaverse allows for embodied, spatial, and collaborative experiences in which customers occupy brand places, express digital identities, and participate emotionally and socially in real time. When combined with AI-powered sentiment analytics, the metaverse transforms experiential marketing into an emotionally intelligent ecosystem capable of constantly adapting to users' affective states, positioning it as the natural culmination of digital and experiential marketing evolution rather than a speculative disruption (Semwal et al., 2024).

The rapid expansion of digital technology has profoundly changed how brands communicate with customers, moving away from traditional one-way communication and toward immersive, interactive, and data-driven engagement models (Patel & Kaur,

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