

The Impact of Marketing Metaverse through Experience in Enjoyment Experience, Brand Active and Purchase Intention

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Abstract

An investigative study to explore and examine the effects of factors that help increasing intention to use virtual world games in Metaverse in the context of internet technology is developing strongly and people spend more time on the internet for gaming and shopping. This study uses an overview of research studies on the factors that create game selection intentions as well as the factors affecting purchase intentions in the virtual world in general and Metaverse in particular.

Research results show that the factors that positively affect consumers' intention to use games are to give them a worthy experience, an interesting environment to interact and connect in addition to providing trust, safety for participants.

Keywords: Trust in Game, Enjoyment Experience Game, Game Environment, Game Purchase Intention.

Introduction

In Vietnam, unlike the end of 2020 and the beginning of 2021, Metaverse is still a very new phrase that you have to look up Google to understand it. It affects and spreads not only from groups of people who are knowledgeable or need access in the field of technology but also crept into the GenZ generation, office workers and housewives in every place. Instead of spending too much money, implement a 4P marketing campaign such as renting locations, products, prices, distribution and promotions etc. When businesses only reach a certain limit, metaverse marketing helps users learn and access products more easily instead of just directly trying to sell them a product.⁸

Publishers must understand digital marketing as well as emerging technologies to be able to reach customers in the metaverse universe by giving them enjoyment. In addition, in order for consumers to make final intentions, the publisher must show it safe and reputable.⁸ When players already have confidence in the game, they will agree to use and pay for it.

Review of Literature

3D Object: Tracy talked²⁵ about a 3D avatar that not only looks like you but can be customized any way you choose and it can be anything, clothes, jewelry, items, hairstyles, or things that are most personal to you in real life. It is the best

interactive thing that shows who you are in the virtual world, giving you real feelings like yourself alive and visual presence in the world game. Hennika¹¹ shows that 3D cars that resemble real life will bring great experience to users. In addition, perfection costs products, the higher are the characters, the better the consumer's attitude will be and they will feel their existence or each object in the world. It is more obvious (visual presence).⁹

H1: 3D Object effect positive on Visual presence.

Visual presence: When the player's presence in the virtual world is like the real world, real products, they will think of taking care of themselves. There are examples such as: what to wear to the wedding, how to make yourself look better, what shoes to wear, what class of watch to wear etc. which clearly show presence and character. The player's way will make the player more interested and happy during the experience.

Visual presence also gives users realistic sound, perspective and realism in movements. When visual presence develops strongly, it will be the time when space time in the game is synchronized with the real world.³ Then a good day, or a bad day in the virtual world can still affect the real world and vice versa (enjoyment experience).

H2: Visual presence effect positive on Enjoyment Experience.

3D Environment: One of the biggest obstacles to MKT metaverse about gaming is that publishers are only interested in transactions in it without caring about what players really want and the virtual reality world would be really boring if they just wandered in and tried on new outfits. What they needed was a reason to bond.²

Publishers need to provide an optimal 3D environment for consumers with the aim of bringing satisfaction during the experience.¹³ The issues affecting the experience need to be optimized such as privacy, security, connection optimization. In addition, according to research, the realism of the 3D game environment can cause players, especially children, to be deceived and may violate children's rights.

Consumer enjoyment experience is studied in four studies.^{9,15,26,32} And all of them say that the use of VR technology is to create virtual environments, virtual items and other things to provide user enjoyment experience.

H3: 3D Environment effect positive on Enjoyment Experience.

Virtual Interactions: As interactivity increases, we can completely meet people, communicate, shop or even travel right at home. under the game characters, animated through the player's movements. In addition, devices that allow for taste and touch, will be released soon to give players the best experience experience.

Along with that, real experience in item stores, interacting with sellers and items along with music will stimulate interest and love to enjoy a better experience.⁵

A study of user behavior capabilities shows that experiential - enjoyment is fostered by allowing users to discover new products, interact with people, things and things facilitated through a 3D environment.¹⁵

H4: Virtual Interactions effect positive on Enjoyment Experience.

Enjoyment Experience: The relationship between the shopping experience and the consumer's trust (trust) is cultivated during the experience.⁹ Consumer trust is influenced in parallel by people's cognitive ability in the virtual world and their presence and ownership in it. In addition, self-monetization allows players to organize events and mastering the game in the virtual world will attract more trust.^{2,8,9}

These days, if consumers want to read safety policies, they have to push a button, go to the safety center page and there are many platforms that do not even have one. So what is really great here, is the way game publishers express those policies through the player's experience through their game environment. No one will trust and stay in an environment with toxic, violent, negative experiences.⁶

H5: Enjoyment Experience effect positive on Trust

Brand attitude: To promote and to gain the trust of consumers, publishers need to have regulations, protect users, compare with reality, do not overdo the truth so that customers can trust when they only use their eyes. In this industry, let customers lose faith in a product, they will think that all things in the virtual universe are fake.

Product attitudes and brand attitudes are representations of product quality as well as product values, enhancing those values user stimulation leading to trust and their beliefs.⁵

H6: Brand attitude effect positive on Trust.

Trust: The results of trust will lead to the psychological state of consumers. Based on the level of trust they will make decisions, will decide whether to continue to interact with this 3D world or not as well as to make a purchase decision

here or not provided that the consumer is free from invasion of privacy and a breach of security.^{9,31}

The issuer must disclose information about the company and information so that consumers are not afraid of being scammed²³ and the issuer will have to protect consumers.

In addition, the reliability of the product will come with the product's existence. How long can it be in this digital environment, if publishers protect and securely manage the products and environments in which consumers will participate, will increase the credibility and willingness to pay for those products?¹⁰

H7: Trust effect positive on Purchase Intention.

Purchase Intention: This study aims to analyze the behavior as well as the factors that will affect the decision to use and pay in the virtual world environment through factors such as behavior, emotions through research.^{12,18,28} Analysis shows that most purchase decisions are measured by purchase intention. Purchase intention is also affected at each stage, because consumers will have many different requirements and satisfaction levels, so it is possible that someone will make an intention without having factors.¹⁴

Methodology

Research Method: This study applied a systematic literature review approach to address the goals of deciding whether to use or pay for the metaverse virtual world game. The systematic literature review is a rigorous approach in identifying, evaluating and interpreting existing literature related to the metaverse and game metaverse topics, thereby synthesizing observations and identifying research gaps as well as what game metaverse needs to care about and provide to consumers to bring the best effect.

Sample: The study was carried out according to the formula to determine the appropriate sample size based on the number of questions using analytical techniques of EFA, CFA and SEM. Based on multivariate regression analysis.

In this study, $N = 50+8m$, where m is the number of independent factors in this study. Therefore, by determining the sample based on the formula and independent factors, we studied the convenience sampling method (Convenience sampling) to ask and collect evaluations about whether the decision to use the metaverse game.

Results and Discussion

Testing Scales for Concepts with EFA: The following testing standards were applied: the extracting method of Principal Axis factoring with Promax rotation; paying attention to the standard: maximum factor loading for each item was ≥ 0.5 ; paying attention to the standard: for each item, the variance between the maximum factor loading and any factor loading must be ≥ 0.3 .

Table 1
Cronbach's alpha of scales

S.N.	Scale	Corrected Item-Total Correlation	Cronbach's α if Item Deleted	Cronbach's Alpha
1	O1 3D Object O2 O3	0.695 0.829 0.828	0.831 0.699 0.843	0.850
2	VP1 Visual Presence VP2 VP3 VP4	0.846 0.821 0.663 0.846	0.900 0.902 0.896 0.907	0.924
3	E1 3D Environment E2 E3	0.826 0.866 0.846	0.906 0.872 0.891	0.924
4	VI1 Virtual Interaction VI2 VI3 VI4	0.798 0.850 0.861 0.778	0.907 0.885 0.885 0.910	0.921
5	EE1 Experience Enjoyment EE2 EE3	0.811 0.866 0.836	0.907 0.857 0.885	0.919
6	BA1 Brand Attitude BA2 BA3	0.796 0.887 0.790	0.899 0.808 0.893	0.907
7	T1 Trust T2 T3 T4	0.879 0.867 0.867 0.777	0.902 0.903 0.907 0.932	0.932
8	PI1 Purchase Intention PI2 PI3 PI4	0.875 0.855 0.894 0.785	0.908 0.911 0.903 0.933	0.934

Testing Scales for Concepts with CFA: The following testing standards were applied: the extracting method of Principal Axis Factoring with Promax rotation; paying attention to the standard: maximum factor loading for each item was ≥ 0.5 , CFA analysis results in figure 2 show that the evaluation criteria determine the model to be of good value, the scale of the research model is consistent with market information (Chi-square = 1396,884, df = 4,907, CMIN/df = 1.766, CFI = 0.780, TLI = 0.742, RMSEA = 0.139).

Testing the Research Model with SEM Analysis: The results of the structural analysis in figure 3 show that the model has 347 degrees of freedom with a statistical value of Chi-square = 10,409 ($p = 0.000$). However, when adjusted with CMIN/df, this value indicates that the model reaches an appropriate level with market data (CMIN/df = 3612,093). Furthermore, all other evaluation criteria are satisfactory (CFI = 0.414; TLI = 0.362; RMSEA = 0.216).

Testing the Research Hypotheses: The testing results for the effects of components of brand identity on brand image and the roles of the regulatory variables are as follows: influence relationship between brand image and brand reputation H1 is assumed with the estimate result 0.334; SE = 0.060; $P = ***$ (infinitesimal) < 0.05 .

- H2 expresses the influence relationship between brand image and brand relevance. The results show that $P = 0.137 > 0.05$; thus, hypothesis H2 is rejected.

- H3 expresses the impacting relationship between brand image and brand personality. The results show that $P = 0.804 > 0.05$; thus, hypothesis H3 is rejected.

- H4 expresses the impacting relationship between brand image and brand performance. H4 is assumed with the estimated result 0.268; SE = 0.071; $P = ***$ (infinitesimal) < 0.05 .

- H5 expresses the impacting relationship between brand image and brand relationship. H5 is assumed with the estimated result 0.425; SE = 0.147; $P = 0.004 < 0.05$.

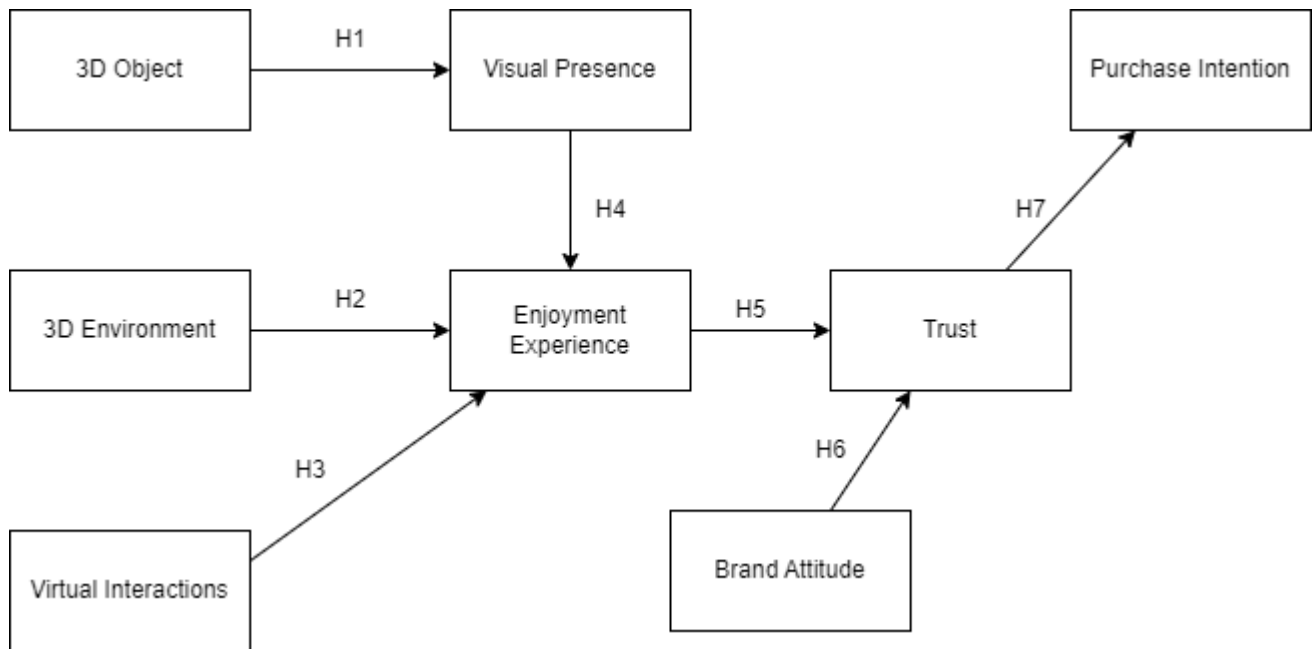


Figure 1: Research model

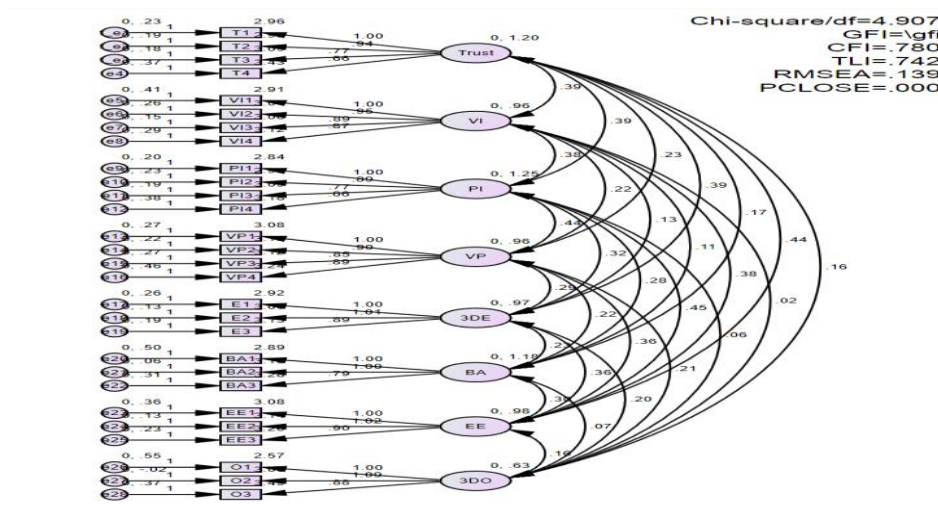


Figure 2: CFA results of final critical measurement (standardization)

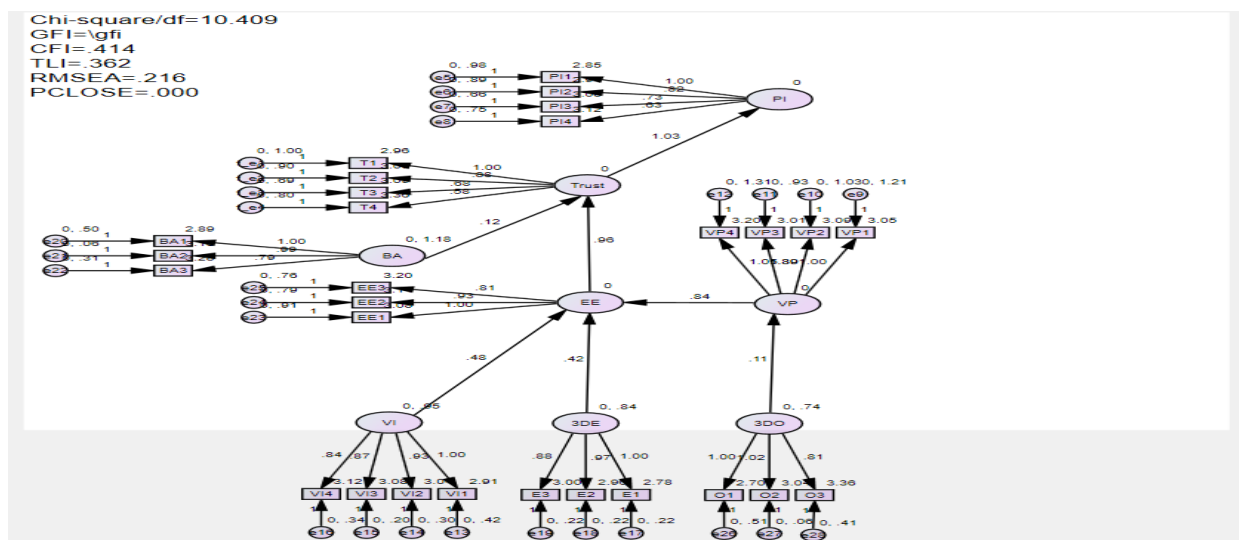


Figure 3: Analysis results for SEM structure model (standardisation)

- H6 expresses the impacting relationship between brand image and employees. The results show that $P = 0.058 > 0.05$; thus, hypothesis H6 is rejected.
- H7 expresses the impacting relationship between brand image and infrastructure. The results show that $P = 0.836 > 0.05$; thus, hypothesis H7 is rejected.
- H8 states that “The group element of groups of related entities does not regulate the effect of the components of brand identity on brand image”. The results show that $P = 0.148328033 > 0.05$; thus, hypothesis H8 is rejected.

Conclusion and Recommendations

SEM analysis results show that enjoyment experience has a positive influence on intention to use consumer game use. The enjoyment experience measures have the following estimators: $EE1 = 0.795$; $EE2 = 0.954$; $EE3 = 0.919$. These are the variables that brands and game publishers need to consider and promote, focus on developing to improve the player experience, thereby creating excitement and enticing players to their game.

The results show that the second factor that positively affects the purchase intention of game brands is trust. The measures of customer trust have the following coefficients: $T1 = 0.863$; $T2 = 0.872$; $T3 = 0.959$; $T4 = 0.809$. This is also an extremely important factor for consumers to put their trust in the brand's game as well as to pay for the products along with the investment in the game.

Marketing and development campaigns should aim to show consumers that if they participate in the game, they will have many interesting experiences, the game offers them something virtual that they have never experienced before, making them satisfied throughout the experience. In addition, for players to be willing to pay, earn or invest in games, publishers need to build the trust and level of security they provide to players.

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