

Metaverse Marketing: New Opportunities for Creative Entrepreneurs in Building Consumer Experience

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Abstract

The emergence of the metaverse has transformed digital marketing by offering immersive and interactive experiences that reshape consumer behavior. This study explores the role of metaverse marketing as a new opportunity for creative entrepreneurs in building consumer experience and behavioral intention. Using a quantitative approach, data were collected from 282 respondents who had interacted with creative entrepreneurship activities in the metaverse, such as virtual fashion shows, digital music concerts, and art exhibitions. The measurement model was validated for reliability and validity, and data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results reveal that immersiveness, sociability, and environmental fidelity significantly affect consumer experience, which in turn strongly influences purchase intention and loyalty. Moreover, consumer experience partially mediates the relationship between metaverse characteristics and behavioral intention. These findings highlight that creative entrepreneurs should focus not only on adopting new technologies but also on designing valuable and meaningful experiences for their consumers. This study contributes to the literature on digital marketing and entrepreneurship by emphasizing the strategic role of the metaverse in fostering sustainable consumer engagement.

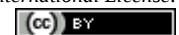
Keywords: Metaverse Marketing, Consumer Experience, Creative Entrepreneurship, Behavioral Intention, Immersive Technology.

Abstrak

Munculnya metaverse telah mentransformasi pemasaran digital dengan menghadirkan pengalaman imersif dan interaktif yang mengubah perilaku konsumen. Penelitian ini mengkaji peran metaverse marketing sebagai peluang baru bagi wirausaha kreatif dalam membangun pengalaman konsumen dan niat perilaku. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan dari 282 responden yang pernah berinteraksi dengan aktivitas kewirausahaan kreatif di metaverse, seperti peragaan busana virtual, konser musik digital, dan pameran seni. Model pengukuran diuji validitas dan reliabilitasnya, kemudian data dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa immersiveness, sociability, dan environmental fidelity berpengaruh signifikan terhadap pengalaman konsumen, yang selanjutnya berperan kuat dalam meningkatkan intensi pembelian dan loyalitas. Selain itu, pengalaman konsumen terbukti memediasi sebagian hubungan antara karakteristik metaverse dengan niat perilaku. Temuan ini menekankan bahwa wirausaha kreatif tidak hanya perlu mengadopsi teknologi baru, tetapi juga merancang pengalaman yang bernilai dan bermakna bagi konsumen. Studi ini memberikan kontribusi pada literatur pemasaran digital dan kewirausahaan dengan menyoroti peran strategis metaverse dalam membangun keterlibatan konsumen yang berkelanjutan.

Kata kunci: Pemasaran Metaverse, Pengalaman Konsumen, Wirausaha Kreatif, Niat Perilaku, Teknologi Imersif.

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1. Introduction

In the era of digital transformation, the interaction between consumers and brands increasingly involves virtual and immersive dimensions. The concept of the metaverse, which integrates virtual reality (VR), augmented reality (AR), three-dimensional worlds, blockchain, and digital social elements, has emerged as a new arena for business and marketing activities [1]. Within this context, metaverse marketing has appeared as a twenty-first century paradigm that promises deeper, more personalized, and interactive consumer experiences [2]. While large industries and multinational brands have begun experimenting in the metaverse such as virtual retail spaces, digital events, and avatar-based branding the potential for creative entrepreneurs, who generally operate with more limited

resources, has not been widely explored. Early literature, however, has shown that the use of the metaverse in marketing can influence consumer perception, interaction, and loyalty [3]. Similarly, demonstrated that companies can now design customer experiences that transcend the limitations of traditional retail through the metaverse [4].

In the context of creative entrepreneurship spanning digital art, digital fashion, music, interactive media, gaming, and creative education the metaverse serves as a strategic tool to build unique consumer experiences, foster community engagement, and create new forms of value [5]. Nevertheless, conceptual and empirical understanding of how creative entrepreneurs can effectively harness the metaverse remains limited. Emphasizes the need for an integrative research map on

how the metaverse will be incorporated into future marketing strategies [1]. Despite the growing body of literature on metaverse marketing, several research gaps persist. First, most studies and case analyses focus on large corporations and global brands, while the role of creative entrepreneurs has received relatively little attention. Second, there is a lack of empirical studies connecting specific features of the metaverse such as immersiveness, sociability, and environmental fidelity with consumer experiences and behavioral intentions [6]. Third, there is minimal research addressing contextual factors such as creative capital, technological resources, and marketing capabilities as potential moderators of metaverse marketing effectiveness for creative entrepreneurs. Fourth, adoption issues and technical barriers including access to VR/AR devices, platform interoperability, costs, and regulatory concerns such as privacy and security remain significant obstacles [7]. Finally, long-term studies are scarce in examining how consumer experiences in the metaverse affect loyalty, retention, and business growth in the creative sector over time [8].

Several recent studies have attempted to bridge these gaps. For example, [9] examined consumer acceptance of metaverse marketing in branding and pre-purchase stages, while [10] explored both the bright and dark sides of metaverse marketing and their implications for consumer behavior. Yet, no research has specifically highlighted how creative entrepreneurs can design sustainable and competitive consumer experiences in the metaverse. Building on this background, the objectives of this study are fourfold: to develop a conceptual framework integrating metaverse characteristics (immersiveness, sociability, and environmental fidelity) with creative marketing elements and entrepreneurial capital in shaping consumer experience; to empirically test the influence of metaverse characteristics on consumer experience and behavioral intentions such as purchase intention and loyalty, particularly in the context of creative businesses; to explore the moderating or mediating roles of creative resources, digital marketing capabilities, and technological barriers; and to provide strategic recommendations for creative entrepreneurs who seek to establish or optimize their presence in the metaverse.

The expected contributions of this research are twofold. Academically, it enriches the literature on metaverse marketing by incorporating creative entrepreneurship, bridging empirical gaps, and introducing a new integrative model. Practically, it provides actionable guidance for creative entrepreneurs on consumer experience design in the metaverse, digital community management, and immersive monetization strategies. To support this framework, the study draws upon several theoretical foundations: Schmitt's Experiential Marketing to explain consumer experience in immersive environments; Vargo and Lusch's Logic of Value Co-creation to highlight entrepreneur-consumer interaction; the Technology Acceptance Model (TAM)

and UTAUT2 to capture consumer adoption factors; and the Resource-Based View and Creative Capital theory to understand the unique capabilities of creative entrepreneurs that may enhance the effectiveness of metaverse marketing. Furthermore, metaverse characteristics sociability, immersiveness, and environmental fidelity are conceptualized as independent variables shaping consumer experiences and subsequent behavioral outcomes [2]. Recent work by [11] underscores that firms are able to design customer experiences in the metaverse that surpass traditional retail boundaries, while [12] recommends the integration of artificial intelligence and consumer trust into metaverse marketing strategies.

The metaverse is regarded as a new phase in the evolution of the internet, often referred to as Web 3.0, which integrates VR, AR, blockchain, and social interaction within a three-dimensional environment [9]. From a marketing perspective, the metaverse provides an immersive arena for building emotional relationships between consumers and brands, going beyond two-dimensional communication such as social media [11]. Companies have begun to perceive the metaverse not merely as a promotional platform but as an ecosystem for brand storytelling and community engagement [13]. Classical digital marketing theories such as the 4Ps (Product, Price, Place, Promotion) require recontextualization within the metaverse environment, where place becomes a virtual space, promotion turns into an interactive experience, and product may take the form of digital assets such as NFTs [1].

The concept of experiential marketing introduced, which emphasizes sense, feel, think, act, and relate, is highly relevant for analyzing consumer experiences in the metaverse. Recent research confirms that consumer engagement increases when they perceive presence and authentic social interactions in virtual spaces [14]. In other words, the metaverse enables both corporations and creative entrepreneurs to create multi-sensory experiences that strengthen emotional bonds with consumers [15]. Within this theoretical framework, the metaverse can be seen as a platform to maximize customer engagement through emotional stimulation and active participation.

Consumer adoption of metaverse marketing largely depends on technology acceptance. The TAM and its extension in UTAUT2 are widely used to explain behavioral intentions toward adopting new technologies. Factors such as perceived usefulness, perceived ease of use, hedonic motivation, social influence, and facilitating conditions serve as key variables in predicting consumer acceptance of metaverse experiences [16]. Empirical studies demonstrate that consumers are more likely to embrace immersive experiences when the technology is easy to use, relevant to their needs, and provides added value.

In the context of creative entrepreneurship, the metaverse is not only a promotional space but also an arena for value co-creation between producers and

consumers [17]. Consumers are not merely passive recipients of messages but also active participants in shaping experiences and value creation through avatars, user-generated content, and involvement in digital communities. The service-dominant logic (SDL) underscores that value is co-created through collaborative interaction rather than purely through economic transactions. This resonates with creative business models in the metaverse, where social interaction and community participation play significant roles in fostering consumer loyalty [4].

The Resource-Based View (RBV) framework highlights that competitive advantage stems from resources that are valuable, rare, inimitable, and non-substitutable [18]. For creative entrepreneurs, creative capital such as artistic innovation, digital design skills, and unique brand storytelling becomes a critical resource. When combined with metaverse technologies, this creative capital can generate differentiated consumer experiences [19]. RBV thus explains why creative entrepreneurs, despite limited resources, can still compete with large corporations through creative innovation in virtual spaces.

The characteristics of the metaverse are often explained through three main dimensions: immersiveness, sociability, and environmental fidelity [2]. Immersiveness refers to the extent to which consumers feel “present” in the virtual world. Sociability denotes the level of social interaction enabled, while environmental fidelity relates to the realism and quality of visual representation. This framework is essential to understanding how these variables influence consumer satisfaction, engagement, and behavioral intentions in the metaverse. Recent studies confirm that high-quality immersive experiences enhance brand trust and purchase intention [20].

The integration of these theories allows for the development of a comprehensive conceptual framework. Experiential marketing highlights how consumer experiences are designed, while TAM/UTAUT2 explain the acceptance of technology. Value co-creation theory emphasizes producer consumer interaction, whereas RBV underlines the importance of creative capital as a strategic resource. Finally, the immersive experience framework provides operational dimensions for measuring the effectiveness of metaverse marketing. Combined, these perspectives enrich the literature on creative entrepreneurship in the metaverse while offering practical implications for building a sustainable competitive advantage in the digital economy.

From an Indonesian perspective, the significance of this research is evident. Although access to VR/AR devices in Indonesia and other developing countries remains limited, the potential for digital creativity is remarkably high. Local creative entrepreneurs in fields such as digital fashion, music, art, and indie gaming could leverage the metaverse as an innovative medium to expand global market reach without relying on costly physical infrastructure. Thus, this study is timely in its

aim to understand how creative entrepreneurs in Indonesia and Southeast Asia can “leapfrog” into the global arena by designing compelling consumer experiences through the metaverse.

2. Research Methodology

This study employed a quantitative approach with a survey method, aiming to examine the relationship between metaverse marketing variables and consumer experience in the context of creative entrepreneurship. The research model was developed based on Experiential Marketing Theory, the TAM, and Value Co-creation Theory. With this design, the study empirically investigates how metaverse characteristics (immersiveness, sociability, and environmental fidelity) influence consumer experience, satisfaction, and behavioral intentions such as purchase intention and loyalty.

The population of this research consisted of consumers who had interacted with metaverse-based marketing activities in the creative entrepreneurship sector, including virtual fashion shows, digital music concerts, virtual art exhibitions, and avatar-based interactive events. A purposive sampling technique was used because respondents were selected based on specific criteria: having used or interacted with metaverse platforms such as Decentraland, Roblox, Meta Horizon, Zepeto, or other local platforms; and having participated in at least one activity or consumed a product marketed by creative entrepreneurs in the metaverse within the last year. A total of 282 respondents met these criteria and participated in the survey. This number is considered sufficient according to the minimum sample requirements suggested by [21], which recommend a sample size of 5-10 times the number of indicators in Structural Equation Modeling (SEM-PLS).

The instrument used in this study was a structured questionnaire, developed from previous literature and adjusted to the research context. All items were measured using a five-point Likert scale (1 = strongly disagree, 5 = strongly agree). The variables and indicators included: (a) Metaverse Marketing Characteristics: immersiveness (the sense of full presence in the virtual world), sociability (the level of social interaction and community engagement in the metaverse), and environmental fidelity (the extent to which virtual visuals, audio, and interactions resemble the real world); (b) Consumer Experience: cognitive experience, affective experience, and behavioral engagement; and (c) Behavioral Intention: purchase intention and customer loyalty. The instrument underwent content validity testing by three experts in digital marketing and entrepreneurship, as well as a pilot test involving 30 respondents, which yielded a Cronbach’s Alpha value greater than 0.7, confirming reliability.

Data were collected using an online questionnaire (Google Form) distributed through creative entrepreneurship communities and metaverse user

forums. Respondents were informed about the research objectives and assured of confidentiality regarding their identities. The data collection process lasted for two months (July-August 2025). Out of 350 questionnaires distributed, 282 were returned valid and used for analysis.

Data analysis was carried out in two stages. First, descriptive analysis was conducted to describe respondent profiles, including age, gender, education level, and metaverse experience. Second, inferential analysis was performed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the aid of SmartPLS 4.0. This analysis involved: (a) testing the outer model (convergent validity, discriminant validity, and construct reliability); (b) testing the inner model (coefficient of determination/ R^2 , predictive relevance/ Q^2 , and path significance through bootstrapping); and (c) testing mediation or moderation effects, if any, such as the role of digital capability in creative entrepreneurship. The use of SEM-PLS was chosen due to its suitability for predictive research, its ability to handle relatively large numbers of indicators, and the adequacy of the sample size. All research procedures adhered to academic ethical standards, including obtaining informed consent from respondents, ensuring the confidentiality of personal data, and using the data strictly for academic purposes.

3. Results and Discussion

Out of the 282 valid respondents, the majority were aged between 18 and 30 years (65%), female (54%), and held a bachelor's degree (58%). Most respondents had participated in more than one metaverse-based marketing activity within the past year, particularly virtual fashion shows (32%), digital music concerts (28%), and interactive art exhibitions (24%). This profile indicates that metaverse consumers are predominantly young, digitally oriented individuals.

The results of the convergent validity test showed that the Average Variance Extracted (AVE) values were greater than 0.5 and the loading factors were above 0.7 for all indicators. Construct reliability was also adequate, with Cronbach's Alpha and Composite Reliability (CR) values exceeding 0.7. Discriminant validity, tested through the Fornell-Larcker criterion and the HTMT ratio (<0.85), was satisfied. Thus, the instrument was confirmed to be both valid and reliable.

The analysis of R^2 values revealed that Customer Experience was explained by metaverse characteristics with an R^2 of 0.61, which falls into the strong category. Behavioral Intention was explained by customer experience with an R^2 of 0.54, classified as moderate to strong. Additionally, the Q^2 (predictive relevance) values exceeded 0.35, indicating that the model had good predictive power. The following table summarizes the hypothesis testing results using SEM-PLS bootstrapping (5,000 subsamples). Next Hypothesis Testing Results (Path Coefficients, t-value, p-value) on Table 1.

Table 1. Hypothesis Testing Results (Path Coefficients, t-value, p-value)

Relationship Between Variables	Path Coefficient (β)	t-value	p-value	Decision
Immersiveness $\rightarrow$ Customer Experience	0.34	6.212	0.000	Accepted
Sociability $\rightarrow$ Customer Experience	0.28	5.437	0.000	Accepted
Environmental Fidelity $\rightarrow$ Customer Experience	0.31	6.589	0.000	Accepted
Customer Experience $\rightarrow$ Behavioral Intention	0.52	11.124	0.000	Accepted

The analysis results indicate that all research hypotheses were found to be significant. Specifically, immersiveness had a positive effect on customer experience ($\beta = 0.34$, $p < 0.001$). This confirms that the stronger the sense of virtual presence perceived by consumers, the higher their emotional and cognitive engagement with creative entrepreneurial activities in the metaverse. This finding is consistent with Gleim et al. (2025), who emphasized the role of presence in enhancing customer experience. Sociability also had a positive influence on customer experience ($\beta = 0.28$, $p < 0.001$). Social interactions through avatars, chats, and virtual communities reinforced consumer attachment to brands and creative entrepreneurs. This result aligns with [22], who found that social presence significantly increases engagement in virtual environments.

Similarly, environmental fidelity showed a significant effect on customer experience ($\beta = 0.31$, $p < 0.001$). The realism of digital environments including graphics, audio, and interactivity was found to enrich consumer experiences. This finding is in line with [2], who argued that fidelity is a key determinant of quality experiences in the metaverse. Furthermore, customer experience strongly influenced behavioral intention ($\beta = 0.52$, $p < 0.001$). Consumers who had positive experiences in the metaverse were more likely to make purchases and develop loyalty. This result reinforces the principles of Experiential Marketing and supports the findings of [23], who emphasized the importance of immersive experiences in digital marketing strategies.

The analysis of indirect effects revealed that customer experience partially mediated the relationship between metaverse characteristics and consumer behavioral intention ($\beta = 0.18$, $p < 0.001$). This implies that the success of metaverse marketing lies not only in the use of advanced technology but also in the ability of creative entrepreneurs to design valuable and meaningful consumer experiences. Overall, these findings support the conceptual framework suggesting that metaverse marketing can serve as a strategic opportunity for creative entrepreneurs to build emotional bonds, enhance satisfaction, and foster positive consumer behaviors. This study also highlights the implication that investment in consumer experience design within the metaverse is more critical than merely introducing new technologies.

4. Conclusion

This study demonstrates that the characteristics of metaverse marketing, particularly immersiveness, sociability, and environmental fidelity, have a significant influence on the formation of consumer experience. Furthermore, consumer experience was found to be a key factor driving behavioral intentions such as purchase intention and customer loyalty. Based on responses from 282 participants, the findings confirm that positive experiences in the metaverse serve as an essential bridge linking immersive marketing technologies with consumer behaviors that are beneficial for creative entrepreneurs. From a practical perspective, these results imply that creative entrepreneurs should emphasize strategies focused on designing valuable consumer experiences rather than merely adopting new technologies. By fostering rich social interactions, delivering virtual realities that closely resemble the physical world, and cultivating emotional engagement, creative entrepreneurs can strengthen their position in an increasingly competitive digital marketplace. This study also opens avenues for future research on moderating factors such as consumer trust, digital capabilities, and technological readiness, which may further deepen the understanding of the effectiveness of metaverse marketing across diverse creative industry contexts.

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