




## Marketing of gastronomic companies in the Metaverse: current state and perspective


Marketing de empresas gastronómicas en el Metaverso: estado actual y perspectiva

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### Abstract

Social media have allowed gastronomy businesses to expand their marketing reach by creating online communities, captivating the attention of the general public, and converting social media users into followers and customers. The metaverse has made it possible for companies to offer brand experiences in virtual reality, allowing users to explore their brands in a more immersive way. This study presents a review of the

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literature on the metaverse and a series of case studies of food and gastronomy companies in the metaverse.

**Keywords:** metaverse, gastronomy business, nutrition, digital marketing, strategies

## Resumen

Gracias al desarrollo de las Redes Sociales (RRSS) los negocios gastronómicos tienen la posibilidad de potenciar su ámbito de actuación, creando su propia comunidad online y a la vez cautivando la atención de la audiencia general que se puede convertir en seguidores y consumidores. El metaverso puede ser utilizado como una nueva herramienta de marketing que las empresas podrían explotar para el crecimiento de sus ventas a través del empleo de estrategias de marketing en el mismo. Así, se generarían experiencias de marca empleando la realidad virtual que fomentarían el auge de las marcas, permitiendo a los consumidores explorarlas de forma más inmersiva en el mundo virtual. El presente estudio plantea una revisión de la bibliografía sobre el metaverso para plantear, posteriormente, un análisis de casos destacados de empresas gastronómicas y de alimentación en el metaverso.

**Palabras clave:** metaverso, negocios gastronómicos, alimentación, marketing digital, estrategias

## 1. INTRODUCTION

As in other sectors of the economy, digital marketing has driven the growth of gastronomic businesses since they have begun to develop new functions beyond the traditional ones of the sector. With the arrival of social networks, every gastronomic business has had the opportunity to promote its audience through them by addressing its target audience or, even on numerous occasions, generating stimuli for potential customers. The arrival of the Internet and its great evolution in recent years has allowed companies to better understand consumers and their audiences, generating the possibility of proposing an appropriate offer that is as close as possible to the needs of the market segments they target, even reaching new market niches or even specializing in one of them (Dsouza & Panakaje, 2023).

With the emergence of the metaverse, companies now have a new tool that can revolutionize marketing strategies as they are currently known. It is an immersive 3D virtual world generated with several relatively new technologies, such as virtual reality (VR), augmented reality (AR), blockchain and NFTs or non-fungible digital assets.

The concept of the metaverse conceived by the company Meta Platforms, Inc. represents an ecosystem in which the barriers of virtual and physical reality do not represent a limit and in which users with their avatars can participate and interact with

others, generating a space in which it is possible to fulfill various functions as they are fulfilled in real life, such as, for example, working, socializing with shared experiences, buying and selling digital assets, and businesses can apply sales strategies (Meta, 2022). The constant evolution of the Internet and information and communication technologies has allowed the emergence of different tools that allow consumers to contact the company through different channels. At this point, it becomes necessary for the company to be able to manage its presence in them by deciding how it wants to compete in terms of contacting its customers through a wide range of possibilities ranging from the use of a single channel to the presence in all those available to it. When the company is able to correctly manage its presence in different channels, these will be integrated and will allow the consumer to move from one to another at any time during the purchasing process.

The development of the Internet goes hand in hand with the evolution of the web. Thus, from web 1.0 or static web that practically only allowed reading and primary use of the content, we moved on to web 2.0, characterized by a more social aspect that, thanks to new technologies, allows greater interactivity with the rest of the users. Currently, with the development of web 3.0, 5G technology and the aforementioned factors, the metaverse represents a new business opportunity for companies in all sectors (Dwivedi et al. 2022a).

## 2. METHODOLOGY

The present work aims at a bibliographic review to create a conceptual framework of what the metaverse is, its origins, characteristics and how it works. The aim is to analyse the current state of academic publications, given the novelty of the topic.

On the other hand, a brief analysis will be made of the main companies in the field of gastronomy and catering, considered pioneers in the use of the metaverse as a marketing tool.

Thus, the development of this study contains a first part of bibliographic review and a second part in which cases of gastronomic brands currently present in the metaverse are studied.

In order to investigate in depth the metaverse, its characteristics and possible opportunities that it presents for gastronomic companies, as well as the functioning of marketing in it, a bibliographic review has been carried out through "Academic Source Complete", "Ebsco Host", "Science Direct", "Business source complete", "JSTORE-Business", "Passport Euromonitor International", "Statista" and "Research gate".

The search criteria were: "Metaverse AND Gastronomy", "Metaverse AND Marketing", "Metaverse AND Business", "Virtual reality AND Metaverse", "Extended reality AND Metaverse", "Internet evolution", "web 3.0 AND metaverse" "Digital marketing AND

gastronomy”, “digital marketing AND metaverse”, “Gastronomy business AND metaverse”.

For the analysis of companies present in the metaverse, brands that have a global scope of action have been chosen, since they are present in numerous countries. A summary will be made of these companies, which includes the start date of their activities in the metaverse, the platforms chosen for their operation, the spaces developed and the main actions carried out in the metaverse, as well as the results of these.

Through the analysis of their strategies and actions to access this new environment, it is intended to provide a course of action for other companies in relation to aspects such as product life cycle management, multi-channel communication with the public, increasing brand awareness, etc.

### 3. THEORETICAL FRAMEWORK

#### 3.1. The metaverse

The definition of the metaverse has evolved as information and communication technologies have evolved. Technology analyst Ball (2022) defines the metaverse as “a massive interoperable network of 3D virtual worlds rendered in real time that can be experienced synchronously and persistently by an unlimited number of users with a sense of individual presence and with continuity of data such as identity, history, rights, objects, communications and payments”.

Technological innovation (virtual reality, augmented reality and mixed realities) contributes to the creation of a foundation on which to build a universe of virtual worlds. This universe must be provided with content that captures attention in order to generate an ecosystem that transfers the usual activities of the real or physical world to the virtual one, either in a projected or recreated form (Crespo-Pereira et al., 2023). For Hollensen et al. (2022) The metaverse is a 3D world where business and communication tools are immersive and interoperable. According to these authors, the metaverse would be like a digital facsimile of the physical world, in which users, through their own avatars, come together, interact and, mainly, represent themselves in similarities and movements, in a virtual or augmented reality world.

The company Meta Platforms, Inc. defines the metaverse in a simpler way: a set of virtual spaces where the user can create and explore with the company of other people who are not in the same physical space (Zuckerberg, 2021).

According to these approaches to the concept of the metaverse, we can say that it is about multiple platforms of virtual worlds, or virtual spaces that allow users to interact with each other. For its operation, a high-power internet and advanced technologies are necessary, such as virtual reality (VR), augmented reality (AR), blockchain and non-fungible tokens/digital assets. Metaverse users can participate in the metaverse as avatars, either by playing online games, purchasing non-fungible assets (NFTs), or living

day-to-day life in a virtual environment, similar to how they would in the physical environment.

**Table 1.** Evolution of the Metaverse concept (source: own elaboration)

AUTHOR	DEFINITION
Stephenson, N. (1992)	A massive virtual environment parallel to the physical world, in which users interact through digital avatars.
Davis et al. (2009)	3D virtual worlds where people interact with each other as avatars and with virtual agents, using the real world metaphor, but without physical limitations.
Kim, J. (2021)	An interoperable and persistent network of shared virtual environments where people can interact synchronously through their avatars with other users and objects.
Hollensen et al. (2021)	A 3D world where business and communication tools are immersive and interoperable.
Zuckerberg, M. (2021)	A set of virtual spaces where the user can create and explore with the company of other people who are not in the same physical space.
Momtaz, P. (2022)	The metaverse refers to a shared visualization among technology entrepreneurs of a 3D virtual world, an immersive internet that hosts people and the physical world.
Ball, M. (2022)	A massive interoperable network of real-time rendered 3D virtual worlds that can be experienced synchronously and persistently by an unlimited number of users with a sense of individual presence and with continuity of data such as identity, history, rights, objects, communications and payments.
Barrera, K. G., y Shah, D. (2023)	A scalable and potentially interoperable extended reality-mediated technology network where physical and virtual reality come together to provide experiences characterized by immersion, environmental fidelity, and sociability.

The current metaverse manifests itself in platforms that combine web 2.0, or in some cases also web 3.0, with Virtual Reality (VR), Augmented Reality (AR), NFT (Non-Fungible Tokens), Blockchain, cryptocurrencies and Lifelogging (record of virtual activities).

In this environment, the user interacts through his or her own avatar and is able to see and interact with the physical world, thanks to augmented reality. These replicas or representations of the user, due to the duality of physical and virtual worlds, are known as digital twins (Lee et al., 2021). For his part, Kshetri (2021) defines a virtual twin as the virtual representation of an object, the process of a service, a product or anything else that can be digitized. We are therefore faced with a digital replica of an object present in the physical world, including its ownership, condition and functionality in real life thanks to blockchain technology that is capable of transmitting its data.

**Table 2.** Main technologies used in the metaverse (source: own elaboration)

TECHNOLOGY	DEFINITION	AUTHOR
Augmented Reality	A combination of external technologies that enhance the external physical world for the individual by using location-aware interface systems that process and superimpose virtual information on real-world images	Rauschnabel et al., 2022; Riar et al., 2022.
Virtual Reality	A technology that provides virtual, artificial, viewer-centric experiences in which the user is immersed in a 3D space isolated from the actual physical environment	Rauschnabel et al., 2022.
Extended Reality	A reality in which the virtual and real worlds come together to create an environment in which both digital and physical objects, including accompanying data, can coexist and interact with each other	Rauschnabel, et al., 2022.
Non-Fungible Token	No Fungibles Units of value used to acquire or represent ownership of digital assets of any kind in virtual worlds	Haitham, N., 2023.
Blockchain	A technology based on a decentralized and public chain of operations that stores data in blocks	Kim et al., 2023.
LifeLogging	A record of vital activities that, in fact, traces, records and stores information about the intimate states of objects and people in their daily lives, resulting in a monitoring of their activities, behaviors and interactions during the traced time and the subsequent recording	Serrano Acitores, A. 2022.

### 3.2. Metaverses

Currently, we find different metaverse platforms. The first to be developed was Secondlife in 2003. Later, others appeared a few years later, such as World of Craft in 2004, Roblox in 2006, Fortnite in 2017 and some other less relevant ones, developing mainly as video game platforms in which a virtual world was represented (Barrera & Shah, 2023).

Secondlife, Decentraland (2020) and Meta Horizon Worlds and Microsoft Mesh (both born in 2021) are the most developed metaverse platforms today, since in them it is not only possible to play, but people can interact and participate, through their avatars, in other aspects of daily life (Newton, 2021).

Secondlife represents the current state of the metaverse, since it has the largest 3D universe created by the same users who shape their virtual environment. Decentraland stands out for being the first virtual world belonging to the users themselves. On this

platform, property exists in several forms: land, buildings and content and the user has the opportunity to create and monetize, but also experience, the content they create (Ning, 2021).

### **3.3. Characteristics of the metaverse**

The fundamental characteristics of the metaverse are immersion (the feeling of presence that the human being has, acting as a user on a metaverse platform thanks to Virtual Reality and Augmented Reality viewers), interoperability (according to Ball (2022) it is the ability of computer systems to exchange and use information sent by others), persistence (virtual life is continuous), accessibility through different devices and sociability, since in the metaverse economic, cultural and legal systems coexist with their own characteristics, creating a space suitable for the sociability of users in which daily real life is reproduced (Ning, 2021).

### **3.4. The economy in the metaverse**

Social media has gone from being content-only platforms to being spaces where users can monetize their own content and where it is possible for companies to develop new market opportunities. While there are no guarantees that exactly the same will happen with the metaverse, taking into account the habits that have been developed in the digital field, we are at a time when this scenario is highly probable (Ismaili, 2020). Defining the metaverse economy as a single decentralized economy would be reductive, since many technologies participate in its development and we are, rather, facing a shared economy (Ball, 2022).

The global metaverse market in 2022 amounted to 65.5 billion dollars and is expected to reach 936 billion dollars in 2030 (Alsop, 2023).

The metaverse and its economy run on cryptocurrencies and each platform has its own (Momtaz, 2022). The reality of a metaverse economy is already expanding in several sectors (Periyasami and Periyasami, 2022). If the metaverse becomes a true duality between real life and virtual life, it will be necessary to consider the approach of brands to the same consumers through branding and marketing.

### **3.5. Evolution of the marketing concept**

In the evolution of the relationship between companies and the market, Kotler et al. (2021) speak of a Marketing 1.0 characterized by an orientation towards the product and distribution to bring it closer to the consumer. Polivka and Dvorakova (2022) speak of the evolution towards Marketing 2.0 in which the company's focus is on the consumer, focusing on their needs, tastes and preferences. Continuing with this evolution, in Marketing 3.0 brands seek the satisfaction of their customers, offering them solutions and providing value to them (Kotler et al., 2021). The concept of Marketing

4.0 derives from technological development (Winarko et al., 2022) and is characterized by the interaction that users have with brands thanks to these media that allow them to experience the product according to the needs and desires of the consumer, attributing integrity, differentiation and positioning to the brand. These authors define Marketing 4.0 as a “combination of online and offline interactions between consumers and brands”.

As a final step, Kotler et al. (2021) define Marketing 5.0 as “the application of technologies that imitate humans to create, communicate, deliver and improve value throughout the customer journey”. This Marketing 5.0 includes factors such as Artificial Intelligence, Virtual Reality, Augmented Reality, Blockchain and technologies such as NLP (Neuro-Linguistic Programming), sensors, robotics or IoT (Internet of Things). The author highlights the ease of access to information and the new immersive experiences provided by new technologies.

Marketing 5.0 is based on data, allowing the collection and analysis of big data from external and internal sources with the opportunity to facilitate marketing decision-making, for small and large companies. Secondly, it is agile marketing, since it uses cutting-edge tools. Furthermore, it is predictive marketing, since it involves an analysis of historical data analyzing consumer behavior in the past in order to estimate a possible future scenario, which offers the possibility of “anticipating market demand with proactive actions” as a result (Rejeb et al. 2020). It is also contextual marketing focused on improving, enriching or personalizing the brand experience. Finally, Kotler speaks of augmented marketing since it offers the possibility for the customer to interact with brands and companies through interface systems.

### 3.6. Marketing in the Metaverse

The Metaverse provides an immersive 3D environment that allows improving the nature and quality of the relationship between the brand and consumers, as well as multiplying the channels to approach them (Dwivedi et al., 2022a). According to Efendioğlu (2023) “in the context of marketing, the Metaverse can be defined as a permanent 3D virtual space where users spend their time while their data is exploited with the aim of being related to the brand and potential sales activation tactics”. Interacting with numerous consumers allows the brand to generate new purchasing patterns, visibility, to know more deeply about the brand and its products and other actions that each company can adopt according to its communication strategies and final objectives (Dwivedi et al., 2022b). According to these authors, with the metaverse, brands have the possibility of replacing e-commerce with “m-commerce” with the aim of capturing an audience on a global scale, generating brand awareness, creating new sales spaces where the products or experiences offered to consumers do not have to be the same as those offered in real life.



Generating a relationship with the brand's audience is one of the priorities when establishing a business or putting it into the metaverse. In the virtual world, it is easier to connect and interact with a consumer, as demonstrated by the experiences of groundbreaking brands that are already offered in this environment (Buahlis et al., 2022).

Dwivedi et al. (2022b) refer to the improvement of communication between the brand and consumers through the use of avatars or brand ambassador avatars to achieve a positive response from the consumer, since "in the metaverse, brand communication is more immersive using virtual marketing tools to reach consumers in ways that were previously impossible". On the other hand, the application of blockchain technology makes the purchasing process faster and easier and establishes a relationship of trust between seller and consumer. This block chain system makes it possible to track online shopping behaviors, making it easier to plan and execute marketing campaigns (Peres et al., 2022).

Living experiences with a sense of real presence is something that consumers have not yet experienced. Thus, for example, in the tourism sector it is possible to use Virtual Reality (VR) to create new ways of exploring, or even to make travel decisions, recall memories, etc. In this way, VR travel can have three stages: the first, exploring several destinations and then deciding which one to stay with; the second, exploring the chosen destination to guide you in advance for the future real trip; the third could be called the new "souvenir", that is, the memory of what you have experienced. Despite these three stages, the metaverse also offers the option of "teleporting" to any place in the world and visiting it with a sense of presence (Chen & Yao, 2021; Tussyadiah et al., 2018).

However, marketing in the metaverse is still in an experimental phase, not fully developed, since accessing it requires a high economic investment for companies, as well as the need for highly qualified human resources (Dwivedi et al., 2022b). Thus, the metaverse is a more developed social platform (social network) than those we know today and in which it is also possible to carry out many more activities (Dimitrova et al., 2020). Through social networks, many brands create content and develop a loyal relationship with the community loyal to these brands, sell products and develop entire marketing campaigns (Dwivedi et al., 2021). Those companies that access the metaverse will be able to experiment with campaigns that involve and connect with consumers (Barrera & Shah, 2023).

#### **4. MARKETING ACTIONS OF GASTRONOMIC COMPANIES IN THE METAVERSE**

In the field of gastronomy, home delivery became widespread during the COVID19 pandemic and since then businesses based on a Dark Kitchen or ghost kitchen, that is,

those that only offer home-delivered products sold through delivery platforms, have had a very high sales growth. Nowadays, the presence of a restaurant on Google provides the public with a lot of information: the possibility of locating it, contact information, hours to be served, etc. On the other hand, many restaurants or gastronomic businesses also take care of their image and presence on social networks, bringing the brand personality, values, identity and products closer to consumers (Gallart-Camahort et al., 2019). The presence on social networks that motivates the interaction between the user and the brand allows the brand-consumer relationship to be created and improved.

Due to the rise of digital marketing and social media that has developed in recent years, many companies are considering marketing and branding strategies in the metaverse spaces. Thus, there are several brands in the gastronomy sector that are already present in the metaverse, carrying out marketing actions focused on their target audience.

The multinational fast food company, McDonald's Corp., joined the gastronomic businesses in the metaverse on several occasions. The first event was on the occasion of Chinese New Year's Eve 2022/2023 on the Zepeto and Spatial platforms to celebrate the year of the moon with the country's community (Meisenzahl, 2022). Subsequently, the fast food giant registered ten licenses in the United States to implement virtual restaurants in the metaverse, as well as developed a McCafé space for concerts and events (Kirkpatrick, 2022; Mora, 2022). In these virtual restaurants, it is possible to meet and arrange with other people, as well as order food and drinks to be delivered in the real world and to continue socializing virtually.

The American company Wendy's landed in April 2022 in the "Meta Horizon World's" metaverse, which allows users who own the "Meta Quest 2" VR headset to access the virtual restaurant where fans of the brand can interact with Wendy's avatars and its product portfolio. The brand experience proposed by Wendy's consists of playing basketball through the avatars in the "Buck Biscuit Dome" area. In this virtual game, users can win different ingredients that they can later redeem at real Wendy's restaurants (Meisenzahl, 2022; Efendioğlu 2023).

Chipotle entered the metaverse through the digital platform Roblox in October 2021 on the occasion of Halloween with a virtual restaurant. Participants were able to wear Chipotle apparel and experience an interactive brand experience in this virtual space. Participating users won codes redeemable for a "burrito" in the real world. In April 2022, Chipotle returned to Roblox with a 90s-themed restaurant where users could interact as workers preparing "burritos." Those who successfully prepared them received an amount paid in "Burrito Bucks," i.e., the game's cryptocurrency. Finally, the winners of the game were rewarded with a year of free burritos, while the first 100,000 who participated received codes to obtain free products at offline restaurants (Meisenzahl, 2022).

In March 2021, Pizza Hut Canada announced the launch of the “1 Byte Favourites” campaign, the first NFT Pizza, or “Non Fungible Pizza”. The company's proposal consisted of selling eight slices of pizza with its customers' favourite recipes. Thus, a daily slice was launched at lunchtime, for the price of 0.0001 ETH (Ether cryptocurrency) which in euros corresponds to 0.16 cents. The CEO of the Pizza Hut Canada company commented on the success of the launch of the campaign, as it represented the opportunity to give the brand's fans a way to get their favourite pizzas (Efendioğlu, 2023). On July 30, 2021, the Coca-Cola company launched a collection of NFTs on the OpenSea Non-Fungible Token market based on the Ethereum blockchain for the value of 575,000 USD (Bello, February 24, 2022). The fact that these are non-fungible assets makes these products a limited edition. The first Non-Fungible Token presented was the “Friendship Box” that represents a company vending machine from the 1950s. Inside this vending machine there was a second NFT, an inflatable Coca-Cola jacket that is meant to recall the uniforms worn by Coca-Cola delivery men in those years, while the third token represented the sound that the drink makes when it comes out of the Coca-Cola bottle, reproducing its effervescence. The last one was the friendship card that alluded to the Coca-Cola company cards from the 1940s. The Coca-Cola Bubble Jacket was sold again on the OpenSea market, a decentralized market platform (Efendioğlu 2023). On the occasion of Pride Day, Coca-Cola launches 136 NFTs called “NFT Pride Collection” designed to celebrate the pride of the LGBTQ+ community, collectibles on the Polygon network, which allows decentralized purchases and sales with cryptocurrencies (Criptonoticias, 2022). The collections of 136 non-fungible assets consisted of exclusive bottles visible through videos in which you could admire the bottles in question with the text “Love” whose design was made by the artist Rich Mnisi (Antiporovich, July 4, 2022). In light of these cases, the first advantage that can be intuited is that the metaverse can favor the duration of products that we consider perishable today, since Non-Fungible Assets are the result of modern technology and represent products suitable for sale in this virtual world. Other advantages that can be considered for the future are the multitude of channels that brands will have at their disposal and how to use them.

As indicated above, each brand has developed marketing actions in different spaces of the metaverse according to its strategies and personalities. McDonald's is characterized by being a brand present at any time of consumer need, therefore, it is intuited that it will implement strategies focused on “delivery”. On the other hand, Chipotle's and Wendy's have provided fun and interactive brand experiences that are in line with the identity of each one, achieving in both cases consumption in the real restaurant. With these actions, they have managed to establish a relationship between the brand and the virtual consumer, as well as launching it in different spaces, so that the user always has the brand in mind and can remember its presence, both in the virtual world and in the

real world. These actions have different objectives and, thus, Wendy's managed to get its consumers to experience the virtual space of the restaurant by challenging them to win a small prize, while Chipotle's managed to get the consumer to repeat the experience to get more prizes, but also to learn, virtually, how to properly prepare a burrito. These two actions perfectly follow the identity of the two brands and get the user to interact with them.

Coca-Cola and Pizza Hut proposed different actions, but both managed to make the news. The brand awareness obtained increases the desire of its followers to collect objects, responding positively to the advertising action generated.

Thus, companies in the gastronomy sector have the possibility of participating in the metaverse by considering indicators to measure the success of the actions they carry out, since the big data that favours the metaverse thanks to blockchain technologies allows obtaining a report on user interactions. The truth is that what the metaverse could provide to the gastronomy sector is intangible, since it is about designing, presenting and providing experiences to the consumer.

## 5. CONCLUSIONS

Currently, there are very few companies in the world that are exploiting the great work tool that is the metaverse, in some cases due to the lack of knowledge about the subject, in others due to a lack of resources or due to the preliminary phase in which the metaverse is still in relation to its future projection. For these reasons, the metaverse still represents a very broad line of research to develop, since academic articles on the subject are not as abundant as, for example, they are on social networks. More specifically, in the case of marketing, the information to be investigated is a lot and will depend on the development of the platforms, as well as on the companies that dare to launch campaigns in virtual worlds. Specifically, for the world of gastronomy, there are hardly any academic articles that talk about the subject. On the other hand, some web pages try to approximate what the concept of gastronomy will be like in the virtual world but without any scientific basis.

If we look back at the years prior to the emergence of online social networks, we can see a similar phenomenon, a skepticism towards these platforms as marketing tools, but as the platforms have improved and the audience, as a result, has increased, an ideal space has been created for a still virgin market, being what we now call digital marketing and communication.

In view of the analysis of the literature carried out, it is proposed as a future line of research to delve into the possibilities that the metaverse can offer in terms of aspects related to marketing, from the possible strategies to be proposed, to the study of the effectiveness of the different actions that can be developed in fields such as brand awareness, consumer loyalty, enhancement of experiences, etc.

In the gastronomy sector, the possibility of carrying out extensive research opens up so that the field of marketing can take advantage of all the possibilities offered by the metaverse. In this sense, as has been mentioned, there are few authors who have addressed this issue from an academic point of view, so it is expected that in a few years the research on gastronomic marketing in the metaverse will increase.

From the analysis of the companies proposed in this work, it can be concluded that the metaverse provides a tool to facilitate experiences for the consumer who, beyond the virtual realm, will be able to continue interacting with the brand in the real world, earning rewards that will then be redeemable in the physical restaurants of these brands, buying products in the metaverse that can then be purchased physically, etc. As indicated by Kotler and Keller (2016), customers expect that the different channels used to contact the same company are fully integrated, for which, the option of placing the order through the electronic channel and collecting the purchase at the physical establishment, returning the product purchased through online shopping at a nearby establishment or even obtaining possible discounts and promotions that can be accumulated regardless of the channel used must be given.

Companies are therefore faced with an opportunity to integrate different channels, which can be used simultaneously, recognising the customer regardless of the channel they are on.

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