

A Research Study of Businesses that are Thriving in the Virtual World of Metaverse

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Abstract

In retrospect, very few people actually understood what Metaverse meant or how it would operate. Metaverse was seen as a new word, but it's not. Metaverse is not a standalone product. The metaverse will exist whether or not Facebook exists, and will not vanish overnight.

Many of these things won't be available for 15-20 years. This condition increases the likelihood that issues will be analysed from multiple angles in the literature during this development phase. This highlights the relevance of Metaverse and the literature on this topic. It's expected that comparing data from multiple databases with the data acquired and presenting a texture analysis on the metaverse regularly would help scholars assess the overall growth of the field.

Even today, the concept of Metaverse is not accurately understood by many. The Metaverse is a mixture of virtual reality and mixed reality environments that may be accessed via a website or headset.

This study focuses on perusing some of the trends related to metaverse globally and understand its various dynamics through several statistical data. Different literatures are reviewed for this purpose relevant to the theme. Towards the end, it is deduced that two fifth respondents of the study believe that all sorts of businesses need to be in metaverse, yet only about one fifth say it should be IT-only. Men make up a tenth of the metaverse's target market, while women make up lesser than that, according to the survey.

Keywords: Metaverse, Business, Meta, Companies, Virtual

Conceptual Framework

The term "Metaverse" refers to a mixture of virtual reality and mixed reality environments that may be accessed via a website or headset and enable real-time interactions and experiences amongst individuals who are physically apart. Comparing the metaverse to the internet in the 1970s and 1980s feels appropriate. Speculation about what it might look like and how individuals would use it arose while the foundation for the new method of communication was being constructed. Although it was widely discussed, few people actually understood what it meant and how it would operate. In retrospect, everything didn't go precisely as some had hoped.

With images and things that seem genuine, a virtual reality (VR) environment gives the user the impression that they are completely engrossed in their surroundings. A virtual reality headset, helmet, or other equipment is used to see this world. VR enables us to learn how to conduct heart surgery, better our sports training to increase performance, and immerse oneself in computer games as if we became one of the characters.

As a novel point of entry to digital activities, the metaverse eliminates geography and enables exciting new prospects for leisure, the arts, collaboration, and productivity. Simply by looking at the most valuable internet companies around the world, like Google and Amazon, you can see that it has the potential to completely transform the internet as we know it. The video game business has undergone a tectonic shift since its inception. The concepts of the metaverse have already been included into early immersive games, such as 3D avatars and global.

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There is no denying that technology has an impact on how we consume media. Similar to traditional media, social networking sites, live TV, and online streaming, the metaverse is only another platform for the production and consumption of media. Millions of people visit existing metaverses every day, giving marketers a substantial new channel to leverage for anything from organic marketing to new revenue sources.

For architects, the metaverse is a brand-new environment free from the constraints of the real world. In this approach, the metaverse offers to boost output and provide more people the tools they need to design, develop, and create. Even though it is still under development, the grandiose idea for a virtual reality area for socialising, pleasure, work, and commerce has never been closer. The platforms used in the current metaverse are not linked. The ability for users to transfer between platforms without sacrificing any of their acquired assets or avatars is eventually necessary.

Literature Review

The purpose of this working paper is to showcase the metaverse's potential from the standpoint of commercial prospects. The results of these studies define potential study areas within the research field that the authors think is worthwhile investigating in order to further knowledge and raise the possibility that the metaverse will be accepted as a platform for commerce (Bauerová, Vavruš, Haladejová & Vavruš, 2022).

The immersive experiences that the metaverse makes possible serve as the inspiration for the following significant addition to the list of inventive company ideas for the metaverse. More immersive learning opportunities might be offered by the metaverse like in higher education, the military, medical training, and many other areas. Businesses don't need to construct immersive learning infrastructure since the metaverse has it (Kevins, 2022).

The major findings of this work, which is a work-in-progress relatively to Virtual Worlds and business models studies, aims to determine which aspects of the former may affect the latter. In particular, we identified three main valuable areas: gaining new sources of value, catching the opportunities raised by a co-opetitive environment and finally extending the market to Virtual commerce (Cagnina & Poian, 2007).

In this reflective article it is discussed about the potential of recent developments in virtual worlds for offering novel value propositions for the digital transformation of society and business. In particular, it is considered the role of a Metaverse, understood as a globally accessible 3D virtual space and computing infrastructure (Rehm, Goel & Crespi, 2015).

This report's goal was to examine all of the fascinating options it offers to both companies and customers. Dynamic, digital worlds seem to provide countless potential. The metaverse is predicted to permeate every industry in some capacity during the next few years, with a business opportunity of over \$1 trillion in annual profits. As a result, businesses of all sizes and shapes are now accessing the metaverse in various ways (Moy & Gadgil, 2022).

This research tries to introduce and clarify the idea of the metaverse, which is sometimes predicted to change almost every business. The article focuses in particular on the "building blocks" of the Metaverse and the way it operates in a case study. The major Metaverse breakthrough is anticipated to occur when the next tier of brands, the local and regional ones, begin to penetrate the Metaverse (Hollensen, Kotler & Opresnik, 2022).

This study examines the Metaverse business model and ecosystem overview. Content development, sales, media brokerage, and marketing fees are popular business concepts. Results reveal that a plan to ensure Metaverse leadership, including business model growth conditions, a game-oriented Metaverse community, and ultra-realistic Metaverse technology development, is essential (Seok, 2021).

This study sought to investigate the effects of marketing strategies based on recent literature on how companies use cutting-edge technology in combination with marketing initiatives. A conceptual model to comprehend corporate transformation and metaverse occurrences was also put out in this work using academic viewpoints (Yawised, Apasrawirote & Boonparn, 2022).

This study will offer suggestions on how people and companies might use Metaverse to broaden their connections and reach in a virtual environment. The findings of this study will be applied to evaluate the possible advantages and disadvantages of this new technology as well as how people and corporations might use Metaverse as a brand extension (Bushell, 2022).

Examining augmented reality customer experience, retail business data, and machine vision analytics in the metaverse's virtual economy is the goal of this study. In this post, we summarise prior research results showing that customer experience and journeys on livestreaming purchasing platforms across online marketplaces may be optimised by visualisations, sentiment analytics, and peripheral scene identification (Popescu, Valaskova & Horak, 2022).

The major goal of this study is to promote more study on advertising in the metaverse. Even while doing research in a developing field may not be simple, it represents a very promising field with a high likelihood of future expansion. Research on advertising in the metaverse is now in a scenario that is somewhat similar to that of research on digital advertising in the 1990s (Taylor, 2022).

The better future that modern metaverse fans wish to return to is one with unrestricted technological advancement. Therefore, it may be argued that frontierism is a type of strategy used by the tech industry to preserve its place as the major protagonist in a setting marked by ongoing technological disruption and shifting game rules (Knox, 2022).

Cities aren't doomed because of the metaverse. Instead, businesses should enhance their place strategies to take full advantage of both the metropolises that have emerged as hubs for talent and innovation and the brand-new opportunities that the metaverse offers. This transformation of the metaverse-virtual world should be viewed as a valuable addition to the real world (Boutenko, Florida & Jacobson, 2022).

This study used a metaverse architecture from 2006 Metaverse Plan and business model theories to investigate metaverse's role in digital transformation. Three metaverse application examples from 2000 to 2020 were compared using numerous cases. Different metaverse aspects were used to construct business models using classic simulation games, social networks, and virtual communication. Metaverse properties may aid gain competitive edge. We know that firms must carefully maintain stakeholder credibility (Kim & Kim, 2021).

This study emphasizes how convergence and extended reality technologies are hosted by cloud platform as a services technology in seamless integration. This research identified a variety of extended reality-enabled solutions with a unified aim in the shape of customer value addition

that will be investigated in later publications (Wagner & Cozmiuc, 2022).

This research found that immersive technologies may improve operational efficiency across virtual stores by examining purchase decisions, consumer sentiment, participation, and habits through data visualisation in retail business and operation. They searched ProQuest, Scopus, and Web of Science for "metaverse" + "virtual commerce," "immersive technologies," "computer vision algorithms," and "retail business analytics" in February 2022 (Hopkins, 2022).

Research directions that can lead the creation and use of reality-enhancing technologies are discovered in order to realise next-generation consumer experiences. It clearly balances possible benefits and drawbacks. In this approach, researchers direct the effective creation of reality-improving technologies for uses that are significant to both businesses and consumers (Hilken et al., 2022).

The widespread cultural transition from third-person third-person viewing of flat media to first-person immersive media is known as the metaverse. The tools, strategies, and approaches used in marketing will all change as a result of this revolution. For such reasons, it is suggested that regulating this sector must be taken into account (Rosenberg, 2022).

It is stated where things are right now and what has to happen for the Metaverse to work. The development of a viable Metaverse is supported by a number of factors, including institutional and public interest, ongoing hardware performance improvements, and factors that limit this goal's realisation, such as computational method limitations and unrealized collaboration between virtual world developers and participants (Dionisio, III, W. G. B., & Gilbert, 2013).

This survey article is the first attempt to provide a thorough framework that assesses the most recent metaverse development in the context of cutting-edge technology and metaverse ecosystem, and it highlights the potential for the digital "big bang." We conclude by recommending a research topic agenda for the growth of the metaverse (Lee et al., 2021).

Research Rationale

The purpose of this study is to investigate current patterns in the metaverse as they pertain to businesses running and

working in it in contemporary times. It is believed that the most significant replies to this study will come from the most cost-effective technique as well as the potential to obtain insight through secondary research. Data that has previously been collected might be considered secondary sources.

Research Objectives

- To ascertain the perception of companies or businesses globally towards the Metaverse trends.
- To analyze the business sectors that are utilizing the benefits of and are thriving in Metaverse worldwide.
- To comprehend Metaverse popularity and trends at a global level with respect to companies investing in it.

Research Design

The research design of the paper is as follows:



- Firstly, the research topic was selected.
- Next, selected the research methodology.
- Data collection, screening, selecting, referencing, and citation of resources was done.
- Analyzed the complete data.
- Finally, concluded the research.

Research Methodology

Data that already exists may be found in secondary sources; hence, comprehensive research was carried out by acquiring data from a wide variety of sources, which included the following:

- *Web Data:* It is the most convenient option since it is a cost-effective means of leveraging current data.
- *Digital Libraries:* while digital marketing is still quite new, there is always a need for updates in trends, which may be a hurdle in this sector because trends change.

- *Commercial Sources:* publications, CEOs, and interviews give significant information and are effective secondary data collecting options.

Data Analysis and Findings

Perception of the Metaverse for Businesses Worldwide in 2022

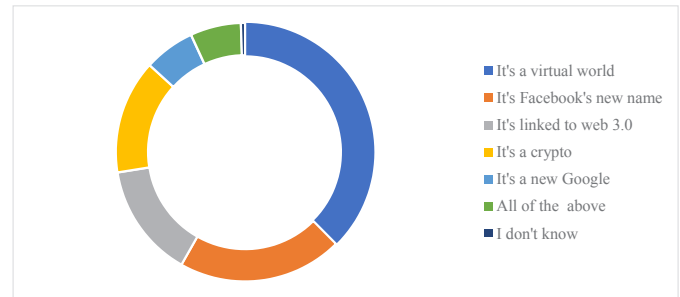
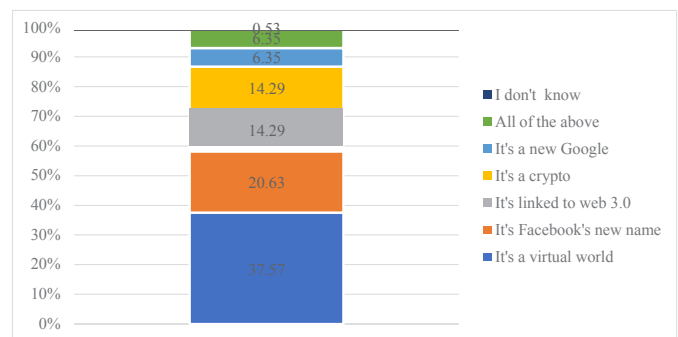


Fig. 1



Graph 1

Interpretation

In a March 2022 survey of companies from selected countries that had already made investments in it, almost a third (37.57%) of enterprises classified the metaverse like a virtual world. Additionally, the notion that Facebook will change its name to Meta Platforms towards the end of 2021 has an effect since, in the words of 20.63% of survey respondents, Facebook’s new name will be the metaverse. Other than that, multiple business owners explained metaverse as web 3.0 (14.29%), crypto (14.29%), and a new google (6.35%). Over and all, it can be deduced that a lot of businesses still perceive metaverse differently, yet all of them see an opportunity to grow with this changing, dynamic tech.

Total Number of Users Globally in 2021 of select Virtual Platforms

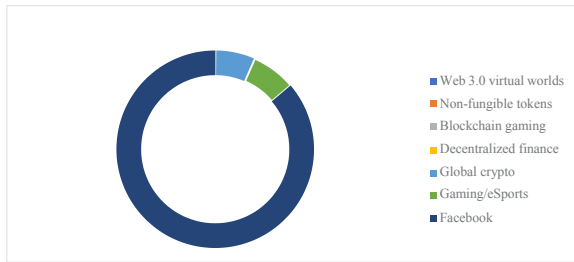
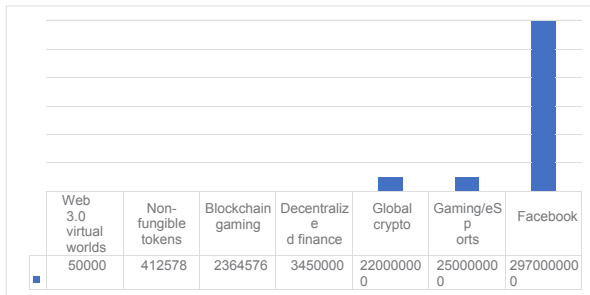


Fig. 2

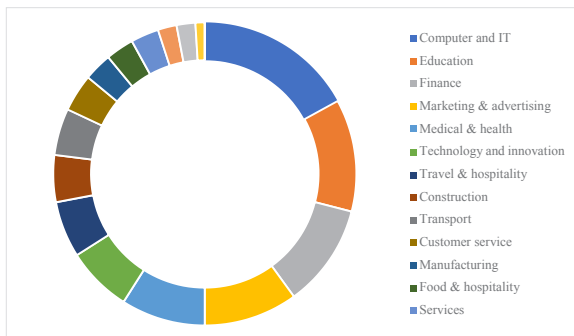


Graph 2

Interpretation

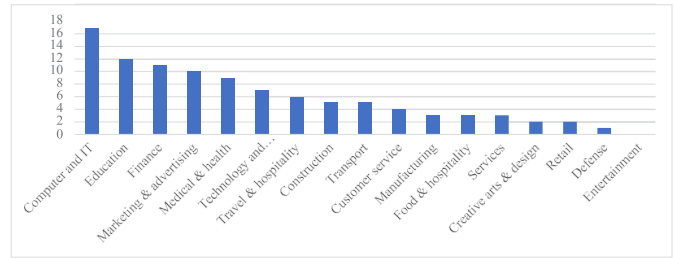
In October 2021, Facebook Inc. changed its name and structure to become Meta, a virtual reality firm, as part of a transition to the metaverse. Facebook had roughly three billion users worldwide in that month, making it the mostly used virtual platform. In contrast, there were just 50,000 users of Web 3.0 virtual worlds globally. Platforms with high number of users as per this survey included Crypto and Gaming platforms. On the other hand, NFTs and blockchain gaming also had limited users as at the date of the survey. This reflects the high customer engagement of Meta, which is used for both, personal as well as commercial purposes.

Top Business Sectors already Investing in the Metaverse



2022

Fig. 3

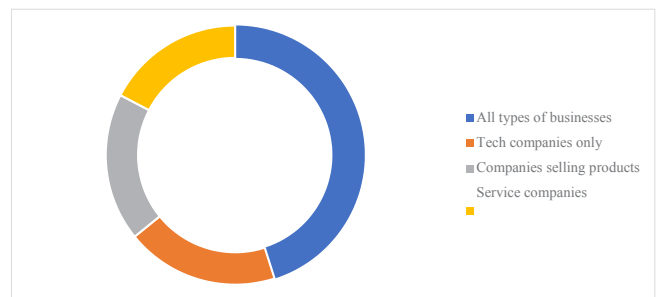


Graph 3

Interpretation

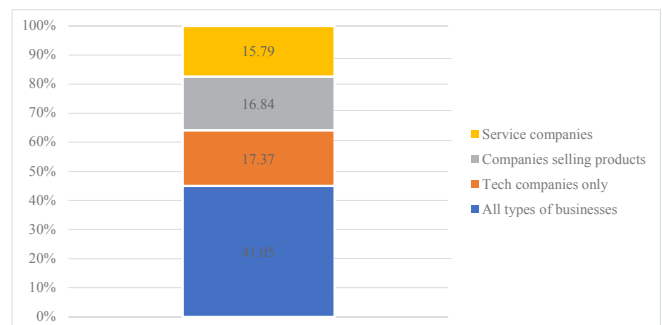
A March 2022 poll of companies from chosen nations that had invested in the metaverse found that businesses in the computer and IT industry (17%) were more likely to have done so. The education industry came in second with 12 percent. Following that, finance (11%), marketing/advertisement (10%), medical health (9%) had substantial share in the overall survey. However, sectors like entertainment (0%), defense (1%), retail (2%), and design (2%) were proved to be not very efficient in metaverse yet. It must be noted that all of these businesses surveyed have already made an investment in the metaverse as a possible source of revenue.

Types of Businesses that have to be present in the



Metaverse 2022

Fig. 4

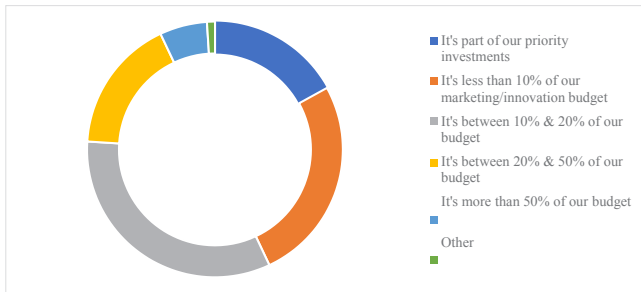


Graph 4

Interpretation

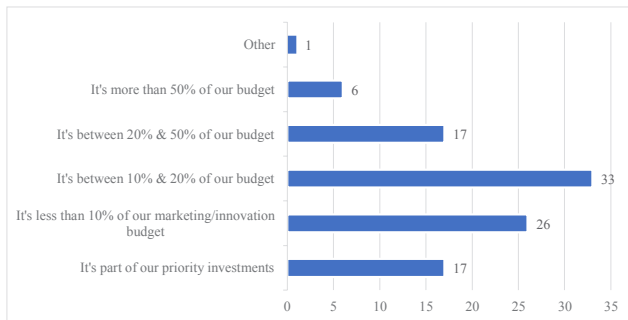
Based on a March 2022 study of companies from selected nations that had previously made investments in the metaverse, more than four in ten respondent corporations (41.05%) agreed that all types of businesses needed to be present in the metaverse. Only 17.4% of those surveyed thought that the metaverse should only contain IT companies. A total of 16.84 were of the opinion that companies that sell some kind of products should be present in the Metaverse. While 15.69% thought that all kinds of service-based companies must have a metaverse presence.

Metaverse Investment Budget as per Companies



Worldwide 2022

Fig. 5



Graph 5

Interpretation

March 2022 research of companies from selected countries that had already used it found that about a third (33%) of responding organisations indicated that their investment in the metaverse occupied between ten and twenty percent of their advertising or innovation budget. For 17% of businesses, metaverse activities were a key investment priority. Another 17% agreed that metaverse forms part between 20-50% of their budget. Yet, only

six percent companies responded that they invest more than 50% of their budget in Metaverse. These statistics show that there is still limited trust on metaverse by the companies globally.

Metaverse target audiences according to companies worldwide 2022

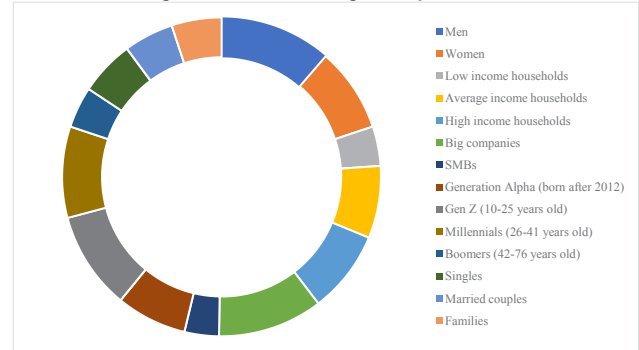
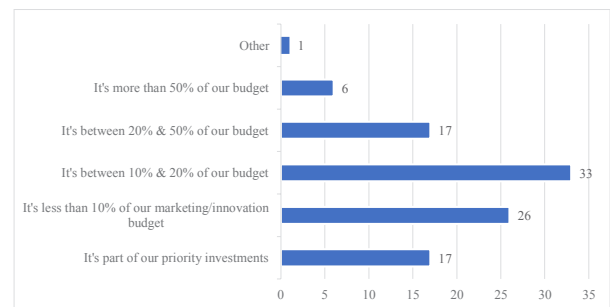


Fig. 6



Graph 6

Interpretation

A March 2022 survey of companies from selected nations that had already made investments in the metaverse revealed that the majority of responding corporations named big organisations, men, and Generation Z as their target demographics for their metaverse activities. Overall, 11.3% of respondents said that men were the metaverse’s target market, as opposed to 8.6% of respondents who said that women were. SMBs were also only slightly more desirable than large corporations.

Results and Discussions

The metaverse is gaining prominence as a means through which companies may interact digitally with customers and employees located anywhere in the world. A complete virtual economy is supported, allowing users to engage in a wide variety of activities, such as creating a functional

business. The development of the corporate metaverse has also made it simpler to have virtual meetings and seminars in this age of telecommuting. It's possible to have an in-person meeting with a coworker anywhere in the world by using virtual reality headsets and sitting at the same table. When the conference is over, you simply remove the headset and get back into the real world.

Firms that have invested in it, 37.57% called the metaverse a virtual world. 20.63% of poll respondents believe Facebook's new name will be the metaverse when it changes to Meta Platforms in 2021. Metaverse was also described as web 3.0, crypto, and a new google. Many firms interpret metaverse differently, yet they all see an opportunity to expand with this new innovation. Facebook has 3 billion members that month, making it the most popular virtual platform. Web 3.0 virtual worlds had lowest users. This survey found Crypto and Gaming sites with many users. NFTs and blockchain games had few users at the survey date. This indicates Meta's excellent personal and commercial client interaction.

Computer and IT organisations were more likely to have invested in the metaverse, according to a March 2022 survey. Second was education. Then came finance, marketing/advertising and medical health. Entertainment, defense, retail, and design aren't particularly efficient in metaverse yet. 41.05 percent believed that all sorts of businesses needed to be in metaverse. Only 17.4% of respondents said the metaverse should be IT-only. A few said product-selling firms should be in the Metaverse.

A third of surveyed enterprises from chosen nations that have already employed it said their investment in the metaverse absorbed 10 to 20% of their advertising budget. A few firms prioritised metaverse investment, and invested 20-50% of their budget. Only 6% of organisations invest more than 50% in Metaverse. Most target big organisations, men, and Generation Z. Men make up 11.3% of the metaverse's target market, while women make up 8.6%. SMBs were marginally more desired than big companies.

In 1992, the metaverse was initially presented. Although the phrase "Metaverse" was widely perceived as a new word, the idea behind it is not. A business cannot manage Metaverse as a stand-alone product. The metaverse will continue to exist with or without Facebook, just like the internet. It won't be constructed overnight either.

That's beginning to alter, though. Companies are looking for ways to provide remote and hybrid workers with more genuine, coherent, and engaging experiences as a result of the pandemic's consequences, notably the curtailment of in-person meetings and travel. New immersive methods of team collaboration; the development of new digital, AI-enabled coworkers; the acceleration of learning and skill acquisition through virtual machines and gamified technologies; and, eventually, the rise of a metaverse economy with entirely new enterprises and work roles all seem set to reshape the world of work in the metaverse.

Many of these items won't reach their full potential until the next 15 to 20 years. The likelihood that the issues will be assessed in this growth process from a wide range of literary perspectives is strengthened by this circumstance. This demonstrates the significance of Metaverse and the insightful appraisal of research done in this area in the literature. It is believed that comparing the data from various databases with the data gathered and presenting a texture analysis of the metaverse on a regular basis will be helpful for the researchers in terms of the advancement of the field and allowing them to see the big picture.

In a nutshell, the metaverse removes physical barriers and makes it possible to interact with anybody, anywhere. This perk has the potential to improve interactions with consumers and facilitate teamwork.

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