

# Linkage between Value of Digital Fashion Products and Purchase Behavior of Potential Consumers on the Metaverse Platform

Jae-Min LEE<sup>1</sup>

Received: July 27, 2023. Revised: August 17, 2023. Accepted: August 25, 2023.

---

## Abstract

**Purpose:** This research aims to identify positive connections between digital fashion product value and consumer purchase behavior. The research tries to offer valuable insights and implications for fashion industry practitioners, enabling them to harness the power of the Metaverse to enhance customer engagement, drive sales, and stay ahead in this ever-evolving digital landscape. **Research design, data and methodology:** The research design for this study is a systematic literature review. A systematic and rigorous approach was adopted to ensure the reliability and validity of the research findings. By conducting this kind of approach to achieve the purpose of the study, this research aims to comprehensively analyze existing academic articles, peer-reviewed journals, and relevant publications related to the topic. **Results:** According to various academic search engines, the results revealed several dimensions of value associated with digital fashion products on the Metaverse platform, which significantly influence consumer perceptions. These dimensions of value extend beyond traditional tangible attributes and are uniquely shaped by the immersive and interactive nature of the virtual environment. **Conclusions:** All in all, the findings highlighted the significance of experiential value in driving purchase behavior. Creating immersive and interactive virtual shopping experiences emerged as a crucial strategy for fashion industry practitioners to engage potential consumers effectively.

**Keywords :** Digital Fashion Product, Purchasing Intention, Metaverse Platform

**JEL Classification Code :** L86, L67, D11

---

## 1. Introduction

As a result of both fast technical development and altering customer demands, the fashion industry has recently experienced a stunning digital change. New and exciting opportunities exist for enterprises, including the fashion industry, thanks to the introduction of the Metaverse, a virtual reality realm where users may interact with digital materials and mingle with others (Nalbant & Aydin, 2023).

Within the Metaverse, fashion companies have found a dynamic platform to showcase their digital fashion products, ranging from virtual clothing and accessories to immersive fashion experiences. The Metaverse offers consumers a unique and immersive way to engage with fashion products (Yoo et al., 2023). Through digital avatars, users can virtually try on clothing, experiment with different styles, and curate their virtual wardrobes. The integration of virtual fashion products into this digital realm presents a novel and

---

1 First and Corresponding Author. Adjunct Professor, The Department of Fashion Design Business, Yeonseong University, Korea. Email: naifm0711@naver.com

© Copyright: The Author(s)  
This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>) which permits unrestricted noncommercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

interactive way for consumers to experience fashion, breaking the boundaries of traditional retail and redefining the shopping experience. As the Metaverse gains traction and attracts a growing user base, questions arise about the relationship between the perceived value of digital fashion products and the purchase behavior of potential consumers within this virtual environment. The concept of value in the digital fashion realm encompasses various dimensions, including the uniqueness and customizability of virtual products, the emotional connection with digital representations, and the overall experience of engaging with fashion in a virtual space (Casciani et al., 2022).

Understanding how consumers perceive and interact with digital fashion products within the Metaverse is essential for fashion companies seeking to capitalize on this rapidly evolving market. As the virtual fashion landscape continues to evolve, gaining insights into consumer preferences, motivations, and decision-making processes becomes critical for fashion industry practitioners (Koohang et al., 2023). By comprehending the factors that influence consumer purchase behavior within the Metaverse, fashion companies can fine-tune their product offerings, marketing strategies, and engagement tactics to better cater to the needs and desires of their digital-savvy audience. The significance of this research lies in its contribution to the growing body of knowledge on digital fashion in the Metaverse. By shedding light on the relationship between product value and consumer behavior, the findings will offer valuable insights for fashion companies seeking to thrive in this digitally-driven landscape. The study's outcomes will provide actionable recommendations to enhance product design, marketing strategies, and customer engagement within the Metaverse, ultimately helping businesses capitalize on the vast potential of this immersive platform.

Therefore, this research seeks to explore and analyze the relationship between the value of digital fashion products and the purchase behavior of potential consumers on the Metaverse platform. By conducting a comprehensive literature review and applying a systematic methodology, this study aims to identify positive connections between digital fashion product value and consumer purchase behavior. The findings of this research will offer valuable insights and implications for fashion industry practitioners, enabling them to harness the power of the Metaverse to enhance customer engagement, drive sales, and stay ahead in this ever-evolving digital landscape. Ultimately, this exploration of the interplay between digital fashion product value and consumer behavior in the Metaverse holds the potential to shape the future of the fashion industry in the digital era.

## 2. Literature Review

The literature review provides a comprehensive analysis of existing research that explores the relationship between the value of digital fashion products and consumer purchase behavior on the Metaverse platform. This review encompasses studies from various scholarly journals, conference proceedings, and publications, providing insights into the evolving landscape of digital fashion and consumer behavior in the Metaverse. Park and Lim (2023) discuss the domain of fashion in the Metaverse and propose a research agenda to explore the opportunities and challenges in this emerging realm. They emphasize the importance of understanding consumer behavior and the value perception of digital fashion products within the Metaverse environment. By clarifying the domain and research direction, the authors lay the groundwork for further exploration of digital fashion's impact on consumer behavior. Similarly, Han et al. (2022) investigated the effects of virtual stores' opaque exterior on store perceptions and purchase intentions. The flow experience refers to the state of immersive and enjoyable engagement that individuals experience when fully absorbed in an activity. The study reveals that a positive flow experience in the Metaverse can enhance the perceived value of digital fashion products, leading to increased purchase intentions among consumers.

Zhang et al. (2023) examine Generation Z's perceptions of responsible fashion retail in the Metaverse. They highlight the potential for responsible fashion practices and sustainability initiatives in the virtual fashion realm. The research emphasizes the importance of aligning digital fashion offerings with the values and preferences of the environmentally-conscious Generation Z consumers. Additionally, Koohang et al. (2023) explores consumers' perceptions of digital fashion and investigates whether digital fashion will become the new normal in the Metaverse era. The study examines how consumers perceive and embrace digital fashion products within the immersive virtual environment. The findings shed light on consumer attitudes and expectations towards digital fashion items, providing insights into potential shifts in consumer behavior in the Metaverse era.

Joy et al. (2022) discuss the digital future of luxury brands, focusing on the Metaverse, digital fashion, and non-fungible tokens (NFTs). Their research explores the potential of digital luxury experiences and its implications for the luxury fashion industry. The study highlights how luxury brands can leverage digital fashion and NFTs to create exclusive and unique virtual products, engaging high-end consumers in the Metaverse. Similarly, Hadi et al. (2023) analyze the Metaverse as a new digital frontier for consumer behavior. They explore the transformative effects of the Metaverse on consumer interactions and behaviors, as well

as the implications for businesses operating in this virtual space. The research provides insights into the unique opportunities and challenges that arise in understanding and influencing consumer behavior in the Metaverse.

Shen et al. (2021) conduct a systematic literature review on consumer behavior research and virtual commerce application design within the Metaverse. The study compiles and synthesizes previous research on consumer behavior in the Metaverse, providing a comprehensive overview of best practices and design considerations to promote user purchase behavior in this virtual space. Park and Kim (2023) examine the concept of self-congruence between users and their avatars and its influence on purchasing behavior in both the Metaverse and the real world. The study investigates how consumers' identification with their avatars can affect their preferences and purchase decisions, both virtually and in the physical world. This research uncovers the psychological factors that bridge the gap between the digital and physical realms of fashion consumption.

Periyasami and Periyasamy (2022) present a case study on the fashion value chain in the Metaverse, exploring the potential of this emerging platform as a promising business model. The research examines how the Metaverse can streamline the fashion value chain, from design and production to distribution and consumption, potentially revolutionizing the traditional fashion industry.

Won and Kim (2020) investigate consumer motivations and their impact on purchase intentions within an online fashion-sharing platform. Although not directly in the Metaverse context, their findings offer valuable insights into consumer behavior in digital fashion environments. Understanding consumer motivations is crucial for businesses operating within the Metaverse, as it provides key insights into driving purchase behavior and engagement. Al-Ja'afreh and Al-Adaileh (2020) study the impact of electronic word of mouth on consumer purchasing intentions. While not Metaverse-specific, this research provides relevant insights into consumer behavior influenced by digital communication. In the context of the Metaverse, electronic word of mouth plays a vital role in shaping consumer perceptions and purchase decisions.

Qin et al. (2021) examine whether consumers make impulsive or reflective purchase decisions during immersive Metaverse shopping experiences. The study investigates how the virtual shopping environment influences consumer decision-making processes. Understanding the factors that drive impulsive or reflective purchasing behavior can guide businesses in designing effective marketing strategies within the Metaverse. Lamba and Malik (2022) discusses the impacts of virtual influencers in the Metaverse and their influence on the purchasing decisions of Generation Z. The research sheds light on the role of virtual influencers in

shaping consumer preferences and purchase behavior, especially among younger demographics. Understanding the power of virtual influencers is crucial for fashion companies aiming to engage and influence Generation Z consumers in the Metaverse. Saffari et al. (2023) adopt a dual-process approach to explore motivation in the Metaverse and consumer choices in a virtual reality supermarket. The research employs neuroscience techniques to understand the underlying neural processes influencing consumer decisions in a virtual shopping context. This innovative approach sheds light on the cognitive aspects of consumer behavior in the Metaverse.

The literature review reveals a rich body of research on the relationship between the value of digital fashion products and consumer purchase behavior on the Metaverse platform. These studies provide valuable insights into consumer preferences, motivations, and decision-making processes within the digital fashion landscape, offering significant implications for fashion industry practitioners aiming to thrive in the dynamic and evolving Metaverse era. The exploration of consumer behavior and perceptions in the Metaverse serves as a critical foundation for the subsequent chapters of this thesis, enabling a deeper understanding of the connections between digital fashion value and consumer purchase behavior in this immersive virtual realm.

**Table 1:** Summary of Literature Review

Gap in the Literature	Relevant Prior Literature
These studies provide valuable insights into consumer preferences, motivations, and decision-making processes within the digital fashion landscape, offering significant implications for fashion industry practitioners. But This research uncovers the psychological factors that bridge the gap between the digital and physical realms of fashion consumption.	Park and Lim (2023), Han et al. (2022), Zhang et al (2023), Koohang et al. (2023), Joy et al. (2022), Hadi et al. (2023), Shen et al. (2021), Park and Kim (2023), Periyasami and Periyasamy (2022), Won and Kim (2020), Al-Ja'afreh and Al-Adaileh (2020), Qin et al. (2021), Lamba and Malik (2022), Saffari et al. (2023)

### 3. Research Design

This section outlines the methodology employed to investigate the relationship between the value of digital fashion products and consumer purchase behavior on the Metaverse platform. A systematic and rigorous approach

was adopted to ensure the reliability and validity of the research findings.

### 3.1. Study Design and Data

The research design for this study is a systematic literature review. By conducting a systematic review, the study aims to comprehensively analyze existing academic articles, peer-reviewed journals, and relevant publications related to the topic (Ejmont et al., 2020; Kang & Hwang, 2020). This approach allows for the synthesis of diverse sources to provide a holistic understanding of the relationship between digital fashion product value and consumer behavior in the Metaverse.

The data collection process involved conducting searches across various academic databases and search engines, including Google Scholar, PubMed, Scopus, and IEEE Xplore (Glaser & Schmidt, 2022; Kang, 2021). The search terms and keywords identified during the preliminary stages of the research were used to retrieve relevant sources. The inclusion criteria for the literature review included peer-reviewed articles published between 2019 and 2023 that directly explored the value of digital fashion products and consumer purchase behavior in the Metaverse context.

### 3.2. Screening, Selection Procedures, and Ethical Considerations

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) approach was adopted to ensure a systematic and transparent selection process (O'Dea et al., 2021). Initially, all identified sources were screened based on their titles and abstracts to assess their relevance to the research topic. The full texts of potentially relevant articles were then reviewed to determine their eligibility for inclusion in the study. Articles that met the inclusion criteria were included in the final analysis.

The data analysis process involved synthesizing the findings from the selected literature. Key themes and patterns related to the relationship between digital fashion product value and consumer behavior in the Metaverse were identified and organized. The positive connections between value perception and purchase behavior were extracted, and relevant evidence and insights from the literature were presented in a coherent manner.

As a literature review, this research does not involve direct interaction with human subjects (Anabo et al., 2019). Therefore, the need to obtain ethical clearance for this investigation was waived. Ethical concerns were considered throughout data collection and analysis to ensure proper credit was given to the original authors.

Despite their usefulness, systematic literature reviews have several limitations. The research findings are

dependent on the quality and availability of existing literature on the topic (Paul et al., 2021; Kang & Hwang, 2017). Additionally, language barriers may have resulted in the exclusion of some relevant non-English sources. Moreover, as with any literature review, the interpretation and synthesis of the findings are influenced by the researcher's subjectivity.

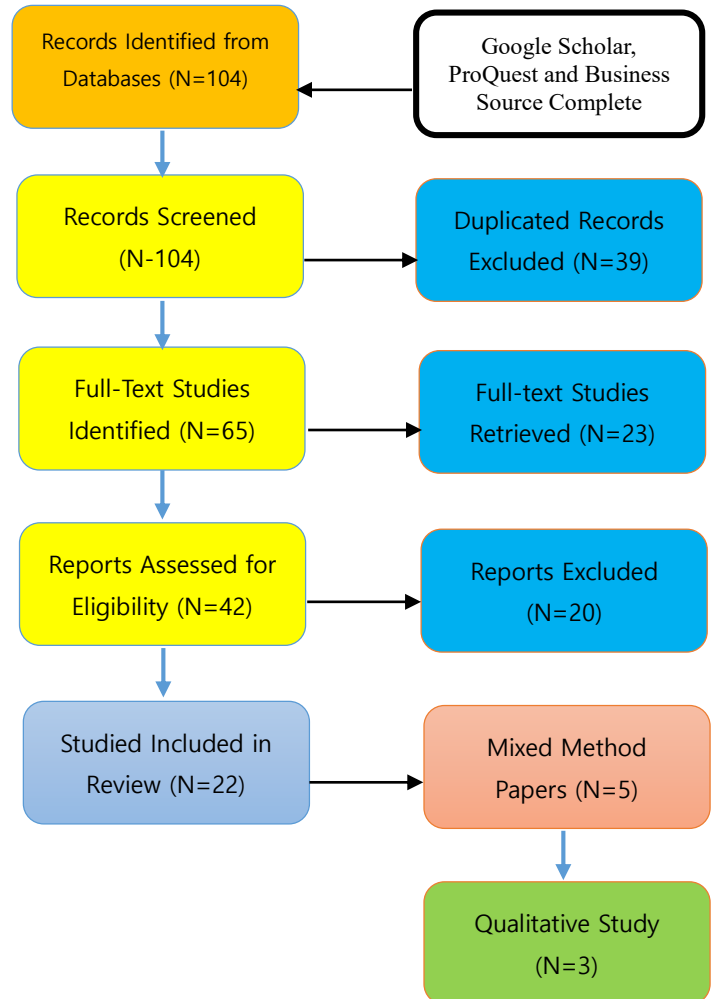


Figure 1: The Procedure to Obtain the Final Dataset

## 4. Findings

### 4.1. Experiential Value and Purchase Behavior

The findings of this study reveal several dimensions of value associated with digital fashion products on the Metaverse platform, which significantly influence consumer

perceptions and purchase behavior. These dimensions of value extend beyond traditional tangible attributes and are uniquely shaped by the immersive and interactive nature of the virtual environment. Digital fashion products in the Metaverse provide consumers with an experiential value that goes beyond traditional in-store shopping (Yemenici, 2022). The interactive and engaging virtual environment allows users to virtually try on clothing, experiment with different styles, and curate their digital wardrobes. This experiential aspect enhances the enjoyment and engagement of consumers, leading to increased purchase intentions.

The Metaverse fosters social interactions that play a significant role in shaping the value of digital fashion products. Consumers engage with virtual communities, share fashion experiences, and seek feedback from peers and virtual influencers (Dwivedi et al., 2023). The social value of digital fashion arises from the sense of belonging and connection to like-minded individuals who share similar fashion interests and trends. Digital fashion products in the Metaverse offer consumers a unique opportunity for self-expression and personalization (Casciani et al., 2022). Through customizable avatars and virtual outfits, users can embody their individual identities and showcase their creativity in the virtual space. Virtual fashion experiences can evoke positive emotions, such as joy, excitement, and satisfaction, influencing consumers' perceptions of the value of these products (Shah et al., 2023). Emotional value plays a significant role in building brand loyalty and repeating purchases in the virtual fashion environment.

With increasing awareness of environmental issues, consumers value digital fashion products that align with sustainable and ethical practices. The Metaverse offers opportunities for virtual fashion companies to highlight their eco-friendly initiatives, contributing to the sustainability value associated with digital fashion products (De Giovanni, 2023). The novelty and uniqueness of digital fashion products contribute to their value in the Metaverse (Liu, 2022). Virtual fashion allows for the creation of futuristic and imaginative designs that may not be feasible in the physical world. The novelty value appeals to consumers seeking distinctive and cutting-edge fashion experiences. The Metaverse platform offers unparalleled convenience to consumers, eliminating the need for physical shopping trips. Users can access and try digital fashion products from the comfort of their homes, saving time and effort. The convenience value of digital fashion products in the Metaverse caters to the fast-paced and digitally-driven lifestyles of consumers.

#### **4.2. Customization and Personalization Impact on Purchase Behavior**

The study provides valuable insights into the ways

potential consumers engage with digital fashion products within the Metaverse and examines their purchase behavior patterns and preferences. In the dynamic virtual environment of the Metaverse, users experience an experiential and interactive virtual shopping process, where they can virtually try on clothing, customize avatars, and curate personalized fashion choices. This immersive shopping experience plays a pivotal role in capturing potential consumers' attention and interest, enhancing their engagement with digital fashion items. The ability to personalize and customize avatars is a key aspect of potential consumers' engagement with digital fashion products in the Metaverse (Dwivedi et al., 2023). Users are empowered to craft their virtual identities, and they seek high-value digital fashion items that resonate with their desired virtual personas and style preferences. This sense of ownership and emotional connection fosters a stronger affinity towards virtual fashion items and positively influences purchase intentions.

Social interactions and peer influence significantly impact potential consumers' engagement and purchase preferences in the Metaverse (Dwivedi et al., 2022). Virtual communities enable users to share fashion experiences, seek feedback, and exchange style tips, thereby influencing each other's fashion choices. Positive word-of-mouth from friends, family, and virtual influencers builds trust and confidence, leading to a higher likelihood of making virtual fashion purchases. Furthermore, potential consumers actively explore fashion trends and seek inspiration from virtual influencers and celebrities within the Metaverse (Chou et al., 2022). The constantly evolving fashion landscape motivates users to experiment with diverse styles and adapt to emerging trends, driving their preferences for specific digital fashion products. In the virtual fashion realm of the Metaverse, potential consumers often demonstrate a preference for high-value digital fashion products. Exclusivity and premium offerings are perceived as status symbols, enhancing users' social presence and influencing their purchase decisions.

#### **4.3. Positive Connections Between Perceived Value of Digital Fashion Products and Consumer Purchase Behavior in the Metaverse**

Several positive connections can be identified between the perceived value of digital fashion products and consumer purchase behavior in the Metaverse (Wongkitrungrueng & Suprawan, 2023). The immersive virtual shopping experience in the Metaverse plays a crucial role in shaping consumer purchase behavior as consumers are drawn to the interactive and engaging nature of the virtual environment, leading to a higher likelihood of making virtual fashion purchases (Gulfranz et al., 2022).



Moreover, the self-expression and personalization aspects of digital fashion products significantly influence consumer purchase behavior as consumers can embody their individual identities and showcase their unique styles through customizable avatars, increasing their willingness to make purchases (Casciani et al., 2022). Additionally, the value of sustainability and ethical practices in the Metaverse positively impacts consumers' purchase intentions for digital fashion products, resonating with environmentally conscious consumers and influencing their purchase decisions (Kohler et al., 2023). Furthermore, social influences and virtual word of mouth play a significant role in driving consumer purchase behavior as positive recommendations from friends, family, and virtual influencers enhance the perceived value of digital fashion products, leading to increased consumer trust and a greater likelihood of making virtual fashion purchases.

#### 4.4. Social Influences and Word of Mouth in Purchase Decisions

Fashion industry practitioners can leverage these positive connections between the perceived value of digital fashion products and consumer purchase behavior in the Metaverse to enhance their sales and marketing strategies in the digital space. Firstly, they can focus on creating immersive and interactive virtual shopping experiences that allow consumers to virtually try on clothing and explore different styles, enhancing consumer engagement and enjoyment (Rosário et al., 2023). Secondly, emphasizing customization and personalization options will empower consumers to create unique avatars and personalized fashion experiences, fostering a stronger emotional connection to virtual products (Wu et al., 2021). Thirdly, incorporating sustainable and ethical practices in virtual fashion offerings can appeal to environmentally conscious consumers, positively influencing their purchase decisions. Fourthly, leveraging social influences and word-of-mouth marketing through virtual influencers and positive eWOM can build consumer trust and drive higher sales (Fauzan et al., 2023). By aligning their strategies with these positive connections, fashion industry practitioners can effectively attract and satisfy consumers in the Metaverse, ultimately enhancing sales and establishing a strong presence in the dynamic digital space.

### 5. Discussions

The findings of this study have significant implications for fashion industry practitioners operating within the Metaverse platform. These positive connections between the value of digital fashion products and consumer purchase

behavior offer valuable insights to enhance sales and marketing strategies in the virtual space.

Firstly, the positive connection between experiential value and purchase behavior underscores the importance of creating immersive and interactive virtual shopping experiences. Fashion companies should invest in advanced virtual try-on technologies, interactive fashion shows, and virtual showrooms to enhance consumer engagement. By providing potential consumers with an enjoyable and interactive shopping journey, practitioners can increase the likelihood of virtual fashion purchases. Additionally, incorporating elements of gamification and virtual events can further enrich the experiential value, fostering a sense of excitement and discovery for potential consumers.

Secondly, the study reveals the impact of customization and personalization on purchase behavior. Fashion companies should focus on offering extensive avatar customization tools and a diverse range of virtual fashion items to cater to individual preferences. Implementing AI-driven algorithms to suggest personalized fashion choices can further strengthen consumers' emotional connection to the products. By enabling users to curate their unique virtual fashion experiences, practitioners can foster brand loyalty and increase purchase intentions.

Thirdly, the value of sustainability in driving purchase intentions presents an opportunity for fashion companies to integrate ethical and sustainable practices into their virtual fashion offerings. Implementing eco-friendly materials, transparent sourcing, and ethical production processes will resonate with environmentally conscious consumers in the Metaverse. Practitioners can communicate their sustainability efforts through marketing campaigns and virtual events, establishing a sense of purpose and authenticity for the brand. By aligning their brand values with sustainable practices, fashion companies can enhance their brand reputation and drive higher purchase intentions among ethically minded consumers.

Lastly, the study highlights the importance of social influences and word of mouth in shaping purchase decisions. Fashion companies should leverage virtual influencers and cultivate a strong virtual community around their brand. Engaging with consumers through social media platforms and virtual events can foster positive electronic word of mouth (eWOM) and create a sense of belonging within the virtual community. Encouraging user-generated content and organizing virtual fashion challenges can amplify the brand's reach and influence potential consumers' purchase decisions. By nurturing social interactions and virtual word of mouth, practitioners can harness the power of social validation to boost sales and brand loyalty.

The study has several limitations that should be acknowledged to ensure a comprehensive understanding of its scope and implications. Firstly, the research focused

solely on the relationship between the value of digital fashion products and purchase behavior in the Metaverse platform. As the Metaverse is an emerging and rapidly evolving virtual space, the findings may not be directly applicable to other virtual environments or online platforms, limiting the generalizability of the results. Secondly, the study relied on a literature review as the primary source of data, which might have introduced inherent biases in the selection and interpretation of prior studies. While efforts were made to use peer-reviewed journals, potential biases in the literature could impact the conclusions drawn from the review. Thirdly, the research primarily centered on potential consumers' perspectives, overlooking the viewpoint of fashion industry practitioners. Incorporating insights from fashion companies and professionals could have provided a more balanced understanding of the challenges and opportunities faced in the virtual fashion market. Additionally, the study did not explore potential cultural or regional differences in consumer behavior within the Metaverse. Consumer preferences and behaviors may vary across different demographics and geographic locations, which could affect the generalizability of the findings.

All in all, this study delved into the relationship between the value of digital fashion products and the purchase behavior of potential consumers on the Metaverse platform. Through a comprehensive literature review, four positive connections were identified, shedding light on key factors influencing consumer decision-making in the dynamic virtual fashion landscape. The findings highlighted the significance of experiential value in driving purchase behavior. Creating immersive and interactive virtual shopping experiences emerged as a crucial strategy for fashion industry practitioners to engage potential consumers effectively. Additionally, the study emphasized the impact of customization and personalization on purchase intentions. Fashion companies can leverage AI-driven algorithms to offer personalized fashion choices, fostering a stronger emotional connection to virtual products and enhancing brand loyalty.

The research also revealed the growing importance of sustainability value in influencing purchase decisions. Practitioners can adopt ethical and sustainable practices in their virtual fashion offerings to resonate with environmentally conscious consumers and bolster brand reputation. Furthermore, the study underscored the role of social influences and word of mouth in shaping purchase behavior. By leveraging virtual influencers and cultivating a strong virtual community, fashion companies can harness the power of social validation to drive sales and brand loyalty. While the study provides valuable insights into the positive connections between digital fashion value and purchase behavior, it also acknowledges its limitations. The narrow scope, reliance on secondary sources, and potential

biases in the literature review warrant caution in generalizing the findings. Future research should incorporate primary data from potential consumers and industry practitioners to strengthen the validity and depth of the study's findings.

## References

- Al-Ja'afreh, A. L. I., & Al-Adaileh, R. A. I. D. (2020). The impact of electronic word of mouth on consumers purchasing intention. *Journal of Theoretical and Applied Information Technology*, 98(02), 183-193.
- Anabo, I. F., Elexpuru-Albizuri, I., & Villardón-Gallego, L. (2019). Revisiting the Belmont Report's ethical principles in internet-mediated research: Perspectives from disciplinary associations in the social sciences. *Ethics and Information Technology*, 21(2), 137-149.
- Casciani, D., Chkanikova, O., & Pal, R. (2022). Exploring the nature of digital transformation in the fashion industry: opportunities for supply chains, business models, and sustainability-oriented innovations. *Sustainability: Science, Practice and Policy*, 18(1), 773-795.
- Chou, C. Y., Chen, J. S., & Lin, S. K. (2022). Value cocreation in livestreaming and its effect on consumer-simulated experience and continued use intention. *International Journal of Consumer Studies*, 46(6), 2183-2199.
- De Giovanni, P. (2023). Sustainability of the Metaverse: A transition to Industry 5.0. *Sustainability*, 15(7), 6079.
- Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., ... & Wamba, S. F. (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International Journal of Information Management*, 66, 102542.
- Dwivedi, Y. K., Hughes, L., Wang, Y., Alalwan, A. A., Ahn, S. J., Balakrishnan, J., ... & Wirtz, J. (2023). Metaverse marketing: How the metaverse will shape the future of consumer research and practice. *Psychology & Marketing*, 40(4), 750-776.
- Ejmont, K., Gladysz, B., & Kluczek, A. (2020). Impact of industry 4.0 on sustainability—bibliometric literature review. *Sustainability*, 12(14), 5650.
- Fauzan, N., Kusumawati, R., & Fitriyah, N. S. (2023). Unveiling The Impact of Electronic Word-Of-Mouth On Corporate Social Responsibility Communication In The Banking Sector. *International Journal of Management Science and Information Technology*, 3(1), 131-142.
- Glaser, N., & Schmidt, M. (2022). Systematic literature review of virtual reality intervention design patterns for individuals with autism spectrum disorders. *International Journal of Human-Computer Interaction*, 38(8), 753-788.
- Gulfranz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68, 103000.
- Han, H., Park, S., & Hyun, K. H. (2022). Effects of virtual stores' opaque exterior on store perceptions and purchase intentions.

- International Journal of Retail & Distribution Management*, 50(13), 77-94.
- Hadi, R., Melumad, S., & Park, E. S. (2023). The Metaverse: A new digital frontier for consumer behavior. *Journal of Consumer Psychology*, 00, 1-25.
- Joy, A., Zhu, Y., Peña, C., & Brouard, M. (2022). Digital future of luxury brands: Metaverse, digital fashion, and non-fungible tokens. *Strategic change*, 31(3), 337-343.
- Kang, E. (2021). Qualitative content approach: Impact of organizational climate on employee capability. *East Asian Journal of Business Economics*, 9(4), 57-67.
- Kang, E., & Hwang, H. J. (2017). Team Management for Better Performance that Sells to Customers: Aligning the Stars. *Journal of Distribution Science*, 15(7), 19-24.
- Kang, E., & Hwang, H. J. (2020). The consequences of data fabrication and falsification among researchers. *Journal of Research and Publication Ethics*, 1(2), 7-10.
- Kohler, E., Mogaji, E., & Erkan, İ. (2023). Save the Trip to the Store: Sustainable Shopping, Electronic Word of Mouth on Instagram and the Impact on Cosmetic Purchase Intentions. *Sustainability*, 15(10), 8036.
- Koohang, A., Nord, J., Ooi, K., Tan, G., Al-Emran, M., Aw, E., ... & Wong, L. (2023). Shaping the metaverse into reality: Multidisciplinary perspectives on opportunities, challenges, and future research. *Journal of Computer Information Systems*, 63(3), 735-765.
- Lamba, S. S., & Malik, R. (2022). *Into the metaverse: Marketing to Gen Z consumers. In Applying Metalytics to Measure Customer Experience in the Metaverse* (pp. 92-98). IGI Global.
- Liu, J. (2022, December). *Metaverse and Brand: A Study of Luxury Brand Digital Marketing Strategy-Taking Gucci as An Example. In 2022 4th International Conference on Economic Management and Cultural Industry (ICEMCI 2022)* (pp. 1907-1913). Atlantis Press.
- Nalbant, K. G., & Aydin, S. (2023). Development and transformation in digital marketing and branding with artificial intelligence and digital technologies dynamics in the Metaverse universe. *Journal of Metaverse*, 3(1), 9-18.
- O'Dea, R. E., Lagisz, M., Jennions, M. D., Koricheva, J., Noble, D. W., Parker, T. H., ... & Nakagawa, S. (2021). Preferred reporting items for systematic reviews and meta-analyses in ecology and evolutionary biology: a PRISMA extension. *Biological Reviews*, 96(5), 1695-1722.
- Park, H., & Lim, R. E. (2023). Fashion and the metaverse: Clarifying the domain and establishing a research agenda. *Journal of Retailing and Consumer Services*, 74, 103413.
- Park, J., & Kim, N. (2023). Examining self-congruence between user and avatar in purchasing behavior from the metaverse to the real world. *Journal of Global Fashion Marketing*, 1-16.
- Paul, J., Lim, W. M., O'Cass, A., Hao, A. W., & Bresciani, S. (2021). Scientific procedures and rationales for systematic literature reviews (SPAR-4-SLR). *International Journal of Consumer Studies*, 45(4), O1-O16.
- Periyasami, S., & Periyasamy, A. P. (2022). Metaverse as future promising platform business model: Case study on fashion value chain. *Businesses*, 2(4), 527-545.
- Qin, H., Peak, D. A., & Prybutok, V. (2021). A virtual market in your pocket: How does mobile augmented reality (MAR) influence consumer decision making?. *Journal of Retailing and Consumer Services*, 58(January), 102337.
- Rosário, A. T., Lopes, P. R., & Rosário, F. S. (2023). Metaverse in Marketing: Challenges and Opportunities. *Handbook of Research on AI-Based Technologies and Applications in the Era of the Metaverse*, 204-227.
- Saffari, F., Kakaria, S., Bigné, E., Bruni, L. E., Zarei, S., & Ramsøy, T. Z. (2023). Motivation in the metaverse: A dual-process approach to consumer choices in a virtual reality supermarket. *Frontiers in Neuroscience*, 17, 1062980.
- Shah, A. M., Abbasi, A. Z., & Yan, X. (2023). Do online peer reviews stimulate diners' continued log-in behavior: Investigating the role of emotions in the O2O meal delivery apps context. *Journal of Retailing and Consumer Services*, 72, 103234.
- Shen, B., Tan, W., Guo, J., Zhao, L., & Qin, P. (2021). How to promote user purchase in metaverse? A systematic literature review on consumer behavior research and virtual commerce application design. *Applied Sciences*, 11(23), 11087.
- Won, J., & Kim, B. Y. (2020). The effect of consumer motivations on purchase intention of online fashion-sharing platform. *The Journal of Asian Finance, Economics and Business*, 7(6), 197-207.
- Wongkitrungrueng, A., & Suprawan, L. (2023). Metaverse Meets Branding: Examining Consumer Responses to Immersive Brand Experiences. *International Journal of Human-Computer Interaction*, 1-20.
- Wu, J., Song, S., & Whang, C. H. (2021). Personalizing 3D virtual fashion stores: Exploring modularity with a typology of atmospherics based on user input. *Information & Management*, 58(4), 103461.
- Yemenici, A. D. (2022). Entrepreneurship in the world of metaverse: virtual or real?. *Journal of Metaverse*, 2(2), 71-82.
- Yoo, K., Welden, R., Hewett, K., & Haenlein, M. (2023). The merchants of meta: A research agenda to understand the future of retailing in the metaverse. *Journal of Retailing*, 99(2), 173-192.
- Zhang, Y., Liu, C., & Lyu, Y. (2023). Profiling Consumers: Examination of Chinese Gen Z Consumers' Sustainable Fashion Consumption. *Sustainability*, 15(11), 8447.