

Unlocking the Future of Retail: Navigating the Metaverse for Next-Level Online Shopping Experiences

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Abstract: *The term "metaverse" refers to a collective virtual shared space that is created by the convergence of physical and virtual reality. It encompasses the sum of all virtual worlds, augmented reality, and the internet, forming a space where users can interact with a computer-generated environment and other users in real-time. This paper presents a comprehensive review of the transformative impact of the metaverse on the landscape of retail, specifically focusing on the evolution of online shopping experiences. As technology continues to advance, the metaverse has emerged as a groundbreaking paradigm that redefines the way consumers interact with digital spaces and products. Our review delves into the integration of metaverse technologies into the retail sector, examining the implications for consumer behavior, business strategies, and the overall retail ecosystem. The exploration begins with an overview of the metaverse concept, elucidating its fundamental components and the convergence of virtual and physical realities. Subsequently, we analyze the metaverse's potential to revolutionize online shopping, emphasizing its role in creating immersive and personalized experiences. The paper explores key metaverse technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR), providing insights into how these tools enhance product visualization, engagement, and overall customer satisfaction. The paper concludes by outlining future directions for research and development in this dynamic field, highlighting potential advancements, and suggesting areas for further exploration.*

Keywords: Consumer Behavior, Customer Satisfaction, Metaverse, Virtual Reality, Augmented Reality, Online Shopping experience

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