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To whom it may concern,

This letter is to confirm that the paper “Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption” has been accepted for publication within the *Journal of Islamic Marketing*. The date of acceptance is 3<sup>rd</sup> November 2024.

The authors are Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, and Lili Wibowo and the article DOI is 10.1108/JIMA-08-2023-0266.

I would like to thank the authors for their contribution to the journal, on behalf of Emerald Publishing and the editorial team of the *Journal of Islamic Marketing*.

Best regards,

Meghan McDonagh

Journal Production Coordinator

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# Metaverse integration in halal marketing: charting new avenues for promoting ethical consumption

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## Abstract

**Purpose** – This study aims to explore the potential of integrating the metaverse into halal product marketing strategies, focusing on the development of ethical consumption. The metaverse, an ever-evolving, three-dimensional virtual environment, presents new prospects for fostering deep consumer engagement and personalized brand interactions.

**Design/methodology/approach** – The research method used is a mixed-method approach, revealing the qualitative aspects reinforced by quantitative analysis results.

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**Findings** – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

**Research limitations/implications** – The limitations of this study include susceptibility to external influences and ethical considerations.

**Practical implications** – In practical terms, the implementation of this research requires designing marketing campaigns equipped with metaverse components, including virtual experiences that highlight the halal production process and product journey from origin to end user. This can be realized through existing metaverse platforms or by building custom virtual settings that create unique and relevant encounters for halal consumers.

**Originality/value** – The uniqueness of this study lies in its comprehensive understanding of the potential integration of the metaverse in halal marketing – a relatively unexplored area. The study provides valuable insights for marketing practitioners and manufacturers of halal products, and guides them on how to leverage these technologies to advance ethical and sustainable consumption practices among halal consumers.

**Keywords** Metaverse, Halal marketing, Ethical consumption, Technology integration, Virtual environment, E-promotion

**Paper type** Research paper

## 1. Introduction

Technological developments open the door to innovation in the world of marketing. One of the interesting development concerns is the introduction of the metaverse, a three-dimensional virtual environment that enables immersive interactions and experiences. The metaverse is not only changing the way we interact with technology, but also expanding the methods of business interaction with consumers. The combination of halal market growth, rapid pace and metaverse potential in creating deep consumer engagement, promising new opportunities in promoting and selling versatile products, the main purpose of this study is to investigate the potential integration of metaverse in halal product marketing strategies (Skare and Riberio Soriano, 2021). The main focus of this research lies in increasing consumer awareness regarding halal products. The main objective is to investigate mechanisms that can effectively improve the understanding and recognition of halal products among the general public. In a world dominated by technological advancements and digital interactions, the importance of efficiently disseminating information is undeniable.

The limitations of this study include susceptibility to external influences and ethical considerations. Therefore, future research could focus on the influence of culture, which may not align with the concept of religion that prioritizes halal, with the hope of providing a common ground for ethical considerations between cultures while still addressing the demands of the halal concept not only in advertising but also in production.

This study aims to offer practical strategies that meet the information needs and consumption patterns of modern consumers. By combining technological tools and consumer insights, the study envisions a scenario in which the industry is able to meet the demands of an ever-evolving tech-savvy society. It is noteworthy that the aspirations of this research go beyond theoretical constructs. Personalized content development, sustainable experience design and addressing the social and psychological impact of virtual interactions are areas that can be adapted. In addition, strategies should consider equitable accessibility, inclusivity for diverse consumer groups and a thorough evaluation of the effectiveness of virtual reality (VR) campaigns. Based on previous research, this practice can increase consumer engagement and optimize the use of VR technology in marketing strategies (Micheels and Boecker, 2017).

The framework of this study design involves two main elements, namely, the halal product market and the metaverse. The halal product market will be studied in depth to understand consumption trends, preferences and challenges faced by consumers in finding products that are in accordance with halal and ethical principles.

The halal product market refers to the market where the product is confirmed to conform to the principles of halal in Islam, making it viable and suitable for the consumption of Muslims. This involves a certification process that ensures that the product does not contain any prohibited ingredients, its production process follows established guidelines, and meets halal standards set by the certification authority. Meanwhile, the metaverse is a three-dimensional virtual environment that enables interaction, communication and immersive experiences for its users (Kar and Varsha, 2023; Saari *et al.*, 2020). It creates a virtual world that allows users to participate in a variety of activities, from concerts, business meetings, to shopping experiences, all in an immersive digital environment (Hung *et al.*, 2023). The integration of the metaverse in halal product marketing refers to the efforts to use this technology as a means to increase consumer awareness, engagement and understanding of halal products through more immersive and interacting digital experiences.

According to a report from the World Travel and Tourism Council (2020), restoring the tourism industry after the COVID-19 pandemic requires harmonization of four crucial aspects, namely, health, sustainability, safety and technology. VR as a new breakthrough in the tourism sector responds to tourists' anxiety about safe travel, both during and after the pandemic. VR innovation provides an alternative for tourists to explore destinations virtually, giving them the freedom to vacation without having to be physically present at the tourist site.

## 2. Literature review

### 2.1 Digital marketing

In the perspective of marketing management articulated by Shelby Hunt, digital marketing is regarded as a crucial strategic tool for achieving organizational marketing objectives. Hunt emphasizes that digital marketing involves not only the use of technology but also a deep understanding of consumer behavior and market segmentation. By leveraging analytics and content-based marketing strategies, companies can create more personalized and relevant experiences for consumers. Additionally, the use of digital platforms enables companies to build stronger and more interactive relationships with customers, thereby enhancing loyalty and satisfaction. Thus, digital marketing becomes integral to formulating effective strategies that are responsive to the rapidly changing market dynamics.

In the article "Digital Marketing in the Halal Industry: Opportunities and Challenges" written by Dina Mostafa in 2019, the importance of digital marketing in the halal industry is discussed, providing insights into how digital technology can be leveraged to reach a wider audience ethically, such as the use of search engine optimization (SEO) emphasizing efficiency and ethics. Through the introduced digital marketing strategies, the opportunities and challenges faced by the halal industry in adopting this approach are addressed. One of the main challenges is ensuring that the content presented aligns with halal principles. This requires a deep understanding of the halal requirements in product and production processes, as well as the need to enhance digital literacy among halal business stakeholders. Many halal producers and traders may not fully grasp the potential and effectiveness of digital marketing, hence education and training approaches are needed. Halal marketing involves strategically promoting products and services in line with Islamic teachings and ethical standards, encompassing halal certification requirements and ensuring compliance with Islamic principles throughout the production and promotion processes.

This emphasizes compliance with halal food laws and ethical principles, tailored to meet the needs of Muslim consumers amidst the rapid growth of the global halal market. Strategies focus on building trust through certification, transparency and ethical practices. Business actors in halal marketing consider factors such as raw materials, production methods and supply chain transparency to cater to the Muslim market segment, emphasizing ethical and sustainable practices beyond religious requirements. Over the past five years, halal marketing has undergone significant developments, driven by increased consumer awareness, digitalization, emphasis on halal certification, sustainability, cultural diversity and locality. This evolution reflects a shift from religious compliance to considering ethical, sustainable and cultural considerations. In conclusion, halal marketing has evolved into a dynamic and inclusive approach, responding to evolving consumer dynamics and market trends. The past few years have seen greater recognition of its potential, leading to increased investment and strategic adjustments to meet consumer expectations. As the halal market continues to grow, businesses are expected to refine their strategies to effectively serve this significant consumer segment.

The metaverse concept describes a VR space that includes an interconnected digital environment, allowing users to interact, socialize and engage in various activities in a three-dimensional digital world. The metaverse environment has gained significant attention due to its potential to revolutionize consumer engagement, offering immersive experiences that go beyond conventional online interactions. Well-known examples include platforms such as second life, vchar and decentralized and. As cyberspace evolves, its integration with real-world activities and businesses becomes increasingly possible. This integration offers opportunities for marketing professionals to design campaign innovations that connect deeply with consumers.

In-depth analysis of the key elements that make up the metaverse ecosystem. Covering technology, function and user interaction, this article details a research agenda that encourages more understanding of this aspect. The study investigates the complex relationships between various functional techno elements in the context of the metaverse ecosystem, providing valuable insights for practitioners and researchers interested in metaverse development and implementation. By analyzing how these elements are interconnected and contribute to the larger ecosystem, this article contributes to the agenda of future research in this area. This encourages further exploration of the technology–user function interaction, inspiring ongoing research into the potential and challenges of the metaverse while providing practical guidance for developers and practitioners. Overall, this article is an essential resource for those who want to understand the complex dynamics of the metaverse. This article describes the elements that make up the basic ecosystem and provides an in-depth understanding of the interactions between the elements within it, paving the way for successful development and relevant innovation in the ever-evolving metaverse landscape. The analysis analyzes the metaverse phenomenon from a variety of multidisciplinary viewpoints, focusing on emerging challenges, opportunities and research, practice and policy agendas. The author summarizes perspectives from different sciences and sectors to aid understanding of the practical and theoretical implications of metaverse development. Findings from previous research provide further understanding of the potential of the metaverse as well as methods of addressing emerging challenges in implementation, both from an academic and practical standpoint. By combining different points of view, this analysis helps form a more comprehensive understanding of the dynamics of the metaverse and its contribution in various aspects of life (Kar and Varsha, 2023; Dwivedi *et al.*, 2022).

The metaverse concept describes a VR space that encompasses an interconnected digital environment, allowing users to interact, socialize and engage in various activities in a

three-dimensional digital world. The term comes from a 1992 science fiction novel by Neal Stephenson that describes a connected virtual world. Metaverse brings the idea of an integrated virtual world, where users can experience interactions like in the real world, create objects, build communities and even carry out economic activities (Dwivedi *et al.*, 2022). The literature on the metaverse has reinforced this concept as an evolutionary virtual environment that not only enables social interaction, but also has the potential to revolutionize various aspects of human life, including education, entertainment, business and more (Mason *et al.*, 2021; Muldoon *et al.*, 2022; Park and Ha, 2021). The metaverse has become the focus of attention for its ability to provide immersive and immersive experiences to its users, going beyond conventional online interactions.

Studies on the metaverse also address the potential impact of technology in driving consumer engagement, transforming the way businesses operate and offering opportunities for innovation and new product development. Various technical, sociological, psychological and economic aspects of the metaverse are highlighted in this literature. This includes exploring the technological elements that make up the metaverse, analyzing their impact on social interactions and user behavior, and the business and economic implications of metaverse growth. The literature on the metaverse also presents ethical challenges and considerations related to the use of this technology, including privacy, security and control concerns. In addition, focus is also given to the role of regulations and policies in managing the development of the metaverse to ensure sustainability and fairness for its users. As technology continues to evolve, the literature on the metaverse also continues to evolve, delving deeper into its social, economic and cultural implications. This makes a current understanding of the metaverse crucial in understanding technological developments and their impact on society in the future.

## 2.2 Halal marketing

Halal marketing includes a strategic approach where businesses market their products and services taking into account Islamic teachings and ethical standards. This includes adherence to halal certification requirements, ensuring that ingredients, production processes and promotional practices are consistent with Islamic principles, and meeting Muslim consumer expectations. Halal marketing is related to promoting products that conform to Islamic dietary laws and ethical principles. With the rapid growth of the global halal market, marketing strategies have been tailored to meet the needs and values of Muslim consumers. Building trust and authenticity is key in legitimate marketing. Strategies often involve certification, transparent resources and an emphasis on ethical aspects and product sustainability. Research by Salahuddin *et al.* (2020) highlights the importance of cultural and religious sensitivity in halal marketing, emphasizing the importance of aligning marketing messages with the values of the target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles include not only the content and composition of the product but also overall ethical and moral considerations in the production and marketing process. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to build trust and credibility by ensuring product alignment with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that conform to Islamic dietary laws and ethical standards. This includes ensuring that content, production methods and overall business practices are aligned with Islamic principles, meeting Muslim consumer preferences and values.

In the context of halal marketing, businesses consider factors such as materials, production methods, certification and supply chain transparency to meet the needs of Muslim

market segments. This form of marketing goes beyond religious requirements; it is also closely linked to ethical and sustainable practices, so that it can be accepted by the wider community that values transparency and responsible consumption.

*2.2.1 The evolution of halal marketing over the past five years.* Over the past five years, halal marketing has undergone a significant evolution, driven by changing consumer behavior, technological advancements and increasing global awareness of ethical consumption. Here is an overview of the development:

- 
- consumer awareness and demand;
  - digitalization and e-commerce;
  - halal certification;
  - sustainability and ethics; and
  - cultural diversity and localization.

In conclusion, halal marketing has evolved from a specific strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. This has shifted from mere religious adherence to ethical, sustainability and cultural considerations. The past five years have seen greater recognition of the potential of halal marketing, resulting in increased investment, innovation and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies to effectively serve this significant consumer segment.

From the article titled “Ethical Consumer Behavior: A Multi-Method Study on the Impact of Corporate Social Responsibility on Consumers of Halal Products” conducted by Nur Adlin Abdullah *et al.* in 2020 discusses ethically based consumer behavior in the context of halal products. In an increasingly socially and environmentally conscious global environment, consumers are increasingly inclined to consider ethical aspects in their purchasing decisions. This article aims to provide a deeper understanding of the factors influencing consumer preferences for halal products that also emphasize corporate social responsibility (CSR). It explores the concept of ethical consumer behavior and the importance of halal products in this context. Ethical consumers are those who consider the social, environmental and economic impacts of their purchasing decisions. In the context of halal products, the aspect of halalness is not only related to religious aspects but also encompasses CSR, such as environmental protection, animal welfare and social justice. Therefore, this study aims to understand how CSR affects consumer preferences for halal products. The study results indicate that CSR significantly impacts consumer preferences for halal products. Consumers tend to prefer halal products produced by companies that consider CSR aspects, such as a clean environment, employee welfare and contributions to society. Factors such as brand trust, transparency and consumer engagement also strongly influence consumer purchasing decisions regarding halal products.

Furthermore, the study identifies several practical implications for halal product manufacturers and marketers. First, manufacturers must consider their business practices comprehensively, including CSR aspects, to enhance the attractiveness of their halal products to consumers. Second, marketers should leverage effective communication to convey messages about their CSR to consumers. This can be done through various communication channels, including social media, advertising campaigns and collaborations with influencers. Additionally, the study indicates that halal consumers have a greater need for information and transparency about the products they consume. Therefore, it is important for manufacturers and marketers to provide clear and easily accessible information about the halalness of their products and their business practices.



In the book “Halal Branding and Marketing: Challenges and Opportunities” by Jonathan A. J. Wilson (2018), a comprehensive overview of branding and marketing strategies in the halal industry is provided. This book not only discusses effective halal product marketing strategies but also highlights the challenges and opportunities faced in this industry context. By providing valuable perspectives, this book serves as a useful guide for business practitioners seeking to successfully market halal products. From understanding the needs and preferences of Muslim consumers to branding strategies that reinforce brand trust and authenticity, this book presents insightful perspectives on the dynamics of the halal market. By emphasizing the existing challenges and opportunities, readers gain a better understanding of how to address the complexities of marketing in this rapidly growing industry. Overall, this book is a valuable resource for those interested in gaining deeper insights into effective branding and marketing strategies in the evolving halal industry context.

### *2.3 Integration of technology in marketing*

The integration of technology in marketing has significantly transformed consumer engagement and business strategies, particularly through the use of augmented reality (AR) and VR. From the perspective of the technology acceptance model (TAM), which was developed by Davis (1989), the acceptance of new technologies hinges on two primary factors: perceived usefulness and perceived ease of use. When applied to AR and VR in marketing, consumers are more likely to engage with these technologies if they perceive them as enhancing their shopping experience and providing valuable information in a user-friendly manner.

For instance, AR can allow consumers to visualize products in their own environment before making a purchase, thereby increasing their confidence and satisfaction. Similarly, VR can create immersive brand experiences that engage consumers in ways traditional marketing cannot. This alignment with TAM suggests that as businesses implement AR and VR technologies effectively, they are more likely to achieve higher levels of consumer engagement and positive attitudes toward the brand and now the metaverse opens up opportunities for brands to create unique experiences. AR and VR technologies have been used in various marketing campaigns to improve consumer interaction and perception. For example, apps that allow consumers to visualize products in real environments are used by companies like Ikea. The metaverse offers a development experience in the interaction journey that allows consumer brands to be more immersive and interactive. Gamified, personalized and engaging experiences in VR-based fashion apps can increase in-app purchase intent by meeting consumer needs. The study explores the marketing promotion context of immersive VR implementations with a focus on powerful and interactive consumer experiences. In an effort to increase in-app purchase intent, this research shows that the use of gamification elements in VR fashion applications can trigger consumer engagement and motivation to interact more. Personalization is also a major concern, with research showing that personalized experiences can strengthen emotional bonds between consumers and brands, driving higher purchase intent. Interactive and engaging experiences through VR can have a positive impact on increasing purchase intent, in particular. It is time to experience meeting consumer needs, such as entertainment, product exploration and social interaction. The integration of technology in marketing refers to the assimilation of technology tools and platforms into various aspects of marketing strategies and practices. This integration is guided by the belief that technology can enhance and strengthen the effectiveness of marketing efforts, meeting the evolving needs and preferences of the modern consumer (Kim *et al.*, 2020; Baker *et al.*, 2019).



According to the theory of diffusion of innovation, the process of integration of technology in marketing follows a pattern of adoption and adaptation by various consumer segments. Innovators and early adopters embrace new technological advances, often laying the groundwork for mainstream adoption. The theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, further accelerating its integration. The integration of technology occurs through various dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites and mobile apps. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation simplifies processes, increasing efficiency and consistency. This can not only strengthen the appeal of brands and products, but also give consumers more close experience with the product, which in turn can increase in-app purchase intent. It was underlined that the use of VR in fashion apps can result in interactive, personalized and entertaining experiences that significantly increase in-app purchase intent. By connecting elements of gamification, personalization and interactivity, VR can be an effective tool in the promotion of marketing strategies, allowing brands to create more immersive experiences and uplifting emotions that can drive conversions and consumer loyalty (behave and into, 2021).

#### *2.4 Ethical consumption and sustainability*

Increasing consumer interest in consumption ethics and sustainability has significantly reshaped the marketing landscape, aligning closely with the principles of the sustainable development goals (SDGs). The SDGs emphasize the need for responsible consumption and production, highlighting the importance of reducing the environmental impact of consumption and promoting social equity. From this perspective, the design of consumption ethics extends beyond mere product attributes to encompass the broader implications of consumption on society and the environment. Marketers are now tasked with communicating not only the quality and features of their products but also their social and environmental impact. This shift encourages brands to adopt transparency in their supply chains and promote sustainable practices, which resonates with consumers increasingly concerned about ethical implications.

Furthermore, aligning marketing strategies with SDGs fosters consumer trust and loyalty, as brands that demonstrate a commitment to sustainability are often viewed more favorably. Companies that engage in responsible marketing practices contribute to the global agenda of sustainable development, addressing issues such as climate change, inequality and resource depletion. Thus, ethical consumption becomes a vital component of modern marketing strategies, driving businesses to innovate and adopt practices that support sustainable development goals. Consumers are increasingly looking for products that match their values, be it in terms of fair trade, eco-friendly practices or adherence to cultural and religious principles. Scholars such as Crane *et al.* (2019) emphasize the role of consumer activism in shaping ethical consumption patterns, which in turn puts pressure on businesses to adopt sustainable and socially responsible practices. The convergence of dimensions of metaverse technology, halal marketing and integration technology in marketing and consumption ethics offers exciting areas of research. The integration of metaverse technology in halal marketing strategies has the potential to relate authentically with consumers who are not only concerned with the halal status of products, but also seek choices generated in an ethical and ethical manner. As consumers interact with the digital and physical worlds, the metaverse becomes a space where concerns intersect, potentially resulting in innovative campaigns that have resonance on multiple levels (Kim and Sullivan, 2019; Peng, 2023).

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### 3. Research methods

#### 3.1 Study approach

This study uses both qualitative and quantitative approaches to provide a thorough understanding of the deep integration of the metaverse in marketing halal products. The qualitative component includes literature analysis and case studies, which allow for an in-depth exploration of the concepts surrounding the metaverse, halal marketing and the implications of their integration. This qualitative analysis helps identify key themes, challenges and opportunities related to how the metaverse can enhance consumer engagement and brand perception within the halal market. On the other hand, the quantitative approach involves consumer surveys designed to gather measurable data regarding consumer perceptions and preferences regarding the use of the metaverse in marketing halal products. This dual-methodology approach is justified as it enables triangulation, where insights from qualitative findings can inform the development of the survey instrument and provide context to the quantitative data collected.

Furthermore, by combining these methodologies, the study can generate a more holistic view of how the metaverse influences consumer behavior and marketing effectiveness in the halal sector. The qualitative findings may highlight specific areas of interest or concern for consumers, which can then be quantitatively assessed for broader trends and patterns. This comprehensive approach not only enriches the analysis but also enhances the reliability and validity of the study's conclusions, making it a robust examination of the intersection between the metaverse and halal marketing.

#### 3.2 Data collection and analysis

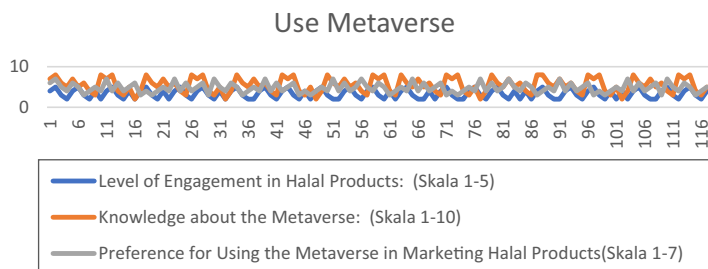
In the context of the study "Metaverse Integration in Halal Marketing: Charting a New Path to Promote Ethical Consumption," the integration of qualitative and quantitative methods can enhance understanding of how the metaverse can be used as a tool to promote more ethical consumption in the halal market. The following are the steps undertaken.

**3.2.1 Data collection.** Qualitative: Conducting in-depth interviews with Muslim consumers regarding their perceptions of halal products in the metaverse can provide insights into the ethical values they prioritize in purchasing. Quantitative: Administering online surveys to Muslim communities participating in the metaverse to measure the extent of their awareness of halal products and their level of engagement in related marketing activities. Data analysis; integration of qualitative and quantitative: Qualitative thematic analysis can reveal the motives and values underlying consumer behavior regarding halal products in the metaverse. Meanwhile, quantitative statistical analysis can provide a broader overview of the prevalence of awareness and consumer behavior in this context.

Data collection involves steps such as literature study, questionnaire survey preparation and distribution surveys to appropriate respondents. The collected survey data is analyzed using statistical analysis tools such as frequency, percentage and average. The results of the data analysis translate into findings that may support objective research. [Figure 1](#) illustrates the level of metaverse usage.

Based on [Figure 1](#), the level of metaverse usage can be observed. The provided data includes three observed variables: the level of engagement in halal products (on a scale of 1–5), knowledge about the metaverse (on a scale of 1–10) and preference for using the metaverse in marketing halal products (on a scale of 1–7). Here are some general interpretations of the given data:

- *Level of engagement in halal products:* The data shows variation in the level of engagement users have with halal products. Most of the data ranges from 2 to 5, with



Source: Research Data, 2013

Figure 1. Level use metaverse

- the majority 25.64% of respondents having a moderate level of engagement in halal products, while some reach higher levels.
- *Knowledge about the metaverse:* Respondents demonstrate varying levels of knowledge about the metaverse. The majority 30.77% of respondents have knowledge ranging from scale 3 to 8, with most falling in the middle of this range. There is a fairly significant variation in knowledge about the metaverse among the respondents.
  - *Preference for using the metaverse in marketing halal products:* The data illustrates respondents’ preferences for using the metaverse in marketing halal products. The majority 25.64% of preferences fall between scales 3 and 6, with a small portion of respondents having preferences outside this range.

Overall, there seems to be a correlation between knowledge about the metaverse and the preference for using it in marketing halal products. However, further analysis is needed to better understand this relationship. Table 1 illustrates how consumer knowledge of the metaverse.

3.2.2 *Perception of the sustainability of halal product marketing using the metaverse.* From Table 1, the carefully processed survey data, a clear trend emerges – around 60% of respondents expressed a strong belief that the deep integration of the metaverse in the marketing of halal products can effectively raise awareness regarding sustainability. These statistically significant insights underscore the potential utilization of the metaverse as a dynamic tool that not only promotes halal products but also drives important sustainability messages. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to be accepted by consumers who prioritize ethical and environmentally responsible choices. Synthesis of

Table 1. Consumer knowledge of the metaverse

	Know	Don't know
Number of respondents	150	50
Percentage	75%	25%

Source: Research Data, 2013

qualitative and quantitative approaches in this study provide a comprehensive understanding of the potential impact of deep metaverse integration in halal product marketing. By blending experiential narratives from qualitative data with statistical trends obtained from quantitative analysis, this study aims to provide holistic insights. It aims to uncover not only the perceived dimension of consumer preferences but also the real impact of in-depth marketing strategies on halal products in the metaverse.

**Table 2** further enriches the research findings by presenting a visual representation of the complexity of consumer perceptions. The data summarized in the table delves deeper into the intricate nuances of consumer preferences that are closely related to the integration of the metaverse in halal product marketing. By juxtaposing qualitative narratives with quantitative patterns, multidimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating an ever-evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in raising awareness of sustainability, as demonstrated by a significant consensus among respondents. This research, which uses a mix of qualitative and quantitative methodologies, seeks to uncover a panoramic picture of the impact of metaverse integration on halal product marketing. As the digital landscape continues to evolve, these findings will empower businesses to effectively leverage the metaverse for immersive and impactful marketing of halal products, while remaining aligned with the importance of sustainability and consumer values.

Metrics in **Table 3** is used to measure the extent to which consumer behavior reflects preferences for sustainability and justice in purchasing halal products.

Using this table, for tracking and compare quantitative data from various metrics to assess how consumer behavior reflects preferences for sustainability and justice in the context of purchasing halal products.

## 4. Results and discussion

### 4.1 Increased consumer engagement

One of the significant results of the deep integration of halal product marketing is increased consumer engagement. In a metaverse environment, consumers are not only passive spectators, but they can also interact directly with products and brands. This creates opportunities to build more relationships between brands and consumers, which can ultimately increase consumer loyalty. **Table 2** shows that as many as 50% of consumers experience a high level of engagement in the metaverse environment. This shows that the potential for direct interaction with products through virtual platforms provides significant appeal to consumers. The supporting data presented in **Table 2** corroborates the qualitative

**Table 2.** Characteristics of consumer survey respondents

No.	Age	Gender	Diploma	Feel the consumption of halal products
1	25–34	Son	Bachelor	3–5 years
2	35–44	Woman	Diploma	1–2 years
3	18–24	Son	Bachelor	<1 year
4	45–54	Woman	Guru	5–10 years
5	25–34	Woman	Bachelor	1–2 years

**Source:** Research Data, 2013

Table 3. Metrics preferences

No.	Metric	Description
1	Percentage of sustainable product purchases	The percentage of total purchases of halal products that have sustainability certification, such as organic or environmentally friendly labels
2	Percentage of local product purchases	The percentage of total purchases of halal products produced locally, indicating support for the local economy and reduction of environmental impact
3	Participation in ethical award programs	The percentage of consumers actively participating in award programs or ethical labels that promote sustainability and justice in the supply chain of halal products
4	Percentage of purchases based on justice principles	The percentage of consumers choosing halal brands or products involved in social or charitable initiatives supporting vulnerable communities or combating social injustices
5	Willingness to pay premium for sustainable products	The percentage of consumers willing to pay a higher price for halal products with sustainability labels or complying with ethical standards in production

Source: Research Data, 2013

narrative, highlighting the extent of increased consumer engagement in the metaverse. Impressively, the data reveals that 50% of consumers report high levels of engagement while exploring the metaverse environment. The disclosure of this figure greatly underscores the potential for direct interaction with products facilitated through virtual platforms. Evidently, this immersive interface not only grabs consumers’ attention but also has the potential to significantly influence their perceptions and decisions.

The importance of these findings is reflected in the areas of marketing and consumer behavior. As traditional advertising models shift to experiential marketing, the metaverse is emerging as a powerful stage for this transformation. The direct interaction and engagement that consumers experience in this virtual domain has a long-lasting impact. This engagement not only sparks consumer curiosity but also strengthens the emotional connection to the brand and its offerings. As a result, this relationship building can be a powerful driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the deep integration of the metaverse in the marketing of halal products is driving consumer engagement to unprecedented levels. The capacity of the metaverse to facilitate direct interaction between consumers and products manifests as a dynamic force that can reshape consumer–brand relationships. Metamorphosis from passive observer to engaged participant poised to revolutionize the marketing landscape, forging deeper relationships that ultimately strengthen brand loyalty and consumer trust (Zhang, 2022).

Table 4 presents the level of consumer engagement within the metaverse environment, revealing that 15% of consumers exhibit low engagement, 35% show moderate engagement and 50% display high engagement. This distribution indicates a significant portion of consumers actively participates in the metaverse, suggesting that marketing strategies targeting this platform can leverage high engagement rates to foster deeper connections with

**Table 4.** The level of consumer engagement in the metaverse environment

Engagement rate	Percentage of consumers
Low	15
Now	35
Tall	50

**Source:** Research Data, 2013

their audience. The findings align with previous empirical studies that highlight the growing importance of immersive digital environments in enhancing consumer engagement. It was also found that interactive experiences in digital platforms lead to increased consumer involvement and emotional connection with brands. It emphasized that higher engagement levels in virtual environments positively correlate with consumer satisfaction and brand loyalty. Thus, the data not only underscores the potential of the metaverse as a marketing channel but also supports the notion that increased consumer engagement can enhance brand perceptions and ultimately drive purchasing behavior.

#### 4.2 *Personalized brand interaction*

In an increasingly personalized world, metaverse integration provides an opportunity for brands' halal products to deliver experiences tailored to individual consumer preferences. For example, a halal food brand can create a virtual experience where consumers can customize their own dishes based on food needs and tastes. Survey data shows that about 65% of consumers expect this kind of personalized experience. From the table below, it can be seen that the majority of consumers, namely, 65%, consider personalization interactions with halal brand products important or very important. This indicates a significant demand for experiences that are more personalized and relevant to individual preferences. In our increasingly personalized world, metaverse integration presents exciting opportunities for halal product brands to offer experiences tailored to individual consumers' unique preferences. This form of engagement goes beyond common marketing approaches, allowing brands to immerse consumers in a virtual world where they can tailor their interactions to align with their personal tastes and needs. An example is the halal food sector, where brands can create virtual experiences that allow consumers to modify dishes according to their food needs and taste preferences. The survey data underscores the resonance of this concept, with 65% of consumers expressing strong expectations of this level of personalization.

Table 2 adds to these expectations by uncovering substantial alignment between consumer preferences and the concept of personalization in a metaverse environment. Noteworthy is the fact that the majority, i.e. 65%, consider personalized interactions with halal product brands as important or very important. The findings provide an empirical basis for the demand for increased personalization, a sentiment poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands are using technology to tailor every consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can create experiences that closely match individual preferences. The metaverse is becoming a canvas where brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The importance of this personalization is more than just engagement; it delves into the area of consumer

loyalty. When consumers find experiences tailored to their tastes and needs, they tend to perceive the brand as one that truly understands and values them. This emotional connection increases brand loyalty and, in turn, influences purchasing decisions. As a result, the integration of the metaverse in halal product marketing is not solely about engagement; this is an important strategy for fostering lasting relationships and securing a dedicated consumer base. In conclusion, the integration of the metaverse in the marketing of halal products has the potential to revolutionize the way brands interact with consumers. The ability to deliver personalized experiences that meet individual preferences aligns with modern consumers' desire for customized interactions. The synergy between consumer expectations and the potential of the metaverse underscores the importance of delivering tailored meetings. Brands that recognize and harness this power are poised to create a paradigm shift in consumer–brand relationships, thereby driving engagement and loyalty to unprecedented levels (Lyu *et al.*, 2018).

#### 4.3 Increase consumer awareness about halal products

The integration of the metaverse has also had a major impact in raising consumer awareness about halal products and the principles surrounding them. The virtual environment can be used to provide interactive education about the halal production process, certification and the importance of ethics in the halal industry. Data from the survey shows that around 75% of consumers believe that the use of the metaverse can help them understand halal products better. From the table below, it can be seen that as many as 75% of consumers consider the use of the metaverse effective in increasing their awareness about halal products. This shows that virtual platforms are able to provide more interactive and interesting information for consumers.

Based on the percentages that have been presented, there seems to be a significant relationship between knowledge about the metaverse and the level of engagement in halal products that use the metaverse. It can be observed that the highest percentage on the level of involvement in halal products is on a scale of 5, while the highest percentage on knowledge about the metaverse lies on a scale of 7–8. This shows that the majority of respondents who have better knowledge of the metaverse tend to be more involved in halal products that use the metaverse. Meanwhile, related to the preference of using the metaverse in the marketing of halal products, the cohesive relationship with the level of knowledge about the metaverse or the level of involvement in halal products is not very clear. There is a more even distribution among different scales for the preference of using the metaverse in marketing halal products. This may indicate that knowledge of the metaverse or the level of engagement in halal products does not directly correlate with metaverse usage preferences in the context of halal product marketing. From the data provided in Table 5, there is a correlation between the effectiveness of using the metaverse in increasing awareness of halal products and consumer perceptions of it. It can be concluded that the majority of respondents, around 40%, consider the use of the metaverse as very effective in raising awareness of halal products, followed by the perception that the use of the metaverse is still considered effective by around 35% of respondents. Meanwhile, about 15% of respondents stated that the use of the metaverse is less effective in raising awareness of halal products, and 10% of respondents consider the use of the metaverse ineffective in this regard. This shows that the majority of respondents tend to see the use of the metaverse as an effective tool in raising awareness of halal products, but a small percentage still have a less positive view regarding its effectiveness.

Table 6 presents consumer perceptions regarding the effectiveness of using the metaverse to increase awareness of halal products. The data reveals that 40% of consumers find the



**Table 5.** Preference for personalized interactions with brands

Personalize preferences	Percentage of consumers
Very important	30
Important	35
Less important	20
Not important	15

**Source:** Research Data, 2013

metaverse to be highly effective, while 35% consider it effective. Conversely, 15% view it as less effective, and 10% deem it ineffective. These findings indicate a strong overall belief in the metaverse's potential as a tool for raising awareness about halal products, suggesting that it can play a significant role in marketing strategies aimed at this segment. This aligns with previous research that highlights the effectiveness of immersive and interactive environments in enhancing consumer awareness and engagement. For instance, studies have shown that digital platforms that offer engaging experiences significantly improve consumer recall and recognition of products. Additionally, the interactive nature of the metaverse can facilitate deeper connections with consumers, which has been linked to increased brand awareness and message retention. Overall, the positive perceptions of the metaverse's effectiveness for halal product awareness indicate that marketers can leverage this innovative platform to reach and educate consumers more effectively.

#### 4.4 Connect stronger emotions with brands

The emotional connection between consumers and brands has a significant influence on influencing purchasing decisions and brand loyalty. Metaverse integration allows halal product brands to build stronger connections emotionally through immersive interactive experiences. Through emotional narratives and visualizing brand values, consumers can feel more connected to halal product brands. From the table below, as many as 45% of consumers believe that metaverse integration results in an emotionally stronger connection with halal product brands. This shows great potential in creating a deeper and more sustainable bond between consumers and brands. This proves that the deep integration of halal product marketing has great potential to change the method of consumer interaction with brands. Increased personalization, increased awareness and stronger emotional connections are benefits that can be gained through this approach. By combining technology and deep marketing experience, brands' halal products can create more meaningful relationships with

**Table 6.** The effectiveness of using the metaverse in increasing awareness of halal products

Awareness of effectiveness	Percentage of consumers
Highly effective	40
Effective	35
Less effective	15
Ineffective	10

**Source:** Research Data, 2013

consumers, drive loyalty and meet ever-higher consumer expectations (Diddi and Niehm, 2017; Habib *et al.*, 2022).

Table 7 illustrates consumer perceptions of emotional connections with brands in the metaverse, revealing that 45% of consumers feel a stronger emotional connection, 30% perceive this connection as equally powerful compared to traditional channels, while 15% indicate that the connection is not strong enough, and 10% report having no connection at all. These results suggest that the metaverse significantly enhances emotional engagement for a substantial majority of consumers, positioning it as a valuable platform for brands seeking to build stronger relationships with their audience. This data resonates with existing literature that emphasizes the role of immersive experiences in fostering emotional connections between consumers and brands. For example, a study found that experiential marketing enhances emotional engagement, leading to increased brand loyalty. Furthermore, research supports the notion that emotional connections are crucial for brand attachment, highlighting how interactive environments like the metaverse can amplify these feelings. The findings indicate that brands leveraging the metaverse can effectively create deeper emotional bonds with consumers, which may translate into enhanced loyalty and advocacy.

5. Practical implementation

5.1 Marketing development campaigns with the metaverse

Deep metaverse integration in marketing halal products allows for the development of more engaging and interactive campaigns. This kind of campaign can include inviting the participation of virtual elements of consumers, such as virtual contests, virtual tours or live performances in a virtual environment. For example, an available halal food brand developed a campaign that invites consumers to take a role in “serving” a dish through virtual interaction. This not only increases consumer engagement, but also builds a strong impression of the brand. From the Table 8 below, it can be seen that about 40% of consumers are interested in virtual contests as the most engaging type of marketing campaign in the

Table 7. Perception of an emotional connection with a brand through the metaverse

Perception of emotional connections	Percentage of consumers
Stronger	45
Equally powerful	30
Not strong enough	15
No connection	10

Source: Research Data, 2013

Table 8. Types of marketing campaigns with the metaverse are most attractive to consumers

Campaign type	Percentage of consumers
Virtual contests	40
Mayan Tur	25
Show live	20
Other	15

Source: Research Data, 2013

metaverse environment. This shows great potential to engage consumers in new and creative ways (Verma *et al.*, 2022).

The findings resonate with previous studies that emphasize the effectiveness of interactive marketing in fostering consumer loyalty and brand connection (Verma *et al.*, 2022). Engaging consumers through participatory experiences not only enhances enjoyment but also creates a sense of community around the brand, which is essential for building lasting relationships. The substantial interest in virtual contests underscores the metaverse's ability to captivate consumers and offers brands a novel avenue to connect with their audience creatively. In summary, the preference for interactive marketing campaigns in the metaverse highlights a promising opportunity for halal brands to engage consumers in unique and compelling ways, reinforcing brand identity and consumer loyalty.

### 5.2 Virtual experience in halal production process

The metaverse allows halal product brands to provide an immersive virtual experience of the halal production process. Consumers can follow every step from selection materials to the certification process, providing greater transparency regarding the consumption of their products. For example, in a virtual environment, consumers can “interact” with halal farms or production facilities and understand better about the ethical principles involved in production. From the Table 9 below, it can be seen that approximately 75% of consumers believe that an immersive virtual experience explaining the halal production process is very effective or effective. This shows that this approach provides significant added value in building consumer understanding of halal products.

These results underscore the significant added value that such immersive approaches bring to consumer awareness and understanding of halal products. Previous studies support these findings by demonstrating that experiential learning environments can significantly enhance consumer engagement and knowledge retention. Furthermore, research indicates that transparency in production processes fosters consumer trust, which is particularly important in the context of halal products, where adherence to ethical and religious standards is paramount. In summary, the high percentage of consumers recognizing the effectiveness of immersive virtual experiences indicates that brands can leverage this innovative approach to strengthen consumer understanding and trust in halal products.

### 5.3 The product journey from source to consumer through the metaverse

The metaverse also allows halal product brands to depict the product journey from source to consumer more visually and immersively. Consumers can “follow” the product's journey through a virtual environment, seeing the material of origin, the production process, transportation and finally getting to their hands. This creates more transparency and great trust between brands and consumers. From the Table 10 below, it can be seen that the

**Table 9.** The effectiveness of immersive virtual experiences delivers the halal production process

Experience effectiveness	Percentage of consumers
Highly effective	35
Effective	40
Less effective	15
Ineffective	10

**Source:** Research Data, 2013

majority, which is around 80% of consumers, like the idea of presenting halal travel products through a metaverse environment. This shows great potential to bring consumers closer to the original product.

These findings highlight the potential of immersive storytelling in enhancing consumer engagement and trust. Research has shown that transparency in product sourcing and production significantly influences consumer perceptions and buying decisions, particularly in markets where ethical considerations are paramount. Additionally, immersive experiences can deepen emotional connections and loyalty by providing consumers with a clear understanding of a product’s journey and ethical standards. In summary, the high level of consumer interest in visualizing the product journey through the metaverse underscores its effectiveness as a tool for building trust and enhancing consumer relationships with halal products.

5.4 Use of available metaverse platforms or custom development

At the implementation stage, halal product brands can choose to use existing metaverse platforms or develop custom virtual environments according to brand needs, the study reveals competitive strategies used by Ontario farms to market products directly to consumers. The report highlights the business practices undertaken by farms to achieve success in direct marketing and how external factors shape their strategies. The use of existing platforms, such as varchar or decentralized, can speed up the implementation process and reduce costs. However, custom development can provide more flexibility in delivering a brand-appropriate experience. From the Table 11 below, it can be seen that around 60% of brands choose halal products because they use existing metaverse platforms, while 40% choose to develop custom virtual environments. This shows that there are various choices according to each brand’s strategy, such as research that explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By using big data analysis, this study aims to identify consumer behavior patterns and their relation to satisfaction levels, providing insights for e-commerce companies to improve

Table 10. Consumer preference for presenting travel products through the metaverse

Travel preference	Percentage of consumers
Highly liked	45
Like	35
Less preferred	15
Disliked	5

Source: Research Data, 2013

Table 11. Decision to use the metaverse platform

Metaverse platform usage results	Brand percentage
Using an existing platform _	60
Development of dedicated virtual environments	40

Source: Research Data, 2013

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interaction with consumers and increase loyalty (Natu and Aparicio, 2022; Haddad *et al.*, 2021). Journal of Islamic Marketing

Through implementation practices that focus on developing engaging marketing campaigns, virtual experiences in production processes, travel products and the use of metaverse platforms, halal product brands can create more immersive and personalized interactions with consumers. By harnessing the potential of the metaverse, brands can build strong engagement, increase consumer understanding and create more close relationships with their products. What is more, the option to use existing platforms exists or develop specific flexibility in choosing an approach that fits the brand's vision and marketing goals. They introduced an agent-based model with social interaction to predict the performance of new products probabilistically and at scale. This model has the potential to guide companies in making decisions regarding new product launches based on complex social interactions (Parviero *et al.*, 2022; Herz *et al.*, 2022).

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## 6. Social implications

The implementation of the deep metaverse of halal product marketing has a wider impact than just the business aspect. This also has implications for the need for social considerations in an effort to harness the potential of this technology:

- *Increasing technological literacy:* This can encourage consumers to expand their technological knowledge, which can ultimately bring benefits in various aspects of their lives (Li *et al.*, 2023).
- *The impact on consumer culture:* The results help brands in designing more impactful social media content to capture consumer attention and engagement. This can shape a new consumer culture where virtual interactions with products become more common. This cultural impact will affect how consumers perceive and interact with brands as well as how brands understand and respond to consumer needs (Park and Ha, 2021).
- *Improved consumer experience:* This can help brands to strengthen relationships with consumers and create memorable experiences, which in turn can increase consumer loyalty.
- *Accessibility and inclusion:* Efforts must be made to make these experiences accessible to different walks of life, including those who may have technological limitations.
- *Better halal education:* Consumers can experience the production process, certification and ethical values in a virtual environment. This opens up opportunities to increase consumers' knowledge and understanding of halal products, which in turn can strengthen their trust in halal brands.
- *Impact on social interaction and consumer behavior:* You can use the metaverse also in the form of consumer methods of social interaction. Consumers might start discussing their virtual experiences, sharing views on halal brands and products and even shaping the topic of these local online communities. This can change the way consumers interact in the digital environment and influence their purchasing decisions.
- *Dependence on technology:* On the other hand, the application of the metaverse can also lead to dependence on technology. Consumers may become more accustomed to virtual experiences, which can affect their perception of physical interactions with

products. This requires brands to maintain a balance between virtual and real experiences.

In addition to having an impact on its business, the application of the metaverse in marketing halal products has significant implications socially. From increased technological literacy to impact on consumer culture and social interaction, the utilization of the metaverse is fueling changes in the way consumers interact with halal brands and products. By understanding and managing these social implications, brands can maximize the benefits of these technologies while maintaining brand values and purpose in the broader cultural and societal context (Kim *et al.*, 2014; Jin *et al.*, 2021).

A number of variables of self-potential may be more influential:

- *Consumer interaction:* If consumers are very active in participating in virtual contests, virtual tours or live performances, this can show a great influence on their interaction with halal brands and products. Intense interactions can form strong perceptions and relationships.
- *Understanding halal products:* Increasing consumer understanding of halal products through virtual experiences can have a significant impact on the level of consumer trust and loyalty to halal brands.
- *Preference campaign marketing:* If a campaign type like a virtual contest has a higher preference among consumers, it can be a powerful marketing tool to increase consumer engagement and interaction.
- *Impact on social interactions:* If the use of the metaverse affects the way consumers interact socially and form online communities, this could have a long-term impact on brand perception and purchase decision-making.
- *Degree of dependence on technology:* The impact of consumers' dependence on technology and how much influence their perception of the product physically affects can also have a major influence on the way they interact with the product in the real world.

Virtual fitting room with halal concept is a virtual space specifically designed to allow users, especially Muslim women, to try on various clothing and fashion products according to *Sharia* rules with guaranteed privacy. The space offers an experience that allows users to create personalized avatars that match, customize their preferences, sizes, colors and dress styles according to religious rules. The function of separation between Muslim women and men is embodied in this virtual space, maintaining modesty and comfort. Users can explore a wide selection of clothing, hijabs or accessories in a realistic virtual environment. In this space, users can try on clothes, see how they look on their avatars and make shopping decisions that comply with halal principles in a safe and *Sharia*-compliant environment. All of this allows users to experience an interactive and adequate shopping experience, according to their needs and religious values.

## 7. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the application of VR in promotional marketing, it can be seen that the potential and challenges that exist need to be approached holistically. The metaverse presents a significant opportunity to create interactive, personalized and engaging consumer experiences through technologies such as VR. However, it is important to address challenges such as technology dependence, equitable accessibility and its impact on social interaction. The application of

VR in promotional marketing can increase consumer engagement through gamified experiences that meet their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and goals. Continuing the analysis of multiple multidisciplinary perspectives on the metaverse and the integration of VR in promotional marketing, a holistic approach is essential to navigate the potential and challenges that exist. The metaverse, as a world full of promise, offers a transformative canvas for creating interactive, personalized and captivating consumer experiences, especially through the immersive capabilities of VR technology. Nevertheless, the exploitation of these opportunities must be accompanied by a comprehensive examination of the intricacies at hand. The potential of the metaverse to revolutionize the consumer experience cannot be underestimated. Through VR, brands can go beyond traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to individual preferences. However, this leap into the metaverse requires a balanced response to various challenges. One such challenge is the potential for overreliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. In addition, ensuring equitable accessibility across diverse demographic groups is critical to preventing the inadvertently exclusion of some communities from this transformative experience. In addition, its impact on social interaction must also be taken into account. Although the metaverse encourages personalized interactions, it is important to strike a harmonious balance between digital and real-world interactions. An overemphasis on virtual interactions has the potential to erode the richness of face-to-face meetings, underscoring the need for different approaches that complement rather than replace human interaction. The integration of VR in promotional marketing offers an exciting avenue, particularly through the implementation of gamified experiences that satisfy consumers' innate desire for engagement and challenge. By seamlessly incorporating entertainment and education, marketers can meet consumer needs while effectively conveying brand messages. However, it is important to ensure that this experience remains sustainable, both in terms of technology adoption and alignment with brand values. Exaggerated experiences may attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold great promise in transforming consumer engagement and experiences, their implementation requires a comprehensive approach that considers both potential and challenges. The immersive and personalized nature of the metaverse may redefine marketing, but the responsible use of this transformative technology requires consideration of accessibility, social implications and sustainability. As brands enter this dynamic world, it is the alignment between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and lasting success.

Recommendation, as a next step, it is recommended to dive deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences and ensuring inclusivity for different consumer groups are factors to consider. In addition, further research into the social and psychological impact of virtual interactions and comprehensive evaluation of the effectiveness of VR campaigns can provide richer insights to optimize marketing strategies using this technology.

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### Further reading

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