

What is the Consumer's Perception of Metaverse?

Group 8

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Executive Summary

Objectives

The research was designed to understand consumers' general perception of the metaverse, especially in education. Questionnaires were constructed to examine consumers' intention to use metaverse.

Results

A total of 67 samples were collected through an online survey created on qualtrics.com, and respondents were randomly collected. After collecting the data, we exported the raw data file to SPSS and looked at the frequency tables to see the distribution of respondents. The respondents consisted of 21 males (31.3%) and 37 females (55.2%). 35.8% of respondents identified as Asian or Pacific Islander, 29.9% identified as Hispanic/Latinx, and 10.4% were Caucasian. After analyzing general information regarding the respondents, we conducted the statistical analysis by applying the methods we learned in class, especially simple linear regression and paired sample t-test. Hypothesis 1 and 3 were tested using a simple linear regression model, and we had to do the Cronbach alpha before since each variable had several attributes. For hypotheses 2 and 4, paired sample t-tests were applied since we were comparing two single continuous attributes. And all four hypotheses were supported by statistical data analysis results.

Conclusions

After analyzing 67 samples using statistical analysis methods on SPSS, Hypothesis 1 was supported by the simple linear regression test results, Hypothesis 2 was supported by the paired sample t-test results, Hypothesis 3 was supported by the simple linear regression test, and Hypothesis 4 was supported by paired sample t-test. So we could conclude that customers'

acknowledgment that measures the effectiveness of the metaverse positively affects customers' intention to use the metaverse. Consumers showed more positive perceptions of a brand that is using the metaverse compared to a brand that does not have a presence in the metaverse. As we confirmed above, Perceived resource effectiveness of the metaverse positively affects consumers in the education industry as well. Lastly, we could've confirmed that the influence of social media helps the metaverse become more known to the public throughout the survey.

Recommendations

After conducting analyses and testing the four hypotheses for the report, the group has concluded that all four hypotheses tested were supported. In the conclusion, the group stated that Hypothesis 1 was supported by the simple linear regression test results, Hypothesis 2 was supported by the paired sample t-test results, Hypothesis 3 was supported by the simple linear regression test, and Hypothesis 4 was supported by paired sample t-test. From that information, we can see that the metaverse is a useful tool for businesses to implement for their products and services. According to Hypothesis 3, consumers were more likely to be interested in companies that incorporate the metaverse rather than companies that don't. With that study done, our group recommends businesses to look into the metaverse to increase their consumer interactions. The Education industry and the metaverse also had a positive correlation and our group further recommends more inclusion of the metaverse in the education industry.

In conclusion, the metaverse, when used in a correct format, has a lot of potential to be a major part of people's lives. We as a group further recommend companies and businesses to potentially invest in the metaverse and look into potential connections for it.

Introduction

The metaverse introduces the future of technology and links the internet to connect businesses to their consumers. With the rise of virtual and augmented realities, as well as a steady increase in social media and the influence it has on a majority of consumers in terms of desirability, it is important that both consumers and corporations have at least a basic understanding of the metaverse. Due to the complex nature and new ideas surrounding the metaverse, it is often difficult to identify or describe these ideas to consumers unfamiliar with the concept of a second “digital life” (Smart, Cascio, and Paffendorf 2007).

To better understand the metaverse, it is necessary to note the differences in comparison to other platforms, such as social media or MMOs (massively multiplayer online games). In their review project, Smart, Cascio, and Paffendorf (2007) describe the metaverse as being made up of four key components: virtual worlds, mirror worlds, augmented reality, and lifelogging (pg. 5), all of which are already implemented into the daily lives of people who may not even realize it. The metaverse is an entity of its own and, when utilized correctly, may become the next major step in effective advertising in the future.

Background

Literature Review

The metaverse that Facebook is creating has everyone excited. However, the real question is, are people ready for this type of change? Just like meta, many others believe that the metaverse can bring forth a lot of change in how we see the world and the solutions we can provide moving forward. They want to offer solutions to solve real-world problems from training, simulation, mental health, data analysis, and studying disease progression. Facebook,

otherwise known as meta, is trying to use virtual reality to find these solutions to make a better world place. Through this, they want to offer ways where people can come together and create, whether or not they are from a different country, state, or city. The whole point is to have a multisensory interaction with virtual environments, digital objects, and people that is enabled by the convergence of technologies. "We propose the bifold triadic relationships model to help advertising scholars understand how advertising may work in the metaverse and to guide future research endeavors" (Sun Joo (Grace) Ahn, Jooyoung Kim, Jaemin Kim. (2022)).

Social Influence

The article "how to promote user purchase in the metaverse" examines customer behavior and the development of applications for electronic commerce; the study focuses on customer purchase behavior as the behavior objective, and it has been noted that a variety of elements, including emotional and behavioral involvement, have an influence. This article also discusses the unique electronic storefront layouts that online businesses use to delight clients, such as the use of three-dimensional (3D) platforms (Shen et al., 2021). According to the article, businesses should consider customers' expectations and values when developing their strategy. According to the study, having a better grasp of these aspects will enable businesses to give their clients the services they require and, in response, keep customers.

On the other hand, an article titled "Jessica Miles of IAS talks about social media Ads, fake news and advertising in the metaverse " provides opposing insights into how the general public views advertisements on various digital platforms. The article claims that customers have less confidence in advertisements. After all, they believe that these advertisements are fake because they are in the metaverse. According to the report, 44% of participants had an

unfavorable opinion of brands whose advertising appeared next to information that was incongruous with that brand's image, and 40% of participants had reduced faith in social media ads due to the growth of false news (Vincent & Weekly, 2022). According to the paper, brands must combat false information. Additionally, the piece underlines the crucial role that advertisers will play going forward.

Research Idea and Design

Businesses are embracing new technologies across the spectrum owing to enormous growth in the information systems sector. The study that is being presented tries to examine how consumers perceive the metaverse. The study intends to validate that metaverse substantially affects consumers' behaviors in metaverse realms from a two-dimensional perspective utilizing expectancy-value theory as a foundation. Furthermore, the research will answer the hypothesis that the metaverse negatively affects customers' perceptions. A study by NielsenIQ stated that many potential metaverse consumers were interested in learning more about the metaverse and what it had to offer. A survey from the company stated the design and format of exploring new things and the flexibility of the iteration really interested the potential market. The 'Outdoors' function of the iteration was one of the more popular options consumers wanted to learn more about.

A study by NielsenIQ stated that many potential metaverse consumers were interested in learning more about the metaverse and what it had to offer. A survey sent out by the company stated the design and format of exploring new things and the flexibility of the iteration really interested the potential market. The metaverse is a platform that promises many features that would help potential users endure a new 'world.' One of the features like that is the 'Outdoors'

function. The function lets users explore the outdoors, like wildlife and forests, from the comfort of their homes. The ‘Outdoors’ function of the iteration was one of the more popular options consumers wanted to learn more about.

Metaverse in Healthcare Industry

Expert Consensus on the metaverse by medicineYang et al. (2022) indicates the usage of a metaverse in the healthcare industry from the perspective of both doctors and patients. The rush of rural patients into city hospitals also limits the amount of time that each specialist can spend with each patient, which has an impact on how services for disease management, prevention, healthcare, and rehabilitation are distributed. metaverse, however, expands possibilities to all types of industries, especially in healthcare. The COVID-19 pandemic has also brought attention to the want for home healthcare services, which is also seen as one of the objectives of e-health and particularly of MIoT. Yang shows that the metaverse augmented the worth of the MIoT and it can develop healthcare qualitatively by presenting former experiences from China and Japan. Yang emphasized that “The virtually-reality integration in the metaverse in Medicine will effectively strengthen the linkage between the participants(doctors and patients), the real environment(devices), and the virtual environment(virtual doctors, patients, and devices).” And the study also demonstrated that the constraints of the MIoT may be solved via metaverse integration and connectivity.

A study survey from NielsenIQ stated that many consumers were interested in taking virtual education and exercise classes due to their flexibility and newness.

Metaverse in Education Industry

Analyzing Education Based on Metaverse Technology (Mustafa, 2022) demonstrates users' perceptions of using metaverse tools for educational purposes. The development of the metaverse has been expanded to educational industries as well, and it allows people to learn anywhere by interacting with each other in a virtual environment by augmenting communications. The author illustrates the advantages of introducing the metaverse into education compared to two-dimensional learning environments. He conducted some investigations with instructors and students regarding their experience of metaverse education and demonstrated some benefits of the usage of a metaverse in education. Mustafa (2022) stated, "Transparent accreditation acknowledges that every student learns differently and thus has a different attention span." According to him, the prior classroom environment had limited access. However, accessibility and people's engagement have highly improved in the education environment using the metaverse.

Metaverse from Consumer-Based Economics Point of View

Rethinking quality of experience for metaverse services: A consumer-based economics perspective (Du et al., 2022) determines that analysis of metaverse from the macro perspective, especially from a consumer-based economics point of view. People these days tend to be more sensitive about their privacy, and the study showed that the metaverse made people be more open, which lowers the barriers between people while they are communicating. Also, it enlarged the quality of interaction and consumer satisfaction.

Hypothesis Development

H1: Effectiveness will positively affect customer's intention to use the metaverse

Independent variable: Perceived effectiveness of metaverse

Dependent variable: Intention to use the metaverse

H2: Consumers will have more positive perceptions of a brand in the metaverse compared to a brand that does not have a presence in the metaverse.

Independent variable: usage of a metaverse in brand

Dependent variable: perceptions

H3: Perceived resource effectiveness of the metaverse in the education industry will positively affect consumers' intention to use it.

Independent variable: Resource effectiveness of the metaverse

Dependent variable: Intention to use metaverse

H4: The influence of social media helps the metaverse become more known to the public

Independent variable: Social Media

Dependent variable: Familiarity with the metaverse

Methods

Participants

A total of 67 participants completed the survey, of which 21 were male (31.3%), 37 were female (55.2%), 3 were non-binary (4.5%), and 6 individuals did not wish to answer (9%). The mean age of the participants was 22.5 years ($SD=4.164$). The participants consisted of 10.4% Caucasian, 29.9% identified as Hispanic/Latinx, 7.5% identified as African American/Black,

35.8% identified as Asian or Pacific Islander, 3% Multicultural, and 13.5% reported being in a non-listed racial/ethnic group or did not respond to the question.

Procedures

Our group created a survey via Qualtrics with a series of questions relating to the participant's perception and initial knowledge versus post-informative knowledge of the metaverse. Once our response collection was finalized, we exported our data into SPSS files and computed our data into various frequency tables and graphs to analyze the variables.

Measures

The participants' familiarity with the metaverse (DV) was measured by 3 items (Cronbach's $\alpha = .892$). All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 7, meaning Strongly Agree. Sample items were "I fully understand the concept of the metaverse," "I am familiar with how the metaverse is applied to technology these days," and "I recognize what market utilizes the metaverse in its market."

Perceived effectiveness in the metaverse (H1 IV) was measured by three items (Cronbach's $\alpha = .873$). All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 5, meaning Strongly Agree. Sample items were "I would like to see more applications of a metaverse in my daily life," "I think that metaverse will maximize the communication in virtual reality," and "I would like to use metaverse in the near future."

The usage of a metaverse in brands (H2 IV) was measured by four items. All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 5, meaning Strongly Agree. Sample items were "I am familiar with the brands that use metaverse for their promotion," "I would be more interested if company/brand uses metaverse for their promotion," and "After

watching this video, I feel like I would like to learn more about the brand's metaverse platform," and "(after watching the video) I think using metaverse would be effective for company's promotion." The T-Test and Paired Samples focus on questions Q2-1-1 and Q2-4-1. Q2-1-1 is used for the before, and Q2-4-1 is used for the after.

Resource effectiveness of the metaverse (in education) (H3 IV) was measured by three items (Cronbach's $\alpha = .789$). All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 5, meaning Strongly Agree. Sample items were "(after watching the video) I am familiar with the metaverse in the education industry," "(after watching the video) Education using metaverse seems more interesting than the one doesn't," "(after watching the video) I think the application of metaverse in the education industry would maximize the effectiveness of education."

Two items measured the resource effectiveness of the metaverse (familiarity with Social Media) (H4 IV). All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 5, meaning Strongly Agree. Sample items were "I am familiar with the metaverse in the education industry." and "After watching the video, I am familiar with the brands that use metaverse for their promotion." We tested the education familiarity questionnaire to make a correlation between familiarity with Social Media. This hypothesis focused on T-Test and Paired Samples. The T-Test and Paired Samples focus on questions Q3-2-1 and Q3-3-1. Q3-2-1 is used for the before, and Q3-3-1 is used for the after.

A set of questions regarding the participant's demographic information, including their gender, age, and race/ethnicity, were measured at the end of the survey.

Results

Hypothesis 1

To test hypothesis 1, we observed the answers after people watched the attached questionnaire video. Since both the independent and dependent variables are continuous variables, a simple linear regression model has been selected to test the hypothesis. We conducted a test before and after. We conducted the simple linear regression test, and we compared the Cronbach alpha statistics between 3 attributes of Dependent variables, Q1-2-2, Q1-2-3, and Q1-2-4. The Cronbach's Alpha that we got from the test was about .873 for each question. Q1-2-2, Q1-2-3, and Q1-2-4. Show the highest Cronbach's alpha without Q1-2-1. Based on Cronbach's alpha number, we created the new variable, "IV_h1," which is the sample mean value of the questions. Afterward, we started the test for the after portion and the simple linear regression test between the independent and DV_h1, the dependent variable, Q1-2-2, Q1-2-3, and Q1-2-4. Q4-2, Q4-3Q, and Q4-4 show, based on the Cronbach's Alpha that we got from the test, were about .925 for each question. Cronbach's alpha number, we created the new variable named "DV_h1," which is the sample mean values of the questions. . The adjusted R square value for the previous test was 0.393, which is lower than 0.5 and for the after test, it was 0.642, which is slightly higher than 0.5. The simple linear regression model might show less accuracy. Based on this, we can calculate the significance value of 0.001, which is less than 0.05, the alpha, so we can conclude that hypothesis 1 is supported. We can conclude that Effectiveness will positively affect customers' intentions to use the metaverse will positively affect consumers' understanding and intent to use it.

Hypothesis 2

Our perceptions and opinions can often change after we get new information. Repeating the questions after the Nikeland video shows how a respondent's perception of a company and metaverse changed. To test our second hypothesis, we ran a T-test and compared the values of the pairs in relation to the dependent and independent variables.

For the first sample, Q2-1-1 and Q2-1-3 represent the answers given pre-video. While Q2-4-1 and Q2-4-3 represent those after. Using the IBM SPSS statistic program, we ran a t-test where we were able to analyze the data set to compare the response before and after the video. Following the SPSS II sheet provided in class, we followed the SPSS Procedure by going to the "Analyze" tab, "Compare Means," in the drop-down, clicking on "Paired-Sample T-test" when we then proceeded to move "Q2-1-1 and Q2-4-1" as "Pair 1" and "Q2-1-3 And Q2-1-3" as "Pair 2." Then pressed "OK." Then we were given the T-test through three tables, the first being "Paired Sample Statistics," "Paired Sample Correlation," and "Paired Sample Test."

According to the "Paired Sample Test", the t-value for Pair 1 was -2.670, and Pair 2 was -7.146. The two-sided p-value for Pair 1 was 0.01, whereas, for Pair 2, the value was less than 0.001. Lastly, the degree of freedom for both pairs was 61. Given that the p-value for Pair 1 is 0.01 and Pair 2 is <0.001, our significance value has provided enough evidence to suggest that the difference between the two pairs is statistically significant. We can conclude that both p-values are less than our level of significance of 0.0, which results in our Hypothesis 2 being supported.

Hypothesis 3

To test hypothesis three, we observed the answers after people watched the attached questionnaire video. Since both the independent and dependent variables are continuous variables, a simple linear regression model has been selected to test the hypothesis. But before conducting the simple linear regression test, we compared the Cronbach alpha statistics between 3 attributes of Independent variables, Q3-3-1, Q3-3-2, and Q3-3-3. Cronbach's Alpha if the item deleted were 0.849, 0.636, and 0.633 for each Q3-3-1, Q3-3-2, and Q3-3-3. So we could conclude that Q3-3-1 should be removed from the independent variables' attribute. Since Q3-3-2 and Q3-3-3 show the highest Cronbach's alpha without Q3-3-1. Based on Cronbach's alpha number, we created the new variable named "h3_iv," which is the sample mean values of Q3-3-2 and Q3-3-3. And after, we conducted the simple linear regression test between the independent, iv_h3, and the dependent variable, Q3-3-4. The adjusted R square value was 0.552, slightly higher than 0.5, so the simple linear regression model might show less accuracy. Nonetheless, we could get the significance value < 0.001, which is smaller than 0.05, the alpha, so we could come up with the conclusion that we support hypothesis 3. Therefore, we could conclude that the Perceived resource effectiveness of the metaverse in the education industry will positively affect consumers' intention to use it.

Hypothesis 4

Two items measured the resource effectiveness of the metaverse (familiarity with Social Media) (H4 IV). All items were measured on a Likert scale ranging from 1, meaning Strongly Disagree, to 5, indicating Strongly Agree. Sample items were “Opinion/Perception: I am familiar with the metaverse in the education industry.”, “[After watching the "Education in Metaverse" youtube video]- 1) I am familiar with the metaverse in the education industry.” We tested the education familiarity questionnaire to make a correlation between familiarity with Social Media. The T-Test and Paired Samples focus on questions Q3-2-1 and Q3-3-1. Q3-2-1 is used for the before, and Q3-3-1 is used for the after. The T-Test

This hypothesis talks about the relationship between the metaverse and social media. Social Media is a platform many people use to share information and news with one another. Hypothesis 4 tests the correlation between the use of social media and how it potentially might impact the metaverse's existence. For this test, social media is the independent variable, and familiarity with the metaverse will serve as the dependent variable.

Conclusions

After analyzing 67 samples we collected through online surveys using qualtircs.com, we exported the data file to SPSS and conducted several statistical tests to test the four hypotheses that we set up.

Hypothesis 1 was supported based on the simple linear regression test. We conducted the test twice, one for the situation before people watched the youtube video and the other one for the after situation before watching the youtube video. First of all, there were three attributes for the dependent variables, so we looked at the Cronbach alpha's between all three dependent variables, and all three showed the correlation with higher Cronbach alphas' so we created the new variables named "h1_dv1" using all three attributes for the dependent variables.

After that, we conducted the simple linear regression test between IV and h1_dv1 and did the same for the after situation. Based on two simple linear regression test results, we could conclude that Effectiveness will positively affect customers' intention to use the metaverse, which was supported by the simple linear regression test.

Hypothesis 2 was supported as well based on the paired sample t-test. To test hypothesis 2, we had to look at both situations before and after respondents watched the video. Since we are using one attribute for each variable and comparing those which are continuous, we decided to conduct the paired sample t-test. The first pair was two independent variables, and the second pair was two dependent variables. There were two variables for each pair since there were two situations that were set up in the questionnaire, before and after.

Hypothesis 3 was also supported by the simple linear regression test results. In this case, there were three attributes for the independent variables and one for the dependent variable. So we conducted the Cronbach alphas' for those three attributes and then found out one of them should be removed, so we created the new iv named "h3_iv" with two attributes and then conducted the simple linear regression test. Based on the simple linear regression model, which was moderate, hypothesis 3 was conducted.

Hypothesis 4 was supported by the paired sample t-test results. Since there was only one attribute for each variable, and we are comparing these two continuous variables, we decided to conduct the paired sample t-test. We could confirm that there were differences between the two samples and conclude that hypothesis 4 was supported as well.

After combining all these statistical analysis results above, we could conclude that costumer's acknowledgment that measures the effectiveness of the metaverse positively affects customers' intention to use the metaverse. Consumers showed more positive perceptions of a brand that is using the metaverse compared to a brand that does not have a presence in the metaverse. As we confirmed above, Perceived resource effectiveness of the metaverse positively affects consumers in the education industry as well. Lastly, we could've confirmed that the influence of social media helps the metaverse become more known to the public throughout the survey.

Discussions

Practical Implication of the Research Findings

The study's major aim was to examine the consumer's perception of the metaverse. The research's findings showed that brands that used metaverse positively affected customer perception, i.e., the customers preferred the brand that used metaverse compared to brands that did

not use metaverse. It implies that companies should use metaverse for their marketing transactions to increase their competitiveness and welcome the potential for revenue growth. The research's findings project the metaverse as the future of social media, where different brands can quickly strategize new marketing campaigns. Companies can create decentralized autonomous organizations by creating real-time interactions online that will add value to customer experience.

Furthermore, companies can enhance their team's capabilities by using metaverse not only to access customers but also to identify potential employees since the platform can be used to not only provide product demonstrations but also to train employees. Moreover, companies can use the metaverse to reach younger audiences. Younger audiences use metaverse to engage with their friends, shop and celebrate their special days. Thus, by taking the business to the metaverse, companies will have an opportunity to gain the trust of a younger audience.

Limitations and Future Research

Data collection method: The study uses online Qualtrics to collect data from the audience. Despite increasing response rates, lowering costs, and flexibility, online surveys have various disadvantages. Some disadvantages include; online surveys being easy to miss or dismiss due to the large volume of emails and limited attention span among the prospective respondents. Furthermore, online surveys limit sampling and lead to response bias. Therefore, future researchers should consider using mixed research methodology (qualitative and quantitative data) to enhance the quality of collected data.

A limited sample size was used. Only 67 participants participated in the study, limiting the results' generalizability to all consumers. Thus, the research findings only apply to the population

from which the data was collected. Therefore, future researchers should consider recruiting more respondents to the research to enhance the generalizability of the results.

Limited analysis: The research limited its analysis of the data collected from the research. The research could have examined whether customer perception is also affected by the demographic characteristics of the respondents, such as age, gender, ethnicity, and education level. Therefore, future research should explore the collected data performing more analysis on the collected data.

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Appendix A

Qualtrics Survey Link:

https://qfreeaccountssjc1.az1.qualtrics.com/;fe/form/SV_cvj0XHhyMimqTkO

Questionnaire in a Word Document:

Sample Questionnaire _ Consumer's Perception of Metaverse

▼ Starting with the information about survey

This survey is designed to understand **consumers' perceptions of Metaverse**. The responses will be used for BUS2 138 group 8's project. The survey will take around 15-20 minutes of your time. There are no right or wrong answers. Please answer all questions honestly. The survey is anonymous and your responses will be kept strictly confidential. None of the companies and brands that used in this survey are affiliated with this project.

Appreciate your participation.



▼ Starting with the prompt for the first two questions designed to understand consumer's background knowledge about metaverse

Next two questions are designed to **understand your general background knowledge regarding Metaverse** and to know how much you are familiar with the concept and its uses.

▼ Q1-1 How much are you familiar with Metaverse?

How much are you familiar with Metaverse?							
	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly Agree
1) I fully understand the concept of the metaverse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) I am familiar with how metaverse is applied in these days technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I recognize what market utilize the Metaverse in its market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Q1-2 Opinion/Preference regarding Metaverse in general

[Starting Question] Opinion/Preference regarding Metaverse in general					
	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly Agree
1) I think metaverse is effective in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) I would like to see more applications of metaverse in my daily life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I think that Metaverse will maximize the communication in virtual reality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

→

- ▼ Starting with the prompt for the next four questions regarding the usage of metaverse with the brand.

The next four questions are designed to understand your recognition of the usage of metaverse with the brand.

- ▼ Q2-1 Opinion/Preference regarding the brand and metaverse before the video

Brands with or without Metaverse

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1) I am familiar with the brands that uses metaverse for their promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) I think using metaverse would be effective for company's promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I would be more interested if company/brand uses metaverse for their promotion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- ▼ Q2-2 How many company/brand do you know that utilize metaverse?

How many company/brand do you know that utilize metaverse?

0

1-3 company/brand

4-5 company/brand

6-10 company/brand

more than 10 company/brand

▼ Q2-3 Check if you've ever seen/heard about the brand's collaboration with metaverse.

Check if you've ever seen/heard about the brand's collaboration with metaverse.

Nike

Zara

Gucci

Adidas

Burberry

Forever 21

Vans

None of them

▼ Q2 Video to see if there's difference regarding respondents recognition of the usage of metaverse in brand



[click to watch] Nikeland Video

or please use the link below to watch the video

<https://youtu.be/U1yX7awE5P0>

* Please Watch the above 1-minute Nikeland youtube Video before you move to the next questions.

* Nikeland is Nike's metaverse platform, hosted on Roblox.

(this project is not affiliated with Nike at all. we are just using nikeland as one example.)

▼ Q2-4 [After watching the given video]

[After watching Nikeland Video]

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly Agree
1) After watching this video, I feel like I would like to learn more about the brand's metaverse platform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) After watching this video, I feel like I would like to learn more about the brand itself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I think using metaverse would be effective for company's promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4) I would be more interested if company/brand uses metaverse for their promotion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Starting with the prompt for the next three questions regarding the usage of metaverse in education

The next three questions are designed to understand your recognition of the usage of **metaverse in education**

▼ Q3-1 How many times have you experienced the education environment using metaverse?

How many times have you experienced the education environment using metaverse?

0 None

1 time

2-3 times

4-5 times

more than 5

▼ Q3-2 Opinion/Preference about metaverse in education industry

Opinion/Preference about metaverse in Education Industry

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1) I am familiar with the metaverse in education industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) Education using metaverse seems more interesting than the one doesn't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I think the application of metaverse in education industry would maximize the effectiveness of education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4) I would choose education using metaverse platform over the one without it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Q3 Video to see if there's difference regarding respondents recognition of the usage of metaverse in education



[click to watch] [metaverse in education](#)
or please use the link below to watch the video
<https://youtu.be/KLocj5qvOio>

* Please Watch the above 1-minute "Education in Metaverse" youtube Video before you move to the next questions.

* Above video is created by Meta to explain education in metaverse
(this project is not affiliated with Meta at all. we are just using nikeland as one example.)

▼ Q3-3 [After watching the given video]

[After watching the "Education in Metaverse" youtube video]

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly Agree
1) I am familiar with the metaverse in education industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) Education using metaverse seems more interesting than the one doesn't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I think the application of metaverse in education industry would maximize the effectiveness of education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4) I would choose education using metaverse platform over the one without it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Q4 Ending with the General opinion/preference about the metaverse to see if there's any changes at the end of the survey

[Ending Question] Opinion/Preference Regarding Metaverse in general

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly Agree
1) I think metaverse is effective in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2) I would like to see more applications of metaverse in my daily life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3) I think that Metaverse will maximize the communication in virtual reality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Questions about general information about respondents.

What is your gender

Male

Female

Non-binary / third gender

Prefer not to say

How old are you ?

What is your ethnicity?

White or Caucasian

Hispanic or Latino

Black or African American

Native American or American Indian

Asian or Pacific Isander

Multicultural

Other

Please let us know if you have any comments about this survey.



▼Q5 Ending the Survey with questions regarding education.

G5



How you rate the accessibility of education now?

G5



What are some ways new technology has formed education?