The Virtual World and Marketing
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This collection of essays is dedicated to personal, professional, and intellectual development. It provides a fresh, non-traditional publication that offers a comprehensive view of the virtual world and marketing. The essays cover a variety of topics, including the concept of digital marketing, virtual reality applications, and the impact of social media on marketing strategies.

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Edited by
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FOREWORD

A virtual world (virtual reality), terminologically, refers to an electronic environment that visually mimics physical spaces where people can interact with virtual actors and virtual objects. The virtual world is an artificial environment, a computer-based online community that individuals design and share a custom-built, simulated world. The virtual world is a kind of digital reality—a way of using technology to create environments designed for expressly human interaction. The virtual world realities can be designed precisely for human interaction for very specific reasons to create experiences not otherwise possible. Then it can be said that VW can do and serve you everything that is impossible in the real world.

The virtual world has a vital importance today that it had been mentioned as the “next big thing” over the past few decades. The world is reshaping the effect of virtual developments. The development is seen in not only technological areas, but also in the economic and social environment. First, it was thought that virtual world with the games would create a new economy. The growth of online games was faster than predicted. Many economists thought that virtual economy would not be the real economy; it would be a fake economy besides the real one. Economic interactions in the virtual world have easily matched in the business environment. VW has become widespread in education, health and many industrial application technologies in recent years, and everybody has noticed that virtual world is an important indicator of the real world when they saw how it connected to the real economy.

This book’s main scope is to get deep insights of virtual world and marketing association or synergy. The virtual world is the centre of all kinds of businesses like marketing. Here, the twelve papers are presented to capture a different view of virtual world and its relationship with marketing.

“Analysis of Virtual Ego in The Virtual World” explains virtual ego concept, development, and clarifies the virtual ego and online persona.

“Services in The Virtual World” points out the importance of the virtual services, and clarifies virtual services in different application domains to create future innovations in this area.
"Avatars as The Virtual World’s Personality" defines avatars as virtual world personalities and evaluates personality traits of online shoppers then explains the relationship between avatars and self-concept.

"The Concept of Ethics in Virtual World: How Innocent is Virtual Markets, Or Else, is There Ethical Violations?" points out the ethical problems that consumers face with such as privacy and confidence when doing shopping in the virtual environment.

"Potentials of IoT As a Marketing Tool: Opportunities vs. Challenges" explores the potential implications of IoT in marketing, and clarifies the substantial benefits, as well as risks of IoT for both companies and customers.

"Brand Communication in Social Media Marketing" clarifies the principle of brand communication in the social media marketing and evaluates brand communications in social media platforms.

"Value Co-Creation in Omni-Channel Retailing: Reframing the Service-Dominant Logic Perspective" explains the theoretical understanding of the omni-channel retailing from SDL (Service-dominant logic) via digital technologies.

"Virtual Experiential Marketing in The Virtual World," gives information about virtual experiential marketing, and explains its dimensions and applications.

"The Development of Virtual Reality Market" includes information on the current structure of the VR market and predictions for its future.

"A New Strategy in Marketing Products and Services: Semantic Web (Web 3.0)" explains the historical developments of the Web, semantic web technology and its relationship with marketing.

"The Dark Side of Online Consumer Behaviour" aims to improve readers’ understanding of the dark side of online consumer behaviour and gives a general overview of online compulsive, impulsive, addictive buying, and online gambling addiction.

"How to Capture the Virtual World’s Online Brand Loyalists" explains what e-commerce businesses should do to create customer loyalty, and points out the ways to attract the online consumers.

We do hope this book will be a contribution to the knowledge of marketing students, researchers and practitioners of marketers and business people at large.

The Editor