



# Metaverse Designed Marketing in South Korea - The Role of Self-Efficacy and Social Norms

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**Keywords**

Technology Acceptance Model  
Metaverse  
Marketing Performance  
Self-Efficacy  
Social Norms

**Abstract**

The marketing environment is going through huge change due to the introduction of metaverse technology. New platforms and tools are being introduced for better customer interaction expecting the achievement of efficiency and effectiveness. The marketing sector is encountering considerable obstacles in implementing metaverse technology, impeding the possibility of upgraded consumer interaction and immersive experiences. To tackle this problem, this study looks at what stimulates marketers' acceptance of metaverse technology and finds ways to contract beyond adoption hurdles. This study scrutinized the roles of self-efficacy and social norms in marketing performance. This study used a questionnaire created to evaluate the roles of self-efficacy and social norms in marketing performance. A questionnaire was distributed among the respondents which was based on an online survey to 1000 marketing professionals of online businesses in South Korea to gather data. 401 valid responses were received and used in data analysis. The survey made this research imaginable, which helped us gather information on the variable quantity affecting marketers' use of metaverse technology. It was observed that both self-efficacy and social norms have valuable importance for marketing performance while using metaverse interventions.

**Introduction**

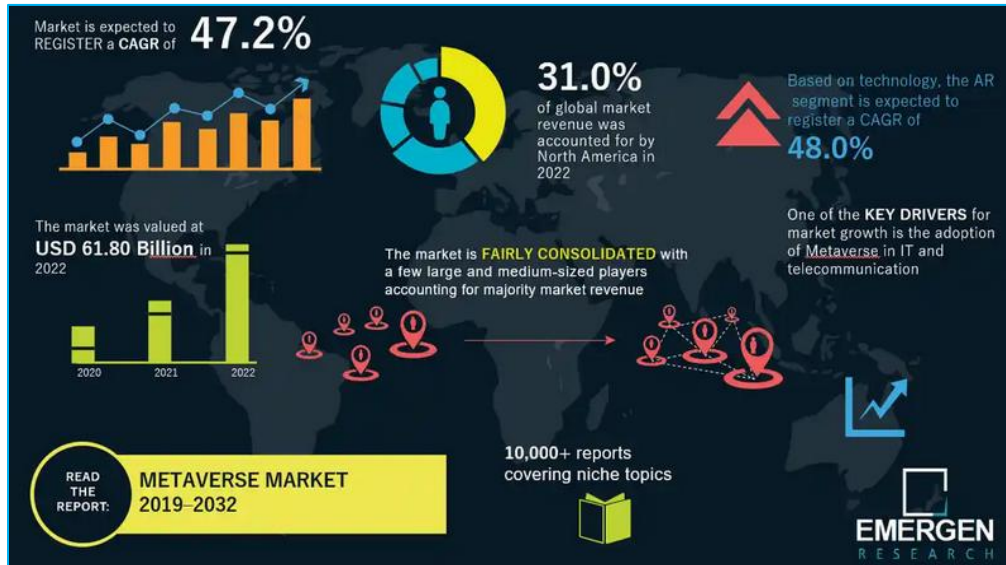
Technology is changing the marketing strategies in South Korea; new platforms and tools are being introduced for better customer interaction. One of the most significant developments in this regard is the Metaverse, a collective virtual shared space created by the fusion of virtually enhanced physical reality and persistent virtual environments. This immersive digital monarchy combines virtual reality (Kye et al., 2021), augmented reality (AR), and the Internet to enable real-time interactions within networked 3D settings. This idea was first made popular by Neal Stephenson in his 1992 novel "Snow Crash," and has since evolved from a speculative concept to a burgeoning digital reality driven. Prominent technology corporations including Microsoft, Google, and Meta are investing significantly in creating Metaverse platforms, intending to realize a day when virtual and physical interactions are interchangeable. There are quite a few possible uses for the Metaverse, including social interaction, gaming, education, and most knowingly, marketing (Shahid & Li, 2019). Because of its capacity to provide extremely immersive and customized experiences, marketers looking to challenge established marketing standards find it to be a compelling tool. However, there are several complications in using Metaverse technology in marketing plans, chief among them being user acceptability. In the current decade, the metaverse market is growing, the expected market size is shown in Figure 1.

As marketers explore the opportunities of the Metaverse, they meet several real-world difficulties. The unpredictability of user acceptance of Metaverse technology in South Korea is one of the main problems. A wider variety of consumers may be unwilling to use these virtual platforms because they are unaware or seem complicated, while early adopters and tech devotees may find them easy to use. The effectiveness of marketing initiatives in the Metaverse hangs on understanding the elements that affect user acceptability and using these intuitions to encourage widespread adoption (Toraman, 2022). Additionally, conventional marketing methods might not work as well in this original virtual setting, calling for making of unique plans that brand a routine of the immersive and collaborating qualities of Metaverse. This comprises putting on live records, emergent virtual showrooms, and making thought-provoking substantial for in-the-moment appointment. In addition, Metaverse dowries new chances for data crowd and analysis, generous marketers a restored kind of buyer behavior and predilections. To reserve customer confidence, but, this also carries up important privacy as well as data security questions that need to be determined. Even though Metaverse and its marketing possible are gaining admiration, there is still an nonattendance of information in prose about the precise features that affect user acceptance of Metaverse technologies then how they touch marketing presentation (Gao, 2010).

Preceding research on technology acceptance model, a

general paradigm for analyzing how operators accept novel technologies, has typically focused on traditional stages including information organizations, e-commerce websites, besides mobile apps. These trainings suggest empathetic information on how technology is normally accepted, then they fall short in talking of the singular qualities and complicated details of Metaverse. Also, somewhat than stressing the Metaverse's commercial possible and user acceptability,

present studies on subject lean near stress its technological improvements (Bhatia et al., 2020) or social ramifications, such as variations in social relations and confidentiality problems (Roessler & Mokrosinska, 2013). This hole in study emphasizes how vital it is to do a detailed study of the variables moving users' acceptance of metaverse technology then how those variables move marketing fallouts.



**Figure 1:** Metaverse Market Size (2019-2032).  
Source: Emergen Research.

This study's primary goal line is to inspect how the technology adoption model force be used to recovering understand how manipulator adoption of Metaverse technology marks marketing effects. In actuality, this study seeks to determine basics that influence the acceptance of Metaverse technology by operators. There are significant consequences for moot research as well as gainful exercise after this study. It hypothetically adds to the form of information previously accessible on technology acceptance by increasing the request of the technology acceptance model to a product-new, promptly developing mechanical sector. It bids a classy understanding of how novel, immersive situations like the Metaverse power be tailored interested in well-known models of technology espousal. From an everyday standpoint, the reading provides kind information to vendors who want to make a variety of uses of Metaverse. Marketers could create more winning strategies, increase kind loyalty, besides grow overall marketing effectiveness through knowing basics that influence operator approval. The consequences of this study determination assist marketers in modifying their plans to the requirements and discriminations of their board markets, resulting in additional immersive and stimulating customer experiences. The bang also discusses confidentiality and security subjects, which are dangerous to preserving purchaser confidence and subsequent lawful necessities.

To put it for a split second, the goal of this research is to close the gap that exists between theoretical models of technology adoption and the real-world difficulties associated with marketing in the Metaverse. The study objectives to deliver thorough info on how worker acceptance disturbs marketing effectiveness by smearing the technology acceptance model (Marangunić & Granić, 2015) to this new digital authority. It also aims to offer convenient advice for marketers who requirement to innovate in this hastily changing commerce. Therefore, the purpose of this study is to provide valuable implications for the practitioners and policymakers for the promotion of metaverse in marketing activities of online businesses in South Korea.

## Literature Review

### Relationship between Self-efficiency and Marketing Performance

One important psychological perception is self-efficacy, which is the assurance in one's capacity to do actions and realize purposes. Self-efficacy is a key factor influencing marketing performance (Gao, 2010) in the marketing setting. As the digital background develops, this idea becomes more and more pertinent, especially with the introduction of the Metaverse a communal virtual shared environment formed by the combination of digitally upgraded physical reality and

persistent virtual settings, which include the Internet, augmented reality (AR), and the totality of virtual worlds. Marketers face both new possibilities and obstacles in the Metaverse, and their ability to effectively leverage these cutting-edge platforms depends heavily on their level of self-efficacy (Schwarzer & Luszczynska, 2008). Abundant processes highlight the significance of the positive suggestion between self-efficacy as an independent variable and marketing performance as a dependent variable in the modern marketing paradigm. Initially, among marketing professionals, self-efficacy adopts creativity and problem-solving skills. People who have a strong sense of their capabilities are more motivated to see problems positively and be open to trying out novel solutions. This is vital because, in marketing, a campaign's ability to stand out and be creative may make or ruin it. Vendors who have confidence in their talents are more likely to think artistically, try out novel concepts, and create characteristic approaches that pique customers' interests. If you want to stand out in a competitive business, you need to make more engaging and effective marketing efforts, which are made easier when you have creative confidence. For instance, in the Metaverse, live events, virtual showrooms, and the production of user-resonant content are crucial for marketers. Interactive and immersive experiences are essential. When individuals have a high level of self-efficacy, they can accomplish these tasks with the necessary uniqueness and inventiveness, which enhances marketing effectiveness.

Furthermore, self-efficacy raises proactive knowledge and skill growth. Waiting up to date by the latest tackles, platforms, besides propensities is authoritative in the ever-evolving monarchy of digital promotion. High self-effectiveness marketers are extra motivated to appearance for educational chances, go to workshops, and shadow ongoing expert development. Their keenness to study assurances that they are conversant about the modern developments in skill and advertising plans (Popescu, 2020; Sharpe & Hanson, 2017). In the Metaverse, for example, it's vital to comprehend then make custom of analytics gears, mechanisation software, and AR/VR technology. Always improving their dexterity agrees marketers to skills more complex besides successful drives, which advances performance gauges like version rates, consumer seminar, and brand respect. Thirdly, self-effectiveness has a hero in pliability and suppleness, two qualities that are vital for marketers who effort in a unstable setting. Because of varying customer behavior, novel technology, as well as dynamic market circumstances, the marketing environment is active. Marketers with tall self-efficacy are improved able to withstand these moves and face them head-on. They are additional equipped to alteration course when wanted, adapt their plans, besides continue to perform at a high level smooth in the face of difficulties. This liteness is especially critical (Chaudhuri & Holbrook, 2001; Cheah & Yuen-Ping, 2021) in Metaverse, where the crushed rules for communication are still being functioned out.

High self-efficacy marketers container try out new plans, draw lessons after their errors, besides swiftly correct to what works top in this virtual atmosphere, all of which advance promotion effectiveness. Moreover, self-efficacy makes it thinkable to use technology effectively, which is perilous for modern-day marketing. A definite amount of ability besides confidence is required to integrate cutting-edge skill like artificial intelligence (AI) (Graham et al., 2019), large data analytics, and metaverse. High self-efficacy dealers stand healthier at using these gears to craft attractive and dynamic client experiences. example, they may influence big data analytics to understand customer behavior, use AI to modify marketing messages, and usage VR to create immersive simulated experiences. Progressive marketing presentation results from their aptitude to employ these skills effectively, which recuperates their ability to reach then engage target customers. When it comes to Metaverse, vendors who possess a tall mark of self-efficacy can shape engaging processor-generated locations that draw in then keep users, thus refining their presentation. Between marketing experts, self-efficacy also improvements motivation and meeting. People who must self-assurance are additional likely to be determined, which encourages them to give extra time and liveliness to their work. Their superior steps of engagement are an effect of this innate longing, which lets folks to create in addition aggressively strive near challenging boxes. This renders into a stronger obligation to campaign advance, application, and scrutiny in marketing. High self-efficacy vendors are further motivated to keep going after disappointments, keep improving their plans, and follow greatness. Better performance metrics and more fruitful marketing creativities are the consequence of this tenacity then drive. The positive association between self-efficacy then work presentation is maintained by empirical research in some fields, including marketing.

Research has demonstrated a favorable correlation between job performance and self-efficacy, indicating that persons who possess self-confidence are more likely to get superior performance outcomes. According to a study, marketers who have a strong sense of their abilities are better at utilizing social media platforms and analytics, which improves consumer engagement (Arghashi & Yuksel, 2022) and campaign outcomes in the context of digital marketing. This competence is especially important in the Metaverse, where a high degree of technical and artistic expertise is needed to create immersive and engaging experiences. This connection is further demonstrated by real-world experiences. One multinational IT corporation, for instance, created a thorough training program to raise the marketing team's self-efficacy. The curriculum concentrated on fostering self-assurance in the use of cutting-edge analytics tools, producing AR/VR content, and designing smart digital campaigns. Higher self-efficacy dealers performed better crossways a range of needles, including more website circulation, additional community media appointment, and higher lead change rates, according to post-exercise

evaluations. Additional design is of a well-known style firm that authorized its advertising staff by using self-efficacy notions. The business experienced a prominent improvement in quality of promotion concepts and performance by if a safe and encouraging air. This greater the brand's discernibility in market and increased shopper loyalty (Muharam et al., 2021) also toward sales. These artworks stress the character that self-efficacy dramas in motivating promotion performance and condition for productions to make hoards in developing this eminence within their marketing control. To fully use self-effectiveness, companies can lay into preparation several useful approaches. The confidence and capability of marketers may be augmented by comprehensive exercise programs that highlight both technical services and creative thinking. Creating mentoring packages where more seasoned marketers counsel and assist team members by less experience assistances foster a development atmosphere that indorses learning and development. Encouraging marketers to see obstacles as chances for improvement and fostering a growth attitude can help them become more resilient and adaptable. Regularly giving constructive criticism that identifies opportunities for growth as well as strengths may greatly increase self-efficacy and inspire people to pursue greatness. Assisting marketers in creating ambitious but attainable goals may boost their self-esteem and give them a sense of success. Acknowledging and honoring successes and creative contributions may boost confidence and inspire sustained high performance.

In summary, there is a significant and complex link between self-efficacy and marketing performance. Proactive learning, greater engagement, improved problem-solving skills, resilience, and efficient use of technology are all correlated with high levels of self-efficacy among marketing professionals. Building marketing teams' self-efficacy will be essential for firms looking to stay competitive and succeed over the long term as the marketing landscape changes (Sharma & Rautela, 2022), especially with the integration of the Metaverse. Organizations may enable their marketers to flourish, spearhead creative initiatives, and eventually attain greater levels of marketing performance by putting tactics to increase self-efficacy into practice. In addition to helping individual marketers, this emphasis on self-efficacy increases the organization's competitiveness and overall performance in the ever-evolving digital landscape.

**Hypothesis 1 (H1):** *Self-efficiency has a positive effect on marketing performance.*

### **Relationship between Social Norms and Marketing Performance**

Social norms have a big influence on people's decisions and behaviors (Tesar, 2020). They are the unspoken expectations and guidelines that guide conduct within a community or group. Social norms have a substantial impact on client behavior, brand insight, and marketing performance once it originate in promotion. To prove how conformism toward society's

outlooks and norms completely affects marketing results, this study learns complex link among social norms as self-governing variable and marketing presentation as a dependent flexible. Social norms have a important impact on customer behavior by directing folks toward behaviors that are thought socially satisfactory (Gupta et al., 2018) in their native communities. These norms, which have a marvelous influence on buyer attitudes and results, are formed by national values, peer weight, and society predictions. To craft undoubted marketing plans that reverberate with target spectators and promote wanted behaviors, marketers essential to understand and take advantage of on social norms.

Marketers may augment consumer meeting, brand loyalty, then marketing effectiveness by fetch into line their stamping and message with dominant society ideals. Social norms have a foremost influence on patron attitudes and likings, which in turn distresses marketing presentation. Consumers typically base their buying decisions on social indications and traditions, of which they are well conscious. For illustration, customers are supplementary likely to support businesses that emphasis on outgoing activities and schemes in societies anywhere environmental sustainability is a usually accepted social norm. Marketers may form make affiliation and devotion by appealing to customers' values and favorites finished product suggestions and brand messages that are in streak with this social norm. Moreover, word-of-mouth publicity and brand raise are importantly unfair by societal agreements. Customers regularly appear to their social networks for support before making procurements (Zhang et al., 2021), then more likely to indorse businesses and belongings that share their morals then opinions.

Through the development of a product identity that bring into line with dominant social standards, marketers might effectively burden power of word-of-mouth marketing besides utilize social media podiums to extend their brand's influence and messaging. Finally, this natural brand support improves marketing effectiveness in cumulative consumer achievement (De Vries et al., 2017) and custody as well as brand alertness and sureness. Additionally, how customers perceive a brand's genuineness and reliability is biased by societal values. Consumers are flattering more attracted to trades that exhibit social accountability, authenticity, and slide in an era where outdated marketing and publicity strategies are existence questioned additional and more. Marketers may found stronger relationships with their board audience by ornamental customer trust and reliability through brand messages and doings that are in line with existing societal standards. Optimistic brand associations, better brand loyalty, and eventually better marketing achievement are all a result of this faith and genuineness. Social norms effect corporate culture besides internal marketing plans in addition to customer behavior and interpretations (Pavlidou & Efstathiades, 2021). Ranking social responsibility, variety, and inclusion helps trades draw and keep top persons in addition to connecting with customers.



Through the unindustrialized of a corporate nation that values and motivates socially mindful behavior, marketers may find their businesses as highest employers and raise worker contentment then engagement. This tips to a more driven than efficient staff, which assists marketers transport out marketing movements more successfully and advance marketing performance.

Moreover, community policy and controlling situation are shaped by group norms (Hintz & Dencik, 2016), which also have an consequence on industry morals and marketing strategies. To talk about shifting social norms around data discretion and consumer shield, governments and governing bodies, for example, have tensed rules and protocols governing the gathering, use, and advertising of data. Marketers may inferior the risk of non-obedience, enhance brand standing, and build consumer sureness by proactively bring into line their marketing processes with regulatory requirements then widely accepted social norms. As so, this recovers marketing efficiency by mitigating legal then reputational dangers and maximizing consumer appointment and loyalty. Experiential evidence suggests that social norms then marketing achievement are positively linked across a variety of settings and industries. Makes that competition their language and doings to the existing societal norms and values outstrip their competitors in footings of brand fairness, consumer faithfulness, and financial accomplishment, as several educations have shown. Harvard Business School educations, for instance, bare that businesses that place a high importance on social responsibility then ethical behavior (De Roeck & Farooq, 2018) outdo their competitors in rapps of long-term monetary success and shareholder price. Likewise, studies lead in the area of consumer mind have established that customers are extra inclined to buy after companies that portion their values and feelings, underlining the significance of social norms in manipulating consumer behavior then choice (Asiegbu et al., 2012; Buerke et al., 2017; Han, 2021; Wee et al., 2014).

The positive relationship amongst social norms and marketing success is supported by practical cases. Reflect the case of a renowned purchaser products company that tossed a marketing campaign to help diversity and femininity equality. By bring into line its brand verbal with popular societal norms on femininity equality and comprehensiveness, the company was talented to found a assembly with customers and nurture positive brand acuties and loyalty. Comparably, after applying sustainability programs and messaging, a multinational technology commercial that placed a from top to bottom priority on environmental sustainability and business social responsibility had a prominent improvement in together brand reputation and customer devotion (Chuang & Huang, 2018). These artworks highlight the significance of social norms in influencing make loyalty, customer acuties, and eventually marketing effectiveness. Societal values, marketers may grow more influential and impactful marketing strategies that help

their businesses achieve their boxes. Take the achievement of a beverage firm, for example, that helped from the growing social norm of health awareness. The firm grew auctions and market portion by appealing to consumers' wish for improved living choices by highlighting the natural elements and nutritional advantages of its things. A fashion store skilled a notable increase in variety engagement and customer loyalty across a mixed range of demographics afterward it adopted body positivity and presence in its marketing initiatives. These drawings show how marketing enterprises that conform to societal contracts may have measurable optimistic effects on customer participation, brand perception, and finally financial recital.

To sum up, social norms have a large effect on marketing achievement (Melnyk et al., 2022) because they drive make support and faithfulness, shape consumer behavior then perceptions, encourage novelty and difference, and must an impact on business accountability and moral standards. Marketers might develop more convincing and successful marketing methods that connect with their target audience, inspire brand engagement and devotion, and ultimately care for long-term economic success in knowing and using dominant social norms. To be germane and competitive in a shop that is always developing, marketers need to be conscious of these alterations in national values and conventions and regulate their strategies suitably.

**Hypothesis 2 (H2):** *Social norms have a positive effect on marketing performance.*

## Methodology

### Research Design

This study customs a quantitative research method to examine the technology acceptance model and its influence on marketing performance by metaverse technology. Since a quantitative methodology container measure variables methodically, test hypotheses, then infer results to a broader population, it brands sense in the temporary. A descriptive review strategy is used to gather data, providing an organized method for measuring how metaverse technology affects advertising performance. Because it delivers a theoretical framework for sympathetic consumer acceptance of new technologies and essences on perceived helpfulness and ease of custom, the technology acceptance model framework is specifically well-suited for this research.

### Data Collection Method

The data collection method is a connected poll designed to switch respondents' attitudes and sentiments on the marketing usage of metaverse technology of online businesses in South Korea. Marketing experts in South Korea were the respondents of this study. The study instrument contains a series of Likert scale queries that have been modified for the setting of metaverse technology and modified after earlier technology acceptance model investigations. Significant topics including

apparent practicality, perceived comfort of use, attitude to using metaverse technology, and its influence on marketing presentation are enclosed in these questions. The consequences are more approximately applicable owing to the efficiency of the online review technique and its aptitude to reach a varied and geographically discrete sample.

### Sampling Technique

To safeguard that the sample is illustrative of the populace, stratified chance sampling is used. The sample is complete of marketing specialists from different segments based on variables including manufacturing, firm size, then degree of knowledge with digital advertising technology. In addition to if more in-depth information on request and effects of metaverse skill, this stratification assurances that sample exactly represents the diversity of the marketing industry. A sample size of 400 defendants is excellent subsequently it accounts for reply to variability and proposals a solid foundation for arithmetical analysis and theory testing.

### Data Analysis Procedure

The procedure of analyzing statistics is divided interested in various stepladders. First, the composed data is cleaned for accuracy and constancy. Descriptive data like mean, average, and standard unconventionality are computed to bounce a broad picture of the personalities and lookouts of the participants about metaverse technology. Next, the framework is examined by inferential statistics. The ideas of perceived utility, defiance toward usage, seeming ease of use, and promotion performance are evaluated expending structural equation modeling (SEM). SEM is particularly well-suited for this category of research as it licenses the evaluation of complicated interactions between numerous variables and offers a full grasp of the fundamental elements driving technology acceptance and marketing effects (Aji et al., 2017; Li et al., 2019; Maiyaki & Mokhtar, 2012). In

the methodology, specimen strategies, data gathering approach, and data examination process are all prudently designed to assurance the authenticity and trustworthiness of the results, offering perceptive information for both theoretical study and real-world use in the promoting industry.

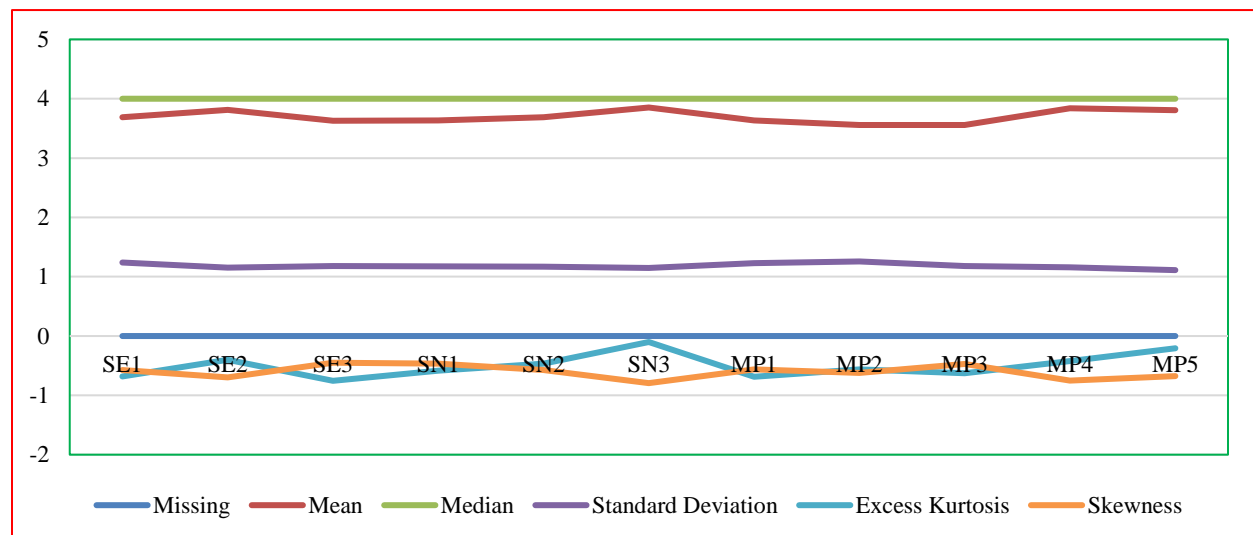
### Data Analysis

Data statistics highlighted that the values for all questions fluctuating from 3.557 to 3.852, the descriptive statistics Table 1 demonstrate that respondents' opinions regarding the technology utilized in company marketing were generally positive. Consistently, the median values are 4, suggesting that the responses' central tendency is on the positive end of the spectrum. The standard deviations, ranging from 1.111 to 1.257, indicate a significant degree of response variability. While the excess kurtosis values, which are primarily negative, suggest that the distribution of responses was comparatively flat as compared to a normal distribution, the negative skewness values show that more respondents skewed toward higher evaluations Figure 2.

**Table 1:** Data Statistics.

Items	Missing	Mean	Median	Standard Deviation	Excess Kurtosis	Skewness
SE1	0	3.686	4	1.241	-0.683	-0.574
SE2	0	3.814	4	1.154	-0.398	-0.698
SE3	0	3.629	4	1.181	-0.755	-0.45
SN1	0	3.633	4	1.173	-0.583	-0.467
SN2	0	3.686	4	1.17	-0.468	-0.572
SN3	0	3.852	4	1.147	-0.101	-0.794
MP1	0	3.633	4	1.228	-0.684	-0.56
MP2	0	3.557	4	1.257	-0.563	-0.623
MP3	0	3.557	4	1.179	-0.628	-0.472
MP4	0	3.838	4	1.16	-0.42	-0.75
MP5	0	3.805	4	1.111	-0.208	-0.678

**Note:** SE = Self-Efficacy; SN = Social Norms; MP = Marketing Performance.



**Figure 2:** Data Statistics Results (Clean Data).

**Note:** SE = Self-Efficacy; SN = Social Norms; MP = Marketing Performance.

With values ranging from 0.665 to 0.868, the measurement model assessment Table 1 reveals substantial factor loadings for every item. This suggests that the survey questions are reliable indicators of the marketing performance, self-efficacy, and social norm constructs, respectively. The constructions' well-refinedness and the items' accurate capture of the desired dimensions are confirmed by the high factor loadings. Measurement model is reported in Figure 3 along with factor loadings of each scale item.

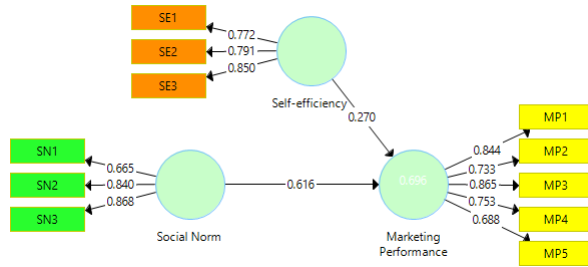


Figure 3: Measurement Model Assessment.

Note: SE = Self-Efficacy; SN = Social Norms; MP = Marketing Performance.

Table 2: Factor Loadings.

Items	Marketing Performance	Self-efficacy	Social Norm
MP1	0.844		
MP2	0.733		
MP3	0.865		
MP4	0.753		
MP5	0.688		
SE1		0.772	
SE2		0.791	
SE3		0.85	
SN1			0.665
SN2			0.84
SN3			0.868

Note: SE = Self-Efficacy; SN = Social Norms; MP = Marketing Performance.

It is clear from Table 3, reliability and validity data that the constructs have strong convergent validity and internal consistency. All of the Cronbach's Alpha scores are higher than the permissible cutoff point of 0.7, indicating that the items are assessing their constructs with reliability. It can be shown that the constructs account for a considerable amount of the variation in the items when Composite Reliability (CR) values are more than 0.8 and average variance extracted (AVE) values are greater than 0.5.

Table 3: Alpha, CR, and AVE.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Marketing Performance	0.837	0.852	0.885	0.608
Self-efficacy	0.73	0.746	0.847	0.648
Social Norm	0.706	0.736	0.837	0.634

AVE square was examined to check the discriminant validity (Hafkesbrink, 2021; Henseler et al., 2015). The square roots of the AVE values (on the diagonal) are larger than the inter-construct correlations, supporting discriminant validity Table 4. This suggests that every concept is unique and assesses a different facet of the respondents' attitudes and beliefs regarding the usage of technology in marketing.

Table 4: Discriminant Validity.

	Marketing Performance	Self-efficacy	Social Norm
Marketing Performance	0.78		
Self-efficacy	0.721	0.805	
Social Norm	0.614	0.732	0.796

According to the SEM results Table 5, social norms and self-efficacy both significantly improve marketing performance. The path coefficients for Social Norms and Self-efficacy are 0.616 ( $p < 0.001$ ) and 0.27 ( $p < 0.001$ ), respectively. The T-statistics, with values of 4.221 and 10.086, respectively, provide additional evidence for the importance of

these connections. The structural model is reported in Figure 4. Along with the results given in Table 5, results are also presented by using Figure 5, Figure 6 and Figure 7. Figure 6 highlighted the histogram showing the effect of self-efficacy on marketing performance. On the other hand, Figure 7 highlighted the effect of social norms on marketing performance.

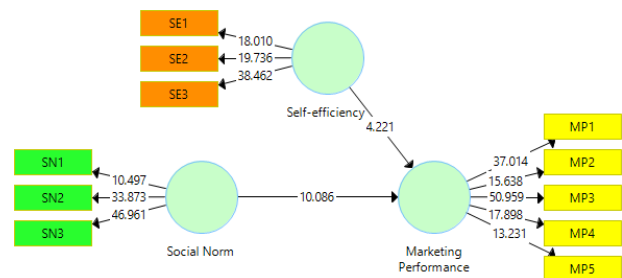


Figure 4: Structural Model Assessment.

Note: SE = Self-Efficacy; SN = Social Norms; MP = Marketing Performance.

Table 5: Results.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Self-efficacy -> Marketing Performance	0.27	0.273	0.064	4.221	0
Social Norm -> Marketing Performance	0.616	0.615	0.061	10.086	0

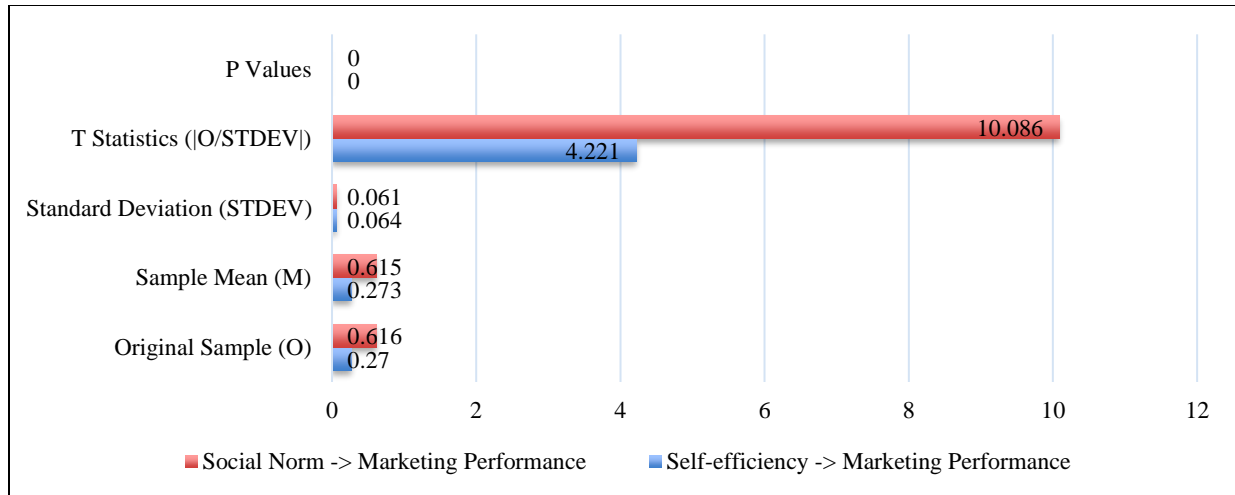


Figure 5: Path Analysis Results.

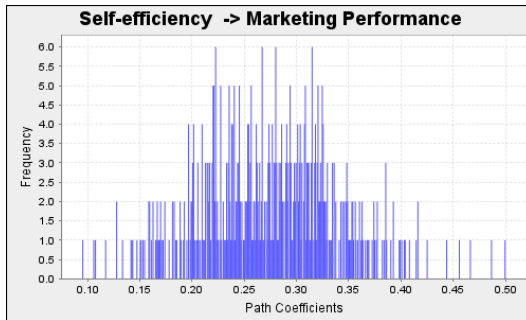


Figure 6: Self-efficacy -&gt; Marketing Performance.

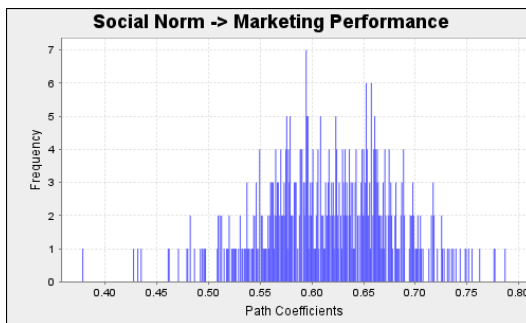


Figure 7: Social Norm -&gt; Marketing Performance.

### Discussion

Digital technologies are emergent at a rapid pace, and this consumes changed promotion methods. One new stage that offers immersive skills is Metaverse (Bhavana & Vijayalakshmi, 2022; Lee et al., 2021). This study services the technology acceptance model as the hypothetical framework to scrutinize how self-efficacy disturbs marketing success in the setting of Metaverse in South Korea. The existing study's marks are juxtaposed with extant fiction to assess coherence and emphasize any disparities. The moments of the study show that selling success in the Metaverse is critically better by self-efficacy. Higher self-efficacy operators are more likely to custom Metaverse products and steer them more skillfully,

which increases marketing results like appointment, customer contentment, and sales change rates. The significance of users' confidence in their capacity to engage by intricate digital settings is shown by this connection. Previous studies have repeatedly established that self-efficacy has a favorable effect on the uptake and well-organized application of new-fangled technology. As an example, Venkatesh and Davis (2000) pointed available that increased self-effectiveness increases apparent utility (Fritea, 2015) and ease of use, two important TAM basics that promote technology acceptance. This is steel-clad by this research, which starts that self-sufficient users are additional likely to use Metaverse technology and recover marketing consequences.

Research by Park and Kim (2014) tourist attractions strong association between consumers' technical ability and the victory of numerical promotion. This research showed that proficient digital tool users may produce more charming content and target audiences more successfully, which improves performance metrics. In a similar vein, this study's results show that self-efficient users make the most of the Metaverse's potential to enhance marketing tactics. Although self-efficacy has been shown to have a beneficial impact general, some previous research suggested that extremely complex digital environments may lessen the benefits of self-efficacy because of a sharper knowledge curve. This study indicate that these problems could be alleviated in Metaverse by the immersive and communicating character of the stage, which draws users in and heartens them to give time learning and attractive proficient with the tackles. In contrast to conventional numerical platforms, Metaverse presents idiosyncratic immersive and interactive involvements. According to study's investigation, self-efficacy improves deeper consumer experiences similar virtual try-ons, immersive stories, and tailored virtual locations in addition to having an influence on essential meeting measures. This Metaverse feature offers a renewed perspective, increasing knowledge of the impact of self-efficacy outside of old-style digital marketing settings. The results show that improving customers' and vendors' self-



efficacy can significantly increase marketing presentation in Metaverse (Alvarez-Risco et al., 2022). Enhancing workers' self-assurance then proficiency with Metaverse skills through training packages can affect in increased interaction then conversion rates. To help with this shift, businesses must invest in sustenance systems and user-friendly borders. This study has limitations in spite of its gifts. User interactions and marketing plans are constantly changing due to Metaverse's fast development. Future scholarships should examine the long-time effects of self-effectiveness and take into consideration extra moderating factors counting age, cultural background, and preceding digital experience. Also, qualitative research may proposal a more profound sympathetic of user experiences and problems in Metaverse.

The study's consequences are in line with other investigation findings as well as propose that social norms confidential the Metaverse must a satisfactory impact on marketing achievement. This study proves that social norms markedly improve marketing outcomes in Metaverse in South Korea, which is dependable with the technology acceptance model and its increases, which highlight the significance of social effect in technology acceptance (Graf-Vlachy et al., 2018). The results of Venkatesh (2000) which highlight that normative stresses and social influence can increase users' inclination to use new skill and recover performance events, are corresponding with this. Research by Hsu and Lin (2008) has too shown how social norms effect users' behavior in online locations in a positive method, increasing acceptance and engagement charges. In a similar vein, this study's investigation demonstrates that users are additional likely to involve in lively and fruitful marketing once they believe that their nobles and social networks provision and utilize the Metaverse for advertising.

While considering the characteristic qualities of Metaverse, certain inconsistencies occur. Previous studies have indicated that social norms may have a smaller amount of an effect in highly personalized and immersive digital contexts, where essential incentives and personal preferences are more important. This research, however, reveals that social norms in the Metaverse continue to be a significant factor in marketing success. This difference may be explained by the Metaverse's intrinsically social and interactive qualities, where users frequently participate in online groups and shared experiences, which strengthens the power of social influence. Furthermore, this study's results provide fresh perspectives on the operation of social norms in the Metaverse. The Metaverse amplifies the impact of social norms through more immersive and cooperative interactions than typical digital platforms can offer, such as co-created content and virtual events. This shows that because of the social and communal aspects of the Metaverse, the beneficial effects of social norms on commercial performance are not only maintained but may perhaps be strengthened. In summary, the unique social dynamics of the Metaverse offer both consistency and new insights, even while the established TAM research supports the favorable impact of social norms on marketing success. The aforementioned results

highlight the significance of utilizing social influence tactics in Metaverse marketing, motivating marketers to cultivate community involvement and peer recommendation to optimize their performance results.

## Conclusion

Findings of this study supported the fundamental ideas of the technology acceptance model by demonstrating the critical role those social norms play in enhancing marketing effectiveness in the Metaverse in South Korea. Consistent with other research emphasizing the role of social norms on technology uptake and user engagement, this study's data demonstrate that social endorsement and peer influence significantly improve marketing outcomes. However, the Metaverse's distinct social and interactive dynamics also shed light on this link in unexpected ways, indicating that the immersive and community aspects of the platform reinforce the beneficial effects of social norms. This emphasizes how crucial it is for marketers to use peer relationships and virtual communities to strategically use social influence inside the Metaverse. In general, this study's findings align with the existing body of technology acceptance model literature, but they significantly broaden its scope by emphasizing the strengthened significance of social norms within the unique setting of the Metaverse.

## Implications of Study

This study has broad and important ramifications for scholars and marketers in South Korea. The results highlight the significance of using social norms to improve marketing performance in the Metaverse for marketers. Marketers may benefit from the increased impact of social norms in this immersive environment by creating virtual communities and peer endorsements. Plans such as positioning virtual events, authorizing user-generated content, and helping social sharing can boost user implementation and engagement by generating a strong feeling of communal. Moreover, studies recommend that learning databases aimed at improving shoppers' confidence and capacity to use Metaverse resources power improve marketing outcomes. It would be advantageous for businesses to devote resources to emerging user-friendly user borders and robust support schemes in order to ease this transition and stimulate stage communication. These answers offer fresh streets for exploratory relationship between social norms and technological implementation. Following research endeavors power investigate the precise mechanisms by which social norms effect user behavior inside Metaverse, accounting for factors such as national differences, demography, and the part of virtual influencers. Longitudinal studies may possibly provide further info about how social norms evolve in Metaverse and how they last to influence marketing achievement. Finally, this study climaxes the critical role that social norms play in Metaverse, offering applied advice for dealers and creating a trail for future academic investigations

into specific subtleties of this developing average.

### Limitation and Future Recommendations

This study has a few inadequacies that should be stated notwithstanding its depth. First, since Metaverse's rapid development, user connections and marketing plans are continually evolving. This lively may ultimately boundary the relevance of our answers when new usages and technology growths occur confidential the Metaverse. Second, the facts used to study are self-described, which is theme to biases such as common desirability and wrong remembering. Third, there is an opportunity that the model is not demonstrative of the many demographic and social trainings of Metaverse users round the globe, which strength limit the generalizability of the results. Finally, the education may have ignored detrimental or counterproductive rudiments like peer weight or overconfidence by chiefly emphasizing the welfares of social norms and self-efficacy. Finally, investigation on the role of developing Metaverse technologies, such as increased reality (AR) and simulated reality (VR), and how they tell social norms and self-efficacy, may deliver fresh insights hooked on use of marketing policies in this ground-breaking subdivision.

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### CRediT Authorship Contribution Statement

Pradeep Raj Bhatta: Conceptualization, Data curation, Formal analysis, Funding acquisition, Investigation, Methodology, Project administration, Resources, Software, Supervision, Validation, Visualization, writing original draft, Writing review & editing.

### Declaration of Competing Interest

I disclose that I have no relevant financial or non-financial interests in this work.

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### Ethical Statement

This work followed ethical regulations, and no approval was necessary as no human tissue or biological material was involved.

### Data Availability Statement

The datasets produced during this research are available on reasonable request from the corresponding author.

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