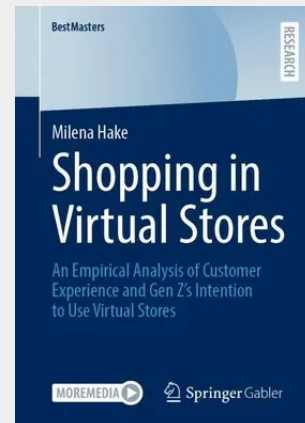


Shopping in Virtual Stores

An Empirical Analysis of Customer Experience and Gen Z's Intention to Use Virtual Stores

How can immersive virtual environments reshape the way Generation Z shops? Discover how virtual stores in the metaverse could revolutionize shopping for Gen Z. This study investigates the customer experience in virtual stores, its sensory, emotional, cognitive, social and immersive dimensions and their influence on Gen Z's behavioral intention to use virtual stores as a new shopping channel in the future. Drawing on a comprehensive analysis of 95 virtual stores and survey data from over 300 online shoppers, the findings reveal unexpected consumer patterns: introverts, individuals with no VR experience, and non-gamers exhibit a notably high openness toward virtual shopping environments. The study further identifies Gen Z's preference for virtual stores that seamlessly integrate the strengths of both physical and e-commerce shopping. This book offers a data-driven roadmap for designing engaging, future-ready virtual shopping experiences that resonate with the next generation of digital consumers. Dive into the future of immersive online shopping and learn how to engage and retain the next generation of consumers.

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