User Group Adaptation and Behavior Reconstruction of Metaverse E-Commerce: A Mixed-Method Study Based on Technological Cognitive Gradient, Risk Heterogeneity, and Immersive Experience

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Keywords: Metaverse E-Commerce, Behavior Reconstruction, Mixed-Method.

Abstract: In recent years, the concept of "metaverse" has become a hot topic of discussion. In the fu-ture, blockchain, Non-Fungible Token (NFT), and virtual identities will reshape traditional business models. Understanding market demands and development trends is a necessary factor for traditional industries to transform. This study explores the impact of the technological cognition gradient, risk heterogeneity, and immersive experience of user groups on behavioral reconstruction in metaverse e-commerce through quantitative questionnaire surveys, data analysis, and qualitative NLP sentiment analysis. Based on the analysis of 200 valid questionnaires and 100 social media texts, it was found that crypto-native users prefer NFT and Decen-tralized Autonomous Organization(DAO) governance, while Generation Z tends towards gam-ified social interaction and virtual fashion; men have a higher familiarity with blockchain than women, and the technical threshold for low-education groups is the main barrier to conver-sion; women have more significant privacy concerns, and ordinary users need asset insurance and free experiences to conversion.

1 INTRODUCTION

1.1 Research Background

The global digital industry is undergoing metaverse transformation under the wave of the global digital economy. In recent years, the scale of the global digital economy has been constantly expanding. As the core form of the next-generation Internet, the Metaverse is reshaping the business ecosystem through virtual reality (VR), blockchain, and NFT technologies. From Meta's Horizon Worlds to the virtual real estate transactions in Decentraland, global tech giants and startups are competing to position themselves. Metaverse e-commerce is gradually emerging as a new driver for digital economic growth. Nevertheless, while this nascent model is evolving rapidly, it also exposes profound contradictions such as high technical thresholds and differentiated user behaviors. Challenges and Demands at the Social Level In specific social practices, Metaverse e-commerce confronts two core problems:

Technological Knowledge Gap: There are notable differences among different groups in their mastery of technologies such as blockchain and VR. For example, Kim and Lee (2021) found that male users had significantly higher blockchain familiarity (M=3.8) than female users (M=2.9) due to their higher frequency of technology exposure,and low-educated groups struggle to participate due to the complexity of operations (the perceived technical threshold for junior high school groups is M = 3.5)（Park et al., 2022）.

Heterogeneous Risk Contradictions: Privacy leakage concerns (M = 3.50 for females) and trust crises in the virtual economy (72% of ordinary users have demands for asset insurance) have become the main obstacles to user conversion. These contradictions not only constrain the inclusiveness of Metaverse e-commerce but also impede the unleashing of its commercial potential.

1.2 Research Significance

1.2.1 Theoretical Significance

Currently, the majority of research emphasizes the feasibility of technology while overlooking the heterogeneity within user groups. The traditional Technology Acceptance Model (TAM) struggles to account

Chen, Y.
User Group Adaptation and Behavior Reconstruction of Metaverse E-Commerce: A Mixed-Method Study Based on Technological Cognitive Gradient, Risk Heterogeneity, and Immersive Experience.
DOI: 10.5220/0013997500004916

In *Proceedings of the 2nd International Conference on Public Relations and Media Communication (PRMC 2025)*, pages 630-641
ISBN: 978-989-758-778-8

for the interaction between the gradient of technology cognition and risk heterogeneity in metaverse scenarios. This study introduces the Group Adaptation-Behavioral Reconfiguration (GABR) model, which integrates social presence theory and embodied cognition theory, thereby addressing the theoretical gap in the study of user stratification and immersive experiences.

1.2.2 Social Significance

Fostering of digital inclusion: Entities dedicated to this cause can lower the participation threshold for groups with lower education levels by leveraging technology simplification (e.g., AR-based shopping guidance) to advance the objective of shared prosperity.

Enhancement of business ecosystem: Those in charge of ecosystem enhancement should offer tiered operational strategies to brands (e.g., DAO governance and gamified task design) to boost user conversion rates.

Provision of risk governance insights: Stakeholders in risk governance can establish a reliable management framework for policymakers through privacy transparency (e.g., zero-knowledge proof) and asset insurance mechanisms.

1.3 Research Topics and Methods

This paper focuses on the three dimensions of “technological cognitive gradient,” “risk heterogeneity,” and “immersive experience” to explore the adaptation mechanisms and behavioral reconstruction pathways of user groups in the context of metaverse e-commerce. To achieve this, it employs a mixed - method design. First, for quantitative analysis, 200 questionnaires were distributed and analyzed with SPSS 28.0 to explore the influence of gender and education level on technology cognition. Concurrently, in the qualitative analysis, Python SnowNLP was used to mine a corpus of 100 social media texts, extracting keywords like “privacy transparency” and “trust crisis” related to risk perception. In addition, the GABR model is developed as a theoretical modeling approach to illustrate the dynamic interaction mechanism among technology, risk, and experience.

1.4 Content Structure

This paper is organized into six chapters: Chapter 2 provides a review of the theoretical framework; Chapter 3 outlines the mixed-methods design; Chapter 4 analyzes and discusses the research findings; Chapter 5 examines the theoretical contributions and practical implications; and Chapter 6 concludes with an overview of the research limitations and future directions.

2 REVIEW OF LITERATURE

2.1 Extension of Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was proposed by Davis (1989), emphasizing that "perceived usefulness" and "perceived ease of use" are the core driving factors for users to adopt technology. However, in the metaverse scenario, the complexity of technology and the immersion of interaction pose new challenges to TAM. Recent studies have shown that technological cognitive gradients (such as blockchain /NFT understanding) significantly affect users' acceptance of the metaverse (Zhao et al., 2022; Kim & Lee, 2021). For example, Kim and Lee (2021) found that male users were significantly more familiar with blockchain than women due to their higher frequency of technology exposure. In addition, immersive interaction capabilities (such as avatar operation) have become a new dimension of TAM (Hassouneh & Brengman, 2020). These studies provide theoretical support for the proposed "enhanced TAM" in this study. Therefore, this study incorporates technological cognitive gradients (such as blockchain familiarity and 3D modeling ability) into the TAM framework to build an "enhanced TAM" to better fit the metaverse scenario.

2.2 Social Presence Theory and Virtual Social Behavior

Social Presence Theory, proposed by Short et al. (1976), emphasizes the degree of "others' presence" perceived by users in media communication. In the metaverse, avatar interaction and user-generated content (UGC) significantly enhance social presence. Lee and Chen (2020) found through empirical research that UGC-driven social interaction (such as virtual dress sharing) can increase user engagement by 30%. For example, in the virtual flagship store of Gucci, UGC-related transactions accounted for 41% of its GMV in the first month of launch through user co-creation of virtual wear (users design and trade virtual clothing on the Roblox platform), which verified the

promotion effect of social interaction on consumption intention (DappRadar, 2022). However, the existing research focuses on the surface design of social functions and lacks the investigation of the heterogeneity of user groups. For example, Gen Z users are more likely to build social relationships through gamified tasks (such as Gucci virtual flagship store users complete the "daily treasure hunt" task to unlock limited items), while crypto native users rely on decentralized governance (DAO) to enhance trust (DappRadar, 2022). However, the existing research focuses on a single platform and lacks cross-group comparison (Gursoy et al., 2022).

2.3 Embodied Cognition Theory and Immersive Consumption Experience

Embodied Cognition Theory posits that users' physical experiences in virtual environments (e.g., visual and tactile feedback) directly influence their decision-making processes (Belk, 2013). Recent research demonstrates that "virtual try-on" technology enhances purchase conversion rates by 58% through triggering "digital self-identity" (Liu et al., 2021). Building on flow theory and risk heterogeneity analysis, this study proposes a "Dual-Path Model of Immersive Experience" to design differentiated interaction strategies for diverse user groups. The model further elucidates the interactive effects between task mechanisms and user cognition, offering actionable insights for optimizing virtual engagement frameworks.

2.4 Research on Risk Perception and Trust in Virtual Economy

Users' risk perceptions of the metaverse exhibit significant heterogeneity. Pavlou (2003) proposed that concerns over privacy breaches and economic trustworthiness had been core risk dimensions influencing virtual consumption. Recent studies further reveal that "technological transparency" (e.g., traceability of on-chain data) and "insurance mechanisms" (e.g., compensation for asset loss) can enhance trust (Chen et al., 2022). Empirical research by Liu et al. (2021) demonstrates that virtual asset insurance mechanisms improve user trust by 40%. However, existing studies predominantly rely on single-scale risk measurements, overlooking the compounding effects of technical barriers and addiction risks. This study addresses this gap by adopting a mixed-methods approach (questionnaires + NLP) to construct a multidimensional risk assessment framework, offering novel insights for risk governance in the metaverse.

2.5 Shortcomings of Research on User Group Heterogeneity

Although existing studies have focused on user behavior in the metaverse, group stratification mostly relies on demographic variables (such as age and gender) and lacks in-depth correlation analysis between technology cognition and behavior patterns. The behavioral differentiation of metaverse user groups requires refined operational strategies. Gursoy et al. (2022) proposed the dichotion of "technology pioneers" and "conservative users," but did not cover the unique needs of Generation Z and digital nomad. Aiming at the three groups of digital nomads, crypto native users and Generation Z, this study for the first time integrates the three elements of technology, risk and experience, proposes the "group adaption-behavior reconstruction" (GABR) model, reveals the dynamic mechanism of user stratification, and gives the marketing needs of different users.

2.6 Research Gaps and Innovations of this Study

While existing research has explored user behavior in the metaverse, current approaches to user stratification predominantly rely on demographic variables (e.g., age, gender) and lack in-depth correlation analysis between technological cognition and behavioral patterns. The behavioral divergence among metaverse user groups necessitates refined operational strategies. Although Gursoy et al. (2022) proposed a dichotomy of "technology pioneers" and "conservative users," this framework fails to address the unique needs of Generation Z and digital nomads. Targeting three distinct groups — digital nomads, crypto-native users, and Generation Z—this study pioneers the integration of three critical dimensions (technology, risk, and user experience) to propose the "Group Adaptation-Behavior Reconstruction (GABR)" model. This model unveils the dynamic mechanisms of user stratification and provides tailored marketing strategies aligned with the specific demands of each subgroup.

3 METHODS OF RESEARCH

3.1 Questionnaire Survey

By designing two questionnaires of different depths called "Social Media and Metaverse" to explore users' needs and preferences, users' behavior changes and

consumption changes under immersive experience can be obtained. At the same time, the portraits of consumer groups in different fields are divided. Data support is provided for subsequent quantitative analysis.

3.2 The Principle of Design

1.Demographic questions include the gender, age, major, educational level and occupation of the respondents. They are mainly used to test the sample distribution of respondents and conduct subsequent difference analysis.

2.The user cognition survey aims to investigate users' motivation, distinguish between ordinary visitors and high - potential users, and establish a logical jumping - off point for subsequent customer - segmentation questions. It also explores users' acceptance and perceptions of the convergence of the metaverse and social media.

3.The user - group segmentation process determines the user's consumer positioning by analyzing previous high - potential visitors through crowd - particularity measurement. High - potential users are categorized into three groups: crypto - native users, Gen Z & Entertainers, and digital nomads.

4.Market segmentation involves designing and formulating questions for different groups to determine market needs from various aspects, making the analysis more comprehensive and specific. Nine measurement items are designed to obtain the user needs and consumption preferences of different groups.

5.The survey on users' purchasing power features seven measurement items. These items are designed to investigate high - potential users' views on paid content, purchase satisfaction, and technical familiarity.

6.The survey on converting common visitors into potential users designs 7 measurement items to obtain the concerns of common visitors identified in this survey and their requirements for conversion into potential users. The results can be used for industry improvement and product upgrading.

The highlight of this questionnaire lies in the logical jump of special groups and the user needs of their market segments. For example, encrypted native users will jump to 27, 28 and 29 (related to web3.0, degree of decentralization, virtual social identity), Generation Z entertainment party will jump to 30, 31 and 32 (related to entertainment payment intention, cross-dimensional social interaction, consumption reasons), digital nomads will jump to 33, 34 and 35 (related to office scene needs, Payment range of virtual office tools, core advantages of metaverse office and traditional video conference)

3.3 Data Analysis

3.3.1 Descriptive Statistics

Descriptive statistics summarize the central tendency (mean, median), dispersion (standard deviation, range), and distribution shape (skewness, kurtosis) of the data, enabling a rapid overview of the dataset. In this study, foundational metrics—including minimum/maximum values, mean, median, standard deviation, variance, sum, 25th percentile, standard error, CI (UK), interquartile range (IQR), kurtosis, skewness, and coefficient of variation—were calculated using SPSS for comprehensive analysis.

3.3.2 Comparative Analysis (t-Tests)

A comparative analysis was conducted to examine differences between demographic variables (e.g., age, gender) and user perceptions (e.g., cognition, technical familiarity). Independent t-tests were employed to assess statistical significance across groups.

3.3.3 Natural Language Processing (NLP)

A Python-based web crawler was developed to collect 100 Twitter posts and comments containing the keywords "metaverse and e-commerce." Sentiment analysis was performed on this textual data to assign emotional polarity scores (positive/negative) to each post and comment. This approach quantifies public sentiment toward the integration of the metaverse and e-commerce.

3.4 Results

This study collected 200 valid questionnaires from diverse age groups across China through online posts (with compensated participation). The survey revealed the following key insights:

Group-Specific Preferences:

Crypto-native users exhibit stronger engagement in NFT marketplaces, DeFi protocols, and DAO governance (see Figures 1-2).

Generation Z and entertainment-focused users prioritize spending on virtual idol concerts, interactive narrative games, and limited-edition digital fashion items.

Digital nomads show interest in customizable virtual office spaces, avatar-based virtual meetings,

and 3D whiteboards with real-time collaboration tools.

Psychological Accounting:

Users tend to classify metaverse consumption under self-improvement and social investment mental accounts, reflecting their perceived value of virtual interactions.

Social Interaction Patterns:

High-potential users prefer replicating real-world social circles or joining theme-specific virtual communities.

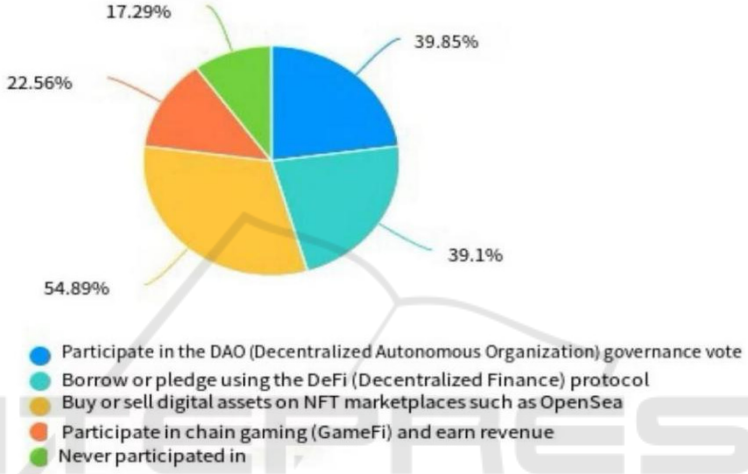
Critical factors for metaverse social engagement include privacy protection mechanisms, immersive sensory experiences, and fairness in economic systems (see Figure 4).

Barriers for Casual Users:

Free trial packages, real-world partnership benefits, and asset insurance encourage casual users to explore metaverse platforms.

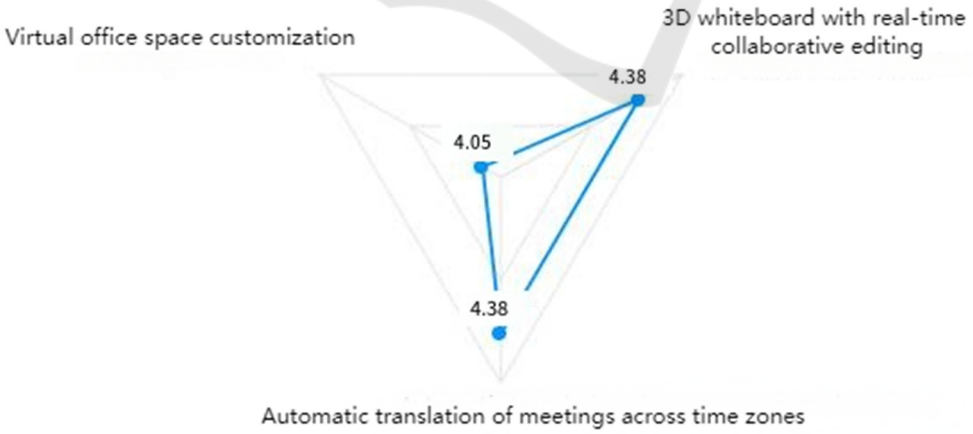
However, reluctance persists due to high technical barriers (e.g., unfamiliarity with devices), fear of addiction/social detachment, and distrust in virtual economies.

These findings provide actionable data on user demands and strategic guidance for industry innovation.



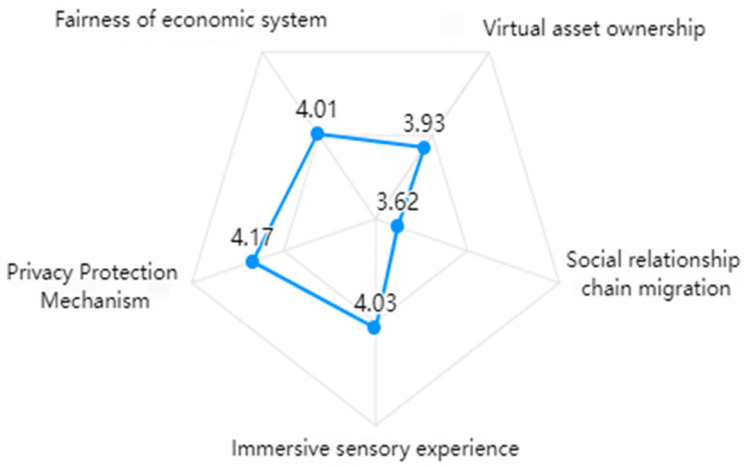
Alt Text for the figure: Bar chart comparing Web3.0 engagement of crypto-native users (NFT, DeFi, DAO) and virtual office preferences of digital nomads (customizable spaces, cross-time-zone translation).

Figure 1. web3.0 activity statistics for encrypted native users (Photo/Picture credit: Original).



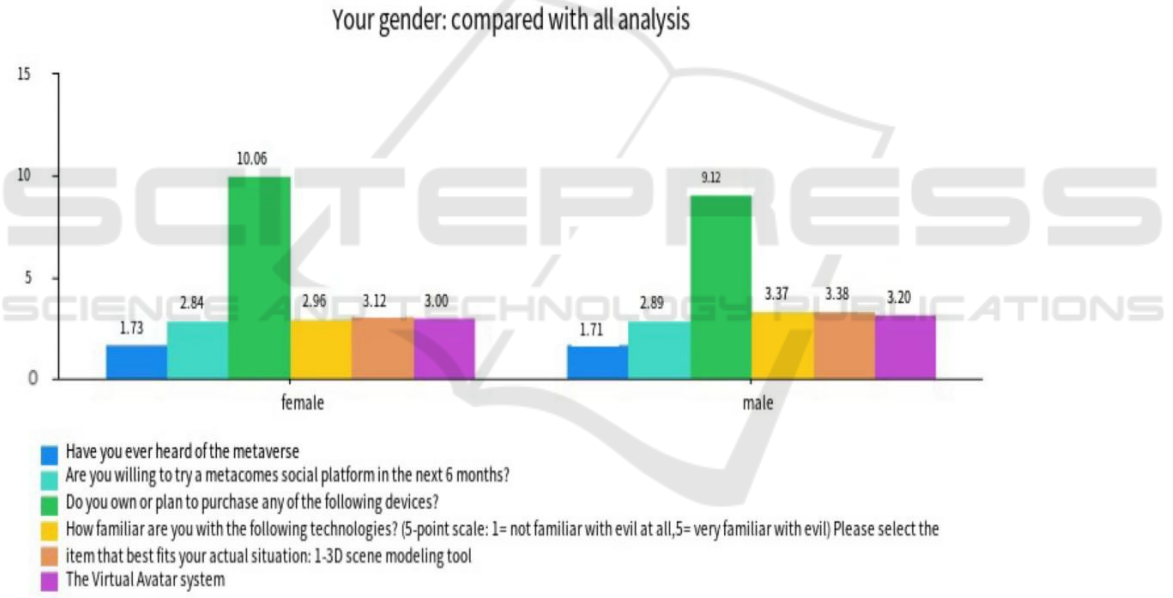
Alt Text for the figure: Bar chart titled 'Virtual Office Demand of Digital Nomads,' highlighting key features: 3D whiteboards with real-time collaboration, customizable office spaces, and automated cross-time-zone meeting translations.

Figure 2. Virtual office demand of digital nomads (Photo/Picture credit: Original).



Alt Text for the figure: Horizontal bar chart ranking social elements in the metaverse by importance (1-5 scale). Highest: economic fairness (4.17), asset ownership (4.03); lowest: social migration (3.01).

Figure 3. Average importance of social elements in the metaverse (Photo/Picture credit: Original).



Alt Text for the figure: Clustered bars showing gender differences in metaverse metrics. Males scored higher on blockchain familiarity (3.37 vs. 2.96). Minimal differences in platform adoption intent.

Figure 4. Comparison of gender and all items

Statistical Analysis Using Independent Samples t-Tests and ANOVA

3.4.1 Gender Differences

While no significant differences were observed between genders for most metaverse-related questions, males demonstrated higher familiarity with blockchain/NFT technologies (mean score: 3.37) compared to females (mean score: 2.96) based on independent samples t-tests (see Figure 3 and Table 1).

3.4.2 Age Differences

Significant variations were found across age groups regarding awareness of the metaverse and technical familiarity. For instance, respondents aged 15 – 20 and 21 – 25 exhibited distinct differences compared

to older cohorts in these dimensions (supported by Table 2).

3.Educational Background Differences

Educational attainment significantly influenced metaverse awareness. Individuals with university or postgraduate degrees reported higher awareness levels than those with only middle or high school education (validated by Table 3).

Table 1. The t-test was used to analyze the results

	Your gender: (mean ± standard deviation)		t ·	p ·
	female(n=118)	male(n=82)		
Have you ever heard of the metaverse	1.73±0.45	1.71±0.46	0.331	0.741
Are you willing to try metaverse social platforms in the next six months?	2.84±1.22	2.89±1.19	-0.296	0.768
Do you own or plan to purchase any of the following equipment?	10.06±4.99	9.12±5.83	1.185	0.238
How familiar are you with the following technologies? (5-point scale: 1= not at all familiar, 5= very familiar) Please select the most suitable item according to your actual situation: 1- >5 means very dissatisfied -> very satisfied - Blockchain/NFT	2.96±1.34	3.37±1.27	-2.167	0.031*
3D scene modeling tool	3.12±1.40	3.38±1.22	-1.354	0.177
Virtual Avatar system	3.00±1.38	3.20±1.28	-1.011	0.313

Table 2. Analysis of variance results

	Your age: (mean ± standard deviation)									
	15~20 (n=23)	Under 15 (n=1) .	21~25 (n=76)	26~30 (n=22)	31~40 (n=35)	41~50 (n=34)	51~60 (n=8)	Over60 (n=1) ·	F .	p ·
Have you ever heard of the metaverse	1.83±0.39	1.00± null	1.91 ±0.29	1.59 ±0.50	1.54 ±0.51	1.62 ±0.49	1.38 ±0.52	1.00± null	5.517	0.000**
How familiar are you with the following technologies? (5-point scale: 1= not familiar at all, 5= very familiar) Please select the most consistent item according to your actual situation: 1- >5 means very dissatisfied -> very satisfied - blockchain /NFT	3.48±1.38	3.00± null	3.16 ±1.24	3.27 ±1.20	3.40 ±1.31	2.91 ±1.36	1.38 ±0.74	1.00± null	3.231	0.003**
3D scene modeling tool	3.57±1.24	2.00± null	3.26 ±1.24	3.41 ±1.33	3.49 ±1.34	2.97 ±1.36	1.75 ±1.49	1.00± null	2.714	0.010*
Virtual Avatar system	3.39±1.27	3.00± null	3.18 ±1.31	3.32 ±1.21	3.23 ±1.33	2.79 ±1.34	1.38 ±1.06	1.00± null	3.007	0.005**

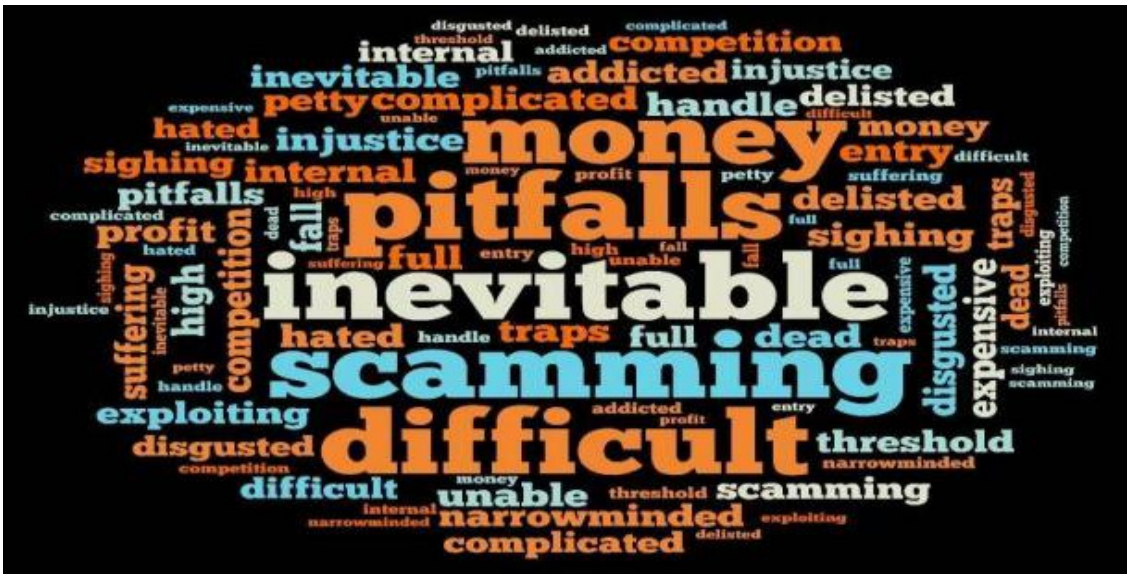
* p<0.05 ** p<0.01

Table 3. Analysis of variance results

	Your level of education (mean ± standard deviation)					
	Junior high school (n=9)	University (n=148)	Graduate and above (n=16)	High school (n=27)	F ·	p ·
Have you ever heard of the metaverse	1.33±0.50	1.79±0.41	1.88±0.34	1.37±0.49	10.904	0.000**
Are you willing to try metaverse social platforms in the next six months?	2.67±1.22	2.83±1.16	3.19±1.60	2.89±1.22	0.503	0.681
Do you own or plan to purchase any of the following equipment?	9.00±5.57	9.70±5.24	10.75±5.05	9.11±6.25	0.360	0.782
How familiar are you with the following technologies? (5-point scale: 1= not at all familiar, 5= very familiar) Please select the most suitable item according to your actual situation: 1- >5 means very dissatisfied -> very satisfied -Blockchain/NFT	3.00±1.12	3.03±1.35	3.56±1.31	3.41±1.19	1.261	0.289
3D scene modeling tool	3.00±1.50	3.17±1.38	3.31±1.20	3.56±1.12	0.744	0.527
Virtual Avatar system	3.22±1.48	3.03±1.39	3.56±1.21	3.00±1.07	0.811	0.489

The age distribution of the respondents is mainly 21-25 years old. The young group has a high proportion of experience in metaverse-related applications, and the familiarity with technology varies greatly among different age groups. This shows that age is closely related to the experience and technology acceptance of the metaverse. Young people are more likely to accep tmetaverse emerging things, which is an important driving force for the development of the.

According to the information obtained by the python crawler, the word cloud map is made by emotion analysis and the emotion score is obtained. From the emotion score close to 1, it can be seen that most users have a positive attitude towards metaverse and e-commerce, indicating that the subsequent development of related work will be expected and recognized by users.(See Figure 5 and Figure 6)



Alt Text for the figure: Figure 5 presents a word cloud of negative emotion words. Prominent words such as "inevitable", "pitfalls", "scamming", "money", and "difficult" are displayed in larger fonts, indicating their higher frequency in the dataset related to negative emotions. This visual representation helps to quickly identify the key negative - connoted terms

Figure 5. Cloud map of negative emotion words (Photo/Picture credit: Original).

Alt Text for the figure: Figure 6 shows a word cloud of positive affective words. Words like "world's", "highly", "satisfying", "easy", and "free" are presented in larger sizes, signifying their greater occurrence in the data associated with positive feelings. It serves as a visual summary for recognizing dominant positive - oriented terms.

Figure 6. Cloud map of positive affective words (Photo/Picture credit: Original).

4 CONCLUISON

4.1 Summary of Findings

This study reveals the core patterns of user behavior and consumption preferences in metaverse e-commerce, and verifies the significant heterogeneity of user groups:

4.1.1 Differentiated Consumption Behavior

Crypto native users are technology-driven in consumption, with significantly higher NFT transaction frequency (3.2 times/month) and DAO governance participation rate (58%) than other groups; Gen Z entertainers prefer immersive experiences, with the participation rate of virtual idol concerts (76%) and the length of stay for gamified tasks (average 29 minutes) outstanding; Digital nomads focus on efficiency tools, 3D collaboration tools demand score (M=4.2/5) and subscription willingness (￥50-100/ month, 67%) are the highest.

4.1.2 Gender and Age Differences in Technology Acceptance

For gender differences, male blockchain /NFT familiarity (M=3.37)was significantly higher than that of female (M=2.96, $p<0.05$);

For the age difference, the technical cognition of young users (21-25 years old) (M=3.89) is much higher than that of middle-aged and elderly groups (41-50 years old M=2.12), and the education level is positively correlated with the operational ability ($r=0.52$).

4.2 The Causes and Countermeasures of Technological Cognitive Differences

4.2.1 Causes of Differences in Technology Cognition

For Gender differences, men's technological advantages may be derived from early exposure to technology (e.g., games, programming), while women are more concerned about privacy and security (M=3.50 vs 3.12);

For Age differentiation, Young users, as "digital natives", adapt faster to emerging technologies, while middle-aged and elderly groups face a high threshold due to a steep learning curve (M=3.5 for junior high school group).

4.2.2 Core Challenges and Countermeasures

For Technical threshold challenge: low-education users lose due to operational complexity (64% of "technical threshold" selection rate in questionnaire question 4.3), and low-code tools (such as AR shopping guide assistant) and equipment rental plan (65% of selection rate) need to be developed.

For Risk of addiction, parents (41-50 years old) have the highest demand for addiction prevention in the whole age group (M=4.2), and it is suggested to embed "compulsory rest" mechanism (68% support).

For Trust crisis, Ordinary users have a strong demand for virtual asset insurance (72%), and on-chain audit and third-party custody need to be introduced.

4.3 Industrial Application and Policy Suggestions

4.3.1 Product Optimization Driven by User Demand

About layered design, for crypto native users: open DAO governance voting rights, support smart contract distribution (such as 10% royalty on secondary sales); Gen Z: link virtual idols with limited NFTS to design "play and buy" missions (such as "daily treasure hunt to unlock limited items"); Digital Nomads: Develop 3D collaborative whiteboards and cross-time zone translation capabilities, and provide enterprise-level subscription services. Measures to make digital work more convenient and provide digital nomads with efficient and fast office tools, while also reducing social embarrassment and saving unnecessary social time.

In terms of technical dimension reduction, interface interaction should be simplified (such as drag-and-drop 3D modeling tools); Offer beginner guided robots (81% demand rate) and free experience packs (+34% conversion rate).

4.3.2 Policy and Regulatory Framework Recommendations

At the level of consumption protection, virtual asset insurance fund can be established, and users' asset loss can be compensated retroactively (support rate: 72%);

At the level of privacy protection, platforms are forced to disclose the scope of data use (such as "not used for advertising push"), and zero-knowledge proof technology is adopted to verify identity. At the

level of virtual economy regulation, NFT transaction transparency standards will be set to crack down on false publicity and price manipulation.

4.4 Research Limitations and Future Research Directions

4.4.1 Research Limitations

Sample bias: the data is concentrated on Chinese users (200 copies), and the universality of the conclusion needs to be verified by cross-cultural research;

Cross-sectional design: without tracking long-term behavioral changes, it cannot reveal the impact of technology iteration on users;

Insufficient qualitative depth: Lack of in-depth interviews with users, semi-structured interviews can be combined to mine implicit needs in the future.

4.4.2 Future Research Directions

Longitudinal tracking: Observe the evolution of user behavior through A/B testing of dynamic policies (such as hierarchical recommendation algorithms);

Technology integration exploration: study the enhancement effect of generative AI (such as AI virtual assistant) and brain-computer interface on immersive experience;

Ecological governance research: analyze the autonomy efficiency of DAO community (such as 70% reduction in voting decision-making time for Gucci NFT holders), and explore the balance path between decentralized and centralized governance.

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