

Interestingly, while 28% of respondents said they didn't know enough about VR to use it and 29% said the same about AR, only 10% said they'd see themselves using AR or VR in the next two years if they learned more about them.

Rather, it's expanding the availability of these technologies that seems to be the key to greater adoption. 18% of respondents would use AR to purchase goods and 17% would use VR to do so in the next two years if they became more widely available.

6.2 Buying in the Metaverse

Where AR and VR are relatively new technologies, the Metaverse — a single, shared, 3D version of the internet — is still technically hypothetical (though some online video-gaming universes have been described as forming part of it).

But its novelty — the concept has been floated a mere two years ago, in 2021 — hasn't impacted consumers' views about payment safety in a significant way.

At 17%, the percentage of respondents who wouldn't purchase goods in the Metaverse because it doesn't seem safe is higher than the percentage of respondents who wouldn't purchase goods with AR or VR for the same reason. But it's low for a technology that's currently still in the conceptual phase.

Needless to say, whether these numbers actually translate once the Metaverse is released — the development timeline is a rather broad five to 15 years — remains to be seen.

That said, there's significant appetite for Metaverse payments, with just over a quarter of respondents — 26% — seeing themselves making a purchase in the Metaverse in the next two years if the technology becomes more widely available and they learn more about it.



¹² <https://www.vice.com/en/article/93bmyv/what-is-the-metaverse-internet-technology-vr>

¹³ <https://www.theguardian.com/technology/2021/oct/28/facebook-mark-zuckerberg-meta-metaverse>

¹⁴ <https://www.echoworks.io/blog/when-is-the-metaverse-going-to-be-released/>