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Gamification in Consumer Marketing - Future or Fallacy?

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Abstract

Academic literature examining the expected adoption rate of gamification in marketing campaigns is nonexistent. Peculiar, as gamification's primary goals perfectly align with three core-marketing concepts: engagement, brand loyalty and brand awareness. Marketing executives interviewed for this study agree that the potential impact is promising. As a consequence, we expect the adoption rate to accelerate in the near future. The knowledge contained in this paper facilitates marketing agencies in making a more informed decision on whether to enter the gamification market and provides directions for future academic research.

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Keywords

Gamification; marketing; digital marketing; e-marketing; applied gaming;



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