

Gamification in marketing: reality or fiction?

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Abstract

Gamification, to use game elements in non-game context, in marketing has become one of the more successful strategy of business- consumer interaction in the e-commerce context. On the other hand, gamification applied to education and health services are the most studied subject according to Scopus (2018) database. This research analyzes the more important literature, reported in Scopus and Web of Science, about gamification in marketing to demonstrate which mechanisms, elements, and theories explain how gamification in marketing works on consumer engagement with products or services in the digital era. Results evidence that rewards and challenges are the more effective mechanisms and it is associated with points and budget gamification' elements. Moreover, the Theory of Self-Determination is the better explanation why gamification works in marketing contexts. Academic future lines of research and practitioner's application have been provided.

Keywords: *Gamification; Marketing; Mechanism*

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