

An overview on gamification in interactive marketing research: Insights and implications for research

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Abstract

Despite game-based approaches gaining in popularity in marketing research over the past years, there are mixed views about their efficiency in improving consumer engagement and quality of consumer data in interactive marketing research. This review paper analyses the more relevant literature reported in Scopus about gamification in marketing research to examine different forms of interactive game-based research methods and synthesise the literature on gamification in interactive marketing research. The paper identifies key thematic clusters and definitions of game-based research methods and highlights important differences between various degrees of gamification in interactive marketing research and their perceived efficiency. The ultimate goal of this work is to support future research by identifying future research areas based on the identified gaps in knowledge, and the potential impact innovation and technological advances are predicted to have on interactive marketing research.

Subject Areas: *Consumer Behaviour, Decision Support Systems, Information Systems, Market Analysis and Response*

Track: Digital Marketing & Social Media