

Towards a More Comprehensive Framework for Customer Engagement in Gamified Digital Branded Environments

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Abstract:

In service marketing gamification is recognized as a driver of customer engagement (CE). However, current literature lacks context-specific conceptualization of CE in gamified environments, while the existing ones are static, views on their dimensionality are scattered, and operationalizations are limited to general measurement procedures. This paper provides a systematic literature review of studies on CE in gamified environments to verify the issues and suggests a novel lenses on conceptualization by utilizing the emotional goal system theory. The study argues that (1) dimensions of CE develop in sequential and recurring manner; (2) behavioral CE manifests through intention and actual behavior; and (3) each CE dimension involves individual and social facets. The findings establish theoretical basis for scale development for the construct of CE in gamified environments and highlight the need for personalization of gamification to accommodate the changes in customers' goal systems.

Keywords: gamification, customer engagement, digital environments

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