

Utilizing Gamification in Servicescapes for Improved Consumer Engagement

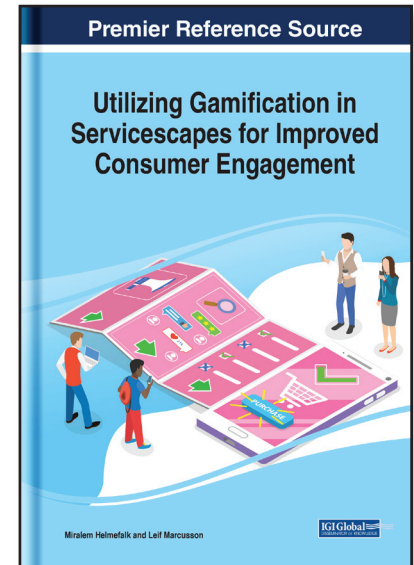
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

As consumers increase their purchases from online retailers, businesses must find exceedingly innovative ways to increase customer engagement. While online gaming has become increasingly prevalent, motivating customers through the same means has gained greater importance for businesses.

Utilizing Gamification in Servicescapes for Improved Consumer Engagement is a pivotal reference source that provides vital research on employing various gamification mechanics to alter and enhance certain behaviors in marketing contexts. While highlighting topics such as online gaming, user engagement, and target marketing, this book is ideally designed for retailers, advertisers, marketers, promotion coordinators, industry professionals, business executives, managers, researchers, academicians, and students seeking current research on bridging servicescapes and marketing literature with gamification.



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Topics Covered:

Consumer Behavior
Digital Marketplace
Distance Learning
Marketing Ethics
Motivational Behavior

Online Gaming
Sensory Marketing
Target Marketing
User Engagement
Value Creation

Subject: Business and Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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