
How Gamification Rewards College-Aged Consumer Loyalty: One Click at a Time

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EXECUTIVE SUMMARY

Engaging customers at all levels of marketing is paramount to future success, especially in crowded competitive consumer retail channels. Marketers are looking for and developing new and innovative platforms upon which companies must climb to reach their sales potential. The goal of this primary research is to determine and to better understand college-aged consumer preferences and brand engagement through the revolutionary trend called 'Gamification'. Marketers are jumping on board this concept of interactive media strategy and are trying to 'Gamify' their sites and digital interactions to create brand loyalty from this valuable target market.

Keywords: Gamification, Brand loyalty, Social media marketing