


Chapter 2

Gamified Brand Engagement in the Metaverse Strategies for Customer Loyalty

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ABSTRACT

Gamification and the metaverse are reshaping brand engagement by offering immersive, interactive experiences that go beyond traditional marketing. This chapter examines how combining game elements with virtual environments fosters emotional, cognitive, social, and transactional engagement, enhancing customer loyalty. Gamification encourages active participation through challenges and rewards, while the metaverse provides a 3D digital space for real-time interaction. Case studies such as Sunsilk City and Hyundai Mobility Adventure on Roblox show how brands use avatars, storytelling, and virtual simulations to connect with tech-savvy consumers. Sunsilk empowered young women through educational games, while Hyundai showcased future mobility in themed digital parks. Key strategies include personalization, emotional connection, continuous engagement, and seamless brand integration. These gamified metaverse experiences offer brands an innovative way to build lasting relationships with their audiences.

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INTRODUCTION

Digitization and penetration of internet around the world has changed the business perspective and interaction with customers. Digitization has been incorporated into many facets of business domains and day to day life of individuals. The growing desire of companies to stay ahead in the competition and interact with their empowered customers has led them to adopt many new-age technologies. Among these the focus is on proactive user experience and brand engagement, a realm that has given rise to an entirely new market for gamified applications in Metaverse.

The concept of gamification been widely accepted across various industries. With advent of metaverse, it has gained renewed interest, prompting both companies and customers to delve deep into the emerging field. The Metaverse is a blend of three-dimensional virtual world that integrates Internet, Augmented Reality, and virtual reality (Arya et al.,2024). Games and digital fashion brands are at forefront of Metaverse (Lee et al.,2023). The combination of these with gamification not only generate attention about the brands rather provide a unique experience all together. The gamification characteristics affordance and perceived value and metaverse property of flow state together improves engagement for brands (Cha et al.,2024).

Virtual gaming features lead users towards the more engagement as they are easily able to interact and engage with brands through their avatars, storytelling, gif or any other gamification style created by the company (Bousba et al.,2022). This results in better experience, engagement and loyalty.

The metaverse creates an interactive and immersive environment where gamified marketing activities generate both hedonic and utilitarian values for brand which results in brand engagement. Contrary to traditional marketing activities brand engagement in gamified metaverse context is output of experience rather than only value-based assessments (Al-Adwan et al.,2025).

Initially gamification and metaverse integration has been seen in luxury brand scenario where gamification driven immersive commerce in metaverse enabled luxury brands to offer virtual store fronts, virtual try on feature. This has given unique experience to luxury customers of the brands i.e. Gucci, Zara, Ralph Lauren, Adidas and Burberry (Koohang et al.,2023). As technology trickle down the same integration has also been adopted by various brands including FMCG(Unilever) and Furniture (Ikea). Gamification plays a significant role in different domains of brand engagement and has a potential to contribute for better engagement with customers through enjoyment and pleasure in metaverse era (Thomas et al.,2023).

In view of gamified brand engagement in metaverse the present chapter will try to explore following research questions:

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