



AI and Gamification in Advertising: Impact on Consumer Engagement and Decision-Making

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Abstract :

This study investigates how gamification and artificial intelligence (AI) affect consumer engagement and decision-making in digital advertising environments. The study examines how game elements—such as points, rewards, challenges, and interactive missions—combined with AI-based adaptive systems affect cognitive, emotional, and behavioral consumer responses, drawing on theoretical underpinnings of game mechanics, motivational psychology, and AI-driven personalization. A structured questionnaire was used to gather data from 100 respondents. Results show that users are highly aware of both gamification and AI technologies, with over 66% of users being familiar with AI and 77.1% having interacted with gamified advertisements. Rewards and spin-wheel mechanics are the most appealing aspects of gamification, which dramatically increases engagement, enjoyment, and attention. AI posits to enhance advertisement creativity, relevance, and efficiency, nevertheless, the level of trust given to AI recommendations is still moderate. Personalized and adaptive advertisement have allured consumers but at the same time their privacy concerns are quite prominent. For instance, a large number of people are anxious about data usage and real-time tracking. On balance, the research indicates that AI-powered gamified advertising leads to significant user engagement and decision-making influence, and at the same time it calls for transparency and secure data practices to keep the trust of consumers in the long run.

Keywords: AI, Gamification, Decision-making, Consumer engagement. Advertising.

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