

## The Role of Interactive Content in Building Customer Loyalty: Practices in Digital Marketing

Makhtibekov Abdulbasyr<sup>1\*</sup>

<sup>1</sup>Master of Business Administration, Bay Atlantic University, Washington, USA

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### Abstract

This article explores the role of interactive content in building customer loyalty. It examines the impact of various formats and tools such as polls, quizzes, augmented and virtual reality, as well as gamification, on user engagement and long-term relationships with brands. Successful marketing campaign examples are discussed, along with data on the influence of interactive technologies on consumer behavior. The paper highlights the importance of a personalized approach and the use of new technologies to create an emotional connection with the brand and strengthen customer loyalty.

**Keywords:** Interactive content, Customer loyalty, Digital marketing, Augmented and virtual reality, Gamification.

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### 1. Introduction

The blanket digital revolution really remaps the old brand-customer relationship model. With competition growing fiercer and technology evolving at a whiplash pace, marketers must create differentiated and personalized experiences where you rise above consumer expectations and build loyalty for years to come. From the older, more traditional modes like quizzes and surveys to the more recent interactive modes like virtual and augmented realities, interactive content is fast emerging as the number one way of engaging the audience and developing long-term relations with the brand.

The application of interactive forms is most relevant when it comes to enhancing consumer engagement. Interactive content, as opposed to the conventional method, is more than the provision of information, and ensures active consumer engagement with the brand, which leaves a long-term effect on brand perception and formation of emotional attachment. Therefore, building long-term customer loyalty demands the application of engaging technologies that deliver a personalized experience tailored to the specific needs and interests of the target market.

The study strives to analyze the role of interactive content in constructing consumer loyalty for e-marketing. Various types of interactive content are discussed, such as quizzes, surveys, and new forms of augmented and virtual reality, as well as how they impact consumer activity and interaction.

The goal of the study is to estimate the efficiency of such formats and determine their place in long-term customer-brand relationships. The result of the study can serve as a basis for making

reasonable recommendations for marketing strategy and customer loyalty development improvement.

## 2. Main part. Theoretical basis of interactive content in digital marketing

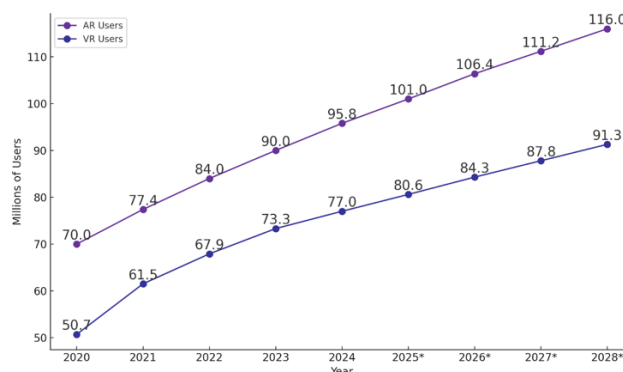
Interactive content is a very important tool in internet marketing. It offers two-way communication between a brand and an audience. Unlike traditional content, which only informs consumers, interactive content requires users to actively participate. This moves them from being passive watchers to being active contributors. This strategy includes formats like surveys, quizzes, games, and the use of new technologies like augmented reality (AR) and virtual reality (VR). Because of this, content is not merely a way of providing information, but also a way of creating an emotional bond with the brand, which works to increase customer loyalty and engagement in the long term [1].

The best aspect of interactive content is that it allows brands not just to interact with the audience, but also to analyze the needs and interests of the users. For example, using quizzes and polls, you can make your interaction personalized, which raises the service level and provides a greater opportunity for repeated purchasing. Interaction with these content formats generates higher engagement, as the consumers feel included in the process of communication and hence increase their loyalty and brand commitment.

Additionally, interactive content allows brands to track comments from users in real-time and adjust their marketing campaigns instantly. Content categories such as quizzes and surveys can be utilized to obtain useful information about customer preferences, which can be utilized to customize advertisements and products accordingly. In the situation of heightened competition in the virtual market, not only is it required to attract the attention of the audience, but also to maintain a continuous dialogue with it, which is the basis for the formation of long-term loyalty [2].

### Augmented and virtual reality technologies in marketing campaigns

Technologies AR and VR are two of the most advanced technologies being used in digital marketing today. Both technologies offer new ways of creating unique consumer experiences, enabling brands to deliver interactive and immersive experiences. AR adds digital content to the physical world, while VR offers a completely artificial world where consumers can interact with content actively. These technologies are transforming the way brands are perceived, assisting not only in drawing attention, but also in building long-term relationships with consumers (fig. 1).



**Fig. 1: USA VR and AR users 2020-2028 years (2025-2028 forecast) [3]**

With the progression of technology, the AR experience has become more immersive, intuitive, and accessible, and no wonder customers are willing to use AR in their life process. A Google study shows that 90% of Americans shop or would like to shop with AR [4].

Technologies AR offer new opportunities for customer interaction and Apple leverages them regularly. For example, ARKit app is an official Apple AR features, which is integrated into some devices like iPhone and iPad, supporting users to interact with digital objects overlaid on the real world in real-time. For instance, users can get the feel of virtually trying on glasses and accessories or can «place» furniture inside their homes to get an idea of how it will fit in the setting. It also allows Apple to create innovative and engaging shopping experiences and drive customer engagement.

When it comes to American home improvement retail chain, Lowe's use of both AR and VR to enhance the customer experience. For example, customers can see how different products and building materials will look in their homes through an AR catalog, making them better informed when they do buy. Lowe's also uses virtual simulators and training programs for employees and customers, so the purchasing and brand interaction process is more engaging and personalized.

Technologies such as AR and VR are also evolving into tools not only for engagement but also as critical data harvesting tools [5]. By way of illustration, using AR helps brands understand which content elements attract users' attention, whereas VR allows them to analyze consumers' behavior in a real-life environment, developing different scenarios. This enables brands to adjust their marketing strategies even more accurately and provide more targeted solutions. The AR and VR technologies completely change the way it is possible to reach this deep engagement, making it possible for brands to create more profound and lasting emotional connections with consumers.

### **3. Gamification as a loyalty building mechanism**

Gamification is the application of game design elements and mechanics in a non-game context, which plays an important role in user engagement and compels users to do something. Gamification in online marketing is employed as a powerful weapon of customer retention and establishment of long-term customer loyalty. The availability of game elements within the framework of regular brand interaction enables the establishment of positive associations and the encouragement of anchoring interaction behavior towards the brand, which has a direct impact on building loyalty.

Gamification is the application of features such as achievements, scores, levels, and competitions that force the users to perform the activities that otherwise would require a lot of time. The example of the application of gamification is the application of Starbucks rewards program, which gives the customer the benefit of earning points while purchasing products and redeeming them for free products or offers. With the help of this program, the customers can gain various ranks, and due to this incentive, they are engaged in the process of shopping. It has been established through research that the active registered members participating in the loyalty program of Starbucks Rewards are rewarded with greater transaction rates and company loyalty for dozens of years and also boost the rate of sales. Therefore, as of 2022, over 52% of the sales were being fueled by the loyalty program customers [6].

Incorporation of game elements into marketing efforts allows businesses to form emotional connections with customers, hence creating more lasting and intense relations. Individual achievement and competition aspects are at the center of this process. The psychological impact on customers comes in when they have attained their goals, hence their perception of a brand in a positive light and loyalty. For example, the Nike reward scheme allows users to track their sports performance and earn points for completing exercises and achieving specific goals. Not only does this compel customers to use Nike products on a regular basis, but also makes them feel worth in their experience with the brand, thereby increasing commitment towards the brand.

One of the major reasons why gamification has been a success is because it provides for the establishment of a sense of involvement and ownership among the customers. A person will be driven towards achievement and competition, and therefore the elements of the game are very desirable. The customers then begin to develop a perception that the interaction process with the brand is now a desirable and meaningful game, and hence become more loyal and satisfied. Gamified loyalty schemes increase repeat buying by 20-30% and emotional connection by 40-60% according to the Bond Brand Loyalty report [7].

However, if gamification has to be successful and effective, it must be properly implemented as part of the brand strategy. The game factors cannot be imposed or intrusive, otherwise they could generate negative sentiments among the consumers. Gamification must be something that resonates with the values and expectations of the target market, and also provides a clear and transparent reward system. Otherwise, it could lose its attractiveness and even turn out to have the opposite effect.

Overall, gamification is an effective tool for customer loyalty generation in e-commerce. Implementation of game elements such as points, levels, and competition incites the relationship with the business emotionally and pushes to order again and again. In order to have the maximum effects, gamification must be included in the idea of a company and designed as per interests and preferences of the target buyers. Thus, gamification stands out as a powerful force for building sustainable and long-term customer relationships in a competitive market.

#### **4. Social impact and virality of interactive content**

Interaction with a brand through interactive content not only generates loyalty but also possibly leads to social influence and virality, which expands the audience significantly and improves marketing campaign performance. Social influence in online marketing is the way in which active users share content within their social networks, thereby driving organic growth in reach and engagement. Interactive formats such as contests, surveys, and quizzes use this effect in a positive way because they encourage users to share experiences or outcomes with friends and acquaintances (table 1).

**Table 1: Viral marketing strategies through interactive content**

Type of content	Viral strategy	Examples of successful campaigns	Impact on engagement and loyalty
Polls and votes	Encourage participation and informed choices.	Coca-Cola (Share a Coke)	Increased engagement, development of personalized experiences.
Quizzes	Providing personalized results.	Buzzfeed (Viral Quizzes)	Increased repeat interactions.
Games and challenges	Stimulate competitive spirit, content sharing.	ALS Ice Bucket Challenge	Instant spread through social media, increased awareness.
AR/VR platforms	Unique user experience.	IKEA, L'Oreal (AR Apps)	Deep engagement, creation of unique content.

One of the strongest examples of virality is that of Coca-Cola, where name-bottled were used as part of its «Share a Coke» campaign. People themselves posted photos with bottles, which contributed to mass distribution of content and increasing its viral power. This illustrates how social influence through interactive elements can become a driving factor for viral campaigns.

On the other hand, social networks play an important role in interactive content dissemination. Platforms allow individuals to not only interact with brands but also influence the perception of content among their followings. Participating in online contests or answering surveys created by brands tends to attract more engagement and increased reach. This phenomenon is referred to as viral marketing, where information gets disseminated not through commercial advertisement, but via user networks. At times, it can lead to a snowballing of interest towards the brand, like in the ALS Ice Bucket Challenge campaign, which went viral over social networks and raised more than \$100 million in a month [8].

The social and viral impacts of interactive content can also influence attitudes towards the brand, creating goodwill and trust. When individuals share content with family and friends, they are in turn themselves becoming brand advocates, so that the reputation of the firm gets boosted and its loyalty grows. In some instances, such as charity or social responsibility campaigns, virality can not only increase brand awareness, but also display the values of the brand, which in turn consolidates customer loyalty in the long term.

Hence, social influence and virality are emerging as important considerations in online marketing campaigns, especially when interactive content is employed. User engagement, their willingness to share their experiences with others, and the creation of positive social connections through content are becoming the most important factors contributing to increased brand loyalty and reach.

## 5. Conclusion

Interactive content is a powerful tool for building and developing customer loyalty in the digital marketing environment. Analysis of various formats, such as surveys, quizzes, and AR and VR technology, has shown that all present significantly increased user involvement, forming deep

emotional connections with the brand. Gamification elements and personalized approaches help not only to attract attention, but also to maintain long-term customer relationships. It is critical that the utilization of interactive formats requires strategic incorporation and dealing with the prospects of the target audience. The research findings confirm that the proper utilization of these technologies can significantly contribute to the success of marketing campaigns and serve as a main driver of the creation of sustainable loyalty in the face of tough competition and intensive market changes.

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