



## **A STUDY ON GAMIFICATION MARKETING AND ITS OUTCOMES**

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### **ABSTRACT**

Gamification can be useful in increasing sales and enhancing corporate image. Most of the research shows that gamification is an effective marketing tool to raise consumer brand or product awareness. The main aim of this study is to find the customer preferences towards Gamification Marketing and analyses the outcomes of Gamification Marketing. Finally, it concludes that customers are willing to participate the Gamification Marketing for purchase than other things. It clearly indicates that the customer Engagement is the main outcomes of Gamification Marketing.

Keywords: Gamification, Purchase, Engagement

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### **INTRODUCTION**

Gamification is the concept of applying game mechanics, game design techniques or integrating Big Data in a way that is relevant to your digital marketing metrics, Return on Investment (ROI) and goals. It can be used by integrating apps, tools or simple yet innovative processes with your social media marketing campaigns. Approaching mobile gamification from the perspective of Storytelling holds the promise of enhanced persuasion. When transported, players tend to be less aware of their own beliefs, attitudes, and intentions as they become engrossed in how the story in the game unfolds. This phenomenon is in contrast to analytical or fact-based persuasion, in which people are inclined to draw on prior beliefs. As “Gamification” quickly becomes a hot topic across industries and academia, it deserves more thorough study through qualitative and quantitative research. There was a definite feeling of infancy of gamification, be it the definition of gamification or the effectiveness of gamification.

It is suggesting that the right story element can make game-associated advertising more effective. Media scholars have observed that video games and related fields have joined mainstream culture over the past three decades. They refer to this phenomenon as "the socio-cultural trend of ludification" Deterding et al. (2011a); games in a variety of forms have become ubiquitous in our daily lives and as a result are now a cultural medium on par with literature, movies or television during earlier generations.

Gamification can be useful in increasing sales and enhancing corporate image. Most of the research shows that gamification is an effective marketing tool to raise consumer brand or product awareness. Gamification has a positive effect on brand association and brand trust ; brand engagement , consumer attitudes; consumer's innovation adoption; customer loyalty; purchase intention; customer satisfaction; consumer willingness to pay ; actual sales . However, research on gameful experience in these studies only examines the dimensions of experience and separated from game effectiveness by design.

## **NEED OF THE STUDY**

Nowadays, Customers are preferred Gamification Marketing. It induces the customers to be more engaged. There are lot of technologies, strategies were used by the companies to attract the customer into Gamification through them they are getting the customers preferences and interests. In this study the researcher finds that what are all the reasons the customers are engaged with Gamification. What way they are addicted with the same.

## **REVIEW OF LITERATURE**

Lucassan (2014) Gamification in Consumer Marketing - Future or Fallacy? *Procedia - Social and Behavioral Sciences* (2014). Academic literature examining the expected adoption rate of gamification in marketing campaigns is nonexistent. Peculiar, as gamification's primary goals perfectly align with three core-marketing concepts: engagement, brand loyalty and brand awareness. Marketing executives interviewed for this study agree that the potential impact is promising. As a consequence, we expect the adoption rate to accelerate in the near future. The knowledge contained in this paper facilitates marketing agencies in making a more informed decision on whether to enter the gamification market and provides directions for future academic research.

Charles (2016) Gamification and Mobile Marketing effectiveness. *Journal of Interactive Marketing* 34 (2016) 25–36 A variety of business sectors have been buffeted by the diffusion of mobile technology, a trend that presents a variety of difficult challenges but interesting opportunities to marketers. One such opportunity is gamification, which, one hopes, will enhance appeal to mobile consumers. Our sense from both personal experience and the literature is that

the gamified mobile apps currently offered by firms mostly miss the mark. We provide a systematic overview of game design and note how principles derived from that field are highly applicable to gamification in mobile marketing settings.

Kavitha M(2017) A Study Of Customer Perception Of Youth Towards Branded Fashion Apparels In Chennai City. *International Journal of Applied Business and Economic Research*. 2017;15. In this study the researcher finds the perception of youth towards branded apparels. The researcher finds that youth has given preferences to branded apparels compared with others. The reason behinds to prefer is quality and life of the apparels.

Gowtham, Aashirwad Kumar(2018) A Study On Employing Gamification Methods To Increase Customer Engagement In Digital Marketing. *IJEDR 2018 | Volume 6, Issue 4 | ISSN: 2321-9939*As “Gamification” quickly becomes a hot topic across industries and academia, it deserves more thorough study through qualitative and quantitative research. There was a definite feeling of infancy of gamification, be it the definition of gamification or the effectiveness of gamification. This document provides a survey of this recent phenomenon of “gamification”: a concept that has been applauded as a “game changing layer” and derided as a “useless buzzword”. It provides a comparative review of different schools of thoughts on the effectiveness of applying game mechanics to non-game contexts. Both industry implementations and academic research is reviewed and analyzed. Most of gamification thought leaders agree that the current state of gamification is mainly focus on extrinsic rewards. While some see the bigger potentials of sustainable gamification with deeper researches in the intrinsic rewards from good game designs.

Ika Diyah Candra Arifah (2021) E-Commerce Gamification: The Effect of gameful Experience (GameX) and Game Design on The Self-brand Connection. *Advances in Economics, Business and Management Research*, volume 202. This study aims to examine the effect of gameful experience (GAMEX) and game design of e-commerce advergAMES on self-brand connections that motivate purchases, which were previously studied separately by researchers. By including the brand engagement variable as a mediation on this effect, this study also examine the emotional and cognitive engagement on self-brand connections resulted by experiential marketing. This experimental study employed quantitative approach to 250 frequent e-commerce users. The results shows a positive and significant effect of gameful experience and game design elements on self-brand connection mediated by brand engagement.

Pratiksha, M Kavitha (2023) Effectiveness Of Cloud Technologies In Digital Marketing. *International journal of economic perspectives*, 17(2). Cloud technology is a vital part in the modern marketing mix, it is unavoidable when compared to other modern marketing tools, because everything became online, so the need for the acquirement of new technology is needed, in digital marketing the use of cloud technology is varied from the use of other sectors, because marketing is connected with every online presence of consumer, the data collected from the

consumers based on their online user activity, marketers segregate the data needed to them according to their marketing objectives, with the help of cloud technologies, cloud is a online virtual server which allows user to store, retrieve and use data whenever they want from anywhere remotely, this is the most important factor which helps marketers. This paper studies about how the cloud technologies impacted the trend of digital marketing, researcher used secondary data collected from previously published journal, theses, websites, blogs etc., author conclude that digital marketing been effectively used and the level of customer satisfaction is high.

### INTEND OF THE STUDY

1. To find the customer preferences towards Gamification Marketing
2. To analyse the outcomes of Gamification Marketing

### HYPOTHESES OF THE STUDY

1. There is no significant difference among the customer preferences towards Gamification Marketing
2. There are no significant outcomes of Gamification Marketing

### ANALYSIS AND DISCUSSIONS

The concept of gamification is to take something business-focused and make it fun, driving better engagement with your customers and creating a community among the customers. The customers prefer Gamification Marketing for so addictive: competition, rewards and feedback. Moreover, they are more engaged with the concern brand after this participation. Gamification is a technology that is used to motivate people to take action in a fun way. This technology can be used to solve problems and create solutions. It can also be used to increase gamification customer engagement, loyalty, and satisfaction.

### Hypothesis testing

There is no significant difference among the customer preferences towards Gamification Marketing - Rejected

<b>TABLE - 1 CUSTOMER PREFERENCES</b>						
	N	Mean	Std. Deviation	Std. Error Mean	T value	Sig.
CP1	517	4.07	.932	.041	99.191	.000
CP2	517	3.63	1.066	.047	77.493	.000

CP3	517	3.64	1.151	.051	71.833	.000
CP4	517	3.97	.946	.042	95.426	.000
CP5	517	3.80	.810	.036	106.703	.000
CP6	517	3.62	1.539	.068	53.540	.000

Source – Computed data

The above table shows the mean values range from 3.62 to 4.07. The t values are 99.191, 77.495, 71.833, 95.426, 106.703 and 53.540 significant at 5% level. The customers prefer Gamification Marketing for Engagement, attitude, purchase, repurchase, Interest and Entertainment. Finally, it concludes that customers are willing to participate the Gamification Marketing for purchase than other things.

### Hypothesis testing

There are no significant outcomes of Gamification Marketing Rejected

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Engagement	Between Groups	440.623	42	10.491	620.977	.000
	Within Groups	8.008	474	.017		
	Total	448.631	516			
attitude	Between Groups	560.278	42	13.340	244.176	.000
	Within Groups	25.896	474	.055		
	Total	586.174	516			
purchase	Between Groups	638.580	42	15.204	159.950	.000
	Within Groups	45.057	474	.095		
	Total	683.636	516			
repurchase	Between Groups	436.444	42	10.392	196.547	.000
	Within Groups	25.061	474	.053		
	Total	461.505	516			
Interest	Between Groups	321.180	42	7.647	209.530	.000
	Within Groups	17.299	474	.036		
	Total	338.480	516			
Entertainment	Between Groups	1179.818	42	28.091	319.825	.000
	Within Groups	41.632	474	.088		
	Total	1221.451	516			

Source – Computed data

It can be presented in the above table that Engagement ( $F = 620.977$ ,  $P = .000$ ), attitude ( $F = 244.176$ ,  $P = .000$ ), purchase ( $F = 159.950$ ,  $P = .000$ ), repurchase ( $F = 196.547$ ,  $P = .000$ ), Interest ( $F = 209.530$ ,  $P = .000$ ), Entertainment ( $F = 319.825$ ,  $P = .000$ ) are statistically significant at 5% level. This has given to the mean comparison of outcomes of Gamification Marketing of customer perception. It clearly indicates that the customer Engagement is the main outcomes of Gamification Marketing.

### **FINDINGS AND CONCLUSIONS**

A Well designed Gamification experiences increase user acquisition and drive loyalty. Gamification enables word of mouth promotion and encourages social sharing by offering new experiences. The customers prefer Gamification Marketing for Engagement, attitude, purchase, repurchase, Interest and Entertainment. Finally, it concludes that customers are willing to participate the Gamification Marketing for purchase than other things. It clearly indicates that the customer Engagement is the main outcomes of Gamification Marketing.

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