



## Influence of Gamification Marketing on Brand Awareness

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### Abstract

Gamification is increasingly being used in e-business. However, in spite of the great potential of gamification in e-business, research investigating the impact of gamification on users' experiences and behaviors with a website and brand is also lacking. Moreover, research examining the perceived value provided by gamified websites is urgently needed, because it can inform professionals on how to design engaging gamified applications. Since gamification effects are greatly dependent on its implementation context. The main aim of this study is to find the customer perception towards Gamification Marketing and to analyse the influence of Gamification Marketing on Brand awareness. This persisted the mean comparison of Brand awareness towards gamification marketing. It established that the gamification marketing motivates customers to get the brand awareness.

**Keywords:** Gamification Marketing, Brand awareness, Customer engagement

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### Introduction

The concept of gamification and its mechanics in non-gaming environments has become a fastemerging practice in business, especially in marketing. Though in its infancy, the dynamics and techniques of gamification have been found to be easily transferrable from their gaming software origins into the world of commerce. The use of gamification tools and methods has the potential to benefit organizations from all industries because of their fundamental potential to shape and influence behaviors and attitudes. Due to improvements in the productivity and development of technologies, customers are becoming more and more selective in how and where they spend their money and time. Accordingly, companies are pressurized to find new ways to adapt their marketing strategies in order to attract customers' attention and keep them engaged in the process. The marketing area is highly innovative and sophisticated in deploying new ideas and phenomena, so many companies have used gamification in the marketing area for branding, including earning points, badges and free products through playing games or joining competitive activities.

There are generally two types of human motivation: intrinsic and extrinsic. Extrinsic motivation involves doing something for its external rewards, like money, praise or other tangibles. Intrinsic motivation, on the other hand, drives behaviors that result in internal achievement or perception, like enjoyment or other positive feelings. Traditionally, it was believed that intrinsic motivation was more desirable if it resulted in a better learning outcome. As gamification marketing process is normally committed to instil products or brands information to users, it is a drive for participants to learn the information and further join or continue an action – in our case, engaging with gamification – because of the effects it has.

Although gamified systems can be fun in themselves, they are not just about intrinsic motivation. Gamified systems often offer some kind of extrinsically motivated benefits, such as discounts, to attract new users. From a broader point of view, extrinsic motivation for joining a gamified fitness app can be to get in better shape and to be more attractive. Most of the activities people do are easily extrinsically motivated but often lack clear elements necessary for intrinsic motivation, putting these activities into suboptimal conditions for performing. Gamification solutions help to resolve this problem by building systems for harmonious and engaging activates which motivate on both levels.

## Literature Review

R Sharmila, M Kavitha (2019) <sup>[1]</sup> Effectiveness of social media marketing. *Indian Journal of Public Health Research and Development*. The main aim of this study is to know about the demographic profile of the customers of social media marketing and to analyse the effects of various forms of social media marketing on the firm's sales and other activities. The researcher used regression analysis, percentage analysis to find the result. It finds that the firms are achieved their target because of social media marketing. The firm's products are reached in all levels of customers through social media. Finally, it concludes that, Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up social media marketing performance.

Subrato Kumar Dey (2022) <sup>[2]</sup> The Effect of Sales Promotion Techniques on Consumer Purchase. *IJ Management Vol 10, No.2, Dec 2022*. Sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. There are many reasons why a business may the primary reason is to boost sales. The role of point of Sales promotion is more focused in this paper. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product. Role of overhead publicity is Sales promotional tool. Over a certain period of time, special actions and special offers push sales.

Simon (2022) <sup>[3]</sup> Determining linkages between consumer choices in a social context and the consumer's values. *Journal of consumer behavior*. This paper presents a conceptual model of means-end theory. The proposed model, built on contributions to means-end theory, consists of four conceptual categories that are linked together. The conceptual categories are context-nested consumer choices, attributes of the consumer choices, consequences and values. The discussion uses results of four cases to illustrate the conceptual categories of the proposed explanatory means-end model.

Ghanashiya (2022) <sup>[4]</sup> Consumer behaviour analysis. *International Journal of Research and applied technology*. 2(1). Consumer behavior is the study of consumers and how they choose or eliminate products. This is done to predict how consumers will react in a particular situation. The purpose of the survey is to better understand consumer behavior by examining the factors that influence the consumer's purchasing process. The main purpose of studying consumer behavior is to understand how consumers feel and think. Building a recommendation engine is another application for studying consumer behavior. The recommendation engine basically recommends several products based on a variety of factors, including previous purchases by consumers, age, etc. It's a kind of data filtering tool that uses machine learning algorithms to recommend the most relevant items to a particular customer. The purpose of this paper is to analyze consumer segmentation and sentiment regarding product reviews and build a product recommendation system.

Meenakshi Neg (2023) <sup>[5]</sup> A Literature Review: Factors Influencing Impulse Buying Behavior. *International Journal of Research Publication and Reviews*, Vol 4, no 7, pp 1925-1929 July 2023. Impulse buying or impulse purchase describes the behavior of buyers or shoppers who purchase things from stores that are not preplanned to buy. Instant purchasing is named as impulse buying. Impulse buying behavior used to be a fascinating issue to be figured out by

many researchers and marketers, in consumer behavior studies. This study aims to present a detailed literature review of impulse buying behavior. Development of the impulse purchasing concept, the procedure of consumer's impulse purchasing behavior, and various factors that affect impulse purchasing. The content analysis of the varied research about impulse buying behavior may be carried out to understand the basic distinctiveness of impulse purchasing for upcoming researchers by amplification the diverse factors influence impulse buying.

Bhaskar (2023) <sup>[6]</sup> The Influence of Culture on Impulse Buying Behavior: A Systematic Literature Review. *BBR*, Aug 2023. <https://doi.org/10.15728/bbr.2022.1221>. Impulse buying is one of the prevalent phenomena that significantly affect the sales revenue of companies. This study focuses on unveiling the interaction between cultural factors and impulse buying behavior. For this systematic literature review, articles were examined to understand the relationship between various aspects of culture and impulse buying behavior in both online and offline contexts. Further investigation of impulse buying in cross-cultural context helps to understand and classify different theoretical perspectives to study impulse buying behavior and cultural factors. This study offers practical implications for retail professionals and e-commerce strategists to design and implement viable cross-cultural marketing campaigns. Academic researchers may also understand research gaps and contribute further to understanding cross-cultural impulse buying.

Alemayehu Bakalo (2023) <sup>[7]</sup> The Advertising & Promotion An Integrated Marketing Communications Perspective Scientific Literature Review. *Business Studies Journal Volume 15, Special Issue 3, 2023*. This study used a scientific literature review methodology with 50 existing articles completed in advertising and promotion and integrated marketing communications based on an inclusion/exclusion criterion. The findings of this study were collected by developing a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. Finally, future researchers should integrate marketing communication into the regeneration of concepts and the reconstruction of models and concepts to adapt to the new round of technological revolution and the changes carried about by user experience innovation.

## Intend of the Study

1. To study the customer perception towards Gamification Marketing.
2. To analyse the influence of Gamification Marketing on Brand awareness.

## Customer Perception towards Gamification Marketing

Gamification is increasingly being used in e-business. However, in spite of the great potential of gamification in e-business, research investigating the impact of gamification on users' experiences and behaviors with a website and brand is also lacking. Moreover, research examining the perceived value provided by gamified websites is urgently needed, because it can inform professionals on how to design engaging gamified applications. Since gamification effects are greatly dependent on its implementation context.

The customer experience forms consumer contexts and generates perceived value through diversified marketing

methods. Customer experience has become a product attribute in the economic sense — a value-added element applied to differentiate goods and services. Consumers generate different psychological valuations through customer experience to establish metrics for evaluating the value that can be obtained from experiential services provided by businesses.

Gamification design for increasing customer purchase intention in a mobile marketing campaign app through four phases: attract, engage, retain, and monetize to increase customer purchase intent in mobile marketing campaigns. In addition, gamification was proved that it can affect brand engagement and equity. A study in online brand communities suggested that its feature is associated with a positive

association in social interaction and a positive influence on brand engagement and increased more brand value, and also to brand management; and the gamification systems application elements in the marketing perspective requires more involvement of consumers in the buying decision process.

#### **Influence of Gamification Marketing on Brand Awareness**

Gamification can create engaging customer experiences to improve the way customers interact with a brand or firm. Not all gamification elements have the same effect on brand engagement. Gamification increases brand awareness and loyalty to the destination.

**Table 1:** Gamification factors - ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Boost customer loyalty	Between Groups	285.220	1	285.220	8.988	.003
	Within Groups	17104.383	539	31.734		
	Total	17389.604	540			
Customer Behaviour	Between Groups	304.010	1	304.010	8.892	.003
	Within Groups	18428.266	539	34.190		
	Total	18732.276	540			
Advertising	Between Groups	355.841	1	355.841	8.180	.004
	Within Groups	23448.014	539	43.503		
	Total	23803.855	540			
Long term Relationship	Between Groups	.551	1	.551	.048	.826
	Within Groups	6129.259	539	11.372		
	Total	6129.810	540			
Motivating customer	Between Groups	556.826	1	556.826	20.609	.000
	Within Groups	14563.192	539	27.019		
	Total	15120.017	540			
Higher conversion rates	Between Groups	176.061	1	176.061	7.532	.006
	Within Groups	12598.529	539	23.374		
	Total	12774.590	540			
Customer data	Between Groups	285.717	1	285.717	3.992	.046
	Within Groups	38579.866	539	71.577		
	Total	38865.584	540			

Source: Computed data

It revealed in the above table that Boost customer loyalty (F=8.988, P=.003) Customer Behaviour (F=8.892, P=.001), Advertising (F=8.180, P=.004), Motivating customer (F=20.609, P=.000), Higher conversion rates (F=7.532, P=.006) Customer data (F=3.992, P=.046) are statistically significant at 5% level. This persisted the mean comparison of Brand awareness towards gamification marketing. It established that the gamification marketing motivates customers to get the brand awareness.

#### **Findings and Conclusions**

Gamification has proven to be a reliable marketing tool by tapping into people's basic instinct to play. The gamification of products and services provides a positive, personalized digital experience while building brand awareness and strengthening customer loyalty. Gamification design for increasing customer purchase intention in a mobile marketing campaign app through four phases: attract, engage, retain, and monetize to increase customer purchase intent in mobile marketing campaigns. This persisted the mean comparison of Brand awareness towards gamification marketing. It established that the gamification marketing motivates customers to get the brand awareness.

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