

Gamification as a Tool for Influencing Customers' Behaviour

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Abstract : The objective of the article was to identify the impacts of gamification on customers' behaviour. The most important applications of games in marketing and mechanisms of gamification are presented in the article. A detailed analysis of the influence of gamification on customers using two brands, Foursquare and Nike, was also presented. Research studies using auditory survey methods were carried out among 176 young respondents, who are potential targets of gamification. The studies confirmed a huge participation of young people in customer loyalty programs with relatively low participation in other gamification-based marketing activities. The research findings clearly indicate that gamification mechanisms are the most attractive.

Keywords : customer loyalty, games, gamification, social aspects

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