

Gamification: A Tool to Reach New Generation of Customer

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ABSTRACT

The Concept of marketing has evolved from last 100 years so rapidly that it has created new dimensions to target customers across the globe. All the developments in the context of marketing have created a rat race among inventors and researchers to re-structure the business models of companies to make them survive in the cutthroat competition era. The era has evolved drastically in terms of technological advancements, which lead a new methodology for customer/consumer engagement. This paper will define how strategists of companies by gamification have motivated the customers for purchase or remain associated with the companies for the small amount of profit in the form of customer retention, in the modern era of the market always have given some new user experiences to cover market at large. By gamification, companies have achieved the task of the customers/consumers retention successfully.

KEYWORDS: Gamification, Consumer Behavior, Customer Engagement, Digital Marketing, User Experience

INTRODUCTION

Gamification is the term, which was introduced for a better experience of users in gaming, but industry adopted this term for the engagement of the user to encourage them. [4][5] This encouragement directly leads in terms of some rewards, which may be considered as the Badges, Financial Benefits, Global Rankings, Discounts and various other tools. Gamification is more likely to be considered as the Motivation for the more purchase that will lead companies to survive more in the market and earn sustainable operating profit. [11]

The technique of Gamification has certainly more focused towards young generation of customer, who are more likely motivated by rewards in terms of the achievements provided by the company. These rewards are more like strategies by companies to enhance for more customer retention. In today's era, customer retention is most difficult stuff other stuff. Gamification technique is more likely to depend upon gaming since gaming is always considered as the fun part of the human life. [1] Therefore, with the help of creating a mixture of Game and Marketing techniques, it has developed a new atmosphere for the customer to encourage them for purchasing. [2][3] Globalization of technology and socio-economic

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development has somewhere reshaped the definition of youth and customer engagement. [15]

Youth is primarily defined in the age bracket of 15-24 Year. Since it was, assume that people of this age group attract towards technological advancements in the world. World population is 7.57 Billion and in this 1.5 Billion is the young generation, which is in the age bracket of 15-24 years. However, The year 1980 generation of age brackets of 10-24, which primarily belong to developing countries, must be in the age group of 38-40 years must be following the technology at the same pace, such people belong to either technology creator or followers.

In the population of 7.57 billion, the number of internet users is around 3.87 billion, which is around 51% of world population. The growth took place with an exploratory growth of 962.5% from the year 2000 to 2017, which is revolutionary in the digital globe. In addition to this, the 37% population is active on social networking platforms, which are attracted by different gamification strategies based on like, comments, badges, and various other techniques. In the world population of 7.57 billion, 1.8 billion of the population like to play games. These 1.8 Billion of

the population has encouraged strategists to introduce gamification-based marketing, which leads to target the customer of the average age of 35 years. [21]

Above statics justifies why Gamification in marketing has adopted by strategists to be consider as the motivation for the customers to purchase products, which lead to more engagement of customer's on online platforms of purchase product across the globe.

Gamification

Gamification is one of the most trending topics in the today's era. Gamification can be consider as an umbrella of customer engagement and designing of the platforms to sell product or services. Designing of the platform in gamification most considered portion because better the design will surely absorb a good strength of customer in the market. During designing of the platform, a designer needs to focus that design does not make the user feel monotonous, it shall be ever engaging in different activities at every time. Some of the studies claim that Gamification market value will be \$5.5 Billion by 2018. [22] This is the most emerging customer engagement technique on which many big companies are focusing upon to target their particular market based on the product and services.

Gamification used in non-gaming context to provide a game based rich user experience in marketing of product and services. During working on gamification, there are certain specific elements that supposed to follow-

- Gaming based designing
- Specific Objects
- Rewards
- Marketing Strategies

Gaming based designing is more concern because it attracts user and provides a better experience on the online platform to operate. Gaming based designing is more concern point because most of the generation in 2017, which is primarily a gamer, since average studies say the average age of gamer, is 35 years, so primarily a game will be either creator of technology or follower of modern technology. The expectations of such young generation always to have rich user experience on online platforms, which can attract and entertain users. A specific object is always required to put in front of the customer in order to get attention from the customer. The object is taken as challenges or the methodology to gain rewards or benefit. These benefits always attract customer to remain associated with the company to generate more benefit from the company by the customer. Rewards provided by the company to the customer for every purchase or step completion always have a concern that customer remains associated with the company, which can lead

to better customer retention. Any customer who has engaged with a particular company via the online or offline platform, marketers like to provide some rewards that can be in the form of Badges, Cash backs, Discounts, and Avatar etc. In addition, this entire if combined with marketing strategies to sell product or service it will give a boom to retention and engagement for product or service of the particular company. [10]

Gamification Model

Model of Gamification is entirely base on the technique of Gaming experience and Marketing, which provides new dimensions to establish more customer engagement for the company. Gamification is never mean gaming only; it is rich user experience technique for customer centric engagement that generates more loyalty for the company. [9]

Basic Equation

This model is accepted by most of the companies since it is more like to provide real time analysis and faster coverage of the customer segment, it provides a deeper analysis consumer behavior and customer engagement for the company, which is very much helpful, in the generation of the loyalty for the company. [13] Gamification provides more customer recognition and more focused feedback operation, which allows companies to analysis more about the customer by Big Data analysis, which will eventually generate Structure query for the analysis and best part, is these queries are easy to be analyzed by the company to work more on customer segmentation. [6]

There are so many examples in the industry that operate on the gamification technique to generate more customer and more product order to compete at the advanced level in the market to get better profit and survivability. Eventually, they are Market leaders in their Particular fielcustomer engagement. This model depends on targeting strategies of the companies to ensure the promotion of the product in the market with proper user attention and engagement.

The Model can be segmented into 3 basic parts-

- Designing
- Gaming Techniques
- Marketing Science

A. Designing

Designing of any platform to approach customer is the most crucial part to focus. Every company carries a perception that more user-friendly the design will lead to a better understanding of the platform and eventually it will lead to more customer attention and customer engagements. [13] The best part with super

hit social networking and e-commerce companies is that they created user-friendly platforms and many of the studies have claimed this. It is one of the basic marketing strategies also; better, the presentation of the product will eventually lead more attraction of the customers to be purchased. Companies spend a huge amount of the budget just to ensure most friendly platforms and update the platform or UI at times with some wonderful presentations.

B. Gaming Techniques

Gaming is the most important aspect to focus on new dimensions of the market a product. Since it is assumed human has one basic perception that it is eventually gaming which helps to reduce stress in humans. Companies have adopted this methodology at large to reach their customer by making the customer feel product and service selling an enjoyment. Many of the companies believe allowing the employee to play the game during job hour will improve the performance of the employee since it helps in reducing the stress of the employee.

There are certain basic parameters on which Gaming works

1. **Curiosity-** Curiosity is the major way to ensure that product or service create a hype in the market, which gives the customer to think about the product. Curiosity is most widely adopted metrology to get attention from the customer. Many of the companies believe in creating suspense for the product, which makes position in customer mind to follow more about the product. Any product that is launched must be followed by the campaign strategy that will include its promotional campaign whether it is digital marketing or person to person or place promotion. Any campaign launched must be followed by the duration and pupation in campaign strategies are always required.
2. **Rewards-** Customer always wanted to be associated with an organization, which provides customers some additional benefits. In gaming context whenever an individual achieves some in game, one is always felicitated by some rewards. Same if a company apply this in marketing concept to motivate an individual to get engage with product or service. In this context, companies provide financial benefits, Badges, Social Recognition, leader board etc. Rewards are important to generate loyalty for the companies because it gives better strength to the company by engaging and helps in retention of the customers.[14]
3. **Objective and Motivation** Companies plan to promote their products and most important thing

is that such companies define their certain objective bases on the required objective companies work. Similarly, gamification use game technology and in any game, it is essential that game must carry some well-defined objectives to be achieved. Providing rewards and hints in the game lead to motivate the player. The companies to work upon customer engagement have adopted the same strategy. Companies define some particular task for the customer in terms to win some rewards and customer most of the time follow this. [8] This creates a better opportunity to understand customer more for the product/service.

C. Marketing Science-

Companies when launching a product then marketing and promotion of that particular product is the most essential and important task. Any Company, which primarily has a new product now follow gamification methodology to promote their product by customer engagement. The task is accomplish by one basic criterion and that is by generating curiosity among the customers. Companies make sure that is the campaign go in the long term with proper improvisation at times to increase the level of curiosity. Media campaigns certainly create awareness among the customers to promote the product/service in the market. Companies have now one methodology to target more customer is to provide them more rewards to engage a number of customers and to get retention of the customers. [17] Since a number of customers are now internet-users so companies have a strategy to define leader boards and various another strategy to greet the customer by providing them social exposure that is eventually creating social competition among the customer to purchase product/service. These rewards can be formulate in such manner, which will lead to providing motivation to the customers to remain associated with the company.[7] This one of the best method of generating loyalty for the company, since the customer is the most important element so companies are primarily bound to do such. Such loyalty programs lead to perform more customer engagement and customer retention for the company. Giving challenges every day to the customer is one of the methodology bound customer to remain engaged with a platform of company and this completely again works as a loop that is never ending. Eventually, it becomes a successful strategy to target customer in a proper manner. A company, which is a master in this stuff primarily, covers a huge segment of the market because the company will definitely have more customers on the platforms to sell the product/services.

Conclusion

The dimensions of marketing have changed drastically with the advancement in the technology and it has helped marketers to improve their customer retention technique over a period. Since it is considered that generation of youth has more inclination towards gaming aspect, so companies used this methodology to target customer and enhance customer engagement in the industry. Customer engagement at present scenario considered as the most widely used phenomenon, which are used companies to promote their customer for the selling of product/service in the market. Gamification has given a new dimension to the user with rich experience in the market eventually to promote entertainment cum shopping experience. [17] This methodology has been most widely adopted by the companies to target their customers in the market. It always said by the strategists, Gamification has given a new pace to the industry.

There are so many definitions are available but one simplest form has given as-

The Wall Street Journal has quoted Gamification as “a fast-moving hard trend”. [18]

“A business strategy which applies game design techniques to non-game experiences to drive user behavior” (Pierce, 2014)

This paper concludes Gamification is the methodology, which uses Game technology to provide a rich user experience in shopping for product and service by companies to have more customer engagements and customer retention in the modern era by providing motivation to the customer in terms of loyalty.

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