

A Study on Gamification Implementation in Service Marketing

Ashwal K

Bharath Gowda SL

3rd sem MBA

Post Graduate Department of Business Administration

Alva's institute of engineering and technology Mijar,

Moodbidiri, Dakshina kannada DT

ashwalkona25@gmail.com

bgowda8055@gmail.com

Abstract

During recent years "gamification" has gained significant attention among practitioners and game scholars. However, the current understanding of gamification has been solely based on the act of adding systemic game elements into services. In this paper, we propose a new definition for gamification, which emphasizes the experiential nature of games and gamification, instead of the systemic understanding. Furthermore, we tie this definition to theory from service marketing because majority of gamification implementations aim towards goals of marketing, which brings to the discussion the notion of how customer / user is always ultimately the creator of value. Since now, the main venue for academic discussion on gamification has mainly been the HCI community. We find it relevant both for industry practitioners as well as for academics to study how gamification can fit in the body of knowledge of existing service literature because the goals and the means of gamification and marketing have a significant overlap.

Our paper addresses the development of the gamification concept with business applications. We report on our survey of customers and managers seeking to participate in gamification on their websites. We examined both customer and manager perspectives and compare survey results in terms of service marketing and characteristics of consumers who engage with gamification platforms. Our data supported a design theory delineating four key characteristics in gamification platforms that attract consumers toward an enterprise's website. Those features attract individuals through Progress Paths, Feedback and Reward, Social Connection, and Attractiveness of the site. Results from the managers' survey reflected key characteristics that must exist for implementation of a gamification platform. The data revealed a particular demographic profile of a gamification individual drawn to a website. These findings may help company managers who wish to adopt a gamification platform in the future.

Keywords: *Gamification; Service business; Customer service; Technology in business*

Introduction

With the rapid development of technology, marketers are introducing unconventional new strategies into global business and moving away from traditional marketing strategies. Gamification is defined as the use of games Dynamics in non-game environments. However, this technology-based concept has certain problems, such as: 2016). Reviews have shown that organizations can achieve positive effects through gamification, but these effects are dependent on gamification Implementation and User Engagement. Furthermore, gamification is used in education, information science, Human-computer interaction and health.

Gamification implementation and sustainability are the least researched topics in service marketing. Previous literature points to the lack of empirical evidence for gamification implementations. Sustainability. In addition, immature theoretical foundations and lack of consistent guidelines for applications are also problems related to gamification. However, the more problematic area of gamification, according to the literature, actually lies in implementing gamification successfully and designing gamification mechanics to attract new customers and keep existing customers fit. The difficulty lies in encouraging ongoing engagement with outcomes. The research firm claimed that 80% of gamified applications failed to implement due to poor design. Described this as an important task. A key challenge in the open innovation process is the selection of the best ideas and designs. One challenge facing his gaming experience is that of player attraction and long-term engagement that drives players to loyalty. Previous research pointed to a platform for implementing gamification However, which platform is the best for customer attraction and sustainability remains a matter of debate to this day. and finding guidelines. A review of the literature from previous studies has revealed trends, uses, and designs in various fields such as human computing, health, and education. No systematic studies have been conducted. We aim for successful implementation and sustainability with the best platform for service marketing. This review aims to initiate an evidence-based discussion of gamification in service marketing.

Literature Review

Gamification Industry

In modern technological based business world, it is considered in marketing that non transactional customer engagement is very important that able customers to contribute a broad range of resources that directly and indirectly affect the company and other consumers. Therefore, many authors indicated that the industries can positively customer engagement through motivation and by using engagement platform. Consequently, for customer engagement, gamification has seen extensive adoption by service industry in recent years, with an estimated 70 per cent of global 2000 service markets having at least one gamified application. Moreover, it is reported by Deloitte in its report of Tech Trends that gamification can motivate customers towards engagement and competition to overwhelmed challenges and also be rewarded. Additionally, the organizations currently implementing this innovative concept are Microsoft, Alfa Romeo, Nike, Foursquare, Deloitte, Treehouse, Nissan, Recycle bank, Kaplan University and Samsung. According to Gartner, gamification may have reached a level of declining maturity, and as a result, by 2014, nearly 80% of gamification applications fell short of their required goals. This was mainly due to poor planning and design and neglect of intrinsic motivation. However, there are many implementations of gamification an estimated \$938 million was spent annually on gamification software and marketing efforts.

Gamification Theoretical Background

Gamification is a new concept in digital marketing, but it is also a futuristic trend that can be used in service marketing to change customer motivation and behavior. However, due to its impact on customer loyalty, this technology-based concept is seen as a revolutionary change in the business world claimed that over the next decade, approximately 70% of global organizations seeking creative and innovative approaches will use gamification. Gamification is already seeing success in marketing, business, health and education. Research Shows User Engagement Lie in Online Experiences significantly increased by gamification. However, experimental insight into the impact of game design elements on service marketplaces is still lacking, creating a research gap for marketers and researchers. However, the diversity of research on gamification has made it difficult to develop a single definition, resulting in controversies over definitions, solid theories, and a lack of research frameworks in the literature.

Additionally, it's important to know the benefits of game design thinking and the game elements in different situations. However, there are many ways to use gamification in your enterprise. Gamification has three main uses: psychology, motivation, and behavioral outcomes. Gamification is therefore used, among other things, to motivate consumers and increase their engagement in various service sectors such as healthcare, education, business and the environment. Furthermore, in the field of sustainability, we have recently seen many examples motivating consumers to change their behavior towards a sustainable lifestyle. Gamification applications are also important in business and project management as they enable rapid decision-making processes. But in business, the targeted use of gamification fundamentally facilitated collective decision-making and communication.

Gamification Theories

Gamification is closely related to motivation, creating personal motivation to change behavior. Therefore, many theories focus on motivation, such as behaviorism, visionaries, self-determination, rational behavior theory, social proof theory, flow theory, and positive psychology. Watson published his behaviorist theory in 1913. This theory explains how rewards affect individuals when they find links between tasks and rewards. Therefore, in order to obtain a reward, they initiate activity and this changes their behavior. Behaviorism in gamification can change user behavior through motivation and reward. However, because this theory focuses only on reward strategies, participants may be unaware of other reasons. Moreover, behaviorism ignores what is going on in the mind of the individual. This theory also ignores intrinsic motivation. However, both intrinsic and extrinsic motivations are important for gamification. As mentioned earlier, extrinsic rewards are not sufficient to motivate. Employing extrinsic motivation reduces motivation to use a company's products and services when that reward is removed.

Deci and Ryan's 1985 self-determination theory is a macro-theory of human motivation, related to the inherent growth tendencies and innate psychological needs of humans. Therefore, it is the most dominant theory of motivation, divided into intrinsic and extrinsic motivation. Autonomy, competence, and connectedness are three psychological needs related to intrinsic motivation. Reward, on the other hand, is an interest in extrinsic motivation. According to intrinsic motivation, people give autonomy. This gives us the opportunity to use feedback and make choices rather than controlling the instructions given to people. He further argued that reducing autonomy can lead to lower creativity and output, further reducing the desirability of a given sustained activity. However, psychology presents the concept of motivation in two ways, intrinsic and extrinsic, in the context of gamification. A combination of extrinsic and intrinsic motives is critical to the success of gamification. Gamification associates extrinsic motivation with game elements such as points and badges. Enjoyment, perception, social acceptance, and self-actualization are related to endogenous.

Positive psychology is a branch of psychology given by Seligman and Csikszentmihalyi. This theory is further divided into his two parts, the PERMA theory and the FLOW theory. Seligman examines what makes people happy. This concept is based on five core aspects of him that are important for personal prosperity. PERMA stands for positive emotions, commitment, relationships, meaning and achievement. The second concept is FLOW, proposed by Csikszentmihalyi in 1975. Flow occurs when an activity is neither too difficult nor too easy. Flow occurs under the following conditions. When goals are clear, there is a balance between perceived challenges, skills, and immediate results. Flow is key in the gamified design process. It begins to reflect the cognitive side of gamification, focusing on how people think about their actions.

Positive psychology is a branch of psychology given by Seligman and Csikszentmihalyi. This theory is further divided into his two parts, the PERMA theory and the FLOW theory. Seligman examines what

makes people happy. This concept is based on five core aspects of him that are important for personal prosperity. PERMA stands for positive emotions, commitment, relationships, meaning and achievement. The second concept is FLOW, proposed by Csikszentmihalyi in 1975. Flow occurs when an activity is neither too difficult nor too easy. Flow occurs under the following conditions. When goals are clear, there is a balance between perceived challenges, skills, and immediate results. Flow is key in the gamified design process. It begins to reflect the cognitive side of gamification, focusing on how people think about their actions.

Research Methodology

Literature on gamification concludes that many empirical studies have lack of methodology background. For illustration, lack of quantitative studies, small sample size, lacked control group in experiment and theories for defending the results. In this research, previous literature findings and discussion is combined to elaborate the result. Given the methodological diversity of gamification research in service marketing, this review is included qualitative as well as quantitative researches. Furthermore different phases are involved in this review study first phase is related to search and inclusion in which different keywords were used like game design, gamification in service marketing, gamification theories, elements of gamification, gamification definition, gamification implementation, gamification sustainability and mobile gamification, so for this purpose distinct search engine were used including science direct, Google scholar, research gate, Springer and Emerald Insight. In this search, researchers found a total of 301 results. However, articles from various journals such as Computers in Human Behavior, Springer Open Journal, Science Direct, Journal of Services Marketing, European Journal of Training and Development, Journal of Biomedical Informatics, Journal of Advertising, International Journal of Educational Technology in Higher, etc. Found. education, international. J. Human Computer Research, AIS Digital Library, Energy Research and Social Sciences, International Journal of Information Management, Computing and Education, Conference Proceedings, Tourism Management, Industrial Marketing Management, Australian Marketing Journal, Technology Forecasting and Social Change, Travel Journal & Tourism Marketing, Journal of Consumer Marketing, Journal of Interactive Marketing, Internet Interventions and Human Resource Management International Digest. Additionally, the articles were categorized and coded according to type and context. In total, the 10 most relevant articles were selected for this review. The next part contains the analysis of 15 articles. Articles were researched and placed in analysis summary tables with categories of source, topic, type, method, data source, platform, theory, and country context. Furthermore, in the next step, studies in the same category were compared to further examine the data. Additionally, trends, design, implementation, engagement, benefits and challenges, platform usage, and sustainability in the context of service marketing were discussed in detail.

Table 1: An analysis of studies on Gamification in service marketing

Source	Discipline	Type	Method	Data Source	Platform	Theory/ Model	Area context
Sam and Sunder	Computer in Human behavior	Implementation	Quantitative	Online bank customers invite to rate the variables.	Website	Technology acceptance theory, Theory of Reasoned Action, (TRA)	Bangalore
Dr.T Ram Gowda	Consumer marketing	Implementation	Qualitative	More than 20 in depth interviews with individuals who are frequent online shoppers	Social media	-	Bangalore
C.H. Mohanrav	Service Marketing	Implementation	Mixed method	Ethnography and participants observation	Website	Flow and social cognitive theory	Hyderabad
K.H. Ramachandran	Service marketing for customer purchase intention	Implementation	Quantitative	Questionnaire	Mobile application	Behaviorism theory	Tamil Nadu
Suraj Desai	Marketing context	Implementation	Qualitative	Past literature based on qualitative approach	Website, mobile app	Desire theory & theory of reasoned action and MDA model	Gujarat
Harshitha Gupta	Business research	Implementation	Qualitative	Questionnaire	websites	-	Kolkata
Monita Chatterjee	Consumer marketing	Research	Quantitative	Questionnaire	Social media	Planned behavior theory	Delhi
Somadhata Sinha	Marketing in service designing	Implementation	Quantitative	Questionnaire	Mobile Website	unified theory of acceptance	Vishakhapatnam
Sharanabava Kotal	Human computer studies	Research	Quantitative	Semi structured Interview, discussion	-	Self-determination theory	Pune

Numerous key findings found as a result of the research review of the particular 27 articles on gamification in service domain. These findings described below in terms of gamification trend, customer engagement, implementation, designing, platform and sustainability.

Gamification implementation is crucial to achieving the objective of client acquisition. To successfully use gamification in services and accomplish the intended goals, such as behavior change, connection growth, loyalty, repeat business, and intrinsic and extrinsic rewards, careful consideration must be given. For gamification to be successful, intrinsic and extrinsic rewards and motivation are essential. For implementation to be successful, game and gamification mechanic design must be effective. The use of gamification is said to be heavily influenced by both utilitarian and hedonistic rewards, according to earlier study. As a result, approval of gamification is strongly influenced by both utilitarian and hedonistic factors. Additionally, the effectiveness of game design on need satisfaction is also influenced by the design's implementation's quality and aesthetics. In other words, the entire gamification implementation process is a game.

The key to innovation and knowledge diffusion among industry actors is the social capital network. Social media is becoming pervasive in our lives. One of the most well-liked forms of technological communication may be social media communication. argued that the greatest platforms for gamification implementation are mobile and social media due to three factors: the rapid use of smartphones, the explosive expansion of the mobile web, and the rise in social media use. The popularity of gamification may be made achievable by the combination of these three factors. People were able to readily share their positions because to smartphones' GPS capabilities. Real-time information sharing on these gamification apps became possible thanks to the mobile web. Gamification is shown to be brief in the literature.

Sustainability and Gamification

Literature has noted that gamification is a short-lived process, making sustainability a major issue with this ground-breaking idea. It was emphasized that the term "intrinsic reward" referred to internal advantages that were gained from using technology or enjoyment from websites by motivators, and that this enjoyment enhanced or sustained usage. They said that the utilization of services is influenced by how much fun and how simple they are to use. As opposed to a singular behavioral event, behavioral change maintenance or sustainability is crucial in marketing. Marketers ought to focus on long-term, good interactions and sustainability development. According to the idea of reasoned action, clients may become more sustainable if perceived utility and simplicity of use.

Conclusion

Gamification is becoming more prevalent in studies during the past five years. The notion of gamification is growing in popularity among scholars and marketers. According to the literature, this technology is quite helpful in the modern corporate environment. Gamification and motivation are fundamentally connected. Additionally, because it encourages customer involvement, people with intrinsic rewards can be more effective gamification motivators. Additionally, a well-thought-out gamified design may create satisfied and devoted users. Additionally, well-designed game mechanisms increase internal and extrinsic drive through game components. Users may be influenced toward sustainability by perceived utility, perceived simplicity of use, and attitude. Gamification-related issues include sustainability and implementation process design, notwithstanding its good intentions.

Bibliography

- Monita Chatterjee (2019) Social Media and the Fear of Missing Out: Scale Development and Assessment, Journal of Business & Economics Research.
- Dr.T Ramme Gowda (2020)Gamification As a New Trend in Marketing, Marketing & Management of Innovations.
- Harshitha Gupta (2020) Gamification as a platform for brand co-creation experiences.
- Somadhatta Sinha (2020) The use of Gamification to increase customer satisfaction and brand loyalty : The Nike.
- C.H. Mohanrav (2019) Applying Gamification to the Service Industry As an Effective Way of Gaining and Retaining Customers.
- Darshan Mavi (2020) Understanding Gamification, Understanding Gamification.
- Dr. Robert (2020) Social media and its impact on consumers behavior, International Journal of Economic Practices and Theories.
- K.H. Ramachandran (2019) International Journal of Information Management Why do people use gamification services?
- Sharanabasava Kotal (2020) Gamification Design for Increasing Customer Purchase Intention in a Mobile Marketing Campaign App technologies.
- Kiran N & Vinayak Navi (2019) The Role of Gamification in Non-profit Marketing. An Information Processing Account. Procedia - Social and Behavioral Sciences.
- Pratap, S., Gupta, A., Mateen, A. and Mahto, K. (2020) Playing games, receiving gifts, creating experiences and building brands", Marketing Intelligence & Planning.