



The Role Of Gamification In Different Sectors Of Society

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Abstract

Gamification is a technological trend that is continuously gaining strength in various sectors and becoming a popular term among researchers, practitioners and business concerns. Gamification is one among all those strategies adopted by various organizations. The main idea of gamification is the use of game techniques and processes in non-gaming environment. The three main elements of gamification are game design, game elements and non-gaming environment. If gamification applied properly then it will provide amazing results through the help of fun and appealing components. The larger numbers of firms are applying gamification techniques in real life business activities for attracting new customers. The reason of getting popularity of gaming strategy in every sector, because it is assumed that gamification has the ability to motivate, influence and engage employees, customers and users. The basic motive of every business to earn profit by satisfying the customers as well as employees and gaming strategy is helpful in enhancing the experience of both i.e. customers and employees as well. There are various aspects such as game dynamics, game mechanics, motivational factors and behavioral change that need to be combined together with non gaming environment for effective implementation of gamification. This research paper presents the main ideologies about applying game design more successfully in distinct sectors of society such as marketing, tourism, employee engagement, health and fitness and education. The executers should assess the gamified strategy according to the area of application. Gamification has various distinct elements such as points, badges, leaderboard, storytelling, rewards, challenge etc. Each gamification component need to be effectively analysis and designed for effective implementation.

Keywords: - Gamification, Game design, Marketing, Tourism, Health & Fitness, Education

1 Introduction

Every organization needs a different kind of strategy for its survival and growth in this cut throat competition era. Gamification is one among all those strategies adopted by various organizations. Nick Pelling invented the term “gamification” in the year 2002 but it is renowned among business houses just few years ago. “A mechanism of applying game design elements into non gaming context” is refers as Gamification (Deterding et al., 2011). Business world use distinct kind of gamification elements but mainly use points, badges and leaderboards to engage users and employees to increase productivity. Badges and rewards are more efficient gaming techniques to enhance productivity by engaging the employees (Prasad et al., 2019) as employees more influenced by these two elements. Therefore, various business concerns are adopting rewards as gamification mechanics to boost up motivation among employees (Gartner, 2011). Employees react proactively when they get rewards based on their performance and get encouraged for improving their productivity at the workplace (Gartner, 2015). Gamify strategy is innovative way to achieve goals of business.

The gamification strategy is not limited to any single industry but also get popularity among health, education, marketing, learning and development, human resource, training and research institutes (Warmelink et al., 2018; Nah et al., 2014; Johnson et al., 2016; Seaborn & Fels, 2015; Morschheuser et al., 2018) because gamified systems produce better results in employee retention, engagement, motivation and loyalty than non-gamified systems (Saima Hussain et al., 2018). Gamification mechanism becomes famous among organizations because it incorporates playfulness and fun in workplace (Werbach & Hunder, 2012) and makes employees loyal towards organizations (Basten, 2017). While, successful implementation of gamification is depend on the psychology of users (Zichermann and Cunningham 2011). Gamification can be influenced by behaviour and culture of users. Therefore, it is vital to integrate the psychological concepts with gamification mechanics for successful implementation. Gamification enhances both external and internal motivation of individual and it is widely used for behavioral modification of people (AlMarshedi et al., 2017). Therefore, the aim of this paper is to analysis the various sectors of society which uses gamification for achieving its goals.

2 Role of Gamification

Gamification is a flexible technique that can be applied to many different industries. It works by turning routine jobs into exciting experiences that increase motivation, engagement, and results. Its use is still developing, fostering a more engaged and participatory society where people feel empowered to pursue their dreams and make constructive contributions to the betterment of society. By utilizing game elements to improve motivation, learning, productivity, and engagement, gamification is essential to many facets of society. Here are some ways it affects various industries:

2.1 Gamification in Marketing

The key goal of marketing is to enhance the customer experience, engagement and their loyalty towards a product or a brand. Gamification has the potential to achieve these goals by persuading and motivating the customers (Noorbehbahani et al., 2019). The characteristics of gamification as a method for digital marketing that creates a virtual luxury experience. By identifying gamification's key characteristics as a digital marketing tool for luxury brands and the advantages it may offer in terms of customer experience, engagement, and sales (Milanesi et al., 2023). Organizations show interest in applying game design mechanics for marketing campaigns because positive interaction is possible with the help of gamification which leads towards brand engagement and further turns into brand loyalty (Lucassen & Jansen, 2014). The elements of gamification that have been recognized are self-benefits, self-achievement, self-interaction, and mechanics and aesthetics (Hewapathirana & Caldera 2023). Marketing executives and branding agencies belief that firms will get benefits by implementing gamification. Various gaming elements drive consumers towards brand engagement, which turns into brand loyalty. And gamification also drives consumers for continuance use of gamified application and further leads to purchase intention (Tseng et al., 2021). Even, organizations enhance their service quality by increasing gameful experiences. Gamification is vital technological tool from the perspective of service marketing (Huotari & Hamari, 2015)

2.2 Gamification in Tourism

The industrial tourism sector has grown significantly. The need for tourism is becoming more diverse, which has increased the need for innovative industrial tourist products. The tourism industry is no longer behind in this race. It also introduced various game based designs to attract visitors such as airlines used gaming strategy for gaining passenger's loyalty, storytelling method allowed for better interaction with tourists and also used locations based games to attract tourists for destinations visits. Gamification can lessen traveler tiredness, which enhances the VR tourist experience. The findings indicate that travelers are happier when their VR travel experience is gamified as opposed to not gamified (Wei et al., 2023). For the first time, this study demonstrates how gamification innovation can increase traveler readiness to return and recommend trips, as well as lengthen travel times and distances (Xin et al., 2023). Restaurants also used reward system as gamification for customers to again order the food (Xu, Weber and Buhalis, 2014). Moreover, Buhalis investigated the benefits of gamification in tourism by exploring various destinations and historical sites (Buhalis et al., 2019). Xu et al., (2017) proved that gamification is mainly used to engage visitors, enhance

their co-creation activities and values, and to increase their loyalty. Finally, Shouk & Soliman (2021) found that gamification is helpful in engaging the users by creating brand awareness and it further generate brand loyalty among tourists towards various facilities and destinations.

2.3 Gamification for Employee Engagement

Gamification has emerged as a very effective technique employed by managers to enhance employee engagement and performance over the years. One of the company's main strategic goals is to figure out how to motivate employees to perform better and grow in order to share their knowledge. Gamification is basically used to modify the user's behaviour. As Deterding et al., (2011) defined as "applying game design elements in non gaming environment to engage people". Adopting cutting-edge tactics, like gamification, has become essential for creating an engaging work environment in a time when there is fierce competition in the labor market for qualified and motivated workers. Employees engaged in gaming activities have a major favorable impact on their behaviors. In particular, it is shown that these kinds of experiences improve the tendency for coworkers to share expertise, encourage the growth of a more cohesive team identity, and raise affective commitment to the organization. Moreover, the findings support the use of gamification techniques into workplace design, highlighting the ability of engaging experiences to encourage actions that advance corporate goals (Manske 2024). This study revealed three important factors that influence work motivation: training, open-mindedness, and rewards-enjoyment. These factors raised job engagement and performance standards (Mathew & Venkatesh2023). Prasad et al (2019) proved gamification as an effective tool for enhancing employee's efficiency and productivity. In another study, authors adopted gaming and non gaming environment to differentiate the effects of both scenario's on employees. And found that gaming environment is successful in engaging employees, improving work quality and reducing employee absenteeism (Prasad and Mruthyanjaya Rao, 2021). Furthermore, Prasad et al., (2020) also stated that gamification enhanced the engagement of teaching staff and higher education faculty. This study conducted on pre and post gamification environment provided to the staff and faculty.

2.4 Gamification in Health and Fitness

Health and fitness industry has been focusing on gamification mechanism in recent years to change health behaviour of users. Gamification has the potential to modify health behaviour therefore the applying gamification has become popular in health and fitness applications (Lister et al., 2014). Fitness applications that incorporate gaming mechanisms such as goal-setting, self-monitoring, social facilitation, and rewards, have been shown to increase users' motivation to participate in physical activity by encouraging physical activity and enhancing their self-efficacy in the activity (Kim et al., 2023). The most often utilized game components in gamified healthcare apps were challenges, feedback, leader boards, points, and levels. According to the evaluation, gamified systems are increasingly being used in the areas of physical fitness, chronic illness management, medication, rehabilitation, and physical therapy for both adults and children. Gamification has been widely used in healthcare; however there are worries that it won't be successful because of cheating, privacy violations, and users gradually losing interest (Yin et al., 2022). Edwards conducted a systematic review of gamification elements, which embedded with behaviour modify techniques, on health applications But found weak relationship among gamifying elements and health behaviour change. There should be strong collaboration among psychologist and application developers for successful implementation of health gamified applications. Health and fitness application should be experimented properly before practical implementation (Edwards et al., 2016). Gamification components have the ability to engage users unless it is experimented or executed properly.

2.5 Gamification in Education

Gamification gained popularity in education sector because practitioners and researchers are continuously trying to find innovative ways for engaging students. Student's engagement, their academic score and success of students can be ensured with the help of gamification. Ouariachi et al., (2020) used Octalysis framework and Games framework and proved that gamification elements are successfully build physical and mental connection with the students and further help them to engage in activity. Carla Wilson (2015) formed gamified learning environment for increasing the engagement of students. The practical education strategies have been focused for this study. Gamified learning environment is vital for motivate the students and enhance their interaction with learning content. The entertaining, fun and playfulness of gamifying strategy is a reason of arousing interest among students. Even, Fitz- Walter (2013) also proved that gamification elements have the potential to engage students by framing a task as a game in learning environment. Deterding et al. (2010) recommended the use of gamified designs and implementing the features of games in a non gaming environment to enhance the motivation and learning among students.

3 Conclusion

Gamification has demonstrated its transformative power in diverse societal domains, providing inventive approaches to inspire, encourage, and instruct people in ways that were previously unthinkable. Its implementation has changed how behaviors are affected and goals are met in a variety of contexts, including marketing, tourism, employee engagement, health and fitness and education. The reason of getting popularity of gaming strategy in every sector, because it is assumed that gamification has the ability to motivate, influence and engage employees, customers and users. The basic motive of every business to earn profit by satisfying the customers as well as employees and gaming strategy is helpful in enhancing the experience of both i.e. customers and employees as well. While, the successful implementation of gamification is depends on effective implementation of game designs. If the gaming strategy is not effectively implementing then the chances of failure of gaming strategy increases (Gartner, 2011).

Through interactive challenges and rewards, gamification has transformed education into an immersive experience that makes difficult subjects more approachable and cultivates a love of learning. In the same way, by making health management seem like a game, it has encouraged better lifestyles and increased patient adherence to treatment plans.

Gamification has completely changed employee engagement and productivity in the workplace by turning boring duties into fun activities that inspire teamwork and inspiration. Furthermore, through interactive campaigns and challenges, gamification has been used in social causes and activism to mobilize communities and raise awareness of important topics. The incorporation of gamification into several industries highlights its potential to not only improve outcomes but also stimulate creativity and innovation, particularly as society continues to change in the digital age. Even while its advantages are obvious, its beneficial effects must be carefully implemented and ethical considerations must be taken into account to ensure that they are long-lasting and available to everyone.

To sum up, gamification is a potent instrument that cuts over conventional lines and provides a dynamic method of problem-solving and participation in a variety of societal sectors. We can keep using its revolutionary power to address difficult problems and give people all across the world more power if we carefully utilize its promise.

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