



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## A Study On The Impact Of Gamification On The Customer Engagement: A Special Reference To The City Of Bhubaneswar

Rachita Ota\*, Dr. Sushree Sangita Ray\*\*, Preetam Paricha\*\*\*

\*Asst. Professor, Amity Global Business School, Bhubaneswar

\*\*Asst. Professor, Amity Global Business School, Bhubaneswar

\*\*\* Student of MBA (Marketing), Amity Global Business School, Bhubaneswar

### ABSTRACT

*Customer engagement is the marketing tactics that has turned out to be one of the most important marketing activities of the marketers of the present generation marketers. The marketers have tried different practices to enhance customer engagement and among the different practices gamification has turned out to be the best ones. This research takes a descriptive approach towards obtaining its findings and results. The results of this report are supported by reliable secondary data and primary data as well. This research will help us to understand the Gamification practice and the perception of the respondents towards the gamification practices.*

**KEYWORDS:** Customer Engagement, Gamification, Customer Involvement, Brand Loyalty, Bhubaneswar

### Introduction:

The term – “Customer Engagement” though seems to be a buzzword. But, still researchers have tried every effort to demystify this aspect in their own way. The interest in this term has been arisen by the frequent efforts of the marketers to find different ways to engage their customers. Now, the question arises why it is so essential for any business to keep their customers engaged. Then it can be explained by simply understanding this term – Customer Engagement which means – “engaging the customers to one’s brand in some unique way which would turn out to be the USP of your business.

Marketers of different organizations have got involved in discovering approaches to enhance your customer or consumer experience which can lead to a more significant commitment by the customer towards the brand. At the point when customers feel like they have something to gain from a brand as the brand assumes, this will surely encourage a feeling of correspondence that keeps them genuinely associated with the brand image. Discovering approaches to draw in with the customers in the middle of the Buying Decision Process reinforces customer’s enthusiastic association with their brand, assisting the marketers in retention of the customers while

economically developing their business. This can clearly be supported by a study by Hall and Partners that shows that up to 2/3rd of a brand's profits may depend on the brand's effective Customer Engagement efforts. A study by Ray Wang on Customer Engagement clearly stated that Companies who have got involved with effective engagement practices have been successful enough in increasing their cross-selling by 22%, drive up-sell income has also increased from 13% to 51%, and furthermore, there has been an increment in order sizes from 5% to 85%."

Diverse options of channels including email, web, social media, community forums, and many more can be utilized for enhancing Customer Engagement in a business. In case of framing an Engagement Strategy, marketers need to emphasize on content and audience. Since connecting with content is as of now a thing, you likely don't need to fabricate a program right from the beginning. You simply need to go somewhat more profound into your Content Marketing Strategy and consider how else you can manage your content. It very well may be pretty much as straightforward as sending a customized email or SMS that tends to your client by name, prescribes items identified with a past buy, and then connecting to content about the installation and maintenance of the products. The Content Marketing strategy may not be even connected in a direct manner rather than indirectly by connecting the content to some thought or idea related to the product, maybe in the form of a blog or a cause-related campaign. This sort of commitment will remain in the customer's mind.

Customer Engagement has become a mainstream idea to organizations as they are searching out better approaches to acquire and retain potential customers, particularly during periods of a financial decline (McEwen, 2004). Besides, companies are worried about the manners by which they can connect with their customers across various channels. Today, numerous companies lead business in various channels, like the web, telephone, or by visiting a store area. Customers' own inclination can direct which channels or mediums are generally considered to look for items or go through with a deal (Kim, Ferrin, and Rao, 2009; Lee and Bellman, 2008). To add another layer of intricacy, contrasts exist with these processes that rely upon the kind of business, the organizations are involved into. (Business-to-business (B2B), business-to-client (B2C), Customer to-Customer (C2C)). Every one of these elements ought to be viewed as when organizations are making endeavors to draw in their customer base.

But even after all the initiatives taken up by the marketers towards the Customer Engagement strategies still there are various challenges faced by the market players which are in the form of – Distractions, expectations and connections. Over the long haul, market players have found different approaches to battle distractions and keep customers locked to their brands. One such route is through the creation of an online customer community. It is precarious to develop and keep your customers engage in an online customer community. Nonetheless, gamification can surely act as a saviour at such an instance.

Gamification is the art of applying game mechanics to non-gaming conditions to connect with and encourage participants. Challenges and rewards are acquainted with drive interest from individuals. It may not be self-evident yet gamification is all over. Game mechanics influence individuals' normal craving for status, accomplishment, and having a place with move them to bond with a specific brand over the long haul. Coordinating gaming strategies into an organization's site, web-based media, online community, or learning management system can trigger loyalty among buyers or even workers who stay with the organizations' products, services, or organization since they appreciate the experience. All in all, gaming can create a community of steadfast and energized fans to impart their enthusiasm for a brand image to their loved ones.

Gamifying the engagement platform assists customers in enjoying the activities which are associated with various rewards. They will be bound to take an interest in such activities as they surely would have fun doing it. Gamified Customer engagement exercises assist brands with making a vital differentiator from the other players

in the market related to Loyalty based programs. "Having a good time" isn't the lone motivation to put resources into gamification. While making a great encounter is a significant driver, it shouldn't be the solitary motivation to gamify components of the client experience. Research on gamification show that majority of study on gamification result in a positive way. However, Opinion of individual and contextual differences exists as it is new in the market as per the other marketing methods. Gamification techniques are used to increase customers or user casual desires for socializing, mastery, learning, health, competition, leader board, badges, achievement, status, and self-expression, easily get their response to the framing or simplify many steps of a situation as game or play in terms of role-play or simulation. In earlier days gamification methods use rewards for the users who always desired to compete or to engage players with the help of gamification. Gamification provides different games by playing those users are able to get rewards in terms of points, achievement, badges or levels, filling of a progress bar or level, or providing the user with virtual currency or points to redeem.

**Research Methodology:**

This section provides detailed information about the procedures and tools that are used in the research study. This study has followed the descriptive research design.

The study revolves around the objective of understanding the customer opinion towards gamification and the usefulness of the marketing activities done by different company for increasing people’s perception with respect to Services, offers, particular product, brand, new Arrivals of products.

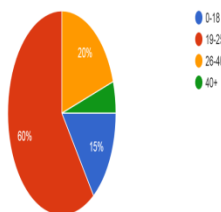
The technique used for sampling in this study is convenient sampling and the data collected through the respondents was done through a structured well-drafted questionnaire having questions related to gamifications and it helped the interviewer to understand the opinions of the respondents towards this practice and how this technique has helped in enhancing the Customer engagement towards the brands. A sample size of 20 respondents was taken who had a clear idea regarding the gamification practices.

Limitations of the study: All kind of gamification activities do not guarantee 100% effectiveness of the user satisfaction level, buying behavior and probability. As the sample size of the survey is very small, it is unfair to generalize the findings done through the survey about.

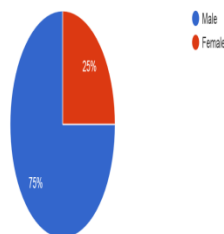
**Results:**

The following segment has been able to have a detailed description about the responses which were obtained through the process of data collection. After the data has been collected and processed with the help of different kind of statistical tools and methods such as descriptive Statistics, the final outcome was interpreted.

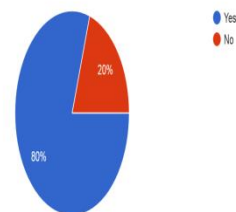
AGE  
20 responses



GENDER  
20 responses

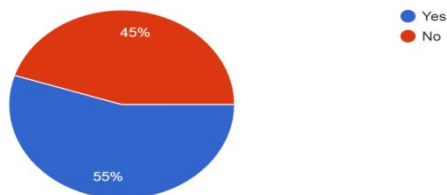


Do you have experience in gaming?  
20 responses



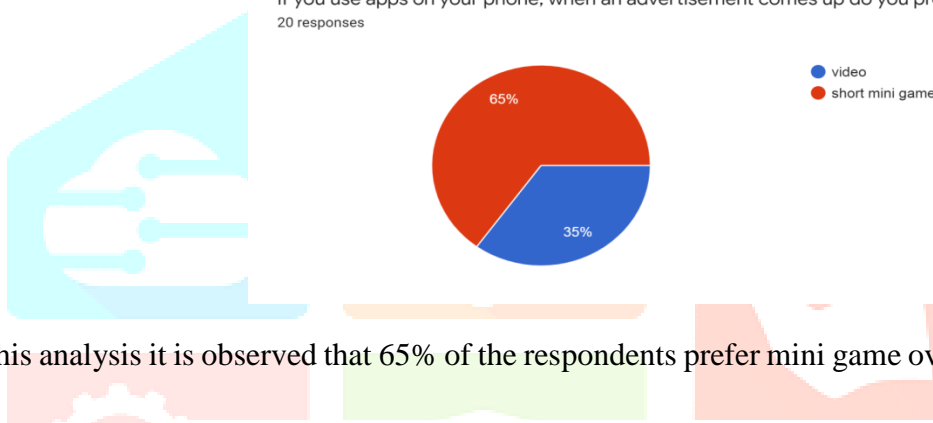
Most of the respondents belong to the age group – 19 to 25 and most of them belong to the male category. The analysis clearly specified that 80% of the respondents have experienced gaming while a small percentage have not, which states that most of the respondents have experienced gaming.

Do you like it when brands/organisations are more interactive with their customers?  
20 responses



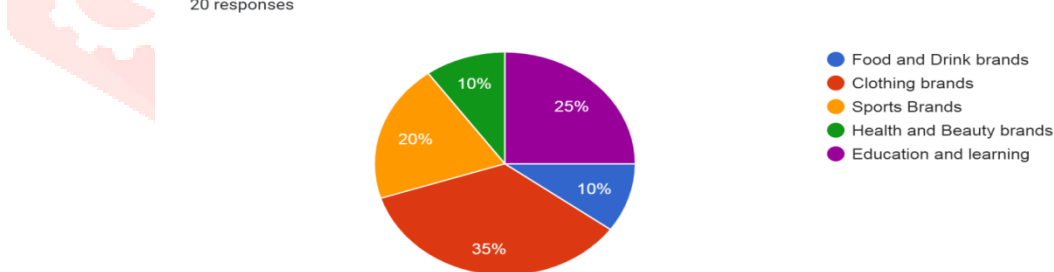
The responses from the study have clearly stated that 55% of the respondents were happy with the idea of Brands interacting with customers. But, still a large segment of the respondents were confused about their satisfaction level towards the Brand and customer interaction.

If you use apps on your phone, when an advertisement comes up do you prefer a  
20 responses



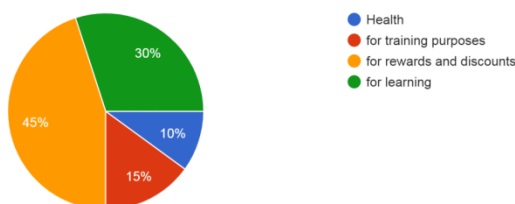
From this analysis it is observed that 65% of the respondents prefer mini game over video ad and other like video ad.

What type of brands do you hear a lot about on web  
20 responses



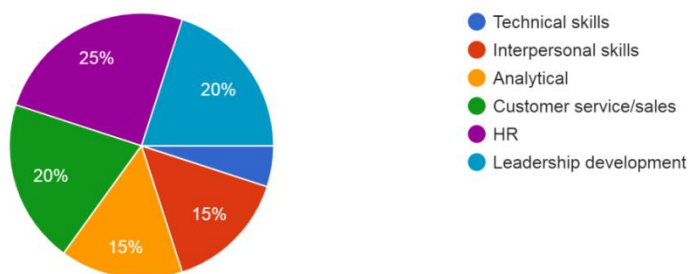
From the above analysis it is observed that on website or in digital platform clothing brands ad are more active than others as the percentage of clothing is 35, followed by education 25percent, sports brand 20, and food and health 10 percent each.

What experience have you personally had with gamification?  
20 responses



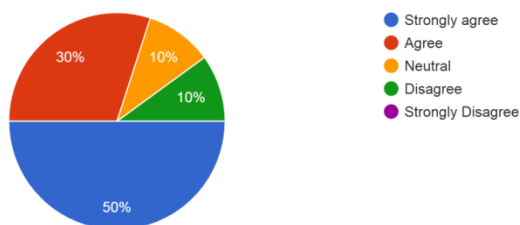
From the above analysis it is observed most of the person responded as they play gamify games for getting reward and discounts as the percentage is 45, followed by learning purpose 30, for training 15 and for health 10 percentage.

Which subject areas would you like to see gamification used for in your organisation?  
20 responses



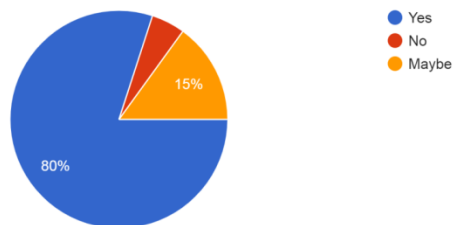
From the analysis it is observed that respondents need to gamify every subjects as the percentage are almost equal. As Gamify HR learning’s percentage is 25, customer service and sales, leadership development 20 percent each, analytical and interpersonal skill is 15 each, and technical skill is 5 percent.

Gamification can help to create more engaging experiences for learners  
20 responses



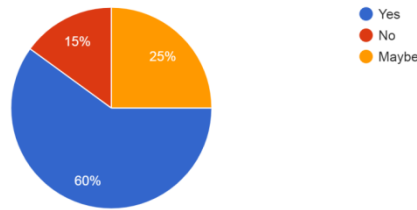
From the analysis it is observed that most of them strongly agree that gamification can help to create more engaging experience for learners as the percentage is 50, followed by 30 percent of them agreeing on this, 10 percent of them think it is neutral, 10 percent of them disagree on this point and no one is strongly disagreeing.

Do you think gamification being useful for enhancing learning, motivation creativity and development?  
20 responses



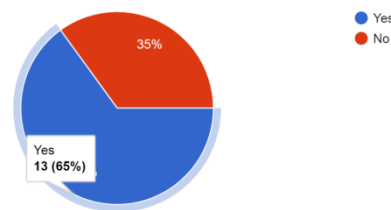
From the above analysis it is observed that 76 percent of the respondents think that gamification is useful for enhancing learning, motivation, creativity and development of learners while 5 percent of them said no and 15 percent of them are not sure about this.

Do you think a classroom that incorporate gamification could boosts user interaction, engagement and creativity?  
20 responses



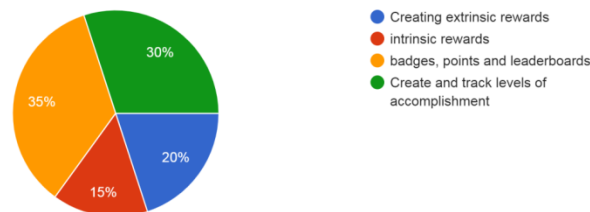
From the above analysis it is observed that 60 percent of the respondents are agree on the point that a classroom that incorporated with gamification techniques can boost user interaction, engagement, and competition and creativity while 15 percent of the respondents are not agreeing on this point while 25 percent of respondents are not sure about this method of learning.

Do you think that gamification should be did on other platforms likes (mobile apps, system app) instead of web-games?  
20 responses



From the above analysis it is observed that 65 percent of the respondents said that they need gamification on other medium like pc, console, play station and mobile app also while rest of them (35 percent) said that they are happy by playing games on website.

What is the most effective way of gamifying a process?  
20 responses



From the above analysis it is observed that respondents combine of 5 percent of want to gamify a process with the concepts of achieving different badges, points, positioning in leaderboard, upgrading their level by playing and by tracking their achievement and individual player level instead of getting any kind of rewards. While the other 35 percentage that they want to gamify a process to earn different rewards.

### Discussion:

- Gaming is part of life. Almost everyone at some point of time must have played any digital game at least one. Companies using this gaming mechanism in their website as a marketing tool so that while a user visit the website he can play game and earn reward and redeem them at the store at multiple location.
- Lot of user or customer like to interact or stay in touch with their preferred brand regularly and company also want the same that's why most of the companies are using gamification as everyone have a mobile and internet

connection. They used to spend their free time to play games so most of the companies are coming with web games so that their customer can play them and earn reward in free time.

- No one like ads to be played between movie, listening songs or pop-up ad, so companies using gamification these days so that instead of watch a video ad of 30sec user can play a short mini games and earn redeem points.
- Brand categories like food and drinks, clothing, sports, health and beauty, and education and learning are advertising a lot on the website and they are now following gamification for advertising purpose to connect with customer with every possible ways and keep them engage with your brand.
- Most of the customers or users play gamified games to earn rewards, discounts, health, knowledge, learning, and for training purpose etc.
- Gamification can help in creating a competitive environment, healthy community, more engaging environment, creativity, user interaction globally, motivation, service marketing, ecommerce, finance, health, etc.
- Gamification is used by different education sector to enhance their students learning, motivation, creativity, competitive mind, user friendly interaction.
- As lot of gamified games are only available in the website it will be nice if these kind of game will release in some other platform like, pc, console, play station, mobile app with cross platform supporting system and with DDOS protection will be great.

### Conclusion:

The present upcoming brands plan to engage their customers with their products far beyond a mere transaction. These organizations remain to acquire more recurrent buys, however, they likewise keep their customers as the point of convergence of the customer experience, regardless of whether that is by offering incentives, customizing their customer experience, or assisting their customer to use their products in the best way.

Customer Engagement strategy is another approach to bring in loyalty among the customers towards the brands which has a higher impact than the Brand loyalty programmes can. The shift here is to move from transformations just to a more extensive restoration of consumer loyalty.

### References:

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Anderson, J.C. and Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411.
- Avedon, E.M. and B. Sutton-Smith (eds) (1971). *The Study of Games*. New York: John Wiley & Sons, Inc.
- Baker, R.K. and White, K.M. (2010). Predicting adolescents' use of social networking sites from an extended theory of planned behaviour perspective. *Computers in Human Behavior*, 26, 1591–1597.
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370.
- Bock, G.-W., Zmud, R.W., Kim, Y.-G. and Lee, J.-N. (2005). Behavioral intention formation in knowledge sharing: Examining the roles of extrinsic motivators, social-psychological forces, and organizational climate. *MIS Quarterly*, 29(1), 87–111.
- Boyd, D.M. and Ellison, N.B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13, 210–230.
- Cheung, C.M.K., Chiu, P.-Y. and Lee, M.K.O. (2011). Online social networks: Why do students use Facebook? *Computers in Human Behavior*, 27, 1337–1343.

Chin, W.W. (1998). The partial least squares approach for structural equation modeling. In Marcoulides, G.A. (ed.), *Modern Methods for Business Research*. London: Lawrence Erlbaum Associates, 295–336.

Cialdini, R.B. and Goldstein, N.J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55, 591–621.

Cialdini, R.B., Green, B.L. and Rusch, A.J. (1992). When tactical pronouncements of change become real change: The case of reciprocal persuasion. *Journal of Personality and Social Psychology*, 63(1), 30–40.

Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.

Kim, D.J., Ferrin, D.L., & Rao, H.R. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration. *Information Systems Research*, 20, 237-257.

McEwen, W. (2004). Why satisfaction isn't satisfying. *Gallup Management Journal Online*, November 11. Available at <http://gmj.gallup.com/content/14023/Why-Satisfaction-Isnt-Satisfying.aspx>.

