



MASTER THESIS

MASTER STUDIES

**GAMIFICATION IN MARKETING: DRIVING CUSTOMER
ENGAGEMENT AND LOYALTY**

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DECLARATION

I, Viona Stavileci, declare that: (1) This master thesis represents my original work excluding citations and references used and (2) This paper has never been used before as a paper or a project in this College or any other college or other institution.

ABSTRACT

This study tries to analyze the impact that gamification as a motivation tool has on customer engagement and customer loyalty. Gamification can be applied in every field since its route is related to motivation but for this research, I have tried to analyze the application of Gamification in marketing. Harnessing the impact of gamification is analyzed in three different research methods.

In the first part, I have conducted a close-question survey with 146 respondents to better understand how people interact with ads, learn more about their behaviors and also test hypothetical scenarios that used some elements of gamification to see how they would react.

For the second part, I have conducted the Oreo Experiment with 24 participants to test the intention of customers to engage with a brand or product once they company uses some elements of Gamification as a fun way to market the product to potential customers.

For the last part, I have analyzed data from a local company for online sales of makeup, skincare and haircare products of a global brand. I have received data for 3500 orders from the company's internal sales system, and two postal services that the company partnered with for the online deliveries. The data was analyzed for the before-implementation period and then compared with the post-implementation period. These periods were different because customers for the post-implementation period were added to the gamified version of purchasing online.

Due to the novelty effect of this purpose and the term itself, literature research was mandatory. The research consulted, together with three different datasets created from the used research methods, it was possible to arrive in conclusions and recommendations which can be found in the last chapter of this study.

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Contents

CHAPTER 1	1
1. Introduction	1
1.1 General introduction	1
1.2 Specification of gamification and other important definitions	2
1.3 Research Questions	4
1.4 Hypothesis	4
CHAPTER 2	5
2. Literature Review	5
CHAPTER 3	13
3. Methodology	13
3.1 Ethics	13
3.2 Methods	13
CHAPTER 4	18
4. Results	18
4.1 Engaging potential customers through gamified campaigns	18
4.2 Gamification drives customer loyalty (long-term engagement)	23
CHAPTER 5	25
5. Conclusions and recommendations	25
5.1 Conclusions	25
5.2 Recommendation	26
References.....	28
Annex 1: Gamified Sales Campaign Experiment	31
Annex 2: Oreo Experiment	34
Annex 3: Questionnaire (Online Survey)	35

ACRONYMS AND DEFINITIONS

FOMO	Fear Of Missing Out.
VR	Virtual Reality
AR	Augmented Reality
AMA	American Marketing Association
PBL	Points Badges and Leaderboards

- Game Dynamics explain the patterns of the game and how the players will progress over time. Taking into account that not each player is driven by the same elements, game dynamics set these mechanics to be able to address personal motivator factors for each player. Progression, Emotion, Constraints or Relationship are examples of game dynamics.
- Game Mechanics include all the behaviors, actions and mechanisms for gamifying a product, activity or action. Mechanics have to be able to intrinsically (because I want to do it) or extrinsically (because I am rewarded if I do it), motivate people to do something that otherwise they wouldn't have. Rewards, Challenges and Feedback are examples of game mechanics.
- Game Elements are elements that quantify the game mechanics. If the mechanic used in a game or a gamified activity is a Reward, the designer has to think of what element to use to reward a desired user behavior. Points, Badges, Discounts are examples of game elements.
- Advergame is a game that uses techniques of advertising only to promote something. An advergame is a form of advertisement in a game in which the game is created by the company that wants to promote the product or service. While other

companies may use in-game advertising (Brandification), an advergame is a game specifically designed for the product or the service meant to be advertised.

LIST OF FIGURES AND TABLES

Figure 1. Octalysis Framework.....	Error! Bookmark not defined.
Figure 2. Participants Gender	22
Figure 3. Participants Age Group	Error! Bookmark not defined.
Figure 4. If people wanted to see themselves in a leaderboard.....	19
Figure 5. When there is a fun design, customers intend to engage with it.....	Error!
Bookmark	not
	defined.
Figure 6. When there is a fun design, customers intend to engage with it.....	Error!
	Bookmark
	not
	defined.
Figure 7. Curiosity: Why they enter the slot to win a prize.....	Error!
	Bookmark
	not
	defined.
Figure 8. Perceived fun in experiment participation for experimental group.....	22
Figure 9. Perceived fun in experiment participation for control group.....	22
Figure 10. Differences in frequency pre and post implementing the gamified solution.....	24
Table 1. Data on frequencies for pre and post implementation.....	24

CHAPTER 1

1. Introduction

1.1 General introduction

Marketing has been a part of everybody's life for all these centuries now, for customers who get intruded by ads all the time and marketers who actively seek ways of making their ads stand out and their message delivered to the potential customers. The process of delivering the message to potential customers didn't use to be very easy yet so complicated back when it first started working as a concept. In one hand, in today's world, the options for spreading the message to almost every person in the targeted market is very simple in essence due to the technology. Technology has helped to drive down the cost of marketing and also to unlock the potential of sharing the message to the other side of the world if needed. On the other hand, today's marketing, it almost never is just a simple notice for a products/service availability. Getting the right message, to the right people, at the right time, in the right platform, at the right place, in a fun, interesting and interactive way is not a walk in the park.

There is a very wide variety of tools to make the message delivered properly and to fulfill the receivers wishes (fun, interesting, interactive etc.). For this papers purpose, I will focus on gamification as a tool for marketing to achieve different desired outcomes, with the main focus on engagement and loyalty.

Gamifications is not the process of making a game (sometimes it can be that as well). The term and the tool rely heavily on the idea behind games.

“A game is a problem-solving activity, approached with a playful attitude.” — (Schell, 2008).

A game has been defined as a world in which players interact in an imaginative conflict, that is otherwise defined by rules, that results in a quantifiable output (Zimmerman & Salen, 2003). A more comprehensive definition is provided by (Koster, 2004), which includes how players react emotionally based on the idea of fun so in other words, a game is a big system in which different players engage in a artificial imaginary challenge, that is defined by rules, the interactivity, and the feedback, that all together result in a quantifiable outcome that does often elicit some kind of an emotional reaction.

(Zichermann & Cunningham, 2011) describe gamification as the use of game design elements in a nongame context.

The basic purpose of gamification is to use this great motivational power of normal games for other purposes not only related to the entertaining, fun purposes of the game itself.

Engagement is any kind of interaction of the potential customer with the brand. When a customer engages with a brand, they can become a brand's customer or not. If they are a customer, they definitely engage with a brand in some way during some time.

Loyalty, different from engagement, happens only once a brand has built a good relationship with a customer and now only works on properly maintaining that relationship.

Marketing does involve a certain degree of motivation, manipulation and persuasion and that is the reason why gamification has a really great potential to be used and to succeed in marketing (Zichermann & Linder, 2010).

Gamification as a field focuses primarily in motivation. Due to its nature and dealing with motivation, it can be applied to all known fields. Knowing that a person needs some kind of motivation to do every task, we can rely on gamification to motivate people to perform desired tasks.

Due to its novelty, there is a lack of research for gamification. Though fun and entertainment are not something new, the concept of having somewhat more specific rules, framework and definition to the tool as such, have created a novelty effect.

Furthermore, following the rough competition for brands to actually make it to customers' mind, marketers and academia have been researching gamification thanks to what it offers (fun, interactivity and innovation).

1.2 Specification of gamification and other important definitions

The general definition to what gamification is, comes from (Deterding, et al., 2011), according to who, gamification is the use of game elements in a non-game context. Once we look at games and agree upon the fact of how motivating and engaging games are, we are getting closer to the notion of gamification. Once we analyze all the pieces of a game (mechanics, dynamics, elements), how

they are linked with each other and properly apply them to achieve a certain objective, we have mastered gamification.

In order to better understand what this paper will try to explain, we need to first explain what marketing, engagement and loyalty are, for then to be able to test the hypothesis and conclude upon the subject.

As the American Marketing Association approved (AMA, 2017)¹, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

As a paper by (Brodie, et al., 2011) proposes, engagement is often used as a term for participation or involvement. There is no set definition to what the term is but generally it is believed that whenever a customer involves themselves to a brand, product or service, or they participate in anything related to the brand, customer engagement has happened. The term has been researched more in-depth only after the year 2007 in academic literature and mainly from psychologists that explain a somewhat relation of the customer with the brand, product or service.

From an empirical study (McMullan & Gilmore, 2008), loyalty is the not-at-all random ever-repeating interaction of the customer with the brand, product or service. This deeply held commitment may happen due to the great overall experience of the customer with the brand or even from the good experience of one customer journey step. It may happen due to the company’s vision and mission or the marketing that is tailored for the individual customers.

Gamification was firstly noticed as a term in 2004 (Blythe, et al., 2004). This was the first time that the term was mentioned in a book or journal and though it was been twisted back and fourth all these years, today we know it with that name. The idea behind the term though dates way back. The first time we have heard of the concept was in 1964, “In every job that must be done there is an element of fun. You find the fun and snap! The job’s a game ²in the Mary Poppins Song “A spoonful of Sugar” in the musical motion picture.

¹ <https://www.ama.org/>

² https://www.youtube.com/watch?v=_L4qauTiCY4

1.3 Research Questions

When choosing the topic, it is mandatory to really think and evaluate what novelty and knowledge can certain research bring to a field. Having thought of that, the objective of this research starts from the general knowledge of how gamification motivates us to do certain things, how it can be utilized in marketing and then to also focus on how this motivational tool can actually impact customers engagement and loyalty when used as a marketing tool from marketers and brands.

Specifically, this paper will try to (1) Evaluate the existing literature regarding gamification, in and out of the desired industry; (2) Explain in details all the game elements that literature supports in being known to work for motivating desired user behavior (engagement, loyalty, etc.); (3) Test whether a gamified campaign makes a difference in customers perceptions for the brand, product or service; (4) Explain how gamification can motivate customer engagement and loyalty through the tested cases.

For answering these questions, I have made a very thorough literature review which is found under “chapter 2, Literature Review” and also through research methods, quantitative and qualitative data collected through interviews, experiments, half-structured questionnaires and a closed questionnaire.

Upon the objectives of the paper and the research questions, hypothesis have been developed for testing.

1.4 Hypothesis

This paper will try to test the hypothesis as listed below: a) Gamification help brands standout; b) People are more likely to engage with content that is fun; c) Customer engagement process has to have design in mind and gamification elements added; d) Once given a purpose or making purchases fun, customers will return to repeat purchases. This has to do with the positive correlation between a positive emotion and the cause of that emotion.

CHAPTER 2

2. Literature Review

Since Gamification is a relatively new term, many authors try to research small pieces of the tool. The downside of being a novelty, at least in our case is that very few long-term studies measuring actual effects of gamification have been conducted and there is not a lot of data out there from business for privacy protection reasons. This chapter will group different thoughts that exist out there for this new tool, as well as the developed design frameworks, together with data on its effects on motivation, respectively on driving customer engagement and loyalty.

Gamification first got some notice when the book by Charles Coonradt “The Game of Work” gained popularity in 1984 (Coonradt, 1984).

The book focused on how to make boring work processes fun in order for employees to be motivated to deliver job better. (Walz & Deterding, 2014), on their book “A gameful World” described how this was the foundation for gamification and many companies that followed the books “rules” and implemented them at the workplace, basically saw the potential of gamification in almost all aspects.

Though there are many proposals and objections on the term itself, one thing that the literature supports are the approval upon the impact of gamification in user satisfaction (Deterding, et al., 2011); (Hamari, et al., 2015); (McGonigal, 2011)

In the fairly small existing research in the marketing context, (Zichermann & Cunningham, 2011), (Hamari, 2013), (Houtari & Hamari, 2012) suggest that when a marketing campaign regardless the type e.g., is it a service, product or process marketing, is gamified, the users will be more motivated to actively interact with the campaign therefore enable engagement.

Similarly, (Burché, 2011), explains the significant power that gamification has to transform potential clients to fans.

Taking into account that marketing involves a certain degree of persuasion, motivation and manipulation (Zichermann & Linder, 2010), gamification is the perfect add-on for marketing though its proof of serving as a great motivator to drive desired behavior, in our case, “engagement” being the desired one.

A paper by (Yang, et al., 2017) presents arguments on how Gamification drives engagement with the Oreo Game where the mean of the sample showed to have a high intention of engagement (3.64) on a scale from 1-5, one being no intention to engage to 5 being the high intention of engagement.

For motivating potential clients to seek information about your product or service, the gamified websites, showrooms and catalogs have proved to be really engaging as a study by (Sigala, 2015) suggests.

Another study by (Hsu & Chen, 2018), analyzing the online bookstore produces the same results, once again testing the positive correlation between a gamified campaign with the user engagement.

Though to a certain degree it may look that these studies are testing gamification in various different environments, each study has to do with the marketing context when perceiving marketing as an ongoing process in all four consumer journey stages. Whether it is about convincing potential customers to start actively seeking information, taking the information into consideration, deciding to buy and then re-buying the product or the experience, a huge portion of the burden falls to marketing.

Another great example of successful gamification as shown in the paper (Salcu & Acatrinei, 2013) which shows the application on gamification in a Romanian Affiliate Marketing Company. The gamified system for rewarding their affiliates with three different challenges and a few mini challenges proved to be successful in gaining sales and engaging affiliates more than normal (and even the affiliates that had rather small sales actually had some opportunities of improving and being rewarded for such small improvements). With that in mind, it is easier to understand how a gamification application should not only focus on segmenting based on demographics but rather create a solution for each individual participant in order to entertain their wishes.

Though the company had some other opportunities to exploit, as an initial phase in experimenting with gamification, the application was pretty good and it did not involve only the PBL system.

For this study the D6 Framework has been used to evaluate whether the company followed all the necessary steps in gamifying a process and the result was positive.

When speaking about intrinsic motivation through gamification, the problem with the papers out there is that each of them take some case studies of applied gamification and conclude that there

was no intrinsic motivation for the users in changing behavior or performing a certain task. Only because there is no evidence of a proper gamification application that achieved to intrinsically motivate users, it does not mean that gamification is not able to do it, it only shows that the applications or designs were poorly performed. If games are as engaging as we know them and games are intrinsically motivating to engage players, then that is a proof that taking elements, dynamics and mechanics and properly playing with the three of them in a designed gamified application/campaign or advergame must have the same results for the “players”-customers.

The paper from (Yang, et al., 2017), tested gamification effects through the Oreo Experiment (Oreo Game, Twist, Lick, Dunk!) from Oreo Cookies. This experiment conducted with 323 participants showed that the group that played the game, found that the perceived usefulness does positively influence people’s intention on engagement with gamification. Though it is believed that perceived ease of use influence users’ behavior, it only does so initially, so it does not influence usage or attitude long-term (engagement).

Perceived enjoyment does influence intention of user to engage as this study reveals and the link of gamification with fun and enjoyment promises a better user engagement. Surprisingly, the study shows that in the gamification application, social influence tests positive only with brand attitude and not with the intention of engagement. This comes as a surprise since many people believe that we are heavily influenced by others when deciding to engage with a brand.

When we speak of motivation, understandably we have to look at the core of it, regardless of the field applied. In a study by (Mitchell, et al., 2016), research was done with a self-administered online survey measured in 3 different time points within a course of 4 weeks. The study explains how a proper narrative (game mechanic) can foster intrinsic motivation. Once a person is intrinsically motivated, one is more likely not only to engage in a given behavior but also maintain behaving that way. From the experiment’s analyses, the participants that were given the gamified app, engaged more with the app and practiced more in the course of four weeks, but as data shows, they continued exercising after the experiment was done as well. The control group that was given just a normal app with no narrative or anything special, either falsely reported data or they engaged in the first two to three weeks and then ditched the exercises.

A study by (Hsu & Chen, 2018), shows an example of a successful gamification campaign in an online bookstore. The sample of 242 customers of an online bookstore in Taiwan voluntarily filled in questionnaires. The gamified application consisted of sharing thoughts on certain books. Every book reader could go on the online webpage, mention the name of the book and share their thoughts on that book. By doing so, they would earn points, badges and rank on top of a leaderboard which then would be translated to sales for next purchases or even free books. The study is the first one that measures the experience of gamified marketing activities including all five elements, entertainment, trendiness, interaction, novelty and intimacy. Furthermore, it goes on to show that gamified marketing activities elicit desired customer behavior. The paper explains how in the online bookstore example, customers could come to get the utilitarian value by obtaining information and reading reviews (thoughts) on books but could also get the hedonic value by enjoying this process that was made fun also through social validation, obtaining titles of mastery, earning badges and points. The findings suggest that gamification marketing activities fulfill both hedonic and utilitarian value and thus have a competitive advantage towards normal offline bookstores. The study goes on to test that both these values (hedonic and utilitarian) positively affect brand love and that brand love then does positively correlate with brand loyalty and a positive word of mouth marketing.

A paper by (Bista, et al., 2012), analyses incorporation of a PBL system (points, badges and leaderboard) for a governmental welfare agency. Realizing that people who have been out of the work market for longer times, need to gain new skills and stay updated in order for them to be interesting for the labor market. The application allowed space for passive users who only signed up on the website and read different blog articles or viewed job offers as well as active users who would share, comment, rate on articles, work in teams of two to get the “social badge” or even follow a short online course to gain a new skill. They all had weekly challenges and every other week that they would visit the website for the challenge, they would get a virtual reward. This whole system allowed them to feel more capable of re-entering or first-entering the labor market, they would feel motivated to do it all the time and also the society would benefit from getting them ready for jobs as soon as possible. The paper really explains how aligning objectives of users and the application creators is remedy for success. If gamification is applied only with the creators’ objectives in mind, the users won’t feel motivated to participate or engage with the designed gamified campaign.

Similarly, a study by (Hamari, 2017), tests the impact of implementing badges as an element of gamification in the usage of a website. Sharetribe is a platform used in many countries in the world from university students. It is a peer-to-peer platform where students sell and buy things they need from each other, rent books and also share rides. The study focuses on a Finnish university that have their own tribe account because the platform allows each university to create their own tribe, or even smaller communities. After they implemented badges on this Sharetribe community, all measured variables pre and after implementation showed a positive increase. The study tries to explain how badges may have that positive impact due to the attainment of clear goals they provide. Furthermore, since badges are shared online and are visible to all other users, that enables the social comparison theory. Though gamification passionate strongly discourage using badges as the only gamification application, probably the affordance of implementation of badges on websites and the achievement of the desired behavior outcome support the fame that this game mechanic has gotten.

Literature in Gamification is not so broad. Though the concept has been living among us since forever, in psychology, sales, marketing and education, thorough research started only in the past two decades. A paper by (Hamari, et al., 2014), compares different papers on gamification. The literature review on 24 empirical studies shows that regardless of how it was expressed, the research question that all these papers shared was “Does gamification work”? This really points the skepticism around any standardized framework. The studies differed in what game-like motivational affordances were being used and also in how they were measuring the desired behaviors outcomes. Taking into account the measuring scales, some of these studies really managed to indicate a positive correlation between gamification and engagement, motivation or behavior outcome. All the studies used quantitative data and 70% of them used mixed methods. Only two of these papers used only qualitative data. As for the effects reported in quantitative studies, few of the hypothesis positive were found in all of the 24 papers and only two of the studies tested for all parts positive. The tested motivational affordances are listed as follow, from the top used in papers to the least ones, points, leaderboards, badges, levels, story/theme, clear goals, feedback, rewards, progress and challenge.

When we discuss about motivation, it is really important to understand what motivation really consists of. Many authors believe that the drivers of people's behaviors are the intrinsic and extrinsic motivation (Ryan & Deci, 2000).

Intrinsic motivation exists when a person is driven to perform an activity solely due to the satisfaction, they get from performing the activity. When performing a task while intrinsically motivated, one does not need any external motivation and it is only based on the desire of the individual to perform the task. On the other hand, when a person is extrinsically motivated, it means that they need to attain some external or a separable outcome in order to perform a certain task. Those external pushes in many cases are rewards, recognition, points, social status etc. (Kankanhalli, et al., 2012) investigates how lasting engagement can be enabled only through intrinsic motivation. If a "player" is extrinsically motivated, they will get bored with rewards after some time if the rewards don't increase in value (monetary or psychological). Leveraging the extrinsic motivation initially to enable first engagement is definitely normal but shifting the extrinsic motivation to intrinsic motivation in time is challenging the least. Understanding the need for this transition allows businesses to not deal with reduced engagement overtime after the novelty effect and the extrinsic motivation mechanic wears off. Unfortunately, there is not much research made in intrinsic motivation in applying gamification in marketing. It takes much long-term study and a very advanced background in both marketing and psychology to better understand how to properly intrinsically motivate people but examples in the field have been registered.

The book by (Chou, 2014), identifies 8 core drives of human behaviors and a framework for gamification design. These core drives explain how we are motivated as people to do certain things and what triggers our brains to be willing to engage in performing different tasks. This design framework with 8 core drives is named Octalysis and it is a very pragmatic tool to better understand the human nature and the positive motivators in order to do the best possible work. On the table below you can see all of these 8 core drives. The positions are not by chance but rather for explaining which of these core drives best engages the intrinsic motivation (Right Side for the Right Brain) and the extrinsic motivation (Left Side for the Left Brain). As the author further explains, the first core drive, epic meaning and calling is in play once we believe that we are doing something greater than ourselves or that we are the chosen ones to do a big action with a great influence on a cause or action. The second core drive, development and accomplishment is our

internal drive to take upon a challenge, master a skill and making progress. The third core drive, empowerment of creativity and feedback is also an internal drive that we engage in creative processes and have to try new combinations and varieties by also getting feedback along the way. It is believed that the Lego company harnessed the power of this core drive when they came up with the amazing concept of the Lego blocks. The fourth core drive, ownership and possession express our motivation to own or have things in control. Research shows that once we have ownership of a certain thing, we try our best to increase and improve the ownership. Fifth core drive, social influence and relatedness observes all the social elements that motivate us. Research in psychology shows that people try to attain things that they believe other people perceive as valuable so the social validity is fulfilled or the greed makes us want to have things that other people have as well (Kelman, 1958). There are exceptions to this “rule” but it is generally believed that since we are social beings, this drive is instilled in our brains by evolution. The sixth core drive, scarcity and impatience are what drives us to wanting something just because it is exclusive or very rare or very hard to get because we believe that is something that shows how special or hard-working, we are that we were able to attain it. The seventh core drive, unpredictability and curiosity are what drive us to repeat a behavior (keep playing or performing a task) due to the surprise element of the external reward. This was tested for the first time in psychology. As a paper by (Skinner, 1957) assesses, once we can’t predict what we are getting or when we are getting a certain thing, we will keep trying to get it. This happens due to the irregular pattern cycle and how our brain kicks into higher gear once experiencing it. The last core drive if the loss and avoidance. This core drive shows how we are motivated to not let something bad happen. This is exploited mostly in special offers on sales where people are tricked into believing that if they don’t act immediately, they would lose the opportunity to ever act.

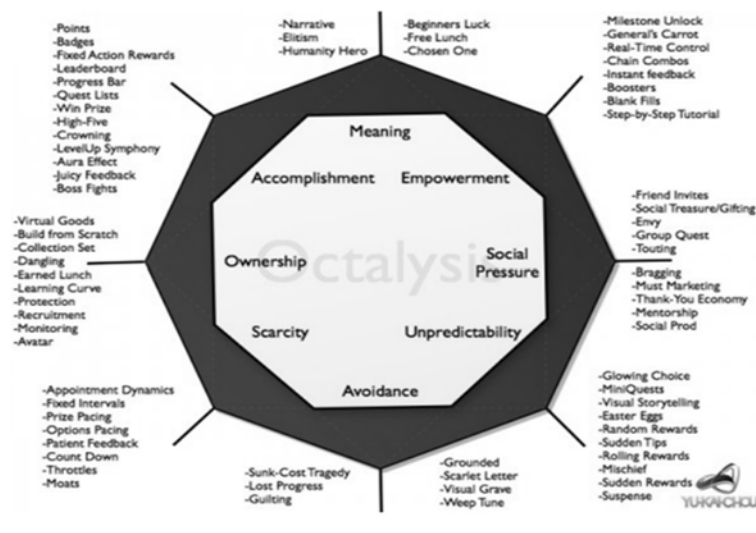
These 8 core drives differ from each other in the way they make us feel. Some of them intrinsically motivate us like epic meaning and calling through challenges and narratives; empowerment of creativity and feedback through boosters, milestone unlocks, choices; social influence and relatedness through mentorships, trophies, group quests, social treasures; unpredictability and curiosity through mystery boxes, sudden rewards, rolling rewards; while some other core drivers extrinsically motivate us such as development and accomplishment through progress bars, achievement symbols, status points and leaderboards; ownership and possession through collection sets and exchangeable points; scarcity and impatience through accidental fails,

schedules for participation; loss and avoidance through rightful heritage, opportunities, countdown timers, sunk costs, FOMO leverage.

On a different note, gamification has a few tranches of its own. As it gains more popularity in the academia and industry, many marketers saw the need for gamification to differ in the way it's used and thus have different names for these tranches so people can specialize in one of them, or businesses can decide much easier on what works best for them. If a business as a client asks from a marketer to gamify a campaign or add some gamification marketing activities, there is really no limit on what can be done and collecting data as well as comparing them once we sit to analyze is much difficult. At the moment, there are 5 different gamification tranches. Transmedia, applying gamification to achieve reaching an audience across all platforms is the first known one. Brandification means placing products or brands within games. Finding the game that your audience plays and then advertising on that game through product or brand placement is known to be another form of gamification. Tesla harnessed the power of brandification the most (insert reference). Advergames, creating a mini-game themed with the brand promoted, are also gaining popularity mainly due to tools out there that offer a few ready-to-use mini-games in which you can just add mini parts of the brand. The probability of them going out of market is very high due to their popularity and limited opportunities at the moment. Experiential marketing that means people interacting with a campaign or an activity related to a brand or product. Those interaction may even happen in VR or AR. Alternate Reality Games are online experiences that use real word to tell a story through user action such as real-life hunts events that share the storyline of a certain

game.

Figure 1: Octalysis Framework ³



³ <https://yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/>

CHAPTER 3

3. Methodology

In this chapter the methodology of testing the hypothesis will be described in depth. Since the paper touches different concepts and applications, quantitative and qualitative data have been collected. Mix methods have been used for this paper as well as different instruments such as experiments have been conducted in order to achieve to the desired objectives.

3.1 Ethics

Taking into account that asking questions about personal perceptions and experiences can be sometimes sensitive, the research conducted has followed the guideline of Mathew and Ross (2010), which include explanation of the research, approval of participation, the possibility of withdrawing at any given time as well as the consent of using the data for statistical purposes. All the mentioned steps were followed precisely.

For the questionnaire, a declaration at the beginning of the online survey was placed. It showed specifically that no email name, phone number or address is asked from respondents thus all the answers will be confidential. Furthermore, the data extracted will be shown only as statistical data. Only me and my mentor (upon request), will have access to each individual response yet identity is impossible to be revealed. By clicking “Next”, respondents approved with the stated declaration and approved to participate in the research.

For the experiment, a signature of approval was collected before the experiment for participation and after the experiment for the usage of the data collected during the experiment.

3.2 Methods

For this research, the initial idea on methods was based on different findings from the chapter on literature review. Though different research has been conducted on gamification, the impact of gamification in marketing, on desired outcomes or long-term measurement of impact have not been largely covered.

For the questionnaire, a structured closed-questions questionnaire was conducted. The questionnaire had 16 questions and respondents had to choose only one option as an answer to

each question. Respondents all collected points with every response they offered and an accumulative number of points was shown to them at the end of the questionnaire.

The questionnaire was online, shared on social media through friends and personal account. The total number of responses was 146. All respondents agreed to participate in the questionnaire and all of them finished it by answering to all questions. By sharing the questionnaire also in different platforms such as “Young People in Kosovo⁴”, “Kosovo Education Network⁵”, “Network Prishtina⁶”, etc., a proper coverage of sample was collected.

The results were followed every 12 hours to check how proportionally was the sample distributed based on different factors. It is very challenging to ask people on topics that they don't have much information about thus the questionnaire was meant to avoid asking on the term directly, rather putting respondents on hypothetical situations was evaluated as the best way.

The structured questionnaire was done to evaluate whether a gamified campaign makes a difference in customers perception for the brand/product.

For the first experiment part, a sample of 24 respondents was drawn from snowball sampling and volunteer participation through social media call for participants. All these people belong to a Kosovar nationality and fall in the age group 20-34. All of the participants signed with a valid e-mail address to participate in an experiment, playing an advergaming and responding to a question afterwards, which included playing the Oreo Game. The Oreo Game⁷ is the official advergaming of the cookie company Oreo and the official version is Oreo: Twist, Lick, Dunk.

The game consists of twisting, licking and dunking the virtual cookies. To “twist” them the player needs to swipe through them. Another swipe through them means “licking” the cookie and putting the two sides of the cookie together. The final control of the game is dragging them through a swipe to the glass of milk in the background that does the “dunking”.

The game is available for download for free in iOS and Android devices and it shows the result at the end of each play. Results then are put in a leader board system so players understand the

⁴ <https://www.facebook.com/groups/235809463174124>

⁵ <https://www.facebook.com/groups/525320131563682>

⁶ <https://www.facebook.com/groups/175681372461525>

⁷ <https://oreo-twist-lick-dunk.en.uptodown.com/android>

ranking. The game being fun, simple, easy and very available is what made it rank the number one overall in 12 countries and top 10 overall in 36 countries⁸.

For this research, the participants were put in pairs. Pairs were generated through Excel random number generator. For the experiment (Oreo Game), I chose 24 people from an open call and also used the snowball sampling. Out of 24 people, 12 were chosen to be in the control group (being advertised a normal campaign for Oreo Cookies) and 12 were chosen for the experimental group (played the Oreo Game as a mean of advertising Oreo Cookies). All participants were aware that they were participating in an experiment for research on Gamification and they all had to sign their approval beforehand. Furthermore, they knew of the possibility to withdraw from the experiment whenever they felt like it. After the experiment was conducted, all participants were shown their own performance and another signature was collected from them for agreeing to use the data collected.

Group number 1 were the control group. They understood that they were the control group only after the other group was done with playing the advergaming. Each player from group 2 was verbally introduced the game and also shown a tutorial of playing the game. Afterwards, the participants downloaded the game from the app store on their mobile devices. Each participant from the group 2 was allowed to practice the game for 10 minutes before the results would be taken into account for comparing.

Besides watching players from group 2 have fun playing the game and enjoying their competitive side, participants from group 1 together with the players from group 2 had to answer two questions. They had to answer if they wanted to go purchase an Oreo Cookie. The response rate was 100%, meaning all the participants were willing and did actually answer the two questions without any second thoughts.

Many times, when respondents are asked on incentives, they either answer what they think you want to hear, or they answer what they think would actually happen. Initially, the experiment was designed to give out money for this purchase but in those kinds of experiments, knowing that money is not a factor and they don't have to actually purchase something, their answers are more

⁸ <https://www.linkedin.com/pulse/20140505113545-11202010-how-oreo-created-a-top-ranked-app>

“generous” whereas in practice the people that say “I would buy this product”, once the product is offered to them at a certain price level, they don’t want to buy it.

A second experiment was conducted in the period of 6 months. A company that sells makeup, skincare and haircare products online in Kosovo and Albania decided to add gamification elements for their online orders for maintaining repeated purchases and loyalty.

The gamified campaign worked as follows. For each online order, customers would get a coupon with a certain number of points. One Euro in order value would translate to one point in the pointing system. A few categories for earning badges were selected. The control group for this experiment were the data of customers in the six-month period before the campaign was launched. The campaign launched in 1st of February 2021 and the data analyzed was extracted up to 1st of August 2021 (a six-month period) for the post-implementation time. The referral data was extracted from the same system in the period before the implementation named as “pre-implementation period” from 1st of August 2020 until 31st of January 2020 (a six-month period as well). The measured KPI for this experiment was the frequency of purchases (for orders) as an average of total group.

The initial database had names of each customer, addresses, phone numbers, list of products ordered, categories of products ordered, internal ID for each customer that the firms system generates, the order ID from two different postal services systems and order dates for each individual order together with the total amount of each order. With pivot function in Excel, the customer IDs were matched with system of “Posta Falcon-Online⁹” and “FlyEx¹⁰”, the two different postal services that the company partnered with through the one-year period. In this dataset, through Count we analyzed how many times a customer ordered in the pre-implementation period and then the same was done for the post-implementation period. With the order frequency in hand of each customer, three different groups of customers were detected.

This gamified campaign had the objective to award returning customers and not create new clients thus it was not marketed to potential customers. Every customer that ordered in the first month of implementation was sent a coupon together with their order. These people were included in the

⁹ <https://perdoruesi.postafalcon.com>

¹⁰ <https://flyex-ks.com/index.php>

analyses. Customers that purchased after the first month of implementation were not sent the coupons and offers and thus were not involved in the analyses. From the data extracted, customers that had their first purchase once the campaign started have been analyzed as group “New-Group 1”. A second group was formed when analyzing customers with repeated purchases same as before the campaign started and this group has been analyzed as group “Same-Group 2”. The third group detected was formed with customers that changed their buying frequency in the period before and after the campaign. This group has been analyzed as group “Win-Group 3”. Data was extracted from the firm’s database and they were compared with the data from the postal services that would offer the delivery services. From this experiment, 1980 individual orders were analyzed from the post-implementation period and 1600 individual orders from the pre-implementation period.

CHAPTER 4

4. Results

By collecting, analyzing and comparing data through the above-mentioned methods to achieve in these results has been very interesting. The questionnaire and the Oreo Experiment helped to test the first three hypothesis which have to do more with customer engagement, and the last experiment with online orders helped testing the last hypothesis which is related to customer loyalty rather than anything else.

4.1 Engaging potential customers through gamified campaigns

In this part I will be statistically analyzing the questionnaire responses to test whether gamification helps brands stand out as well as if people are more likely to engage with content that is fun. First questions of the survey listed in Section 1 that can be viewed in annex 1, give the researcher an idea of the demographics that participated in the survey. Since there is no known difference between males and females when measuring the perceived value of gamification or intention to engage with a brand, it is more than okay that the percentage of females that partook in the survey is 46% higher than male participants. Participants are relatively young in age which also shows that they are native to internet, social media, video games, with less than 6% belonging to the age group above 39 years old.

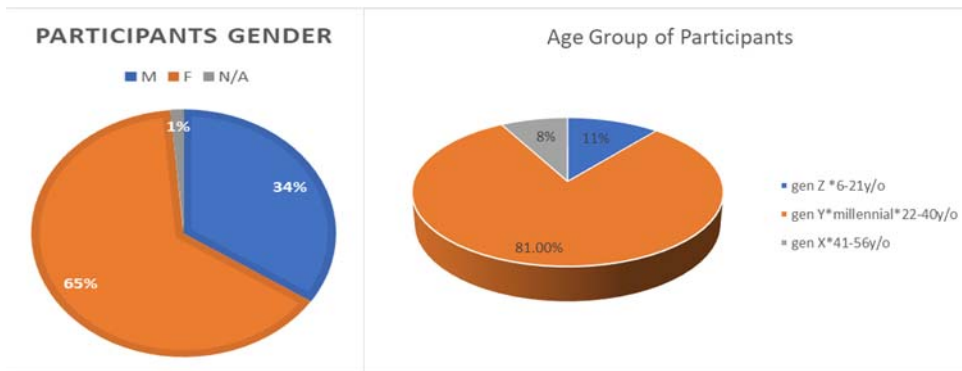
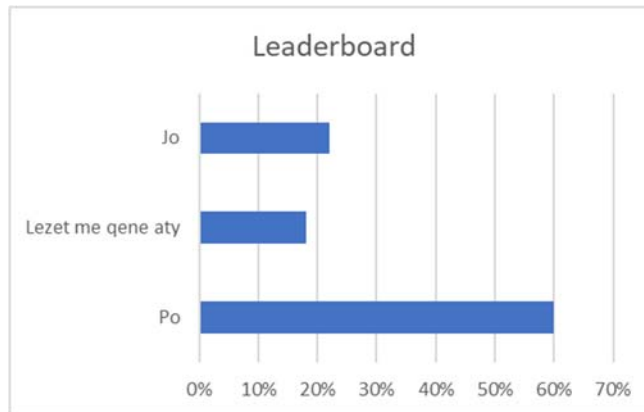


Figure 2. Participants gender

Figure 3. Age Group of Participants

When respondents were asked if they want to see themselves in the top list of a leaderboard, only



22% of them denied it. **Figure 4. If people wanted to see themselves in a leaderboard**

When brands add leaderboards on their gamification campaign (as a part of it), they have better chances for customers to notice them. This question of the questionnaire together with the Burger King example prove that gamification does help brands stand out. In the Burger King example, respondents were asked whether the design that was fun and a bit challenging (spotting the real king), made them think of the brand and their products and more than 60% agreed with this.



Figure 5. When there is a fun design, customers intend to engage with it

To see if people are more likely to engage with content that is fun, I used also the question for the H&M case where I added a purpose to the website surfing. Participants were shown a message that they had to find some specific items on the e-shop and then asked whether they would surf the shop through such a message, and 63% of the respondents responded positively.

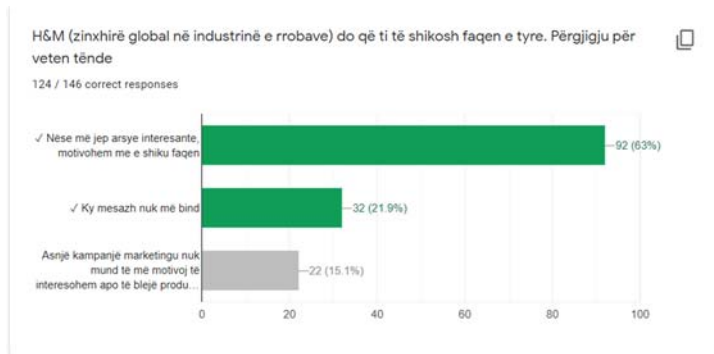


Figure 6. H&M gave purpose for surfing on their web, would you?

When thinking about engagement, one should keep in mind that nowadays every design and application should be thought and prepared mobile-first. This was also tested in the questionnaire when respondents were asked how they play games and 14% said they never play games, 24% said they play board games (no technology involved) and only 8% play games on computers, ipads ect. This leaves us with the majority of participants, 79% of people that play technology involved games prefer playing on mobile phones just as like the third hypothesis discusses. When building a strategy for customer onboarding, businesses should keep in mind the user interfaces. Many times, companies think of strategies to get clients on board through websites, links and apps which are not designed with mobile interface. This can very easily disengage customers since they want to interact and engage with your brand, product or content but in the right way and since they will try doing it with their mobile phones, other design interfaces will not be convenient. To better test the third hypothesis on another perspective, the survey analyzed progress bars. In the sample, 85% of the participants said that once they have a progress bar showing how close they are to finishing something or setting something up, they are prone to do it to the end. This is a great example to show that a progress bar can be very effectively used for customer onboarding phase where they have to set up an account or a digital persona. What this benefits the business is collecting data for potential customers and using these data for tailored marketing in the future.

This online survey definitely had a twist. As we know from the literature, many times respondents answer to questions with what they think would do once faced the opportunity but that does not always translate to actual deeds when the opportunity shows in reality. To avoid measuring only intentions to engage or perceptions of a gamified strategy, the questionnaire used points and some gamification elements as to mimic real life situations. With each question they answered

(regardless the response), they got points. The total points were revealed at the end before submitting. When respondents were asked if they wanted to continue with the survey (once no important question was left), to win extra points or they wanted to submit without getting points, 96% of respondents decided to continue answering. This shows that “ownership” of the points and the wish to gain even more points make people do things that probably otherwise they wouldn’t have. This is a great example for making people join communities, writing reviews, trying new things of the menu or surfing for longer on your business’s website. After this question, respondents were tested for social influence. As we know from literature review, social influence is a very important core driver for motivating behavior. I asked participants to show me the city they are from, only if they wanted to do it because each participant until this point has done so. This clearly was a trick because when the questionnaire was prepared, I had no idea how many percent of the participants will actually want to show me their cities. Eighty seven percent of the respondents decided to write down the city they come from only because they believed that everybody did so. This is a very important mechanism for influencing people to perform a certain behavior. Many cases that use social influence have been researched thus it was very positive to test positive for that hypothesis even with our small sample.

The last two questions of the survey were meant to test how much people actually want to win something (virtual goods e.g.) or how willing they are to even enter the slot for the possibility of winning something. Unfortunately, these two last examples are part of the black-hat gamification where gambling is also included thus, they have to be very well thought and ethically prepared in order to achieve desired positive results. When asked if they want to enter the slot for being one of the ten winners, more than 60% answered with a yes. In the last question, when asked if they were curious to know what 10 random winners will win, 62% showed a great interest in the prizes and in winning, and approximately 20% stated that they didn’t want to actually win something but they just got curious to know what the prizes were since I mentioned them in the previous question.

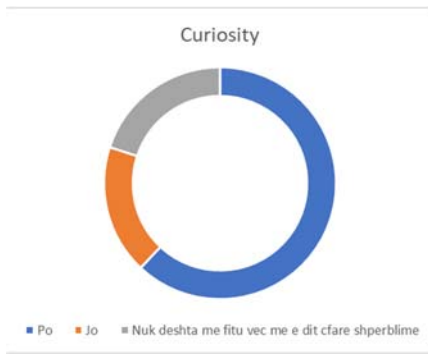


Figure 7. Curiosity: Why they enter the slot to win

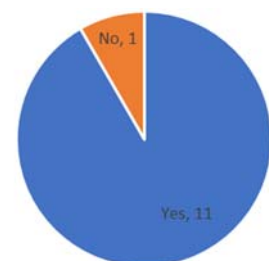
While testing the data from the survey, I cross tabulated some data but no significant relation worth mentioning came up.

To test the hypothesis that content that is fun is also engaging, I decided to use the Oreo Game Experiment.

After the experimental group played the Oreo Game and the control group had a very brief presentation on the brand, two groups were brought together to answer two questions. The first question that was “Was this activity fun for you?” we can clearly see that 100% of the experiment group answered yes and only 1 person from the control group answered yes.

For the second question, the participants only answered the question whether they would make the purchase. I had many doubts on this but since giving out money to them for this purchase was out of question to conduct the experiment as good as possible, I had to make some other observations. The participants from the experiment group answered 100% yes whereas from the control group, only 4 out of 12 participants answered yes. When we had a coffee after the experiment was conducted, 10 out of 12 participants from the experiment group bought Oreo Cookies and only 2 out of 12 participants from the control group bought Oreos.

Figure 8. Was this activity fun? Experimental group 12/12. Figure 9. Was this activity fun for you? Control group 12/12.



4.2 Gamification drives customer loyalty (long-term engagement)

With the second experiment, the implementation of coupons, points, presents, mystery boxes and badges for customers of an online selling business for makeup skincare and haircare, some interesting findings will be explained below.

From 1980 online orders in the time period February the 1st 2021 to 1st of August 2021, there were only 24% new orders compared to the pre implementation period 1st of August 2020 to 1st of February 2021. This group of customers started buying after the implementation of the project and they had a frequency of 3.6 purchases in the measured period. This is an increase in frequency compared to the same number of customers in the same period in 2020 (a year before the measured period). Since the company did not promote the implementation to newcomers, rather marketed the campaign to the already-existing customers, this shouldn't serve as the best data for convincing new potential customers to buy. Nevertheless, after the customers bought the first time, instead of pushing away the time for next orders, they increased the frequency of purchases in that six-month period.

For the second group, I tested for changes in frequency of already existing customers for the time period of pre and post implementation. All these customers did buy in the first month of the implementation so even though the campaign was not being promoted unless somebody would purchase, they didn't miss out on the opportunity. This group of people made up only 8% of the overall orders. With a frequency of 2.5 purchases in six-month pre implementation, there was a very slight increase to 2.7 purchases in the tested period post-implementation. Due to this almost unnoticeable increase, customers with this buying frequency were put together to make this 8% of the overall customers.

Our winning group, the 5-star customers made up for the largest part of the overall purchases. With an average frequency of approximately 3.0, the customers that purchased in the first month of the implementation actually increased their average frequency to 6.9. Another very interesting data revealed once the frequency was being measured. To better understand if there was some other cause of this increase in frequency, some other data was analyzed. Order value, product category,

repeated product order, repeated category order and all these tested for less than one so there was no cause-effect relationship. What was very interesting to see is that customers were adding new products or categories in each order. Since there were no more launches in the tested post-implementation period compared to the pre-implementation, it is only easy to assume that the frequency increase happened due to the implementation and customers were actually trying to find things to order for the sake of benefiting from the elements that were added.

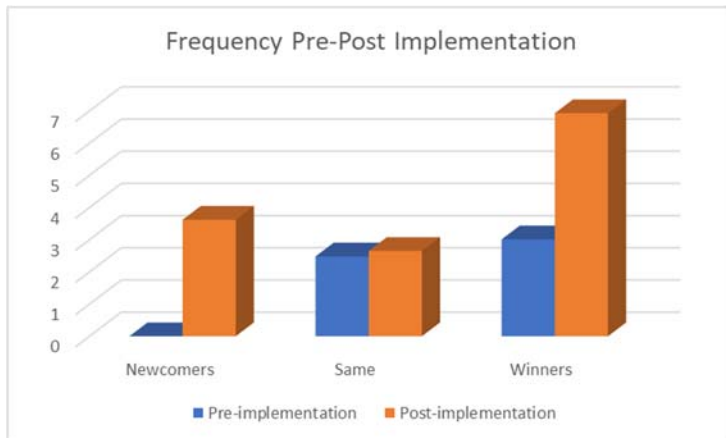


Figure 10. Differences in frequency pre and post implementing the gamified solution

Frequency	Pre-Implementation	Post-Implementation
Newcomers	0	3.62
Same	2.48	2.65
Winners	3.01	6.93

Table 1. Data on frequencies for pre and post implementation

CHAPTER 5

5. Conclusions and recommendations

This chapter wraps up this study with some conclusions, a discussion of research results, the limitations of the study carried out, theoretical contributions as well as managerial implications. I will also list suggestions for future research.

5.1 Conclusions

This paper studies a very interesting modern tool such as gamification at a time when marketing is a very crucial field in our everyday life through motivation which is something that every person has to have in order to carry out even the simplest everyday tasks. The topic of this paper has been very interesting in each and every step. For the period of these past nine months, I have succeeded to achieve all the research objectives and have also been able to test all the hypothesis.

I have analyzed the existing literature on gamification as an initial phase. Gamification has been a passion of mine for a decent amount of time now but in the past year I have focused on the gamification impact on marketing, especially in engagement and loyalty. Though gamification as a motivation tool can be used in everything we do, analyzing the impact it has on driving desired customer behavior made me understand the list of things as listed below. Gamification as a tool that uses game-like elements, dynamics and mechanics does make tasks fun game-like. Games being a very engaging activity, can be analyzed to better understand what makes them such.

The paper started off by the assessment of the existing literature on the topic which unfortunately at this point in time is not the biggest in volume. As true as the speculation got while digging deeper in literature, the need for conducting experiments of my own arose. Since the existing literature mainly explained the effects of gamification in developed countries and markets with examples of well-established and well-positioned brands, I was a little negatively sceptic for being able to test hypothesis with the same results in Kosovo. I was very happily surprised to find out that just like in other countries, with well-developed brands and markets, the customers in Kosovo find gamification examples fun and engaging. Directly or indirectly asked, it was possible to conclude that through gamification, desired customer behavior can be achieved.

The first part of this research is the survey with 146 respondents. This survey has helped to test the first, second and third hypothesis. From the survey, the hypothesis for gamification helping brands stand out tested positive. In each question that I asked participants on engagement, it was easy to conclude that content that is fun is definitely more engaging for customers thus the second hypothesis stands as well. Just as the third hypothesis suggests, customers have preferences for design when they are marketed something.

The second research part, with the Oreo Experiment was conducted to see if an experiment would be different than the survey to test engagement motivation. The Oreo Experiment as well showed that the first three hypothesis are true. The gamified app made the brand stand out in customers mind more than the normal brand presentation, they also showed way higher intention on engagement and it suited their preferences that it was on mobile, and easy to download and in a game-like design.

The third research part, the experiment with the gamified solution for motivating loyalty, tested positive. This was shown through the increases in frequency of purchases for customers that tried the gamified solution and it made them come back for purchasing much more than before the implementation of this solution.

5.2 Recommendations

My recommendations rely heavily on how companies should really focus on using social and digital media to market their products and services, or their missions and visions. With the new generations in mind, marketing is changing rapidly and communication is very important. Believing how important communication is, including fun while doing it, to acquire and maintain customers attention is the formula to success. Creating campaign that motivate intrinsically or extrinsically the customers to perform a certain desired task makes a very high point on the list of dos and don'ts.

I would recommend for academics to invest in creating a more standardized scale on measuring gamified campaigns as well as testing the impacts of those campaigns. Straightly asking customers about their experiences with gamification is not a walk in a park because the terminology is very new and it is very hard for people to be able to tell what exactly gamification is and what it is doing to them. A mix of knowledge in psychology especially motivation focused psychology as well as

marketing with a focus on digital and social media marketing is needed to create these standardized scales.

Regarding the tool, I believe that in our country there are great opportunities to test different marketing channels when applying the tool of gamification, customers preferences and exploring what processes should be gamified or what mix of elements, dynamics and mechanics are best to be used.

Initially the paper was supposed to test a much larger variety of gamification experiments with much bigger samples but due to the pandemic of Covid 19 this was impossible. I had to limit the sample sizes to volunteer online participants due to restrictions and safety reasons and I had to use limited human and technology resources in creating experiments with gamified apps, gamified business processes or gamified products.

For companies that are not interested to spend money on gamification solutions, there are some free sources for creating advergames for their businesses or they can think of innovative ways in gamifying a process of their blueprint that requires almost no technological advancement or staff training. The example of the experiment with the online-sales brand in Kosovo shows this option the best since for conducting the experiment there was only one staff addition and the investment beside that went for printing out coupons and offering rewards and discounts. Since this was a practice of this particular business, it was not an investment like no else.

What would elevate this study to higher levels are bigger sample sizes and inclusion of different experiments with more variety. Having control groups for each experiment is a must by my books thus being able to create more standardized scales for measuring differences between these two groups, the control group and the experimental one would make everything much more quantifiable and trustworthy.

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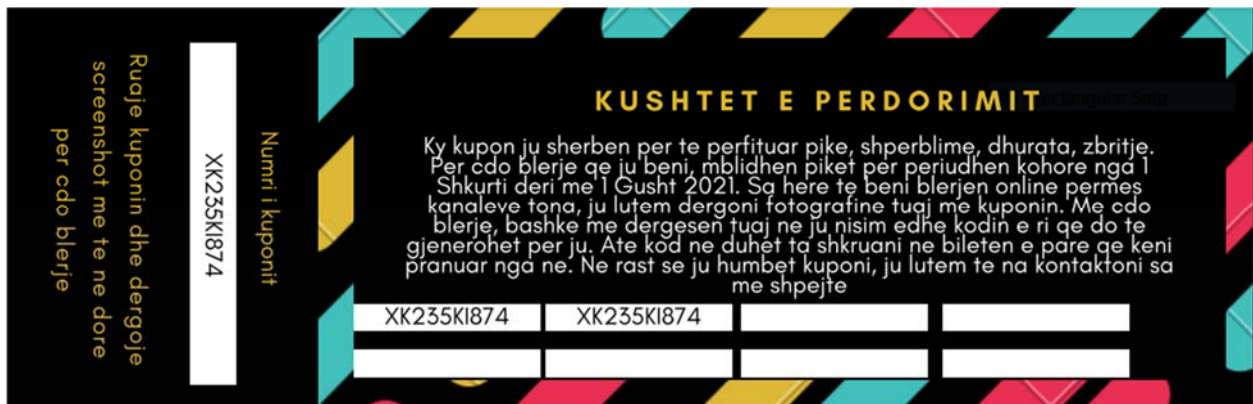
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Annex 1: Gamified Sales Campaign Experiment

ID	Klienti	Order 1	O1 Product	O1 Category	O1 Value	Order 2	O2 Product	O2 Category	O2 Value	Order 3	O3 Product	O3 Category
283978	Elvira Mujaj	15-Jan-21	SC AHA (Smoothing) Moisture	Skincare	10.50 €	24-Mar-21	Foundation 03	Face	10.00 €			
266444	Arta Sllendri	21-Sep-20	Allure	Eye	12.00 €	4-Nov-20	Flick Eyeliner	Eye	7.00 €	9-Feb-21	Mascara	Eye
268366	Eliza Gërguri	13-Oct-20	Hydrate C1	Face	11.00 €	2-Feb-21	Banana powder	Face	14.00 €	17-Mar-21	Patricia	Eye
261758	Ilirida Thaçi	18-Nov-20	Iconic Division	Eye	7.50 €	14-Feb-21	Dry Shampoo	Hair	6.00 €			
281480	Klodian Dhehri	24-Feb-21	Brow Pomade Dark Brown	Eyebrow	8.80 €	4-Apr-21	Retinol Serum	Skincare	11.00 €	13-Jun-21	Alexis Stone	Eye
261055	Ana Kallushi	3-Aug-20	Prima, Crème Syrup	Lip	11.40 €	11-Oct-20	Vintage Lace	Face	8.00 €	18-Dec-20	Primer Matte	Face
278901	Arta Pasha	2-Feb-21	Niacinamid Serum	Skincare	13.20 €	17-Mar-21	Retinol Serum	Skincare	11.00 €	29-Mar-21	Dry Shampoo	Haircare
242124	Shqiponja Pajziti	13-Sep-20	Vitamin C Brightening	Skincare	15.00 €	24-Nov-20	Patricia Rich in Life	Eye	16.00 €	27-Feb-21	The Eye Makeup Set	Eye
264385	Albena Krasniqi	10-Dec-20	Midas Touch Glitter Palette	Eye	8.20 €	16-Feb-21	Lipstick Crème Syrup, Stiletto	Lip	10.00 €			
264044	Arta Kallushi	18-Aug-20	Juo Brow Definer Medium Brown	Eyebrow	11.00 €	23-Oct-20	Niacinamid Seru 60ml	Skincare	13.20 €	5-Dec-20	Velvet Rose, Affection	Eye
246093	Lirion Ruzhici	15-Sep-20	Rehab Soap Styler	Eyebrow	7.50 €	12-Jan-21	Seduction, Suede Lipstick Glisten	Lip	10.00 €	12-Feb-21	icylic Acid Serum, Hyaluronic Seru	Skincare
276845	Albena Krasniqi	20-Feb-21	Vitamin C Brightening	Skincare	15.00 €	16-Apr-21	Niacinamid Seru 60ml	Skincare	13.20 €			
245965	Albena Krasniqi	2-Sep-20	Blush Palette Golden Sugar 2 x2	Face	14.00 €	11-10-202	Vintage Lace	Face	8.00 €	24-Dec-20	ter Take a Vacation, Holiday Rom	Face

(Above) - Initial Dataset (Data for customers matched from two postal services and the internal program)

(Below) – Coupon that was sent with online orders for the gamified campaign.



269497	03.28.21	5	ND	5	NA	NA
243092	02.12.21	8	3	5	1.7	67%
243099	02.12.21	16	6	10	1.7	67%
268633	03.26.21	3	ND	3	NA	NA
246560	02.19.21	10	3	7	2.3	133%
270933	03.31.21	5	ND	5	NA	NA
253490	03.03.21	9	3	6	2.0	100%
237638	02.04.21	5	1	4	4.0	300%
257214	03.05.21	7	2	5	2.5	150%
260993	03.12.21	7	3	4	1.3	33%
257218	03.06.21	11	4	7	1.8	75%
244955	02.16.21	9	2	7	3.5	250%
278898	04.13.21	3	ND	3	NA	NA
275901	04.08.21	4	ND	4	NA	NA
270496	03.30.21	4	ND	4	NA	NA
244960	02.15.21	15	4	11	2.9	175%
243330	02.13.21	9	2	7	3.5	250%
249690	02.25.21	10	3	7	2.3	133%
236448	02.02.21	6	2	4	2.0	100%
267288	03.24.21	6	3	3	1.0	0%
263970	03.18.21	7	3	4	1.3	33%
261759	03.14.21	6	3	3	1.0	0%
275860	04.08.21	4	ND	4	NA	NA
238890	02.05.21	7	2	5	2.3	133%
267309	03.24.21	4	2	2	1.0	0%
235507	02.01.21	10	3	7	2.3	133%
237228	02.03.21	7	1	6	6.0	500%
234112	01.29.21	9	3	6	2.0	100%
278590	04.13.21	2	ND	2	NA	NA
244038	02.14.21	12	4	8	2.0	100%
261055	03.13.21	7	3	4	1.3	33%
247010	02.19.21	13	4	9	2.3	125%
244034	02.14.21	11	3	8	2.7	167%
242485	02.12.21	8	3	5	1.7	67%
279103	04.14.21	3	ND	3	NA	NA
280775	04.17.21	3	ND	3	NA	NA
234596	01.29.21	9	2	7	3.5	250%
254955	03.05.21	9	3	6	2.0	100%
268813	03.26.21	2	ND	2	NA	NA
275639	04.08.21	5	ND	5	NA	NA
242489	02.12.21	8	2	6	3.0	200%
256722	03.23.21	8	4	4	1.0	0%
279589	04.15.21	5	ND	5	NA	NA
244046	02.14.21	7	1	6	6.0	500%
265790	03.21.21	6	3	3	1.0	0%
280018	04.15.21	5	ND	5	NA	NA
240040	02.08.21	11	4	7	1.9	75%

Page 7

282094	04.19.21	5	ND	5	NA	NA
264777	03.19.21	7	3	4	1.3	33%
249036	02.24.21	14	4	10	2.5	150%
234256	01.29.21	10	3	7	2.3	133%
242399	02.11.21	8	2	6	3.0	200%
267794	03.25.21	4	2	2	1.0	0%
259874	03.11.21	17	4	13	3.3	225%
264987	03.20.21	6	3	3	1.0	0%
266446	03.22.21	6	3	3	1.0	0%
259876	03.11.21	13	5	8	1.6	60%
250899	02.27.21	14	5	9	1.8	80%
265789	03.21.21	4	2	2	1.0	0%
281773	04.19.21	4	ND	4	NA	NA
260988	03.12.21	4	2	2	1.0	0%
244858	02.15.21	11	4	7	1.8	75%
244448	02.15.21	4	1	3	3.0	200%
244044	02.14.21	11	3	8	2.7	167%
263954	03.18.21	6	3	3	1.0	0%
262095	04.19.21	4	ND	4	NA	NA
264524	03.19.21	7	3	4	1.3	33%
267785	03.25.21	6	3	3	1.0	0%
235496	02.01.21	13	5	8	1.6	60%
244364	02.15.21	9	3	6	2.0	100%
238596	02.05.21	13	4	9	2.3	125%
235748	02.01.21	12	3	9	2.0	100%
275049	04.07.21	1	ND	1	NA	NA
235787	02.01.21	7	2	5	2.5	150%
269323	03.10.21	12	4	8	2.0	100%
272677	04.02.21	4	ND	4	NA	NA
254325	03.04.21	15	5	10	2.0	100%
253449	03.03.21	12	4	8	2.0	100%
279233	04.14.21	4	ND	4	NA	NA
281480	04.18.21	3	ND	3	NA	NA
265904	03.22.21	7	3	4	1.3	33%
260634	03.12.21	8	2	6	3.0	200%
261761	03.14.21	7	3	4	1.3	33%
239687	02.08.21	8	3	5	1.7	67%
252743	03.02.21	11	3	8	2.7	167%
257618	03.07.21	10	3	7	2.3	133%
243100	02.12.21	17	5	12	2.4	140%
264974	03.20.21	8	4	4	1.0	0%
261758	03.14.21	2	1	1	1.0	0%
278543	04.13.21	4	ND	4	NA	NA
247740	02.21.21	15	5	10	2.0	100%
238302	02.05.21	6	1	5	5.0	400%
264044	03.18.21	6	3	3	1.0	0%
277639	04.11.21	6	ND	6	NA	NA

Page 8

241330	02.10.21	6	2	4	2.0	100%
270932	03.31.21	3	ND	3	NA	NA
260992	03.12.21	7	3	4	1.3	33%
256828	03.06.21	7	2	5	2.5	150%
234568	01.30.21	10	3	7	2.3	133%
258616	03.09.21	11	4	7	1.8	75%
262082	03.15.21	7	3	4	0.8	-25%
244967	02.16.21	13	4	9	3.3	233%
258095	03.08.21	10	3	7	2.3	133%
253445	03.03.21	12	4	8	2.0	100%
238312	02.05.21	11	4	7	1.8	75%
254827	03.05.21	8	2	6	3.0	200%
280196	04.16.21	1	ND	1	NA	NA
244049	02.14.21	5	1	4	4.0	300%

Page 9

Annex 2: Oreo Experiment

The interface of the Oreo Game; Twist, Lick, Dunk!



Email sent out to all the interested participants-initially 31!

Dear participant, I hope you are staying safe during these tough times!

Thank you for showing interest in participating in my experiment. This experiment is carried out as a research study for my thesis dissertation at Kolegji Riinvest and UNIVPM. For this experiment, you may be one of the 24 participants, if you agree to participate after you get this email. These participants will be randomly divided in two groups. One group will be able to play a certain game and another group will have to participate in an activity. You will understand in which group you've been randomly assigned only after the experiments starts.

You can withdraw from this experiment whenever you feel uncomfortable or something seems wrong. Even after you agree to participate, you can withdraw from the experiment or you can sign to keep your scores private and to not use them even for statistical findings. We will all enjoy a coffee together after the experiment, (I will buy us all drinks) at a safety distance ☺

City: **Prishtine**

Date: **05.03.2021**

Time: **11:30**

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22	P23	P24
Code	EK	BS	EZ	SH	VJ	SL	DV	ET	BK	TP	IXH	AF	AP	VI	IS	KK	VT	MB	RB	FK	NP	SB	HL	VR
Birthday	1987	1990	1995	1997	1988	2000	1992	1997	1995	1991	1989	1997	1994	1992	2000	1995	1996	1993	1996	1990	1999	2001	1988	1996
Has answered	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Group	Con	Exp	Con	Con	Exp	Con	Exp	Exp	Exp	Con	Exp	Con	Con	Exp	Exp	Con	Con	Exp	Exp	Exp	Con	Con	Exp	Con





Annex 3: Questionnaire (Online Survey)


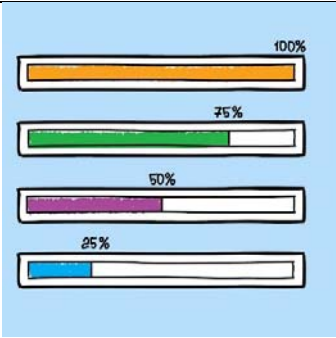
I dashur respondent, ky është një pyetësor për qëllime akademike, gjetjet e të cilit do të përdoren vetëm për të njejtat qëllime dhe raporte statistikore. Duke qenë se anketa nuk kërkon as emër e as email, ju nuk do të identifikoheni në asnjë proces të anketimit. Pyetësori zgjat 8-10 minuta. Faleminderit për kohën dhe ndihmën! Let's have some fun.

Pyetësori do të përdoret për punimin e temës së diplomës-niveli Master dhe NUK kërkohet njohuri paraprake rreth temës së pyetësorit.

Hajde njoftohemi pa emra!

1	Gjinia *
	<i>Mashkull; Femër; Refuzoj te pergjigjem</i>
2	Mosha *
	<i>16-20; 21-29; 30-39; 40-49; 50+</i>
3	Profesioni (Nëse je në më shumë se 1 kategori, zgjedh atë që të përfaqëson ty më mirë) *
	<i>Student; Vet-punësuar; Institucion publik; Sektor privat; Nuk punoj</i>
4	Selekto kategorinë e reklamës së fundit që mban mend që të është shfaqur *
	<i>Ushqim dhe Pije; Bukuri; Veshje; Teknologji; Sport; Dekor/Orendi shtëpiake; Shitje të përgjithshme; Other:</i>
5	Mesatarisht brenda një jave, sa shpesh klikon në reklama në rrjete sociale. Këtu përfshihet edhe momenti kur del një "sponsored post" dhe shkoni i vizitoni profilin biznesit. *
	<i>Asnjëherë; 1 reklamë në ditë; Disa reklama në ditë; Vetëm kur më intereson brendi; Vetëm kur më intereson produkti në postim, pavarësisht brendit; Kur reklama më duket interesante</i>
6	Në vitin e fundit kam luajtur më së shumti *
	<i>Lojëra në telefon (Candy Crush, Subway Surfers, Tetris, Snake); Lojëra në kompjuter (Counter-Strike, Warcraft); Playstation/Xbox apo ngjashëm; Board Games (Monopoly, Shah, Letra, etj); Arcade (Makineri lojërash kryesisht në qendra tregtare); Other:</i>

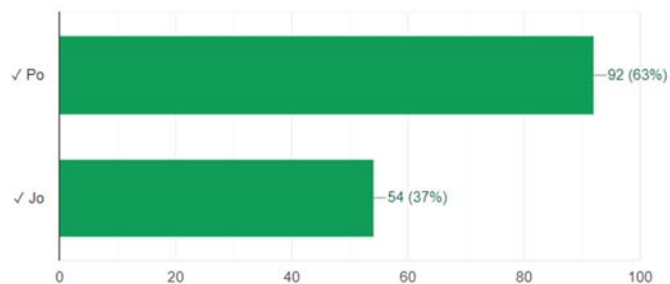
	Zombies Run është një aplikacion që imiton ndjekjen nga Zombies. Nëse ti nuk vrapon mjaftueshëm shpejtë ose ndalon shumë, Zombies të kapin!
	<i>YOUTUBE VIDEO</i>
7	A beson që një aplikacion i ngjashëm me Zombies Run do të të motivonte të vrapoje?
	<i>Po; Jo; Nuk mund të vrapoj</i>
8	H&M (zinxhirë global në industrinë e rrobave) do që ti të shikosh faqen e tyre. Përgjigju për veten tënde * (Pyetje me fotografi)
	 <p>SHIKO PRODUKTET NË FAQEN TONË ZYRTARE WWW.H&M-KS.COM</p>  
	<i>Nëse më jep arsye interesante, motivohem me e shiku faqen; Ky mesazh nuk më bind; Asnjë kampanjë marketingu nuk mund të më motivoj të interesohem apo të blejë produkte</i>
9	Fotografia më poshtë *
	<p>Veç 1 King e dallon Kingun e vërtetë</p>  <p><i>M'shtini me mendu për Burger King Nuk m'dha ndonjë emocion të vecantë Mu duk këndshëm si dizajn</i></p>
10	Nuk jom kompetitiv mirëpo kom qef me e pa veten si në shembullin e fotografisë *

	 <p style="text-align: right;"><i>Po</i> <i>Jo</i> <i>Lezet me qene aty</i></p>
11	<p>"Progress bar" si në fotografinë poshtë është instrument i cili mat sa afër përfundimit të një pune je. Nëse unë ju tregoj juve një progress bar me 80% për një punë të cilën e keni lënë përgjysëm, a do të ju kishte motivuar ajo për ta përfunduar edhe 20% e mbetur të asaj pune? *</p>  <p style="text-align: right;"><i>Po</i> <i>Jo</i> <i>Më duhet një progress bar për gjithçka në jetë</i> <i>Nuk do të bënte asnjë ndryshim për mua</i></p>
12	<p>Je duke i fitu nga 5 pikë për cdo përgjigje në këtë anketë, nëse heq dorë në këtë moment, krejt pikët i hup. A don me e vazhdu anketën edhe 4-5 pyetje për me i fitu pikët maksimale? Nëse e zgjedh "Jo", anketa përfundon automatikisht *</p> <p style="text-align: right;"><i>Po</i> <i>Jo</i> <i>Po e vazhdoj per piket</i></p>
13	<p>Deri në këtë moment, krejt respondentët e kanë tregu qytetin ku banojnë. A don me e tregu edhe ti? Nëse zgjedh "Po", kalon tek pyetja e Qytetit, nëse zgjedh "Jo" vazhdon tek pjesa e fundit e anketës. *</p> <p style="text-align: right;"><i>Po</i> <i>Jo</i></p>
14	<p>Qyteti ku banon *</p>

		<i>Pyetje e lirë</i>
15	I kom vetëm 10 shpërblime për respondentët e anketës. A don me hy në garë për me e fitu një prej këtyne shpërblimeve? *	
		<i>Po</i> <i>Jo</i>
16	A tu zgju kureshtja me e dit çfarë shpërblime janë? *	
		<i>Poo</i> <i>Jo</i> <i>Nuk deshta me fitu, veç me e dit çfarë shpërblime</i>

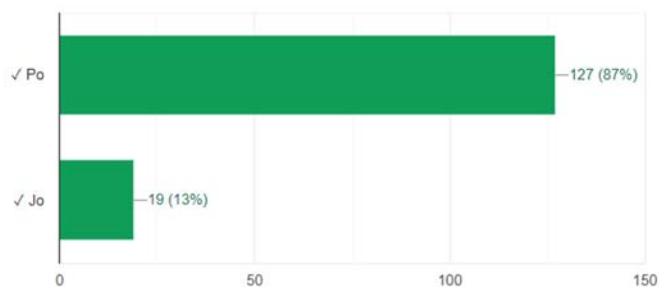
I kom vetëm 10 shpërblime për respondentët e anketës. A don me hy në garë për me e fitu një prej këtyne shpërblimeve?

146 / 146 correct responses



Deri në këtë moment, krejt respondentët e kanë tregu qytetin ku banojnë. A don me e tregu edhe ti? Nëse zgjedh "Po", kalon tek pyetja e Qytetit, nëse zgjedh "Jo" vazhdon tek pjesa e fundit e anketës.

146 / 146 correct responses



"Progress bar" si në fotografinë poshtë është instrument i cili mat sa afër përfundimit të një pune je. Nëse unë ju tregoj juve një progress bar me 80% për një punë të cilën e keni lënë përgjysëm, a do të ju kishte motivuar ajo për ta përfunduar edhe 20% e mbetur të asaj pune?



146 / 146 correct responses

