

**T.R.**

**ISTANBUL SABAHATTIN ZAIM UNIVERSITY**

**GRADUATE EDUCATION INSTITUTE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**THE IMPACT OF DIGITAL MARKETING  
GAMIFICATION STRATEGIES ON CONSUMER  
BEHAVIOR IN THE CLOTHING RETAIL INDUSTRY**

**MA THESIS**

**Moath Mohammad Abed Alfattah AL ATTAR**

**Istanbul**

**June-2024**

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## **DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY**

This confirms that this is my MBA thesis, "The Impact of Digital Marketing Gamification Strategies on Consumer Behavior in the Clothing Retail Industry." Throughout its development, I adhered to the ethical and scientific instructions, academic regulations, and the rules of writing theses at Sabahattin Zaim University. I have gathered and used all pertinent materials and data for this work. All direct and indirect quotations are correctly cited in the text and the accompanying bibliography, ensuring compliance with academic principles.



**Moath Mohammad Abed Alfattah AL ATTAR**

Istanbul, June 2024

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**Moath Mohammad Abed Alfattah AL ATTAR**

Istanbul, June 2024

## ABSTRACT

# THE IMPACT OF DIGITAL MARKETING GAMIFICATION STRATEGIES ON CONSUMER BEHAVIOR IN THE CLOTHING RETAIL INDUSTRY

**Moath Mohammad Abed Alfattah AL ATTAR**

Master, Business Management

Thesis Advisor: Assoc. Prof. Dr. Haşmet GÖKIRMAK

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This thesis investigates gamification strategies within digital marketing and examines their impact on consumer purchasing behavior. The study will concentrate on the clothing retail industry, aiming to explore the complex relationship between gamification strategies in digital marketing and consumer behavior. With the latest advancement trends, many aspects of consumers' lifestyles have evolved, including their purchasing behavior. With most consumers seeking convenient, time-unrestricted purchasing options, the competition among companies across various sectors has intensified. Each company seeks to influence consumer interactions by encouraging purchases or positively improving the overall perception of the company and its brands. Because of this, companies are exploring creative approaches that provide high efficiency. Online marketing has emerged as the ideal environment for such endeavors, given its potential for applying gamification strategies to impact users, which makes consumer awareness of this topic important. This study employs quantitative analyses of the impact of digital marketing gamification strategies on customer behavior. The study result indicates that companies use digital marketing gamification strategies to influence consumer behaviors. The research concluded that consumers must have sufficient awareness to avoid being influenced by these strategies and focus on the product's value. There must be a mutual acceptance between companies and customers that gamification marketing methods are a double-edged sword.

**Keywords:** Gamification Strategies, Digital Marketing, Consumer Behavior, Retail Clothing Industry, Customer Engagement, Customer Journey.

## ÖZET

# DİJİTAL PAZARLAMADA OYUNLAŞTIRMA STRATEJİLERİNİN GİYİM PERAKENDE SEKTÖRÜNDE TÜKETİCİ DAVRANIŞLARI ÜZERİNDEKİ ETKİSİ

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Bu tez, dijital pazarlamada oyunlaştırma stratejilerini araştırmakta ve bunların tüketici satın alma davranışları üzerindeki etkisini incelemektedir. Çalışma, giyim perakende sektörüne odaklanarak dijital pazarlamadaki oyunlaştırma stratejileri ile tüketici davranışları arasındaki karmaşık ilişkiyi keşfetmeyi amaçlamaktadır. En son gelişme trendleriyle birlikte, tüketicilerin yaşam tarzlarının birçok yönü, satın alma davranışları da dahil olmak üzere değişmiştir. Çoğu tüketici, zaman kısıtlaması olmaksızın uygun satın alma seçenekleri aradığından, çeşitli sektörlerdeki şirketler arasındaki rekabet artmıştır. Her şirket, tüketici etkileşimlerini teşvik ederek ya da şirket ve markalarının genel algısını olumlu yönde geliştirerek tüketicilerin davranışlarını etkilemeyi hedeflemektedir. Bu nedenle, şirketler yüksek verimlilik sağlayan yaratıcı yaklaşımlar keşfetmektedir. Online pazarlama, kullanıcıları etkilemek için oyunlaştırma stratejilerinin uygulanması potansiyeli göz önünde bulundurularak bu tür çabalar için ideal ortam olarak ortaya çıkmıştır ve bu konudaki tüketici farkındalığını önemli kılmaktadır. Bu çalışma, dijital pazarlama oyunlaştırma stratejilerinin müşteri davranışları üzerindeki etkisini nicel analizler kullanarak incelemektedir. Çalışmanın sonuçları, şirketlerin tüketici davranışlarını etkilemek için dijital pazarlama oyunlaştırma stratejilerini kullandığını göstermektedir. Araştırma, tüketicilerin bu stratejilerden etkilenmemek ve ürünün değerine odaklanmak için yeterli farkındalığa sahip olmaları gerektiğini sonucuna varmıştır. Şirketler ve müşteriler arasında oyunlaştırma pazarlama yöntemlerinin iki ucu keskin bir kılıç olduğu konusunda karşılıklı bir kabul olması gerekmektedir.

**Anahtar Kelimeler:** Oyunlaştırma Stratejileri, Dijital Pazarlama, Tüketici Davranışı, Perakende Giyim Sektörü, Müşteri Etkileşimi, Müşteri Yolculuğu.

## TABLE OF CONTENTS

<b>THESIS APPROVAL PAGE .....</b>	<b>i</b>
<b>DECLARATION OF SCIENTIFIC ETHICS AND ORIGINALITY.....</b>	<b>ii</b>
<b>ACKNOWLEDGEMENTS.....</b>	<b>iii</b>
<b>ABSTRACT .....</b>	<b>iv</b>
<b>ÖZET .....</b>	<b>v</b>
<b>TABLE OF CONTENTS.....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>ix</b>
<b>LIST OF FIGURES.....</b>	<b>x</b>
<b>LIST OF ABBREVIATIONS.....</b>	<b>xi</b>
<b>CHAPTER I.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background .....	1
1.2 Research Purpose, Goals .....	2
1.3 Research Questions and Hypothesis .....	4
1.4 Significance of the Thesis .....	4
1.5 Thesis Structure.....	1
<b>CHAPTER II .....</b>	<b>6</b>
<b>LITERATURE REVIEW.....</b>	<b>6</b>
2.1 Introduction .....	6
2.2 Definitions of Gamification .....	7
2.3 Gamification History and Development.....	9
2.4 Theoretical Background of Gamification.....	11
2.5 Gamification Strategies Mechanism and Design .....	14
2.6 From Traditional to Digital the Evolution of Marketing Strategies.....	14
2.7 Definition of the Consumer Behavior .....	17
2.7.1 Consumer Purchase Decision Journey.....	17
2.7.2 Need Recognition.....	18
2.7.3 Information Search.....	18
2.7.4 Evaluation of Alternatives .....	18
2.7.5 Decision of Purchase.....	18
2.7.6 Purchase .....	18

2.7.7 Post-Purchase Evaluation.....	19
2.8 Implementation of Gamification Strategies in Digital Marketing .....	20
2.8.1 Engagement.....	21
2.8.2 Brand Loyalty .....	21
2.8.3 Brand Awareness (BA) .....	22
2.9 Digital Marketing Gamification Strategies and Consumer Behavior .....	22
2.10 Data-Driven Gamification in Retail Digital Marketing .....	23
2.11 Digital Marketing Gamification and Retail Consumer Behavior ....	24
2.11.1 Analysis of Purchasing Behavior: .....	25
2.11.2 Interactive Rewards Programs .....	26
2.11.3 Personalized Challenges and Quests .....	26
2.11.4 Precision Advertising Targeting .....	27
<b>CHAPTER III.....</b>	<b>28</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>28</b>
3.1 Model of the Research.....	28
3.2 Population and Sample.....	28
3.2.1 Population .....	28
3.2.2 Sample.....	28
3.3 Data Sources.....	29
3.4 Data Collection Techniques .....	30
3.5 The Research Participants .....	30
3.6 Data Analysis .....	31
3.7 Reliability Test .....	33
3.8 Factor Analysis .....	34
3.9 Regression Analysis.....	35
<b>CHAPTER IV .....</b>	<b>38</b>
<b>FINDINGS AND RESULTS .....</b>	<b>38</b>
4.1 Descriptive Statistics of Participant Demographic Information .....	38
4.2 Descriptive Statistics .....	41
4.2.1 Gamification in Marketing Practices Questions Part 2.....	42
4.2.2 Gamification in Marketing Using A 5-point Likert Scale Part 3.....	47
<b>CHAPTER V .....</b>	<b>50</b>
<b>CONCLUSIONS AND DISCUSSION .....</b>	<b>50</b>

5.1 Conclusions .....	50
5.2 Limitations .....	52
5.3 Recommendation.....	52
<b>REFERENCES .....</b>	<b>53</b>
<b>APPENDICES .....</b>	<b>66</b>
Appendix 1. Proposal Letter for Participation in Survey .....	66
Appendix 2. Survey Form .....	67
Part 1: Demographic Information: .....	67
Part 2: Gamification in Marketing Practices Questions.....	68
Part 3: Gamification in Marketing Using A 5-point Likert Scale.....	70
<b>CURRICULUM VITAE.....</b>	<b>72</b>



## LIST OF TABLES

Table 2.1: Gamification Definitions .....	9
Table 2.2: The History of Gamification .....	10
Table 2.3: Comparison of Traditional and Digital Marketing Strategies.....	16
Table 3.1: Number of Samples for 5% Margin of Error .....	29
Table 3.2: 5-Point Likert Scale .....	30
Table 3.3: Distribution of Responses to Q1 Regarding Online Purchasing Status....	31
Table 3.4: Normal Distribution of Responses.....	32
Table 3.5: Alpha Reliability .....	33
Table 3.6: Cronbach's Alpha Acceptable Value .....	34
Table 3.7: KMO and Bartlett's Test Results for Part 2.....	34
Table 3.8: KMO and Bartlett's Test Results for Part 3.....	35
Table 3.9: Regression Coefficients of Gamification and Consumer Behavior.....	35
Table 3.10: Regression Coefficients of Gamification and Customer Journey.....	36
Table 3.11: Regression Coefficients of Gamification and Brand Loyalty.....	37
Table 4.1: Participants' Gender Statistics.....	38
Table 4.2: Participants' Age Group Statistics.....	38
Table 4.3: Participants' Marital Status Statistics .....	39
Table 4.4: Participants' Education Status Statistics .....	39
Table 4.5: Participants' Occupation Type Statistics.....	40
Table 4.6: Participants' Income Level Statistics .....	40
Table 4.7: Purchase Behavior Statistics and Social Media Followers .....	41
Table 4.8: Descriptive Statistics of Responses to Q6 .....	42
Table 4.9: Descriptive Statistics of Responses to Q8 .....	42
Table 4.10: Descriptive Statistics of Responses to Q9 .....	43
Table 4.11: Descriptive Statistics of Responses to Q10 .....	44
Table 4.12: Descriptive Statistics of Responses to Q7 .....	45
Table 4.13: Descriptive Statistics of Responses to Q11 .....	45
Table 4.14: Descriptive Statistics of Responses to Q12 .....	46
Table 4.15: Descriptive Statistics of Responses to Q13 .....	48

## LIST OF FIGURES

Figure 1.1: Conceptual Framework and Hypotheses .....	4
Figure 2.1: MDA Framework .....	8
Figure 2.2: Types of Gamifications .....	12
Figure 2.4: Types of Fun .....	13
Figure 2.5: Pyramid of Gamification .....	14
Figure 2.6: The Main Types of Potential Customers in E-Commerce.....	19
Figure 2.7: Impact of Gamification on Online Consumer Behavior.....	23



## LIST OF ABBREVIATIONS

SME	: Small and Medium-sized Enterprise
SEO	: Search Engine Optimization
GMA	: Gamification Marketing Activity
SMM	: Social Media Marketing
MUD1	: First Multi-User Dungeon game
MUAs	: Multi-User Adventures
SAP	: Systems, Applications, and Products in Data Processing
S&H	: S&H Sperry and Hutchinson
CJ	: Customer Journey
BL	: Behavioral Loyalty
BA	: Brand Awareness
LP	: Loyalty Programs
LPF	: Level Playing Field
GE	: Greater Engagement
BA	: Brand Advancement
IS	: Improvement of Strategy
BG	: Basic to Gauge
NI	: Non-Interruptive
GPLs	: Gamified Loyalty Programs
WWW	: World Wide Web
ROI	: Return on Investment
SEM	: Search Engine Marketing
SPSS	: Statistical Package for the Social Sciences
KMO	: The Kaiser Meyer Olkin

# CHAPTER I

## INTRODUCTION

The impact of digital marketing gamification strategies on consumer behavior in the clothing retail industry is investigated in this graduate thesis. Integrating marketing, social media, and e-commerce websites has recently influenced consumer behavior. This trend has created active engagement through 'gamification.' Using game mechanics and elements for purposes other than fun or game situations is a rapidly growing trend in marketing. However, it may have different names, such as changing minds or habits. They all refer to the same concept. Companies affect customer choices and behavior in ways that align with their business goals and increase their profit. This research develops our awareness of the impact of gaming methods in digital marketing on consumer behavior by identifying and studying these methods and their effects, especially those related to marketing, by influencing consumer behavior in the clothing retail industry.

This study uses quantitative methods to achieve its objective. The data collected from participants through a quantitative survey is analyzed using a statistical program based on the research questions and hypotheses.

### **1.1 Background**

Games have been a source of entertainment for people of all ages since childhood. However, they have recently been used to provide added value in many areas besides entertainment by taking advantage of motivation and fun feelings (Vlachopoulos & Makri, 2017, p. 12). Gamification is now being implemented across various domains, from education to marketing, from increasing employee performance to changing consumer behavior and habits; it is a model created by adapting the core elements of games (fun, play, design, and challenge) for application in real-world situations other than entertainment (Tobon et al., 2020, pp. 45-46).

The expansion of the development of technology tools in most areas of our lives has led to increased focus and interest in the role of these tools in playing a vital role in digital marketing strategies. As digital marketing gains more power over traditional marketing strategies, these technological tools are changing the context and practice

of marketing through new strategies like gamification (Dašić et al., 2023, pp. 45-47). Marketing, in general, means encouraging interaction with the company by consumers to satisfy their needs by presenting and creating offers that have value to them. As technology advances, communicating with consumers and maintaining that relationship has become easier with the spread of digital media and social media, and reaching potential consumers has become more efficient. Digital marketing uses technology via the Internet to achieve marketing and economic goals. It offers many benefits, particularly for SMEs, by providing better consumer service at a lower cost than traditional methods (Goldfarb & Tucker, 2019, pp. 56-58). By using methods such as search engine optimization (SEO) or social media marketing (SMM), digital marketing allows businesses to reach wider audiences easily. Therefore, it can provide much faster growth opportunities compared to traditional marketing.

Companies allocate resources to research and development to enhance their marketing campaigns and identify new digital marketing strategies that can improve their marketing efforts. One such tool, gamification, emerged in recent years and has become a powerful and widely adopted technique in digital marketing (Milanesi et al., 2022, pp. 23-25). Gamification incorporates game design elements that influence human behaviors in contexts unrelated to games within a given dynamic. Although gamification originated from a game, it does not necessarily mean enjoyment and having fun (Aparicio et al., 2021, pp. 78-80). As digital advancements are increasingly integrated into daily life, academics and marketing experts are keen to explore innovative marketing strategies and their impact on customers. This study was conducted to determine the impact of gamification as a tool within digital marketing strategies on consumer behavior, which is used to create customer reliability during the marketing transition from traditional to digital. This research will likely contribute to educating the areas of digital marketing, specifically the areas of gamification and consumer behavior.

## **1.2 Research Purpose, Goals**

This study examines gamification strategies in digital marketing by clothing retail companies to understand and evaluate their influence on consumer behavior. Gamification strategies in digital marketing influence purchasing decisions and enhance the online shopping experience. These strategies incorporate elements or

applications from gaming, making the shopping process more enjoyable and interactive. Consumers are motivated to participate in various activities, earning rewards such as points and other benefits that incentivize them to complete purchases. Therefore, it introduces a competitive aspect by creating user rankings based on their engagement and shopping behavior.

Moreover, gamification marketing activities (GMAs) guide purchasing decisions by providing users with recommendations and guidance throughout their online shopping journey and simplifying complex product information. Since gamification revolves around the customer experience, it is inherently linked to consumer behavior. However, more research is needed to examine gamification through the lens of consumer behavior (Hsu & Chen, 2018, pp. 121–133). Given the relevance of gamification to information technology, this study aims to provide a framework for the impact of gamification strategies in digital marketing on consumer behavior, especially within the scope of online clothing purchasing.

The expansion of digital platforms has resulted in many interaction points, offering consumers opportunities to interact and share information and resources with companies. With this, consumers across various e-commerce platforms began sharing their opinions about products, services, and brands, which means that power has been transferred from marketers to consumers (Harrigan et al., 2021, pp. 45-47). Marketers are developing gamification strategies to address this dynamic landscape and adapt to consumers' evolving requirements. As a result, companies are intensifying their efforts to understand consumer behavior to enhance their market presence. The main objective of this study is to explore the impact of digital marketing gamification strategies on consumer behavior in the apparel retail industry (Rathnayaka, 2018, pp. 78-80).

The use of effective strategies to motivate and effectively manage customer engagement has become a response by companies. Inspired by the resounding success and widespread popularity of gaming, businesses have embraced digital marketing to integrate principles of game design into non-gaming scenarios, aiming to influence consumer behavior (Tobon et al., 2020, pp. 45-46). Therefore, this study explores the impact of gamification strategies on consumer behavior in their interactions with the company's offerings. It also sheds light on the effectiveness of these strategies in consumer confidence and directing their behavior to drive profits for the company.

### 1.3 Research Questions and Hypothesis

The research questions below will guide this thesis, drawing on insights from previous studies and the literature review:

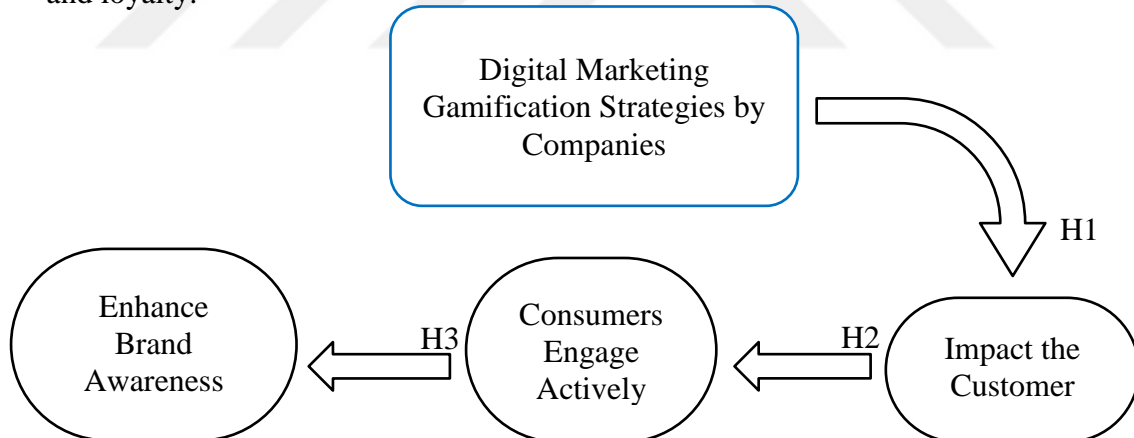
- How do gamification strategies for digital marketing influence consumer behaviors in the clothing retail industry?
- How do digital marketing gamification strategies impact the clothing retail industry's customer journey (CJ)?
- How do consumers interact with gamified retail experiences that enhance brand awareness and loyalty?

Considering the questions in the thesis, the hypotheses are:

**H1:** Digital marketing gamification strategies positively impact the customer journey by building consumer trust and influencing behavior.

**H2:** Consumers engage actively in gamified digital marketing e-commerce platforms.

**H3:** Implementing gamified digital marketing strategies enhances brand awareness and loyalty.



**Figure 1.1: Conceptual Framework and Hypotheses**

### 1.4 Significance of the Thesis

The research results provide valuable advantages for:

- a. This study will provide insights into which marketing tactics should be adopted and which require enhancement. Moreover, it can serve as valuable supplementary data that the company may consider regarding marketing gamification strategies that influence consumer behavior.

b. The researcher himself the study will raise his understanding of the fast-growing business administration education and add to his expertise regarding marketing gamification strategies and their effects on consumer behavior.

c. The other parties provide a reference that can be used as comparison material for other researchers who conduct research related to gamification marketing strategies and consumer behavior in clothing retail.

## **1.5 Thesis Structure**

In *Chapter 1*, the thesis delineates its background, purpose, goals, research questions, and hypothesis, clarifying the definitions and limitations of its basic concepts. This section provides an overview of the role of gamification strategies in digital marketing, the dynamics between consumers and digital platforms, and the influence of these strategies on consumer behavior.

In *Chapter 2*, an extensive analysis of the literature about digital marketing gamification strategies and their influence on consumer behavior within the clothing retail sector was conducted. This included examining various aspects, such as defining gamification, exploring marketing strategies, and the crucial part of gamification in transforming the retail landscape. In addition, this chapter evaluates previous literature related to gamification marketing activities focusing on the various strategies used to determine their impact on consumer behavior. With the point to search the part of these strategies in shaping the customer journey try to provide recommendations along the development of this engagement away customers and their fundamental interaction with the digital age.

*Chapter 3* presents the various components of the research, including the research model, details of the population and sample, data sources and techniques that were adopted when collecting them from participants, and methods for analyzing data such as reliability tests, factor analysis, and regression analysis.

*Chapter 4* contains the approach that was followed in the thesis, along with a detailed presentation and discussion of the findings reached through the thesis.

*Chapter 5* contains the conclusion by linking the results to the hypotheses and a discussion of the results reached through this thesis. It also outlines the limitations encountered during the study and presents recommendations for future research.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Digital technologies have become especially important in marketing, where consumer and company interaction has become more effective daily. At the same time, marketing strategy has become essential for companies to ensure competitiveness, conform to changes, satisfy consumer requirements, and maximize profits in modern business conditions. This significantly affects consumers' buying opinions and overall consumer behavior (Poita et al., 2022, pp. 45-47). Additionally, consumer behavior is becoming increasingly important, defined as exchanging information between the company and consumers while interacting with the company or making purchases (Machado Nardi et al., 2019a, p. 112). Therefore, it is necessary to advocate for new tools and strategies based on these technical developments. There are other factors contributing to the shift in marketing trends, which need to be revised to obtain interest from the consumer and thus attract and maintain it. Modern marketing tools adopt new methods that rely on unconventional tools, and old tools are no longer suitable for the type of consumers in this era (Yılmaz & Coşkun, 2016, pp. 78-80).

The digital revolution has influenced numerous aspects of our daily lives. This has caused changes in company marketing strategies and our purchasing behavior, leading to a more data-driven and customer-centric approach that leverages digital channels and technologies to interact with consumers. With the increasing costs in most industries today, especially in the clothing retail industry, we see greater use of digital technologies that interact with consumers, whose marketing mix will most effectively change customers' minds (Nobile et al., 2021, pp. 56-58). In this case, the marketer's job is to encourage consumer purchasing behavior. This can be effectively achieved by strategically applying gamification principles to marketing.

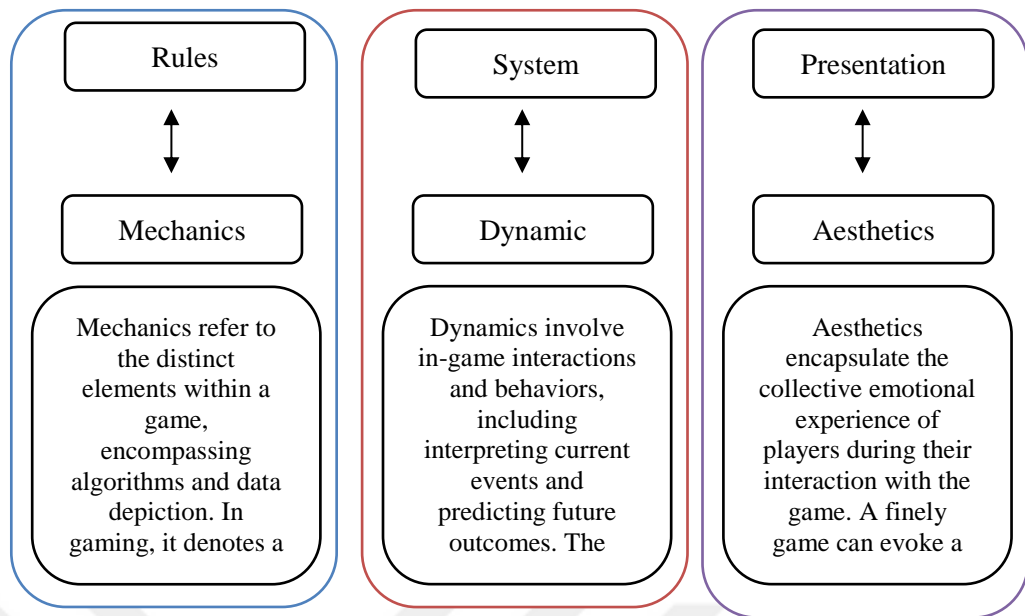
Typically, "What is in it for me?" is the first question from consumers when a new concept or technology emerges in the marketplace. It can be noted that the term gamification has been derived from the word "game," which has been present in human life since ancient times. It has become an integral part of our lives since

childhood. Playing games is not only a behavior specific to humans but also an attitude taken instinctively by both wild and domestic animals (Woodcock & Johnson, 2017, pp. 23-25). Games can be found everywhere. We play to create fun experiences for ourselves and others while traveling, relaxing, or working. Companies also motivate their customers and workers through game-like motivational activities (e.g., leaderboards for salespeople and participation badges).

However, achieving enhanced engagement and behavior promotion has always been difficult with such incentives. Only now, as digital technologies and social media make what we do more relevant, can companies with traditional processes change this gesture into more engaging game strategies. This process is known as gamification. Gamification has the potential to be applied across a range of contexts and industries beyond just marketing and business, including healthcare, sustainability, transportation, education, retail, and education, among others (Monstad & Burman, 2020, pp. 112-115). In short, the role of gamification in marketing strategies is one of the hottest trends in marketing right now. Gaming marketing strategies appeal to consumers in this era because they match how they spend their free time.

## **2.2 Definitions of Gamification**

According to academics, 'Gamification' is design-oriented toward a specific goal. Although many definitions of gamification in literature have been defined from various perspectives related to the definition of a game and its systematic conditions, it has only gained momentum in the 21st century so it is a new concept. Also, in marketing, the idea of gamification is becoming increasingly common. According to Hsu & Chen (2018), gamification uses game mechanics, elements, and dynamics in contexts outside of game and entertainment. Gamification is described by Habel, Alavi, & Heinitz (2023) as introducing game mechanics to non-gaming activities to change people's opinions and behavior. These definitions of gamification indicate that the primary goal behind gamification strategies is to achieve beneficial outcomes for both companies and consumers. The fact that a game is designed to serve a goal makes it a gameplay component by separating it from actual games. Mechanics, dynamics, and aesthetics are the core elements of game design (Lu & Ho, 2020, pp. 45-47). MDA brings These three components together as a framework, as shown in Figure 2.1.



**Figure 2.1: MDA Framework**

**Source:** Lu & Ho, 2020

In business and marketing, gamification often takes the form of standalone games, so when gamification is used in a business context, it stimulates interaction and engagement, especially in a marketing campaign, website, business service, or online community. Gamification can potentially impact people's engagement, increasing people's engagement and encouraging certain behaviors, such as enhancing brand recognition and influencing consumer behavior (Chen, 2017, pp. 78-80). Currently, the quantity and quality of insights generated are useful for large-scale consumption experiments, which in turn will lead to the production of new data, which is what companies are constantly looking for to find new and influential ways to analyze customers' behaviors and influence them (Robson et al., 2015, pp. 411-420). So, Wilson, chief executive officer of Electronic Arts, stated that social interaction is one of the most important reasons we interact with games (Plante, 2016).

Table 2.1 provides some explanations of gamification concept. As seen from the table below, definitions of gamification revolve around invoking services, products, and information systems to influence potential buyers. This is related to users' motivations and behaviors.

**Table 2.1: Gamification Definitions**

<b>Researcher (s)</b>	<b>Definition</b>
Deterding et al., 2011	Gamification is a technique that uses game components outside of games to engage users and enhance non-gaming experiences.
Petkov et al., 2011	Gamification is a technique for changing and transforming user behaviors and enhancing motivation toward specific tasks or strategic goals through game design elements.
Huotari & Hamari, 2012	Gamification is a process by which a particular service is developed to increase user loyalty by adding game-component elements to contexts unrelated to games.
Kapp, 2012	Gamification is a useful strategy for learning. Using game elements improves motivation and makes learning easier.
Blohm & Leimeister, 2013	Gamification often involves storing and processing personal information to analyze and influence customers' behaviors.

### **2.3 Gamification History and Development**

Before exploring the historical context of gamification, we must remember that it has been around for much longer than many realize (Hulsey, 2019, pp. 23-25). Historically, an early example of a gamification strategy was recorded through a loyalty program. In 1896, S&H Sperry and Hutchinson compiled a list of goods consumers could purchase. These goods varied and numerous but could not be purchased with ordinary money; they were purchased with S&H Green Stamps. These stamps can be obtained by shopping at a group of retailers participating in the program, where the customer gets stamps when he spends a certain amount of money at these retailers, and indeed, spending more will lead to more stamps. When you have collected enough stamps, they can be placed neatly and organized into booklets and mailed to the company to purchase the merchandise on the specified list. While this system might appear complex, it represents one of the earliest loyalty reward systems. Retailers and grocery stores benefit from this process by participating in the program and purchasing stamps, a major attraction in their stores. This way, customers were

tempted to spend more money in exchange for receiving a reward when they purchased from specific merchants.

During that time, S&H amassed ample proceeds from stamp sales to finance the prizes. Subsequently, in 1978, Roy Trubshaw and Richard Bartle introduced MUD1, marking the advent of the first multi-user dungeon crawler, significantly influencing today's gamification concept, as it contained the new concept of online socializing and cooperation. This new concept was also an essential step towards gamification, recognizing the cooperative nature of individuals in the online gaming environment. In the early 1980s, gamification emerged in academics, and the potential benefits of games and gamification began to be recognized (Dreimane, 2021, pp. 56-58).

To find out when gamification began, look at the timeline below in Table 2.2. It provides a detailed perspective on the history of gamification to see how playing technology has evolved over the years:

**Table 2.2: The History of Gamification**

<b>1896</b>	The Sperry & Hutchinson Company (S&H) operated the S&H Green Stamps rewards program.
<b>1908</b>	The Boy Scouts of America started awarding members badges to commemorate their accomplishments.
<b>1970s</b>	Many companies, including Atari and Nintendo, contributed to the birth of social video games.
<b>1973</b>	The Game of Work is a company founded by Charles Coonradt in 1973.
<b>1979</b>	Richard Bartle and Roy Robshaw created the first multi-user dungeon crawler (MUD) at the University of Essex.
<b>1981</b>	This concept is more of a principle or methodology than a company. It is often applied in various organizations to make learning more engaging.
<b>1981</b>	AAdvantage is the frequent-flyer program of American Airlines.
<b>1990s</b>	Many companies, including giants like Google and Apple, contributed to the spread of gaming trends.
<b>1996</b>	Dr. Richard Bartle, co-creator of MUD1, wrote the Who Plays Multi-User Adventures (MUAs) paper.
<b>2002</b>	Nick Billing coined the term "gamification".

<b>2010</b>	Following the advent of social networking, the social and rewarding aspects of gaming were integrated into the software.
<b>2013</b>	Omnicare, the biggest provider of pharmacy services in the United States, used gamification to enhance its customer service.
<b>2014</b>	SAP, a leading software company, used gamification to train its sales team about its products and the competition. It developed a game called Road Warrior in which players, SAP's sales representatives, could engage in simulated sales scenarios.

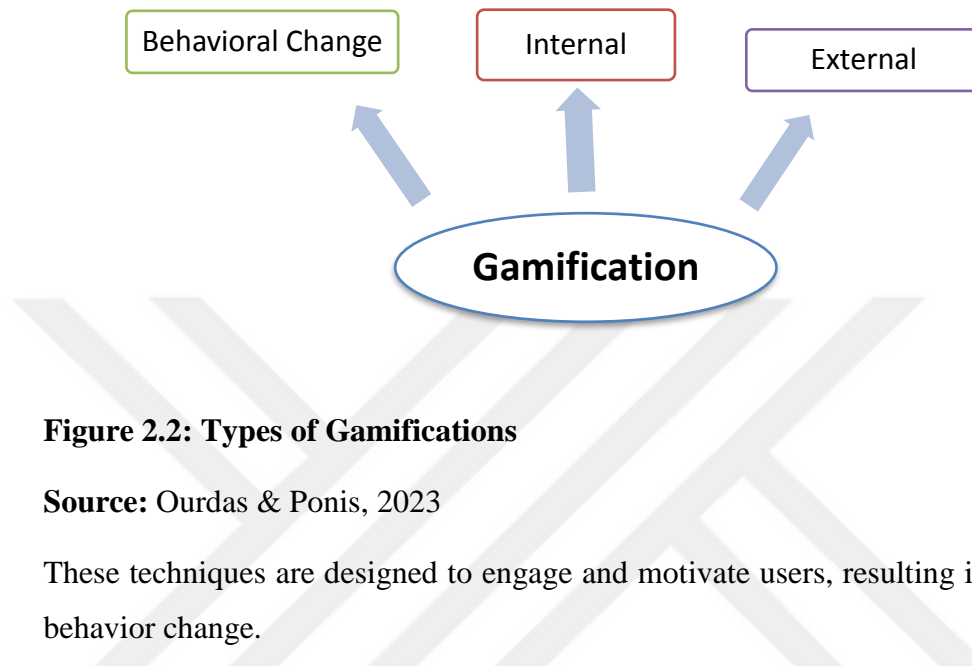
**Source:** Dreimane, 2021

Table 2.2 provides a detailed perspective on the history of gamification. In the following years, gamification stabilized but dissipated from the public eye. Therefore, from 2015 to the present day, many companies in various industries have adopted gamification strategies in various applied forms to build this interaction between companies and consumers, which will benefit both parties as the companies gain a competitive advantage, and the consumer gets a comfortable and satisfying experience (Al- Zyoued, 2020, pp. 112-115). According to Park and Bae (2014), gamification was highlighted by over 70% of Forbes Global 2000 firms as a strategy for marketing and customer retention.

#### **2.4 Theoretical Background of Gamification**

Traditional forms of entertainment were considered as opposed to game consoles and computer games before the 2010s. However, technology has advanced so quickly that not only has the image quality for games on consoles and computers gotten better, but the storylines have become more complicated (Abrams & Gerber, 2021, pp. 13-39). This change has driven progress in gaming technology. Additionally, games are now created with a specific demographic in mind: the most complex versions are not just for kids anymore; this fact makes game designers expand their target audiences, demonstrating how much broader video games' appeal has become; they are no longer just something kids play as well as acknowledging grown-ups as an essential part of this community (Tang & Zhang, 2019, pp. 87–103).

The scoring system attracts interest in the game, keeps the player engaged in playing, influences user behavior, and encourages the user to renew, which is one of gamification's main purposes (Hsu & Chen, 2018, pp. 121–133). According to Ourdas & Ponis (2023), gamification strategies can take various forms, including internal, external, and behavioral change, as shown below in Figure 2.2.



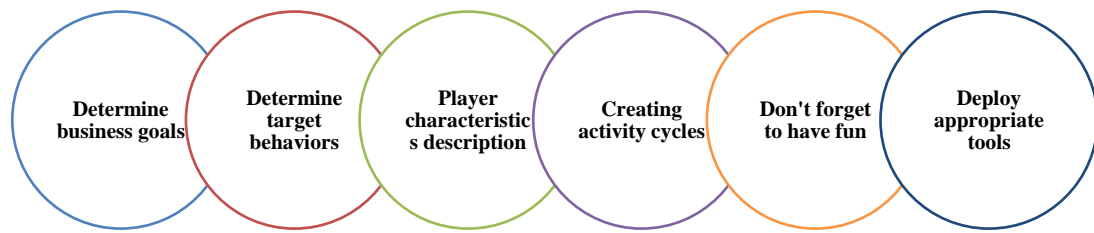
**Figure 2.2: Types of Gamifications**

**Source:** Ourdas & Ponis, 2023

These techniques are designed to engage and motivate users, resulting in the desired behavior change.

- Internal gamification strategies focus on intrinsic motivation, where the user participates in a gamification activity for its own sake or the personal satisfaction it provides.
- External gamification strategies use outside incentives, rewards, or incentives to propel user engagement.
- Behavior change strategies in games aim to change user behavior in a specific way and often use a combination of internal and external strategies.

For gamification to be truly successful, it is paramount to place the needs and preferences of the users at the forefront, adopting a design approach that revolves around them. The D6 model, deeply rooted in gamification, offers a structured framework for this purpose (Monte et al., 2019, pp. 108–112). Werbach & Hunter (2015) have outlined six pivotal steps, as shown in Figure 2.3, that form the basis of the D6 model.



**Figure 2.3: D6 Tools Model**

**Source:** Werbach & Hunter, 2015

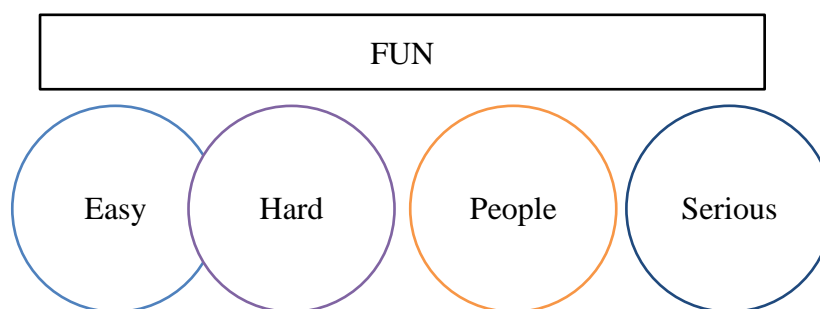
**Determine business goals:** According to Werbach and Hunter (2015), one of the essential characteristics of a company's goals through gamification is that they are measurable and understandable (Monte et al., 2019, pp. 108–112).

**Determine target behaviors:** This step involves identifying and changing target consumer behavior (Monte et al., 2019, pp. 108–112).

**Player characteristics description:** This step is entirely based on the players' demographics, preferences, motivations, and behaviors. It is understanding the player's personality traits and designing accordingly based on these characteristics (Monte et al., 2019, pp. 108–112).

**Creating activity cycles:** This step contains a sequence of activities related to targeted behavior (Monte et al., 2019, pp. 108–112).

**Do not forget to have fun:** At this stage, game elements are used voluntarily to encourage the user to participate in the gamification program. According to Zholdybayev (2022), there are four diverse types of Fun, as shown in Figure 2.4 below.



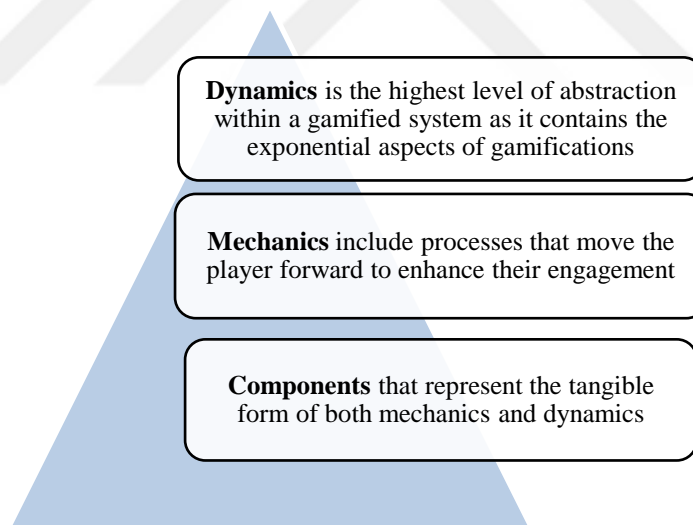
**Figure 2.4: Types of Fun**

**Source:** Zholdybayev, 2022

## 2.5 Gamification Strategies Mechanism and Design

Gamification, a term invented from the combination words ‘game’ and ‘application,’ is a powerful tool that aims to use essential game design elements to apply them in contexts unrelated to the game. This involves the strategy of game mechanics, which could be described as incentives for the player to satisfy their desires, including points, badges, leaderboards, and challenges to motivate participation, engagement, and loyalty.

The success that has led to the achievement of gamification targeted goals depends on process success. A systematic and well-structured design process is needed to achieve the potential of gamification. Setting out the ultimate level, as shown in the gamification pyramid by Gehring & Marshall (2022). Figure 2.5 below shows that gamification pyramids contain components, mechanisms, and dynamics. Gaming components include tangible forms of mechanics and dynamics. The components of the gamification pyramid have elements such as collections, avatars, badges, achievements, teams, and combat.



**Figure 2.5: Pyramid of Gamification**

**Source:** Gehring & Marshall, 2022

## 2.6 From Traditional to Digital the Evolution of Marketing Strategies

The world of digital marketing is dynamic; gamification strategies stand out as a revolutionary way to capture and engage consumers, reshaping how brands interact with customers. By integrating gamification strategies into marketing campaigns,

brands can create deeper connections with their audiences, turning simple interactions into memorable experiences, which will play a significant role in marketing strategies like attracting consumer attention, building brand loyalty, and influencing consumer behavior (Hsu & Chen, 2018, pp. 121–133).

Most often, the consumer is seen as a co-producer of a service by marketers who believe its value is achieved when a consumer uses this service or good. In traditional and digital marketing, many aspects are comparable to marketing strategies, and different tools and techniques are used. (Xi & Hamari, 2019, pp. 210–221).

In the past, traditional marketing heavily relied on means like print ads, TV commercials, and billboards to reach an audience. While these methods worked, they often needed more personal touch and interaction, which is crucial for successful marketing campaigns today. Digital marketing, on the other hand, provides too many interactive channels like social media, websites, and mobile apps that help companies have a more direct relationship with customers. Strategies involving gamification have shown success in the landscape by using gamification strategies to grab attention, boost engagement, and encourage behaviors (Imanova, 2023, pp. 522–529).

The internet is the best tool for implementing gamification strategies. Marketers do not have to rely on TV, radio, or newspapers as their only way of spreading information about an event or a game. When dealing with online media, an organization communicates with its stakeholders through dialogue; there is an exchange between the two sides involved in the process (Sisson & Whalen, 2021, pp. 822–841). In marketing strategies, the main title may stay consistent. The specific approach can vary significantly due to changing methods. For example, several key factors come into play in digital marketing when looking at websites or social media pages focused on selling retail clothing. These include logo design, optimizing content for SEO, and ensuring user page layout. This includes making the user interface comfortable for the customer and making the purchase process simple (Khurramov & Fayzieva, 2020, pp. 30–32).

Interestingly, traditional marketing pays attention to physical details that support these objectives. Marketers consider store signage, lighting setups, and overall aesthetics to enhance the customer experience. These elements collectively help achieve the platform's or medium's marketing goals (Balan & Rege, 2017 pp. 43-50). As illustrated

in Table 2.3 below, traditional and digital marketing are compared in terms of various categories of marketing strategies:

**Table 2.3: Comparison of Traditional and Digital Marketing Strategies**

<b>Strategy Category</b>	<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Level Playing Field (LPF)	Smaller companies may be taught to be competitive, so virtual growth requires only a few individuals to handle everything.	Any company can compete. Regarding Internet marketing and visibility, businesses should be fine with their size and number of employees.
Greater Engagement (GE)	It does not easily interact with the target audience. The company would have to wait for feedback first to plan its next move, which is time-consuming.	Urge potential consumers to visit a website, see what offers are available, check pricing, buy products, and tell the seller what they think of them. This shows the product market, which engages the audience in real-time.
Brand Advancement (BA)	Print media channels have limited space for advertisements.	Social media channels are ideal places for interacting with audiences. This includes providing substantial content that meets their needs or desires while they add beneficial ideas to it.
Improvement of Strategy (IS)	Techniques can be improved at any time, and possibilities for enhancement can be seen. Too much harmful advice would not bother you because the business may have already sunk by the time it reaches. Therefore, there will be more time to refine any concrete strategy promptly.	Statistics can tell whether a business is doing well or not. Quickly search for Google statistics on the web and correct whatever is wrong immediately.
Basic to Gauge (BG)	Trending approaches: Outdoor, radio, and newspaper are current advertising strategies.	Google Analytics tools monitor the company's changes and report any necessary management changes.
Viral	Offline, using print media and television for advertisements takes a long time before the information goes out, making it slow to spread the message across various quarters.	Using social networks online to make money has become prevalent. Right now, social media is a platform for instant gratification. By sharing or commenting, a new person reads posts now and then.

Non-Interruptive (NI)	A commercial on TV repeats several times, and it ruins an exciting twist in the favorite TV show.	In online marketing, relevant content is prioritized even when viewers overlook some ads. This ensures that the ads reach the right people at the right moments.
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**Source:** Pascalau & Urziceanu, 2021

Traditional marketing costs more than digital marketing. Companies cannot choose who sees the message; it goes out to everyone. Firms spend a lot to reach people who might not care about their products. Traditional ads use TV, radio, print media, public relations events, door-to-door sales, and telemarketing. Tracking results from these ads is very hard. Digital marketing is cheap. Analytic tools help pinpoint the right customers. The budget goes to reach those people, not waste on others. Because of the ease of tracking successful ads to modify them based on the results, digital ads are used across various media, including the Internet, social media, and smartphones (Pascalau & Urziceanu, 2021).

## **2.7 Definition of the Consumer Behavior**

Consumer refers to a person or group of people who purchase things for a non-commercial purpose, for themselves or others. Moreover, buying these is for individual or household consumption (Nassè, 2021, pp. 303–307). Understanding how groups or organizations make choices and obtain services, products, experiences, or innovations to fulfill their needs and how this affects consumers and society is essential for entrepreneurial success. Familiarity with the circumstances, factors, and motivations of consumers ensures competitiveness in business. This encompasses analyzing all activities related to acquiring, using, and disposing of products and services, including individuals, groups, or organizations' emotional, cognitive, and behavioral reactions. Additionally, evaluating post-purchase behavior reveals customer satisfaction or dissatisfaction (Zhao et al., 2021).

### **2.7.1 Consumer Purchase Decision Journey**

In every purchase a customer makes, he goes through a specific thought process. Even when they make a "reckless purchase," the customer will still go through the stages of the buying process. Contrary to common opinion, consumers do not buy randomly (Antosova, Purny, & Stavkova, 2023, pp. 85-96). The stages can be mentioned as follows:

### **2.7.2 Need Recognition**

This is the stage in which the customer acknowledges a problem or need for something (Aghighi & Farsi, 2015).

### **2.7.3 Information Search**

When customers want to know more about addressing a problem or need by purchasing a particular product, they search for information (Aghighi & Farsi, 2015).

### **2.7.4 Evaluation of Alternatives**

At this stage, the customer evaluates the alternatives and may often discourage buyers from purchasing certain items after this stage because they do not fit the specifications they want. So, marketers must analyze both customers and competitors so that they can understand why the qualities of the competing products affect consumers. Additionally, they can persuade customers by demonstrating why they represent the optimal choice (Aghighi & Farsi, 2015).

### **2.7.5 Decision of Purchase**

Interestingly, the purchase decision occurs midway through the six-stage process of a customer's acquisition of a specific product. At this stage, the customer has evaluated all available alternatives, comprehended pricing and payment options, and deliberated whether to proceed with the purchase. The need was identified, research was conducted, and the customer made the purchase decision. However, this does not mean that the purchase will occur; the customer is still confused because he considers shopping to be very important (Aghighi & Farsi, 2015).

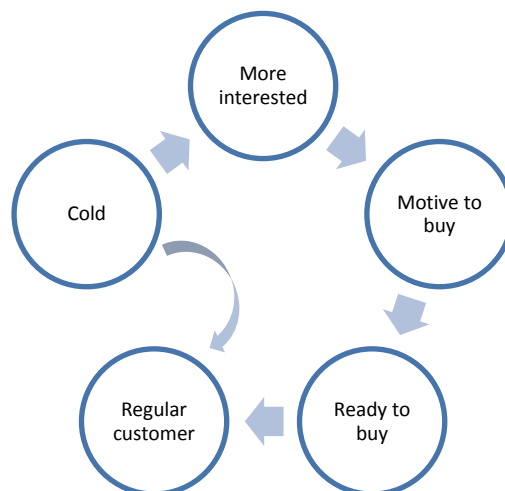
### **2.7.6 Purchase**

At this stage, companies usually take steps to facilitate the purchase process for the customer as much as possible because if the customer has already decided to deal with a company's site, the company must make it as easy as possible. After all, a problem in the purchase process may cause the customer to abandon the company's particular product and go to a competing company to complete the purchase process (Aghighi & Farsi, 2015).

### 2.7.7 Post-Purchase Evaluation

The steps do not expire after the purchase process is completed. Purchases can easily get lost. So, the consumer must decide whether he is satisfied with his decision. If the consumer believes an incorrect decision has been made, he may return the product. This can be addressed by identifying the problem and working to provide clear and direct alternatives. However, even if the consumer is satisfied with his decision, he must decide whether to buy from the same brand again or not. As a result, providing emails or surveys via various media to thank the customer for the purchases is valuable (Aghighi & Farsi, 2015).

Businesses that understand these stages can then formulate their strategies around each phase to enable them to make relevant content and messages at the right time, reaching their customers through resonance with consumers. For example, informative content can spark interest during the initial stages, while addressing pain points and highlighting value propositions can nudge customers toward a purchase decision (Pantouvakis & Gerou, 2022, p. 14). Businesses leveraging this knowledge can create a more engaged customer experience, ultimately driving conversions and building lasting customer loyalty (Yazdani et al., 2022, p. 65). The main types of potential customers in e-commerce are divided, as shown in Figure 2.6.



**Figure 2.6: The Main Types of Potential Customers in E-Commerce**

**Source:** Yazdani et al., 2022

## **2.8 Implementation of Gamification Strategies in Digital Marketing**

Gamification is a well-established and commonly utilized strategy to promote participation. Its effectiveness lies in reconfiguring services and systems to emulate experiences akin to games' influence, motivating individuals toward desired behaviors (Singh et al., 2021, p. 61). Brett Terill coined the term "gamification" for use in a blog post he wrote in 2008. In the post, he defined it as "applying game-related mechanics in different environments to increase user engagement." The most common business sense of the term was attained in 2010 when it started being used as "gamification" (Sardi et al., 2017, pp. 31–48). Several complementarities between service marketing concepts and game literature can be mentioned. Marketing literature shows that game design elements can be defined as services, with the aim of including games within service systems (Robson et al., 2015, pp. 411–420). It is essential to point out that the player's participation in the game only or playing the game, depending on the marketing of the service, makes it complete the process of making up the complete service. In other words, games are generally considered components of systems, which require gamers to be actively concerned throughout the game technique. Game developers and game players play roles in the production of games (Mishra & Malhotra, 2021, p. 61). According to Gamification Market Insights by Mordor Intelligence, the gamification marketplace is experiencing an explosive boom, projected to attain almost \$49 billion through 2029 from \$15 billion in 2024 (Mordor Intelligence, 2024). The widespread adoption of digital platforms and social media is fueling this boom, as their emergence has led to the widespread spread of games in various forms. Social media integration similarly amplifies gamification's reach and effectiveness by enabling users to proportion stories with their networks. Additionally, digital platforms permit marketers to collect precious data through brief surveys, facilitating focused campaigns (Sharma et al., 2024, p. 198).

Recent research has focused on both game mechanics and the gamification process. Elshoubashy et al. (2023) described and applied it to increase participation in tasks or activities through participation. They examined social and psychological motivations among people and investigated ways in which the effectiveness of gamification could be used to cater to their needs. They proposed a methodological 4-step process, including the following activities:

- Determine the main goals. To implement the main objectives.
- Determine the transversal objective.
- Choose the game mechanism.
- Effectiveness analysis. To ensure the effectiveness of the gaming process based on satisfaction, quality, and enjoyment.

According to Zourmpakis et al. (2023), companies use gamification as a marketing tool or business strategy to increase customer engagement and loyalty. Consumer markets can be more effective for marketing using gamification activities (Raj & Gupta, 2018). According to marketing concepts related to the context of gamification, there are three concepts:

### **2.8.1 Engagement**

Gamification is the way that makes it possible to enjoy interaction with a brand. Points, badges, challenges, and leaderboards create a dimension of fun that makes people participate more actively in a way that the consumer's psychological commitment to the engagement process (Cognitive Engagement), the fostering of emotional bonds between the brand and consumer through fulfilling activities (Affective Engagement), and the active participation of consumers in markets along with their favorable attitudes during GMAs (Behavioral Engagement) (Morrison, 2015, pp. 817–832).

### **2.8.2 Brand Loyalty**

Gamification often fosters a sense of community and accomplishment that develops a connection with the brand (Lu & Ho, 2020). According to Hsu & Chen (2018), there are two kinds of brand loyalty:

#### **2.8.2.1 Brand Loyalty in Attitudinal**

It is a psychological concept, distinct from behavioral brand loyalty, which is tangible. More precisely, when discussing attitudinal brand loyalty, customers endorse the focal product to other customers (Khamitov, Wang, & Thomson, 2019, pp. 435–459).

#### **2.8.2.2 Behavioral Loyalty (BL)**

It is how a customer behaves when making a purchase, such as by making frequent purchases (Cossío-Silva et al., 2016, pp. 187–199).

### **2.8.3 Brand Awareness (BA)**

It refers to a customer's ability to remember or recognize a brand and encompasses its awareness and image (Sammut- Bonnici, 2015, pp. 1–3). Increasing brand awareness (BA) is possible by creating experiences that encourage a sense of gamification among consumers. When individuals share their progress and compete on leaderboards during a gamified experience, they spread brand awareness (BA) in different directions. Furthermore, gamification leads to stronger brand loyalty in the long run by sparking off user-generated content like gamified purchasing experiences and competition entries (Bitrián et al., 2021, pp. 170–185).

GMA can be viewed as a conversion of services into more hedonically oriented ones. It differs from loyalty programs (LP), although they are usually employed to pursue similar ends. Most loyalty programs aim to offer financial rewards to encourage ongoing service usage (Lam et al., 2022, pp. 173–188). Game mechanisms believe that events add value by changing the motivations and intentions of users, even though they do not benefit anyone economically (Nurmi et al., 2020, p. 25).

## **2.9 Digital Marketing Gamification Strategies and Consumer Behavior**

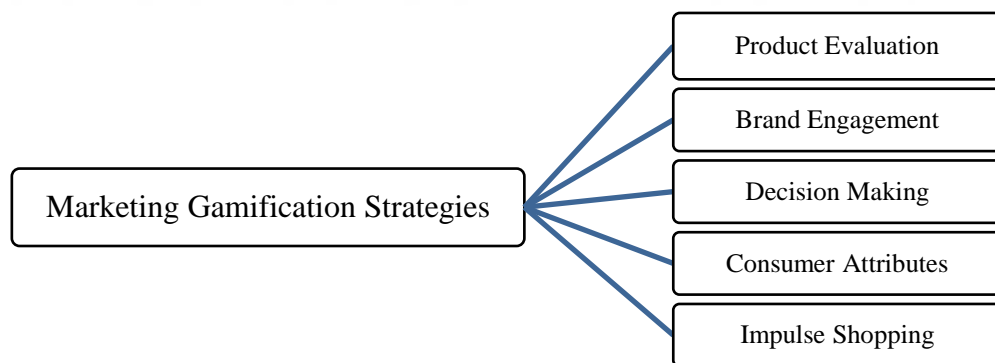
When studying the gamification process and its impact on the motivation of customers to buy through websites, this is called e-commerce. Studies can empirically confirm the effect of gamification on impulsive buying (Zhang et al., 2021, p. 61). It offers practical recommendations for online purchase platform developers and operators to incorporate efficient gamification elements and functionalities, aiming to attract a larger audience and enhance impulse buying among various user demographics. Therefore, the impact of integrating gamification into loyalty programs (LP) is to enhance their efficiency by fostering increased customer engagement (Tien Minh et al., 2023, p. 12). While purchasing is a straightforward and quantifiable result, advertisements are commonly viewed as disruptive when interrupting a program, content, or online game. As a response, numerous companies have embraced gamification to heighten consumer engagement and foster loyalty (Hofacker et al., 2016, pp. 25–36).

Elements like points, which are linked to specific actions such as step counts, may be seen by consumers as external rewards for their efforts. Conversely, elements like "likes" are not directly tied to actions and may instead fulfill psychological needs,

leading to a deeper intrinsic motivation. Findings from a longitudinal field study support the idea that apps utilizing incommensurate elements, as opposed to those using commensurate elements, are more effective in boosting intrinsic motivation, increasing engagement, and fostering loyalty over time (Feng, Tu, & Hsieh, 2020, p. 57). This directs customers indirectly to deal with these companies through the gamification methodology that companies sometimes adopt and develop.

Based on Vlahovic et al. (2022), it is arguable that game dynamics are not entirely achieved through game elements. The combination of game components and mechanics results in game dynamics at the individual level. The various in-game elements used to implement a particular scenario determine the game's mechanics.

Consumer behavior is linked to the game mechanics, creating a group of items called game components for the consumer to interact with. Thus, the conceptual model that explains how gamification affects online consumer behavior is based on the concept of the game pyramid, which is complemented by an element of game mechanics. The researchers pinpointed that marketing gamification strategies can influence consumer behavior in the main fields (Akram et al., 2018). These fields are represented in the developed model, as shown in Figure 2.7.



**Figure 2.7: Impact of Gamification on Online Consumer Behavior**

**Source:** Akram et al., 2018

### **2.10 Data-Driven Gamification in Retail Digital Marketing**

Companies in all sectors, especially clothing retail companies, need to understand consumer behavior to develop successful marketing tactics and make decisions based on analyzing consumer data (Peighambari et al., 2016, p. 4). Effective gamification marketing for retailers relies on an approach that relies on data obtained from websites

or via social media platforms, providing analysis of information related to consumer behavior and preferences. This knowledge forms the basis for crafting engaging experiences that resonate with the target demographic (Whittaker et al., 2021, p. 61).

For clothing retailers, social media platforms are a repository of consumer data. which is relied upon to determine the content that attracts the target audience after carrying out the analysis carried out by the tools provided by these platforms, which are based on analyzing the rate of engagement, commenting, and feelings towards the brand or store. A deep understanding of this type of analysis is important for merchants, especially when designing content that aims to attract consumers through designing gamified experiences (Mitchell et al., 2017, pp. 12-19).

This data provided by various analysis tools for websites or social media platforms, such as analyzing site traffic and calculating the conversion rate, provides a deep understanding of the customer's journey while making purchases or browsing, which helps merchants apply gamification strategies to improve the user experience. For example, gamification elements can encourage users to discover new clothing stores, participate in loyalty programs (LP), or complete online surveys (Alsawaier, 2018, pp. 56-79).

### **2.11 Digital Marketing Gamification and Retail Consumer Behavior**

According to Agrawal and Punwatkar (2023), research has shown that gamification can lead to a significant increase of up to 700% in customer acquisitions. Interestingly, implementing these gamification strategies has boosted engagement and loyalty rates by as much as 30% for well-known brands such as Walgreens and eBay, among others. In any customer decision-making process, gamification has been touted chiefly for its ability to provide essential outcomes for service providers (Trinidad et al., 2021, p. 8). The business environment of today is highly competitive, and this makes retailers use sophisticated technology solutions as a means of subsisting under such circumstances. Retailers have recently been taking up innovative ideas, such as gamification, which is another more straightforward marketing method (Thaichon et al., 2022, p. 65). Data exchange with customers is problematic for retailers because many consumers do not trust those platforms. Therefore, the activities offered by retailers must attract the initial attention of customers before they can share data with them (Grewal, Roggeveen, & Nordfält, 2017, pp. 1-6).

Verhoef et al. (2015) stated that retail success in a multi-channel market concentrates on cost and item dynamism and delivering a satisfying customer experience. This is especially difficult for fashion industry retailers, who are guided by hedonic motivation because of the nature of the products being sold. Therefore, fashion retailers who employ gamification strategies may respond to this problem by creating practical online customer experiences (Reinartz et al., 2019, pp. 350–366).

Gamification strategies are significant in the clothing retail industry as they enhance customer experience (Babu, 2016, pp. 125-164). By taking advantage of consumer data analytics, retailers can design different services and offers to meet the needs and preferences of their customers. Personalized promotions and interactive buying research foster deeper engagement and connection with the brand (Gold Nmesoma Okorie et al., 2024, pp. 216-242). This attempt to apprehend and cope with purchaser desires fosters repeat commercial enterprise and can change customers' minds (Al-Zyoud, 2020, pp. 112-115).

Through consistent positive interactions and delivering exceptional value, retailers can gradually shift customer attitudes and preferences towards their brand, maximizing purchase opportunities and ensuring long-term profitability. Familiarity with these methods reveals how intricate retail management is and how crucial it is for merchants to adjust to market dynamics (Dwivedi et al., 2021, p. 59).

Gamification strategies in the clothing retail industry encompass diverse behaviors to enhance the customer experience and drive business success. These strategies include:

#### **2.11.1 Analysis of Purchasing Behavior:**

Retailers leverage website analytics, purchase tracking, and customer segmentation tools in digital marketing to analyze online purchasing behavior. They track average order value, conversion rates, and customer journey paths to understand how customers interact with their digital platforms (Blasco-Arcas et al., 2022, pp. 436-452). For example, Zara uses data analytics to get insights into what influences consumers' purchasing behavior. Zara customizes its product range and marketing strategies to meet the constantly changing tastes of its customers across different countries while also creating focused marketing programs for different areas and demographic groups (Viardot, 2015, pp. 98–118).

### **2.11.2 Interactive Rewards Programs**

Loyalty programs based on game elements, or game-based loyalty programs (GPLs), are interactive rewards programs with increasing frequency among different customer audiences. Being attracted to this or that web service, a person tends to return to it again because of the attractive gift offers, loyalty badges, or a game created through virtual points (Berger et al., 2017, pp. 652–673). These rewards can typically be redeemed for discounts, exclusive products, or early sales access, fostering customer loyalty, and increasing purchase frequency. H&M employs adopting a loyalty program as an illustration of its strategy. The H&M Membership Program is based on a point-reward system for every purchase that can later be used to claim discounts. The system makes the experience more gamified through a tier system based on the accumulation of points that enable the customers to advance from one level to another. At Plus status, one gets to enjoy exclusive perks and incentives. Strategic game design stimulates repeat purchases and encourages customers to build their loyalty increasingly and effectively by seeking higher-level benefits (Kekes-Szabo, 2023, pp. 435–459).

### **2.11.3 Personalized Challenges and Quests**

The rapid growth of the Web in the past decade has made it one of the most available data sources in the world. Web users use various search techniques to access the vast amount of information on the World Wide Web (WWW). Search engines play an important role in searching for content on the internet, but users of search engines may differ on the content that matters to them the most while searching (Selvakumar & Sendhilkumar, 2011, p. 5). Moreover, users need help to obtain the most significant information while processing their desired content. The personalized challenges and quests strategy engages customers by creating personalized challenges and quests tailored to their preferences and interests captured through search engines and various analytics tools (Bleier et al., 2017, pp. 75–94). According to Pardes (2019), The Stitch Fix Style Shuffle exemplifies personalized challenges in clothing retail. Through this feature, Stitch Fix, a personalized clothing subscription service, engages customers in curating a virtual closet by selecting outfits from diverse styles. This gamified element utilizes data from past purchases and preferences to ensure the selections align closely with each customer's unique style. The reward for completing the challenge is a personalized clothing fix tailored to the customer's current style preferences. The Stitch Fix Style Shuffle showcases the impact of personalized challenges in clothing retail, highlighting how interactive experiences can enhance customer satisfaction and drive long-term brand affinity.

#### 2.11.4 Precision Advertising Targeting

As mentioned by Aparicio et al. (2021), also known as behavioral targeting, is a digital marketing strategy that leverages customer data to deliver highly relevant advertisements to specific audiences while avoiding the over-reliance on scattershot advertising, which focuses on reaching different individuals and instead focuses on reaching experienced individuals with a much greater inquisitive in the product or service. These types of strategies offer several benefits for clothing retailers (Serravalle & Pantano, 2023, pp. 25-29), such as:

- **Improved Return on Investment (ROI):** By advertising to the right people, companies manage their advertising investments more effectively because they do not waste money reaching irrelevant users (Brousselle, Benmarhnia, & Benhadj, 2016, pp. 135–138).
- **Increased Relevance:** Ads are more relevant to viewers' interactions; clicks and conversions are increased by relevant ads directed to their interests and needs (Serravalle & Pantano, 2023, pp. 25-29).

Precision advertising targeting is made up of different strategies that are aimed at explicitly reaching a particular kind of audience with messages that have been customized (Sela, 2024). This includes:

A. Search Engine Marketing (SEM):

Keywords included in search queries can be used to direct advertisements to consumers searching for related items or services (Ramaboa & Fish, 2018, pp. 175–183).

B. Retargeting Ads:

These ads reconnect with individuals who have engaged with an enterprise's app or website in the past by reminding them of products they viewed or abandoned carts (Villas-Boas & Yao, 2021, pp. 428–458).

C. Social Media Ads:

Social media platforms allow advertisers to target users based on different criteria, such as their demographics, interests, and behaviors observed on their platforms (Sung et al., 2020, p. 52).

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter explores the impact of digital marketing gamification strategies on consumer behavior within the clothing retail industry. It discusses the type of research, population and sample, data sources, instrument data collection, a test of validity, a test of reliability, a test of the classical assumptions of multiple linear regression, hypothesis verification using the Statistical Package for the Social Sciences (SPSS), and the study's outcomes.

#### **3.1 Model of the Research**

This study preferred a quantitative approach considering its descriptive nature; numerical data defines the relationships between the events or phenomena examined or determines the cause and effect between each other (Paquot & Plonsky, 2017, pp. 61-94).

#### **3.2 Population and Sample**

##### **3.2.1 Population**

The main population of the research consists of consumers who use different e-commerce platforms, whether they are websites, social media platforms, or platforms that use digital marketing gamification strategies in the clothing retail industry. The quantitative research method used in the study allows us to learn about the experiences of a wide range of online shoppers while collecting a wide range of responses. The survey method served as the primary tool for data collection. The research targeted Jordanian consumers who use the Internet for their clothing purchases.

##### **3.2.2 Sample**

The sample was chosen since Jordan has an enormous scope of 11.1 million people (Al-Shami et al., 2023, p. 12), and according to Kemp (2024), statistics showed that a total of 91% of the Jordanian population uses the Internet, so it is not possible to reach the entire population in question. Because of limitations in time and resources, the research employed the convenience sampling method, a form of non-random sampling. The sample size for the population was calculated based on two different

probabilities of risk: 0.99 and 0.75, maintaining a constant confidence level of 95%. The calculation was performed using a risk-based formula, as outlined by Orban (2021). Table 3.1 displays the varying sample sizes corresponding to the selected attributes.

**Table 3.1: Number of Samples for 5% Margin of Error**

Number of Samples	Sample Size					
	Sample Size Table				Current Article Formula Based on Risk	
	95% Confidence level		99% Confidence level		Risk Probability	
	5% Error	1% Error	5% Error	1% Error	0.99	0.75
75	63	74	67	75	3	2
300	169	291	207	295	8	6
800	260	739	363	762	20	16
2500	333	1.984	524	2.173	60	47
25000	378	6.939	646	9.972	593	462
100000	383	8.762	662	14.227	2.370	1.848
250000	384	9.248	662	15.555	6.185	4.618
500000	384	9.423	663	16.055	12.369	9.235
2500000	384	9.423	663	16.478	59.216	46.171

**Source:** Orban, 2021

The relevant table showed that 384 people were sufficient within the 0.95 confidence interval, and the survey responses were collected from 453 people.

### 3.3 Data Sources

Data is essential for research researchers; the data source refers to where researchers get this information. This study uses primary data sources, such as questionnaires

collected from the study population. As previously mentioned, the study's objective is to examine the complete population of Jordanian consumers living in Jordan who engage in online clothing purchases.

### **3.4 Data Collection Techniques**

This study adopts the descriptive research method, a quantitative research approach. Data collection was conducted through the utilization of a questionnaire. The questionnaire comprises three sections. The first section encompasses demographic inquiries regarding the participants, encompassing gender, age, marital status, education level, occupation, and income. The second section contains questions adapted from the scale that Hsu and Chen (2018) developed regarding experiences with gamification in marketing practices. Additionally, the Gamification Attitude Scale mentioned by Mishra & Malhotra (2021) was used. As shown in Table 3.2 the last section assesses the degree of commitment to JIT and TQM systems using a 5-point Likert scale developed by Cua, McKone, & Schroeder (2001).

**Table 3.2: 5-Point Likert Scale**

<b>Strongly Agree</b>	5
<b>Agree</b>	4
<b>Neutral</b>	3
<b>Disagree</b>	2
<b>Strongly Disagree</b>	1

**Source:** Cua, McKone, & Schroeder, 2001

### **3.5 The Research Participants**

Four hundred fifty-three participants agreed to participate in the study and responded to the study questionnaire. Also, they engaged in all three sections of the questionnaire. However, a subset of participants only completed the first section of the questionnaire because they did not purchase online via any websites or e-commerce platforms in Jordan. Where the first question was placed in the second section of the questionnaire related to purchasing via the Internet, "Do you regularly buy clothes from a specific store on social media platforms or a website?" The answers were as follows in Table 3.3.

**Table 3.3: Distribution of Responses to Q1 Regarding Online Purchasing Status**

<b>Q1</b>	<b>Answers</b>	<b>Frequency</b>	<b>Percent</b>
<b>Valid</b>	<b>Yes</b>	398	87.9
	<b>No</b>	55	12.1
	<b>Total</b>	453	100.0

Based on the data collected from survey participants, it was revealed that 12.1% of the respondents, accounting for N = 55, opted not to purchase clothes via websites or social media platforms. Instead, they favored traditional methods like buying from physical stores or markets, which involve face-to-face transactions between the seller and the buyer. Meanwhile, 87.1% of the participants purchased from different e-commerce platforms, presenting an opportunity to gauge the impact of digital marketing gamification by clothing retailers. This percentage corresponds to N = 398. This finding closely resembles the fact that 91% of the Jordanian population utilizes the Internet, and it aligns with the rate reported by Kemp (2024).

### **3.6 Data Analysis**

All statistical analyses were performed using SPSS version 29. The data was first entered into Microsoft Excel and then imported into the SPSS software. Frequency and percentage analyses were employed to assess the descriptive characteristics of the study participants, while mean and standard deviation statistics were utilized to analyze the scale. Kurtosis and skewness values were examined to ascertain whether the research variables exhibited a normal distribution. The results pertaining to the kurtosis and skewness values of the variables indicate that they are within the range indicative of a normal distribution.

The variables' skewness and kurtosis values are in the range, implying a normal distribution. According to Wright & Herrington (2011), values between +1.5 and -1.5 are considered normal, while Meštrović (2023) suggests a range of +2.0 to -2.0 is considered normal. As shown in Table 3.4 below, the kurtosis values ranged from -1.688 to 0.981, and the skewness values ranged from -1,116 to 1,686. Therefore, it can be concluded that the variables have a normal distribution where data analysis was done using parametric methods.

**Table 3.4: Normal Distribution of Responses**

<b>Number</b>	<b>Valid</b>		<b>398</b>	
<b>453</b>	<b>Missing</b>		<b>55</b>	
	<b>Skewness</b>		<b>Kurtosis</b>	
	<b>Statistic</b>	<b>Standard Error</b>	<b>Statistic</b>	<b>Standard Error</b>
<b>Q2</b>	-0.575	0.122	-0.637	0.244
<b>Q3</b>	-0.874	0.122	0.119	0.244
<b>Q4</b>	0.566	0.122	-1.688	0.244
<b>Q5</b>	1.214	0.122	-0.528	0.244
<b>Q6</b>	1.558	0.122	0.429	0.244
<b>Q7</b>	1.558	0.122	0.429	0.244
<b>Q8</b>	1.686	0.122	0.848	0.244
<b>Q9</b>	0.744	0.122	-0.528	0.244
<b>Q10</b>	0.858	0.122	0.828	0.244
<b>Q11</b>	0.820	0.122	-0.335	0.244
<b>Q12</b>	0.549	0.122	-1.686	0.244
<b>Q13-1</b>	-0.739	0.122	-0.452	0.244
<b>Q13-2</b>	-0.795	0.122	0.113	0.244
<b>Q13-3</b>	-0.711	0.122	0.017	0.244
<b>Q13-4</b>	-1.107	0.122	0.797	0.244
<b>Q13-5</b>	-1.116	0.122	0.981	0.244
<b>Q13-6</b>	-0.878	0.122	0.043	0.244
<b>Q13-7</b>	-0.634	0.122	-0.116	0.244
<b>Q13-8</b>	-0.464	0.122	-0.532	0.244

<b>Q13-9</b>	-0.706	0.122	-0.388	0.244
<b>Q13-10</b>	-0.752	0.122	0.571	0.244
<b>Q13-11</b>	-0.491	0.122	-0.358	0.244
<b>Q13-12</b>	-0.658	0.122	0.322	0.244
<b>Q13-13</b>	-0.111	0.122	-1.076	0.244
<b>Q13-14</b>	0.059	0.122	-1.183	0.244
<b>Q13-15</b>	-0.095	0.122	-0.947	0.244
<b>Q13-16</b>	-0.032	0.122	-1.188	0.244
<b>Q13-17</b>	-0.492	0.122	-0.266	0.244
<b>Q13-18</b>	-0.602	0.122	-0.023	0.244
<b>Q13-19</b>	-0.434	0.122	-0.720	0.244
<b>Q13-20</b>	-0.373	0.122	-0.482	0.244

### 3.7 Reliability Test

The questionnaire distributed to the participants was structured into two distinct sections—the initial section comprised two sets of questions. The first set pertained to brand awareness and loyalty, while the second set delved into the customer journey, focusing on building consumer trust, and influencing consumer behavior. The High-Quality Leadership Scale developed by Flynn & Goldsmith (1999) was used in the study to measure the reliability test using the SPSS program, as shown in Table 3.5.

**Table 3.5: Alpha Reliability**

<b>The High-Quality Leadership Scale</b>	<b>Cronbach's Alpha</b>	<b>Cronbach's Alpha Based on Standardized Items</b>	<b>Number of Items</b>
	0.880	0.869	27

The Cronbach's Alpha coefficient obtained for the questionnaire is 0.880. Referring to the acceptable values for Cronbach's Alpha as outlined by Cortina (1993), which fall between 0.8 and 0.9, the obtained value indicates that the High-Quality Leadership

Scale is rated as good, according to Table 3.6.

**Table 3.6: Cronbach's Alpha Acceptable Value**

<b>Cronbach's Alpha value</b>	More than 0.90	0.80-0.90	0.61-0.70
<b>Reliability</b>	Excellent	Good	Acceptable
<b>Cronbach's Alpha value</b>	Less than 0.60	0.70-0.80	
<b>Reliability</b>	Not acceptable	Good and acceptable	

**Source:** Cortina, 1993

### 3.8 Factor Analysis

Factor analyses were employed to assess the study hypotheses. Factor and reliability analyses were carried out, along with the assessment of the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test, as indicated in Tables 3.7 and 3.8. The results are organized by related variables (Watkins, 2018, p. 223). According to Hoelzle & J. Meyer (2012), the KMO test evaluates the adequacy of partial correlations among variables, with values approaching 1.0 indicating strong inter-correlations, while values below 0.5 are deemed insufficient. For factor analysis, a recommended KMO value is at least 0.60. Bartlett's test of sphericity assesses whether the correlation matrix resembles an identity matrix, indicating no correlations among variables, which would make them unfit for factor analysis. A significant test result (typically below 0.05) suggests that the correlation matrix is not an identity matrix, leading to the rejection of the null hypothesis (Choon Tan & Wisner, 2003).

**Table 3.7: KMO and Bartlett's Test Results for Part 2**

<b>Gamification in Marketing Practices Questions</b>			
<b>KMO and Bartlett's Test</b>	<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.722
	<b>Bartlett's Test of Sphericity</b>	<b>Chi-Squared Approximation</b>	1182.276
		<b>Degrees of Freedom</b>	55
		<b>Significance</b>	<0.001

**Table 3.8: KMO and Bartlett’s Test Results for Part 3**

<b>Gamification in Marketing Using A 5-point Likert Scale</b>			
<b>KMO and Bartlett's Test</b>	<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		0.884
	<b>Bartlett's Test of Sphericity</b>	<b>Chi-Squared Approximation</b>	4202.816
		<b>Degrees of Freedom</b>	190
		<b>Significance</b>	<0.001

**3.9 Regression Analysis**

The correlation analysis method suggests a potential connection between variables, but it does not establish causation. For a correlation to be significant, there must be a cause-and-effect relationship between the variables. Therefore, regression analysis was employed to determine the causal interrelations between different variables. Regression analysis encompasses two types: simple or linear regression, which examines causality between two variables, and multiple regression, which investigates causal links among more than two variables. Both linear and multiple regression analyses were utilized to assess the frequency of influence of the independent variable on the dependent variable.

**Hypothesis Null and Alternate H1**

H1A: Digital marketing gamification strategies positively impact the customer journey by building consumer trust and influencing behavior.

H1o: Digital marketing gamification strategies negatively impact the customer journey by building consumer trust and influencing behavior.

**Table 3.9: Regression Coefficients of Gamification and Consumer Behavior**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>T</b>	<b>Sig.</b>	<b>95.0% Confidence Interval for B</b>	
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>			<b>Lower Bound</b>	<b>Upper Bound</b>

1	(Constant)	2.151	0.167		12.884	<0.001	1.823	2.479
	Gamification Strategies	0.617	0.127	0.237	4.853	<0.001	0.367	0.867
R Square=0.054, F= 23.555, p <0.001								
a. Dependent Variable: Consumer Behavior								

Table 3.9 illustrates the influence of digital marketing gamification strategies on the customer journey, particularly in fostering consumer trust and affecting behavior. Through linear regression analysis, the relationship between the dependent variable (Consumer Behavior) and the independent variable (Gamification Strategies) was examined. The analysis yielded an R Square value of 0.054, indicating that the predicted variable accounted for 5.4% of the variance in the outcome variable, with  $F = 23.555$ ,  $P < 0.001$ . The results demonstrated that Gamification Strategies had a positive predictive effect on Consumer Behavior ( $\beta = 0.237$ ,  $P < 0.001$ ). Thus, supporting the alternative hypothesis (H1A) and rejecting the null hypothesis (H1o), suggesting that digital marketing gamification strategies play a constructive role in shaping the customer journey, fostering trust, and influencing behavior.

### Hypothesis Null and Alternate H2

H2A: Consumers engage actively in gamified digital marketing e-commerce platforms.

H2o: Consumers do not engage actively in gamified digital marketing e-commerce platforms.

**Table 3.10: Regression Coefficients of Gamification and Customer Journey**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	1.39	0.146		9.508	<0.001	1.102	1.677
	Gamification Strategies	0.279	0.111	0.125	2.506	0.013	0.060	0.498
R Square=0.016, F= 6.281, p <0.001								

a. Dependent Variable: Customer Journey

Table 3.10 showed that Gamification Strategies positively predicted Customer Journey ( $\beta=0.125$ ,  $P=0.013<0.05$ ). So, an alternate hypothesis (H2A) was accepted, which states that Consumers engage actively in gamified digital marketing e-commerce platforms and rejects the null hypothesis (H2o).

### Hypothesis Null and Alternate H3

H3A: Implementing gamified digital marketing strategies enhances brand awareness and loyalty.

H3o: Implementing gamified digital marketing strategies does not enhance brand awareness and loyalty.

**Table 3.11: Regression Coefficients of Gamification and Brand Loyalty**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
1	(Constant)	1.482	0.107		13.889	<0.001	1.272	1.691
	Gamification Strategies	0.171	0.081	0.105	2.099	0.036	0.011	0.330
R Square =0.011, F= 4.407, p <0.001								
a. Dependent Variable: Brand Loyalty								

Table 3.11 showed that Gamification Strategies positively enhanced Brand Awareness and Loyalty ( $\beta=0.105$ ,  $P=0.036<0.05$ ). So, an alternate hypothesis (H3A) was accepted, which states that implementing gamified digital marketing strategies enhances brand awareness and loyalty and rejects the null hypothesis (H3o).

## CHAPTER IV

### FINDINGS AND RESULTS

This chapter analyzes all the collected data and, at the end, concisely discusses the findings. It starts by explaining the participants' demographic profiles, after which it moves on to a factor analysis of the study variables before finally discussing the findings extensively. Furthermore, correlation analysis and regression analysis are undertaken, with their respective findings elaborated upon in alignment with the research hypotheses and questions.

#### 4.1 Descriptive Statistics of Participant Demographic Information

The demographic information of the participants was analyzed using the SPSS 29 program, and the findings were discussed in the tables below.

**Table 4.1: Participants' Gender Statistics**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Male</b>	142	35.7	35.7	35.7
	<b>Female</b>	256	64.3	64.3	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the demographic information requested in the survey applied to participants, it was determined that 64.3% of the participant group was female and 35.7% was male.

**Table 4.2: Participants' Age Group Statistics**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>18 and under</b>	84	21.1	21.1	21.1
	<b>19-24</b>	37	9.3	9.3	30.4
	<b>25-34</b>	121	30.4	30.4	60.8
	<b>35-44</b>	91	22.9	22.9	83.7

	<b>45 and over</b>	65	16.3	16.3	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the demographic information requested in the survey applied to participants, it was determined that 21.1% of the participants were 18 years old and under, 9.3% were 19–24 years old, 30.4% were 25–34 years old, 22.9% were 35–44 years old, and 16.3% were 45 years old and over.

**Table 4.3: Participants' Marital Status Statistics**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Single</b>	96	24.1	24.1	24.1
	<b>Married</b>	302	75.9	75.9	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the demographic information requested in the survey and applied to participants, 75.9% were married, and 24.1% were single.

**Table 4.4: Participants' Education Status Statistics**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>High School</b>	38	9.5	9.5	9.5
	<b>Bachelor's Degree</b>	180	45.2	45.2	54.8
	<b>Master's Degree</b>	43	10.8	10.8	65.6
	<b>Ph.D.</b>	127	31.9	31.9	97.5
	<b>Other</b>	10	2.5	2.5	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the demographic information requested in the survey applied to participants, it was determined that 9.5% of the participants group was in high school, 45.2% had a bachelor's degree, 10.8% had a master's degree, 31.9% had a Ph.D., and 2.5% had other education status.

**Table 4.5: Participants' Occupation Type Statistics**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	38	9.5	9.5	9.5
	Public Employee	116	29.1	29.1	38.7
	Self-employed	27	6.8	6.8	45.5
	Retired	15	3.8	3.8	49.2
	Housewife	201	50.5	50.5	99.7
	Other	1	0.3	0.3	100.0
	Total	398	100.0	100.0	

Based on the demographic information requested in the survey applied to participants, it was determined that 9.5% of the participants were students, 29.1% were public employees, 6.8% were self-employed, 3.5% were retired, 50.5% were housewives, and 0.3% were other occupation types.

**Table 4.6: Participants' Income Level Statistics**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$500 and under	99	24.9	24.9	24.9
	\$501-\$700	55	13.8	13.8	38.7
	\$701-\$900	43	10.8	10.8	49.5
	\$901-\$1100	25	6.3	6.3	55.8
	\$1101 and above	176	44.2	44.2	100.0
	Total	398	100.0	100.0	

Based on the demographic information requested in the survey applied to participants, it was determined that 24.9% of the participant's group has an income level of \$500. Under, 13.8% was \$501-\$700, 10.8% was \$701-\$900, 6.3% was \$901-\$1100 and 44.2% was \$1101 and above.

## 4.2 Descriptive Statistics

Before analyzing the initial and subsequent questions to evaluate their influence on the customer journey and brand awareness, it is essential to establish the participants' purchase history, purchase frequency, and social media following related to the store or website.

**Table 4.7: Purchase Behavior Statistics and Social Media Followers**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Purchase History</b>	<b>Less than a month</b>	11	2.8	2.8	2.8
	<b>1 to 6 months</b>	11	2.8	2.8	5.5
	<b>6 months to a year</b>	147	36.9	36.9	42.5
	<b>1 to 2 years</b>	37	9.3	9.3	51.8
	<b>Over 2 years</b>	192	48.2	48.2	100.0
<b>Purchase Frequency</b>	<b>Several times a week.</b>	28	7.0	7.0	7.0
	<b>Once a week or more often.</b>	48	12.1	12.1	19.1
	<b>Once or twice a month.</b>	167	42.0	42.0	61.1
	<b>Once every few months.</b>	155	38.9	38.9	100.0
<b>Social Media Followers</b>	<b>Yes</b>	253	63.6	63.6	63.6
	<b>No</b>	145	36.4	36.4	100.0

Table 4.7 presents data on participants' purchase history, revealing that the majority (48.2%) have purchased from the store or website for over two years, followed by 36.9% for six months to a year. Regarding purchase frequency, the largest group (42.0%) makes purchases once or twice a month, while 38.9% do so once every few months. Regarding social media following, 63.6% of participants follow the store or website on social media platforms, indicating a significant engagement with the brand's online presence.

## 4.2.1 Gamification in Marketing Practices Questions Part 2

### 4.2.1.1 Descriptive Statistics Related to Purchase Behavior

As previously mentioned, the second group relates to influencing the customer journey by building consumer trust and influencing behavior, which consists of questions Q6, Q8, Q9, and Q10 in the survey applied to participants. Thus, these questions underwent the following analysis:

**Regarding Q6**, this question evaluated participants' perspectives on whether these marketing strategies enhance their shopping experience.

**Table 4.8: Descriptive Statistics of Responses to Q6**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	321	80.7	80.7	80.7
	<b>No</b>	77	19.3	19.3	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the responses regarding the evaluated participants' perspectives on whether these types of marketing strategies enhance their shopping experience, the results indicate that out of N = 398 participants, 80.7% (N = 321) answered 'Yes,' while 19.3% (N = 77) answered 'No.'

**Regarding Q8**, this question was designed to gauge participants' experiences with being influenced by marketing strategies for clothing and whether they have purchased as a result.

**Table 4.9: Descriptive Statistics of Responses to Q8**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	327	82.2	82.2	82.2
	<b>No</b>	71	17.8	17.8	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the responses regarding the evaluated participants' perspectives on whether these types of marketing strategies enhance their shopping experience, the results

indicate that out of N = 398 participants, 82.2% (N = 327) answered 'Yes,' while 17.8% (N = 71) answered 'No.'

**Regarding Q9**, this question was designed to gauge participants' experiences with being influenced by marketing strategies for clothing and whether they have purchased as a result.

**Table 4.10: Descriptive Statistics of Responses to Q9**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Completely ethical</b>	11	2.8	2.8	2.8
	<b>Somewhat ethical</b>	168	42.2	42.2	45.0
	<b>Neutral</b>	126	31.7	31.7	76.6
	<b>Somewhat unethical</b>	29	7.3	7.3	83.9
	<b>Completely unethical</b>	64	16.1	16.1	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the responses regarding the ethicality of marketing strategies employed by clothing retailers in their marketing campaigns, the results indicate that 2.8% (N = 11) of participants perceived these strategies as entirely ethical. In comparison, a majority of 42.2% (N = 168) considered them somewhat ethical. Moreover, 31.7% (N = 126) of participants remained neutral, indicating massive indecision. Conversely, 7.3% (N = 29) regarded these strategies as somewhat unethical, and 16.1% (N = 64) deemed them completely unethical. These findings suggest a diverse range of perceptions among participants regarding the ethicality of gamification marketing strategies in the clothing retail industry.

**Regarding Q10**, this question was formulated to assess participants' susceptibility to marketing strategies, particularly time-limited offers or discounts, and their subsequent purchasing decisions.

**Table 4.11: Descriptive Statistics of Responses to Q10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly influence	168	42.2	42.2	42.2
	Moderately influence	192	48.2	48.2	90.5
	Slightly influence	30	7.5	7.5	98.0
	Do not influence	8	2.0	2.0	100.0
	Total	398	100.0	100.0	

Based on the responses regarding the extent of influence of time-limited offers or discounts in marketing campaigns on purchasing decisions, the findings reveal that many participants reported being influenced to some degree. Expressly, 42.2% (N = 168) indicated that these offers strongly influence their decisions, while 48.2% (N = 192) reported moderate influence. Additionally, 7.5% (N = 30) mentioned a slight influence, while a small proportion of 2.0% (N = 8) stated that such offers do not influence their decisions.

Analysis of participants' responses confirms that **hypothesis H1**, which posits that gamification strategies in digital marketing positively influence customer experience in the clothing retail sector and significantly influence consumer behavior, is supported by evidence. A significant majority, 80.7% in one instance and 82.2% in another reported that such marketing methods enhance their shopping experience. As a result, the positive relationship between these strategies and customer engagement and satisfaction levels in clothing retail is confirmed. The results reveal a strong positive relationship between gamification strategies and increased customer satisfaction and engagement within the clothing retail industry. Ethical perspectives analysis about clothing retailers' use of gamification marketing strategies also showed diversity in participants' opinions about clothing retailers' use of gamification marketing strategies. While a large number of them viewed these methods as fully or partially ethically acceptable, a large proportion viewed them as somewhat or completely ethically unacceptable, reflecting the complexity of ethical issues in marketing. Also, the research indicates that time-limited offers and discounts significantly influence

consumer purchasing decisions. It also affects consumer purchasing behavior (Marjerison et al., 2022).

#### 4.2.1.2 Descriptive Statistics Related to Brand Loyalty and Awareness

As mentioned previously, the first group tests brand loyalty and awareness and consists of questions Q7, Q11, and Q12 in the survey that was distributed to the participants, accordingly, these questions were subjected to the following analysis:

**Related Q7**, aims to evaluate perceptions regarding the trustworthiness of the various platforms that sell clothing in retail and that use the gamification marketing strategy.

**Table 4.12: Descriptive Statistics of Responses to Q7**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Yes</b>	321	80.7	80.7	80.7
	<b>No</b>	77	19.3	19.3	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the responses regarding the trustworthiness of clothing stores and websites employing the gamification marketing strategy, the results indicate that out of N = 398 participants, 80.7% (N = 321) answered 'Yes,' while 19.3% (N = 77) answered 'No.' This implies that most individuals view stores and websites that employ these marketing strategies as more trustworthy.

**Regarding Q11**, this question aimed to gauge participants' assessments of the fairness of utilizing these marketing strategies by clothing retailers in their marketing campaigns.

**Table 4.13: Descriptive Statistics of Responses to Q11**

		Frequency	Percent	Valid Percent	Cumulative Percent
<b>Valid</b>	<b>Completely fair</b>	13	3.3	3.3	3.3
	<b>Somewhat fair</b>	212	53.3	53.3	56.5
	<b>Neutral</b>	78	19.6	19.6	76.1
	<b>Somewhat unfair</b>	67	16.8	16.8	93.0

	<b>Completely unfair</b>	28	7.0	7.0	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the responses regarding the fairness of clothing retailers' use of gamification marketing strategies in their marketing campaigns, the results reveal that 3.3% (N = 13) of participants considered using these strategies entirely fair. In comparison, 53.3% (N = 212) perceived it as fair. Additionally, 19.6% (N = 78) remained neutral on the issue, whereas 16.8% (N = 67) regarded it as somewhat unfair, and 7.0% (N = 28) believed it was completely unfair. This suggests that most participants viewed the use of gamification marketing strategies by clothing retailers as fair or neutral. At the same time, a notable part considered it unfair to some extent.

**Regarding Q12**, this question aimed to evaluate participants' perceptions concerning the impact of marketing strategies used by clothing retailers on their loyalty.

**Table 4.14: Descriptive Statistics of Responses to Q12**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
<b>Valid</b>	<b>Increases loyalty</b>	248	62.3	62.3	62.3
	<b>Does not affect</b>	7	1.8	1.8	64.1
	<b>Decreases loyalty</b>	143	35.9	35.9	100.0
	<b>Total</b>	398	100.0	100.0	

Based on the participants' responses regarding the influence of gamification marketing strategies employed by clothing retailers on their loyalty, the findings prove that 62.3% (N = 248) felt that these strategies increased their loyalty. In comparison, 35.9% (N = 143) reported a decrease in loyalty. Only a small percentage, 1.8% (N = 7), said these strategies did not affect their loyalty.

The findings support **hypothesis H3** which relates to the first group of questions, that implementing game-based digital marketing strategies enhances brand awareness and loyalty in the apparel retail industry. First, the majority of participants, including 80.7%, confirmed that clothing stores and websites that adopt gamification marketing strategies are considered more trustworthy. Contributing effectively to building consumer trust and enhancing brand loyalty is considered the most important goal of

using gamification in digital marketing. Furthermore, perceptions of fairness related to the use of gamification marketing strategies were generally positive, with more than half of the participants seeing it as somewhat fair. Finally, 62.3% of participants reported that gamification strategies increased their loyalty to the clothing retail industry. This indicates that the use of gamified digital marketing helps enhance customer loyalty; this is in line with what Ledikwe (2020) stated and supports **hypothesis H3** that implementing such strategies positively impacts brand awareness and loyalty in the clothing retail industry.

#### **4.2.2 Gamification in Marketing Using A 5-point Likert Scale Part 3**

Regarding question 13, a 5-point Likert scale was used to measure multiple aspects of the use of gamification in marketing. Participants were asked 20 questions to express the extent of their agreement with each statement, each using the 5-point famous scale. Based on the values shown in Table 4.15, the average answers for most of the questions exceed the value of 3, which indicates that participants agree that there is an impact of gamification strategies implemented by clothing retailers. The higher mean values indicate a general tendency among respondents to perceive these strategies positively and acknowledge their impact on various aspects of their consumer experience. This proves the validity of **hypothesis H2**, which posits that consumers actively engage with gamified digital marketing e-commerce platforms.

The weighted average value, calculated from the sum of mean values divided by the total number of questions (20), is approximately 3.587, related to this value. The data analysis shows that many respondents feel that buying at their favorite clothing store or website is effortless. Also, their favorite clothing store or website is known for its creative methods and is user-friendly. They perceived that shopping at this clothing store or website was an intelligent and beneficial choice, and they could easily remember the name of the store or website. Also, they mentioned that the content offered by the clothing store or website captures their interest, and when shopping for clothes, they choose this store or website without hesitation. They perceived that they could easily find the brand of this clothing store or website from among its competitors. As the overall shopping experience with this store or website has been satisfactory, the discounts provided by this clothing store or website are of substantial value. Upon researching the reason they prefer this page, we found they buy from this store/website brand because it reflects their personalities, and interactive promotions on this

website/store incentivize them to make more purchases. This is consistent with what Che et al. (2023), mentioned. On the other hand, many participants had low perceptions about participating in the store's activities, enhancing their shopping experience with the interactive elements provided by this website, and recommending this store despite its gamification strategies. They perceived that website and store advertising campaigns, such as discounts and unique offers, and customer feedback from the website and store neutrally influenced their purchase decisions. Also, data analysis shows that participants' opinions about loyalty to this store are low.

**Table 4.15: Descriptive Statistics of Responses to Q13**

Scale Questions Number	5(%)	4(%)	3(%)	2(%)	1(%)	MEAN	Standard Deviation	Decision
1	36.7	25.9	20.9	9	7.5	3.75	1.248	High perception
2	35.2	33.2	22.6	6	3	3.91	1.042	High perception
3	27.9	31.7	29.1	4.5	6.8	3.69	1.127	High perception
4	33.9	41.7	13.6	6.3	4.5	3.94	1.064	High perception
5	36.9	38.9	15.8	4.5	3.8	4.01	1.025	High perception
6	41.5	28.4	20.4	6.8	3	3.98	1.079	High perception
7	29.1	34.7	25.6	7.5	3	3.79	1.040	High perception
8	27.1	27.6	29.4	10.6	5.3	3.61	1.145	High perception
9	36.2	27.6	21.9	9.8	4.5	3.81	1.161	High perception
10	25.4	44.2	23.4	4.8	2.3	3.86	0.929	High perception
11	22.4	31.7	30.2	9.8	6	3.55	1.121	Low perception
12	25.1	36.9	30.2	4	3.8	3.76	0.998	High

								perception
<b>13</b>	14.1	26.4	24.1	19.6	15.8	3.03	1.288	Low perception
<b>14</b>	17.1	18.8	24.1	20.4	19.6	2.93	1.364	Low perception
<b>15</b>	9.8	23.9	31.7	15.8	18.8	2.9	1.240	Low perception
<b>16</b>	23.1	14.6	27.9	17.1	17.3	3.09	1.390	Low perception
<b>17</b>	22.4	30.9	32.4	8.3	6	3.55	1.107	Low perception
<b>18</b>	23.4	39.2	26.1	8.3	3	3.72	1.010	High perception
<b>19</b>	18.8	33.2	24.1	14.3	9.5	3.37	1.214	Low perception
<b>20</b>	20.6	30.4	31.7	12.1	5.3	3.49	1.106	Low perception

# CHAPTER V

## CONCLUSIONS AND DISCUSSION

### 5.1 Conclusions

Businesses need to stay in tune with the ever-changing and evolving global markets. Businesses must renew themselves every day for their sustainability. There are methods that companies must follow to achieve their goals and strategies. Especially since technology, which has achieved rapid development in the twenty-first century, has also shown itself in many fields to stay one step ahead of the competition, companies are including gamification in their marketing companies and trying to impact existing and new customers using cross-different e-commerce platforms.

The research findings underscore a solid and positive correlation between gamification strategies, customer journey, consumer behavior, and brand loyalty, aligning with the hypotheses outlined in this study. Existing literature supports this relationship, highlighting digital marketing gamification strategies' significant impact on consumer behavior and purchase intentions in the clothing retail industry.

Moreover, the study confirms that the interaction consumers make when buying clothes across different platforms and the resulting data significantly impact the various gaming strategies in e-marketing undertaken by companies, which shows that individual data can significantly influence decisions. Purchase because of gamification. It is worth noting that the application of branding led to the objectification of brands and the attribution of human characteristics, which shaped consumers' perceptions and interactions with the brand.

Based on the research conducted briefly, the following findings were obtained in terms of demographics:

- 64.3% identify as female, with a predominant focus on the 32–34 age group.
- Education levels are notably high, with 87.90% of participants reaching a college or higher degree.
- 75.9% of the participants are married, while 50.5% report a family income of at least \$901 or more.

- The study also indicates a notable presence of housewives, including 50.5% of the sample.
- Purchasing behavior: A considerable 57.5% have been buying from the store or website for at least one year or more.
- Purchase frequency varies, with 80.9% making purchases once or twice a month or once every few months. In addition, (63.6%) of participants were following the store or website on social media platforms.

In conclusion, although those differences may be in participants' responses the last outcomes of this analysis very well prove what was proposed by this thesis. The data supported hypothesis H3 states that gamified digital marketing strategies increase brand awareness and loyalty in the clothing retail industry. It is also inferred from the opinions of many participants that clothing stores and websites using gamified marketing strategies are considered more trustworthy; thus, it may be said that applying any kind of gamification marketing strategies does well to establish consumer trust helping to enhance brand loyalty towards a specific clothing store or website.

In addition, we confirmed hypothesis H1 that gamification strategies in digital marketing positively impact the customer journey in the apparel retail industry by building consumer trust and influencing their behavior. These strategies improve the shopping experience, this is confirmed when most respondents thought the same thing, so well highlights how related customer satisfaction is with these strategies. However, the variant views about it in marketing reflect challenges on how ethical in this sector. On comparing we can see that implementing these strategies in sales helps a lot while giving time-limited offers and discounts in increasing sales and influencing consumer behavior.

Also, question 13 asked participants to rate various aspects of gamification in digital marketing on a Likert scale and the results showed that participants generally tended to perceive these strategies positively and agreed it affected their consumer experience. So, hypothesis H2 which states that consumers actively interact with digital marketing e-commerce platforms, was supported. Overall, the findings offer valuable insights into the effectiveness of gamified digital marketing strategies in the clothing retail industry and emphasize their role in enhancing brand awareness, loyalty, and consumer engagement.

## **5.2 Limitations**

The current study raises various concerns due to its limitations. The limits are as follows:

- The gamification marketing strategies evolve rapidly. Companies implementing these strategies often keep them confidential and do not openly show their usage across various digital platforms. Consequently, conducting an in-depth assessment of gamification marketing strategies becomes challenging. This study examines explicitly GMAs that impact consumer behavior.
- External influences such as competitors' strategies, cultural trends, and economic conditions impact consumer behavior. Which may not be directly controlled by marketing efforts.
- It is an inductive study. Instead of examining every potential solution to the study's problems, it draws a broad generalization.

## **5.3 Recommendation**

In summary, this study underscores the substantial influence of effective digital marketing gamification strategies on consumer behavior. By monitoring data over time, researchers can uncover insights into the enduring dynamics of gamification tactics and their implications for customer journeys and purchasing behaviors. Later research endeavors should further explore the pivotal role of e-commerce platforms in guiding customer journeys and shaping consumer behavior through digital marketing initiatives. Future scholars are advised that empirical research is needed to investigate the enduring effects of manipulation on marketing efficacy. Most studies focus on consumers' immediate reactions to gaming experiences or offer general insights based on subjective feedback gathered through surveys after prolonged interaction with gaming systems. This approach often overlooks case studies using website analytics to gauge the actual extent of the impact precisely. Additionally, future endeavors should explore the gaming experience helped by advanced technologies like the metaverse and artificial intelligence within the gamification framework.

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## APPENDICES

### Appendix 1. Proposal Letter for Participation in Survey

Respected respondent,

This online questionnaire is being performed by MOATH Mohammad Al Attar, an MBA student at Istanbul Sabahattin Zaim University, for his master's thesis. The survey aims to study the impact of Digital Marketing Gamification strategies companies adopt on consumer behavior, especially in the Clothing Retail Industry. This survey is optional and anonymous. As a result, the data obtained will be kept anonymous and used to complete the thesis.

The survey has 13 questions and will take 5– 7 minutes to complete. If you have a question about any aspect of the survey or the research, please do not hesitate to contact me by phone at 0905385025154 or by email at mo3ath.alattar@gmail.com. I will be happy to respond.

Kind Regards,

Moath Mohammad Abed Alfattah AL ATTAR

Istanbul Sabahattin Zaim University

Institute of Social Sciences Business Management

Graduate Student

## **Appendix 2. Survey Form**

### **Part 1: Demographic Information:**

#### **I. Gender:**

- 1: Male
- 2: Female

#### **II. Age group:**

- 1: 18 and under
- 2: 19-24
- 3: 25-34
- 4: 35-44
- 5: 45 and over

#### **III. Marital Status:**

- 1: Single
- 2: Married

#### **IV. Education Status:**

- 1: High School
- 2: Bachelor's degree
- 3: Master's Degree
- 4: Ph.D.
- 5: Other

#### **V. Occupation Type:**

- 1: Student
- 2: Public Employee
- 3: Self-employed
- 4: Retired
- 5: Housewife
- 6: Other

## **VI. Income Level:**

1: \$500 and under

2: \$501-\$700

3: \$701-\$900

4: \$901-\$1100

5: \$1,101 and above

### **1. Do you regularly buy clothes from a specific store on social media platforms or a website?**

1: Yes

2: No

- If you respond with 'No,' this survey might not align with your experiences since it is centered on the online purchase of clothing.

Therefore, your survey will conclude after answering this question.

Thank you for your time.

## **Part 2: Gamification in Marketing Practices Questions**

### **2. How long have you bought clothes from this store or website?**

1: Less than a month

2: 1 to 6 months

3: 6 months to a year

4: 1 to 2 years

5: Over 2 years

### **3. How frequently have you bought clothes from this store or website?**

1: Several times a week.

2: Once a week or more often.

3: Once or twice a month.

4: Once every few months.

**4. Do you follow the page of this store or website on social media platforms?**

1: Yes

2: No

**5. Do you know that some clothing stores and websites use marketing strategies to change customer opinions and influence purchasing behavior?**

1: Yes

2: No

**6. Do you think these types of marketing strategies enhance your shopping experience?**

1: Yes

2: No

**7. Do you believe clothing stores and websites that use these marketing strategies are more trustworthy?**

1: Yes

2: No

**8. Have you ever been influenced by these kinds of marketing strategies for clothing that promote you to make a purchase?**

1: Yes

2: No

**9. What is your ethical view of clothing retailers' marketing strategies influencing customer opinions and buying behavior?**

1: Completely ethical

2: Somewhat ethical

3: Neutral

4: Somewhat unethical

5: Completely unethical

**10. To what extent do time-limited offers or discounts in marketing campaigns influence your purchasing decisions?**

- 1: Strongly influence
- 2: Moderately influence
- 3: Slightly influence
- 4: Do not influence

**11. do you evaluate the fairness of clothing retailers' use of these kinds of marketing strategies in their marketing campaigns?**

- 1: Completely fair
- 2: Somewhat fair
- 3: Neutral
- 4: Somewhat unfair
- 5: Completely unfair

**12. How do these kinds of marketing strategies used by clothing retailers in their campaigns influence your loyalty to them?**

- 1: Increases loyalty
- 2: Does not affect
- 3: Decreases loyalty

**Part 3: Gamification in Marketing Using A 5-point Likert Scale**

**13. Please rate your level of agreement with the following statements, Considering your personal experience with your favorite online clothing store or website.**

Using a scale of 1 to 5, where 1 is 'Strongly disagree' and 5 is 'Strongly agree.'

<b>1. Purchasing at your favorite clothing store or website is effortless.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>2. Your favorite clothing store or website is known for its creative methods and is user-friendly.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>3. I find that shopping at this clothing store/website is a smart choice.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>4. I regard using this clothing store/website as a beneficial choice.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>5. I can easily remember the name of this clothing store/website.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6. The content offered by this clothing store/website captures my interest.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>7. When shopping for clothes, I choose this store/website without hesitation.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>8. I can easily identify the brand of this clothing store/website from among its competitors.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>9. My overall shopping experience with this store/website has been satisfactory.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>10. I believe that the discounts provided by this clothing store/website are of substantial value.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>11. I continue my purchasing behavior toward the store/website brand that I use.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>12. I purchase from this store/website brand because it reflects my personality.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>13. I enjoy participating in the store/website's activities and earning prizes and discounts.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>14. I recommend the store/website I prefer, despite its gamification strategies to affect customers' behavior.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>15. I remain loyal to my chosen website/store, even when competitors offer the same products at lower prices.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>16. When I think of purchasing clothes, this website/store is usually my top choice.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>17. Website/store advertising campaigns such as discounts and unique offers influence my purchase decisions.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>18. The interactive promotions on this website/store incentivize me to make more purchases.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>19. The interactive elements provided by this website/store significantly enhance my shopping experience.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>20. The customer feedback provided by this website/store improves my satisfaction and loyalty.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

# CURRICULUM VITAE

## **PERSONAL DETAILS**

Name: Moath Mohammad Abed Alfattah AL ATTAR

Nationality: Jordanian

Date of birth: 25/01/1996

Religion: Islam

Gender: Male

## **Education**

**Graduate:** Istanbul Sabahattin Zaim

MBA, Business Administration and Management, (2022 - 2024)

**Graduate:** Marmara University

Engineering Management,

(2020 - 2022)

**Undergraduate:** The Hashemite University

Bachelor of Civil Engineering

(2014 - 2019)

## **Experiences**

### **MAWAQIT ASSOCIATION**

Global Expansion Manager

January 2023 - Present (1 years 5 months)

### **ZEENA TREND LTD**

Shipping and Export Operations Manager

January 2019 - Present (4 years 5 months)