Chapter 26
What Can Gamification Learn From Sensory Marketing?
In the Context of Servicescapes

Miralem Helmefalk
Linnaeus University, Sweden

ABSTRACT

While gamification research is multidisciplinary and has grown in popularity during the last decade, it still requires further evidence and direction on which and how much various game mechanics impact on cognitive, emotional, and behavioral outcomes in digital and physical servicescape contexts. To shed light on this problem, a novel perspective on sensory marketing and gamification was chosen. This chapter has discussed and analyzed the similarities and differences between sensory marketing and gamification, as well as what theoretical perspectives and practices gamification can borrow from sensory marketing. Six issues have surfaced that require more research on this matter: (1) The interaction effects, (2) Weight and impact, (3) Congruency, (4) Complexity, (5) (sub)Conscious/(non)visible elements, and (6) The causal chain. This chapter explains and discusses these issues and offers future research avenues.

INTRODUCTION

During the last decade, gamification has gained considerable attention in research and practice (Nacke & Deterding, 2017). During the same decade there has also been an increasing interest in sensory marketing and how it can aid in better understanding consumers' minds and actions (Krishna & Schwarz, 2014). While both domains may at first seem distant to each other, there are similarities in the underlying logic of modifying and designing elements in a digital/physical place. Despite being about motivating and engaging people to train, or (un)consciously triggering certain purchasing behaviors (e.g. Hamari & Koivisto, 2015; Spence et al., 2014), both domains follow a logic of modifying existing services, environments, atmospheres or servicescapes to impact various behaviors (Helmefalk & Marcusson, 2019).

While gamification is studied rigorously and across disciplines, such as in *crowdsourcing, health, computer science, software development, tourism, sustainability, and marketing* (e.g. Kasurinen & Knutas, 2018; Matallaoui et al., 2017; Morschheuser et al., 2017; Sardi et al., 2017), more is required in the context of servicescapes, as underlined by Huotari and Hamari (2012). To contribute research on this matter, there is a need to bridge different domains together, as has been partly done in recent years (Hofacker et al., 2016; Högberg, Shams, et al., 2019; Olsson et al., 2016). However, to advance the interdisciplinary gamification theory, currently overrepresented in digital contexts, new insights are required on bridging physical and digital servicescapes with gamification. To gamify servicescapes appropriately, these environments should be carefully designed, with people's thoughts and emotions in mind (Burke, 2016; Dale, 2014).

To unveil potential new insights, sensory marketing is one potential and fitting candidate that examines how consumers think, feel and act when subjected to sensory stimuli (Krishna & Schwarz, 2014). As sensory marketing is saturated with consumer behavior, gamification has an excellent opportunity to help us understand current gaps and develop a more coherent perspective, especially in regard to how people think, feel and their subsequent outcomes in servicescape contexts.

Mullins and Sabherwal (2018a, p. 1237) state that, "there is a need to understand how more specific emotions, both positive and negative, may help achieve the goals of gamification". The same issue is emphasized in Nacke and Deterding (2017, p. 7) who raise the specific need for research in gamification. The author pinpoints, "Yet we are still dearly lacking studies with rigorous designs that assess both psychological mediators and behavioural outcomes […]". Accordingly, this chapter aims to shed new light on gamification in servicescape contexts and what concepts and methods can be employed to develop gamification theory further. To address these issues, this chapter discusses, deconstructs and analyzes various sensory marketing and gamification issues, which will guide further research on gamification in servicescape contexts. To further explain and elaborate on this argument, these subjects will be briefly presented and contrasted with each other.

BROADLY DEFINING SENSORY MARKETING AND GAMIFICATION

Sensory Marketing

Sensory marketing is a subject comprising studies in neuroscience, marketing, psychology and many other domains. It bears resemblance to consumer behavior theory that investigates how consumers think, feel and behave in different consumption situations. What separates sensory marketing from these popular theories is the sheer focus on the human senses and how sensory stimuli, in terms of visual, auditory, olfactory, gustatory and haptic cues, impact on people's psychology and purchasing behaviors (Krishna, 2012). In a way, sensory marketing tries to delve into the "black box" of consumers, namely the minds and to investigate the causal effects from certain semantic and sensory stimuli. Variables that are frequently measured are for instance, how music impacts people's arousal states, their eating or walking behavior (Herrington, 1996). Other common studies are on perceptual illusions, such as the size of products and retail spaces. To exemplify a sensory marketing study, Raghubir and Krishna (1999) examined biases of volume and container shape, which showed that the shape of glass affects, choice, preference and satisfaction. Ample research has defined potential sensory stimuli, or sensory cues, where these are categorized within a sensory category, such as the sense of hearing or the sense of

25 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/what-can-gamification-learn-from-sensory-marketing/315503

Related Content

Designing Serious Games for People with Disabilities: Game, Set, and Match to the Wii™
Lindsay Evett, Allan Ridley, Liz Keating, Patrick Merritt, Nick Shoplandand David Brown (2014).
Gamification for Human Factors Integration: Social, Education, and Psychological Issues (pp. 97-105).
www.irma-international.org/chapter/designing-serious-games-for-people-with-disabilities/96025

Exploring the Possibilities of Artificial Intelligence and Big Data Techniques to Enhance Gamified Financial Services
María A. Pérez-Juárez, Javier M. Aguiar-Pérez, Miguel Alonso-Felipe, Javier Del-Pozo-Velázquez, Saúl Rozada-Ranerosand Mikel Barrio-Conde (2022). *Next-Generation Applications and Implementations of Gamification Systems (pp. 187-204).*
www.irma-international.org/chapter/exploring-the-possibilities-of-artificial-intelligence-and-big-data-techniques-to-enhance-gamified-financial-services/289781

Gesture Recognition: An Interactive Tool in Multimedia
Nandhini Kesavanand Raajan N. R. (2017). *Emerging Technologies and Applications for Cloud-Based Gaming (pp. 191-209).*
www.irma-international.org/chapter/gesture-recognition/159313

Comparison of Reaction Time Between eSports Players of Different Genres and Sportsmen
Peter Bickmann, Konstantin Wechsler, Kevin Rudolf, Chuck Tholl, Ingo Fröböseand Christopher Grieben (2021). *International Journal of eSports Research (pp. 1-16).*
www.irma-international.org/article/comparison-of-reaction-time-between-esports-players-of-different-genres-and-sportsmen/274054

Distinctions Between Games and Learning: A Review of Current Literature on Games in Education
Katrin Becker (2010). *Gaming and Cognition: Theories and Practice from the Learning Sciences (pp. 22-54).*
www.irma-international.org/chapter/distinctions-between-games-learning/41466