


Chapter 4

Impact of Gamification on Brand Loyalty: Exploring the Mediating Role of e-WOM

Rukshar Rukshar

 <https://orcid.org/0009-0007-0442-4213>


Jamia Millia Islamia, India

Anam Khanam

 <https://orcid.org/0000-0001-5655-8618>


Jamia Milia Islamia, India

M. D. Sajjad

 <https://orcid.org/0009-0001-8545-5391>

Jamia Milia Islamia, India

Sarita Nagvanshi

 <https://orcid.org/0009-0007-0442-4213>

New Delhi Institute of Management, India

ABSTRACT

This research seeks to examine the impact of gamification on brand loyalty through mediating the role of e-WOM. Data was collected from 287 individuals who frequently use online e-commerce platforms and are acquainted with mini-games like quizzes, spin-wheels, and task completion. through both online and offline questionnaires. The collected data were then analysed using Partial Least Squares Structural Equation Modeling (PLS-SEM), utilizing the Smarts PLS 4 software. The findings of this study reveal a significant positive relationship among gamification and brand loyalty and e-WOM. Additionally, the results support the mediating role of e-WOM in

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the relationship between gamification and brand loyalty. The study employed cross sectional data which limits generalization. Primary data was collected with the help of a questionnaire which could lead to inaccurate results. Moreover, the study investigated the impact of gamification as a whole variable instead of examining their individual impact such as points, badges, and leaderboards.

INTRODUCTION

Social media and internet usage have altered how businesses operate as well as how consumers behave (Dwivedi et al., 2021). Marketers are adjusting to the constant changes in the corporate environment by employing cutting edge marketing techniques to increase product awareness, engage consumers and also help them make better decision about what to buy. A growing number of companies are competing for market dominance by attracting in active customers. As a relatively new paradigm for engaging consumers, gamification is applied as a strategy to influence and motivate people to participate in education, marketing, training, networking, and health-related activities (Bunchball, 2010). The term “gamification” describes the use of aspects of game design elements outside of games (Deterding et al., 2011). This modern method engages the target population and encourages behavioural change in a variety of contexts. In the fields of education, health, media, and crowdsourcing-based online communities, it has grown in popularity as a tool for maintaining consumer engagement (Hassan & Hamari, 2020) (Smiderle et al., 2020). According to Doğan-Südaş et al., (2023), gamified apps are assumed to motivate users to visit the app more frequently, which could lead to habit formation or behaviour change. T-Mobile Tuesdays, for instance, provides a range of incentives to encourage customers to visit their app frequently, like every Tuesday. Additionally, gamified apps encourage users to share their experiences through word-of-mouth communication on various online social media platforms by offering a variety of incentives that can be earned and redeemed through engagement, such as badges, points, visual tokens or symbols, leaderboards, or cash prizes. Hamari, (2013), have describe the use of gamification in various context such as promotion of greener energy consumption, fostering TV channer loyalty, encouraging people to take care of their health and even gamifying the tracking of life goals. By using game-like elements such as scoreboards, points, and personalized fast feedback, gamification aims to create a game-like experience, motivate and guide users' behaviour, and increase users' engagement with the “play” tasks (Sigala, 2015) (Lee & Hammer,

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