

Mobile Marketing Effectiveness On Gamification

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ABSTRACT

Gamification serves as a powerful tool to incentivize desired behaviors and drive customer engagement, leading to increased brand loyalty and advocacy. The main purpose of this study is to find the relationship between Mobile phone and gamification marketing and to analyse the customer involvement in gamification marketing through mobile phone. The various gamification implemented in the mobile app are sports, music, weather, stickers, news and health related games. Finally, it can be concluded that sports related games preferred by the customers while using mobile phone.

Keywords: Gamification, Mobile Games, Sports, Music

INTRODUCTION

There is no reason to expect the above-cited growth in mobile marketing to slow down. In fact, we observe a further proliferation of mobile devices, particularly in the developed world. Devices now span from basic feature phones to smart phones through “phablets” to tablets. Numerous studies have demonstrated the positive effects of gamification on customer loyalty and brand advocacy. By infusing marketing initiatives with elements of gaming, businesses can create immersive experiences that captivate consumers and forge deeper connections with their brands (Hamari et al., 2014).

Gamification serves as a powerful tool to incentivize desired behaviors and drive customer engagement, leading to increased brand loyalty and advocacy (Connolly et al., 2012). Understanding the mechanisms through which gamification influences consumer behavior is crucial for marketers aiming to harness its potential.

The essence of gamification stands then in transforming a complex message in a game capable to engage consumers. Hence, gamification is fundamental to catch the attention of online consumers, and to transmit them information about the brand and its products while they are playing a game. Such a phenomenon occurs as humans are naturally prone to learn through game capable to stimulate their creativity (Bidmon, 2017). In the mobile era, gamification is more and more included into advertising. Indeed, mobile devices are naturally prone to make people play and interact with a screen. More and more companies are in this regard sending consumers messages with the possibility to create avatars, participate to challenges, and relate with specific product or brand.

Digital marketing is changing. The digital era only begins with millennials. The generation after (sometimes referred to as Generation Z or the generation) will have even greater demands on digital marketing. It won't be enough to simply engage in social media, we will have to adapt if we want to succeed. Gamification could be that method of adaptation. Gamified content gives millennials a form of interaction that they don't often see and it gives this new generation the interaction they will demand.

REVIEW OF LITERATURE

Hse peng lu (2020) This study analyzed how game mechanics impact users' gaming behavior and awaken positive feelings so as to increase the stickiness of the brand. This research model empirically surveyed 411 Nike Run Club (NRC) app users, based on the Mechanics–Dynamics–Aesthetics (MDA) framework. The results show that the self-challenge is a pre-factor that affects self-benefit, fun, and social interaction, while

self-benefit and social interaction affect fun. The results also show that fun is of primary importance among all others, as it is a factor that affects brand attitude and sustained use. The results provide valuable insights into sustainable strategies for industries related to the operation of an app-based brand.

Lina Fatini Azmi (2021) The implementation of gamification is driven by a range of factors, including the environment of the application, the elements involved and the types of users. The best practical method for effective gamification application still remains unclear, making it difficult to determine the most effective elements for an e-commerce website. This paper aims to present the literature review conducted to classify the gamification elements in e-commerce that have been investigated in previous studies which were published within the last four years (2018- 2021). This is done to identify the most appropriate and relevant gamification elements to use in our future study. The findings from previous studies showed that gamification improved positive consumer behaviour in e-commerce, particularly in terms of engagement, and at the same time helped to boost business profitability. Furthermore, previous studies in this field have also found that rewards, badges and leaderboards were the most widely used gamification elements. This study may be used as a foundation for the researchers to build and develop a gamification framework for e-commerce in the future.

Daniel Widjaja (2021) This study aims to analyze empirically the effect of gamification, online sales promotion and content-based marketing on impulsive shopping behavior moderated by demographic factors, namely gender. The results indicated that from six hypotheses proposed there were only two accepted hypotheses, namely the effect of gamification on impulsive shopping behavior and the effect of online sales promotion on impulsive shopping behavior while those that were not accepted were content-based marketing on shopping behavior.

Sree devi and Kavitha (2021) Artificial Intelligence (AI) is opening up possibilities in almost all areas, and social media marketing is one of them. It is found that identify the customer behavior and finds the target audience are easily achievable by Artificial Intelligence in social media marketing. This will leads to more customer engagement in the concern sector.

S Ezilarasi, M Kavitha (2021) This study will look at the interplay between the factors that influence brand loyalty and satisfaction. In today's corporate world, brand loyalty has become a vital to success due to greater competition, more consumer spending, and increasing information exposure. Despite the fact that there appears to be a correlation between customer pleasure and loyalty, marketers employ customer loyalty programmes to acquire and keep customers. The current study aims to determine the effects of shop choice dimensions on consumer behaviour in the context of the current investigation. The information was gathered through systematic review of the literature that comprises peer-reviewed articles.

Priyabrata Roy (2022). The study focuses on how consumers decide what to buy and how they make those decisions. The purpose of this study is to comprehend how consumers make judgments about what to buy for personal use. In addition, it explores the basic research on consumer buying behaviour, models of consumer buying behaviour, factors affecting buying behaviour, categories of consumer buying behaviour, and consumer decision-making processes. Consequently, the study summarizes the research on consumer behaviour for simpler understanding and helps in creating the research topic. If you're interested in marketing, this form of research may help you better understand your consumers' needs and preferences.

Xinyi Yang(2023) Given the motivational effect of game elements and mechanisms on user experience in various non-game contexts, gamification has widely been used as an effective marketing technique to enhance the performance of business practices. In the past decade, a variety of studies have explored and investigated the value that gamification can provide in consumer-facing marketing activities. However, there is still a dearth of granular understanding of how gamification in marketing has been studied in the current literature. This paper follows the PRISMA literature review process and systematically reviews 93 papers consisting of 111 empirical studies on gamification and marketing management.

PURPOSE OF THE STUDY

1. To find the relationship between Mobile phone and gamification marketing
2. To analyse the customer involvement in gamification marketing through mobile phone

STATEMENT OF HYPOTHESES

1. There is no adequate relationship between Mobile phone and gamification marketing
2. There is no adequate level of customer involvement in gamification marketing through mobile phone

RELATIONSHIP BETWEEN MOBILE PHONE AND GAMIFICATION MARKETING

One possible way to enhance the effect of mobile advertisement is to use Gamification. Gamification is the “process of enhancing a service with affordances for gameful experiences in order to support users' overall value creation” (Huotari and Hamari, 2017, p. 25). The following table shows that customer details who are involved in Gamification.

		Frequency	Percent	Valid Percent	Cumulative Percent
Age	25-29 years	58	15.9	15.9	15.9
	30-35 years	111	30.4	30.4	46.3
	36-45 years	91	24.9	24.9	71.2
	46 and above	105	28.8	28.8	100.0
	Total	365	100.0	100.0	
Gender	Male	168	46.0	46.0	46.0
	Female	197	54.0	54.0	100.0
	Total	365	100.0	100.0	
Educational Qualification	PG	149	40.8	40.8	40.8
	UG	216	59.2	59.2	100.0
	Total	365	100.0	100.0	
Designation	Graduate teachers	216	59.2	59.2	59.2
	Post Graduate teachers	149	40.8	40.8	100.0
	Total	365	100.0	100.0	
Monthly Income	Rs.45,000 - 54,000	88	24.4	24.4	24.4
	Rs.55,000 - 65,000	128	34.8	34.8	59.2
	Above Rs.65,000	149	40.8	40.8	100.0
	Total	365	100.0	100.0	

Source – Primary data

In the above table shows that 15.9% of 25-29 years, 30.4% of 30-35 years, 24.9% of 36-45 years and 28.8% of above 46 years of age group respondents are presented in this analysis. It shows that 30-35 years of age group are dominated in this analysis. In the case of Gender, 46% of Male and 54% of Female respondents are represented in this sample. Female respondents are more than Male teachers.

It also presented that 40.8% of PG qualified respondents and 59.2% of Under Graduates are involved in this analysis. It shows that Under Graduates are dominated than Post Graduates. Monthly Income illustrates that 24.4% of respondents are getting Rs.45,000 – 54,000 Monthly Income, 34.8% of respondents are getting Rs.55,000 – 65,000 Monthly Income and 40.8% of respondents are getting above Rs.65,000.

	N	Mean	Std. Deviation	Std. Error Mean	T - test	Sig.
sports	365	3.24	1.063	.047	69.113	.000
music	365	3.28	1.155	.051	64.291	.000
weather	365	3.27	1.237	.055	59.765	.000
stickers	365	3.15	1.167	.052	61.124	.000
news	365	3.17	1.095	.048	65.660	.000
Health	365	3.36	1.184	.052	64.264	.000

Source – Computed data

From the above table it can be found that the mean values range from 3.15 to 3.36 with the respective standard deviation and standard error. The t values are 69.113, 64.291, 59.765, 61.124, 65.660 and 64.264 statistically significant at the 5 % level. Finally, it can be concluded that sports related games preferred by the customers while using mobile phone.

FINDINGS AND CONCLUSIONS

Gamification is all about fun and simplicity so that the user intuitively understands at which stage they currently are and what they should do next. Your task here is to walk the user through each step smoothly

and transparently. The most remarkable feature of gamification is its ability to drive groups of people together in the form of collaboration and socializing. The gamified app should be designed in a way that encourages and rewards social networking. The various gamification implemented in the mobile app are sports, music, weather, stickers, news and health related games. Finally, it can be concluded that sports related games preferred by the customers while using mobile phone.

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