

Role Of Gamification in Spicing Up the Business Marketing Strategies

Aditya K. Singh¹, Maheshwari²

¹Research Scholar, PHD (Commerce), Devi Ahilya Vishwavidyalaya, Indore, MP.

Email ID: adityakumar790@gmail.com

²Post Graduate Political Science Student, IGNOU, New Delhi.

Email ID: 02chakraborty.official05@gmail.com

Cite this paper as: Aditya K. Singh, Maheshwari, (2025) Role Of Gamification in Spicing Up the Business Marketing Strategies. *Journal of Neonatal Surgery*, 14 (6s), 101-107.

ABSTRACT

With the advancement of technologies, it has become imperative for all forms of businesses to use such strategies which are more technically equip in attracting consumers towards their products. Now-a-days, games have become an important part of the business marketing strategy. The entrepreneurs are gamifying their business marketing hacks to allure consumers from different age groups. Gamification is a process of adding various kinds of games into a content which is being delivered to the consumers. Such as spin n wheel, scratch cards, quizzes, puzzles, etc. This strategy is to motivate the consumers towards the content which is being presented to them and also promotes a competitive spirit into their mind. The idea of adding games into an application will boost the products demand, the browsing time, more interactions and last but not the least consumers' loyalty towards the product. Gaming has become an important element for increasing the conversion rates of the consumers towards a brand. The business owners try to entice their consumers with gaming rewards which will eventually help them to build a strong foot in the market. Gamification is way of connecting with the consumers on the ground level; help the businesses to develop a communication channel with their consumers which can boost their online marketing sales. It is a direct marketing strategy which can directly join the consumers with the respective industry. Overall, this marketing strategy has been adapted to target the consumers directly and also develop a communication with them which could be used as a medium to attain the expected profits. Under this research article, the researcher will accentuate the benefits, techniques and prominent examples of the gamification as a business marketing strategy; the source of information will be secondary, collected from the internet, business magazine and online news articles. The online graphs and diagrams will be explained in detail with complete analysis of the given data.

Keywords: Gamification, Business marketing Strategy, Consumer interests, Motivation, direct connect.

1. INTRODUCTION

Gamification has become an intriguing concept of today's time. The entrepreneurs are interested to attach this concept into their business marketing strategy. They believe that customers of any generation are always attracted towards something new and innovative thing and this ideology has compelled them to change their traditional ways of marketing their products into an attractive and interesting idea. Gamification actually refers to a process of adding games into an application, learning management system, websites, etc., to promote a particular product or to keep the customers engaged into that particular platform for a long period of time. It not just promotes the products of the entrepreneurs but also helps them to build the customer loyalty towards their product or the application. It has become an influential tool for the entrepreneurs to bring profits into their organization and hike up their sales and revenue. The other benefits, Techniques of gamification and some renowned examples of the organizations that used this technique into their marketing strategy have been discussed below:

Benefits of Gamification as a marketing strategy:

- **Improving Brand Loyalty:** Customers believe in a specific brand will develop with the amount of entertainment they have experienced while associating with the games and their overall experience will become interesting and memorable.
- **Increase the customer retention rates:** Introduction of gaming by the entrepreneurs builds a personalize experience for the customers and they get attracted towards the product for longer period of time and this boost up the customer retention rates for that product.

- **Contribution to the customer education:** Customers find games intriguing and they are willing to learn things in an interactive and fun manner and games have always been used to create stuff which are not traditional but attractive and updated. For example, the businesses have created interactive and fun tutorials to guide the customers for using any software program which might be complex and difficult to use.
- **Gamification in the social media:** Games are being used in the social media to fascinate the customers towards their products in the form of blogs, reviews about the product, rewards, forum questions, etc. This approach forms a social interaction between the customers and drives more people towards the product.
- **Accurate information about the Customer Preferences:** Gamification gives an accurate knowledge about the customers' tastes and preferences. It helps to analyze data about the customers' engagement towards a particular feature of a product.
- **Proper customer feedback:** Games are implemented to generate customers' feedback about a particular feature & its overall usage. It can provide information to the entrepreneurs about the improvement required for the increment in the sales of their business.
- **Consumers competitiveness:** People are often very fond of games and generate a sense of competition in them. They try to put their maximum efforts in improving their performances and also enjoy in playing them. The entrepreneurs driven from this idea try to inculcate games into marketing their products and it makes their product interactive and interesting and also increases the customer's engagement on the product for a longer period of time.
- **Cost-Effective Strategy:** The inculcation of games into the business marketing is a one-time investment and it will raise the customers' engagement level on a particular brand. Instead of using different marketing techniques every time and spending loads of money, games help to hold customers' interest and retain their enthusiasm for a longer period of time.

Overall, Gamification has proven to be an influential tool for the development of the businesses in today's world. It has made the business marketing strategies much more interactive and cost-effective. Now-a-days, customers are allured by attractive features of a product and to build their retention into that particular platform it has become necessary for the entrepreneurs to make that product interesting and relevant. Therefore, gamification has maximum contribution in surging the sales and revenue of a business.

Techniques used under gamification marketing strategy:

- The inculcation of gamification techniques as a part of marketing strategy have contributed in making the brand name interesting and fascinating for the customers and also made the complex tasks enjoyable for them. Each of the technique has its own effect. Some of them have been discussed below to highlight their impact and role in the marketing of a brand.
- **Loyalty Rewards:** Rewards are used by the brands to make their loyal customers feel special and important for the brand. These are some extra benefits which a customer can avail if they remain engaged with the brand for a longer period of time.
- **Fun- Quizzes:** These are some playful questions which are been set up to boost a customer's interest and enthusiasm and a sense of competitiveness. For example, if a burger joint is adding quizzes into their application to entice customers and rewarding the winners with a burger.
- **Fun content delivery:** The fun games like spin-n-wheel, solving puzzle, which can be added into the content delivered by the websites or the application. This attempt will increase the customer retention levels.
- **Treasure Hunt:** To build the interests of the customers and keep them intact with the brand this type of games can prove to be beneficial. Under this the customers are supposed to be given few clues and they need to solve the puzzle and, at the end, they would get some attractive prize as a treasure. A proper time frame will be decided within which they have to perform and this activity will boost their zeal and competitiveness.
- **Other best methods:** The games like scavenging hunt, instant wins, photo contest, trivia questions are the few other techniques which can be used to captivate customers on the platform for a longer duration.

Examples of few enterprises who are using gaming as their marketing strategy:

Example 1: Mc Donald used the gaming strategy of collecting toys and associated it with their Meals and named them as Happy Meal. This idea got famous instantly, especially with kids and the rate of participation increased with the launch of their application. This gaming strategy created a market monopoly of the brand.

Example 2: Star bucks launched their membership programme to earn points which can be used as rewards to acquire discounts, offers and free items. This strategy hiked up their sales up to 50 percent and also attracted 29 million members.

Example 3: Nike launched a runner's club online where athletes put their workout sessions on social media and this technique

increases the interaction level amongst its users, competitiveness and push them to achieve goals. This strategy made the brand popular among the sports users and increased their profits over the period of time.

Example 4: Duolingo is a language- learning app which provides their users with many benefits and reward points as they progress with each step and also achieve proficiency over any language in a fun and interactive manner.

Research Scope:

This Research has focused upon the relevance of gamification as a business marketing strategy and its significance in building customer engagement in a particular platform and support the organisations to deal with complex challenges and also building employee loyalty.

Theoretical Framework:

B. Burke, (2018), the excitement of people towards a gamified content has been highlighted by the author and it builds a sense of motivation inside them to accomplish a task. It talks about 3 elements: The autonomy, the mastery and the purpose. *Daniel Pink (2011)*, the internal and external force which motivates a person to accomplish a particular task apart from just monetarily rewards has been discussed by the author. *Caille Daum, (2020)*, the book highlights the business strategies and its fundamentals in a simplified manner and evaluation of the relevant strategies by its practical application. *Ethan Raziel & Paul. N. (2017)*, accentuates the details about the problem-solving tools used in the business management by relating it to the world's most important consultation firm. *Atanu Ghosh, (2010)*, the author has given an idea about climbing the business success ladder and also the necessary aspects such as marketing, innovation, expansion are supposed to be considered thoroughly. *S. Gudikessan & Jake, (2018)*, the author has talked about the prominence of the game- based business strategies and their role in simplifying the tasks and also making the content intriguing for the audiences and also their relevance in solving the complex issues.

2. RESEARCH METHODOLOGY

• Research topic Introduction:

The research has been conducted on the gamification as a business strategy and how they might help the business to grow and attract their customers and the employees.

• Research Scope:

This research paper has tried to explore the organisational challenges that a business could face, their strategy to resolve their internal conflicts and build employee motivation and also to increase the customer retention rates into their product.

• Literature Review/ Theoretical Framework

A proper theoretical framework has been presented to know the topic from different perspectives and the acquired knowledge had been explained in detail.

• Data Collection:

The data of the research paper is entirely dependent upon the secondary sources: such as relevant journals, books, newspapers and business magazines.

• Data Analysis:

The graphs have been analysed in detail and their elaborated explanation has been given along with their pictorial representation.

• Ethical and Moral Standards:

This study has been based upon the data collected from the authentic sources and there is absolutely no breach of social or moral conduct.

• Pictorial Representation:

A well- defined and relevant graphs and tables have been used for this paper. Colourful and bright pictures have been attached to support the study and their sources have also been mentioned below.

• Results:

An overall analysis of the given data has been presented which accentuates the graphs and their relevance with the topic

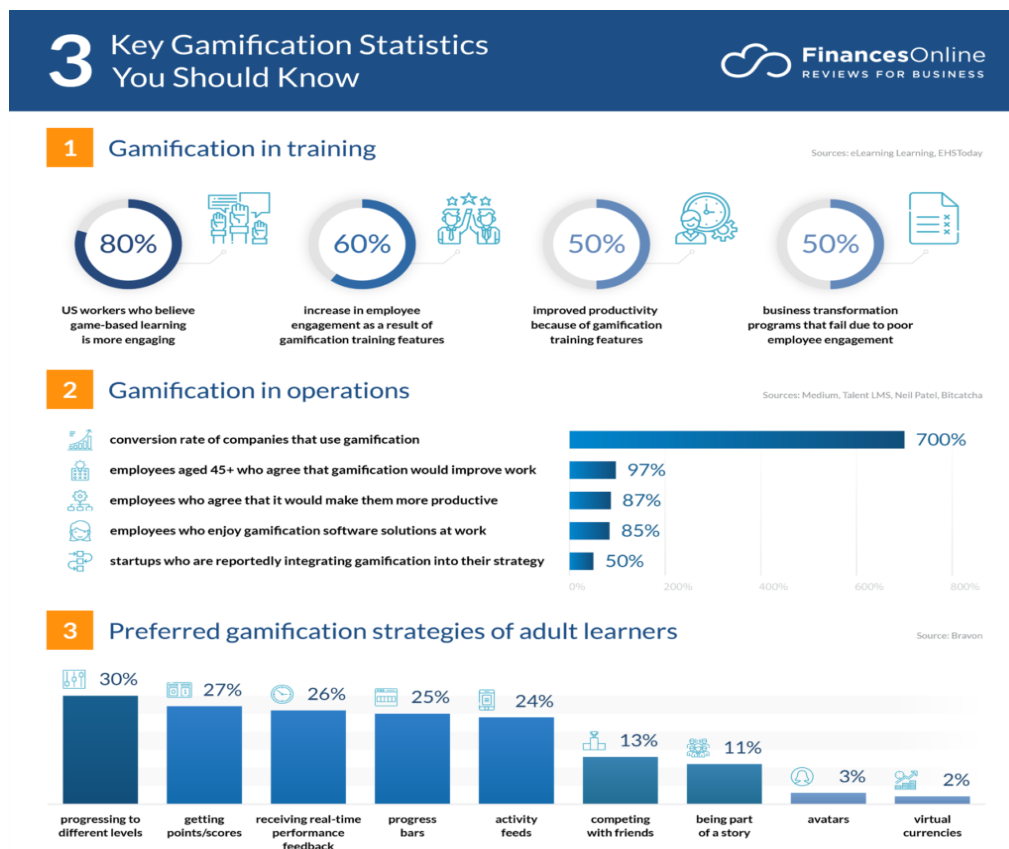
• Conclusion:

The paper has been concluded at the end stating about the understanding drawn out from this research paper.

Data Collection:

The entire data has been collected through secondary sources and it highlights the Success rate of business both internally

and externally by using gaming as a marketing strategy



Graph 1: Gamification statistics on the basis of 3 topics by FinancesOnline.com

3. DATA ANALYSIS

Analysis of Graph 1:

The graph represents the impact of gamification on 3 areas, discussed below:

Gamification on Training: The data has been divided into 4 levels:

1. Workers who believe game-based learning is more engaging are about 80% which proves that people find games interesting and they enthusiastically participate into it and increases the urge to learn new things amongst them.
2. There is a 60% hike in the workers engagement into the training programmes due to the gaming features.
3. The graph shows about 50% increment in the employees' productivity due to the gamification
4. There is a 50% fall in the business transformation programme due to the fall in the employee engagement because of the non-applicability of the gamification features.

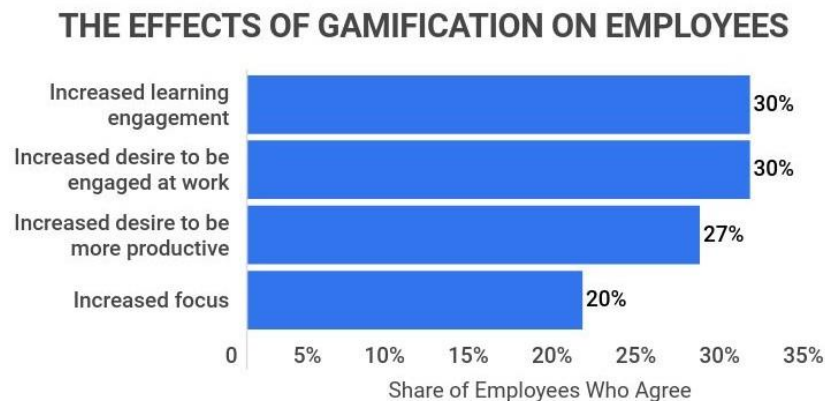
Gamification in Operations: Here the data has been divided into 5 levels:

1. Conversion rate of the companies in terms of operating are about 700% which is the maximum growth.
2. 97% of employees belongs to the age group of 45 plus believes that gamification would improve their working levels.
3. 87% of employees thinks that their productivity will increase due to the applicability of gamification in their work.
4. 85% of employees believe that gamification can be a solution to the complex software programmes.
5. 50% of start-ups are currently adding gamification as their business marketing strategy.

Gamification preferred by the adult learners: Here the data has been shown on the basis of 9 levels:

1. The 30% of adult learners are progressing towards different levels of gamification.
2. 27% of adult learners are getting scores or points while playing games online.

3. 26% of adult learners are receiving real time performance feedback on their work due to gamification
4. 25% of adult learners are able to see their progress bars with the help of gamification
5. 24% of adult learners are showing their activity feeds online.
6. 13% of adult learners are competing with their friends while playing games.
7. 11% involves themselves into a story feed online
8. 3% adult learners are involved in making avatars online
9. 2% adult learners are involved in acquiring virtual currencies on online games.



Graph 2: The effects of gamification on employees by Zippia.com

Analysis of Graph 2:

Employees Learning engagement increased with 30% due to the application of gamification by the entrepreneurs and the level of their desire to work also increased by 30%. The employees desire to increase their productivity also increased with 27% and their focus also increased by 20%. Overall, this graph represents the effects of gamification on the employees who agrees with this gamification.

Overall Analysis of Graph 1 & Graph 2:

The graph 1 and Graph 2 clearly specifies the role of gamification in the business marketing strategy. **Graph 1** has identified the impact of gamification on the employees and adult learners on the basis on 3 levels. Such as employee training, Business operations and adult learners' preferences. As per the data given, it clearly suggests that gamification has made employees to improve their productivity, it has increased their engagement level and also created simplified solutions for a complex software problem and in context to adult learners it helped them to explore the areas which could to improve their performance level in real- time and also acquire feedback and prepare their progress bars.

The **Graph 2** suggests that gamification have proven to be effective and efficient for the employees who are willing to accept it into their daily learning process. The data clarifies that the gamification has led to the surge in the employees' productivity, engagement level, their focus on the job and learning skills.

Why do consumers engage in gamification while shopping?



Graph 3: consumers engagement in gamification by bazaarvoice.com

Analysis of Graph 3:

The **Graph 3** displays the consumers engagement in the gamification while shopping. As per data given, about 50% consumers choose to a gamify content to unlock multiple discounts and own rewards, 22% believes in getting engaged socially with different communities and the equal number of consumers which is about 22% believes in connecting with the brand.

4. CONCLUSION

Gamification has become a significant tool for many businesses. They have realised the importance of inculcating it into their product marketing. It has made the employees learning and their work as fun and their training as interesting where as in context to customers, it has increased their retention rates and also fascinate them to stay engaged with the platform for a longer period of time. Gamification has made the marketing fun and enjoyable. It creates a connection with the customers and helps to develop a bridge between the customer and the industry. Few prominent business examples which have created a market monopoly and increased their sales and revenue with the help of gamification are MC Donald's, Nike, Duolingo, Etc. Gamification has not just created an impact on the customers retention rates but also made the employees productive and improved their working and learning skills. Now- a – days, employees are interested in getting their training in an enjoyable manner rather than traditional way. Overall, gamification has proven to be an innovative and significant aspect for many businesses for surging their sales and revenue and also increasing their customers and employees' engagement and focus levels.



Image taken from pointpro.com

REFERENCES

- [1] Brzezicki, A. (2024, May 10). *Everything you need to know about gamification marketing*. Bazaarvoice. <https://www.bazaarvoice.com/blog/everything-you-need-to-know-about-gamification-marketing/>
- [2] Boskamp, E. (2023, June 28). *25 Gamification Statistics [2023]: Facts + Trends you need to know*. Zippia. <https://www.zippia.com/advice/gamification-statistics/>
- [3] Kärpuk, K. (2024, July 16). *Gamification marketing statistics 2023*. Adact. <https://adact.me/blog/gamification-marketing-statistics/>
- [4] Santos, P. M., Dias, J. M., & Bairrada, C. M. (2024). Gamification in marketing: Insights on current and future research directions based on a bibliometric and theories, contexts, characteristics and methodologies analysis. *Heliyon*, 10(11), e32047. <https://doi.org/10.1016/j.heliyon.2024.e32047>
- [5] *Using Gamification marketing techniques* / Mailchimp. (n.d.). Mailchimp. <https://mailchimp.com/resources/gamification-marketing/>
- [6] (2024, February 14). *Gamification Statistics and Trends*. Mambo Enterprise Gamification Software. <https://mambo.io/gamification-guide/gamification-statistics-and-trends>
- [7] Smiderle, R., Rigo, S. J., Marques, L. B., De Miranda Coelho, J. a. P., & Jaques, P. A. (2020). The impact of gamification on students' learning, engagement and behavior based on their personality traits. *Smart Learning Environments*, 7(1). <https://doi.org/10.1186/s40561-019-0098-x>
- [8] Yang, X., Xi, N., Tang, H., & Hamari, J. (2023). Gamification and Marketing Management: A Literature Review and Future Agenda. In Association for Information Systems, Association for Information Systems, AIS Electronic Library (AISeL), & AIS Electronic Library (AISeL), *AMCIS 2023 Proceedings*. https://aisel.aisnet.org/amcis2023/meta_res/meta_res/1
- [9] Tobon, S., Ruiz-Alba, J. L., García-Madariaga, J., Faculty of Economics and Business, Complutense University

- of Madrid, Spain, & School of Management and Marketing, Westminster Business School, University of Westminster (London, UK). (2019). Gamification and online consumer decisions: Is the game over? In *Decision Support Systems* [Journal-article]. <https://doi.org/10.1016/j.dss.2019.113167>
- [10] *What is gamification Marketing? / Brame / BRAME blog*. (n.d.). <https://www.brame.io/blog/gamification-marketing>
- [11] Wainwright, C. (2022, September 22). How Businesses Are Using Gamification to Spice Up Their Marketing. *Hubs Spot*. <https://blog.hubspot.com/blog/tabid/6307/bid/32993/how-real-businesses-are-using-gamification-to-spice-up-their-marketing.aspx>
- [12] Keeton, J. B., & Keeton, J. B. (2025, January 7). *What is gamification Marketing? Benefits & examples*. Optin Monster. <https://optinmonster.com/gamification-in-marketing/>
- [13] *The benefits of gamification in growth marketing*. (n.d.-b). <https://abmatic.ai/blog/benefits-of-gamification-in-growth-marketing>
- [14] Bullock, M. (2024, November 21). *Why Gamification is Important & Its Benefits*. Spinify. <https://spinify.com/blog/why-gamification-is-important/>
- [15] Kärpuk, K. (2024, July 23). *7 Best gamification campaign examples*. Adact. <https://adact.me/blog/best-gamification-campaign-examples/>
-