A Retrospective Glance at Consumer Behavior in the Gamification Context exerting Bibliometric and Content Analysis

Deeksha Singh*

National Institute of Technology, Rourkela, Odisha

Dr. Sambashiva Rao Kunja

National Institute of Technology, Rourkela, Odisha

Abstract

Marketers utilize gamification as it provides an efficacious platform to communicate and reach a large consumer base. Several studies exploring consumer behavior have highlighted the role of gamification in diverse industries, including retail, tourism, and mobile technology. However, the prior literature is not cohesive, so this study attempts to provide an overview of the current state of gamification by linking it to consumer behavior. This study examines 68 publications from Scopus from 2012 to 2022, employing bibliometric and content analysis while incorporating performance analysis, science mapping, and thematic analysis. In addition, the study also identifies five clusters connecting gamification to the dimensions of consumer behavior. These clusters include customer engagement, consumer experience, purchase and behavioral intentions, consumer psychology, and technology & innovation adoption. In conclusion, it proposes future research directions.

Key words: Gamification; Consumer Behavior; Bibliometric Analysis; Content Analysis

*Corresponding Author: Deeksha Singh

January 07, 2023
School of Management
NIT Rourkela

A RETROSPECTIVE GLANCE AT CONSUMER BEHAVIOR IN THE GAMIFICATION CONTEXT EXERTING BIBLIOMETRIC AND CONTENT ANALYSIS

PRESENTED BY:

DEEKSHA SINGH, DOCTORAL SCHOLAR, SM, NITR

AUTHORED BY:

DEEKSHA SINGH, DOCTORAL SCHOLAR, SM, NITR

DR. SAMBASHIVA RAO KUNJA, ASSISTANT PROFESSOR, SM, NITR

THE MOTIVATION

- As mobile technology becomes more widespread, businesses are urged to adopt gamification to attract customers' attention and increase sales (Eisingerich, Marchand, Fritze, & Dong, 2019).
- At today times, the latest generation is the first to demonstrate a level of technology expertise or comfort at such a young age (Szymkowiak, Melović, Dabić, Jeganathan & Kundi, 2021)

INTRODUCTION

- Gamification is defined as the application of game elements in non-game activities to engage with individuals (Deterding, Dixon, Khaled, & Nacke, 2011).
- Gamification uses game components such as badges, challenges, and leaderboards in non-game contexts such as marketing, engagement, or any commercial activity (Huotari & Hamari, 2016; Tanouri, Mulcahy, & Russell-Bennett, 2019).
- Nowadays, gamification is a technology that helps organizations deliver a superior experience to their customers.

RESEARCH GAP

- Consumers have been an integral part of Gamification (Hollebeek et al., 2021; Mishra & Malhotra, 2020); hence many consumer-focused studies on gamification have been undertaken, but very few has carried out a literature review synthesizing such studies. Therefore, this study reviews and compiles studies from 2012 to 2022.
- Behl, Jayawardena, Pereira, Islam, Giudice, and Choudrie (2022) conducted a systematic review and bibliometric analysis, but their concentration was on e-learning and young consumers. Meanwhile, this study assesses consumers as a whole, not pandering to any particular industry. These generalizations allow for expanded applicability in a variety of industries.

RESEARCH AIM

- This study aims to offer an understanding and philosophical framework of gamification in the context of consumer behavior.

RESEARCH QUESTIONS

RQ1: What is the recent trend in the dissemination of articles on gamification and consumer behavior?

RQ2: What are the most prominent studies on the interplay between gamification and consumer behavior?

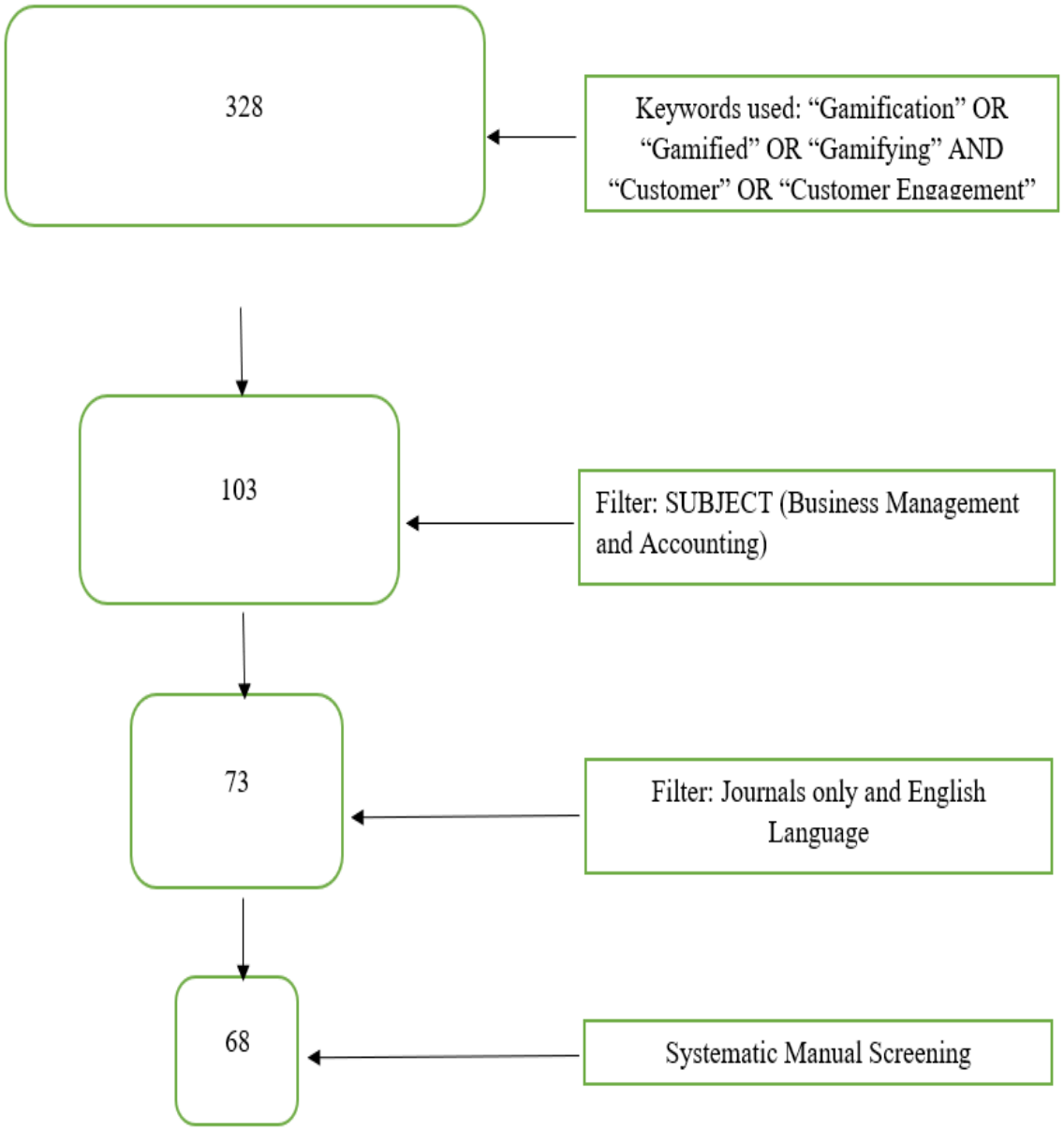
RQ3: Which authors have exerted the utmost impact on the application of gamification towards consumer behavior?

RQ4: What is the present state of collaboration among authors involving gamification and consumer behavior?

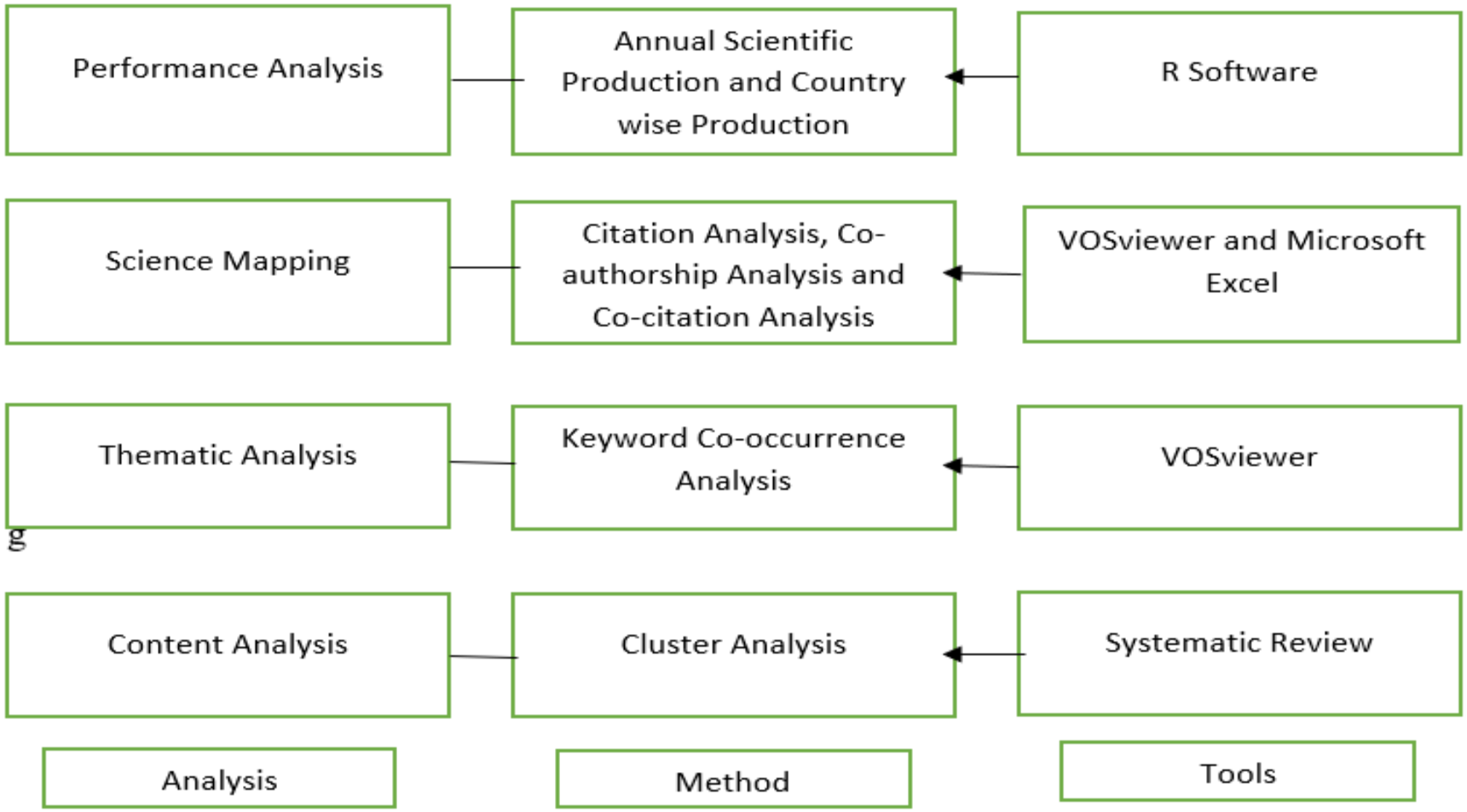
RQ5: What themes are prevalent in studies on gamification and consumer behavior?

RQ6: What are the domain-specific future directions for consumer behavior in the context of gamification?

DATA COLLECTION



METHODOLOGY



ANALYSIS AND FINDINGS

figures.docx

CLUSTER ANALYSIS

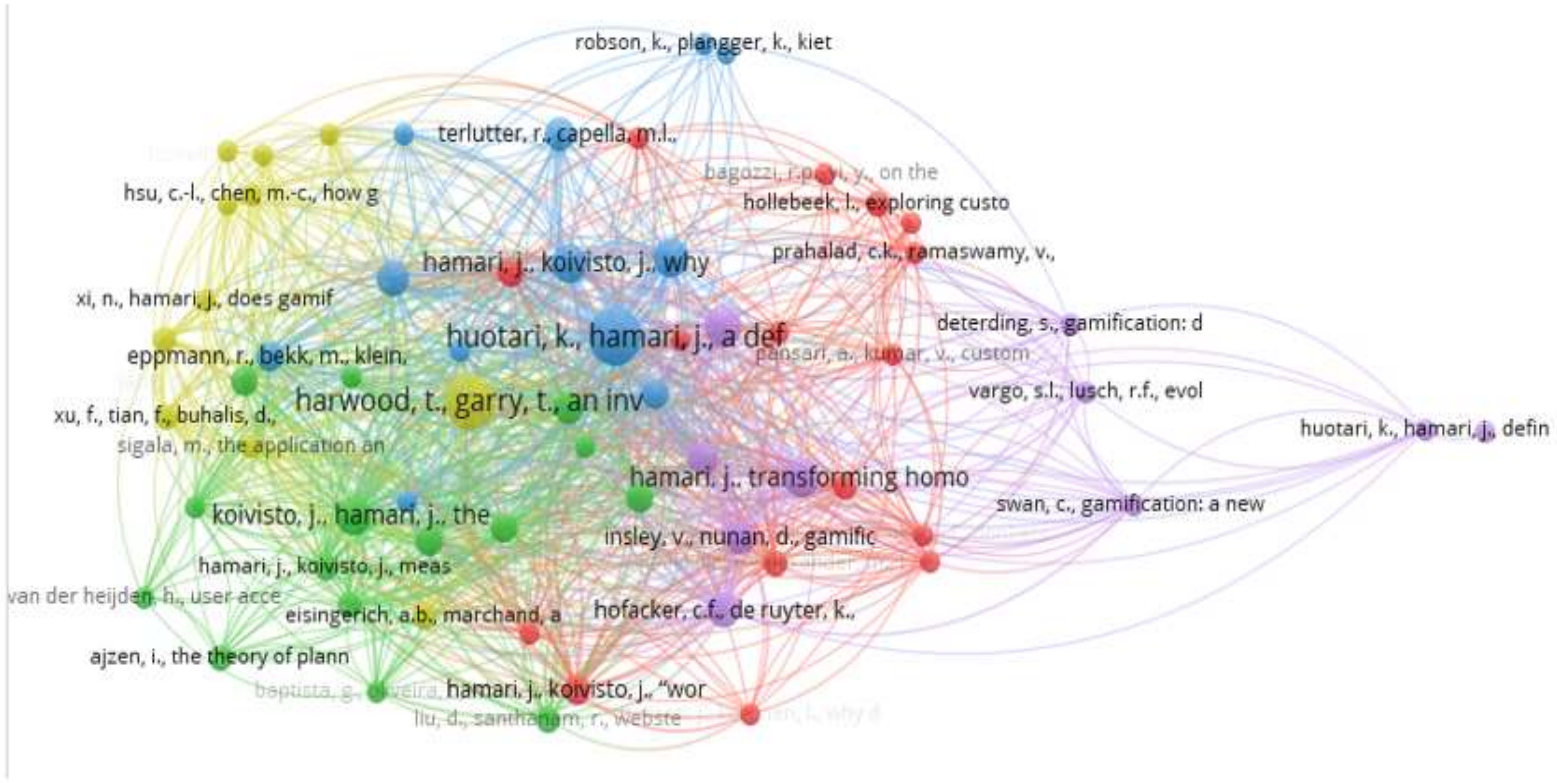


Figure 9: Co-citation analysis using VOSviewer

FUTURE DIRECTIONS

- The future directions are based on the three aspects, i.e., theory, method, and context, articulated by Paul and Criado (2020).
- Theory - Negative aspects of gamification, such as how subversion of game mechanics influences complaint behavior, can be investigated in the future (Harwood & Garry, 2015).
- Method - There is an imperative need to investigate qualitative methods in gamification, for which researchers may explore text mining and sentiment analysis in the future.
- Context - Up to this point, all research has been conducted with B2C businesses in mind; however, B2B gamification research is also plausible (Hollebeek et al., 2021).

Lund, Trace (2020).

CONCLUSION

- This research has contributed to the discipline in a variety of ways. First, it begins with a comprehensive analysis and discussion of recent trends in this field. Second, it develops a social structure within this industry. Third, it outlines key themes in the realm of consumer behavior within the gamification context. Fourth, it gives a conceptual underpinning for this field. Finally, it deliberates potential future research avenues.

REFERENCES

- Behl, A., Jayawardena, N., Pereira, V., Islam, N., Giudice, M. D., & Choudrie, J. (2022). Gamification and e-learning for young learners: A systematic literature review, bibliometric analysis, and future research agenda. Technological Forecasting and Social Change, 176, 121445. https://doi.org/10.1016/j.techfore.2021.121445
- Deterding, S. (2012). Gamification. Interactions, 19(4), 14–17. https://doi.org/10.1145/2212877.2212883
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. Journal of Business Research, 133, 285–296. https://doi.org/10.1016/j.jbusres.2021.04.070
- Eisingerich, A. B., Marchand, A., Fritze, M. P., & Dong, L. (2019). Hook vs. hope: How to enhance customer engagement through gamification. International Journal of Research in Marketing, 36(2), 200-215. https://doi.org/10.1016/j.ijresmar.2019.02.003
- Harwood, T., & Garry, T. (2015). An investigation into gamification as a customer engagement experience environment. Journal of Services Marketing, 29(6/7), 533–546. https://doi.org/10.1108/jsm-01-2015-0045
- Hollebeek, L. D., Das, K., & Shukla, Y. (2021). Game on! How gamified loyalty programs boost customer engagement value. International Journal of Information Management, 61, 102308. https://doi.org/10.1016/j.ijinfomgt.2021.102308
- Huotari, K., & Hamari, J. (2016). A definition for gamification: anchoring gamification in the service marketing literature. Electronic Markets, 27(1), 21–31. https://doi.org/10.1007/s12525-015-0212-z
- Mishra, S., & Malhotra, G. (2021). The gamification of in-game advertising: Examining the role of psychological ownership and advertisement intrusiveness. International Journal of Information Management, 61, 102245. https://doi.org/10.1016/j.ijinfomgt.2020.102245
- Paul, J., & Criado, A. R. (2020). The art of writing literature review: What do we know and what do we need to know? International Business Review, 29(4), 101717. https://doi.org/10.1016/j.ibusrev.2020.101717
- Szymkowiak, A., Melović, B., Dabić, M., Jeganathan, K., & Kundi, G. S. (2021). Information technology and Gen Z: The role of teachers, the internet, and technology in the education of young people. Technology in Society, 65, 101565. https://doi.org/10.1016/j.techsoc.2021.101565
- Tanouri, A., Mulcahy, R., & Russell-Bennett, R. (2019). Transformative gamification services for social behavior brand equity: a hierarchical model. Journal of Service Theory and Practice, 29(2), 122–141. https://doi.org/10.1108/jstp-06-2018-0140

THANK YOU