

Effectiveness Of Gamification On Competitive Spirit- A Review.

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ABSTRACT

Gamification is highly effective at fostering a competitive spirit, acting as a powerful motivator in both educational and corporate settings by leveraging game mechanics like leaderboards, badges, and points. Finally, it concludes that effective gamification balances competition with collaboration, creating a "coopetition" environment where teams compete, but also cooperate to achieve shared goals. Gamification Marketing attracts people to engage with the same concern and it leads to long term relationship with the customers.

Keywords: Gamification Marketing, Competitive Spirit, Consumer Engagement, Impulse buying behavior.

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INTRODUCTION

Gamification is the use of game design elements and game-like interfaces in non-game activities to motivate and influence user behavior. In a marketing context, it involves integrating game features into e-commerce platforms, loyalty programs, or promotional campaigns to boost consumer engagement and achieve business objectives. While gamification has emerged as one of the most promising futuristic trends in e-commerce, how it impacts consumers' impulse buying behavior remains largely underexplored. Gamification is highly effective at fostering a competitive spirit, acting as a powerful motivator in both educational and corporate settings by leveraging game mechanics like leaderboards, badges, and points. It transforms routine tasks into engaging challenges, inducing a "healthy competition" that drives individuals to outperform peers and themselves.

RELATED REVIEWS

R Sharmila, M Kavitha (2018) A study on customer experience in E-tailing and retailing - Indian Journal of Public Health Research & Development 2018. The purpose of this paper is to explore the relationships between the various determinants and customer experience in the retail and e-tail markets which is widely seen in the Indian market place. A survey of 100 respondents was carried out with the help of a questionnaire. Descriptive (frequency and percentage) and cross tabulation chi-square statistical techniques were used to check the hypothesis and to analyse the data. Shopping atmosphere of the hyper market and quality of the service of the hyper market are considered to be the most significant predictor for the hyper market. Choice of variety, price and the accessibility factors are the major determinants and attracting factors of the online shopping. The results included in this research about the

demographic variables and the determinants of customer experience are focused on hyper and retail markets respectively. This paper provides retailers with specific.

Jaspreet (2023) Exploring the impact of Gamification elements in Brand Apps on the purchase intention of consumers. Journal of Global Information Management 31(1). The purpose of this manuscript is to understand how the elements of the game apps impact the intention of purchase of a consumer with the mediating effect of perceived enjoyment, hedonic value, and social interaction to derive benefits designed in terms of marketing strategies. The findings of the research indicated that fun as a sub-element of mobile gamification can significantly affect social interaction, and storytelling has a significant impact on perceived enjoyment. The study identifies perceived enjoyment as an important antecedent of consumer intention to involve gamification. This provides managers and developers to focus on dynamics, mechanics, and proper feedback systems with the emergence of new technologies.

Meena Rani (2023) A Study On Impulsive Buying Behaviour In Online Shopping . Um Estudo Sobre Comportamento De Compra Impulsivo Nas Compras Online. The present study aims to provide a broad overview of impulsive buying through literature review, find stimuli that triggers Impulse buying during online shopping, analyze the influence of respondents' demographic and psychographic factors on impulsive buying and to construct and validate regression model. Results show significant association between income and impulsive buying, different categories of products and tendency for impulsive buying, and Discount and offers are found to be most significant factors driving impulsive buying online along with tendency to buy online for mood upliftment and an

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urge to gratify the needs instantly. The model predicts impulsive buying with adjusted R² value of .671 which is statistically significant.

Meenakshi Neg (2024) A Literature Review: Factors Influencing Impulse Buying Behavior. *International Journal of Research Publication and Reviews*, Vol 4, no 7, pp 1925-1929 July 2023. Impulse buying or impulse purchase describes the behavior of buyers or shoppers who purchase things from stores that are not preplanned to buy. Instant purchasing is named as impulse buying. Impulse buying behavior used to be a fascinating issue to be figured out by many researchers and marketers, in consumer behavior studies. This study aims to present a detailed literature review of impulse buying behavior. Development of the impulse purchasing concept, the procedure of consumer's impulse purchasing behavior, and various factors that affect impulse purchasing. The content analysis of the varied research about impulse buying behavior may be carried out to understand the basic distinctiveness of impulse purchasing for upcoming researchers by amplification the diverse factors influence impulse buying.

Bhaskar (2024) The Influence of Culture on Impulse Buying Behavior: A Systematic Literature Review. *BBR*, Aug 2023. <https://doi.org/10.15728/bbr.2022.1221>.

Impulse buying is one of the prevalent phenomena that significantly affect the sales revenue of companies. This study focuses on unveiling the interaction between cultural factors and impulse buying behavior. For this systematic literature review, articles were examined to understand the relationship between various aspects of culture and impulse buying behavior in both online and offline contexts. Further investigation of impulse buying in cross-cultural context helps to understand and classify different theoretical perspectives to study impulse buying behavior and cultural factors. This study offers practical implications for retail professionals and e-commerce strategists to design and implement viable cross-cultural marketing campaigns. Academic researchers may also understand research gaps and contribute further to understanding cross-cultural impulse buying.

Alemayehu Bakalo (2024) The Advertising & Promotion An Integrated Marketing Communications Perspective Scientific Literature Review. *Business Studies Journal* Volume 15, Special Issue 3, 2023. This study used a scientific literature review methodology with 50 existing articles completed in advertising and promotion and integrated marketing communications based on an inclusion/exclusion criterion. The findings of this study were collected by developing a thematic method, which involved extracting previous researchers' findings from the literature, classifying similar themes and findings, and drawing conclusions. Finally, future researchers should integrate marketing communication into the regeneration of concepts and the reconstruction of models and concepts to adapt to the new round of technological revolution and the changes carried about by user experience innovation.

A Asha, GS Maheswari, M Kavitha - 2025 International Conference on Automation and Computation. Consumer Purchase Decision Making of Omni-Channel Market-A Study with Special Reference to Chennai City. Although omni-channel strategies are becoming more and more important, not much research on consumer behaviour especially related to the dynamics of the Chennai market exists. It was decided on a mixed-method approach with a quantitative survey with one thousand respondents and three hundred consumer qualitative interviews. Factor analysis and regression analysis among other statistical approaches was used in data analysis.

Gamification On Competitive Spirit

Leaderboards and challenges tap into the human desire to compete and win, encouraging users to strive for higher rankings and greater rewards, which drives repeat participation. Leaderboards and team challenges allow customers to see where they stand relative to others, fostering friendly competition and social influence within a brand's community.

Gamification marketing uses competitive spirit by creating leaderboards, contests, and challenges to motivate customers and encourage desired actions like purchasing or sharing, thereby increasing engagement and loyalty. By applying game-design elements such as points, badges, and rewards to non-game contexts, brands tap into human psychology and the thrill of competition to make interactions more fun and rewarding, fostering a strong connection with the brand.

Gamification not only "increases" engagement, but also "improves" engagement. There's a difference. You can always increase your engagement, but it doesn't mean people will take action. However, you're creating customers or clients when you improve overall engagement. Games encourage people to interact with your brand and create a real relationship. They'll remember you, and are likely to come back to enjoy whatever your gamified campaign has to offer.

By including gamification in your marketing campaigns, you can create a rollercoaster of emotions. This increases their connection with your brand and increases the chances of them telling someone else about you, bringing them back for more.

Challenges and quests are tasks or missions that users can undertake to earn rewards or achieve specific goals. They add a narrative or storyline element to the experience, making it more immersive and engaging. By breaking down activities into manageable tasks with clear objectives, challenges keep users motivated and focused.



Figure 1: Increase sales with Gamification Marketing

Understanding the role of gamification requires recognizing the broader context of audience engagement. Audience engagement refers to the depth of interaction between a user and a brand, product, or service. In a digital age marked by information overload and fragmented attention spans, capturing and maintaining audience interest has become increasingly challenging. Traditional methods of engagement, such as straight forward marketing campaigns or static educational content, often fall short in creating a sustained connection with users.

By leveraging game-like features, organizations can make activities more enjoyable and rewarding, thereby increasing user involvement and motivation. For example, educational platforms that incorporate gamified elements can transform learning from a passive experience into an interactive journey, where users are driven to achieve goals and earn rewards. Similarly, businesses that implement gamified loyalty programs can foster a sense of excitement and achievement among customers, leading to greater brand loyalty and increased participation.

The significance of gamification lies in its ability to make engagement more dynamic and appealing. By understanding how gamification works and its potential benefits, organizations can better navigate the complexities of audience interaction and create more effective strategies for capturing and sustaining interest. A digital marketing agency often leverages gamification techniques to enhance customer engagement and loyalty, demonstrating its power across various sectors. This exploration will delve into the principles of gamification, its applications across various

sectors, and the challenges that come with integrating game elements into non-game contexts.

Findings And Conclusions

Gamification marketing uses competitive spirit by creating leaderboards, contests, and challenges to motivate customers and encourage desired actions like purchasing or sharing, thereby increasing engagement and loyalty. Gamification not only "increases" engagement, but also "improves" engagement. However, it will create customers or clients when you improve overall engagement. Games encourage people to interact with the brand and create a real relationship.

Finally, it concludes that effective gamification balances competition with collaboration, creating a "coopetition" environment where teams compete, but also cooperate to achieve shared goals. Gamification Marketing attracts people to engage with the same concern and it leads to long term relationship with the customers

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