

Gamification Marketing And Sense Of Achievement

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ABSTRACT

Gamification on e-commerce platforms increases impulsive shopping behavior by leveraging game-like mechanics such as rewards, badges, and social features to create emotional engagement, perceived fun, and a sense of urgency. Gamified systems offer clear goals, points, badges, and progress bars that provide tangible milestones, giving customers a sense of accomplishment and investment in the brand. Finally it concludes that in games, earning points or unlocking levels brings a sense of achievement and these elements are incorporated into experience a feeling of completion and success.

Keywords: Gamification Marketing, Sense of achievement, Points, Badges

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INTRODUCTION

Gamification marketing leverages game-like features such as points, badges, and leaderboards in non-game contexts to increase consumer engagement and drive sales, including impulsive buying behavior by creating a sense of fun, reward, and urgency. By incorporating game mechanics, marketers can create engaging and immersive shopping experiences that trigger psychological motivations, leading to unplanned purchases. However, this strategy raises ethical concerns as it can exploit psychological vulnerabilities, leading to compulsive behaviors and potential consumer regret.

Gamification on e-commerce platforms increases impulsive shopping behavior by leveraging game-like mechanics such as rewards, badges, and social features to create emotional engagement, perceived fun, and a sense of urgency. These elements, particularly daily rewards and the opportunity for social interaction, stimulate an "emotional arousal" that leads to more unplanned purchases. By making shopping more enjoyable and engaging, gamification encourages users to make more purchases, with elements like time pressure and interactive promotions amplifying the tendency for spontaneous buying.

RELATED REVIEWS

Manju, Kavitha (2021) Digital marketing and customer satisfaction and customer satisfaction in COVID-19 - Elementary Education Online. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.

S Pratiksha, M Kavitha (2023) Effectiveness of cloud technologies in digital marketing - International journal of economic perspectives. Volume 17, 2. Cloud is a online virtual server which allows user to store, retrieve and use data whenever they want from anywhere remotely, this is the most important factor which helps marketers. This paper studies about how the cloud technologies impacted the trend of digital marketing, researcher used secondary data collected from previously published journal, theses, websites, blogs etc., author conclude that digital marketing been effectively used and the level of customer satisfaction is high when marketers uses cloud technologies at various levels of customer's buying decision making.

Patricia (2024) Gamification in marketing: Insights on current and future research directions based on a bibliometric and theories, contexts, characteristics and methodologies analysis. Haliyon. Volume 10. This study provides a hybrid review, which integrates a bibliometric and TCCM analysis, of gamification in marketing by analyzing 114 articles. The data was retrieved from the Scopus scientific database. The bibliometric analysis showed the existence of 8 clusters, mostly representing current areas of research. It was found that the focus of the literature, so far, has been on studying which game elements should be implemented in a gamification system, as well as examining the impact of gamification experiences on engagement and consumer's behaviors. The TCCM analysis revealed the major theories and methodological approaches explored in published articles. Shelleka Gupta (2025) Gamification in Digital Marketing: Proposing a Theoretical Framework Based on Uses and Gratifications Theory. BIMTECH Business Perspectives 5(1) 9–25. Gamification is one of the most popular and exciting digital marketing tools. Using gamified content, brands tap into their consumers' competitive nature and accelerate their engagement by rewarding them with discount coupons and other shopping benefits. Hence,

owing to the amplified popularity and increased usage of gamification in marketing, this review article deliberates in detail about gamification as a digital marketing tool. The article proposes a theoretical framework based on the theory of uses and gratifications in the gamification context. Additionally, it also highlights the several positive outcomes marketers can enjoy using gamification in their digital marketing campaigns. Implications and future research agendas are also discussed.

Neema (2025) Gamification in Marketing: Enhancing Participation, Interaction, and Retention in Saudi Telecoms. *Journal of Management World*. DOI:10.53935/jomw.v2024i4.931 The results highlight the importance of interaction as a bridge, amplifying gamification's effects by transforming passive consumers into active participants. Additionally, personalized gamification strategies are shown to strengthen customer loyalty, emphasizing the need for tailored designs to meet diverse user motivations. The findings provide valuable insights for integrating gamification into marketing strategies, particularly in competitive and digitally advanced markets like Saudi Arabia. By leveraging these strategies, companies in the telecommunications sector can enhance customer engagement, foster stronger relationships, and achieve sustainable competitive advantages.

Wengie li (2025) Gamification Impact on Brand Strategies: A Systematic Review. *Journal of Computer Information system*. Gamification has attracted the attention of researchers from information systems and digital marketing in recent years. As digital technologies increasingly shape immersive consumer engagement, gamification is emerging as a strategic mechanism for enhancing brand objectives by offering new ways to structure consumer experiences. We further found that extant studies examine idiosyncratic aspects of gamification using a variety of analyses, highlighting the difficulties in comparing and transferring findings. Finally, we enrich the literature with a framework that provides a comprehensive perspective of the constructions of gamification's impact on branding, and we identify opportunities for future research.

Sense Of Achievement

A sense of achievement is the primary human motivator that gamification marketing taps into by integrating game-like elements like badges, points, and leaderboards into non-game contexts to provide customers with tangible progress and rewards. This strategy fosters positive emotional connections, increases engagement, builds brand loyalty, and encourages repeat interactions as customers strive to complete challenges and earn accomplishments.

Gamified systems offer clear goals, points, badges, and progress bars that provide tangible milestones, giving customers a sense of accomplishment and investment in the brand. Visual indicators that show how close a user is to completing a task or reaching a goal, providing a tangible sense of forward momentum.

Gamification marketing has become an increasingly popular strategy for businesses looking to engage and motivate their target audience. By incorporating elements of game design into marketing campaigns,

companies can tap into the innate human desire for competition, achievement, and recognition.

Incorporating badges and achievements into marketing strategies can significantly increase user engagement. Offering tangible rewards in the form of badges or points motivates users to actively participate and complete desired actions. For example, social media platforms like LinkedIn and Stack Overflow utilize badges to recognize and reward users for their contributions, encouraging them to continue engaging with the platform.

From boosting productivity on the sales floor to transforming how teams collaborate and learn, gamification taps into our natural desire for competition, progress, and reward. Gamified environments naturally inspire people to do more. According to research, 89% of people say gamification makes them more eager to complete a task, and 62% feel more motivated when they can compete with peers. At GoSkills, learners are incentivized to complete modules and courses—not because they have to, but because they want to earn that next badge, coin, or level.

In games, earning points or unlocking levels brings a sense of achievement. When these elements are incorporated into lessons, students experience a feeling of completion and success. For example, answering quiz questions might earn "stars" or advance players on a level board. These small victories help keep motivation high.



Figure 1: Gamification in Business

Go Skills uses gamification within its learning management system (LMS) to make corporate training more engaging and effective. Here's how:

Points: Learners earn points for completing lessons or courses, providing immediate feedback and motivation to progress.

Milestones and badges: Small wins matter. Learners unlock badges as they hit learning milestones, reinforcing a sense of achievement.

Levels and status: As users accumulate coins and complete content, they rise through levels that reflect their commitment and growth—unlocking new status tiers on the platform.

This system keeps learners coming back, builds healthy competition, and ensures knowledge sticks. Companies like O'Brien Fine Foods have reported dramatic employee improvements thanks to GoSkills' gamified platform.

Games often include surprise elements like bonus rounds or secret rewards. In learning tools, unexpected challenges or bonus content can keep the experience fresh and exciting, even when the topic is tough or repetitive.

Our brains release pleasure chemicals when we hit a goal or get praise. Gamification offers small, ongoing rewards—like badges or praise messages—that keep students motivated and happier while studying.

If students feel stuck or bored, they often give up. Gamification's frequent small victories keep studying engaging. Students remain motivated and focussed for longer because the pace feels quicker and more enjoyable.

Businesses use gamified training platforms to make mandatory training more enjoyable for staff. Completing modules might earn them extra days off or team recognition, increasing participation and skill growth.

Many educational tools, apps, and services now feature gamification. Companies developing educational apps focus on designing applications with quizzes, challenges, and reward systems integrated to keep content engaging.

A company that develops apps specialising in learning platforms can support schools or organisations in creating engaging digital products. They design the interface, write the code for features, and incorporate game-like elements aligned with educational objectives.

With the growth of mobile app development, learners can study anywhere—on the bus, at the park, or while waiting in line. Mobile-friendly design makes it easy to complete short quizzes or review flashcards during spare moments.

Additionally, some businesses provide on-demand app development services. That means you can request a customised solution—like a gamified language practice tool—and the team will develop it quickly, using proven game mechanics to make the app enjoyable and user-friendly.

Findings And Conclusions

Gamification leverages the basic human nature principles such as the competitive spirit sense of achievement and reward to motivate and engage the audience. It taps into our natural inclination to enjoy and respond to the thrill of competition. Gamified systems offer clear goals, points, badges, and progress bars that provide tangible milestones, giving customers a sense of accomplishment and investment in the brand.

Finally it concludes that in games, earning points or unlocking levels brings a sense of achievement and these elements are incorporated into experience a feeling of completion and success.

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