

Computer Graphics 2019: Gamification in e-commerce - Tamana Mominzada - Malaysia

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Gamification is increasingly applied as a design strategy when improving various behavioral outcomes within the online retailing domain. Gamification has different elements, each of them has their own purpose within the specific domains. Some have its effect on user's motivation some on the engagement of users, a number of them on customer loyalty but which game elements have its positive effect on user experience has not been addressed thus far in gamified e-commerce studies. Thus, this study aim is to explore the results of user experience and its mediating role in a web gamification context of e-commerce. For the testing relationships within the research model, we'll develop a study using a sample of 200 online e-commerce users. supported other studies in gamified context regarding user experience, for our study probably game elements which are fixed interval, feedback, progress bar, leaderboards, and rewards have significant effects on user experience. Successively the user experience has a positive influence on brand equity, user attitude, and user satisfaction during a gamified e-commerce application. The findings of this study will enable the web retailing companies to implement the gamification elements more efficiently, forecast the longer term behaviors of their customers more identically, and guide their management of assets and gamification activities. Relying on social connections, online recommendation engines, and other enabling technologies, consumers have constantly been increasing expectations and seek experiential value in online shopping. Since customers have more places and ways to buy than ever before, retailers – so as to achieve success – must find ways to form online shopping pleasant and enjoyable. they need begun to reinforce the web customer experience by incorporating game elements into their business processes, making online shopping not just attractive with innovative products and low prices, but also fun. This idea is understood as gamification – a trending topic in both academia and business – and usually defined because of the use of game thinking and elements in non-game contexts. In our study, we used a state-of-the-art framework (Octalysis) to research a sample of shops from different industries operating on the ECU market. Supported an octagonal shape, Octalysis comprises 8 core drives that seek to elucidate the influence of certain gamification techniques on consumer motivation. Our study focused on determining (a) each retailer's position within the octagon and (b) whether retailers within the same sector target an equivalent core drives. Further, we propose guidelines for academics and practitioners seeking to convert results into more and better ideas for online shopping.

Gamification, because the name implies, is that the application of game thinking and game mechanics, like challenges and rewards, to non-game contexts to affect behavior. It's all about using people's desire for competition, status, and achievement to drive desired behavior. Customer experience – the strategic focus of the many modern companies – continues to evolve as consumers believe their social connections, online recommendation engines, and other enabling technologies to drive their purchasing decisions. Consumers seek utilitarian and hedonic benefits also as experiential value in online shopping. Companies want to find ways to supply consumers with

enjoyment and positive feelings, and seek to make sure a singular e-commerce experience so as to realize a competitive advantage. Online experience comprises online functionality, information, emotions, cues, stimuli, and products or services. As in many other technological trends (e.g., multi-device usage) online communities, social commerce, and online social interaction are getting increasingly relevant in online shopping. Gamification, although not a completely new concept, has experienced significant growth in popularity in recent years. In academia, gamification is usually defined because of the adoption of game technology, game design methods, and game elements outside the games industry. Gamified systems are game-like and draw inspiration from games, but aren't games intrinsically. Since gamification makes shopping more attractive and may change human behavior by increasing motivation, engagement, and loyalty, retailers have begun to reinforce the web customer experience by implementing game elements and mechanics in online shopping with the aim of accelerating customer engagement on their sites. The usage of e-commerce platforms positively influences on the user's feeling of pleasure, and websites should be fun to use to extend the perceived enjoyment of the client. Online customer experience has become a crucial success think about retailing, and it manifests as an indoor and subjective response of the customer to the e-tailer's website. Consistent with Oliver, satisfaction refers to a consumer's mental state while evaluating the surprise during product acquisition or consumption. Gamification in online retail can help to extend consumer engagement and constitutes a conscious reposition of the shopping experience as a sort of entertainment. Many online consumers buy fun due to experiential shopping motives like experiential behavior and experiential outcome. They're fun seekers and represent a crucial customer segment, since they have a tendency to be more impulsive and generate higher sales. Gamification can produce engaging customer experiences by improving the way customers interact with a corporation or its brand. Understanding how customer engagements within the online shopping process are often improved is there-fore a significant think about creating a successful digital strategy. The authors of proposed implementing the subsequent retail strategies to maximize the benefits of gamification: Gamification should be (a) optional, (b) wont to reduce forms of undesirable consumer behavior, and to manage price-comparison behavior, and (c) a source of knowledge to get insights. Gamification is defined because the application and integration of game design principles and characteristic game mechanics to vary behavior in non-gaming concepts. It's a tool that, if designed and implemented within the right manner, can increase engagement.