

Gamification Principles to Enhance Customer Engagement and Stimulate Purchase: More than Mere Compulsion

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Abstract

Many digital service providers have adopted gamification to promote customer engagement. However, critical questions remain about the most effective way to enhance customer engagement and increase sales by applying gamification. With a research design that combines qualitative and quantitative methods, including the use of objective sales data from a large field study and replication of the findings across different contexts, this study explores how gamification fosters customer engagement. It reveals several principles of gamification that promote digital service customer engagement and explains the roles of both hope and compulsion in driving gamification success.

Keywords: *gamification; digital; mobile*

Track: Digital Marketing & Social Media