

# How to engage students to change their eating behaviors? Increasing their empowerment through gamification

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## **Abstract**

Social marketing aims to affect users' behaviors through various tools and one of them, gamification, has gained increasing attention to engage users to change their behaviors. This research uses gamification as a tool to study how to engage students in healthy eating through psychological empowerment when two regulatory orientations of prevention and promotion direct their engagement. Considering regulatory fit theory and achievement goal theory, this paper proposes three-condition experimentation including prevention, promotion, and control groups ( $N_{\text{total}} = 173$ ). In alignment with prior research, this study builds upon the literature and finds that gamification can engage students in the application to apply as well as to healthy eating with/without considering empowerment according to regulatory orientations. These insights equip researchers and practitioners with an applicable changing behavior framework to improve their health-related frameworks and drive practices' effectiveness.

**Subject Areas:** *Cognition, Consumer Behaviour, Service Marketing*

**Track:** Digital Marketing & Social Media