

Gamified Philanthropy: Unveiling Customer Motivation in CSR Campaigns

Mohamad Amir Merhabi

Suliman S. Olayan School of Business, American University of Beirut

Cite as:

Merhabi Mohamad Amir (2025), Gamified Philanthropy: Unveiling Customer Motivation in CSR Campaigns. *Proceedings of the European Marketing Academy*, 54th, (125999)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Gamified Philanthropy: Unveiling Customer Motivation in CSR Campaigns

Abstract

This study examines gamification's role in driving customer engagement in CSR activities through Giffgaff's Charity Nominations program. Analysis of user interactions identifies four motivators—Empathy, Altruism, Social Relatedness, and Social Influence—as key drivers of participation in nominating, voting for, and co-funding charities. Grounded in the Empathy-Altruism Hypothesis, Social Influence Theory, and Self-Determination Theory, the findings highlight gamification's psychological impact on social value co-creation. Results stress behavior-based rewards over result-based rewards, demonstrating how cheerful CSR programs enhance societal impact and strengthen customer-brand relationships. Practical insights are provided for integrating gamification into CSR initiatives, benefiting organizations and communities. Despite constraints in data scope and game element coverage, the study lays groundwork for future research into gamification's role in CSR co-creation.

Keywords: *Corporate Social Responsibility, Gamification, Value Co-Creation*

Track: *Social Responsibility & Ethics*