



THE IMPACT OF EXPERIENCE OF GAMIFICATION TOOLS ON CONSUMERS' ATTITUDE

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ABSTRACT

Purpose: The goal of this research to detect whether there is a positive impact, the relation between two variables of the study (Experience, and Attitude), within this article demonstration of how does the usability of the Turkish gamification tool will affect the consumers' attitude in improving their life in different manners, either in education; health; or on the psychological level.

Design/methodology/approach: A quantitative research method has been held in this research, with a sample size of 272 respondents in Turkey, with Turkish consumers, the survey has been collected as google online form covers Turkish consumers in Turkey in general and Istanbul in specifically, in this research the structural equation modelling (SEM) has been used to test the hypotheses between variables.

Findings: the outcomes of this research were significantly does not have any support to the relation and has a negative effect between the (Experience, Attitude) as variables used in this article, which means that the Turkish consumers after using the gamification tool and accept it as new modern tool to improve their life, their attitude is not consequently affected in positive manner.

Keyword: Attitude, Experience, Gamified Tools and Systems

Introduction

With the rapid communications spread around the worlds specifically the electronic communication, with the elevations of the awareness cultural towards various aspects in life either in health, education or marketing and the trades around the world this also affect the intention and the desire to have more Knowledge about the others particularly and about other nations.

That gives many organizations, companies beside the governments to facilitate the life of the consumers as the increasing of the consumption culture, by increasing the speed of internet and give the ability of the used to use the application in order to live in level that provide the comfortable to them from the communication to family and friend to improve the health lifestyle to develop the businesses, beside bring enjoyment to their life. "Companies facilitate the

information access to their products and services as direct contact with their specific or future consumers, this process is more efficient with the usage of internet. (Luk, Chan & L.Y. Li, 2002).

All the above call the urgent for more efficient and highly speed communication mechanism, for instance e-marketing give the internet users more information that give them the ability to recognize the advertised products, beside provided the possibility of comparison between them and to choose the appropriate ones. The e- marketing is considered as one of the basic concepts of contemporary, which is the trend in the last few year, via the usage of numerous tools of development and modern technology in the implementation of operations and marketing activities. (Ziyadat & Alnamer, 2006)

“Gamification” as term was first used in 2008, more terms continue to be used and new ones such as “behavioral games”. are starting to emerge to the trends of the technological communication field. Nowadays “gamification” seems to be the most popular term when describing non-game contexts that use game design elements. (Larsson, 2013)

1.1. The Problem of the Study

The problem of the study is about the large trend of the companies producing gamification devices or services and marketing towards the use of websites and social networks in order increase enjoyment experience.

1.2. Research Question:

It is one question which: Is the experience of the usage of gamification tools and services affect the attitude of the Turkish consumers?

Literature review

2.1. The Concept of Gamification

In short, the word is subdivided from "Game", it first appeared in commercial marketing to promote brands, and then moved to other fields including education, health, media and training.

Nick Pelling has been the first person who used this term in early of 21st century, however it did not come popular until the mid of 2010 (Eikelboom, 2016), nowadays there is still confusion between comparable meaning of the term and the term itself for example the games which depends on the behavioral, productive or the game as fun itself the users. (Wood & Reiners, 2015)

According to Kapp whom defined gamification as performing the elements of the electronic game in order to achieve a particular goal, in order to solve a specific problem, by elevating motivation towards achievement, or develop the level in other areas that do not have a creational side for example: marketing, health, media and education. (Kapp, 2012.p10) The target of Gamification could be reached by breaking the atmosphere if it were boring and give the fun of turning the work into an entertaining game.

2.1 Experience:

According to Wiebe, and others who mentioned that the main target of most of the human-computer interaction research is to examine the experience which, make user of the system use

it and has its impact on their attitude within the period using it. According to the type of the gamified system used if it depends on the physical activity or it if it depends on task that could be performed from the user, the significant thing here is the experience that the users will have while using the gamified system and its impact on the users' attitude. (Wiebe, et al, 2014)

Furthermore, the good experience means that more fun elements has been used for example competition between the users, which will make the recognition more easily detected by the impact on the users' attitude with increase their social connection. (Goh, et al, 2011)

the experience as a term cannot be expressed easily with words, according to many experts by observing the changing of the users' attitude is the key element to evaluate the experience (Morschheuser, et al, 2017).

2.2. Attitude

the attitude has its effect on the users emotionally and physically that give estimate of the system used both positive and negative manners. If the attitude was positive, it will lead to recommend continuation of usage or with a satisfaction or semi- satisfaction of the users towards the gamified system. However, if the attitude was affected negatively the means the opposite happened. (Evans, Jamal & Foxall, 2009; Wang, et al, 2017),

With the increased of the usage of the gamification concept besides more than one sectors and fields, it is not only limited marketing sector anymore, furthermore, other studies also go far and discuss that the positive attitude towards product; system or services has an important role in elevating intention of continue using among the users. (Yuksel& Durmaz, 2016)

H1: There is a relation between experience and attitude.

Research methodology:

with keeping the identity unknow of the participant an online survey had been designed as in order to feel more comfortable to answer the question, also considering the cost that will equals to zero or may be in low cost with decreasing the time consumed (Ilieva, Baron & Healey, 2002).

This research has been designed and implemented using the quantitative research method. The online self-administered questionnaire used in this study composed of Likert point5 scale. Ranging as follows: (1= strongly disagree, 2 = disagree, 3 =Neither Agree nor disagree, 4 = agree and 5 = strongly agree).

The online questionnaire of the online survey was created by Google forms and available only in Turkish language languages since our target is the Turkish consumers in Turkey. structural equation modelling (SEM) is used as for analysis to test the hypotheses between variable.

ANALYSIS AND DISCUSSION

filter question has been asked at the beginning to the participants if they any idea about the concept the gamification tools and the results was as shown below.

1. Variables	Frequency	Per cent	Cumulative Percentage
Yes	282	94.0	94.0
No	18	6.0	100.0

After collection and the screening of the data has been done with about 300 respondents, and after the standard deviation screening has been performed 272 left.

Demographic questions include questions about general characteristics of the research survey respondents. They provide information about the respondents' gender, marital status, education, occupation, income level, the result could be seen in the table below which only contains the gender and Marital Status they could explain below:

Table1.1: Demographic Profile of Respondents

Demographics Profile	Variables	Frequency	Percent	Cumulative Percent
Gender	Female	138	50.7	50.7
	Male	134	49.3	100.0
Marital Status	Single	80	29.4	29.4
	Married	192	70.6	100

As obviously seen from the above demographic table that the female's participant was higher the male's participant also the ultimate significance here that the gamification tools is much used with the married consumers rather than the single ones.

Hypothesis Test:

At this stage, the examination of the hypothesis has been done either the direct effect of the Independents variable Experience (E), and the dependents Attitude (At) and illustrate whether the Turkish customer experience affect their attitude of has no affect on the.

H_{1b}: There is a positive relation between Experience (DT) and Attitude (OYT) = Not Supported.

Relationship	Estimate	S.E.	C.R.	P	Result
E >>A	-.098	.059	-1.661	.097	1. Not Significant

FINDINGS AND CONCLUSIONS:

As shown from the above result of this determination of the relation between the experience and attitude, it was clear that there is no significance relation between the variables which means in other words that the Turkish consumers or users of the gamified system experience is not affecting their attitude positively, which is something very strange to have more article to be done in this field that is my recommendation to the future researchers.

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