

ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION MASTER'S PROGRAMME

**THE IMPACT OF GAMIFICATION ON BRAND LOYALTY
THROUGH CONSUMER BRAND ENGAGEMENT: AN
EMPIRICAL EVIDENCE OF GAMIFIED BRAND SERVICES IN
TURKEY**

Master's Thesis

Berksu ALADAĞ

Ankara, 2019

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Ankara, 2019

ACCEPTION AND APPROVAL

This is to certify that this thesis titled “The Impact of Gamification on Brand Loyalty through Consumer Brand Engagement: An Empirical Evidence of Gamified Brand Services in Turkey” and prepared by Berksu Aladağ meets with the committee’s approval unanimously vote as Master’s Thesis in the field of Department of Management following the successful defense of the thesis conducted in 08.08.2019.

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ETHICS DECLARATION

I hereby declare that;

- I prepared this thesis in accordance with Atılım University Graduate School of Social Sciences Thesis Writing Directive,
- I prepared this thesis within the framework of academic and ethics rules,
- I presented all information, documents, evaluations and findings in accordance with scientific ethical and moral principles,
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08.08.2019

Berksu Aladağ

ÖZ

ALADAĞ, Berksu. Oyunlaştırmanın Tüketici Marka Etkileşimi Üzerinden Marka Sadakatine Olan Etkisi: Türkiye’deki Oyunlaştırılmış Marka Hizmetlerine Yönelik Bir Uygulama, Yüksek Lisans Tezi, Ankara, 2019

Oyun unsurlarının oyun olmayan bir içerikte kullanımı olarak ifade edilen oyunlaştırma, günümüzün en önemli ve en etkili pazarlama stratejilerinden birisidir. Oyunun yapısı rekabet algısını ve tüketicilerin aidiyet hissini artırır ve dolayısıyla, oyunlaştırmanın tüketici etkileşimi, marka üzerinde olumlu değerlendirme ve sadakati arttırması beklenmektedir. Dolayısıyla, oyunlaştırılmış tüketici marka etkileşiminin marka sadakati ile oyunlaştırılmış hizmet değerlendirmesinin marka sadakatinin üzerindeki etkisi çalışmanın amacını ve doğrultusunu oluşturulmuştur. Bu çalışma kapsamında, aktif bir şekilde bir veya daha fazla sayıda oyunlaştırma kullanan marka uygulamaları kullanan 206 katılımcıya anket uygulanmıştır. Lineer regresyon kullanılarak seçilen marka uygulamalarının oyunlaştırma içerikleri ile marka etkileşimi, olumlu marka değerlendirmeleri ve marka sadakati incelenmiştir. Araştırma sonuçları, oyunlaştırmanın marka etkileşimi ile marka sadakati arasında anlamlı ve olumlu bir ilişki kurulduğunu göstermektedir.

Anahtar Sözcükler

Oyunlaştırma, marka etkileşimi, müşteri sadakati, pazarlama

ABSTRACT

ALADAĞ, Berksu. The Impact of Gamification on Brand Loyalty through Consumer Brand Engagement: An Empirical Evidence of Gamified Brand Services in Turkey, Master's Thesis, Ankara, 2019

Gamification, which means the usage of game elements within a non-game context, is among the most important and effective marketing strategies of today's world. The nature of the game increases the sense of competition and belonging of the consumers, and as a result, gamification is expected to increase consumer engagement, positive evaluation of the brand and loyalty. Therefore, this research was aimed and directed to investigate the impact of gamified consumer brand engagement on brand loyalty, and the impact of gamified service brand evaluation on brand loyalty. In the scope of the present research, a survey has been conducted with 206 participant who actively use one or more brand's gamification application. The relationship between gamification components utilized on brand applications and brand engagement, positive brand evaluations and brand loyalty has been investigated through linear regression. Findings showed that there is a positive and significant relationship between gamification and brand loyalty through consumer brand engagement.

Keywords

Gamification, brand engagement, customer loyalty, marketing

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CHAPTER 1: INTRODUCTION

With the emergence of Web 2.0 information sharing has been transformed to user centered, collaborative and interaction based (Power and Philips-Wren, 2011). Individuals has started to act as contributors or producers of information. In 2010's, smartphones have become our daily drivers and source of information sharing. This information sharing as a participatory role in production also brought out a term called as gamification.

Bunchball company, founded in 2007 is said to be the pioneer of gamification where the founder of the company introduced "Bunchball Nitro" as the first technology platform to integrate game mechanics into non-game digital experiences (Paharia, 2010). Afterwards, gamifications spread to the world in 2013 with the introduction of Zeitgeist Google. There have been variety of terminologies for the concept of gamification, though gamification has achieved most reference. As a notable definition, gamification is stated as "the use of game design elements in non-game contexts." (Deterding, Khaled, Nacke and Dixon, 2011).

From services management perspective, gamification can be defined as "a process of enhancing a service with affordances for gameful experiences in order to support user's overall value creation" (Huotari and Hamari, 2012). Therefore, evaluation of gamified services from consumer perspective has grown in importance.

Web 2.0 has not only changed the direction of information sharing, but also has changed the characteristics of individuals. Accelerating enhancements in technology, have given birth a generation called millennials, which grow up in an electronics-filled and online and socially networked world. Millennials have higher tendency towards frequent usage of both games and smartphones (Zickuhr, 2011). As a result, practitioners have begun to seek new strategies for attracting millennials. Gamification as a strategy has been successfully applied not only in marketing but also in education (Khan Academy, 2006; Domínguez, Saenz-de-Navarrete, de-Marcos, Fernández-Sanz, Pagés and Martínez-Herráiz, 2013; de-Marcos, Domínguez, Saenz-de-Navarrete and Pagés, 2014), in health (Hamari and Koivisto, 2015; Jones, Madden

and Wengreen, 2014) and other sectors. Gamification practices have also made games a marketing or educational or health material (Jagoda, 2013).

As stated by other scholars, the basis of gamification is motivation and interaction (Wang, 2013). These motivation and interaction factors led scholars to develop gamification theories in the marketing perspective rather than focusing on game technology (Hamari, 2015). Zichermann and Cunningham (2011) mentioned that gamification is a motivational effect feature. Game dynamics play as a motivator role can make a valuable addition to the interaction (Dexter and Yazdanifard, 2015). In the marketing communication perspective, gamification contributes to purchase intention and positive WOM¹ through motivating effect of gamified brand advertisements (Terlutter and Capella, 2013), and that leads to a transformation within the three main objectives of marketing communication which are *to inform*, *to persuade* and *to remind*.

Consumer brand engagement is another new topic gained popularity in the marketing literature (Vivek, Beatty and Morgan, 2012). Practitioners discern consumer brand engagement as a “dynamic and process-based concept” in which brands initiate the establishment of a bond between consumers through interaction and expected desires (Gambetti, Graffigna and Biraghi, 2012), leading consumers to loyalty via interaction (Leckie et al., 2016)

Assuming the growth of gamification and service business, along with the acceptance of consumer brand engagement in the literature, these interconnected topics deserve investigation by both scholars and practitioners. Gamification is promising in service business and consumer brand engagement by merging marketing activities with creativity of a game designer (Palmer, Lunceford and Patton, 2012). Some successful real life cases in gamification marketing include Nike, Starbucks, McDonald's, Coca-Cola and Samsung (Chou, 2017). Therefore, this study will be formed in the investigation of impact of gamified brand services on Turkish consumers' brand engagement process.

¹ **WOM:** [WOM] *Word of mouth*- is defined as oral, person to person communication between a receiver and a communicator whom the receiver perceives as non-commercial concerning a brand, a product, or a service (Arndt, 1967)

The purpose of this study is to propose and test a model of the impact of gamification on brand loyalty through consumer brand engagement and the service brand evaluation as mediator effects. In order to conduct this research, actual consumers of gamified business services in Turkey such as Starbucks Turkey, Vodafone Yanımda, TurkcellHesabım, YemekSepeti and Dualingo will form the subject of research interest.

This paper is organized as follows: Chapter 2 will introduce concepts of gamification, consumer brand engagement, service brand evaluation and brand loyalty. Additionally, a literature review regarding these concepts will be given. In chapter 3, we will provide details about research methodology and empirical application. Then, research results and findings will be given in chapter 4. Finally, the paper will be finalized with discussion, limitations and further recommendations in chapter 5.

CHAPTER 2: LITERATURE REVIEW

2.1. Gamification

Deterding et al. (2011) defines gamification as “the use of game design elements in nongame contexts”. The definition of gamification proposes that the goal of gamification is not about designing a full-fledged game, rather it means of achievement of targets. The fact that the created game serves a purpose makes it a gamification element by separating it from standard games. Gamification definition proposed by Deterding et al. (2011) was further developed and extended by other researchers because it did not specify the limits of gamification (Tunga and İnceoğlu, 2016). When the literature is reviewed, variety of studies conducted in gamification are mostly on education sector, nevertheless, Huotari and Hamari (2012) brought gamification closer to marketing in their study.

Gamification uses a scoring system to attract interest in the game. The main purpose of gamification is to change user behavior and encourage the user to renew (Singh, 2012). Gamification application is divided into three as internal, external and behavior change (Werbach and Hunter, 2012) as can be seen in Figure 1.

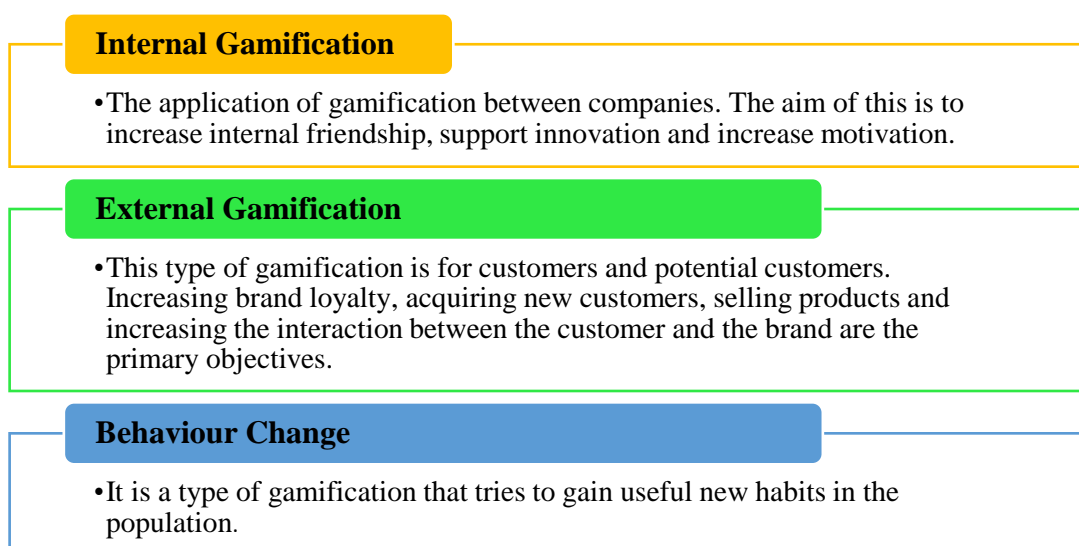


Figure 1: Types of Gamification (Werbach and Hunter, 2012)

CEO of Electronic Arts, Wilson stated that “One of the core reasons why we engage with games is for social interaction.” (Pante, 2016). In the literature, the need

for social interaction was explained by a phenomenon called “the socio-cultural trend of ludification” (Montola, Stenros and Waern, 2009; Raessen, 2006). This ludification can be observed in the media literature and movie sector as well (Deterding et al., 2011).

In addition to entertainment, gamification has the effect of being instructive and solving problems with more difficult solutions in a shorter way. For this reason, it has become widely used by the business world in recent years. Hamari (2013) noted that gamification is more widely used through smartphones. The technological development of gamification and the interest of users is due to the enormous growth of the already developing game market (Tunga and İnceoğlu, 2016). Interestingly Google Trends reveal that the subject of gamification in 2018 was the most studied in Singapore. Singapore is followed by China, Portugal, Malaysia and the Netherlands (Google, 2019).

In Table 1, notable definitions regarding gamification concept is given.

Table 1: Gamification Definitions

Author	Definition
Deterding et al., 2011	Gamification is a method which uses game elements in non-game areas with the purpose of enhancing user experience and participation
Werbach and Hunter, 2015	Gamification is the use of game elements and game mechanics in non-game areas
Zichermann and Linder, 2014	Gamification implements game industry elements such as scoring, award-winning etc. into real life.
Huotari and Hamari, 2012	Gamification is a service development process to increase user loyalty.
Kapp, 2012	Gamification is an appropriate approach to learning. With the use of game elements, it facilitates learning and increases motivation.

2.1.1. Theoretical Background

Until the 2010s, game consoles and computer games seemed to be an alternative to the standard entertainment concept. With the advancement of technology, in addition to the image quality of the games played in game consoles and computers, the game scenario has also improved (Davies, Read, Xynos and Sutherland, 2015). This, in turn, accelerated the gaming technology. Moreover, the most advanced versions of games, which are shaped according to demographic characteristics, have been designed not for children, but for adults (Deterding et al., 2011).

Prior studies point that, it is possible to encounter variety of definitions made for gamification as seen in Table 1. The table suggests that gamification can be used in many sectors and it is possible to make a general definition as the use of game elements in daily life and in this way to reach the desired goal.

Werbach and Hunter (2012) divided the term gamification into three categories. These are dynamics, mechanisms and components. Dynamics include the basic components of the games. For example, scenarios, game restrictions, and emotions such as the feeling that the player wants to play are the dynamics of the game. Dynamics are elements of gamification that are hidden in the public image and are not immediately visible to the user. Werbach and Hunter (2012), stated dynamics as a combination of emotions (curiosity, competition, frustration, joy, enthusiasm), restrictions (deadlines and other bounds), narrative (storyline), relationships and progression (the players development) (Queiros, 2018). The proposed gamification framework pyramid by Werbach and Hunter (2012) is shown in Figure 2.

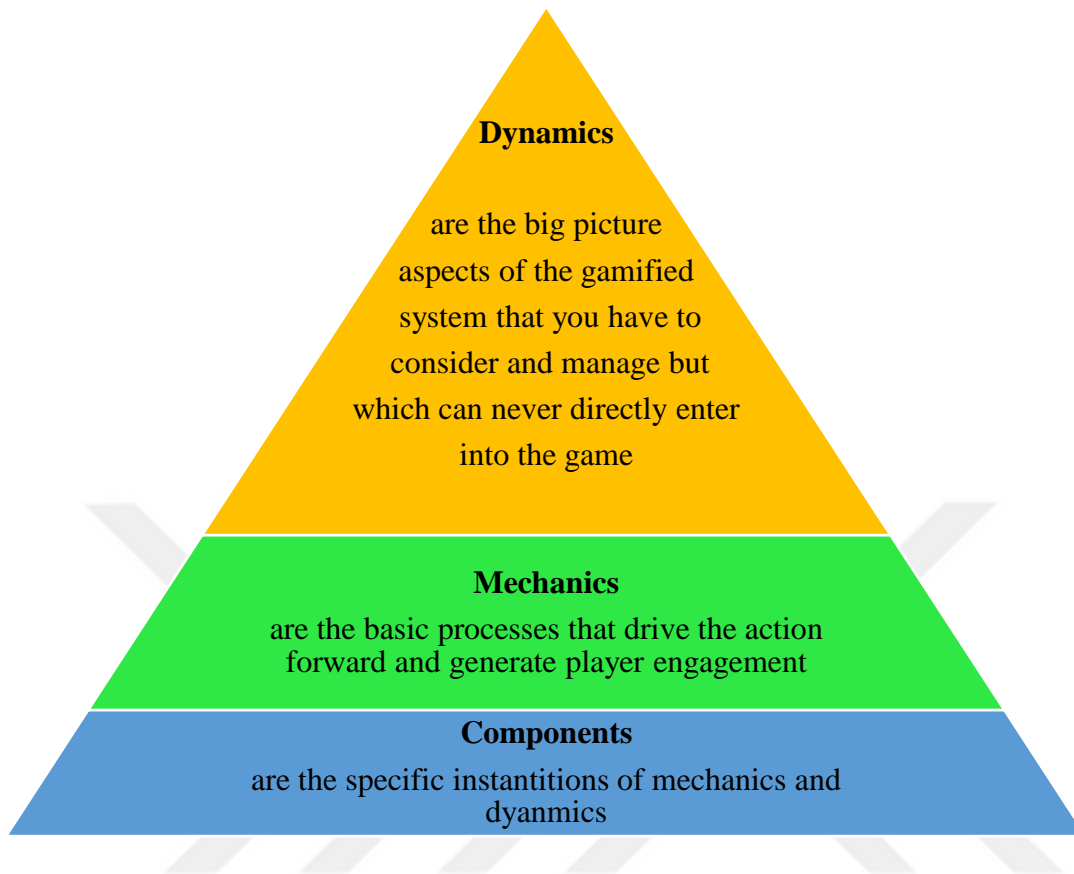


Figure 2: Gamification Pyramid (Werbach and Hunter, 2012)

Gamification pyramid proposed by Werbach and Hunter (2012) has the following elements as Table 2 lists.

Table 2: Gamification Pyramid Elements (Werbach and Hunter, 2012)

Dynamics	Constraints (certain restrictions or forced withdrawals)
	Emotions (curiosity, competitiveness, frustration, happiness)
	Narrative (consistent, constant, continuous storyline)
	Progression (user as a player growth and improvement)
	Relationships (social interaction creates feelings of friendship, status, altruism)
Mechanics	Exploring (possibilities to explore the game/game world freely)
	Collection (acquisition of useful or collectible game resources)
	Competition (possibility for a player or a group of players to win while other loose)
	Status acquisition (conditions that have to be met for players to reach higher level)

Collaboration (players must act together to achieve a common goal)

Challenge (quizzes, quests and other tasks that require effort to solve it)

Development (conditions allowing players to acquire new knowledge or skills)

Components

Points (usually a numerical representation of rewarding the player for activities carried out in a game)

Badges (the visual representation of player achievements indicating that player reached specific status or level)

Leaderboards (listing of players based on their performance in the game)

Levels (a system of advancing in the game by collecting a certain amount of points or carrying out specific actions)

Rewards (benefits or (game) assets given to a player based on his achievement in game)

Feedback (providing the player with information about his performance in a game)

The mechanisms are the challenges and feedback that the player will encounter in the game. Mechanism components are very beneficial in terms of feedback of users when designed correctly. Zichermann and Cunningham (2011) state that the mechanisms have 7 important elements. These are; points, levels, leaderboards, badges, challenges, onboarding and engagement loops.

When the scoring system is mentioned, generally sports score system is considered. Regardless, the scoring system is indispensable for gamification systems. The designer of the gamification software must value the users every movement and watch them. This shows the game designer how the user perceives the game. Such adjustments and arrangements are made accordingly (Zichermann and Cunningham, 2011)

Cash score: This type of scoring is the type of scoring encountered in daily life. In social communication, even if people do not say their earnings clearly, the car they are riding, the neighborhood where they live, the markers like the brand of their clothes, give an idea about their earnings (Zichermann and Cunningham, 2011).

Video game score: In such games, which are included in video games, the user is able to see his / her score continuously on the corner of the screen. In addition, in games played with more than one player, the scoring part also indicates the player's performance in the game (Cowley, Charles, Black and Hickey, 2008). That is, the player can receive constant feedback about his situation during the game (Zichermann and Cunningham, 2011).

Social networking score: In this type of score system, the user is evaluated and scored by other users according to his / her share in social media. For example, the social media website, Twitter, is a scoring system that is scored according to entry (tweet) re-blogging (retweeting) number and number of followers. On Facebook, it is also important to share posts, but here the number of friends is an important scoring system (Zichermann and Cunningham, 2011).

Scoring Systems: Score systems are reviewed in five ways: Experience points, redeemable points, skill points, hash points, reputation points. While all of these can be used at the same time, only one can be used. Experience points (XP) is the most commonly used score system (Deterding et al., 2011). However, XP is not a replacement for money. In this system, the game designer monitors and directs the user. Based on the data obtained, players are placed in certain order.

Components are dynamic and representations of mechanisms. Examples include success, avatar, badges, fighting, leader boards, levels, scores, and social graphs. In a gamification survey among companies, it was found that the most commonly used element in gamification was the scoring system. The scoring was followed by badge, leadership tables and lastly, awards (El-Khuffash, 2013).

Gamification is formed by a number of users analyzes as well as the above-mentioned components. Werbach and Hunter (2015) have noted important factors alongside gamification components such as user behavior analysis, results of these behaviors, and ways to refer the user to this behavior. For user centered behavior analysis, Werbach and Hunter (2015) proposed a gamification model called D6.

2.1.1.1.D6 gamification model

For a successful gamification, a user-oriented design is required. The benefits of focusing on user-centered design can help ensure that designers avoid games that can be meaningless or harmful. Thus, during each decision, "How does this benefit the user?" should be asked. D6 model is based on gamification (Bozkurt and Genç Kumtepe, 2014). Werbach and Hunter (2015) listed the six steps required for the D6 model. These steps are shown in Figure 3.



Figure 3: D6 Model Tools (Werbach and Hunter, 2015)

Defining business objectives: According to Werbach and Hunter, the intention of gamification must be understandable and quantifiable (Queiros, 2018).

Delineating target behaviors: This step requires determination of target consumers behavior change (Queiros, 2018).

Describing player characteristics: This step is completely player oriented. It is necessary to determine the personality traits of the player, and to make appropriate design in the light of these characteristics (Queiros, 2018).

Devising activity cycles: In this step, activity cycle is being created for targeted behavior (Queiros, 2018).

Don't forget fun: At this stage, game items are added to help the user voluntarily use the gamification program. Lazzaro (2004) mentions 4 different types of entertainment.

Easy fun: Easy fun consists of attention-grabbing content which holds user attention in the game. Easy fun generates feelings of curiosity and obscurity.

Hard fun: Players who likes challenge and likes to use their problem-solving skills with different strategies identifies this type of fun. Hard fun generates feelings of frustration and fierce.

People fun: Some users perceive games as a field of social interaction. These users are nourished by social bonding and personal recognition from other players. People fun examines feeling of amusement.

Serious fun: Relaxation and excitement factors.

Players treasure the enjoyment from their internal experiences in reaction to the visceral, behavior, cognitive, and social properties. These players play for internal sensations such as Excitement or Relief from their thoughts and feelings. Lazzaro's proposed types of fun model is detailed in Figure 4.



Figure 4: Types of Fun (Lazzaro, 2004)

2.1.2. Relationship between gamification and marketing goals

Marketing is a versatile field that includes many disciplines. According to Kotler and Keller (2011), management is “the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value”. Kotler and Keller (2011) distinguish the concept of integrated marketing as integrated, performance and relationship marketing. Therefore, integrated marketing “aims to build mutually satisfying long-term relationships with key constituents in order to earn and retain their business” (Kotler and Keller, 2011).

Marketers focus primarily on winning the customer. At the same time, increasing the current customer's frequency of shopping and ensuring the purchase of the product are among the main objectives of marketing (Deterding et al., 2011). It is widely accepted that these targets are achieved through customer loyalty. In order to achieve customer loyalty, the customer's needs and wants for the brand must be fulfilled. At this point, gamification acts as bridge between consumers and brands, on

which consumers can fulfill their needs and wants. Therefore, it is proposed that gamification is used to connect the customer to the firm and to result in the sales of the goods and services to the customer (Conaway and Garay, 2014).

Particularly in this century, when digital games are a success, turning this method into a marketing tool is an important achievement (Moreira, Filho and Ramalho, 2014). It is also known that gamification increases customer loyalty (Baiturova and Alagöz, 2017). The elements that enables the use of gamification are, the easiness of the interface and the joy of the costumer. In addition, social impact increases the use of gamification (Hamari, Koivisto and Sarsa, 2014)

Gamification includes three basic marketing concepts. First one is called “participation” which means “high relevance of brands to consumers and the development of an emotional connection between consumers and brands” as Rappaport (2007) defined. The second one is brand loyalty. Gamification, which allows the customer to instantly bond, means "the relationship between relative attitude and repeat patronage" according to Dick and Basu (1994). Finally, it was found that gamification provides brand awareness. For Hoyer and Brown (1990), gamification “involves rudimentary level of brand knowledge and makes people recognize the brand name.

With the advancement of computer technology and the fact that people are connected to computer games day by day, gamification will be used by organizations as marketing tool to achieve competitive advantage among competitors.

2.1.3. Effects of gamification on psychology

All activities related to marketing and advertising are directed towards human psychology. The aim is to connect the customer and the product.

Information on human psychology is highly effective in gamification because the user needs to be sympathetic to the game criteria and characters. Therefore, individual and social psychology criteria should be given importance in game-based games such as gamification. Therefore, game planning should be done meticulously. First, for each marketed product, target group should be determined for gamification. In addition to demographic characteristics such as gender, age, educational status, the

expectations of the product should be taken into consideration. For example, in games that are low in age and appeal to children or young people, visuality is more prominent (Reiners and Wood, 2014).

In games prepared in accordance with social psychology, it is important to first create a targeted psychological perception. Then, by conducting the editing for psychological perception, the requirements of the purpose of enabling the creation of gamification are fulfilled (Landers and Callan, 2011).

2.1.4. Gamification approach and examples in marketing

The main purpose of the implementation of gamification is to make everyday life more fun and benefit from it. In marketing, which is an important part of everyday life, there are many reasons for using gamification strategy. The use of gamification, which has emerged as a representation of fundamental innovations with the importance it attaches to interaction, has undoubtedly been shaped by the growing importance of consumer positions in modern marketing (Huotari and Hamari, 2012)

Gamification can also be defined as a means of engaging customers into the act. Though it is often utilized for internal and external customers to increase brand loyalty or brand awareness; to encourage customers to buy; to increase the motivation of internal employees; to ensure customer loyalty with the participation of the customer in the game; to ensure that the customer's decision to purchase and to speed up this process (Zichermann and Linder, 2013).

Current marketing approaches in gamification focuses on the customer and aims to maximize the customer's lifelong value by increasing the frequency of the customer's shopping in the long term. In order to achieve this goal, various programs and applications that focus on customer loyalty are used and in this process, gamification approach is used (Hamari, 2015) Three important elements in marketing are also at the leading role in the gamification. These are customer loyalty, brand loyalty and brand awareness (Kotler and Keller, 2011). Gamification makes it easier to achieve targeted market targets. The development of gamification provides some technologies such as mobile applications, cloud data programs, Web 2.0 and augmented reality. From 2030 onwards it is known that half of the world's population

will be online and mobile (Huotari and Hamari, 2012). This brings the importance of integrating many services in the field of marketing into information technologies.

Gamification can be used in both internal and external activities. Many companies use this strategy to increase the motivation of their employees. For example, the consulting company Accenture has used gamification to increase the group spirit among in-housework and to encourage collaboration. This system, in which internal employees can track their progress through progress bars and earn badges and points, has increased the in-house motivation. At the same time, employees are able to look at their rankings in the den leadership ranking den list and provide information flow to other people on the list (Ryan, Sleigh, Soh and Li, 2013).

Gamification applications in the field of health are mostly operated as m-health (mobile health application). There are over 100,000 applications for iOS and Android software according to Research2Guidance research company's Mobile Health Market report. Most of these applications are general health and sports-oriented applications that improve the monitoring of health parameters by private users and provide basic health information and guidance to users (Research2Guidance, 2018).

A successful gamification adoption in Turkey can be considered as Yemeksepeti. Yemeksepeti makes customers a game participant with various titles and badges. Yemeksepeti, an online food ordering website, has expanded its field of activity every year since 2001 to the present. Yemeksepeti which provides service in many provinces of Turkey and in Cyprus is the most popular sites among food-based Internet sites in Turkey (Tomaş, 2014).

In order to increase sales and serve a wider audience, Yemeksepeti has developed a gamification-based interface. In this interface, all the dynamics, mechanics and components of the gamification were made and a meticulous and customer focused study was conducted. The aim of this gamification model developed by Yemeksepeti is to make the food ordering process more enjoyable. As a gamification component, leaderboard is extensively used, and users are constantly making various badges by ordering food. The user who receives the most food order in the region is awarded with the “mukhtar badge” (Gündebahar and Kuş-Khalilov, 2013).

There are badges that can be taken apart from the mukhtar badge. For example, when the user orders from 2 different cities, “traveler” badge is given. When users order at least ten foods after midnight, they get “sleepwalker” badge. Chinese and Japanese foods bring in the “dragon” badge. Those who share 10 different orders with their own network gets “loving hunter” badge. Users who buy 20 different kinds of food takes “gastronome” badge. Lastly, kebab and other Turkish cuisine ends up with “kebab king” badge. At the same time, users can use their own nicknames during the game. The website, which is also linked to Facebook, allows the user to see the food orders of his/her friends (Gündebahar and Kuş-Khalilov, 2013).

2.1.4.1. Starbucks as a gamification example

Starbucks was founded in 1971 by two teachers who love to drink coffee. The company established to sell better coffee and quality coffee beans, is one of the first names that come to mind when it comes to coffee today. The brand takes its name from the character Starbuck in Moby Dick, and its icon is a mermaid Starbucks was acquired by an entrepreneur named H. Schultz in 1989 and became a global giant (Rivero, 2015).

In the 1990s, Starbucks became a leader in specialty coffee retailing as a result of changes and successful work by Schultz and his team at Starbucks. With more than 3500 stores, the company has started to operate in a wide geography such as the USA, the UK, the Pacific region and the Middle East. In 2000, the company had a budget of 2.2 billion dollar (Michelli, 2006). Starbucks has opened 7 stores worldwide in 2008. In 2007, Starbucks had a 39 percent share of the total coffee sales in the world (Patterson, Scott and Uncles\ 2010).

The reason Starbucks is successful worldwide is not just the coffee it sells. The main reason for success is the way Starbucks sells coffee. Starbucks closely follows the wishes, hidden needs, favorite colors and favorite music of the consumers. This close interest of Starbucks brought loyal consumers (Berry, 1995).

Schultz, the general manager and chairman of the company, describes the quality of Starbucks' workforce as something that increases and protects the company's competitiveness. According to Schultz, the fact that employees have a material and

spiritual connection with the company encourages them to become partners in a sense. A certain amount of company shares are given to employees through a practice called Bean Stock (Sharf, 2015). Starbucks offers "Starbucks Experience" as well as selling coffee to its consumers.

With the technological enhancements, Starbucks Experience has been improved as well. In a time period that various marketing-oriented applications have been introduced to the market, Starbucks was a pioneer by developing its own mobile loyalty application called "My Starbucks Reward" in 2009 (Corporation, 2018). Starbucks' application incorporated gamification with rewarding system.

From the mobile user experience perspective, the Starbucks application is one of the best examples of loyalty applications. According to UX (user experience) experts, Starbucks encourages the user to install money in advance. This reward based user experience increases the use of the application (Panko, 2018).

A study conducted in USA revealed that, 24% of smartphone owners use the applications used to order food (Panko, 2018). Overall, food-related applications have a relatively low popularity. The names of the other mobile phone applications used by the participants were also requested. 77% of America's navigation application, while 82% of Twitter, Facebook and Instagram has been used. Therefore, the use of food-related networks has a truly low percentage. Nevertheless, Starbucks ranks as the most widely used food networks in the world (Panko, 2018).

In the next section, the literature review regarding Consumer Brand Engagement will be provided.

2.2.Consumer Brand Engagement

One of the primary objectives of brands is taking place in consumers' minds with their products and names. The necessary step for this is the link between the brand and the consumer. Perceptions such as trust, loyalty and awareness are beginning to emerge at the stage of establishing a relationship between brand and consumer. Peter and Olson (1987) defined the consumer-brand relationship as the success achieved by paying attention to the values that are important for the consumer. In other words, the relationship between consumer and brand is to emphasize the importance of the product that the consumer owns, uses and buys (Quester and Lim, 2003). Consumer interest is also expressed as the perceived value associated with a particular situation or stimulus (Xue, 2008)

The relationship between brand and consumer in consumer behavior has been explained by various academics in the literature in different ways. The first is the quality of the brand relationship. Brand relationship quality is the combination of; brand stakeholder quality, commitment, sincerity, personal commitment, self -love. Each of these consists of a collection of concepts that provide the relationship between the consumer-brand. The second figure is brand loyalty that plays a key role in the development of the emotional bond between the consumer and the brand. The third paradigm, cognitive level, consists of the concepts of commitment and calculative and emotional commitment (Doom Lemon, Mittal, Nass, Pick, Pimer and Verhoef, 2010).

The third paradigm of Doom et al. (2010) has arisen importance in marketing and new concept called consumer brand engagement was introduced to the literature. Consumer brand engagement is defined as “the level of a customer’s motivational, brand-related, and context-dependent state of mind characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions.” (Hollebeek, 2011). Nevertheless, the concept of consumer brand engagement has been used interchangeably. In Table 3, notable definitions regarding consumer brand engagement is drawn.

Table 3: Consumer Brand Engagement Definitions

Author	Definition
Vivek et al., 2012	The intensity of an individual's participation in and connection with an organization's offerings or organizational activities, which either the customer or the organization initiate
Sprott, Czellar and Spangenberg, 2009	Individual difference representing customers' propensity to include important brands as part of how they view themselves
Brodie, Ilic and Juric, 2013	Customer engagement in a virtual brand community involves specific interactive experiences between consumers and the brand, and/or other members of the community. Consumer engagement is a context-dependent, psychological state characterized by fluctuating intensity levels that occur within dynamic, iterative engagement processes

Once consumers have a basic awareness about the product, interest towards the product initializes. This ultimately leads to brand interest. Doom et al. (2010) defined brand interest as "individual tendency differences that consumers perceive as important for brands and emphasized that the brand is important in influencing the self and consumer psychology of consumers." Brand interest is a consequence of brand interaction, which is also an antecedent of customer brand engagement (Hollebeek, 2011). Engagement creates a motivational state occurred by "virtue of an individual's focal interactive experiences with a particular object or agent" as Hollebeek et al. (2014) claimed.

These focal interactive experiences can be obtained via variety elements of gamification. In their study gamified experience, Robson, Plangger, Kietzmann, McCarthy and Pitt (2014) proposed that gamified consumer experience can be categorized as participation and connection.

Participation: Player participation describes the extent to which the individual is either passively involved in the experience or actively contributes to it (Robson et al., 2014)

Connection: Player connection describes the type of environmental relationship that unites the individual with the experience. In absorption, the experience unfolds before the person and occupies the person's mind, whereas in immersion a person becomes part of the experience itself (Robson et al., 2014).

From community perspective, consumer brand engagement is motivational factor for consumers to define their identities through brands in social media. In other words, social media has a huge impact on consumption patterns. Marketers focus on attracting consumers to the brand by producing content. The most important point in social media communication is to engage the consumer with the brand. Social media has also emerged as an important tool for advertising.

The Internet Advertising Board –IAB–proposed a survey conducted in 2009 and argued that the user interacts and shares what brand wants (IAB, 2009). In the same finding, IAB mentions the benefits of social media platforms to the brand. Brands create consumer platforms and reach their customers in this way. (Ashley and Tuten, 2014). Today, brands have more meaning than before. Presenting a "self" to consumers, today's brands allow consumers to identify themselves through brands. Brand associations are seen as the upper structural form of a brand in the eyes of the consumer. For example, Harley Davidson, which is famous for its motorcycles, is a cult and well-known brand. Harley Davidson is the most admired motor vehicle brand in the United States and in the countries that exemplify USA (Farris and Gregg, 2017). In fact, this brand symbolizes American culture and lifestyle.

In the upcoming section, literature review of Service Brand Evaluation will be given.

2.3. Service Brand Evaluation

Continuous growth of the market has forced brands participate in intense competition. This competition among brands leads customers to apply some evaluative methods to distinguish brand products from one another. Therefore, brand evaluation has arisen interest among researchers. Since the brands try to produce goods for the consumer, the first subject of the research has been customer psychology. Researchers began to examine brands consumer psychology as they searched for consumers' purchase behavior. Interestingly, the relationship between consumer psychology and purchase behavior is directly related to the foundations of marketing. The very essence of a brand product is to be sold or at least be placed in consumers' minds so that consumers aware of the particular brand. There are some conditions to fulfill the essence of brand product. First, the brand must be accessible to the consumer. A consumer is often unfamiliar with a brand that she or he cannot see a brand she or he cannot buy. Besides, it is very important that the brand creates good feelings for the customer. Alongside with that, the customer needs to perceive the brand quality. Consumers buy the brands they believe to be of high quality more easily. Perceived quality is also important after purchase (Cömert and Durmaz, 2006). The customer's satisfaction with the brand is the most important condition. In fact, failure to meet this requirement prevents the brand from making sales or contacting the customer. Customer satisfaction often arises when existing customer demonstrates brand loyalty.

From service marketing perspective, post-purchase evaluation could be best referred as service brand evaluation. As a working definition of service brand evaluation, the following can be stated as "*a combination of cumulative evaluations (e.g., perceived service quality, perceived value and satisfaction) to form a higher-order construct.*" (So, King, Sparks and Wang, 2016). As it is observed from the definition, cumulative evaluations such as perceived quality, perceived value and satisfaction are essentials to conceptualize service brand evaluation.

Perceived service quality: "A global judgment, or attitude, relating to the superiority of the service" (Parasuramanet, Zeithaml and Berry, 1988)

Perceived value: "The consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988)

Satisfaction: “The consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment” (Oliver, 1997).

As an alternative to traditional shopping, e-shopping focuses on how the consumer perceives the brand. Since continuity and loyalty are very important for e-shopping, the customer needs to provide the highest level of service. The necessity of e-shopping online scanning, research, commerce and post-purchase evaluation reveals a multi-dimensional quality.

Most research has argued that shopping is seen as a tool for leisure by people. There are four leisure categories dedicated to shopping. These categories are: independence (shopping as purchasing); shopping for leisure (purchase of goods for use after leisure); shopping and leisure (when shops and leisure facilities are established in one place); and shopping as a leisure time (as a shopping experience) begins when the characteristics of leisure time appear (George and Yeoyıneyeong, 2010). For most people, shopping is a time-consuming action in a general framework. There are elements that shape this movement. Purchasing types are also diversified depending on these factors. The most important point in marketing these variations is impulsive buying. As the name suggests, it does not make any compulsory purchase at the time of purchase. This type of purchase is not a planned or fictional purchase activity. Planned purchase requires long-term logical action. Researchers state that the most important difference between planned and repulsive purchasing is the speed of comparison in the purchasing decision process. According to Odabaşı and Barış (2002), impulse intake is mostly based on the sudden emergence of an impulse without any plan.

Impulsive uptake also branching. There are 6 different types of cognition and cognition that affect decision making. It involves the likelihood, the emergence of emotions and feelings, memories and cognitive states, that is, the interpretation of data considered in the context of reason. Depending on the interactions between them, love and cognitive status are considered as boundary points for continuity. The pusher buying behavior becomes more likely because the confirmation status suppresses the

information. Affinity components include positive buying feelings and unchangeable mood swings. Cognitive components are cognitive thinking, impulsive supply and neglect of the future.

Impulsive buying is the sudden purchase of an individual without thinking. Weinberg and Gottwald (1982) explain this as a memory of previous acquisitions. In other words, a previously perceived behavior is remembered one by one and can be determined without planning. This type of purchase is also called impulse purchase, unplanned purchase, stimulating response and instant behavior. First, the consumer decides to buy an article at a given time and the purchase does not result in the intention of the intention before the previous perceived problem or point of purchase is visited. Second, impulsive buying behavior is a response to a given stimulus (Weinberg and Gottwald, 1982). The stimulant (dress, jewelry or confectionery) can act as a catalyst that causes the consumer to move in impulsivity. The purchasing environment is a serious factor in providing opportunities for marketing professionals to find goods and encourage driving purchases. The third feature is that the behavior is instantaneous. The consumer makes an immediate decision without fully evaluating the purchase results. As a result, the consumer's experience has emotional and / or cognitive responses that can be termed guilt or ignorance in future outcomes. Compulsive buying and passionate buying are often confused, but they are quite different. Impulsive purchase is motivated by an external trigger, such as products near the cash dispenser. Passionate buying is motivated by an internal trigger such as stress or anxiety, shopping and spending are internal triggers. Passionate buying can turn into an addiction when done in stressful situations. This leads to what is called a shopping disorder. Passionate buying shows how much consumers are planning.

Consumers assess engagement towards brands or services via evaluating their experience with the service (So, King and Sparks, 2013). Gamification can be considered as a service, which incorporates interaction mechanisms with the intention of changing consumer behavior and attitude. The way that facilitating attitude change with gamified interactions also emphasizes what consumers obtain as perceived value. Huotari and Hamari (2012) illustrated examples how gamification increases perceived value with loyalty programs and feedback mechanism on progress bars.

The next section opens with the literature review of Brand Loyalty.



2.4.Brand Loyalty

Businesses pay attention to the brand loyalty of as many customers as possible, because, trying to win new customers is more profitable than spending to keep the existing customer. Another reason for this is that as the competition in the market increases, there are many alternatives in terms of quality, price and price similar to the customers. To conceptualize, brand loyalty can be as “*a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts are having the potential to cause switching behavior.*” (Oliver, 1999).

However, prior studies relate brand loyalty to variety of concepts. These concepts are categorized in seven factors and these seven factors are as follows; Brand image, trust in the brand, customer happiness, perceived value, replacement cost, perceived quality and expectation level.

Brand image: The brand image is the whole of the subjective and perceptual phenomena that the consumer creates in the minds of the brand (Keller, 1993). In other words, consumers use all their experiences and knowledge about the brand to create the image of that brand in their minds. In addition, it is not necessary for the consumer to observe a person who has purchased or used the product in question in order to create a brand image. The brand image can also be the result of the impressions obtained from various sources related to a brand. In the brand image, the perception of the brand is as important as the benefit of advertising. The brand distinguishes the brand from its competitors with the right message to the consumer (Kurtoğlu and Sönmez, 2016).

The appearance of the product and the quality of the service can lead to a high or low perception in the customer's mind. Keller (2009) proposes an approach called "Brand Equity Model" to measure brand image. In short, brand image, even if other brands prefer the brand that the customer likes. In short, brand image, even if other brands prefer the brand that the customer likes. Kotler (2005) states that three factors are important in the formation of brand image. These; to look positive to the brand, build a strong brand and create a unique brand. It is the image of the brand, which is

the decisive factor in the case of rival firms having similar products or services. Image is one of the most powerful factors that cause the customer to be loyal to a specific product and service, brand or business (Keller, 1993).

Brand confidence: The trust in the brand is an important factor that makes it easier to make a purchase decision.

Customer satisfaction: Customer satisfaction is one of the basic elements that make up the brand loyalty. Satisfaction at the same time provides a prediction of consumer behavior.

Perceived value: The perceived value is the comparison of the value of the purchased products and the benefit from the product and service. The amount of money spent on the product or service purchased is compared to the product-to-service benefit. At this point, positive and negative experiences after the purchase are also very important. The consumer is more connected to the brand as a result of the positive experience with the product or service it buys. Likewise, any negative experience causes the brand reputation to be adversely affected (Patterson and Spreng, 1997)

Cost of replacement: The cost of replacement is capital and psychological costs when the consumer has to migrate from one brand to another (Patterson and Spreng, 1997). Factors affecting the cost of replacement vary according to different sectors. However, in general, enterprises are trying to increase the cost of brand replacement in order to eliminate this risk (Aaker, 2009).

Perceived quality: One of the factors that make brand loyalty possible is the perceived quality. Quality product or service brings customer satisfaction. Providing high quality service is very important for customer satisfaction (Baytekin, 2005).

In the literature review, it was realized that internet marketing is one of the most effective marketing methods for the customer. This is because the Internet and internet marketing are focused on the society. The researchers agree that the internet is a part of social life today and that the marketing in this medium is also very effective. The effective factor in this is internet advertising. (Gülmez, 2011; Ünal et al., 2011;; Griffith and Chen 2004).

As technology evolves, communication technologies have developed. This not only concerns socio-cultural life but also political and economic transformations. In the past, individuals who have only been in contact with their close environment can now reach people they have never met through communication technologies. The ability to make contact with people in different parts of the world has changed the way individuals live. When consumer identity -which is one of the most important changes of today- is combined with these technologies, consumption has shifted to virtual environment. (Gülmez, 2011). Integration of technology into consumption has led to improvements in sales opportunities. This opportunity has become a strategy. Brands have conducted various researches to understand consumer behavior in a virtual environment (Kırçova, 2008). In this sense, it is possible to divide the buying behavior into two groups: physical and virtual. There are several differences between these two buying behaviors. Kırçova (2008) argues that one of these differences is demand and impatience.

Another difference is the communication advantage. In a virtual environment, consumers transfer their experiences to each other more quickly. This enables the consumer to benefit more from information about the goods. The reason for this is that the positive or negative comments made in the virtual environment spread faster than the physical environment (Kırçova, 2008). In this sense, Internet user consumers are more likely to be conscious in their decision-making process. Therefore, organizations should be aware of this communication factor

The relationship of companies with the consumer is reflected in the purchase. Marketers who want to meet consumer demands need to create a consumer-specific web experience. For example, the consumer should be able to easily ask the question in mind. This method helps both to solve problems more easily and to attract consumers to an interactive environment. Satisfied with the virtual experience, the consumer is even more connected to the brand. Virtual environment design is as important for the customer as it is for shopping. Customers like to be in pleasant environments. The same applies to the virtual environment.

Online consumer habits and how consumers demand their needs and wants have been an interest of research (Retailing Today, 2011). According to a marketing

research, 44% of consumers visit Amazon to start product searches, and 34% use search engines like Google, Bing and Yahoo to search for products. (Marketing Land, 2015). Another report claims that 30% of consumers in USA do online shopping. (Internet Retailer, 2015).

Having regard to the tenancy of gamified brand apps, elements influencing online purchasing behavior is very important. Nowadays, it is in evidence that online promo improves daily. At the same time, it prepossesses the purchase actions of costumers. Online shopping brands strives for attracting new customers. Consumers are people who have the potential to buy their personal desires. It is the consumer who denies or accepts what a new brand imposes on the consumer.

Consumer behavior model defined by Kotler and Keller (2016) and Armstrong Kotler, Harker and Brennan (2015), is considered as a key model to predict consumer behavior. To that extent, gamification plays a technological role effecting buying decision process and consumer psychology. The entire model can be seen in Figure 5.

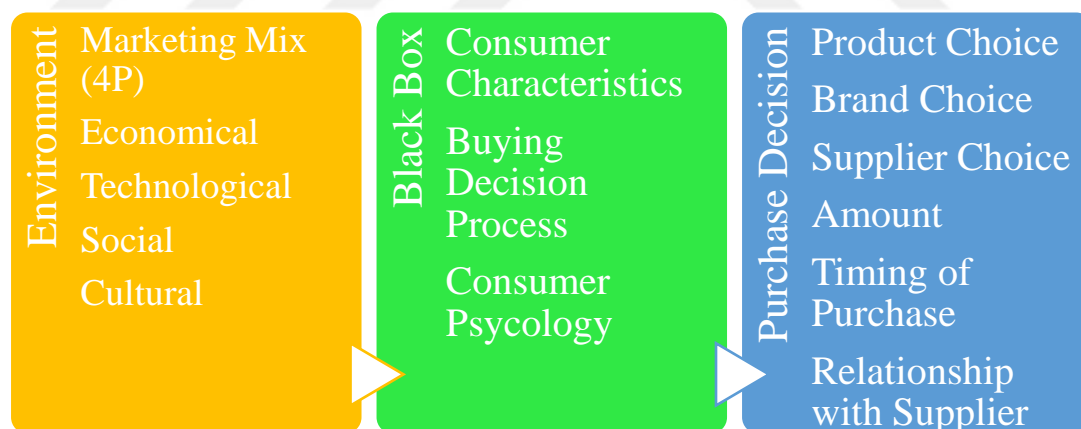


Figure 5: Consumer Behavior Model

The consumer behavior model is regarded as a systematic approach to develop a sustainable marketing strategy. Nevertheless, technological factor is now all-inclusive to predict purchase decision. Thus, developing a particular strategy is no longer a good marketing tactic (Durmaz, 2014).

To be successful, marketers need to be able to answer below questions. These questions lead to better strategies (Durmaz, 2014).

- 1. What kind of service people want*
- 2. How people use the service they receive*
- 3. How people react to pricing*
- 4. Consumer impact of advertising*
- 5. Importance of shop design for traditional customer*
- 6. What is the result of a positive production*

The strategy is very important for the consumer because the target audience of marketers is consumers. In order to sell the product to the consumer, the product must be the object of desire. For this, the seller must recognize the buyer. However, this is not easy because requests are constantly changing. At the same time, the market is constantly expanding. As the market expands, competitors increase (Durmaz, 2014).

Developments in the field of Information Technology have led to the challenge of standard marketers. There is competition in every product sold online. This requires online markets to develop continuously. This makes it difficult for brands to keep in the online market. The most important way to keep on the online market is to get to know the target audience very well. (Beatty and Ferrell, 1998).

Both individual and non-individual factors affect consumer behavior. Individual factors are individual perceptions, attitudes and experiences. Marketing managers produce various psychological strategies to better understand the individual factors of consumers. Non-individual factors are the so-called "external factors". These are factors such as culture, family and profession. (Tenekecioğlu, 2003).

Consumers sometimes make shopping to meet their needs, and sometimes travel around shelves to spare time. Some like to meet all their needs at shopping

centers, while others prefer to shop at certain intervals. Some of the consumers wait for the product to be picked up while others wait for it to come down. Some consumers prefer to shop by traditional methods while others go to the shopping center and search for products for hours. (Cömert and Durmaz, 2006) There are various kinds of buying behavior. In order to understand consumer behaviors, it is necessary to get them clear. If online shopping creates a favorable environment for the consumer, the consumer will continue to make purchases from the brand. Therefore, online shopping tended to spread rapidly and intensively throughout the world.

Purchasing behavior changes according to the desires of costumers, communities and organizations. Purchasing behavior can be considered as a kind of human need. In general, consumer behavior can be defined as a process of change.

What the marketer needs to do in this regard is to determine what the consumer wants (Bozkurt, 2005). However, the success of a marketing activity is not solely dependent on the consumer's desire. Understanding the receptor behaviors will primarily be to the advantage of both groups. (Cömert and Durmaz, 2006). There are many factors that affect consumer behavior. These are culture, social factors, personal factors.

In Chapter 3, research methodology and application procedure will be detailed.

CHAPTER 3: METHODOLOGY

3.1. Aim of the Study

Generation Z has a lower average attention span than that of Generation Y (Mediakix, 2017) Marketers have been told that Generation Y and Generation Z cherishes experiencing rather than purchasing (Corey, 2018). Therefore, gamification will be a highly anticipated marketing tool to gain attention of millennials and post millennials. In that manner, aim of this study may be stated as to investigate the effect of gamification strategies on achieving brand loyalty. To that extent, the definition and the scope of gamification, its possible effects on brand engagement, and the processes through which gamification components predict brand loyalty, are investigated.

3.2. Research Questions

Three research questions may be stated as;

RQ1: Does gamification can be incorporated in consumer brand engagement?

RQ2: In what way gamified consumer brand engagement affects consumers toward brand loyalty?

RQ3: How can gamified service brand evaluation have an impact on brand loyalty?

3.3. Novelty and Importance

As gamification is a slightly new marketing strategy, despite several studies hint the possible effect of gamification on brand engagement and loyalty, not many studies have investigated the mechanisms behind gamification and how these mechanisms increase brand loyalty. In that manner, present research will bring a novelty to the field and open the way for further gamification strategy applications, by demonstrating the way the consumers are attracted to gamification.

For the importance of this thesis and its contributions to the literature, the following statements shall be made:

First, although the term gamification has been employed and researched in domains such as commerce (Bittner and Schipper, 2014; Cechanowicz, Gutwin, Brownell and Goodfellow, 2013; Terlutter and Capella, 2013), healthcare (Jones et al., 2014) and education (Domínguez et al., 2013; Simões, Redondo and Vilas, 2013), there is still a gap in gamification in business perspective especially in branding. Therefore, this study hinders in investigating gamification in service marketing and branding context.

Second, there is an accelerating interest toward gamification in a brand and consumer engagement perspective recently (Dexter and Yazdanifard, 2015; Harwood and Garry, 2015). Nevertheless, extant studies were limited to either qualitative case studies (Brunello, 2014) or examining gamification via Octalysis: Compete Gamification Framework in e-commerce (Bakshi, 2012; Krishna, 2013). Stressing this lack of quantitative contributions for gamification in brand context, this study bridges the gap by employing a quantitative research technique.

Third, in the research field of gamification, the growing literature has focused mostly on user or consumer motivation such as self-determination theory (Sailer, Hense, Mayr and Mandl, 2017) and flow theory (Vitkauskaitė and Gatautis, 2018) in the scope of gamified consumer brand engagement. However, this research will not take motivation theories into consideration, instead service brand evaluation will be tested as a new mechanic for gamification and brand engagement.

3.4.Hypotheses Development

In order to examine answers for the research questions, we developed a research model consisting of seven hypotheses. We claimed a relationship between gamification and brand loyalty so as to examine Research Question 1. For Research Question 2, we assumed gamification can be an antecedent of brand loyalty through consumer brand engagement. Considering gamified brand applications as a service, we incorporated service brand evaluation construct as a second mediator effect to investigate whether gamification could be a potential antecedent of brand loyalty while examining Research Question 3. Therefore, the research model describes a relationship among gamification, service brand evaluation, consumer brand

engagement and brand loyalty. Graphical presentation of research model is depicted in Figure 6, whereas verbal research hypotheses are given below.

H1: Gamification positively impacts brand loyalty.

H2: Gamification positively impacts consumer brand engagement.

H3: Consumer brand engagement positively impacts brand loyalty.

H4: Gamification positively impacts brand loyalty through consumer brand engagement.

H5: Gamification positively impacts service brand evaluation.

H6: Service brand evaluation positively impacts brand loyalty.

H7: Gamification positively impacts brand loyalty through service brand evaluation.

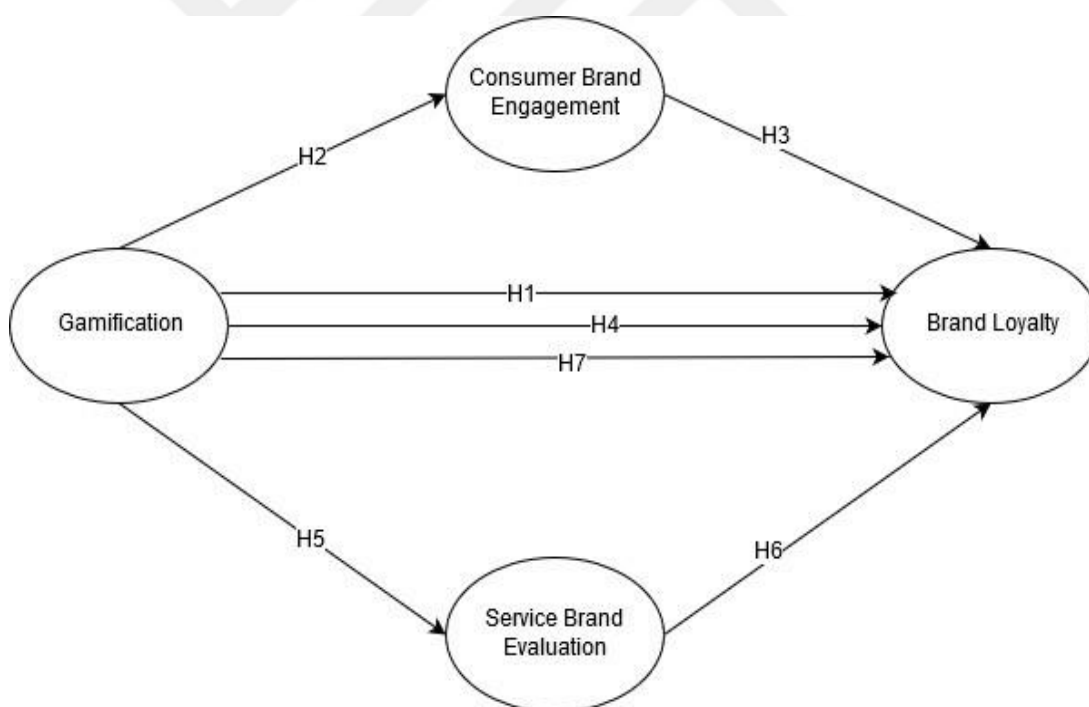


Figure 6: Research Model

This research uses the principals of basic research, on which objective is to create knowledge about effect of gamification on brand loyalty by using consumer brand engagement as a mediator effect. As it can be seen in Figure 6, the research model utilizes deductive approach as a direction of theory by being grounded from

gamification theory to test the link between brand loyalty and gamification on gamified brand services, on which these services build a consumer brand engagement. To that extent, we used descriptive research examination techniques to provide a detailed and highly accurate picture and locate new data in Turkey by employing quantitative survey research methods, which we will discuss in detail.

3.5. Sample Selection and Size

This study used a non-probability snow-ball sampling method where each survey respondent will be asked to nominate other respondents. Sample size was initially planned as 383, calculated by 5% error margin, 90% confidence level, 100000 population size and 50% response distribution. Due to time and budget limitations, 266 participants were reached. 60 participants were excluded from the analyses, thus there remains 206 participants.

3.6. Research Instruments and Application Procedure

In questionnaire development, most popular brand applications are reviewed on Apple AppStore and Google Play Store statistics. We applied game components proposed by Werbach and Hunter (2012), and examined each application accordingly. As a result, 19 gamified brand applications are selected as eligible and included in this research. The list of gamified brand applications in the scope of this research is shown in Figure 7.








						
Workout and Fitness Apps	Utility App	Education	Navigation	Banking and Finance	Social Networking	Shopping
Nike	Vodafone	Duolingo	Google Waze	EnPara	Snapchat	Zara
Apple Health	Yanında				Swarm	H&M
Samsung Health	Turkcell Hesabım				LinkedIn	Hepsiburada
Fitbit						Trendyol
						Starbucks
						Hopi
						Yemeksepeti

Figure 7: Gamified brand applications in this study

In the questionnaire, all 19 brand applications were introduced to survey participants. After the introduction of the gamified brand apps, participants were asked whether they use any of these applications. The ones who answered this question as “Yes” are included in the analyses, while the ones who say no are excluded.

The first part of the questionnaire form consisted demographic questions including age, education status, net income, marital status, gender, family size, and occupation. For the level of measurement, seven variables of generic gamified application usage along with demographic characteristics excluding gender and marital status were classified as nominal. On the other hand, gender and marital status were classified as ordinal, which constituted two ordinal variables in total.

The second part of the questionnaire form was designed to test the rate of agreement in given measurement scales. 5-Point-Likert scales were used, and respondents rated judgments about each research measurement scale.

Gamification measurement scales were drawn from study of Vitkauskaitė and Gatautis (2018), and scales are listed in Table 4.

Table 4: Gamification Measurement Scales

Gamification	Source
Game Mechanics	
1 Games that allow exploration, to learn more, encouraging self-education	
2 Games that encourage collecting of something	
3 Games that encourage healthy competition with other players	
4 Games that need lots of effort to win and become a leader	
5 Games where players play in teams, create their community	
6 Games with serious challenges	(Vitkauskaitė and Gatautis, 2018)
7 Games that educate and develop some skills	
Game Components	
8 Points that reflect progress in the game	
9 Leaderboards (visual representation of achievements in comparison with other players)	
10 Achievements/badges (implementation of certain quests, visual representation of accomplishments)	
11 Levels – progressing difficulty of the game environment	
12 Feedback – provision of information on your actions in the game	

For consumer brand engagement proposed measurement scales from So et al. (2014) and Hollebeek (2011) were used, and Table 5 summarizes each measurement scale.

Table 5: Consumer Brand Engagement Measurement Scales

Consumer Brand Engagement	Source
Cognitive Engagement	
1 I pay a lot of attention to anything about this brand/company	(So, et al., 2014)
2 Anything related to this brand/company grabs my attention	(So et al., 2014)
3 I like learning more about this brand/company	(Hollebeek, 2011; So et al., 2014)
Emotional Engagement	
4 I feel good when I use this brand/ company products/services	(Hollebeek, 2011)
5 I am passionate about this brand/company	(So et al., 2014)
6 I love this brand/company	(So et al., 2014)
7 Using the brand/ company products/services makes me happy	(Hollebeek, 2011)
8 I am proud to use this brand	(Hollebeek, 2011)
Behavioral Engagement	
9 This brand is one of the brands I usually use when I use products from the same category	(Hollebeek, 2011)
10 In general, I like to get involved in brand/company community discussions	(So et al., 2014)
11 I often participate in activities of the brand/company community	(So et al., 2014)
12 In general, I thoroughly enjoy exchanging ideas with other people in the brand/company community	(So et al., 2014)

For brand loyalty, the study of Chadhuri and Holbrook (2001) was adapted, and the scales are given in Table 6.

Table 6: Brand Loyalty Measurement Scales

Brand Loyalty	Source
1 If available, I will stay with this brand the next time	(Chaudhuri and Holbrook, 2001)
2 I intend to keep staying with this brand	
3 I am committed to this brand	
4 I would be willing to pay a higher price for this brand over other brands	

We incorporated different scales for service brand evaluation from different scholars (Sirdeshmukh, Singh and Sabol, 2002; Cronin, Jr-Brady and Hult, 2000; Spreng, MacKenzie and Olshavsky, 1996). All measurement scales are listed in Table 7.

Table 7: Service Brand Evaluation Measurement Scales

Service Brand Evaluation	Source
Perceived Service Quality	
1 “Poor” 1 2 3 4 5 “Excellent”	(Sirdeshmukh et al., 2002)
2 “Inferior” 1 2 3 4 5 “Superior”	
3 “Low Standards” 1 2 3 4 5 “High Standards”	
Perceived Value	
4 For the prices you pay for traveling with this airline/staying with this hotel, would you say traveling on this airline/staying at this hotel is a “Very poor deal” 1 2 3 4 5 “Very good deal”	(Cronin et al., 2000)
5 For the time you spent in making a purchase with this airline/hotel, would you say traveling on this airline/staying at this hotel is “Highly unreasonable” 1 2 3 4 5 “Highly reasonable”	
6 For the effort involved in traveling with this airline/staying with this	

- hotel, would you say traveling on this airline/staying at this hotel is “Not at all worthwhile” 1 2 3 4 5 “Very worthwhile”
- 7 How you would rate your overall experience with this airline/hotel?
“Extremely poor value” 1 2 3 4 5 “Extremely good value”

Customer Satisfaction

- 8 “Very dissatisfied” 1 2 3 4 5 “Very satisfied”
- 9 “Very displeased” 1 2 3 4 5 “Very pleased” (Spreng et al., 1996)
- 10 “Frustrated” 1 2 3 4 5 “Contented”
- 11 “Terrible” 1 2 3 4 5 “Delighted”
-

Data has been collected via an online questionnaire form. Questionnaire was distributed via social media (WhatsApp, Facebook and Instagram) in March 2019 and was ended in April 2019. Since the data collection was employed in the first quarter of 2019, this research can be classified as single time research, which conducted in 2019.

After the data were collected, they were entered to SPSS to test hypotheses. Before the hypotheses testing, reliability of research instruments was tested with Cronbach’s alpha. All instruments are accepted as reliable, since their Cronbach alpha values are greater than 0.70. Cronbach’s alpha values for attitude towards gamification, consumer brand engagement, consumer brand evaluation, and consumer brand loyalty scales may be found in Table 8.

Table 8: Cronbach Alpha Results

Scale	Cronbach’s alpha
Gamification Components	0.787
Consumer Brand Engagement	0.812
Brand Evaluation	0.906
Brand Loyalty	0.803

In Chapter 4, research results and findings will be provided in detail.



CHAPTER 4: RESULTS AND FINDINGS

4.1. Demographic Analysis

The ages of the participants are provided in Table 9. As it can be seen, the majority of respondents are age between 18-24. This result was predictable, since game components of apps seem to be more appealing to Z generation.

Table 9: Age Distribution

Age	F	%
18 - 24	179	67,3
25 - 34	35	13,2
35 - 44	13	4,9
45 - 54	4	1,5
55 - 64	4	1,5
65 +	1	,4
Total	266	100,0

The degree of education of participants is summarized in Table 10 and, it is seen that majority of participants have at least high school education, showing that there is tendency between the level of education and the desire to use brand applications regardless of having game components.

Table 10: Educational Distribution

Education Degree	F	%
Master's Degree and Above	71	26,7
Bachelor's Degree	8	3,0
High School Degree and Below	156	58,6
No Education	1	,4

The income levels are evenly distributed, showing that the sample is representative of the whole population, as it can be seen in Table 11.

Table 11: Income Distribution

Income	F	%
Subsistence Wage	8	3,0
Subsistence Wage – 2.999 ₺	16	6,0
3.000 - 4.999 ₺	43	16,2
5.000 - 6.999 ₺	45	16,9
7.000 - 8.999 ₺	31	11,7
9.000 - 9.999 ₺	15	5,6
10.000 - 11.999 ₺	22	8,3
12.000 - 14.999 ₺	17	6,4
15.000 ₺ and Above	39	14,7
Total	266	100,0

As the majority of participants are within 18-24 age range, the marital status distribution validates these results, as Table 12 shows.

Table 12: Marital Status Distribution

Marital Status	F	%
Single	212	79,7
Married	24	9,0
Total	266	100,0

In Table 13, it is seen that female participants in this research consist majority of the participants with 61,7% of the sample.

Table 13: Gender Distribution

Gender	F	%
Male	72	27,1
Female	164	61,7
Total	266	100,0

Participants' number of family members is illustrated in Table 14. The results highlight that participants mostly have a family with 4 members.

Table 14: Family Size Distribution

Number of Family Members	F	%
1	3	1,1
2	10	3,8
3	48	18,0
4	107	40,2
5	39	14,7
6	12	4,5
7	11	4,1
8	5	1,9
9	1	,4
Total	236	88,7

Survey respondents' occupational distribution is detailed in Table 15. It is worth notation that the majority of the participants are within 18-24 age range, have a high school education degree, have a total income between 3.000-7.000 TL, single, female, have a family with 4 members, and students.

Table 15: Occupational Distribution

Occupation	F	%
Student	192	72,2
Private Sector	29	10,9
Public Sector	12	4,5
Trade	3	1,1
Total	266	100,0

4.2.Hypotheses Testing

As research questions were stated to investigate the impact of gamification on brand loyalty through both consumer brand engagement and service brand evaluation, we developed a corresponding research model to empirically test the model. Since the research model is composed of multiple observed correlated predictor variables and one observed dependent variable, regression analysis was found to be a better statistical approach than Structural Equation Modeling. Another reason to apply regression model is that research model uses one-way causation rather than capturing dual causation.

Starting from the first hypothesis, the linear regression analysis results will be given below.

H1: Gamification positively impacts brand loyalty.

Hypothesis 1 states a direct causation between gamification and brand loyalty, and thus we applied simple linear regression analysis. Based on the results, gamification significantly predicts brand loyalty ($R^2 = .242$, $F=74.627$, $p<.001$, $\beta=.492$). R^2 value highlights that gamification seems not to be significant predictor of brand loyalty alone.

H2: Gamification positively impacts consumer brand engagement.

This particular verbal hypothesis describes a causation between gamification and consumer brand engagement. Therefore, the causation was tested with simple linear regression, and it is found out that the usage of gamification strategies on mobile applications has a significant impact on consumers' engagement with brands through mobile brand applications ($R^2 = .447$, $F=188.934$, $p<.001$, $\beta=.668$). The results also indicate that gamification could be good candidate to develop consumer brand engagement.

H3: Consumer brand engagement positively impacts brand loyalty.

Many scholars have often examined the relationship between consumer brand engagement and brand loyalty, and a direct relationship between these two has been found (Fernandes and Moreira, 2019). For testing this relationship, simple regression analysis was used. Consistent with prior studies, consumer brand engagement has a direct impact on brand loyalty ($R^2 = .532$, $F=266.198$, $p<.001$, $\beta=.730$).

H4: Gamification positively impacts brand loyalty through consumer brand engagement.

The fourth hypothesis states a relationship between gamification and brand loyalty as consumer brand engagement mediates between two. In order to test this statement, we applied mediation analysis with regression. Testing mediation with regression analysis has four steps:

Step 1: We tested the relationship between gamification and brand loyalty with simple linear regression. This step was already covered while testing H1.

Step 2: We tested the relationship between gamification and consumer brand engagement with simple linear regression. This step was already covered while testing H2.

Step 3: We tested the relationship between consumer brand engagement and brand loyalty with simple linear regression. This step was already covered while testing H3.

Step 4: We tested the relationship between gamification and brand loyalty through consumer brand engagement with multiple linear regression.

After conducting all four steps, the mediation analysis reveals that both gamification and consumer brand engagement significantly predicts brand loyalty ($R^2 = .532$, $F=132.547$, $p < .001$, $\beta = .724$). More importantly, this study highlights that more than 50% of brand loyalty was procured with gamified brand applications on which consumers are engaged with.

H5: Gamification positively impacts service brand evaluation.

Being an independent variable, gamification is stated to be predicting the dependent variable service brand evaluation in this causation. Consequently, simple linear regression was conducted to test this particular hypothesis. Results indicate that there is a significant relationship between the usage of gamification on mobile brand applications with the positive evaluation of the brand service, in other words, the positive evaluation of the brand application itself ($R^2 = .291$, $F=95.912$, $p < 0.001$, $\beta = .539$).

H6: Service brand evaluation positively impacts brand loyalty.

As the sixth hypothesis stated, the impact of positive evaluation for the brand on brand loyalty was also investigated. By defining service brand evaluation as an independent and brand loyalty as the dependent variable, we empirically tested this hypothesis with simple linear regression. Subsequently, we revealed that service brand evaluation has a direct impact on brand loyalty ($R^2 = .474$, $F=212.771$, $p < 0.001$,

$\beta=.690$). R^2 value indicates that the model yielded a good fit. This is consistent with the impact of increased positive evaluation for the brand on brand loyalty.

H7: Gamification positively impacts brand loyalty through service brand evaluation.

The very last hypothesis basically explains the causal chain describing gamification affects service brand evaluation then affects brand loyalty. As methodological approach, we conducted a mediation analysis with regression similar to what we applied for H4. Thus, the roadmap for conducting a mediation analysis was given in four steps below.

Step 1: We tested the relationship between gamification and brand loyalty with simple linear regression. This step was already covered while testing H1.

Step 2: We tested the relationship between gamification and service brand evaluation with simple linear regression. This step was already covered while testing H5.

Step 3: We tested the relationship between service brand evaluation and brand loyalty with simple linear regression. This step was already covered while testing H6.

Step 4: We tested the relationship between gamification and brand loyalty through service brand evaluation with multiple linear regression.

By conducting all required steps, the mediation analysis reveals that the proposition regarding that gamification positively impacts brand loyalty through service brand evaluation was found to be significant ($R^2=.496$, $F=114.845$, $p<.001$, $\beta=.599$). Results also show that gamified brand application users having positive brand evaluation achieved 50% of brand loyalty.

In sum, regression analysis results indicate that the relationship between gamification and consumer brand evaluation is stronger than the relationship between gamification and positive brand evaluation. Further, the strongest association has been found for the effect of gamification on brand loyalty through consumer brand evaluation. Thus, we can assert that the strongest effect of gamification is to create

consumer brand engagement in the shorter term and brand loyalty in the longer term. Given that all hypotheses are accepted, gamification seems to be a strong marketing tool for marketers to develop long lasting consumer engagement and in return brand loyalty. The summary of hypothesis testing results is illustrated in Table 16.

Table 16: Hypothesis Testing Results Summary

Hypothesis	R²	F	β	p	Status
H1: Gamification positively impacts brand loyalty.	.242	74.627	.492	<.001	ACCEPTED
H2: Gamification positively impacts consumer brand engagement.	.447	188.934	.668	<.001	ACCEPTED
H3: Consumer brand engagement positively impacts brand loyalty.	.532	266.198	.730	<.001	ACCEPTED
H4: Gamification positively impacts brand loyalty through consumer brand engagement.	.532	132.547	.724	<.001	ACCEPTED
H5: Gamification positively impacts service brand evaluation.	.291	95.912	.539	<.001	ACCEPTED
H6: Service brand evaluation positively impacts brand loyalty.	.474	212.771	.690	<.001	ACCEPTED
H7: Gamification positively impacts brand loyalty through service brand evaluation.	.496	114.845	.599	<.001	ACCEPTED

CHAPTER 5: CONCLUSION

5.1. Discussion

This study has examined the effect of gamification on brand loyalty as consumer brand engagement and service brand evaluation mediate between two, so as to search for answers regarding how gamification can be incorporated in consumer brand engagement, how gamified consumer brand engagement affects consumers towards brand loyalty, and how gamified brand evaluation affect brand loyalty. To quantify these causations, a corresponding research model was developed to describe a relationship among gamification, consumer brand engagement, service brand evaluation and brand loyalty. Given the research model, it is hypothesized gamification to positively impact brand loyalty, gamification to positively impact consumer brand engagement, consumer brand engagement to positively impact brand loyalty, gamification to positively impact brand loyalty through brand engagement, gamification to positively impact service brand evaluation, service brand evaluation to positively impact brand loyalty, and gamification to positively impact brand loyalty through brand evaluation.

While testing the research hypotheses, we utilized the survey method. Survey respondents were asked to participate evaluating given research instruments among 19 identified mobile gamified brand applications. Then, the survey results were analyzed using linear regression.

Demographic characteristics of the research sample are as follows: Most of the participants is formed being within 18-25 age range, having a pre-university education, having a total income between 3.000-7.000 TL and being single females. Coincidentally, current demographics of the respondents are heavily aligned with millennial representation. Viswanathan and Jain (2013) support this by claiming that millennials brand and service valuation is more likely to be based on opinion from friends, which leads them to make impulsive decision-making.

In the case of gender, previous studies suggest that men are more likely to enjoy and use computers and IT (Ahuja and Thatcher, 2005). Nevertheless, the findings of Koivisto and Hamari (2014) show that women can gain more social benefits from the

use of gamification, and further, gamification plays a more motivational factor for women than for men (Hamari and Koivisto, 2013).

Consistently with previous studies conducted on subject of gamification and brand loyalty (Paharia, 2013; Chien and Wu, 2015; Xi and Hamari, 2019), the results indicate that gamification positively impacts brand loyalty through consumer brand engagement. This means that, as people use gamification strategies more, over time, the brand loyalty increases.

Addition to consumer brand engagement construct in research model, we also proposed service brand evaluation as a mediator effect between gamification and brand loyalty. Findings show that gamification significantly predicts loyalty through brand evaluation. This is consistent with Yang et al. (2017) suggesting that perceived usefulness positively influence people's engagement in the gamified branding process, while Harwood and Garry (2015) found that customer satisfaction along with fun and enjoyment can be achieved with high level of positive gamified experience.

A notable contribution to the literature can be stated that our findings point that gamification strategies create brand loyalty, by first increasing brand engagement and positive brand evaluation. Stated otherwise, to be able to achieve brand loyalty in the long term, first, the conditions of brand engagement and positive brand evaluation, should be fulfilled. Nevertheless, consumers' high level of engagement with gamified brand experience is likely to be stronger to develop brand loyalty than having positive gamified brand experience evaluations. The rate of engagement or the intensity of engagement seem to impact both service brand evaluation and loyalty positively.

In this study, gamification research instruments were categorized in two: Game mechanics and game components. There are five game components: Points, leaderboard, achievements/badges, levels and feedback. For the game mechanics seven instruments are included: Games with exploration, games with collecting, games with competition, games with leadership, games with community, games with serious challenges and games with educative content.

Game components analysis highlight that leaderboard was found to be least appealing gamification component, while feedback has the highest mean value. It is

not surprising that feedback was ranked the most appealing game component, because it allows more intuitive gamified experience for consumers, especially millennial consumers. Therefore, we propose that feedback-based gamified user experience on mobile applications can positively impact user experience quality, and in turn brand evaluation.

For the game mechanics and their effect on brand loyalty, games encouraging collecting of something were found to be the most appealing game mechanic, whereas games that need lots of effort to win and become a leader were ranked the least. The results of game mechanics are consistent with that of game components, since leadership and efforts to win are related to each other. Additionally, it is no coincidence that Starbucks application with its rewarding game mechanic is a success by considering these results. Therefore, it seems essential for brands to implement their gamification strategies incorporating feedback-based user experience, on which consumers can be rewarded to gain more motivation in their brand engagement process.

Interestingly, among 19 gamified brand applications used in this research, Duolingo, Starbucks and YemekSepeti were found to be most effective applications having impact on brand loyalty. Duolingo Product Manager Gilani unfolded at Canvas Conference in 2017 that gamification was the key to success for Duolingo (Draycott, 2017). Starbucks application has gained high interest among scholars (Conaway and Garay, 2014; Ooi et al., 2017) and has been mentioned as a successful gamification example leading Starbucks to gain competitive advantage. Given being successful examples in gamification, these brand applications have gained competitive advantage by incorporating gamification strategies, because gamification was incorporated to achieve imperative leadership among their competitors. Therefore, study findings are consistent with the prior researches, and further we can make the following statement that the longer time period gamifications strategies are employed the more competitive advantage gained though gamified brand engagement.

5.2. Practical Implications

Findings seems to be valuable as practical implications for companies to develop effective business and marketing strategies in the future. Even though

consumers are satisfied with a brand, this might not indicate that these consumers to immediately have a loyalty towards the brand. Rather, brand loyalty is an attitude that might be developed within a longer frame. At that point, this study indicates that brand engagement and positive brand evaluation are two attitudes which pave the way for the brand loyalty to occur in the long term.

Another aspect to be added in practical implications is that implementation of gamification is relatively economic and practical than building loyalty programs, and furthermore it is more effective than traditional loyalty programs, which no longer attract millennials. Given high positive effect of gamification on brand engagement, brand loyalty and brand evaluation, investments over gamification strategies are more likely to return in higher profit margins.

5.3.Limitations

One of the major drawbacks of the current study is that it fails to capture differences between different gamification strategies. In fact, gamification strategies might be really different from another. Additionally, it is worth notation that the target audience of this research was millennials. Given different characteristics of millennials, these findings might not be generalizable to other generations. For example, the dynamics of a sample group consisting of student and a sample group consisting of adults having economic independence would be extremely different from each other. Another limitation was that sample size could be higher, which is remained at 266 respondents. Therefore, future studies should also consider these drawbacks.

5.4.Further Recommendations

Even though gamification seems relatively a new marketing strategy, it evolves rapidly due to the technological enhancements. Personalized and contextual games are now trend in game sector, and undoubtedly gamification will adapt more personalized and behavior based gamified experiences. Big Data technology to collect more personalized data from consumers is likely to be key to accumulating evolution of gamification in the process of personalization. Indeed, Big Data can be incorporated with new products of Neuroscience focused on behavioral models or even frameworks. As a result, more personalized gamified experience will arise new research interest.

In addition to further recommendations, brand loyalty is no longer the ultimate objective of marketers, rather new concepts have arisen interest such as brand advocacy. Because gamification is about motivation and it changes behavioral identity, brand advocacy could be a good interest to study



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ANNEX 1 – Questionnaire Form

GAMIFIED BRAND LOYALTY

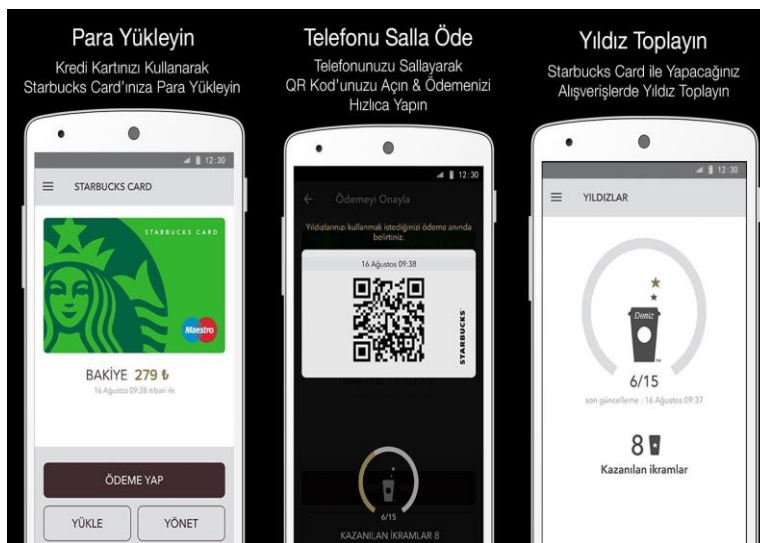
Gamification is considered as an effective and a respected marketing tool among practitioners. Therefore, the purpose of this study is to investigate how gamification employed particular mobile brand applications and this adaptation affects consumer brand engagement with brand loyalty. All answers to survey questions will directly impact the validity and the reliability of the study results. Your valuable contributions to this study are highly appreciated.

WHAT IS GAMIFICATION?

Gamification refers to the use of game design principles to improve customer engagement in non-game businesses. The specific methods used range from the creation of reward schedules to creating levels of achievement via status and badges. Companies use gaming principles to increase interest in a product or service, or simply to deepen their customers' relationship with the brand.

GAMIFIED MOBILE BRAND APPLICATIONS

Starbucks Turkey incorporates gamification with rewarding mechanism. Customers gain a star for each purchase.



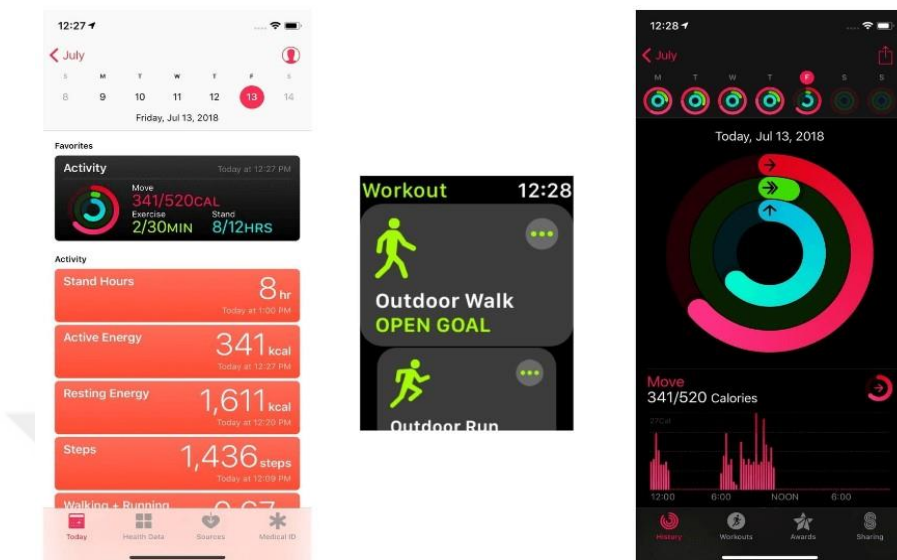
Hopi incorporates gamification with rewarding mechanism. Customers gain bonus, which the brand advertises as “paracık”, as they purchase by using this application.



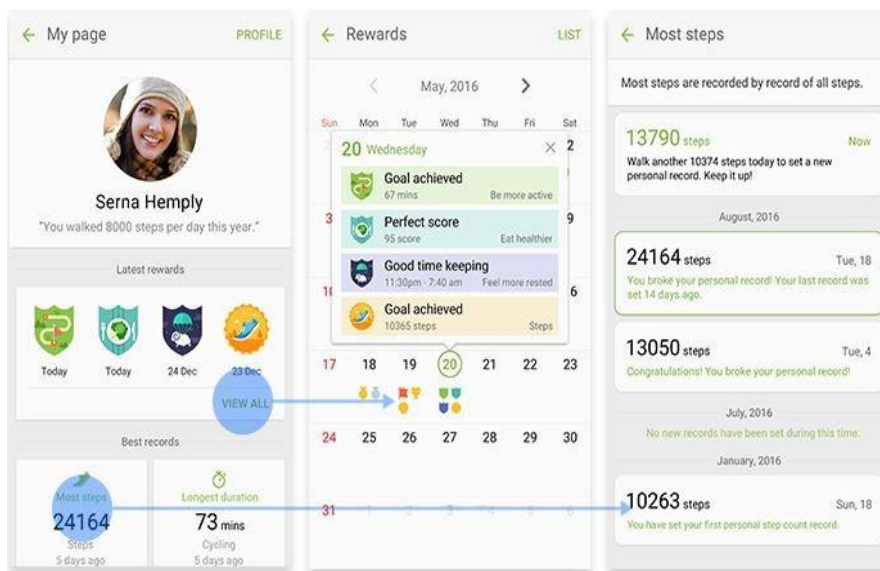
Nike+ incorporates gamification by integrating game elements such as leaderboard on the brand application.



Apple Health essentially incorporates gamification with rewarding mechanism. The application also consists of relevant game components such as rule, goal and feedback.



Samsung Health essentially incorporates gamification not only with rewarding mechanism. The application also consists of relevant game components such as rule, goal and feedback.



Fitbit essentially incorporates gamification with rewarding mechanism. The application also consists of relevant game components such as rule, goal and feedback.



Vodafone Yanımda incorporates gamification with rewarding mechanism. Customers spin the wheel to gain particular rewards.



Turkcell Hesabım incorporates gamification with rewarding mechanism. Customers shake their mobile phones while the application runs on the foreground in order to gain rewards.



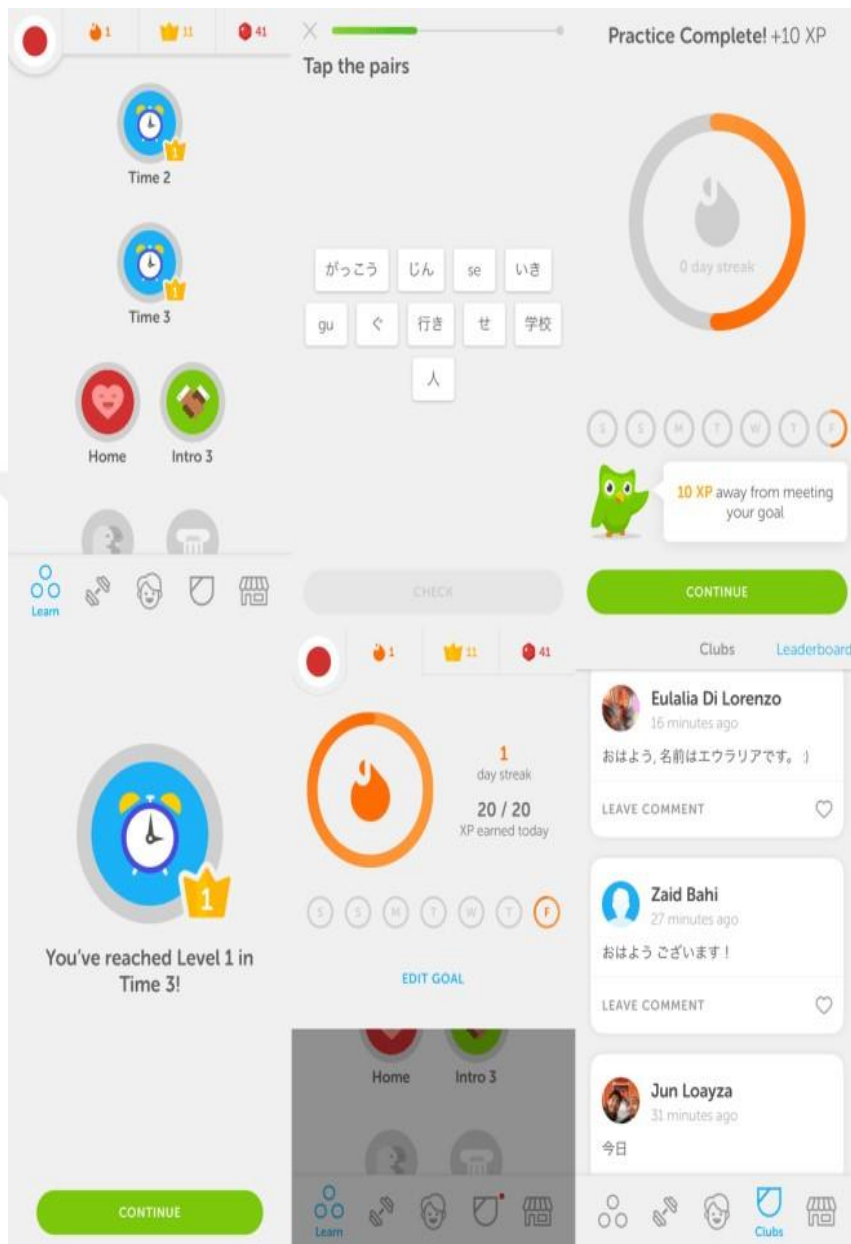
Yemeksepeti essentially incorporates gamification with rewarding mechanism. The application also consists of leaderboard game component.

Haftalık Puan Tablosu	
ERZURUM	
Erzurum (Genel)	
1.	1145 Puan
2.	910 Puan
3.	655 Puan
4.	589 Puan
5.	529 Puan
6.	515 Puan
7.	465 Puan
8.	459 Puan
9.	445 Puan
10.	445 Puan

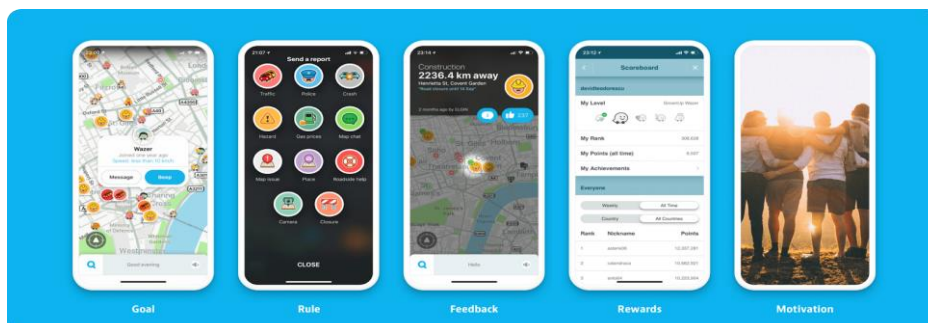
Yemeksepeti Badges



Duolingo incorporates gamification with rewarding mechanism. The application also consists of fundamental game elements such as goal and progress.



Google Waze incorporates gamification with rewarding mechanism. The application consists of fundamental game components such as rule, goal and feedback.



Snapchat incorporate gamification with slightly different game components such as unpredictability and storytelling. The application essentially integrates rewarding mechanism and game design elements.



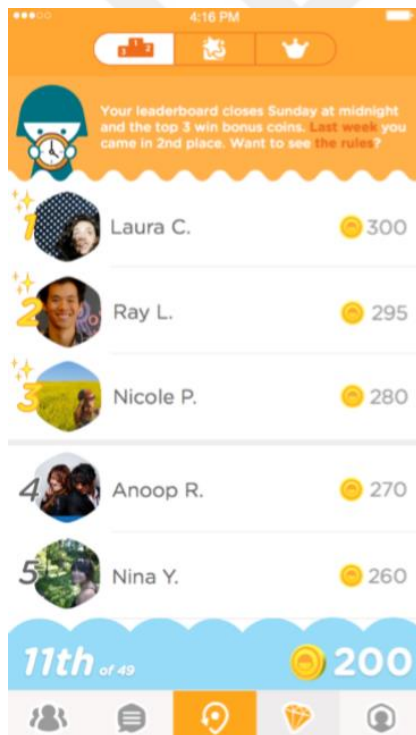
Snapchat Rewards



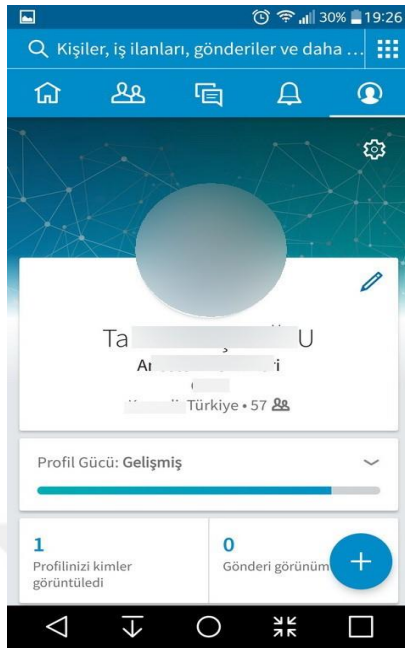
EnPara uses goal and rewards game mechanics along with game design elements.



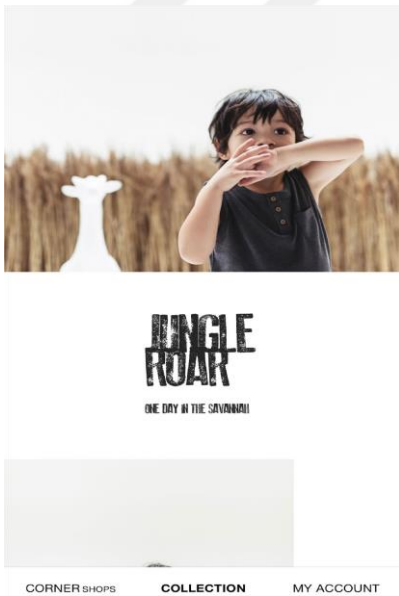
Swarm essentially incorporates gamification with rewarding mechanism. The application also consists of leaderboard game component.



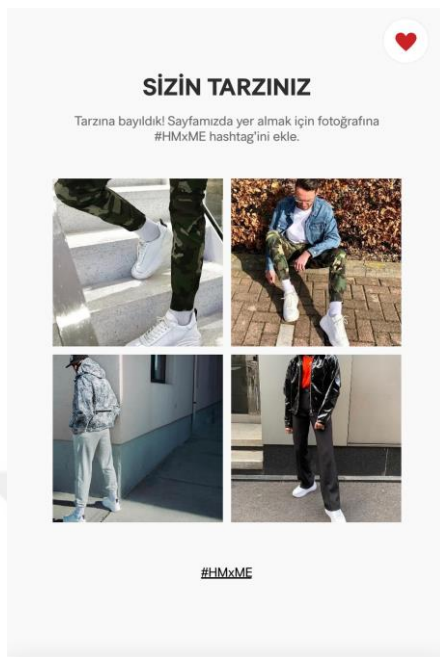
LinkedIn uses progress bar in integrating gamification as a product strategy.



Zara uses story telling game mechanic in integrating gamification as a product strategy.



H&M uses story telling game mechanic in integrating gamification as a product strategy.



Hepsiburada uses story telling game mechanic in integrating gamification as a product strategy.



Trendyol incorporates gamification with goal game mechanic. Customers are encouraged to achieve particular goals to gain privileges.



1. Are you currently using at least one of the applications shown in the GAMIFIED MOBILE BRAND APPLICATIONS section? *

- Yes
 No

CHAPTER I: DEMOGRAPHIC QUESTIONS

2. Your age? *

- 18 - 24
 25 - 34
 35 - 44
 45 - 54
 55 - 64
 65 and above

3. Highest education degree? *

- No degree of education
 High school and below
 Bachelor's degree
 Master's degree/ PhD

4. Total amount of wage in your family?

- Subsistence Wage
 Subsistence Wage - 2.999
 3.000 - 4.999
 5.000 - 6.999
 7.000 - 8.999
 9.000 - 9.999
 10.000 - 11.999
 12.000 - 14.999
 15.000 and higher

5. Your marital status ? *

- Single
 Married

6. Your gender? *

- Female
- Male

7. Number of individuals in your family *

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- Other: _____

8. Your occupation? *

- Student
- Public Sector
- Freelance
- Private Sector

CHAPTER II: GAMIFIED MOBILE BRAND APPLICATION

9. Which one of the gamified mobile brand applications are you currently using shown below?*

- Starbucks Türkiye
- Hopi
- Nike+
- Vodafone Yanımda
- Swarm
- Turkcell Hesabım
- Snapchat
- Yemeksepeti
- Apple Health
- Samsung Health
- Duolingo / Memrise
- Google Waze
- Fitbit
- EnPara
- Zara
- H&M
- Trendyol
- LinkedIn
- Hepsiburada

10. Considering the most used gamified brand application/applications listed on question 9, how frequently you use this brand application?*

- Everyday
 Several days a week
 Once a week
 Several days per a month
 Several days per a year
 Once a year

CHAPTER III: GAMIFICATION						
In this section, you are asked to consider one or multiple gamified brand applications, which are previously listed in question 9, and specify judgements below		Strongly Disagree	Disagree	Neither disagree nor Agree	Agree	Strongly Agree
GM1	This gamified brand application encourages to explore the brand, learn about the brand, and do self-learning.					
GM2	This gamified brand application encourages to collect what the brand offers (i.e. rewards, gifts and self-learning on education apps)					
GM3	This gamified brand application encourages to be in competition with other users using this application.					

GM4	This gamified brand application encourages to win in gamified activities and become a leader in these activities.					
GM5	This gamified brand application encourages its users to be a part of a team and build a brand community.					
GM6	This gamified brand application utilizes challenges in gamified activities.					
GM7	This gamified brand application is important for education and personal development.					
GC1	This gamified brand application encourages with scoring (points) mechanism.					
GC2	This gamified brand application encourages with leaderboard.					
GC3	This gamified brand application encourages with rewards and badges.					
GC4	This gamified brand application encourages with level mechanism.					
GC5	This gamified brand application encourages with feedback mechanism.					

	CHAPTER IV: CONSUMER BRAND ENGAGEMENT					
	In this section, you are asked to consider one or multiple gamified brand applications, which are previously listed in question 9, and specify judgements below	Strongly Disagree	Disagree	Neither disagree nor Agree	Agree	Strongly Agree
CE1	I pay a lot of attention to anything about this brand					
CE2	Anything related to this brand grabs my attention.					
CE3	I like learning more about this brand.					
EE1	I feel good when I use this brand's products.					
EE2	I am passionate about this brand.					
EE3	I love this brand.					
EE4	Using this brand's products makes me happy.					
EE5	I am proud to use this brand.					
BE1	This brand is one of the brands I usually use when I use products from the same category.					
BE2	In general, I like to get involved in brand community discussions.					
BE3	I often participate in activities of the brand community.					

BE4	In general, I thoroughly enjoy exchanging ideas with other people in the brand community.					
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CHAPTER V: SERVICE BRAND EVALUATION						
In this section, you are asked to consider one or multiple gamified brand applications, which are previously listed in question 9, and specify judgements below		1	2	3	4	5
PSQ1	This gamified brand application is “Poor” 1 2 3 4 5 “Excellent”					
PSQ2	This gamified brand application is “Inferior” 1 2 3 4 5 “Superior”					
PSQ3	This gamified brand application is “Low standards” 1 2 3 4 5 “High standards”					
PV1	For the prices (if any) you pay for this application, would you say using this application is a “Very poor deal” 1 2 3 4 5 “Very good deal”					
PV2	For the time you spent in making a purchase or download this					

	<p>application, would you say this application is</p> <p>“Highly unreasonable” 1 2 3 4 5</p> <p>“Highly reasonable”</p>					
PV3	<p>For the effort involved in using and browsing for this application, would you say using this application</p> <p>“Not at all worthwhile” 1 2 3 4 5 “Very worthwhile”</p>					
PV4	<p>How would you rate your overall experience with this brand application?</p> <p>“Extremely poor value” 1 2 3 4 5</p> <p>“Extremely good value”</p>					
CS1	<p>My judgements about this brand and this brand application</p> <p>“Very dissatisfied” 1 2 3 4 5 “Very satisfied”</p>					
CS2	<p>My judgements about this brand and this brand application</p> <p>“Very displeased” 1 2 3 4 5 “Very pleased”</p>					
CS3	<p>My judgements about this brand and this brand application</p> <p>“Frustrated” 1 2 3 4 5 “Contented”</p>					

CS4	My judgements about this brand and this brand application “Terrible” 1 2 3 4 5 “Delighted”					
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CHAPTER VI: BRAND LOYALTY						
In this section, you are asked to consider one or multiple gamified brand applications, which are previously listed in question 9, and specify judgements below		Strongly Disagree	Disagree	Neither disagree nor Agree	Agree	Strongly Agree
BL1	If available, I will stay with this brand next time.					
BL2	I intend to keep staying with this brand.					
BL3	I am committed to this brand.					
BL4	I would be willing to pay a higher price for this brand over other brands.					

CURRICULUM VITAE

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Degree	Field	University	Year
Bachelor's	Computer Engineering	Bilkent University	2010-2014
Bachelor's	Business Administration	Anadolu University	2016-Present
Master's	Business Administration	Atılım University	2015-2019

Work Experience:

Company	Position	Year
ATARLABS	QA Engineer	2018
LingoSoft	Business Analyst	2018
Smartmind	Business Analyst	2018

Foreign Languages: English, German and Japanese

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Date : 09.09.19

Bersu Aladađ

ORIJINALLIK RAPORU

% **16**

BENZERLIK ENDEKSI

% **15**

INTERNET
KAYNAKLARI

% **11**

YAYINLAR

%

ÖĐRENCİ ÖDEVLERİ

BIRINCIL KAYNAKLAR

1	scholarspace.manoa.hawaii.edu Internet Kaynađı	%4
2	citeseerx.ist.psu.edu Internet Kaynađı	%1
3	www.researchgate.net Internet Kaynađı	<%1
4	www.emeraldinsight.com Internet Kaynađı	<%1
5	pdfs.semanticscholar.org Internet Kaynađı	<%1
6	eujournal.org Internet Kaynađı	<%1
7	www.sciedu.ca Internet Kaynađı	<%1
8	bestrushessays.com Internet Kaynađı	<%1
9	mafiadoc.com Internet Kaynađı	<%1