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developing a gamification model to increase customer loyalty in public sector

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ABSTRACT

The popularity of online games advocated the evolution of gamified e-banking software. Gamification is “the use of game design elements in non-game contexts”. In addition to the rise of the gamification phenomenon, it is important to understand how the customers of public sector banks encounter gamified applications. This research aims to establish a link between gamification of e-banking and customer loyalty in public sector banks of India. Assess the determinants influencing gamification in e-banking in public sector banks, research is developed to propose a conceptual model that illustrates the adoption of gamified applications by bank clients in the e-banking context. A qualitative study was conducted to understand public sector bank’s customer’s perception towards gamified mobile banking application and gamified internet banking website. Data were collected from 200 customers of public sector banks across India. Confirmatory analysis is performed on the data, followed by path analysis done using structural equation modelling. After a careful statistical analysis of the data, it was found that gamification has a positive influence on motivation and enjoyment. But was found to have little or no impact on financial knowledge and customer loyalty in public sector banks.

[Human-centered computing] - Collaborative and social computing - Collaborative and social computing theory, concepts and paradigms - Social engineering (social sciences).

[Applied computing] - Electronic commerce - Online banking

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