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Gamification in Poland – what do the people think?

Summary

Gamification as a marketing tool is widely discussed all over the world – not only in professionals but also in academics fields. The method supposed to optimize human motivation, engage customers and simply make the promotion fun for them. In this paper author will show the results of a study conducted in Poland on a group of consumers. The most important findings is that consumers are willingly playing all kinds of games and what's more they are interested in new ways of promotion like gamification. On the other hand the don't know what is the concept of gamification, and are not sure if they want to participate in that kind of promotion. The main goal of this article is characteristic of gamification tool in consciousness consumers on the polish market. This is the research article.

Key words: gamification, consumer behavior, entertainment.

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Play, games, business

Play is a mode of being human. To play is to be in the world e.g. Sicart (2014, p. 1). We can find play difficult to describe, but we can recognized it easily when we see it. Play is a part of our culture but its possible to say that play was known before even culture form was invented by humans. Animals play just like people. All the basic features of fun are realized in a playful animals. They know that while playing you cannot do another harm, they can pretend to be nagry, but most importantly they got out of play a fun, joy and pleasure e.g. Huizinga (2007, p. 11). Play is a way of being in the world, like languages, thought, faith, reason, and myth e.g. Sicart (2014, p. 3). Through play both adults and children can experience the world, and explore who they are. There are certain criteria of play that were described by Pellegrini (2009, p. 16). First it's *intrinsic motivation*. Playful behaviors themselves are motivating, independent of any outcome of those behaviors. Any fun is first, above all the free action. Fun ordered is no longer fun, most may be registered restoration of fun e.g. Huizinga (2007, p. 20). Next thing can be discussed is *attention to means over ends* – the player is more concerned with the behavior itself than with the functional outcome. There is a *differentiation between play and exploration* – exploration is an information gathering venture, whereas play can be consider as non. There is a relation of play to instrumental behavior, we are playing from our youngest moments, we are doing it automatically not knowing even how to call that behavior. Play also has *freedom from external rules*, the rules are flexible and negotiated by the players. Being in playful moment also meant *an active engagement*

which is opposite of boredom. Play can be catalysts by games. They activate the desired state, when we can feel enjoyable. Purpose of games is to please the human playing them, keep the players entertained inside the system, engaging them enough to stay committed to the game. Game cannot be forced, user has to want itself to play it, if the game is a must its stopped being fun for the player. Another significant feature is that play and games can build meaningful relationships between people, they can help socialize and create a group of friends. For most people play is something that makes them be in the moment, feeling fun, and what's most important we can only play in our free time. Games are big, just that the stats are saying but itself: according to "Essential Facts about the Computer and Video Game Industry, 2015" 155 million Americans regularly play video games, 42 percent of Americans play for at least three hours per week, four out of five American households contain a device used to play video games e.g. Campbell (2015). Many of us associate games with something silly, non-serious activities that are engaging but in the most of the time is for relax, spend time with friends and just to be entertained. Love, work and play are three inborn drives that power human thought and action throughout the life cycle e.g. Elkind (2007, p. 4). The opposite of play isn't work, its depression and feeling bored e.g. McGonigal (2011, p. 28,29). But what will happen if we can take some of the games elements and put it into business, work or promotion?

In the light of definition given by Chou (2015, p. 8) *gamification is the craft of deriving fun and engaging elements found typically in games and thoughtfully applying them to real-world or productive activities*. Gamification can improve the marketing in company, employees motivation or self-development. Effective gamification is a combination of game design, game dynamics, behavioral economics, motivational psychology, neurobiology, as well as ROI-driving business implementation e.g. Chou (2015, p. 1). Many publications about gamifications has the "recipe" of a good gamification programs. They has to include badges, points and leaderboards. But it is simply not enough to build successful and engaging gamification. Incorporating game mechanics and game elements does not make a game fun e.g. Chou (2015, p. 19). Many gamification professionals seem to believe that if you put points into something boring that will automatically become exciting. There are some rules beyond badges and leaderboards that makes games engaging, but in this article author will not concentrate on how to design easy adopting gamification. The most important thing in creating a gamify program is to ask questions like "How do I want my users to feel? Do I want them to feel inspired, proud, should they be scared or anxious? What's the goal for their intended experience?" Chou (2015, p. 22). Important thing is also to make the gamer feel productive McGonigal (2011, p. 63). In general games require hard work from the player, and the gamer accepted it because they have clear goals and missions. As its refers to gamification in marketing Chou sees it as the art of creating holistic marketing campaigns that engage users in fun and unique experience designed for a product, service, platform or brand e.g. Chou (2015, p. 60-61). Users (customers) become more and more sophisticated in flirting out unwanted promotions, so that it is why it is so important to build relationships with potential clients and create unique value.

Methodology

The aim of the study was to evaluate awareness of Polish consumers and their attitudes towards new marketing technique - gamification. The research project was carried out in the form of an online survey CAWI (quantitative study) on a sample of 409 people in August of 2015. Described in the report of the study is a continuation of a project implemented in 2014, whose aim was, among others, characteristics of gamification in Poland. This study (qualitative) based on interviews (IDI) carried out with experts in this field (see table 1).

Table 1
Information about research

The method and research technology	Computer Assisted Web Interview (CAWI): the respondent is asked to fill in a form independent survey using a computer with Internet access, on a dedicated website.
The research sample	Respondents are adults, who are in contact with all sorts of competitions and games marketing.
The sample size	N=409
The test coverage	Poland
Time limit for completion	August 25 - September 2, 2015

Source: own elaboration.

The survey, which was used in the study consists of 16 substantive questions concerning, among others issues related to participation in games and competitions, the concept of the gamification and examples of its implementation. The survey included both closed, open questions and those that use scale as a form of response (where: 1 - strongly disagree, 5 - strongly agree).

The study involved 409 respondents (N = 409). Among them, 75% were women, while the remaining 25% men. The most represented age group among the respondents are people between 25-34 years (33% of the total sample).

In the case of education of respondents we deal primarily with people with secondary or higher education - 31% and 42%.

Regarding the place of residence, respondents who participated in the study come mainly from urban areas. Cities over 50 thousand population are a total of 46% of the sample. At the same time 27% of respondents say they live in the countryside. But if we consider the share of provinces, the strongest representation are inhabitants Mazovia and Silesia, which received scores of 15% and 14%.. Least respondents came from Lubuskie - only 2%.

Respondents who participated in the study, can definitely be called internet users. 90% of them admitted that both in 2014 and 2015 had an account on social networking sites. Respondents also belong to the group of active consumers: 54% of them, in the present or the past year, received the prize for points collected in the loyalty program. Importantly games or competition is no stranger to the participants of the study. The vast majority of

respondents has to do with them quite often. Almost half of respondents (43%) have an account participant in the online game. Interesting here is the sex ratio - 70% are for women, while men remaining 30%.

In addition, respondents declare that they are playing on computer often (60%) or very often (27%). Only 13% do not do it at all. Among those who play permanently, the largest age group consists of people from the group of 35-44 years (32%). 67% of respondents aged 18-24 game only from time to time, thus providing the strongest representation for this response.

The main conclusions

As part of the results should formulate some key research proposals:

A. We play and compete for pleasure

The main goal of each game is fun, relaxation and the opportunity to break away from the daily routine. The most important challenge is to exceed their own limits. Much better according to respondents is to find themselves in a situation teamwork than in the lonely race after winning „no matter what”. According to the studies we are happy to participate in the games, which give us the opportunity to have a good time. The competition, which is also an important element of the game is marginalized by the respondents and they do not consider it necessary value.

B. The award is not the most important

The prize in activities based on the game is definitely desirable element, but not the most important. It is whether it is material or not, also seems to be of secondary importance. Significant, however, that was communicated from the outset, preferably before the start of the game. It is important that the prize is awarded for a single challenge, or at the very end of the game. It is important to always gave a sense of satisfaction from their achievements.

C. Promoting by games is a good idea

The game, as the main axis of a promotional event, is seen as a very interesting and attractive tool. It helps to engage participants and attracts their attention. First of all, it breaks with well-known consumer advertising, which many have already glut. Playing as part of a promotional campaign also allows you to reach a large audience, the more that responds to the need for fun and relaxation. Thanks also reduces the distance between the consumer and the brand.

D. Gamification? And what is that?

Hardly anyone realizes what is gamification. There has been created polish words meant to describe gamification such as “grywalizacja”, “gryfikacja” and “gamifikacja”. The concept of “grywalizacja” and “gryfikacja” obtained identical results - 22% of respondents declared that they had heard these terms, and 78% that it did not heard about it. In this combination, the lowest was ranked gamifikacja/gamification - only 8% of respondents admitted that they ever came across that name. This concept for many is something entirely new. By this is associated with something very modern marketing trick used only by innovative

firms. Probably to realize it requires certain financial resources and new technologies. But that seems to be not important for a group of consumer, they want to participate in the game – even if they don't have awareness of the term.

Gamification is not seen as something negative, although there is a considerable distance to her (probably because of ignorance of the matter). To encourage consumers to projects based on gamification must first provide them with fun and relevant to the challenges prize.

However, there is suspicion that gamification not fully serve delivering entertainment to consumers - its main purpose is to increase the turnover of companies. By involving participants in the project, increasing their interest in the products, but not necessarily knowledgeable about them, and that's what they would like the participants.

Discussion

The conducted studies both in 2014 and 2015 were intended to characterize gamification in Poland. First the author wanted to know how gamification is described by the practitioners, marketers. The second study meant to describe how the games in marketing are seen by consumers. What author can definitely say about gamification in Poland is that still this method is not well understood. Even the practitioners had difficulties to describe successful campaigns in Poland that has a gamification element in its strategy. The silver lining is that consumers want to play games and are interested in new kinds of promotion and engagement. Definitely gamification can be evolving in Poland. For further studies author recommends to analyze case studies marketing campaigns based on gamifications in Poland to see what kind of engagement and games techniques are most suitable in Polish market.

Final conclusions

As part of the survey, it was also an attempt to answer the question what would convince respondents to participate in a promotional program containing elements of gamification. Respondents suggested a list of 9 items, which were asked to identify up to three. The results for each proposal formed as follows:

- Attractive prize – 71%
- An interesting theme / plot – 42%
- Gaining new knowledge and skills – 42%
- Game type – 39%
- Opportunity to learn the advantages of the promoted product – 33%
- Ability to pursue his hobbies / interests – 21%
- The ability to compete with other participants (including friends) – 13%
- The desire to win first place in the ranking of participants – 10%
- Ability to participate in the „game” with his own team (self-selection of participants, the opportunity to be a leader) – 9%

In summary, in order to “convince the unconvinced” should be part of a promotional campaign assumes gamification anticipate and adequately inform potential participants prizes that are to come (or simply present system of rewards for other achievements). The project should also encourage their themes, as well as give consumers the feeling that even if they are not winners, then after the game, will be the new knowledge (eg. On the promoted product) and skills.

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Grywalizacja w Polsce – co ludzie o niej sądzą?

Streszczenie

Grywalizacja jako narzędzie marketingowe jest szeroko omawiana na całym świecie – nie tylko w kręgach profesjonalistów, lecz także akademickich. To metoda pomyślana jako mająca optymalizować motywację człowieka, angażować klientów i po prostu czynić dla nich z promocji zabawę. W artykule autorka ukazała wyniki badania przeprowadzonego w Polsce na grupie konsumentów. Najważniejszymi ustaleniami jest to, że konsumenci chętnie uczestniczą we wszystkich rodzajach gier; co więcej, są zainteresowani nowymi sposobami promocji, takimi jak grywalizacja. Z drugiej strony, nie wiedzą, jaka jest koncepcja grywalizacji, i nie są pewni, czy chcą brać udział w tego typu promocji. Głównym celem artykułu jest charakterystyka narzędzia grywalizacji u świadomych konsumentów na polskim rynku. Artykuł ma charakter badawczy.

Słowa kluczowe: grywalizacja, zachowanie konsumentów, rozrywka.

Kody JEL: M31

Игрофикация в Польше. Что люди думают о ней?

Резюме

Игрофикация как маркетинговый инструмент широко обсуждается во всем мире – не только в профессиональной, но и в академической среде. От это-

го метода ожидают оптимизации мотивации человека, вовлечения клиентов и просто достижения того, чтобы продвижение стало для них увлечением. В статье автор показала результаты изучения, проведенного в Польше в группе потребителей. Самым важным результатом является то, что потребители охотно принимают участие во всех видах игр и, более того, они заинтересованы в новых способах продвижения, таких как игрофикация. С другой стороны, они не знают, что собой представляет идея игрофикации, и не уверены, хотят ли они принимать участие в такого вида продвижении. Основная цель статьи – дать характеристику инструмента игрофикации у сознательных потребителей на польском рынке. Статья имеет исследовательский характер.

Ключевые слова: игрофикация, поведение потребителей, развлечение.

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