

Modelling the Impact of Reward Gamification Systems on Reinforcement and Consumer Retention in E-Commerce

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Abstract:

Purpose: Reward-based gamification is gaining popularity in e-commerce to improve engagement and retention. However, the role of variable reward structures in intrinsic motivation, repeat business, and brand loyalty has not been extensively investigated. This study investigates variable reward gamification as a reinforcement tool for driving consumer retention in digital commerce.

Methods: The study employed a quantitative explanatory cross-sectional design, using survey data from 265 active e-commerce consumers, collected through convenience sampling. A structured five-point Likert scale questionnaire was used. The study employed reliability testing, correlation analysis, EFA, CFA, and SEM to validate the constructs and the relationships between gamification intensity, variable rewards, intrinsic motivation, purchase frequency, retention, and brand loyalty.

Results: The results show strong positive correlations between all variables. The SEM analysis verifies that variable reward gamification has a significant positive impact on intrinsic motivation and purchase rate, thus improving consumer retention. Retention was found to be the most influential factor in determining brand loyalty, highlighting the pivotal importance of reinforcement processes in maintaining long-term engagement with the platform.

Conclusion: This research has provided empirical evidence that variable reward-based gamification is an effective form of reinforcement in the e-commerce industry as it can increase intrinsic motivation, repeat business, and loyalty.

Keywords:

Consumer behaviour, Intrinsic motivation, Purchase frequency, Reward-based gamification, Variable reward mechanisms.