



REVIEW OF DOCTORAL THESIS

Fortesa Haziri, Gamification and purchase intention

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a) The topicality of the Research Issue

In the context of gamification in the trade, the industry is expected to assist retail companies in creating a fun and enjoyable purchasing experience by focusing less on price and aggressive promotional campaigns. In this dissertation thesis, we can see the application of the post-positivism paradigm and the deductive method, the research problem, and it has been identified by the theoretical knowledge at disposal, which leads to research design and formulation of research questions and objectives. The topic of gamification and purchase intentions is specific. It has been studied with a growing intensity in the last several years, which is actual, for example, from the numbers of publications indexed at the Web of Science.

In this context, we can state that this topic is very original and has not been adequately studied yet and also the confirmation of the topicality of this dissertation's topic.

b) Research Questions and Research Goals:

The research focus of this dissertation is connected with the introduction of electronic commerce (e-commerce) system generally known as web 1.0; retail companies started to incorporate technological devices in their businesses and leading companies with a tech-savvy attitude.

Because of this problem description, we can see that this study investigates the impact of gamification elements on purchase intention. At the same time, the relationship is mediated by perceived ease of use and moderated by game experience.

Author defined sub-research questions that were designed based on the research problem of her study. The sub-research questions were established to provide a solution for the research problem:

SRQ1: Do the employed game mechanics, game dynamics, and aesthetics impact consumers purchase intention? Author defined sub-research questions which were designed based on the research problem of her study. The sub-research questions were established to provide a solution for the research problem:

SRQ1: Do the employed game mechanics, game dynamics, and aesthetics impact consumers purchase intention?

SRQ2: Is there a mediating effect of perceived ease of use on purchase intention when game elements are considered?

SRQ3: What is the effect of the moderator, game experience, on the relationship between game elements and purchase intention?

SRQ4: Does consumers' behaviour in the selected countries differ regarding purchase intention in a gamified setting?

The main objective of this study is to develop a comprehensive model which will be followed also by empirical research. The model includes variables related to consumer behaviour, precisely regarding consumer purchase intention, social commerce ease of usage for purchase purpose and game elements.

We can also understand the conceptual framework on page 51 that may be considered as the thesis map of the area being investigated.

c) Research hypotheses and Methodology

The research Hypotheses and research design and data collection of this dissertation thesis, we can find in chapter 2.5 and 3.

This PhD work it is application of post-positivism paradigm, where a few hypotheses and sub-hypotheses will be tested, but the power lies in the argumentative section. Furthermore, the study is based on the deductive method, initially starting with the theoretical knowledge to identify the problem and afterwards formulating.

In context of this chapter some questions were appeared. You can find all of them in the part c) of my review (Defence questions and recommendation).

To achieve the research objectives the following sub-hypotheses were empirically tested:
H1: Game mechanics (H1a), dynamics (H1b) and aesthetics (H1c), positively affect purchase intention.

H2: Perceived ease of use mediates the relationship between game mechanics (H2a), dynamics (H2b), aesthetics (H2c) and purchase intention.

H3: Game experience moderates the relationship between game mechanics (H3a), dynamics (H3b), aesthetics (H3c) and purchase intention.

H4: Consumers from the selected countries are indistinguishable regarding game mechanics (H4a), dynamics (H4b), aesthetics (H4c), perceived ease of use (H4d), game experience (H4e) and purchase intention (H4f).

H5: There are statistical differences between countries regarding gender (H5a), age (H5b), employment (H5c), education (H5d), and working sector (H5e).

The primary data were collected through a survey, which has been chosen as the research method for this study.

For research purposes, several statistical tests have been used. To analyse the data statistical software such as SPSS version 23.0 and SmartPLS version 3.0 have been utilized.

d) Results and Conclusions

The author analysed on the start the games history, that is as old as human history. In the past was used as a tool that would facilitate human interaction and transition into a leisure activity. The gamification is presented as an integrated part of the marketing strategy allows companies to upgrade the competition level through boosting consumer purchasing experience with fun and enjoyment while focusing less on pricing and heavy promotional strategies.

The author confirmed the theoretical benefits of his study and in conclusions we can see that:

- Regarding gamification users' types, based on the HEXAD scale Albanians and Kosovars may be categorized are achievers, free spirits, players and socializers gamification users' types. Based on the IPMA analysis, to achieve better results in a gamified setting, gamification designer and marketers could improve the importance and performance of game elements.
- We can agree with author, that by fulfilling the research aim, this study provides a comprehensive overview of gamification usage in consumer behaviour and shed novel insights into the nature of gamification as a set of activities that impact purchase intention.
- The gamification has been proven as an adequate tool to increase performance and learning ability in the education domain.
- There are expected practical benefits of the study; because the findings provide important information for practitioners which can be applied in marketing strategy. The information might be useful due to adjustment for the promotional campaign, consumer engagement and motivation. And in this context I would like to ask the first question for the defence:

- How would you like to apply the information in the daily routine of the coapanies into their daily routine? Can you describe the specific example/examples?

e) Defence questions and recommendation:

I already mentioned the first question for the defence in the previous part of my review:

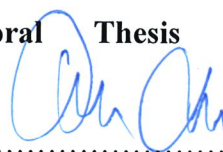
- 1) Can you describe comprehensive model that is the result of your work more precisely, please?
- 2) Why did you choose for your research two specific regions Albania and Kosovo?
- 3) Can we apply your research results also in other countries? Not only in Albania and Kosovo? BTW: We can see based on your that non-parametric tests have identified statistical differences between Albanian and Kosovar respondents.

The author cited many sources: journals, monographs, and online sources. Their list can be seen on pages 102–126. It was a very good step for ensuring the quality of the final thesis.

f) Conclusion

The processing of the Doctoral Thesis complies with the applicable requirements imposed on this type of work. The researched theme suggests that the author has understood the problem of gamification and purchase detection in context of consumer behaviour, precisely regarding consumer purchase intentio and social commerce.

Based on this, I recommend the Doctoral Thesis for defence.



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prof. David Tuček, Ph.D.

In Zlín, on 30 June, 2021

