

## عنوان مقاله:

Investigating the Effect of Gamification Mechanics on Customer Loyalty in Online Stores

## محل انتشار:

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## خلاصه مقاله:

This study examines how gamification mechanics could be used in online retailers' loyalty programs. In other words, this article attempts to create a conceptual model for the relationship between gamification mechanics and customer loyalty elements. We used a field study to conduct our research. In order to validate the survey, ۴۵۰ customers from one of the greatest online stores in Iran were questioned. The results of this survey were used to validate our ۱۱ phrases on the relationship between gamification mechanics and customer loyalty. The results were analyzed using confirmatory factor analysis, path analysis, and model fitness tests in structural equations modeled in the Lisrel software. According to the research findings, the relationship between variables and the proposed conceptual model .was confirmed. Based on the performed analysis, all ۱۱ phrases were verified

## کلمات کلیدی:

gamification, Customer Loyalty, Perceived value, Online store

## لینک ثابت مقاله در پایگاه سیویلیکا:

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