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Gamification Marketing—Essence, Types of Activities, Examples of Application

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Abstract

The increasing popularity of digital games has also led to a concomitant rise in the popularity of gamification-based marketing strategies. The integration of gamification into marketing strategies has emerged as a potent method to engage both existing and prospective customers, thereby exerting a transformative influence on brand identity. Despite the expanding role of gamification, a lacuna persists in the extant academic literature concerning gamification in marketing, particularly with regard to the forms of gamification employed and their efficacy in influencing customer purchase intentions. This article expounds on the merits of employing marketing games and the categories of games that are utilized to enhance customer interaction with a brand. The text provides concrete examples to illustrate the various types of games, along with detailed descriptions of the game mechanics and their respective purposes. Polish brands have demonstrated a marked inclination to employ advergames, which are predominantly characterized as games of chance and lotteries. The primary objectives of advergames are typically to augment the number of users of dedicated mobile applications, enhance brand recognition and loyalty, and escalate the frequency and value of purchases.

Keywords: advergames, gamification, marketing games

1. Introduction

Play, which exerts a profound influence on such developmental processes as growth, education, socialization, and culture, is a fundamental element of human life. It encompasses cognitive, social, and emotional aspects, thereby becoming the cornerstone of human existence. The promotion of play at all

stages of human development has been demonstrated to result in more fulfilling and significant experiences (Ross, 2013; Detering, Zagal, 2018; Thorsted, 2016). Games represent an integral component of play. While play is associated with pleasure and creativity, it is a form of spontaneous and voluntary activity driven by internal motivation (Cummins, Zamani, 2018; Vartiainen et al., 2024), "a game is perceived as something played by human beings. Its mathematical analysis is human-centered, explores the structures of particular games, economic or social environments, and tries to model supposedly 'rational' human behavior in search of appropriate 'winning strategies'" (Faigle, 2022).

Games have played an important role in culture and the development of societies for centuries. These tools functioned as both entertainment and an educational apparatus. In ancient Egypt, Senet was played (although the rules of this game are still unknown), and 5,000 years ago in Mesopotamia, The Royal Game of Ur was played (Pfeiffer, Sedlecky, 2020), which is considered the precursor to backgammon. Chess, a widely recognized game that traces its origins to the 5th century CE, has historically served not only as a form of entertainment but also as a strategic war game that has been utilized to train players in the art of planning military operations (Pizło, Mazurkiewicz-Pizło, 2023). Games underwent an evolution and adaptation to the social norms of the countries where they gained popularity. An example of this phenomenon is the case of chess in Muslim countries (Sáez, 2022). With the advent of new technologies, games became increasingly widespread, more accessible (e.g., through the advent of printing) and advanced. In the contemporary epoch of electronic media, the digital games industry is undergoing a period of substantial growth and expansion, with its applications disseminating throughout nearly all domains and facets of human existence.

Scientific literature contains a plethora of publications that address the utilization of games in educational settings, the promotion of pro-ecological and pro-health attitudes, and their application in business contexts. The integration of games within the marketing paradigm merits particular consideration. However, extant literature predominantly focuses on the experiences of users of marketing games and the assessment of the effectiveness of games on customer engagement (Xiaolin et al., 2025). A paucity of publications exists that address the types of games utilized by brands for marketing purposes. The present article aims to address this lacuna by presenting a definition of gamification, the benefits of using games to promote a brand, and the types of marketing games used, along with examples from the Polish market.

2. Gamification

Gamification is defined as the process of engaging individuals in problem-solving activities across various domains through the medium of games. This practice has a long historical precedent, dating back hundreds of years to the realm of strategic war games, which involve meticulously planned military operations. The term "gamification" is widely attributed to Nick Pelling, aBritish game designer and computer programmer. It is believed that “the first use of gamification in its current sense apparently occurred in 2003, when Nick Pelling, a British game developer, established a short-lived consultancy to create game-like interfaces for electronic devices” (Werbach, Hunter, 2020).In the text, the following citation style should be used (Wahyudi, 2020) or (Deephouse, Carter, 2005; Bromley, 2000). In the case of more than three authors, write the surname of the first of them and add the abbreviation “et al.” (Akintoye et al., 2022).

In the age of electronic media and the growth of the digital gaming industry, gamification has taken on a new meaning. Gamification is defined as the integration of game-design elements into non-game contexts, such as education, health promotion, environmental protection, marketing, and management. Through the use of techniques such as scoring, badges, levels, and competition, people are motivated to take action to bring about lasting behavioral change and increase engagement and motivation in various areas (Stefoska-Needham, Goldman, 2025). Gamification is also understood as the use of game elements for purposes other than entertainment (Gao, 2024). It is also worth mentioning here that gamification mainly refers to bringing about positive (desired) changes in behavior and habits through game elements and can be confused with the term “gambification,” which is understood as "the (increased) presence of gambling (or gambling-related content) in non-gambling contexts in order to realize desired outcomes. It incorporates two main aspects: affective (employing cultural values/signifiers of gambling); and effective, (employing gambling games and activities)" (Macey, Hamari, 2022). The term "gambification" is used to describe the process of incorporating elements of gambling, such as monetary incentives and emotional stimulation, into video games. This practice carries the potential risk of leading to excessive user engagement, which could result in addiction. Activities employed in the gamification process may bear resemblance to gambling, yet they are predominantly utilized as a form of incentive for positive behaviors. For instance, virtual coins are awarded for cycling in applications that promote a healthy lifestyle, for completing tasks correctly in educational applications, or for purchases. These coins, representing virtual currency, can be exchanged for additional game elements, virtual rewards, or discounts in the context of shopping applications.

Gamification, regardless of the field in which it is used, is (Sawarkar, et al., 2024; Persada, 2023; Larson, 2020; Bawa, 2023; Cechanowicz et al., 2013; Triantafyllou et al. 2025):

- enables permanent change of negative habits into positive ones,
- teaches regularity,
- facilitates the achievement of goals,
- increases commitment,
- develops competencies and skills,
- improves performance and goal achievement,
- increases motivation,
- facilitates learning and memorization,
- builds loyalty and retention,
- increases satisfaction and positive experiences,
- supports innovative activities and creativity.

The aforementioned benefits of gamification are subject to variation depending on the field in which it is employed.

3. Marketing Games

The saturation of marketing with traditional media has prompted a search for new forms of interaction with the recipient. Conventional advertising strategies frequently entailed the reiteration of a persuasive message, a practice that often led to recipients experiencing feelings of irritation and fatigue. This shift led to a decline in the perceived credibility and effectiveness of the activities (Bailôn, 2008) and, concurrently, spurred the exploration of novel methods for consumer communication that would facilitate interaction (Fidalgo et al., 2017). This development signaled the dawn of a new era in transmedia campaigns, giving rise to a "discursive hybridity" in which the recipient assumes an active role, engaging with the brand and following the discourse it fosters (Felici, Ripollés, 2017).

The evolution of marketing concepts and existing paradigms has been driven by changes in the dynamics of social communication. This evolution can be represented by four distinct stages: Marketing 1.0, which prioritizes the product and is characterized by one-way communication; Marketing 2.0, which places the customer at the forefront and facilitates two-way communication; Marketing 3.0, which emphasizes values and emotional connection; and Marketing 4.0, which integrates online and offline activities through technological advancements and the analysis of large data sets (Kartajaya et al. 2019).

A component of Marketing 4.0 is gamification, which is defined as the incorporation of game elements into marketing strategies. Marketing games, also referred to as advergames, are a form of interactive media used to promote brands. The integration of advertising content with entertainment elements in these games has been shown to engage users and promote the brand, thereby increasing brand awareness and shaping consumer perceptions.

The spectrum of marketing games is extensive. These games can take the form of traditional offline games or online games (on a website or in a mobile app), and include: games of chance, scratch and win games, instant win games, knowledge games, platform games, tapping games, puzzles, hidden object games, strategy games, gamified landing pages, product recommender games, social interactive content games, seasonal holiday games, hourly games, and hourly games (Figure 1).

Figure 1. Types of marketing games

Games of chance are defined as those in which the outcome is primarily determined by chance rather than the abilities of the players. The randomness inherent in the game is a critical factor in this context, as it limits the ability to influence the outcome. Consequently, these types of games are often perceived from a psychological perspective as gambling. Games of chance encompass a wide array of activities, including roulette, dice, lotteries, and slot machines.

Roulette, a game traditionally classified as a game of chance, is a popular pastime in casinos. Players place wagers on various outcomes, including specific numbers, colors, or combinations of these elements. The outcome is determined by the spinning of a wheel (Minakuchi, 2018). In the context of marketing, roulette frequently manifests as a "wheel of fortune," wherein participants do not engage in wagering activities; rather, they initiate the spinning of the wheel, with the potential to accrue discounts on purchases, access to products at reduced rates, or promotional gadgets. The act of spinning the wheel can entail additional forms of interaction, such as serving as a reward following a purchase, or offering a single opportunity to spin the wheel on a daily basis within the application, among other scenarios. In Poland, this game has been utilized by brands such as:

- Rossmann—online version—the wheel was spun in a mobile application as part of the "Klub Rossmann" loyalty program. Players had the opportunity to win discounts or complimentary products. The objective of introducing this game was to enhance the activity of Rossmann application users and the frequency of purchases.

- Lidl's online version has been incorporated into seasonal campaigns. Following a purchase in the store, an individual has the opportunity to engage in a virtual wheel spinning activity, with the potential to win products or discounts. The objective of introducing the game was to encourage repeat purchases and increase brand loyalty.

- The online version of Żabka allows customers using the mobile application to accrue additional loyalty points, referred to as "żappsy," which can be redeemed for products or discounts. Additionally, the "Koło Promocji" (eng. Promotion Wheel) feature offers discounts to customers. The objective of this initiative was to promote the application and thereby increase the frequency of purchases.

- Hebe—online version—periodically organizes a “Zakręć Kołem Rabatów) (eng. Spin the Discount Wheel) promotional event. This event offers discount codes and complimentary delivery as prizes. The objective of this initiative was to enhance the frequency of online purchases.

- Decathlon Polska has implemented an offline version of a Wheel of Fortune-type game at sporting events it organizes. Participants have the opportunity to win gadgets, discounts, and beverages. The objective of this initiative is to cultivate customer relationships and promote the brand.

- Empik, an online retailer, employed a game during a promotional campaign on Black Friday. To promote increased sales in the online store, individual discounts were made available.

Craps is also traditionally considered a game of chance and gambling, where players make bets on the outcome of rolling two dice. In the context of marketing, this concept can manifest in a similar manner, wherein the outcome of the dice roll dictates the financial rewards. Additionally, the dice may feature imagery representing prizes that can be won, with rolling two of the same number resulting in a win. This game is not as prevalent in marketing as roulette, yet it has been utilized by prominent brands such as:

- Żabka—the game was called “Zbij kostki” (eng. Knock the dice) and was an online version available in the Żappka app. The user initiated the process by casting or striking the dice, which resulted in the awarding of loyalty points, known as "żappsy" or prizes. The objective of the initiative was to enhance user engagement with the application and cultivate brand loyalty.
- T-Mobile—SMS game—network users received an SMS invitation to “roll the dice.” In response to the roll of the dice, participants were presented with the opportunity to win discounts or additional GB of Internet. The objective of the exercise was to promote supplementary services and foster interaction with the brand.

Slot machines, also known as one-armed bandits, are games of chance that are primarily associated with casinos. Nevertheless, these games are frequently utilized in marketing campaigns due to their straightforward and engaging mechanics, the swift satisfaction they provide, and their strong association with success. In Poland, the game has been utilized in various contexts, including but not limited to:

- CCC—The "Zakręć i Wygraj” (ang. Spin and Win) game, as part of the mobile application CCC, required users to "pull the lever" in order to win discounts, points, or free delivery. The objective of the game was to motivate users to install the application and make online purchases.
- Allegro—this auction platform offered slot machine-like games in which, after meeting certain conditions (e.g., purchasing above a certain amount), users could win products or coupons. The objective of the game was to activate users and increase the value of their shopping carts.
- eobuwie—this brand's game was available on the store's website. Customers visiting the site could play a simple slot game by spinning the reel and winning a discount or free delivery. The objective of the initiative was to enhance conversion rates within the online store.
- Auchan, Carrefour—slot machines were set up in selected brick-and-mortar stores. Participation in the game was contingent upon prior purchase of an item from the store, which could be validated through the scanning of a receipt, for example. The prizes offered in exchange for participation

were coupons or products. The objective of this initiative was to enhance the store's visibility and attract more customers.

Scratch cards represent a particularly prevalent marketing strategy. These forms are utilized in both traditional, paper-based formats and digital, web-based or app-based formats. The user/customer scratches off a field (traditionally on paper or with a finger on the screen) to reveal a prize. The game's mechanics are characterized by their simplicity and rapid execution, incorporating an element of surprise and "suspense." The implementation of this system is both straightforward and versatile, with the capacity to be executed in both physical and digital domains. This approach has been demonstrated to be effective in increasing sales and fostering customer loyalty. In Poland, it has been utilized by the following brands:

- Biedronka, Lidl—scratch cards were available in paper form and were received after making purchases for a certain amount. You could win discounts, products, and prizes, including bicycles and audio/video equipment. The aim of the game was to encourage larger purchases and return visits to the store.

- Rossmann has introduced digital scratch cards within the Rossmann Club application. Discount coupons for select cosmetics were available for acquisition. The objective of the initiative was to promote the application and certain product categories.

- BP implemented a “Zdrap i Wygraj” (ang. Scratch and Win) game, which was paper-based. Customers received scratch cards when they replenished their vehicle's fuel. These cards could be exchanged for coffee, car wash discounts, Payback points, or prizes. The objective of this initiative was to promote the loyalty program and encourage more frequent visits to the station.

- Żabka—intermittent scratch card games within the Żappka application, wherein participants have the opportunity to accrue loyalty points or prizes.

Lottery is the most prevalent marketing strategy. Pursuant to the fulfillment of specific criteria, such as the completion of a purchase, the registration of a receipt, or the enrollment in a loyalty program, customers are entitled to receive prizes, which are randomly assigned and take the form of tickets. The utilization of lotteries in marketing strategies is predicated on their capacity to profoundly motivate customers to make purchases, thereby enhancing brand loyalty, promoting specific products, and fostering excitement and engagement. In Poland, lotteries have been utilized by various entities, including:

- Biedronka's "Codziennie do wygrania 500 zł na zakupy” (eng. Win PLN 500 for Shopping Every Day) campaign provided customers with the opportunity to participate in a daily drawing for gift cards by registering their receipt online. In addition to gift cards, products were available for acquisition, and in more extensive campaigns, automobiles. The objective of the campaign was to promote increased frequency and magnitude of purchases. The probability of winning increased with each additional receipt registered.

- Lidl has implemented two promotional campaigns: the „Loteria paragonowa” (eng. Receipt lottery” and „Loteria z aplikacją Lidl Plus” (eng. Lidl Plus app lottery). Tickets for these campaigns are received by customers who have made purchases using the Lidl app. The prizes encompassed various items, including shopping vouchers, automobiles, and household appliances. The objective of the campaign was to promote the app and cultivate brand loyalty.

- The "Miliony Żappsów” (eng. Million Żapps) campaign, orchestrated by Żabka, offered consumers the opportunity to participate in a lottery by purchasing select products and scanning the app. The prizes in the daily draw included loyalty points (Żapps), phones, scooters, and vouchers. The objective of the campaign was twofold: to increase sales of select products and to enhance the popularity of the app.

- The Orlen Lottery, also referred to as the "Scent of Victory," is a promotional initiative offered by Orlen, a prominent oil and gas company. This initiative provided customers with the opportunity to participate in a lottery upon purchasing goods or services at its gas stations. The prizes offered include cars, fuel vouchers, and other amenities.

- Lotos, a promotional campaign, offered a prize of PLN 500 to customers who completed a designated task at designated intervals. To qualify for the promotion, participants were required to purchase a minimum of 25 liters of fuel or a minimum of PLN 10 worth of products. Subsequently, they were required to collect a coupon from the seller and submit an SMS message to the designated number.

- InPost has established a program through which senders and recipients of parcels delivered by InPost can collect InCoin points. These points can be exchanged for InBoxes, which offer a chance to win an instant prize or a ticket in a monthly lottery with a chance to win a car, airline tickets, or a hotel stay.

- A substantial number of food companies, including Coca-Cola, Wedel, and Nestlé, have historically engaged in seasonal lotteries, particularly during periods such as holidays or Christmas.

Instant win games are a type of game or contest in which participants have the chance to win prizes immediately. Examples include roulette, dice, scratch cards, and slot machines. These games can also take other forms derived from lotteries, such as a marker under a drink cap indicating a prize (Coca-Cola, Pepsi, Tymbark). Prizes can include discounts, products at bargain prices, or products and material rewards. An interesting variation of this activity is, for example, “Shakeomat” or “Shakomarka”, introduced in the Biedronka chain store app, where shaking your phone gives you a special commercial offer. A similar Shakeomat functioned on the website and in the app of the Allegro auction site. The InPost campaign, in which you can find prizes and vouchers for purchases at partner companies in your InBox, is also a form of instant game. The aim of instant win games is to engage customers, build a community around a promotion, promote specific products or brands, and increase the number of participants in the promotion and the level of sales.

"*Knowledge games*" are interactive activities that evaluate and cultivate participants' knowledge. The objective of such games is threefold: to be enjoyable, to serve as a medium for education, and to cultivate a favorable brand image and heightened brand awareness. Additionally, they are designed to enhance user engagement and cultivate brand loyalty, thereby fortifying the expert status of the brand. These activities are frequently associated with social, environmental, or health campaigns. One example is the quizzes organized by the Biedronka chain of stores: a quiz available in the app, containing questions about the products sold in the chain's stores and the organization of the store. In exchange for their participation, the subjects received additional points that could be redeemed for plush toys or books. In addition, knowledge competitions were orchestrated by Orlen, which featured online inquiries regarding road safety for both customers and employees; PKO BP, which administered an educational quiz on financial topics; and Coca-Cola, which offered a quiz on the history of the company, with prizes provided by the companies themselves.

Platform games are simple 2D games available on websites, in which players explore a specific environment by moving characters around. The objective of the game is to maneuver the character through a series of challenges, including jumping, climbing, and navigating obstacles, with the goal of collecting items. Such games are frequently components of seasonal marketing strategies. Examples of notable games of this type include Pepsimen, developed by Pepsi, in which the player assumes the role of a superhero tasked with collecting cans, and Sneak King, created by Burger King, in which the player utilizes the company's mascot to deliver meals. Platform games have also been utilized by MacDonalds, Lego, and Tymbark. The marketing campaign initiated by the Żabka chain merits particular consideration in this context, particularly the game known as "Żabu." This game, which featured advanced graphics and was available on the Żappka app, required players to control a frog that jumped and caught falling objects (coins, products, or other symbols).

Puzzles are images that have been meticulously divided into smaller pieces and subsequently mixed together. The objective of the activity is to reassemble the image into its constituent parts. In the context of marketing, these puzzles are frequently employed in two distinct forms: offline, as physically existing puzzles, and online, as visual representations of brand products. Puzzles have been utilized by prominent brands such as Lidl, PZU, Biedronka, Reserved, and Kaufland (the online version was available in Poland). In Romania, for instance, individual puzzle pieces could be obtained after purchasing a certain amount, and the entire puzzle could be obtained after increasing the number of purchases in the store.

The category of *hidden object games* encompasses games that require players to locate concealed objects within a visual display. These games can be subdivided into two primary classifications: those that employ a "find and point" mechanic and those that follow a "three cups" paradigm. This strategy has been employed by prominent brands such as Carrefour and Biedronka. The popular shopping platform TEMU employs a similar strategy, wherein users are prompted to select one of three eggs, with the potential to win prizes such as discounts and products at reduced rates.

Strategy games are characterized by the active choices and influence that participants have on the outcome of the game. Furthermore, these individuals require a significantly higher level of engagement. The game can manifest in the form of a series of daily activities. An exemplar of this phenomenon is the game Żabu, in which players were tasked with nurturing a virtual character by providing it with sustenance and engaging in recreational activities on a daily basis.

A gamified landing page is a website that incorporates game elements, such as challenges, rewards, and points, with the objective of ensuring user enjoyment, encouraging frequent visits to the website, and increasing user engagement.

Product Recommender Games are a category of games that are dedicated to specific products. Players can identify products that align with their preferences by responding to a series of questions or by engaging in interactive scenarios. In accordance with the responses and selections provided by the participants, the game subsequently recommends products from the company's range. Games incorporating product recommendation elements included "Oreo," accessible via a QR code scan on a packet of crisps, and McDonald's.

Social Interactive Content Games are a category of games that are available on social media platforms. These activities may include quizzes, team games, or challenges designed to generate content, disseminate it, and thereby expand the brand's reach.

Seasonal holidays games, and *hourly games* refer to marketing games that are made available at particular times. For instance, these games may be offered during the holiday season or on specific days.

Metaverse games represent a distinct category within the broader realm of marketing strategies. These games are characterized by their advanced and immersive nature, which is facilitated by digital platforms. In these platforms, users collaborate to create a virtual world. The most prevalent games of this category include Minecraft, Roblox, and Fortnite. These games experienced a notable surge in popularity, particularly among younger demographics, during the period of the SARS-CoV-2 pandemic. In response to the restrictions imposed due to the pandemic, educational institutions resorted to the creation of virtual spaces where students could convene through their avatars, facilitating social interaction in a remote setting. Numerous brands and institutions (e.g., city halls) have established virtual worlds in popular platforms such as Minecraft and Roblox. Among the brands, the following distinctions can be observed: MacDonalds, ING Bank, PKO SA, Biedronka, Lego, and Nike.

The array of games presented is not mutually exclusive. A single marketing game may exhibit characteristics of several types. For example, Christmas Roulette is a game of chance and, at the same time, a seasonal game available at a specific time. It is imperative to acknowledge that marketing games represent a comprehensive category of games that are designed to achieve specific marketing objectives. These objectives include, but are not limited to, increasing sales, enhancing customer engagement, building brand awareness, strengthening customer loyalty, improving customer relations, fostering a customer community, and achieving expert status. A subcategory of marketing games is that of promotional games, which focus on promoting a specific product or service and encourage purchases. Consequently, it can be concluded that while every promotional game is a marketing game, not every marketing game is a promotional game.

4. Discussion and Conclusions

Marketing games have seen a marked increase in their utilization within the domain of marketing strategies, with their scope undergoing consistent expansion. These games frequently serve as the focal point of scientific inquiry, with research concentrating predominantly on four aspects: the impact of advertising games on children's health, purchase intent, brand narrative, and brand loyalty (Sanz, de la Hera, 2023). Scientific research has demonstrated that the incorporation of games into marketing strategies can positively influence customer experience and brand engagement, which, in turn, can lead to enhanced brand loyalty and increased sales (Elshoubashy et al., 2023; Pour et al., 2021). Educational advertising games have been demonstrated to promote positive dietary habits among children (Englund et al., 2020). The

implementation of promotional games has been demonstrated to result in an augmentation of sales, both in terms of value and quantity. However, as van Berlo et al. (2023) have noted, studies are most often conducted without paying adequate attention to the context in which the games are played. Moreover, research has scarcely addressed the evolution of advertising games themselves in relation to the emergence of new technologies or to the nomenclature of advertising games (Catalán et al., 2019). The present article focuses on the latter issue. In an effort to identify and showcase marketing games, a review was conducted of the available games utilized by the most prominent brands in Poland. Due to the absence of archives on brand websites and in mobile applications where previously available games could be checked, popular information available on the Internet (forums, search engines) was utilized. The games mentioned were intended to present the game's operation and its purpose. An analysis of the most prevalent marketing games utilized on the Polish market reveals a preponderance of promotional games, in which participants stand to win discounts, products, or material prizes. The most common goals of the games were:

- increasing the value of purchases,
- increasing the frequency of purchases,
- increasing the number of brand-dedicated apps installed.

The article presents 15 types of marketing games, which are not mutually exclusive. It is noteworthy that a single game may exhibit characteristics of multiple other games. The most prevalent categories encompass games of chance offering instantaneous wins and seasonal games, such as those initiated as part of a limited-time promotional campaign or holiday season.

The popularity of marketing games is increasing, and it is probable that this trend will persist. These interactions are characterized by their appeal, engagement, and mutual benefits for both parties (Makki et al., 2025). However, it is imperative to consider the repercussions of these practices, particularly the ethical considerations (Gupra et al., 2024). The initial issue to be addressed is the association of gamification with gambling and exposure to gambling. This association is particularly problematic in the case of children and individuals with problematic consumer behavior, such as compulsive shopping. Secondly, the processing of game user data. In the context of gaming and software installation, users are routinely prompted to register, furnish personal information, and consent to stipulated terms and conditions. A significant proportion of individuals may not be cognizant of the utilization and dissemination of the data they provide, nor may they be aware of the parties to whom this data is disclosed. It is imperative to recognize that consumers may be unaware that the act of scanning receipts or club cards to obtain a discount, enter a lottery, or similar activities is effectively divulging their purchase history and unveiling their consumer behavior. Thirdly, the topic of digital

accessibility and media addiction is addressed. Marketing games frequently necessitate daily engagement, which can potentially result in dependency. These games are becoming increasingly unavailable in their traditional form, such as paper, potentially excluding older adults as active users. Digital accessibility also impacts business owners who intend to incorporate games into their development strategies. The substantial expenses associated with the development, implementation, and continual operation of marketing games, in conjunction with the requisite competencies, might prove to be a significant hindrance for smaller business enterprises. Consequently, prominent and big brand names are the primary beneficiaries of games. This provides a foundation for future research on the readiness of smaller businesses to adopt marketing games, particularly digital ones.

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