**Sociable Gamification and Social Media Promotions: Personalization of Social Media Promotions Through Strategic Views**

**Abstract**: Sociable gamification uses social media and gamification to grow social media promotions strategically. Academic circles lack dialogue despite the growing presence of sociable gamification in the strategic applications of social media promotions. This research primarily aims to convey the strategic importance of sociable gamification in social media promotions. The study, guided by the principles of qualitative research, has incorporated the perspectives of forty-two practitioners to narrow down the results. The findings revealed the role of such integration in creating personalisation, encryption, and minimal invasions. Similarly, competitive gaming through gestural patterns reduces the need for performance marketing and promotes organic visibility across social media. The academic implications introduced a framework to explain the scope of topics within the interdisciplinary research spectrum. The managerial implications highlight the importance of optimization, personification, and channeling in consumer-focused businesses.

**Key words***: Social media, Gamification, Strategies, Digitisation*

1. **Introduction:**

Gamification and social media integration have changed the dynamics of consumer-focused businesses. According to Games and Economics (2023), gamification gestures in social media channels are evolving and expected to expand in the coming years. Adidas and Reebok shoes, for example, widely encourage the usage of customised games, promoting recreational gaming and personalizing choices. Similarly, Earnest and Young (2023) highlighted the importance of social media and gamification integration in creating personalised strategies for respective user segments. Moreover, Nielsen (2023) reported the retention of users and the generation of social media traffic through the integrated usage of gamification on social media pages. Fashion brands (e.g., Loreal and Lakme) often follow such practices to expand their social media traffic and connect effectively with their users. Customers observe the concepts of gamification and social media integration. However, the concern remains with academic standards, which lack discussions on such topics.

Academic representations of gamification and social media integration are rudimentary and unexplored. Previous studies have discussed the significance of social media in branding, user engagement, and user experience (Acar & Puntoni, 2021; Kolli et al., 2024). However, such discussions have overlooked the role of gamification in social media usage. According to Hazari & Sethna (2023), social media usage and strategic integration are based on geolocation tagging, which helps businesses conduct performance marketing for their users. Similarly, Zeybek & Saygi (2024) highlighted the role of social media channels in creating optimisation and search results that enable personalization.

Consequently, scholars have highlighted gamification's prominence in the strategic integration of consumer-focused businesses while overlooking aspects of social media channels (Spais et al., 2022). Such circumstances necessitated better representation and understanding of gamification usage on social media channels (Kumar et al., 2020). The conversation assumes significance in this context because we observe these integrations in practice, but they remain unreported in academic literature.

Primarily, the critical question of this research is to identify the role of gamification and social media integration in consumer-focused businesses (Hong et al., 2024). With in-depth interviews, this research has explored the perspectives of industry experts to synthesize its findings. The results of this study describe significant information on gamification and social media integration that has remained untold. First, the results elucidated the role of gamification and the development of sociable gamification through social media platforms. Second, the results described the role of social media and gamification integration in creating customisable choices, which reduces the scope of dormant personalization. Previously, businesses had been primarily concerned about enabling personalisation, a problem that social gamification has addressed. Finally, the discussions highlighted the role of social gamification in generating social media influence and reduced the scope of performance marketing.

The authors introduced a framework for gamification and social media integration, highlighting the scope of future research in this area. First and foremost, the framework described real-time mapping, gestures, and enabling scripts as the critical antecedents of social media integration. Furthermore, feedback and real-time interactions played a crucial role in the strategic inclusion of gamification in social media channels. Also, the framework recommends that practice managers follow unique metrics through gamification and personalized recommendations from social media channels. Similarly, the framework advised managers to promote recreational game usage through gamification actions on social media platforms, decreasing their need for performance marketing.

**2.0 Literature review**

***2.1 Introduction to gamification and social media use***

The primary purpose of this research was to understand the strategic relevance of social media promotion and gamification integration. Earlier, Trifiro et al. (2023) described the importance of gamification in the strategic growth of retail services. Stewart et al. (2024) described gamification as game-centric situations that ensure explicit user engagement and user experiences. Similarly, Garcia et al. (2024) observed the importance of gamification in destination communities and immersive travel (Wei & Chang, 2023). Primarily, the authors described the role of gamification gestures and community participation. Often, gamification enablers are simple to understand and require minimal technicalities during usage (Lopez & Jhonson, 2023). Consequently, we observe gamification in digital services. We echo and elaborate on the growth of gamification in digitized services. However, these discussions have not fully grasped the strategic significance that underlies the growth of social media and the use of gamification.

Previously, Martin & Hernandez (2023) highlighted the importance of social media and leaderboards in fostering user engagement. Moreover, Gupta & Sharma (2024) identified the role of weekly competitions, badges, and trade discounts offered through social media groups to their respective users. Undoubtedly, the basic functionalities of gamification were sufficient to retain social media users and provide unique experiences. However, constant technological advancements have altered the nature of gamification (Lee & Kim, 2024). Nowadays, gaming and social media usage have transcended their basic characteristics. For instance, Basu et al. (2023) emphasized the significance of personalized affiliate marketing, which generates unique patterns through users' social media browsing. Similarly, Chen et al. (2023) highlighted the role of social media in creating locational tagging, where gamification had been pivotal. Despite these discussions, the issue of understanding the strategic role of gamification and social media integration persists. Therefore, this research aims to explore the strategic significance of social media usage and gamification integration in developing sociable gamification.

*2.2 Sociable Gamification-*

The understanding of social gamification emerged from combining gamification and social media usage. Chen et al. (2020) defined the role of sociable gamification as the recreational practices that enable people to customise their digital interactions through gamification usage. Through Table 01, we represented seminal works related to social gamification and the potential implications that research is bringing to resolve ongoing ambiguities. Previously, scholars had overlooked the role of sociable gamification in consumer focus services. Such a focus has led to discussions of gamification in user engagement and user experiences. However, future research has been limited in describing the role of gamification in aligned strategies of digital channels. This research's figures (01 & 02) described the existing literature and possible research scope. Here, the literature map explains existing discussions on gamification and aligned attributes. Basu et al. (2024) explored the significance of badges, leaderboards, and friendly contests in gamification. Afterward, the literature map illustrates how technology and social media promote digital services. Here, Siddiqui et al. (2023) describe the growth of e-commerce channels, which empowered social media groups to emerge and encouraged the usage of gamification.

Furthermore, the literature map has identified concerns about technology integration and social media usage. According to Garcia & Garcia (2023), excessive use of artificial intelligence (AI) technologies through social media led to minimal gamification, compromising user security. Moreover, Rana et al. (2023) highlighted the role of gamification in creating encrypted channels that personalize user preferences without decrypting their patterns. Thus, the perspectives of social media and gamification usage in a personalized culture become imperative to understand. Broadly, the literature map has focused on multiple facets to describe the significance of this research. First, the literature map acknowledged the usage and importance of social media promotion through gamification. Second, the literature map has described the concerns associated with technology integration and social media usage. Third, the literature map highlighted the perspectives of sociable gamification, which embraced the role of encrypted personalization. Finally, the literature map outlined the pending understanding between sociable gamification and social media usage in personalized services.

*2.3 Frame of reference*

This manuscript's frame of reference is based on three theories that explain the pursuit of social media usage and gamification integration. First, the perspectives of social learning theories were understood to realise the importance of actions and outcomes. According to Bandura (1977), specific actions impeccably impact outcomes during social media usage. However, the common knowledge is that actions and outcomes are often specific to an individual. However, the social learning theory describes the perspective of exception. According to Hill et al. (2009), social media usage frequently generates virtual attention, which impacts content vitality and broader reach. Pratt et al. (2010) also demonstrated the role of gaming contests and virtual fashion shows in this regard. Such attributes have gathered mainly a substantial following and broader reach for digitised services. We shifted our focus to understanding the role of motivation and constant usage. As a result, comprehension of behaviour becomes apparent. In this context, the perspectives of intrinsic and extrinsic motivation played a pivotal role, providing detailed insights into the usage of gamification and social media interactions (Ryan & Deci, 2024). Earlier, Ryan & Deci (2017) described intrinsic and extrinsic motivation factors in consumer behaviour. Specific behaviors emerge for two reasons. One purpose is intrinsic motivation, where individuals display specific behavior because of their inherent desire.

Contrary to the other purpose, reward perspectives motivate users to pursue certain activities. Previously, Deci & Ryan (2008) highlighted the perspectives of intrinsic and extrinsic motivation in consumer-focused services. Further, Deci & Ryan (2012) described the role of peer acceptance, virtual escape, and informative cues in immersive social media usage. Finally, the third theory discussed the rationality of choices and the credibility of actions. Ultimately, social media usage and gamification enable individuals to pursue specific ideas (Chang et al., 2007). Similarly, people prefer specific functions based on their cognitive functions and appearance on social media sites. Earlier, Kieras (2013) described the appealing appearance of social media sites and the gestural representation of gamification. Continuous interaction and imaginary responses had an impact on users' cognitive stimulation. The cognitive stimulation also stimulated users' intellectual curiosity, resulting in positive impressions.

Overall, the frame of reference of this research allowed us to comprehend the dynamics of social media usage and perceptions of gamification. The social learning theory's perspective communicated the situational dynamics of social media usage and gamification integration. Moreover, the perspective of social learning theory was confined to signify the role of acceptance in social media and the scope of credibility in regular usage. At the same time, the intrinsic and extrinsic motivation theory explains the role of pursuing certain behaviors. Finally, cognitive stimulation and intellectual curiosity explain the outcomes of pursuing certain behaviors. Such practices lead to the development of cognition and intellectual curiosity.

*2.4 The strategic inclusion of social media in consumer-focused businesses*

Social media has been a pivotal outlet for marketers to promote their products and services (Papadakis & Kalogiannakis, 2024). Earlier, social media usage was limited to specific locations; however, the growth of e-commerce services has showcased the prominence of social media in consumer-focused businesses (Patel & Singh, 2024). Here, Navarro-Alamán et al. (2020) describe the perspectives of social media in creating brand identity, user engagement, and user experiences (Pérez-López et al., 2020). Predominantly, social media outlets allow marketers to communicate with their users, align brand campaigns, and interact effectively with their respective users (Phua & Ahn, 2021). Initially, social media campaigns had plausible impacts on business growth (Pramod, 2024). According to Paharia (2024), leading fashion brands in the United States were the catalysts for incorporating social media into their strategies (Rogers & Phillips, 2024). This approach has allowed them to expand into new markets and experience exponential growth (Smith & Johnson, 2024). Thus, incorporating social media became a pivotal practice for businesses to grow and capture newer consumers.

Previously, the beginning phase of social media campaigns had impeccable impacts on businesses (Wilson & Brown, 2024). Nonetheless, the approaches to social media campaigns were generic and random (Young & Miller, 2024). Primarily, marketers practice social media engagement through impressive posts and certain concepts (Zhao & Li, 2024). According to Tafesse & Wien (2018), the initial phase of social media campaigns had plausible growth, but such aspects declined (Zainuddin et al., 2020). The utility factors decreased as multiple brands adopted similar strategies, undermining social media campaigns' purpose (Zhang & Hasim, 2021). Moreover, Thorne & Michailidou (2023) discuss how the importance of social media campaigns declined as marketers shifted their focus to mobile applications, quick commerce, and other enabling measures (Paharia, 2024). Such practices had a negative correlation within the spectrum of social media usage (Parmod, 2024). Despite the undeniable negative aspects of social media campaigns (Smith & Jhonson, 2024), social media handles have grown exponentially, and brands should regularly maintain social media movements.

Despite a decline in the growth of social media campaigns and strategic inclusions (Gourdin & Nicola, 2022), social media usage has not declined (Hajjaj & Alshurideh, 2021). Moreover, Hewett et al. (2016) highlighted the growth of social media in emerging markets, which helps e-commerce businesses perform globally (Hamari et al., 2014). Similarly, Kamakura & Russell (1993) discussed the aspects of geolocation tagging, search engine optimisation, and enabling metrics that help brand capture user demographics (Harris & Cooper, 2024). Often, such attributes help businesses personalise choices for their users and allow them to understand them better (Hristova et al., 2020). Keller & Lehmann (2006) described the fascinating aspects of social media and its dynamics (Hristova et al., 2021). The African region, in particular, is fascinated with fairness products, whereas Western culture has not encouraged using such products (Huotari & Hamari, 2017). Thus, using geolocation tagging becomes evident for marketers to enhance the sales of their respective products (Jacoby & Kucera, 2024). Marketers only follow these practices through social media, but they also need to integrate other enablers.

The growth of social media campaigns has witnessed a decline in global businesses due to the static behaviour of social media campaigns (Kim & Kramer, 2015). Such decline has allowed marketers to identify other enablers to promote their offerings through social media gateways. However, the prominence of social media in international companies is undeniable (King et al., 2020). Kim & Ko (2020) predict that technologies will become obsolete within a few years, necessitating further integration (Klock et al., 2020). Similar strategies are appropriate for social media usage, which requires strategic alienation (Koivisto & Hamari, 2019). Earlier, the responsiveness of social media campaigns was higher (Koivisto & Hamari, 2020). The social media campaigns had a small user base, and only a few branding outlets adopted social media-driven usages (Korn et al., 2021). However, as strategic social media inclusions in digital culture became more common, the situation changed, necessitating further integrations.

2.5 *Integrated usage of social media: personalisation of strategies*

While the growth of social media within the scope of brand-specific strategies was exemplary (Lewis & Patel, 2024), such exemplary effects decayed, and further transitions were required (Lieberoth, 2015). Here, Kuo & Lin (2023) describe the usage of geolocation tagging, generative boosting, and algorithmic scripts to enhance brand visibility (Lin & Lee, 2022). Often, marketers use paid advertising, page boosting, and influential marketing to generate audiences (Liu et al., 2022). Although these advanced mechanisms had impressive outcomes for consumer-focused businesses (Lou & Yuan, 2021), these dynamics had certain limitations (Martínez & García, 2024). According to Lampe (2014), incorporating generative content and displays was expensive and challenging, requiring monetary investments (Mitchell & Clark, 2024). Subsequently, Larson (2020) discussed the consequences of influencer marketing, which had locational disadvantages and even financial burdens for marketers (Mora et al., 2021). Surprisingly, Leclercq et al. (2020) evidenced the benefits of algorithmic scripts in social media campaigns, which had benefited several brands in generating user traction. Lee & Kim (2024) highlighted the role of algorithms in social media displays to personalise search results. However, they used algorithmic scripts to optimise individual search results and recommend personalising impressions.

Despite the growth of algorithmic scripts, the technicalities were criticized. Smith (2020) described the fundamental errors of algorithmic scripts as the decryption of security sources and data breaches. Databases often tracked the decrypted codes, making user data publicly available. Such circumstances paved the way for the ethical aspects of social media usage and the integration of technology enablers in digital culture. Although social media channels' growth and usage are unstoppable, the challenge remains to identify specific attributes that could benefit stakeholders. According to Acar & Puntoni (2021), data breaches were typical examples of algorithmic scripts and search engines that readily made public data available in virtual domains. Furthermore, the algorithms' limited recommendation ratio resulted in generic, personalised recommendations, raising legitimate questions about the relevance of unique personalisation. As a result, the use of social media in consumer-focused businesses demanded alternatives, which could have strengthened the foundation of technology-centric strategies.

*2.6 Usages of gamification: strategic inclusion of gamification*

There are numerous strategic uses in consumer-focused businesses, yet they are rudimentary. The retail industry, in particular, began using gamification to encourage frequent purchases and offer discounts through contests. As a result, marketers have replicated such gamification usages in other industries through gradual progressions. Today, widespread observations of gamification usage demonstrate its impact on user engagement. Majorly, consumer-focused businesses are continuously incorporating gamification usage into their existing strategies, which have paved the way for growth. Ashraf et al., (2020) described using brand-endorsed games and gestures to represent the brand image visually. Character-based games, which ensure brand interactions through games and gamification, have garnered encouragement. Chen & Lin, (2021) also echoed using advertising games via gamification in consumer-focused businesses.

*2.7 Scope of integration: Gamification and social media*

The idea of integrating gamification with social media emerged from the concept of social gamification. Social gamification rationalises the interlinking of social media accounts through gaming mechanisms. We define sociable gamification as a blend of social factors and gaming. We enable social media users to participate in a promotional campaign by incorporating gaming elements. Often, users recreate games through their social media handles; thus, the concept of social gamification has emerged. While integrating social media accounts and gamification is still in its infancy, it holds significant potential. Garcia (2022) describes how this integration enhances user experiences and improves encryption. Despite the extensive discussions about the role of social media and gamification integrations, there has been a dearth of, according to Clark & Jhonson (2024) reiterated the reality of technology saturation and suggested conversations about social gamification. Yet, such discussions are limited, and further discussions are required.

Table 1 of this research outlines earlier discussions on gamification and social media integration. Earlier, the representations of social media and gamification were observed. However, the efficacy of such strategies was unknown. Similarly, the number of ongoing studies in this area was minimal. Overall, the concepts of social media and gamification integration are promising. Specific instances have described the significance of such integration.

Nonetheless, references to such investigations are few and provide an abrupt justification for the research. Therefore, we have conducted this research to overview the current situation comprehensively. Primarily, this research reveals the strategic importance of sociable gamification (gamification and social media) in consumer-focused businesses—subsequent sections detail the methodology of this research, followed by the results and implications.

*2.8 Conceptual map*

The conceptual map's development is based on this research's findings and the previous literature. First, the conceptual map described specific antecedents of sociable gamification: social media inclusions. Bui et al. (2021) state such inclusion has three factors. The three factors are a) introduction, b) interaction, and c) immersion. Typically, the initial phase aims to immerse individuals through sociable gamification features. Subsequently, the research data describes the role of strategic and social media integration. Sociable gamification enhances experiences through the strategic integration of choices. Such practices enable service providers to have visibility, personalisation, and encryption of interactions. Eventually, service providers customise user choices during social media promotions through attentive anonymity. Thus, through the (figure-01 & figure-02) the research introduces the framework, which is based on the conceptual map of this research.

**3.0 Methodology:**

This research introduces a qualitative inductive research design for data collection and concludes the findings. Qualitative research designs are appropriate for exploring strategic research observations (Gerring, 2017). Seaman (2008) recommends qualitative research designs for exploring untold phenomena and research observations. Similarly, they recommend a broader understanding because the exploration of gamification in social media-driven strategies is new and evolving. Such circumstances necessitate including qualitative research and a grounded theory approach. Therefore, this study employed qualitative research methods and semi-structured interviews to understand the research synthesis fully.

3.1 Research design and approach

Incorporating explorative techniques allowed the researchers to make appropriate adjustments during data collection. Since the research observations had minimal academic representations, semi-structured interviews were used to collect data. Such modes of data collection are often preferred to signify unconventional observations. Grounded theory approaches are preferred where research phenomenon has minimal understanding and observations. Here, understanding sociable gamification had minimal inferences; thus, a grounded theory approach was followed. Further, the research design was commensurate through an exploratory research approach. Usually, the interactions between the participants required detailed discussions and contextual references. Similarly, the researchers had to significantly change the interview discussion guidelines to reflect adequate contextual representations (Bergman & Coxon, 2005). According to the research requirements, incorporating exploratory techniques resulted in a sufficient understanding of research contexts and inductive intuition. We developed detailed discussion guidelines to align the research contexts within the study. Ensuring that the discussions on gamification integration on social media platforms were as aligned as possible was crucial during the literature synthesis.

*3.2 Sampling strategy*

According to Bui & Kemp (2022), the sampling strategy of qualitative research studies is critical to data saturation and communication of results. Furthermore, the sampling strategy ensures data familiarity and result generalization. This research has employed purposive sampling to identify participants and facilitate further interactions. Purposive sampling strategies are often appropriate in qualitative research designs; such designs allow the identification of required participants in respective research studies. Furthermore, purposive sampling enables researchers to expand their scope of study during grounded theory designs. According to Clarke & Braun (2013), purposive sampling often allows the identification of authentic sources and necessary alterations in data collection. The incorporation of purposive sampling approaches had a meaningful impact on our research. Since identifying samples from the required backgrounds was challenging, a purposive sampling strategy allowed us to recruit relevant participants.

The recruitment of participants had two stages. At the same time, the first step was the identification of credible participants, followed by recruitment. Initially, the researchers were required to visit LinkedIn pages to follow discussions on gamification and social media promotions. Purposely, the researchers followed LinkedIn because of the professional exposure and connections. Through reference points, a few experts were identified as credible in gamification and social media promotions. We then requested additional recommendations from each reference point, which allowed us to review their professional portfolios. Followed by discussions and final recruitment. Every participant was assessed based on their professional experience, knowledge, and contributions to the field. Initially, we started the interviews with fifteen experts; subsequent interactions resulted in the recruitment of thirty participants. However, we were concerned about the possibility of data saturation in the results. Thus, we incorporated further interviews, and afterwards, data saturation was observed (Table-02) with the completion of forty-five interviews.

*3.3 Interview guide development*

The interview guide was based on archival research, enabling us to understand gamification and social media usage perspectives. Similarly, the guidelines were relevant to the academic literature, communicating existential gaps (Appendix- 01). The primary purpose of the interview guide was to conduct interviews with the participants and have probing sections to develop rapport. We created the interview guide into five sections for this purpose. While the initial section was introductory, the second section was designed to comprehend the role of gamification in social media usage. Followed by discussions on the strategic role of gamification, social media, and social gamification. The discussion guide included pertinent examples for practical reference.

3.4 Data analysis

The completion of data collection resulted in the initiation of data analysis. The researchers began their process with data transcription and segregation into several categories (Braun et al., 2022). Here, the first phase involved using open codes to detail the familiarity of the data. We then indicated data chronologies, leading to the creation of broader categories. We used the software Qualitative data analytics (QDA) to build word clouds, facilitating the identification of secondary themes. Finally, the final themes were determined based on the authors' judgments and intuitions. According to Seaman (2008), personal intuitions are paramount in qualitative research to finalise judgments. The Microsoft Office auto-transcription facilities were used to transcribe the data since the interviews were taken in English, so translations were not utilized. We further segregated the transcripts into multiple categories to understand the depth of the data spread and discussions. We further divided the categories using open coding and then derived the final themes using inductive axial coding. Further, phases included segregating coding categories, identifying research themes, and communicating results through thematic analysis. Clarke & Braun (2017) state that data segregation and categorization via axial codes are critical in exploratory research designs. As a result, the researchers followed these guidelines to code the final themes of the data. Independent external researchers also observed the data analysis approaches, achieving a ninety percent similarity in the results. Ding (2019) determined that ninety percent of the proximal similarities are required to finalize the codes, and we have observed such significance in finalizing the codes.

*3.5 Reliability and validity of the data*

The researchers have warehoused the transcripts and video recordings for future purposes. It is advisable to adhere to these procedures to guarantee that this study is dependable and meets future reference requirements. The researchers also followed the member check process, which ensured the cross-validation of research claims (Choi & Lee, 2023). Additionally, the interviewers received training to conduct in-depth interviews before the interviews. Often, discussions on technical topics necessitate a more profound understanding; therefore, the researchers received instructions to follow forums related to social gamification, which further enhanced their knowledge of the topic under discussion. The researchers appointed two external researchers to carry out the member check process and conducted additional interviews with fifteen randomly selected participants (Cook & Andrews, 2024). Here is the relevance percentage of ninety obtained to comprehend the final findings.

**4. Results**

This research is based on the transcript pattern describing the context's inductive reasoning.Here, the authors have identified four (Table 03 & 04) research themes from thematic analysis to explain gamification's role in social media usage and gamification integration. In general, the proposed themes explored the broad scope of gamification and its regular integration with social media. Detailed representations of gamification in social media practices initiated the discussions, highlighting the concept of social gamification in recreational games. The subsequent discussions underscored social media's and social gamification's significance in fostering personalization. Finally, the discussion concludes with detailed discussions on virtual worlds generated through gamification and the relevance of social gamification in user experience creation.

4.1 Integrated usage of social media and gamification- expansion of reach and visibility

The advent of social media has resulted in using social media tools for daily purposes. Furthermore, social media plays a prominent role in branding and user experiences. Often, service providers incorporate social media tools to understand their users, their opinions, and other commercial purposes. Earlier, Ryan (2017) described using social media tools to gather user data, leading to implementing SEO tactics. While these tactics have proven effective and purposeful, social media-driven campaigns aim to demonstrate effectiveness in creating key metrics by integrating social media and technology. Such circumstances necessitated the inclusion of gamification within social media usage. During the interviews, the participants admitted using advanced gestures, motions, navigational tools, and other gaming elements in social media databases. Such approaches have plausible implications for service enhancement. Here, the participants describe the calibration of gamification attributes to capture user motivation, aspirations, and choices toward respective services. This helped businesses comprehend the needs and preferences of their customers. Ultimately, the social media platforms are vast, comprehensive, and diverse. Understanding such specifics requires advanced versions of technologies; such circumstances demand the integration of gamification and social media platforms.

"Nowadays, everyone uses Instagram, Facebook, and other social media platforms. We have multiple social media pages; however, the challenge remains to understand the requirements of prospective consumers. Gamification has advantages; it helps people interact with service providers through game-like situations. Which allowed us to understand their customised choices." (IP, 22)

Previously, Pratt et al. (2010) described the role of gamification in commercialised circumstances. Moreover, their findings discussed contest-driven tactics in retail industries to increase user engagement. Similarly, Sheth et al. (2022) described the importance of gamification and brand engagement. However, such studies have overlooked the perspectives of gamification and social media integration. Even nowadays, the majority of social media promotions are pattern-specific and recommendation-driven. Such circumstances effectively positioned our research findings, which describe the importance of gamification and social media integration. Here, the study findings received significant support from the authors, who suggest the role of gamification and social media integration. During the discussions, the participants also emphasised the importance of gamification in creating a recreational atmosphere for their prospective users. Since the gamification features are based on gaming principles, such integration enables the incorporation of gaming features in a transactional environment. Also, social media integration results in the accumulation of more significant responses due to the presence of a diversified user base.

"Gamification attributes are recreational and diversified.  Users frequently recommend these tools to others, as they allow them to experience the unique perspectives of friendly gaming. Through social games, we have created unique social media consumers who tend to remain loyal. They share a mutual interest in gaming. We introduce specific games on social media and launch contests. The winners get special discounts." (IP, 12)

"We have kept gamers as our influencers. They promote our services and offerings through social media. They are even instructed to arrange social media-driven gaming contests. These games aren't difficult to play but are competitive enough to warrant a contest. Thus, the number of users on our page is increasing daily, giving it better traffic. We must inform you that we haven't included paid performance marketing for past quarters as social media integration and gamification have been sufficient for us." (IP, 06)

Gaming communities previously confined the concepts of social gaming and gamification to their boundaries. Here, the study findings differed from Evans & Walker's (2024), who demonstrated that social gaming was limited to gaming platforms. Primarily, the authors aimed to describe the significance of social gamification in gaming platforms; however, gamification encompasses several attributes. Our findings highlighted the role of gamification in integrating social media platforms, which brings users and service providers together. Often, gamification enablers facilitate the incorporation of competitive games, thereby bringing users and service providers together through gaming mechanisms. Similarly, gamification and social media combine people with similar interests, ensuring sociable gaming attributes.

4.2 The role of social gamification in personalization

 In recent years, the personalization of digitised services has been pivotal. Ideally, the concept of personalisation emphasises the role of technology algorithms in limiting the appropriate consumption of users (Rogers & Phillips, 2024). Through this research, we have gathered references suggesting the importance of personalisation in generating personalised choices. However, we have shifted previous perspectives and presented numerous discoveries of how personalization is integrated into social decisions. Previously, service providers incorporated personalization through warehoused databases and forecasting methodologies. Such personalization mirrored the consumption patterns of their users and anticipated their future decisions. Foster & Turner (2024) present similar viewpoints, detailing the cohesive personalization of e-commerce services that permeate users' digital interactions. Although these personalised tactics were relevant and provided additional sources of personalised consumption, the challenge remained to strategize the unique aspects of personalisation in the digitised consumption of services.

"Personalisation of services is primarily based on AI-mediated enablers. Such algorithms are decrypted, restricting our use of such enablers in social media usage. Conversely, the gamified enablers are encrypted, so we are encouraged to use gamified enablers in social media channels, which certainly help us to personalise better." (IP, 14)

"Usages of gamified enablers allowed us to integrate social media and data warehouses better. Earlier, the personalised recommendations were the same for everyone. Through gamification usage, we are creating unique personalisation for our users. Precisely, even a single user segment is getting several choices for themselves. It also results in better and more effective user feedback for personalised services." (IP, 42)

Sociable gamification has been a dominant aspect of gamification and social media usage. Companies nowadays consist of user databases, their purchasing patterns, and unique metrics. Despite such advancements, the personalisation of choices remained challenging and redundant. Social media has been a powerful means of data retrieval, user opinion, and customisation of choices. Therefore, we recommend strategically integrating social media into developing digital services. However, the challenge remains in developing personalised strategies, which could lead to exponential growth. The unavailability of personalised strategies and the regulated frameworks of technology decryption hindered businesses from accessing social media with personalised strategies. Such circumstances witnessed the incorporation of gamification and user databases through social media usage. Regular indulgences in gaming and the creation of customised choices resulted in personalised metrics, which altered the strategies of personalised consumption.

"Earlier, the major challenges were integrating social media and databases to personalise unique choices for the users. Gamification usages allow us to understand the users better; moreover, they create their customised choices and take peer feedback through social media, which helps us personalise their choices." (IP, 33)

Precisely, social media and personalisation are integral to one another. Service providers are introducing competitive games through social media channels, facilitating user interaction. Often, these games are customizable, serving as a primary marketing tool for their respective services. Moreover, these games are channeled through social media, allowing real-time interaction with their peers and creating effective personalized strategies. In the past, the output-driven personalised dynamics of digital services primarily sourced inputs from warehouses. Such tactics often disregard the user's perspectives, opinions, and choices. Here, the introduced theme described the importance of real-time information emerging from social media and competitive gamification, strengthening service providers' personalized caliber.

4.3 Role of social media in creating avatars and service upgrades

Social media has been exemplary for service providers in creating virtual worlds and user-specific services. Previously, social media campaigns were distinct and primarily focused on the media. Often, service providers introduced social media campaigns through celebrities and other endorsements of services. Moreover, there was a tendency to target mass audiences and create buzz to introduce specific products and services. Such tactics failed miserably and lacked personalised focus. During the interviews, the participants shared their experiences of failing to launch newer services through mass strategies. Instead, they agreed to develop segmented approaches to target specific groups. Here, gamification and social media combine to promote particular services through real-time gateways. While discussing the factors of service enhancement, visibility, and the efficacy of segmentation, they described the importance of virtual worlds powered by gestural integration.

"Virtual worlds are prominent examples of gamification and social media integration. Certain individuals use virtual worlds through their social media accounts, allowing us to understand user demographics. They must create their avatars through our products and services during the gameplay. This certainly helps us understand them better." (IP, 01)

"Virtual worlds are beyond the proximities of understanding and interactions. Users are bringing their friends to play group games, which allows us to understand a particular demographic. Similarly, social media unites the globe, so we reciprocate global standards through the virtual world." (IP, 03)

Overall, the integration of social media and virtual worlds has significant advantages for the growth of businesses. People often view competitive games as a source of unity and recreation. During the interviews, the participants rightfully reflected on such perspectives; they witnessed greater possibilities through gaming. Similarly, businesses observe a virtual gathering of people with similar interests, which helps them understand their target market. Also, the virtual worlds are social media-driven, which enables access to social media and user demographics. Moreover, the virtual worlds allow service providers to understand real-time information about user demographics, customised choices, and possible feedback on existing services.

4.4 Enhancement of user experience: inclusion of unique experiences

Although gamification in consumer-focused businesses is not new, previous studies have discussed specific aspects of gamification, allowing us to understand its enabling elements better. While these aspects are significant and highlight the importance of gamification in the user experience, understanding the role of gamification in social media-focused strategies remains a concern. During the interviews, the participants admitted the role of social media-centric strategies in elevating user experiences. They even highlighted the changing dynamics of user demographics, which enable widespread social media usage. Such circumstances necessitated the inclusion of gamification in existing strategies, which eventually merged social media and gamification.

"*We all know about Candy Crush. Enabling the users to log in through their Facebook accounts has benefited us. Through their Facebook demographics, we realised their digital consumption. Which certainty helps to personalise users choices? (IP, 22)*

"*Being into e-commerce, it's challenging to realise the consumers. So, our website has a few engaging games that are linked to social media. Users are supposed to post their scores on social media and even challenge their friends. Which increases our traffic and profitability." (IP, 34)*

Earlier studies highlighted the significance of personalisation and user experiences in technology-driven consumption. Here, we have obtained similar responses from the participants. Often, they emphasised the importance of personalisation in elevating user experiences. Although the earlier studies discussed the role of personalisation and user experiences together, Nonetheless, the concern remains to conceptualise the changing dynamics of strategies for elevating user experiences in consumer-focused businesses. Through this research, we have highlighted such perspectives. Typically, service providers have realized that technology's role in recent dynamics is coherent. However, we should generalize the optimisation of technologies and eliminate redundancies.

Moreover, recent dynamics have demanded the integration of integrated technologies, which may overcome the peculiarities of user experiences and technology usage. Thus, the integration of gamification and social media is comprehensive. Such integration often benefits a business in multiple ways. Here, the participants described the significance of the placebo effect. Participants visualise the games as a fun and recreational choice. Similarly, social media has a locational advantage and a higher scope of socialization. Thus, the integration of gamification through games and social media comprehensively elevates user experiences.

*"Comprehensive usages of social media and gamification are helpful for us. Here we have observed a few significant First, the users like the personalised recommendations, and they give better ratings for the overall experience. (IP, 12)*

*"Yes, I agree that gamification and Facebook games are pivotal for our growth. People are loving the experience. They are responding positively and even gathering more traffic for our page." (IP, 12)*

Here, the participants provided detailed descriptions of gamification and social media integration using the examples above. Unlike the commonly held belief that characterizes personalization as a technology enabler achieved through metrics, the study highlighted the significance of personalization and gamification in social media integration. Typically, users engage in games and gain specific experiences through their interactions. Positive interactions lead to increased traffic as word-of-mouth spreads due to the enhanced user experience. Additionally, the recreational process necessitates the retention of relevant user demographics. This frequently leads to the development of tailored recommendations for their users. We observed that gamification and social media integration are the gateways to personalised consumption. Starting with recreational games, the service providers have critical requirements for personalisation, and accordingly, the process continues. Although earlier studies have described the significance of personalisation in user experiences, Such studies have often overlooked the perspectives of gamification and social media integration in strategic choices. Here, the participants described the strategic aspects of gamification and social media integration in personalised forms of user experiences.

**5. Discussion and implications**

This research aims to describe the benefits of sociable gamification in social media promotions. Findings revealed that the personalized strategies employed through the gamification enablers give service providers a broad reach and visibility. Similarly, the encryption of the gamification elements creates customisation without any need for decryption. Moreover, gamification enablers seamlessly integrate user interfaces with social media sites, allowing users to personalise their choices without requiring private information.  Thus, the role of social gaming in social media promotions is exemplary, as including such dynamics results in the credibility of digitised services.

The idea of sociable gamification emerged through social media consumption and technology integration (Cook & Andrews, 2024). Earlier, marketers identified the significance of social media in the strategic growth of marketing campaigns (Deterding & Dixon, 2020). However, the challenge remains in highlighting the significant roles that social media and technology integration play (Kumar et al., 2020). Moreover, technology, acting as an enabler, has provided numerous enabling tools to align with social media platforms. Yet, the challenge remained to identify impeccable technology enablers in the strategic integration of social media channels (Ding, 2019). Although the existing research has discussed the roles of patterns, artificial intelligence, and performance-driven campaigns in social media campaigns, Such functionalities are often blamed for their inefficiencies. Doumains et al. (2019) question the credibility of social media integration in technology-specific campaigns, arguing that artificial intelligence enablers should denote algorithms through unencrypted sources.

Similarly, Dwivedi et al. (2021) outlined the ambiguities of data warehouses in social media-centric strategies. However, they reinforced the prevailing belief (Easrerling & Walker, 2024) by highlighting the importance of social media and brand integration in present scenarios. Therefore, integrating technology and social media has become crucial in the current dynamics.

 Such circumstances have resulted in a prominent focus on gamification and social media channels. The gamification enablers, in contrast to existing technology tools, utilize encryption. Often, the gamification enablers come with gaming tools that enhance user experiences. The retail and e-commerce industries have previously witnessed the remarkable influence of gamification. Furthermore, digital services regularly incorporate gamification into their ongoing strategies.

Consequently, the simplistic perceptions of gamification have led to the integration of gamification into social media-driven strategies. Digital accessibility and the global availability of social media users have led to social gamification's prominence. Primarily, this research aimed to outline the untold roles of gamification and social media in strategic business integration. Overall, this research has notable implications for scholarly progress and managerial acumen.

*5.1 Academic implications*

The academic implications of this research are based on specific folds. According to Evans and Walker (2024), academic implications are pivotal in academic research, which should combine theoretical progressions and scholarly extensions of existing literature. Thus, this research ensures a credible synthesis of the existing literature, leading to a discussion of relevant progressions. Firstly, this research offers a comprehensive overview of sociable gamification in the context of social media integration. Previously, gamification scholarship primarily focused on user motivation, engagement, and experiences. Furthermore, the current literature only provides a basic understanding of how gamification contributes to the strategic alienation of social media usage. Through this research, we shed light on the perspectives of social gamification and its integration with social media. Such discussions implicate relevant academic progressions within the literature on gamification and strategic choices. Findings from this study indicated the relevance of psychological choices in using technology-focused businesses. Moreover, social media and technology integration usages require adequate encryption, which is directly within the scope of psychology (Felix et al., 2020). As a result, we have highlighted the interdisciplinary aspects of social gamification within the scope of existing literature. Second, this research also introduces a framework for sociable gamification and social interactions, which describes the journey of this research. Primarily, the discussions initiated by the antecedents identified the role of encryption, interfaces, and optimization in gamification integration. Similarly, the framework described personalisation through the antecedents. Previously, scholars held different perspectives regarding personalization and technology choices. However, the proposed framework describes the credibility of sociable gamification in creating personalized choices through social media integration. We believe that through this proposed model, future scholarship will identify relevant avenues for future scholarship within gamification. Third, this research introduces the concept of recreational personalization through social media and gamification integration (Figure- 02). Often, personalization focuses on how users choose unique forms of consumption through algorithmic decisions. However, the study findings elucidated the role of personalization and peer interactions in social media usage. Through social gamification, users often establish connections with their peers, and through recreational activities, they make decisions about specific products. Moreover, aspects of sociable gaming and peer interactions denote credible information regarding their users, which helps businesses personalise user recommendations (Fisher, 2021). Thus, the research findings present the perspectives of personalization achieved through the integration of social media and gamification, leading to a reduction in personalised errors. Fourth, the proposed model describes the aspects of feedback and user experience in technology-integrated consumption. Previously, the scholarship has highlighted the role of warehoused data and forecasting in the strategic growth of personalised consumption. While the perspectives of data warehouses are undeniable, warehoused data often results in generic personalization. Furthermore, the scope of individualized personalization and strategic incorporation remains minimal (Foster & Turner, 2024). Thus, through the proposed model, we have highlighted the perspectives of feedback, real-time support, and user experience. During the interviews, the panel experts admitted the perspectives of real-time support and feedback in social gamification. Such perspectives define effective social media integration and gamification, elevating the user experience. We suggest that future scholarship change how it examines the outcome variables. Although earlier studies have described the role of gamification and user experiences, most of these studies have overly focused on aspects of real-time support. We recommend that future scholarship consider the nature of real-time support and constant feedback in gamification-centric user experiences. Finally, the proposed model outlined the scope of social gamification and social media integration in personalised consumption. Here, the model has outlined the perspectives of real-time support, peer interactions, competitive games, and user experience. The insights gleaned from this research are exemplary and serve to limit the current scope of the study. However, we leave a specific scope for the future roadmap of our scholarship. We recommend future scholarship to identify credible antecedents, mediators, and moderators within the scope of this research. Incorporating such aspects may strengthen the existing research and broaden its scope. Therefore, we recommend future scholarship to empirically assess the impact of proposed constructs in multiple geolocations where sociable gamification is prevalent.

*5.2 Managerial implications*

The managerial implications of this research are based on the perspectives accumulated during the interviews. During the data collection, the experts discussed several nuances of social gamification and social media integration (Green & Adams, 2024). Such discussions have extended the underlying efficacy of gamification and social media in digital businesses. First, the managers described the personalised strategies channelled through social media and gamification integration. Often, consumer-focused businesses encourage their users to play games and invite peers to play competitive games.

Furthermore, users must log in through their social media accounts, and customized games retain user information. Similarly, the interactive process captures user requirements through the game's gamification, creating unique personalization, and incorporating social gamification gestures and social media channels, resulting in personalised user recommendations. Thus, gamification-enabled social gamification results in credibility within technology enablers. We recommend that business managers implement gamification and social media integration strategies to enhance the effectiveness of personalised recommendations. Second, the research findings introduce the concepts of real-time interactions, competitive gaming, and social media usage. The managers described the role of competitive gaming and social gamification through social media pages. Since consumer-focused businesses are active on social media and require substantial traffic on their respective pages, marketers have developed tendencies to practice performance marketing approaches, which generate social media traffic. However, performance marketing approaches are often costly and require substantial monetary investments.

Contrary to the existing approaches, the participants highlighted the role of competitive gaming in generating social media traffic. Here, the managers described the acceptability of gaming and the recreational attributes that make competitive games appealing. Such functionalities lead to social media engagement and traffic generation. Third, the paper introduces a framework for social gamification and social media integration. During the discussions, most participants acknowledged the issue of existing enablers and their tendency towards decryption. Often, the enablers of artificial intelligence decrypt user information and create privacy concerns.

Similarly, the personalized recommendations made by artificial intelligence-centric enablers are random and based on pattern scripts. The managers recommend using social gamification and social media integration, which reduce the scope of decryption. Although the gamification gestures depend on gestural patterns, these attributes do not require decryption, which protects against privacy invasions. Therefore, we recommend that practice managers adopt similar strategies to mitigate the impact of decryption from technology usage. Fourth, we have highlighted the importance of feedback and real-time mapping in improving user experiences through the proposed model. The personalized recommendations were primarily based on specific parameters, frequently resulting in random and redundant recommendations. Most of the technology-enabled recommendations relied heavily on technology enablers and pattern forecasting. While the role of such functionalities is relevant, their pursuits lack advancement. During the interviews, the participants highlighted the significance of social gamification and social mapping of user feedback.

Incorporating such perspectives resulted in an understanding of specific needs and the creation of individualized strategies. Finally, the research results underscored the strategic use of gamification and social media. Previously, managers restricted their understanding of gamification usage to badges, leaderboards, and discounts. Although such perspectives are valid and impactful, the progression of gamification is exemplary and impactful. Advanced versions, in contrast to their rudimentary counterparts, yield adequate outcomes. This research explores the realms of gamification and social media integration.

Moreover, the findings highlighted the strategic realms of gamification and social media usage. Throughout the findings, the discussions have evolved to describe the role of gamification and social media usage, which ensure business growth. Furthermore, the findings have highlighted the use of gamification enablers for personalized strategies and encrypted measures. We recommend that practice managers integrate gamification and social media channels to expand their marketability in a competitive environment.

**6. Future research scope and limitations**

We discovered existing research on gamification and user behaviour. However, these studies typically focus on the fundamental aspects of gamification and user behaviour. As a technology-centric tool, gamification solely concentrates on digital services and describes the motivation of users to integrate gestural representations into their daily digital purchases. Discussions about gaming and its various applications indicate the effectiveness of gamification in dignified settings. We observed ambiguities to highlight the requirements of specific strategies in gamification and digitalised services. During the research, business providers consider gamification and social media integration critical in digital services. However, the scope of the research does not encompass such discrepancies. We recommend future scholarship to fully understand the significance of gamification and social media integration. Even during the interviews, the participants communicated the importance of personalised strategies and gaming on social media. Therefore, we recommend that future researchers highlight the significance of personalised strategies that emerge from integrating social media and gamification. Additionally, scholars should emphasise the importance of gamification elements such as gestures and motions in personalising and customising choices.

Furthermore, the research underscored the importance of encryption and the minimal intrusions that occur through social gamification. Here, the participants described how gamification contributes to accumulating user data without compromising privacy, inhibiting AI enablers' use in a technology-centric environment. In this context, we recommend that future research scholarships use empirical research to align evidence. Specific contextual evidence limited the study despite providing insights into pertinent and timely discussions. Primarily, this research has gathered experts' perspectives in emerging nations. Although their expertise is undeniable, the research findings are subject to certain limitations. Therefore, we urge future researchers to collect comparable data from their peers to uncover previously unresearched aspects of social gamification. Despite its limitations, this research has communicated particular perspectives on gamification and social media usage that academics have not yet explored.

**7. Conclusion**

Sociable gamification was widely observed in social media campaigns and promotional activities. Moreover, the digitised services witnessed specific transitions due to the tactical changes in social media promotions. Academically, there was no correlation between the perception of gamification and social media promotions. In comparison, gamification scholars have deliberated on explaining the role of gamification in user engagement and user experiences. The focus of academic social media promotions has remained on digital marketing. However, the significance of social gamification was observed and acknowledged. However, the lack of evidence and complicated algorithms challenged the simplistic understanding of such observations. Thus, this research was undertaken to confine the role of social gamification and social media promotions. Earlier, the scholars had already directed the preference of users to attain gamification-aligned services, which shifted our focus to understanding the strategic significance of sociable gamification in social media promotions. Overall, the pleasant gamification observations were unexplored, and the understanding of specifics was chattered. Here, the research described the calibration of gamification beyond loyalty programs and badges. Further, the scope of gamification was also signified to communicate the advantages of encryption and personalization. Despite the growth of situational learning theory, behavioural dynamics, and cognitive simulation. Our understanding of such perspectives as gamification was limited. Therefore, the research has facilitated the integration of academic perspectives on gamification in social media promotions, which are articulated through relevant academic theories. Furthermore, the proposed framework introduces future scholarship, opening up multiple avenues of research in this regard.

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**Tables and Figures and other documents**

**Literature map-**



Figure 01- literature map

**Proposed model-**

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Figure 02- Proposed model on Sociable gamification

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Study** | **Context of paper** | **Sociable gamification-related antecedents** | **Research design** | **Nature of the factor** | **Key findings** |
| Current paper | Social media and gamification integration | Sociable gestures, immersion, and social media integration | Exploratory | Strategy based | Optimised personification, relatable personalisation, optimal encryption, and social media traffic generation |
| Gourdin & Nicolai (2022) | Gamification and online communication | Word of mouth, interactions, relatability, | Empirical (Survey) | User Motivation | Word of mouth leads to gamification usage. Usage of social media leads to user engagement. |
| Harris & Copper (2024) | Gamification and social media fitness communities | Likable, interactive, and relatable | Empirical (Survey) | User Engagement | Usages of gamification gestures through online communities lead to fitness usage.User-specific strategies played a crucial role in the intention of usage. |
| Jacoby & Kucerra (2024) | Online communities leading to gamification usage and their impact on purchasing behaviour | Motivation, simplicity, relatability, and personalisation | Mixed-method (interviews and survey) | User Engagement | Online communities lead to gamification usage and e-commerce shopping.The personalisation of e-commerce applications was aligned with social media channels. |
| Kim & Ko (2024) | Immersive gamification and socialisation in brand engagement | Immersion, experience, enhancement, and engagement | Empirical (survey) | User experience | Immersive gaming and gamification lead to frequent visits to brand pages.Brand communities promoting gamification witness more traffic from gamification usage. |
| Korn et al. (2024) | Role of online communities in gamification-driven decisions | Engagement, Choices, Options, | Empirical (Survey) | User experience | Gamification usage has been credible in purchase decisions.Gaming gestures had better recommendations than enablers. |
| Lewis & Patel (2024) | Gamification of user motivation towards e-commerce purchases | E-commerce usages include interaction, immersion, and user engagement. | Empirical (Survey) | User engagement and experience | Gamification gestures were receptive to user queries.Handling of user queries was better with gamification gestures. |

Table 01- Summary of critical research Related to sociable gamification (Gamification and social media integration)

|  |  |  |  |
| --- | --- | --- | --- |
| **Industry** | **Average number of experiences**  | **Numbers**  | **Profession** |
| Software development and IT | 08 | 12 | Developer, backend developer, team leader |
| Gamification labs and gaming programmers | 07 | 14 | Analyst, VC Technology, and User Development |
| Product and service management | 09 | 10 | Product managers, service managers, and service leads |
| Social media | 07 | 12 | Social media managers |
| Ad agencies | 10 | 09 | Ad experts, content creators |

Table 02- participant demographics

|  |  |  |
| --- | --- | --- |
| **Sample codes** | **Primary themes**  | **Secondary themes** |
| Availability (22), Access (27), Global (24), Beyond Boundaries (32), Must (41), Practice (21), Performance (20) | Access to social media |  |
| Relatable (18), Simplistic (17), Youth (22), Recreation (22) Interactive (22), Immersive (21) | Acceptance of gamification |  |
|  |  | *Social media usage and gamification integration* |
| Interaction (18), Connectivity (17), Contact (17), Unlimited (24), and Beyond (14) | Socialisation through social media |  |
| Inputs (17), Cohort (14), Trend Maps (19), and Gestures (21) | Gamification enablers |  |
| Unique (21), Individual (21), Humane (20), Empathetic (20), and Strategic (21). | Personalisation |  |
|  |  | *Social gamification and personalisation* |
| Games (21) Gestures (20) Alignment (20) Transition (20) Avatars (20) Unique code (21) | Avatars and Unique Identity |  |
| Ranks (21) Chronology (20) Leaders (23) Peers (20) Competition (20) | Avatars and Unique Identity |  |
|  |  | *Inclusion of unique avatars and upgrading of services* |
| Integration (24), Encryption (21), Secure (20), Interlink (20), Efficacy (19), and Personalise (20) | Integration of social media and gamification |  |
| Favourable (21), Minimal glitches (21), Encryption (31), Credible (21), Maintained (32), Supportive (24) | User feedback and experience mapping |  |
|  |  | *Aspects of user experience through integrated social gamification* |

Table 03- Proposed coding table of themes

|  |
| --- |
| **Representation of Sample codes** |
| "Personalisation of services is primarily based on AI-mediated enablers. Such algorithms are decrypted, restricting our use of such enablers in social media usage. Conversely, the gamified enablers are encrypted, so we are encouraged to use gamified enablers in social media channels, which certainly help us to personalise better." (IP, 14) |
| "Earlier, the major challenges were integrating social media and databases to personalise unique choices for the users. Gamification usages allow us to understand the users better; moreover, they create their customised choices and take peer feedback through social media, which helps us personalise their choices." (IP, 33) |
| "Virtual worlds are prominent examples of gamification and social media integration. Certain individuals use virtual worlds through their social media accounts, allowing us to understand user demographics. They must create their avatars through our products and services during the gameplay. This certainly helps us understand them better." (IP, 01) |
| "*We all know about Candy Crush. Enabling the users to log in through their Facebook accounts has benefited us. Through their Facebook demographics, we realised their digital consumption. Which certainty helps to personalise users choices? (IP, 22)* |
| "*Being into e-commerce, it's challenging to realise the consumers. So, our website has a few engaging games that are linked to social media. Users are supposed to post their scores on social media and even challenge their friends. Which increases our traffic and profitability." (IP, 34)* |
| *"Yes, I agree that gamification and Facebook games are pivotal for our growth. People are loving the experience. They are responding positively and even gathering more traffic for our page." (IP, 12)* |
| *"Comprehensive usages of social media and gamification are helpful for us. Here we have observed a few significant First, the users like the personalised recommendations, and they give better ratings for the overall experience. (IP, 12)* |
| "Virtual worlds are beyond the proximities of understanding and interactions. Users are bringing their friends to play group games, which allows us to understand a particular demographic. Similarly, social media unites the globe, so we reciprocate global standards through the virtual world." (IP, 03) |

Table 04- Quotes from the database to justify the themes of this research

**Appendix- 01**

**Interview Questions**

*Introduction*

Brief us regarding your role in the sociable gamification industry.

How have you witnessed sociable gamification evolve within different sectors?

How does sociable gamification enable business strategic advantages, mainly through social media promotions?

Could you share your experience of witnessing the growth of sociable gamification in recent years?

What are the possible benefits of sociable gamification, especially when integrated with social media promotion strategies?

*Understanding Sociable Gamification*

How do you define sociable gamification in the context of your industry?

How are brands leveraging the benefits of sociable gamification, primarily through social media platforms?

How are these brands achieving their goals by incorporating sociable gamification and social media engagement?

In your opinion, how does sociable gamification differ from other technology enablers, particularly in terms of driving social interaction?

How is sociable gamification evolving aspects of user engagement and experience enhancement, especially in online and social media environments?

*User Engagement and Experience through Sociable Gamification*

Have you witnessed any possible changes or trends in consumer behavior through the incorporation of sociable gamification and social media promotions?

How important is personalized sociable gamification in developing user experiences, mainly through targeted social media campaigns?

How does sociable gamification balance exclusivity and user choices through enhanced social media integration?

How do you measure the efficacy of sociable gamification, specifically in terms of user engagement and experience, through social media metrics and feedback?

Design and Innovation

How are sociable gamification interfaces designed to be interactive, and what personalized aspects are highlighted for users through social media platforms?

How do you ensure alignment of brand attributes in sociable gamification strategies, especially when integrated with social media promotions?

How do you incorporate user feedback into the design of real-time sociable gamification interfaces, often sourced through social media platforms?

What role do encryption, human intervention, and anonymity protection play in designing sociable gamification enablers, particularly in social media environments?

*Impact/Outcome of Sociable Gamification Usage*

How has incorporating sociable gamification helped businesses attain a competitive advantage, particularly in social media-driven campaigns?

How is sociable gamification helping retain consumers in highly competitive markets through enhanced social media engagement?

How is sociable gamification changing the perception of brands, particularly when combined with effective social media promotions?

What possible drawbacks are emerging through sociable gamification, especially concerning social media integration and user privacy?

*Future Trends and Insights*

How do you see the future shaping for sociable gamification, particularly with advancements in social media marketing?

Are there any emerging technologies, such as AR or VR, that you believe will become prevalent in the sociable gamification landscape?

What is the further scope of integrating AR, VR, and sociable gamification, primarily through social media platforms?

How can brands remain innovative by incorporating sociable gamification in their social media strategies?