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**Unlocking the Potential of Gamification for Customer
Engagement: Perspectives from the Retail Industry in Sri
Lanka**

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The dissertation was submitted to the Department of Computer Science and Engineering of the University of Moratuwa in partial fulfilment of the requirement for the Degree of Master of Business Administration in Information Technology.

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DECLARATION

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ABSTRACT

With the changing face of digital and omnichannel retailing, gamification has emerged as an important strategy to enhance consumer experiences and behaviors. This study examines the impact of gamification features on customer engagement and purchase intentions in the contexts of Sri Lankan supermarkets and electronic commerce, with a particular focus on perceived enjoyment among Generation Y and Z consumers. Based on the theoretical underpinnings of Self-Determination Theory (SDT), Cognitive Evaluation Theory (CET), and the Theory of Planned Behavior (TPB), this study develops and empirically tests a conceptual model integrating gamification, perceived enjoyment, customer engagement, and online and offline purchase intentions. Data were collected through a structured questionnaire survey of 407 respondents and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0. Results show that gamification has a strong positive impact on perceived enjoyment and customer engagement, and that customer engagement positively affects online and in-store purchase intentions. In addition, perceived enjoyment serves as a mediating but not moderating factor in the gamification-engagement relationship. This study underscores the strategic role of gamification in retail marketing and provides practical implications for promoting emotionally interactive and behaviorally effective consumer experiences. This study concludes by recognizing its limitations and making recommendations for future studies on expanding the applicability of gamification to diverse markets and consumer groups.

Keywords: Customer Engagement, Gamification, Perceived Enjoyment, Purchase Intention, Self-Determination Theory

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LIST OF ABBREVIATIONS

SDT	Self-Determination Theory
UGT	Uses and Gratifications Theory
CET	Cognitive Evaluation Theory
TPB	Theory of Planned Behavior
SEM	Structural Equation Modelling
CE	Customer Engagement
PE	Perceived Enjoyment
OPI	Online Purchase Intention
OFPI	Offline Purchase Intention
AVE	Average Variance Extracted
HTMT	Hetrotrait-Monotrait Ratio
CTA	Confirmatory Tetrad Analysis

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