

## Gamification enjoyment influences repurchase intention through emotional engagement in generation Zillennials

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### ABSTRACT

The demise of e-commerce marketplaces in Indonesia is due to the different strategies employed by companies. Two marketplaces in Indonesia still survive by using gamification strategies. Although this strategy does not always directly increase repurchase intention, this study aims to examine the repurchase intention of the Indonesian Zillennial generation on e-commerce platforms through gamification enjoyment and affective emotional engagement. This study used a purposive sampling technique to gather 130 responses for data analysis using SMARTPLS. Gamification has an insignificant effect on Zillennials' generation repurchase intention. However, affective emotional engagement can significantly increase the repurchase intention of the Zillennials generation and mediate the relationship between gamification enjoyment and the repurchase intention of the Zillennials generation. This is a valuable strategic input for e-commerce to keep in mind that the Zillennial generation's gaming experience always involves emotions (S-O-R Theory), and managing affective emotional engagement effectively will lead to more informed decisions, which is an unmapped territory in gamification marketing. The policy implication is that the high usage of social media and digital platforms through gamification enjoyment is expected to boost Zillennial consumer repurchase intentions through affective emotional engagement as an effective and accurate strategy to strengthen corporate branding with next-generation consumers in the digital landscape. This study focuses on Zillennials who use gamification for enjoyment on e-commerce platforms.

**Keywords:** Gamification Enjoyment, Affective Emotional Engagement, Repurchase Intention, Indonesia, E-Commerce.

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RESEARCH & PUBLISHING



## 1. INTRODUCTION

The downfall of many marketplaces in Indonesia, such as Bukapalapak, JD.ID, Qlapa, Matahari Mall, Toko Bagus, Elevania, Multyply, and Rakuten, is due to the difficulty of understanding consumer characteristics (Keisidou et al., 2011), the pitfalls of price wars (Liu, 2022), Cash on Delivery preferences (Hamed & El-Deeb, 2020), price sensitivity (Valls et al., 2012), the uniqueness of local promotions (Czaplewski, 2018) that are difficult to comprehend, and the incompetence to innovate with technology such as gamification. In Indonesia, the surviving and nimble e-commerce are Tokopedia and Shopee, respectively. Tokopedia cooperates with logistics, payment, and social commerce service partners. However, Shopee excels in free promos, shipping costs, and the Shopee Games application feature. Shopee's success in attracting consumers is due to its marketing media using a game feature called gamification. Gamification enjoyment is estimated to foster interactions that will foster buying interest in consumers, which is influenced by engagement (Eisingerich et al., 2019; Leclercq et al., 2020).

Gamification has been espoused in various fields, especially in marketing. In marketing, gamification is used in movable marketing (Hofacker et al., 2016), e-business (Karać & Stabauer, 2017), brands (Vitkauskaitė & Gatautis, 2018), and promotion (Mishra & Malhotra, 2021). Gamification is not just a craze; data from 2021 can participate in a global market of 11.94 billion dollars [www.storyly.io](http://www.storyly.io). Gamification fascinates consumers to make purchases, allowing Kaur et al. (2023) consumers who play games on the game feature on the platform and get compensated in the form of points or vouchers such as free shipping vouchers and cashback vouchers, which can be used when shopping.

In a study (Hofacker et al., 2016), gamification enjoyment was an element of game features to build customer value and assist value-creating behaviors such as boosted consumption, greater loyalty, engagement, or product advocacy. Gamification can potentially impact retail outcomes by entertaining users, accelerating repeat purchases, and recalling customers to continue to support and engage in the store. Gamification can also encourage users in the purchasing decision process because users get rewards that can be used for shopping, which stimulates users to continue making purchases (Smiderle et al., 2020).

Emotion is a significantly unexplored zone in gamification, while gamification comprises the emotional response of customers who feel they are enjoying it. Affective Emotional engagement is a building block for online consumer behavior (Sengoz, 2024), impacts the virtual shopping environment (Meng et al., 2023), and persuades consumers' intentions (Liao et al., 2024; Zhao et al., 2020). The intensity of consumer interaction with gamified virtual e-commerce takes part in consumers' emotional value for shopping (Algharabat, 2017; Vernuccio et al., 2015). Affective Emotional engagement in games gives pleasure and creates interaction with fellow users. Affective Emotional engagement attaches customers by embedding their resources into an object of focus, such as a brand, society, movement, or even a process (Hammedi et al., 2019).

Eisingerich et al. (2019) found that gamification adopted by a company will be successful if it involves interaction. The absence of hedonic value in gamification is considered an unsuitable feature in an omnichannel context, especially in purchase intention results (C. Kim et al., 2020). However, previous studies did not consider the mediating effect of customer emotional engagement on the relationship between gamification and repurchase intention. The role of social media will affect repurchase intention because consumers are spoiled with gamification features.

This research explores the Zillennials' generation, a combination of Generation Z and Millennials between the ages of 18 and 30 years (Agrawal, 2022), who spend most of their time shopping online (Azhar et al., 2024), have high-technology addiction (Albescu, 2022), and prefer hands-on experiences (Meret et al., 2018). Gamification research should complement the current focus on gaining a deeper understanding of relevant emotional processes. Gamification is shaped by specific emotional experiences that can influence emotional and cognitive behaviors.

## 2. LITERATURE REVIEW

### 2.1. Stimulus - Organism - Response Theory

This theory describes human behavior (Nian et al., 2023; Rahmawati & Kuswati, 2022) which is influenced by environmental stimuli (S), then affects the emotional reaction of the consumer Organism (O) and generates a reaction called Response (R) (J. Kim & Lennon, 2013). This theory was first introduced by Mehrabian and Russell in 1974, explaining how a stimulus affects an organism and produces a response as the final result. The stimulus environment is influenced by the internal and external environment that can attract consumers, such as store atmosphere, advertisements, attractive offers or promotions, website features, product scarcity and availability, marketing strategies, or the effect of influencers (Indriastuti et al., 2024), which causes the Organism to be influenced by emotions, behavior, affection, mindset, or sense of affective or cognitive information (Phoong et al., 2024). Meanwhile, the response is a psychological reaction to consumer behavior or attitudes from stimuli and organisms (Martini et al., 2024). The response was the output. The S-O-R theory can be applied in various fields, such as psychology, business, marketing, and organizational behavior, to make decisions. Gamification is an environmental stimulus (Stimulus) that affects the emotional actions of its users (Organism) where users act by repeatedly buying goods or with repurchasing intention (Response).

### 2.2. Gamification Enjoyment

Gamification refers to the use of game mechanics that provide the ability to enhance the gaming experience in non-gaming contexts and influence user behavior. Kaur et al. (2023) stated that gamification can be defined as the innovative use of game design elements to increase engagement with a company's products and services. Gamification increases customer value and can increase desired consumption, loyalty, and advocacy. One method of gamification that can be used to have a positive influence is to attract consumers to use a product. The implementation of game elements outside the game context as a marketing technique is aimed at encouraging users to engage with a product or service (Kusumawardani et al., 2023). Nugroho (2024) explains that gamification includes design aspects that covertly or subversively convince users to buy; therefore, companies design enjoyable experiences.

Yang et al. (2023) consider gamification in service marketing as the process of promoting services by providing game-like experiences to support value for users by involving many components such as points, rewards, and competitions. Wu and Santana (2022) argue that in the gamification pyramid, there are game elements that contain mechanics, dynamics, and components. In-game dynamics and elements are used to enhance consumer feelings and emotions of consumers. Game mechanics are the fundamental cycles that drive gamification and user commitment, such as contests, collaboration, investigations, and securing assets. The game components include points, badges, and leaderboards. Based on this explanation, it can be concluded that gamification is a marketing tool that aims to promote and provide fun to consumers, which can then affect the involvement of users with a brand as a company's effort to encourage repeat purchase behavior.

### 2.3. Emotional Engagement

Emotion is an uncharted domain in gamification, even though playing games requires an emotional engagement. A new perspective, the cognitive-emotional view of gamification, focuses on positive effects (Brouwer & Conboy, 2017; Cardador et al., 2017). Therefore, gamification research must evoke specific emotional experiences so that these interactions can influence behavioral cognitions and desired outcomes. A gamification framework explicitly positions emotions as key factors (Sengoz, 2024). Emotional engagement in marketing is the process of educating intense emotions in consumers, which leads to the creation of a symbiotic and meaningful relationship between consumers and purchase intentions (Ahmed

et al., 2024). Consumer engagement behavior is triggered by enjoyable consumption experiences of social media content and the suggested emotions (Martini et al., 2024). Gamification influences user emotions, where game emotions occur due to participation in the game. Gamification influences behavior due to rewards, fun, happiness, and satisfaction (Dale, 2014).

## **2.4. Repurchase Intention**

Repurchase intention is the desire or purpose of consumers to make a second or subsequent purchase of the same company or brand. Werdiastuti and Agustiono (2022) described repurchase intention as a tendency to repurchase goods/services, which shows purchasing behavior due to feelings of satisfaction when purchasing previously. Repurchase intention refers to a person's decision to repurchase a particular product or service from the same company, considering the current situation and possible circumstances. Hadi et al. (2019) elucidated that repurchase intention is designated when customers respond positively to something provided by the company and want to make a return visit or repurchase products from the company (Sitthipon et al., 2022). Investigation Chih and Ren (2020), repurchase intention is a purchasing activity by consumers after making the first purchase of a good or service that is carried out repeatedly because they are satisfied with the quality and reputation of the website within a certain time and a positive attitude based on experience. Based on the understanding described above, it can be concluded that repurchase intention is a consumer's desire to repurchase a product or service, which is driven by previous consumption experiences.

## **2.5. Hypothesis Development**

Hypothesis development is based on the theories stated in the research background and strengthened by the results of previous research. The hypotheses of this study are as follows:

### **2.5.1. The Relationship between Gamification Enjoyment and Repurchase Intention**

Gamification adopts games into a platform that has a different purpose from that of games in general. Games provide pleasure to their users, but gamification is intended for business purposes (Wijaya et al., 2018). Liao's research reveals that gamification influences repurchase intentions. This is based on the fact that the more consumers play the game based on the game feature, the more repurchases will be made. Repurchasing is a more important goal for companies because generating new customers costs more than retaining existing customers. Aparicio et al. (2021) suggests that gamification positively affects repurchase intentions. Users receive reward vouchers or points when they complete missions or goals in the game. Rewards refer to objects, events, situations, or activities that achieve the positive motivational properties of the brain's internal processes (C. Kim et al., 2020). Therefore, the rewards obtained encourage users to make purchases. The application of gamification changes customer habits and influences purchase intentions by providing rewards that trigger customers to make repeated purchases (Vika & Tema, 2024). Thus, the more often users earn rewards by playing games, the greater their repurchase intention.

*H1: Gamification enjoyment affects the repurchase intention*

### **2.5.2. The Relationship of Gamification Enjoyment to Emotional Engagement**

Several studies have emphasized gamification as an efficient way to drive user engagement. Gamification features play a role in influencing people's approach to generating positive attitude. Games can substantially change consumers' behaviors and attitudes toward brands (Kaur et al., 2023). Gamification is seen as a mechanism that has the potential to transform a routine, interaction, or activity into a fun and engaging experience (C. Kim et al., 2020). Games generate engagement by providing fun experiences. Gamification in e-commerce can increase consumer engagement by shaping the shopping

experience as entertainment (Insley & Nunan, 2014). Gamification contributes to customer engagement by considering intrinsic and extrinsic motivations and customer resources to adapt gamification mechanisms and provide a fun experience (Hammedi et al., 2019). Emotional engagement in marketing words evokes intense emotions in consumers, leading to the creation of a symbiotic and meaningful relationship between consumers and purchase intentions (Ahmed et al., 2024). Consumer engagement behavior is generated through pleasant consumption experiences (Martini et al., 2024). Hammedi et al. (2019) has revealed that gamification can positively and significantly influence engagement, especially when users earn rewards in the game. Game features that offer rewards motivate customers to maintain their engagement with the brand because they can emotionally attract customers to remain loyal to the company. The strong relationship between gamification and customer engagement is because gamification can change consumer behavior patterns, such as extending the time spent playing games on e-commerce apps. Thus, game features make users feel more at home and trigger engagement with the e-commerce platform.  
*H2: Gamification enjoyment affects emotional engagement*

### **2.5.3. The Relationship Between Emotional Engagement and Repurchase Intention**

The test results in this study show that customer emotional involvement has a significant influence on repurchase intentions and is positive. The more consumers are involved with the e-commerce platform, the greater their intention to repurchase products. Thus, the third hypothesis, which states that customer emotional involvement affects repurchase intentions, is accepted and proven correct. Emotional engagement behavior is triggered by a pleasant consumption experience (Martini et al., 2024; Ho & Chung, 2020). Boosting the frequency of consumer interactions with e-commerce platforms, such as playing games and claiming vouchers, makes consumers more likely to make repeat purchases because they are connected to the platforms and offers available in e-commerce. Consumers who have spent time participating in activities on e-commerce, such as playing games or collecting coins, will utilize the results of their involvement, such as making repeat purchases using the rewards they have earned. Frequent emotional engagement helps build trust in the platforms. When consumers feel that e-commerce consistently provides good service and attractive offers, this can increase consumer confidence and motivate them to return to shopping (Ali & Samir Roushdy, 2017; Majeed, Asare, Fatawu, & Abubakari, 2022). Simbolon and Law (2022) explained that users emotional involvement significantly affects their repurchase intentions.

*H3: Emotional engagement affects the repurchase intention*

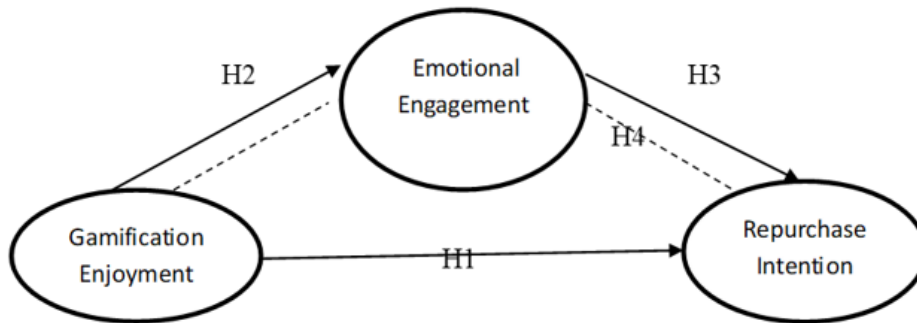
### **2.5.4. The Relationship of Gamification Enjoyment to Repurchase Intention Through Emotional Engagement**

Gamification enjoyment is an effective method for engaging and motivating customers in buying and selling transactions in e-commerce. Gamification, which aims to provide rewards, can be used by consumers for purchases. Gamification features in e-commerce that are easy to play with and provide benefits to customers in the form of rewards, points, and vouchers can be used for shopping and can motivate and encourage customers to continue purchasing products in e-commerce apps. Therefore, customers' decisions to shop online are triggered by their motivation to participate in the game (Xu et al., 2023). Aparicio et al. (2021) explained that user repurchase intentions can be increased by using a gamified e-commerce platform and determining the appropriate gamification elements to keep customers visiting the platform. Maintaining consumer engagement through fun and entertainment features is a realistic reason for consumers to repeatedly visit e-commerce platforms to build repurchase intentions (De Canio et al., 2021). Djohan et al. (2022) found that gamification has a positive effect on repurchase intentions, and customer engagement variables can mediate directly. In line with previous research (Werdiastuti & Agustiono, 2022), gamification significantly affects repurchase intentions, and involvement plays a mediating role. This is because gamification can attract consumers to become more involved with the brand, which, in turn, can lead to repeat purchases. Papanoum (2019) revealed that emotional

involvement as a mediating variable can strengthen the relationship between gamification and consumers' repurchase intentions.

*H4: Gamification enjoyment affects repurchase intention through emotional engagement*

Following the literature review and hypothesis formulation, the research model was developed (Figure 1)



**Figure 1. Research Model**

### 3. METHOD

#### 3.1. Sample and Data Collection

This study aims to determine the repurchase intention of Indonesian consumers who shop on e-commerce using gamification. This study employed a quantitative methodology by utilizing a social-media questionnaire to evaluate the theoretical framework and hypotheses developed. The sampling technique used a non-probability sampling technique with a purposive sampling method. Purposive sampling is a sampling technique based on certain considerations, namely e-commerce users who have made repeated purchases, e-commerce users who have played games in e-commerce applications, and aged 18–30 years. This population plays the most gamification and shops with games in e-commerce (Indonesia Statistic Central Bureau, 2023), and this age group is called the Zillennial Generation, which is a combination of Generation Z and millennials who are literate in digital technology (Wadiah, 2010). Data were disseminated using a Google form via the social media platform WhatsApp, which is easy to use and cost-effective. Data were collected with the consent of the respondents, without including their names, to protect their privacy. The data were run with SMARTPLS 4.0 because it is simple and straightforward to use (Sarstedt et al., 2021). The results of valid questionnaires were run by as many as 130 respondents out of 150 questionnaires distributed. Data collection uses Hair's formula,  $(5-10) \times$  the number of indicators. There are  $13 \times 10$  indicators in this study, namely, 130 respondents. The measurement scale used a Likert scale with a range of numbers 1–10, where 1 represented strongly disagree and 10 represented strongly agree (Hair, 2010).

#### 3.2. Research Instrument and Data Analysis

This research was conducted in three stages. The first stage was descriptive data, which was about the demographics of the respondents; the second was questions related to repurchase intention, and the third was based on previous research. This study used three variables: gamification enjoyment, emotional engagement, and repurchase intention. Gamification is a marketing tool that aims to promote and provide pleasure to consumers to influence and encourage repurchase intentions. Five gamification questions were adopted from (Sithipon et al., 2022), namely: like playing a game, feel like a winner, collect items like in a game, like a gamified experience, and like challenging experience. Emotional engagement is

operationalized as the process of evoking intense emotions in consumers, which leads to the creation of a symbiotic and meaningful relationship between consumers and their repurchase intentions. The indicators adopted by Ahmed et al. (2024) include a sense of connection, happiness, enjoyment, interaction, and belonging. Repurchase intention is operationalized as a positive response to something provided by the company and a desire to make a return visit or buy back products from the company. The indicators were adopted from Sitthipon et al. (2022) and included the intention to follow products from an e-commerce platform frequently, the intention to buy products from an e-commerce platform more frequently, and the intention to find products from an e-commerce platform frequently. Data calculations were performed using the partial least square equation model (PLS-SEM) with Smart PLS 4.0 software to investigate the relationship between gamification, emotional engagement, and repurchase intention.

#### 4. RESULT & DISCUSSION

##### 4.1. Respondent's Profile

Table 1 presents the descriptive data of the respondents' profiles. Of the 130 respondents, 71.5% were female and 28.4% were male. While the age of respondents 18–21 years is 29.2%, age 22–25 is 63%, and age 26–30, there are 7.6% of respondents. The respondents' occupations were: students 27.7% and employees 72.3%. According to Wallace (2022), this shows the data of Generation Z and Millennials (Zillennials) who are aware of digital technology. They also enjoy playing games. Based on the frequency of online shopping data, 2–4 times per month, as much as 19.2%; shopping 5–6 times, as much as 10.7%; shopping frequency 7–10 times, there are 5.3%; and more than 10 times, there are 64.6%. This distribution reflects that the majority of respondents (especially women and employees) have a high shopping frequency due to features such as games, promotions, gifts, discounts, free shipping, and relaxation. This pattern shows that e-commerce encourages repeat purchases among users. Based on online shopping experience, the majority of respondents shop online per month, and 47.6% of respondents spend less than Rp 300,000. While 31.5% spent between Rp 300,000 and Rp 600,000, 11.5% spent between Rp 600,000 and Rp 900,000, and 9.2% spent more than Rp 900,000.

**Table 1. Respondents Profiles**

Category	Demographics	Sample	
		Frequency N = 130	Percentage (%)
<b>Gender</b>	Male	37	28.4
	Female	93	71.5
<b>Age</b>	18-21	38	29.2
	22-25	82	63
	26-30	10	7.6
<b>Occupation</b>	Students	36	27.7
	Employees	94	72.3
<b>Online Shopping Frequency</b>	2-4 times	25	19.2
	5-6 times	14	10.7
	7-10 times	7	5.3
	>10 times	84	64.6
<b>Online Shopping Experience/Monthly</b>	Less than Rp 300.000	62	47.6
	Rp 300.000 – Rp 600.000	41	31.5
	Rp 600.000 – Rp 900.000	15	11.5
	More than Rp. 900.000	12	9.2

*Source: Owned data, 2024*

##### 4.2. Structural Equation Modelling Partial Least Squares (SEM-PLS) 4.0

###### 4.2.1. Discriminant Validity, Cronbach's Alpha, Composite Reliability, and AVE

The quantitative calculation process began with validity and reliability tests. Table 2 presents the validity and reliability tests. The test value of all indicators was above 0.7 (Hair et al., 2010). The Average Variance Validity (AVE) value should be greater than 0.5. The AVE value of each variable exceeded 0.5 in the range of 0.685–0.819, and it can be concluded that the gamification, emotional engagement, and repurchase intention variables in this study met the discriminant validity requirements. Cronbach's alpha values above 0.7 and Composite Reliability (CR) values above 0.8 are recommended. The results of Cronbach Alpha 0.885; 0.894; 0.889 and Composite Reliability 0.916; 0.922; 0.931 mean that the Cronbach Alpha and Composite Reliability values can be concluded that all variables used in this study have met the reliability test requirements and are declared reliable. Thus, the calculation results show that all latent variables have a relatively high dependence.

**Table 2. Measurement Model**

Contracts	Items	Loading Factor	AVE > 0.50	CR > 0.80	Cronbach Alpha 0.7
<b>Gamification Enjoyment</b>	Like playing a game	0,818	0.685	0.916	0.885
	Feel like a winner	0,875			
	Collect items like in a game	0,857			
	Like a gamified experience.	0,784			
	Like challenging experience	0,802			
<b>Emotional Engagement</b>	Sense of connection	0,871	0.703	0.922	0.894
	Sense of Happiness	0,836			
	Sense of Entertainment	0,843			
	Sense of Interaction	0,808			
	Sense of Belonging	0,833			
<b>Repurchase Intention</b>	Intend to follow the products from an e-commerce platform frequently,	0,876	0.819	0.931	0.889
	Intend to buy the products from an e-commerce platform more frequently	0,925			
	Intend to find the products from an e-commerce platform frequently	0,913			

Source: Owned data from SmartPLS .4.0, 2024

#### 4.2.2. Assessment of the Structural Model

After confirming the convergent and discriminant validity tests. The next test was the assessment of the structural model test. Table 3 and 4 summarizes the research model used to test the direct hypotheses (H1–H3). The first hypothesis shows that the relationship between gamification marketing and repurchase intention is not significant ( $\beta=0.172$ ,  $t=0.967$ ,  $p=0.333$ ), not supporting H1. The second hypothesis shows that gamification marketing and emotional engagement have a significant relationship ( $\beta=0.863$ ,  $t=27.333$ ,  $p=0.000$ ), supporting H2. The third hypothesis is the relationship between emotional engagement and repurchase intention ( $\beta=0.454$ ,  $t=2.878$ ,  $p=0.004$ ), which supports H3. Hypothesis 4 is an indirect relationship between gamification marketing, emotional engagement, and repurchase intention ( $\beta=0.454$ ,  $t=2.878$ ,  $p=0.004$ ), supporting H4. The predictive variable that explains the dependent variable is indicated by the result of  $R^2$  (Hair et al., 2010). The  $R^2$  value is high if it is above 0.67, moderate with a value between 0.33 and 0.67, and weak with a value of 0.19 to 0.33 (Chin, 1998). The coefficient of determination shows the endogenous latent variable repurchase intention  $R^2 = 0.370$ , which means that gamification marketing and emotional engagement predict 37% of repurchase intention, while other variables influence 63%.

The results also show that emotional engagement mediates the relationship between gamification marketing and repurchase intention. The  $Q^2$  value, which indicates predictive relevance for the structural model, was 83.9%. It can be concluded that the structure of the research model is quite good, which is

more than zero (0), indicating that the structure of the research model is quite good for relevance prediction.

**Table 3. Assessment of The Structural Model**

Variables	Standard Beta	t-Statistic	P Value	Result
Gamification Enjoyment→ Repurchase Intention	0,172	0,967	0,333	Not Significant
Gamification Enjoyment → Emotional Engagement	0,863	27,333	0,000	Significant
Emotional Engagement → Repurchase Intention	0,454	2,878	0,004	Significant

Source: Owned data from SmartPLS .4.0, 2024

**Table 4. Indirect Assessment Pathway**

Gamification Enjoyment → Emotional Engagement → Repurchase Intention	0.392	2.886	0.004	Significant
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Source: Owned data from SmartPLS .4.0, 2024

### 4.3. Discussion

The popularity of e-commerce has increased due to the participation of the Zillennial generation, who are digitally literate and game-savvy and are always looking for information on something interesting, such as gamification. The test results in this study show that gamification enjoyment does not have a significant effect on repurchase intention and has a positive effect. The more Zillennials use gamification features in e-commerce, the more it affects their intention to repurchase. Intention to repurchase is a consequence of consumer attitudes or responses to the performance of goods or services that have been used previously (Majeed et al., 2022). First, gamification itself serves as an additional element to improve Zillennial gen user engagement or experience; therefore, it cannot be the main factor in encouraging repeat purchases. In addition, not all market segments may respond to gamification similarly. Some Zillennial consumers prioritize functional aspects over entertainment elements; therefore, gamification does not have a direct impact on repurchase intentions. Gamification features in e-commerce tend to have short-term appeal. Consumers may initially enjoy gamification features, but over time, the appeal may fade and refocus on the platform’s functional aspects (Indriastuti et al., 2024). Rewards provided through gamification are considered less valuable to users, such as vouchers with small amounts or time limits, for example. This makes consumers less motivated to participate with gamification features towards repurchase intentions, which is in line with the research (C. Kim et al., 2020).

Second, the results of the second test in this study show that gamification has a significant effect on the emotional engagement of Gen Z and has a positive value. The more often customers use the gamification feature, the greater the emotional engagement with the e-commerce platform. The excitement and challenges in e-commerce games make Zillennial consumers often spend a lot of time and connect with certain products promoted in e-commerce games. Gamification is designed to encourage users to open the platform daily through daily challenges. This can increase interaction and make Zillennial consumers interact with the platform more frequently. Gamification, which involves competitive elements such as gaining certain scores or achievements, can create a sense of accomplishment that makes users feel satisfied (Eisingerich et al., 2019).

Third, in the business world, maintaining customer repurchase interest is important because the costs required to maintain customer loyalty are smaller than those of attracting new customers (Adzawiyah & Indriastuti, 2023). Utilizing psychological principles such as reward-based behavior and loss aversion motivates consumers to complete a game to avoid losing the prizes they have collected. This can increase Zillennial consumer engagement with the platform. Some gamification features, such as Shopee Tanam, provide a personalized experience. When consumers are involved in the activity of 'taking care of the plants' until harvest, they are more emotionally connected to the platform. This is in line with the research

of Sitthipon et al. (2022) and Hollebeek et al. (2021) supporting that gamification can positively influence customer emotional engagement.

Fourth, this study found that the affective emotional engagement of Zillennial Gen consumers can mediate the relationship between gamification marketing and repurchase intention in e-commerce. In the online realm, emotional engagement occurs due to interactions with others (Zhou & Tong, 2022), in addition to environmental and individual influences (Sun et al., 2019), feeling happy, enjoying, and a sense of belonging (Ahmed et al., 2024). Some of these reasons increase the intensity of following, finding, and buying products on e-commerce, creating repeat purchases on e-commerce platforms (Sitthipon et al., 2022).

#### **4.4. Implications**

This research contributes significantly by explaining the aspects of consumer emotional engagement that affect repurchase intentions in e-commerce purchases. The findings indicate that emotional engagement can increase Zillennial customer enthusiasm in shopping, attention, absorption, and interaction with e-commerce products, repeat shopping plans, and expectations when shopping again because there is a sense of fun, enjoyment, interaction, and belonging. The high usage of social media and digital platforms through gamification is expected to boost Zillennial consumer repurchase intentions through a sense of control, goals, progress tracking, rewards, and prompts as an effective and accurate strategy to strengthen corporate branding with next-generation consumers in the digital landscape (Sengoz, 2024).

### **5. CONCLUSIONS AND SUGGESTIONS**

This study examined how the emotional engagement aspects of 18 – 30-year-olds' (Zillennials' Gen) influence their repurchase intentions, a group that tends to be aware of the digital world, games, and technology. These findings suggest that emotional engagement plays an important mediating role in the formation of repurchase intentions. Affective Emotional engagement in gamification experiences strengthens affective bonds and results in more informed decisions and emotional connections that contribute directly to repurchase intentions, such as with collaborative or competitive games. This is an uncharted territory in gamification marketing. Although this study makes a valuable contribution to the literature and practice. This research has limitations as input for future studies. First, the focus of the research is only on consumers aged 18-30 years (Zillennials' Gen); future research should consider repurchase intention behavior in Gen Alpha. Second, data were collected only on consumers involved in gamification emotions; next time, cognitive and affective emotions can be involved in e-commerce objects. Future studies should include variables not yet considered in this research, such as enjoyment, experience, or technology addiction.

#### **Ethical Approval**

Not Applicable.

#### **Informed Consent Statement**

Not Applicable.

#### **Authors' Contributions**

Herning Indriastuti contributed to the conceptualization of the study, development of the methodology, and supervised the overall research process. She also took the lead in reviewing and editing the manuscript to ensure its academic quality. Alfianty Rizky Ramadhanti was responsible for conducting the investigation, data collection, and formal analysis. Both authors collaboratively worked on drafting the manuscript and refining its final version, and they approved the submitted article.

#### **Disclosure statement**

No potential conflict of interest was reported by the author.

### **Data Availability Statement**

The data presented in this study are available on request from the corresponding author due to privacy reasons.

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### **Notes on Contributors**

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