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Title of the paper: COMMUNICATION BETWEEN SALESPERSONS AND CUSTOMERS IN THE FURNITURE MARKET: DOES GAMIFICATION IMPROVE INTERACTION OUTCOMES?

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# Research background

- Gamification as a tool to enhance customer engagement in retail.
- Specific focus - furniture retail, where tactile and visual aspects are key.
- Research gap - limited data on gamification in furniture retail, especially in Eastern Europe.



# Research objectives

- H1: Gamified preliminary research improves communication outcomes between salespersons and customers.
- Q1: Does gamification shape the motives for visiting physical furniture stores?



# Literature highlights

- Gamification boosts engagement, motivation, and brand perception (Krasteva, 2024; Ilieva, 2024).
- AR, VR, mobile apps dominate retail gamification (Ventsislavova Georgieva & Popova-Terziyska, 2023; Olšiaková et al., 2022).
- Consumer behavior shaped by pre-purchase experience (Zinchenko & Chindyaev, 2025).



# Methodology

- Survey of 107 respondents in Bulgaria: IKEA (73), Aiko (18), Yavor (16).
- Indicators:
  - V1–V5: communication outcomes.
  - V6–V15: gamification activities.
  - V16–V22: visit motives.
- Analysis: cross-tabulations (Cramér's V for strength of association).



# Key results – H1

- 24/50 cross-tabulations show positive link → H1 moderately confirmed.
- Gamification enhances:
  - Enjoyment (V2, V3)
  - Brand liking (V4)
  - Brand trust (V5)



## Key results – Q1

- 6/70 cross-tabulations show link → no consistent association.
- Store visit motives driven mainly by: Practical needs - quality, fit, price.





# Conclusion

- Gamification enriches pre-purchase experience but does not drive store visit motives.
- Practical and tactile needs dominate in-store behavior.
- Future research: hybrid strategies combining gamification with value-driven communication.





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