









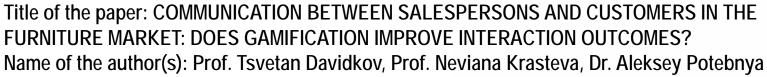


XVIII International WoodEMA 2025 Scientific Conference

# WOOD FOR THE FUTURE: INTEGRATING SUSTAINABILITY ACROSS INDUSTRIES

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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  $\rightarrow$  H1 moderately confirmed.

- Gamification enhances:
  - Enjoyment (V2, V3)
  - Brand liking (V4)
  - Brand trust (V5)











## Key results – Q1

- 6/70 cross-tabulations show link  $\rightarrow$  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 valuedriven communication.











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