Influencing Experiential Value through Social Marketing M-Games

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Abstract

Experiential value is an important driver of customer repeat behavior and is necessary for achieving sustained behaviour. Understanding the value gained by consumers is particularly important when adopting innovative techniques, such as new technology. Social marketing practice is increasingly using the technology of mobile games (m-games), yet there is little scholarly research to explain how these games can create experiential value for the user, or which game attributes influence this value. The current research employs a two-study research design examining four social marketing m-games in four focus groups (n=23) and an online survey (n=497). A key finding is the importance of achieving a balance between entertainment value and behaviour value through the use of key game attributes relating to disguise and performance. The research offers a contribution to address current managerial problems faced by social marketing practitioners looking to employ m-games to achieve behavioural outcomes.

Keywords:  m-games, Experiential Value, Game Attributes, Social Marketing

Track:  Social Marketing