RESEARCH ON FACTORS AFFECTING ONLINE PURCHASE INTENTION USING A GAMIFICATION APPROACH ON THE SHOPEE.VN PLATFORM

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Abstract: *Gamification has gained widespread adoption across various fields such as education, commerce, finance, and entertainment, due to its potential to boost engagement and influence user behavior. E-commerce offers opportunities to motivate consumers and shape purchasing decisions. This study combines the Technology Acceptance Model (TAM), the Uses and Gratifications Theory (UGT), and Hodkinson's Fear of Missing Out (FOMO) to build a research model focused on factors influencing online purchase intentions. The study examines Shopee, a leading e-commerce platform in Vietnam, and investigates gamification's impact on purchase intentions in Hanoi. A survey of 252 respondents was conducted, with data analyzed using SPSS.26. The findings point out three key determinants of online purchase intentions on gamified platforms: intention to use, FOMO, and social interaction, in order of significance. Based on these results, the study recommends that Shopee improve its gamification strategies by fostering user interaction, enhancing social connectivity, improving usability, and encouraging social sharing, which will likely increase consumer engagement and conversion rates.*

Keywords: *gamification, online purchase intention, FOMO.*

I. Introduction

Shopee is one of the leading e-commerce platforms in Vietnam, attracting millions of consumers monthly (Metric.vn, 2024). However, it faces challenges in maintaining consumer attention, increasing engagement, and converting visits into purchases. Gamification has emerged as a promising strategy to tackle these issues.

In the e-commerce sector, gamification is a valuable tool used by

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businesses to engage consumers, extend their time on platforms, and promote repeat purchasing behavior.

Studies investigating the use of gamification in e-commerce demonstrate a range of methodological approaches. For instance, research by (Bogoslov et al., 2023) emphasizes gamification as a rising strategic instrument for boosting user engagement, increasing customer retention, strengthening brand loyalty, facilitating the execution of business strategies, and enabling tailored marketing efforts. Additionally, a study by Arifah (2021) regarding the effects of gamification on online purchasing intentions revealed that factors such as gaming experience, game design, and brand engagement have a positive impact on self-brand connection, which subsequently contributes to enhancing consumers' purchase intentions.

Recent research in Vietnam has examined the implementation of gamification across different industries. For example, the study by Pham et al. (2024) focused on gamification marketing trends in the finance and banking sector, while Bui (2023) explored related topics. Nevertheless, a significant gap persists in the literature regarding the effects of gamification on consumers' online purchase intentions in the e-commerce domain. This gap highlights the necessity for a more in-depth understanding of how gamified features on e-commerce platforms affect consumer purchasing behavior. Gaining such insights is essential for enabling e-commerce businesses to design more effective user experiences and to maximize the behavioral influence of gamification.

II. Theoretical Framework and Research Model

Gamification refers to the integration of game-like elements into non-game environments (Kumar, 2013). It involves features such as point scoring, competition, and structured rules applied to platforms like websites, online communities, and educational systems. These elements are implemented within digital environments to foster engaging and motivating experiences that influence user behavior and strengthen consumer interaction. The main objective of gamification is to enhance user engagement, increase productivity, and improve the effectiveness of campaigns by encouraging interaction among consumers, employees, and partners across both digital and physical spaces. In this context, the TAM serves as a valuable framework for understanding how users adopt and engage with new technologies. Online shopping-an integral, technology-driven component of e-commerce-can be examined through TAM, which identifies key factors influencing the adoption of e-commerce by individuals and organizations. According to TAM, Perceived Usefulness and Perceived Ease of Use are the two primary factors that significantly impact an individual's intention to adopt new technologies. Originally developed by Davis (1989), TAM is widely recognized as a leading model in explaining user acceptance and the adoption of technological innovations (Haryanti, 2020).

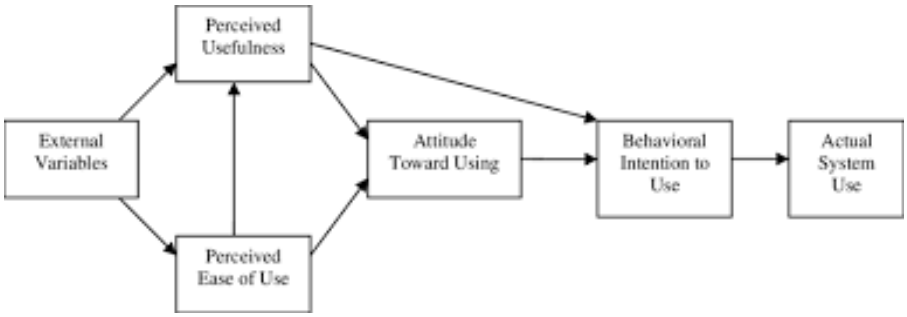

Figure 1. Technology Acceptance Model (Davis, 1989)

Based on the TAM proposed by Davis (1989), Perceived Usefulness and Perceived Ease of Use are identified as two fundamental constructs incorporated into the proposed research model. In addition, games within online environments are inherently social in nature, characterized by high levels of interactivity and competition among participants striving to achieve success (Solomon, 2018). The second theoretical framework employed in this study is the Uses and Gratifications Theory (UGT), which seeks to explain the motivations and behaviors underlying individuals' active engagement with media, such as games, to fulfill specific psychological or social needs. According to UGT, media consumption is both intentional and goal-oriented, whereby individuals selectively engage with particular types of media based on the expected gratifications they aim to receive. In alignment with this theoretical perspective, social interaction is recognized as a salient factor and is incorporated into the conceptual framework of this study. Moreover, Fear of Missing Out (FOMO) is introduced as an additional independent variable in the research model. The theoretical underpinning for this construct is grounded in the conceptual framework developed by Hodkinson (2016), which posits that FOMO can induce feelings of regret and a heightened urgency to act in order to avoid the perceived loss of valuable opportunities. Within the context of e-commerce, limited-time promotions and exclusive offers can trigger the FOMO effect among consumers, thereby promoting impulsive purchasing behavior. According to UGT, social interaction is considered a fundamental human need. Digital platforms, through their interactive features, facilitate communication among individuals with shared interests or goals, thus generating both social and commercial value. The study conducted by Lerzan et al. (2015) provides empirical evidence that social interactions, particularly those facilitated through social media, have a significant impact on consumers' purchase intentions. Grounded in these theoretical foundations and supported by empirical findings, the following hypothesis is proposed:

H1: Social interaction has a positive influence on consumers' online purchase intention.

The perceived usefulness of gamified marketing strategies can influence customer attitudes toward a brand and shape their behavioral intentions. Gamified marketing initiatives-such as interactive advertisements and customer engagement through game-like experiences-have

been shown to effectively boost brand awareness, influence brand perception, and ultimately impact purchase decisions. Moreover, these activities have a direct and significant effect on consumers' attitudes toward the brand (Dhahaka et al., 2020). Drawing on this theoretical perspective and supported by empirical evidence, the following hypothesis is proposed:

H2: Perceived usefulness in gamification has a positive effect on users' online purchase intention.

In the context of gamification on e-commerce platforms, perceived ease of use significantly influences consumers' online purchase intentions. When users perceive a gamified platform as intuitive and easy to navigate, they are more inclined to engage in online shopping activities (Cuong et al., 2023). Based on this reasoning, the following hypothesis is proposed:

H3: Perceived ease of use in gamification has a positive effect on users' online purchase intention.

FOMO has been consistently associated with online consumer behavior (Hodkinson, 2016). Gamified marketing techniques-such as flash sales, product availability indicators, and countdown timers-can heighten users' sense of urgency and intensify FOMO, thereby accelerating purchase decisions (Andrew et al., 2013). Additionally, social proof mechanisms, such as displaying the number of customers currently purchasing or viewing a product, further amplify the FOMO effect and impact consumers' decision-making processes (Tran et al., 2022). Based on this, the following hypothesis is proposed:

H4: FOMO in gamification has a positive effect on users' purchase intention.

Research model

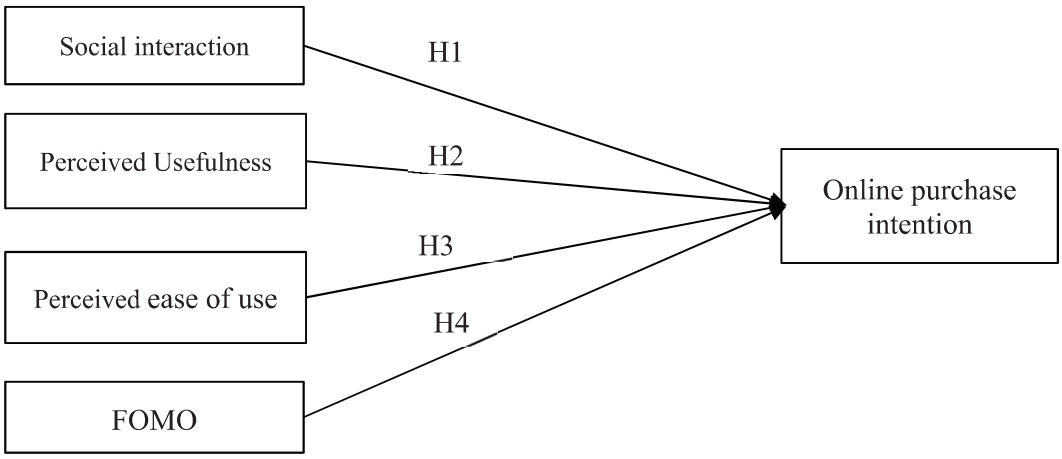

Figure 2. Proposed research model

Compared to earlier models, including those by Davis (1989) and Shaharudin et al. (2012), the TAM centers on two primary constructs: perceived usefulness and perceived ease of use. However, it tends to neglect important social and psychological dimensions. In the context of gamification, it is necessary to extend the model to incorporate additional factors, as user experience is shaped not only by functionality but also by intrinsic motivation, emotional engagement, and social influence during interactions with game-based elements.

Research by Rauschnabel et al. (2017) demonstrates that in gamified settings such as *Pokémon Go*, social interaction significantly enhances user engagement. In this study, the UGT is employed to clarify the social dimension of gamification, an aspect that TAM does not sufficiently address. Moreover, the FOMO is included to capture the psychological urgency that can impact purchasing behavior. While Hodkinson (2016) has examined the general influence of FOMO on consumer behavior, this study is among the few to integrate FOMO within gamified e-commerce contexts, thereby contributing to the development and refinement of current theoretical frameworks.

The proposed research model extends the TAM and the UGT by incorporating FOMO, thus forming a three-dimensional structure comprising: (1) Technology Awareness (TAM), (2) Social Interaction and Usage Motivation (UGT), and (3) Urgency Emotions and Modern Consumer Psychology (FOMO). Unlike prior studies that apply TAM or UGT within conventional e-commerce environments, this research situates the entire model within the context of gamification. As a result, the nature and magnitude of the relationships among variables are altered.

Notably, FOMO is not a prominent feature in traditional e-commerce models. However, in gamified contexts, features such as flash sales, spin-the-wheel mechanics, and time-limited reward systems serve as direct triggers of FOMO, thereby influencing consumer decision-making. This suggests that gamification not only provides a novel contextual framework but also acts as a moderating or intervening variable that transforms consumer behavioral dynamics.

III. Research Method

3.1. Data Collection and Analysis

The authors administered the survey by distributing shared links on social networks in early February 2025, resulting in a total of 252 valid responses. As noted by (Hair et al., 2009), the appropriate sample size for a Likert scale survey is determined by the ratio of observations to measurement variables, with a recommended minimum ratio of 5:1. In this context, "observations" denote valid survey responses, while "measurement variables" correspond to individual survey items. Given that the survey contained 26 variables, the minimum required sample size is calculated as: $N \geq 5 \times 26 = 130$. Therefore, the collected sample of 252 responses surpasses the minimum threshold, ensuring adequate statistical power for the analysis.

3.2. Data Analysis

Reliability Assessment of the Measurement Scales using Cronbach's Alpha: The results of the reliability analysis for the factors within the research model indicate that all four independent factors and the dependent variable group exhibit high reliability. The Cronbach's Alpha coefficients range from 0.683 to 0.877. Additionally, the item-total correlation coefficients for all observed variables exceed the acceptable threshold of 0.3, with the lowest being 0.333 for variable HI4 and the highest at 0.814 for variable FO1. These findings confirm that the constructs, as measured by their respective observed variables, demonstrate strong internal consistency and reliable measurement. As a result of the reliability assessment, all 24 observed variables were retained for further analysis.

Exploratory Factor Analysis (EFA): EFA was conducted on the variables that

passed the Cronbach's Alpha reliability test. To ensure the suitability for performing EFA, the appropriateness of the model was checked using the Kaiser-Meyer-Olkin (KMO) measure, correlation testing between the observed variables, and variance extraction and factor tests. During the EFA process, the research team gradually removed variables that were not suitable, as they appeared in multiple factor groups. After several rounds of testing, the four factors influencing online purchase intention on Shopee were identified as: Social Interaction (F6), Fear of Missing Out (F5), Ease of Use (F4), and Perceived Usefulness (F2).

From the analysis in Table 1, it is observed that the cumulative variance value of 69.092%, as presented in the 'Cumulative %' column of the Total Variance Explained row, exceeds the 50% threshold. Additionally, the Eigenvalue coefficients for the first five factor groups are all greater than 1, adhering to the standard. Therefore, it can be concluded that 69.092% of the variance in the factors is explained by the observed variables (the components of the factors).

Table 1. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.129	29.703	29.703	7.129	29.703	29.703	3.945	16.439	16.439
2	3.935	16.398	46.100	3.935	16.398	46.100	3.913	16.303	32.742
3	2.446	10.191	56.292	2.446	10.191	56.292	3.489	14.537	47.279
4	1.656	6.901	63.193	1.656	6.901	63.193	3.125	13.020	60.299
5	1.416	5.899	69.092	1.416	5.899	69.092	2.110	8.793	69.092

Extraction Method: Principal Component Analysis
Source: Analysis results from SPSS 26

Out of the 26 observed variables included in the analysis, two variables, HI3 and HI4, were removed from the model as they did not meet the required standard. The factor loadings for the remaining observed variables were all greater than 0.4, indicating that they met the convergent validity criterion. As a result, 24 observed variables were retained, forming 5 factor groups after the analysis. These groups are: Online Purchase Intention (F7): HV1-HV7; Social Interaction (F6): XH1-XH6; Fear of Missing Out (F5): FO1-FO5; Ease of Use (F4): SD1-SD4; and Perceived Usefulness (F2): HI1-HI2.

3.3. Pearson Correlation Analysis

The results of the Pearson correlation analysis, as presented in the table, further clarified the relationships between the influencing factors and the observed variables. The findings indicate a significant linear correlation between the Online Purchase Intention (F7) and the factors: Social Interaction (F6), Fear of Missing Out (F5), Ease of Use (F4), and Perceived Usefulness (F2). All the Sig. values for these four factor groups are less than 0.05, suggesting that the correlations between these factors and the independent variables are statistically significant. Therefore, these correlations are deemed suitable for further analysis using Ordinary Least Squares (OLS) regression.

3.4. Regression Model Analysis OLS

In the first run, the Sig value for the F2 factor was found to be 0.184, which exceeds the 5% threshold, indicating that it is not statistically significant. Therefore, the authors decided to remove this variable and rerun the model using only the independent variables F4, F5, and F6. The analysis results showed that the Sig. value for the F-test was 0% (i.e., less than 5%), confirming that the linear regression model is appropriate. This implies that the independent variables included in the model can explain the variation in the dependent variable. In other words, at least one of the three independent factors (F4, F5, F6) has a statistically significant effect on the dependent variable (F7). Additionally, the R-squared value being significantly different from zero indicates that the model can be generalized to the overall population.

R-squared and Adjusted R-squared Values: Table 2 presents the R-squared and Adjusted R-squared values, which indicate the explanatory power and reliability of the research model. The Adjusted R-squared value of 0.614 (> 0.5) suggests that the independent variables in the regression model account for 61.4% of the variation in the dependent variable, while the remaining 38.6% can be attributed to external factors or random error. Additionally, Table 2 reports the Durbin-Watson (DW) statistic, which tests for the presence of first-order autocorrelation in the residuals. The DW value of 1.915 falls within the acceptable range of 1 to 3, indicating that the assumption of no first-order autocorrelation is not violated.

Table 2. Model Reliability Test Results and First-Order Autocorrelation Analysis

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	0.786[a]	0.613	0.614	0.52953	1.915
a. Predictors: (Constant), F6, F2, F4, F5					
b. Dependent Variable: F7					

In the second run, the Sig. values for the three factors F4, F5, and F6 were all below 5%, indicating that these factors are statistically significant. The VIF values for F4, F5, and F6 satisfy the criterion that VIF should be less than 2, as recommended by Hair et al. (2009). This suggests that the model does not exhibit multicollinearity among the independent variables (F4, F5, F6) and the dependent variable (F7). Table 3 also presents the standardized regression equation, which illustrates the relationships between the variables.

Table 3. T-test Results and Multicollinearity Test - Second Run

Coefficients[a]								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	1.592	0.143		11.128	0.000		
	F4	0.372	0.049	0.455	7.618	0.000	0.759	1.317
	F5	0.121	0.044	0.166	2.760	0.006	0.751	1.332
	F6	0.068	0.044	0.083	1.567	0.018	0.974	1.026
a. Dependent Variable: F7								

Source: Analysis results from SPSS 26

The analysis results indicate that the significance (Sig.) value for the F-test was 0%, which is less than the 5% threshold, confirming that the linear regression model is appropriate. This means that the independent variables included in the model can explain the variation in the dependent variable, specifically, that at least one of the three independent factors (F4, F5, F6) has a statistically significant effect on the F7 factor. Furthermore, since the R-squared value is significantly different from zero, it can be concluded that the model is generalizable and applicable to the overall population.

Table 4 presents the R-squared and Adjusted R-squared values, which indicate the reliability of the research model. The Adjusted R-squared value of 0.763 (> 0.5) suggests that the independent variables in the regression analysis explain 76.3% of the variation in the dependent variable, with the remaining 23.7% attributed to external factors or random error. Additionally, the table reports the Durbin-Watson (DW) statistic, which tests for first-order autocorrelation in the residuals. The DW value of 1.900 falls within the acceptable range of 1 to 3, suggesting that the assumption of no first-order autocorrelation is not violated.

Table 4. Model Reliability Test Results and Autocorrelation Phenomenon - Second Run

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	0.870[a]	0.757	0.763	0.53036	1.900
a. Predictors: (Constant), F6, F4, F5					
b. Dependent Variable: F7					

Source: Analysis results from SPSS 26

Regression Model Results:

The standardized regression equation is: F7 = 0.455 * F4 + 0.166 * F5 + 0.083 * F6. The regression analysis results show that all three factors-F4, F5, and F6-positively influence F7. F4 has the strongest impact, with a coefficient of +0.455, meaning a one-unit increase in F4 results in a 0.455-unit increase in F7. F5, with a coefficient of +0.166, indicates that a one-unit increase in F5 leads to a 0.166-unit increase in F7. Lastly, F6 has the smallest effect, with a coefficient of +0.083, meaning that for each one-unit increase in F6, F7 increases by 0.083 units.

IV. Analysis Results and Hypothesis Testing

The analysis shows that the Social Interaction factor significantly influences users' online purchase intention on the Shopee platform, supporting Hypothesis H1. However, the Perceived Usefulness factor does not have a statistically significant effect, with a Sig. value of 0.184, which is above the 0.05 threshold in the multicollinearity test, so Hypothesis H2 is not supported. Despite the common finding that Perceived Usefulness influences online purchasing decisions in other studies, this relationship with respect to online purchase intention was not observed in this study. This inconsistency highlights the need for further research with larger and more diverse samples to confirm the role of Perceived Usefulness. The Ease of Use factor, however, significantly impacts online purchase intention, supporting Hypothesis H3. Finally, the FOMO factor positively influences purchase intention, confirming Hypothesis H4.

The findings suggest that social interaction significantly influences

online purchase intention, supporting the conclusions of Yin et al. (2019), who found similar effects in their study. Furthermore, the results align with the TAM proposed by Davis (1989), which posits that when users perceive a system as easy to use, they are more likely to engage with it and develop a stronger intention to make purchases. This reinforces the notion that ease of use plays a critical role in driving consumer behavior on e-commerce platforms.

The research reveals that the FOMO factor significantly influences online purchase intention among Shopee users, offering a new perspective compared to traditional consumer behavior studies in e-commerce. This aligns with Hodkinson's (2016) assertion that FOMO triggers impulsive buying, driving consumers to make quicker purchase decisions to avoid "missing out." In the context of Shopee's gamification, FOMO goes beyond social media phenomena and is embedded in game elements like flash sales or limited-time rewards, leveraging this psychological trigger. This demonstrates that, in gamified settings, FOMO not only boosts participation but also directly impacts purchase behavior, increasing conversion rates on e-commerce platforms.

V. Recommendations and conclusion

The significance of gamification is evident in the context of the Shopee e-commerce platform. Shopee should develop an environment that encourages direct interaction among users, enhancing social connectivity throughout the gaming process. This can be achieved by incorporating group chat functionalities, allowing users to invite friends to join games, implementing in-game chat systems, creating community groups for each game, and facilitating discussions on strategies, experiences, and emotions. These strategies will foster increased interpersonal engagement, elevate the user experience, and encourage users to share the games with a broader network of friends, thus expanding the player base.

Regression analysis shows that the Ease of Use factor has the most significant impact, emphasizing the importance of optimizing the user experience to attract and retain users. Shopee should focus on creating a simple, intuitive interface for its games, especially for new users, and ensure seamless integration with the shopping process, such as linking point-earning tasks or vouchers to product pages. This will reduce barriers to entry and enhance user engagement.

The FOMO factor also emerges as a key driver of purchase intentions. Shopee should amplify the FOMO effect by introducing time-limited mechanics or exclusive rewards, such as "Spin to hunt vouchers in 2 hours," to create urgency. Additionally, social signals-like showing how many people are participating-can reinforce social trust. Lastly, rewards should be practical and valuable, such as shopping vouchers in relevant categories, rather than just virtual rewards, to increase their appeal and drive conversion rates.

Enhancing the Usefulness of gamification is crucial for Shopee. The platform should create an interactive environment that encourages user engagement, leading to increased sales and improved customer retention. Shopee's "Daily Coins Hunt," where users earn coins through tasks like daily check-ins or inviting friends, provides both entertainment and practical benefits,

similar to Lazada's "Shake the Coins" and cashback missions. Shopee can also learn from TikTok Shop's successful model, which blends entertainment and sales through interactive livestream mini-games, boosting engagement and influencing purchase decisions. Integrating similar game elements into Shopee's livestream sales can improve conversion rates and user retention, with further personalization optimizing the gamification strategy.

Conclusion: The study identifies three factors influencing online purchase intention: ease of use, FOMO, and social interaction within the gamified environment on the Shopee platform. The research findings are also significant for e-commerce businesses in developing and maintaining a gamified environment to enhance users' purchase intentions.

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NGHIÊN CỨU CÁC YẾU TỐ ẢNH HƯỞNG ĐẾN Ý ĐỊNH MUA TRỰC TUYẾN THEO TIẾP CẬN TRÒ CHƠI HÓA TRÊN SÀN SHOPEE.VN

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Tóm tắt*: Trò chơi hóa đã được áp dụng rộng rãi trong các lĩnh vực như giáo dục, thương mại, tài chính và giải trí, và có thể thúc đẩy động lực và thay đổi hành vi người tiêu dùng trong thương mại điện tử. Nghiên cứu này sử dụng mô hình TAM, thuyết sử dụng và thỏa mãn (UGT) và khái niệm FOMO của Hodkinson để xây dựng mô hình nghiên cứu gồm bốn yếu tố ảnh hưởng đến ý định mua hàng trực tuyến. Mục tiêu là đánh giá tác động của trò chơi hóa đến ý định mua hàng trên nền tảng Shopee tại Hà Nội, từ đó đề xuất các giải pháp nâng cao hiệu quả triển khai. Dữ liệu được thu thập từ 252 người tham gia và phân tích bằng phần mềm SPSS 26. Kết quả cho thấy có ba yếu tố chính ảnh hưởng đến ý định mua hàng, bao gồm: ý định sử dụng (F4), FOMO (F5) và tương tác xã hội (F6). Trên cơ sở đó, nghiên cứu đề xuất Shopee nên tăng cường các yếu tố trò chơi hóa, thúc đẩy tương tác người dùng, kết nối cộng đồng và khuyến khích chia sẻ hoạt động mang tính trò chơi.*

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