

Gamifying Finance: Enhancing User Engagement and Financial Literacy Through Digital Gamification

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Abstract

This study investigates how the logics and practices of intermediation that are central to FinTech economies are being reshaped by digital gamification techniques, which integrate video game features (instead of full-fledged games) into apps. First, we contend that gamification highlights socio-technical knowledges that are becoming more and more crucial to the formation of FinTech intermediation, such as behavioral science, digital marketing, and user experience (UX) and user interface (UI) design. Secondly, research on the roles of evolving advanced producer services (APS) complexes in FinTech and financial intermediation currently ignores specialized enterprises that are a feature of gamification. Third, gamified apps are used to create competitive positions as intermediaries that engage users in play and set their behavior. This is in contrast to FinTech methods, which often guarantee customers easy access, low transaction costs, and customized goods and services. We use three firm-level case studies from Asia, where the creation of gamified FinTech apps has been particularly popular, to demonstrate these points.

Keywords

Gamification, Fintech, Intermediation, User Experience (UX), Behavioral Science