

**Міністерство освіти і науки України  
Сумський державний університет  
Кафедра маркетингу та УІД  
Сумський регіональний центр  
інтелектуального розвитку  
Українська асоціація маркетингу  
Всеукраїнська спілка вчених-економістів**

**Збірник тез доповідей  
X Міжнародної  
науково-практичної конференції**

**«МАРКЕТИНГ ІННОВАЦІЙ  
І ІННОВАЦІЇ У МАРКЕТИНГУ»**

**29 вересня – 1 жовтня 2016 року**

**Суми 2016**

1. Aquino K., Reed A., II. (2002). The self-importance of moral identity. *Journal of Personality and Social Psychology*, 83(6), 1423-1440.
2. Aquino K., Reed A. II, Thau S., Freeman D. (2007). A grotesque and dark beauty: How the self-importance of moral identity and mechanisms of moral disengagement influence cognitive and emotional reactions to war. *Journal of Experimental Psychology*, 43(3), 385-392.
3. Batson C.D. (1998). Altruism and prosocial behavior. In D.T. Gilbert S.T. Fiske, and G. Lindzey (Eds). *The Handbook of Social Psychology*, 4th ed. (pp. 282-316). Boston, MA: McGraw-Hill.
4. Chang C.T. (2008). To Donate or Not to Donate? Product Characteristics and Framing effects of Cause-Related Marketing on Consumer Purchase Behavior. *Psychology and Marketing*, 25(12), 1089-1110.
5. Chang C.T. (2011). Guilt Appeals in Cause-Related Marketing. The Subversive Roles of Product Type and Donation Magnitude. *International Journal of Advertising*, 30(4), 587-616.
6. Detert J.R., Treviño L.K., Sweitzer V.L. (2008). Moral disengagement in ethical decision making: A study of antecedents and outcomes. *Journal of Applied Psychology*, 93(2), 374-391.
7. Eisenberg N. (1986). *Altruistic emotion, cognition, and behaviour*. Hillsdale, NJ: Erlbaum.
8. Hoffman M.L. (2000). *Empathy and moral development: Implications for caring and justice*. New York: Cambridge University Press.
9. Kim J.-E. & Johnson K.P. (2012). The Impact of Moral Emotions on Cause-Related Marketing Campaigns: A Cross-Cultural Examination. *Journal of Business Ethics*, 112(1), 79-90.
10. Langen N. (2011). Are ethical consumption and charitable giving substitutes or not? Insights into consumers' coffee choice. *Food Quality and Preference*, 22(5), 412-421.
11. Meijer M.-M., Schuyt T. (2005). Corporate social performance as a bottom line for consumers. *Business and Society*, 44(4), 442-461.
12. Reed A. II, Aquino K., Levy E. (2007). Moral identity and judgments of charitable behaviors. *Journal of Marketing*, 71(1), 178-193.
13. Reynolds S. J., Ceranic T. L. (2007). The effects of moral judgment and moral identity on moral behavior: An empirical examination of the moral individual. *Journal of Applied Psychology*, 92(6), 1610-1624.

Widawska-Stanisł Agnieszka  
*Częstochowa University of Technology*

## **ELEMENTS OF GAMIFICATION IN SOCIAL MARKETING CAMPAIGNS**

The goal of this article is to present the essences of gamification and possibilities which are given by using it in the marketing work. Special attention was paid to activities of social marketing, which superior task is to pay direct attention to social problems, to change the social consciousness of given problem, to present the results of some behaviours and to support activities serving the change of attitudes.

Gamification which uses the elements of games and lets build involvement of participants, has become an important element of marketing strategies of commercial companies. It is used in marketing, recruitment and personnel management, education and training, administration, the promotion of marks and many others. It was assumed that the using gamification elements in social marketing campaigns by building the involvement of unit or all social group can be profitable for changing the behaviours, their strengthening and solving some social problems. Social marketing is a notion which has appeared in the theory of marketing as a result of marketing's orientations evolution. The justification for the appearing of social marketing idea was more and more common want, degradation of natural environment, poverty, hunger and social pathologies. The author of the report has presented the point, goals and the meaning of actions in the range of social marketing. The social advertisement is the tool used the most often and which calls people for changing their attitudes, presents difficult and often imperceptible by others problems, teaches how to behave in unusual situations, how to react. More and more often as part of such actions calling for health prevention, environment protection or child safety people learn about the results of some behavior. Today, social marketing shows that the marketing strategies and tools successfully used in commercial marketing can be used in the case of campaigns of social marketing, but undoubtedly the persuading the society to changes can be very difficult.

According to research more and more people choose various kinds of games as the form of entertainment. We are attracted by achieved levels, badges and prizes. If it happens in a particular society, motivating us to take action, in amusing atmosphere, we can devote to this game totally. A huge interest in games and other mechanisms begins to translate to other areas. That is why the idea of using the elements of games and gamification as known and commonly used tools. Gamification is transferring of mechanisms and solutions known from games to everyday life in such way to make our life more engaging and influencing us. The most used elements in gamification activities are points, decorations, levels, challenges, prizes, plot and the systems of communication between players. Taking under consideration the burden of problems mentioned in social campaigns, the using of gamification in marketing activities requires from marketers not only proper planning and introducing but also great amount of creativity and innovation.

There are some examples of using the gamification elements in social marketing campaigns presented in this article.