

Gamification: the efficient technology of influence on customer loyalty of restaurant services

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Progressive modernization and informatization of society carry out significant influence on activity of enterprises in modern conditions. As a result, leaders of Ukrainian business units have to apply the latest marketing techniques and methods to achieve desired goals and objectives and to survive in competitive environment. Now one of the main purposes of marketing of institutions of restaurant industry (IRI) is development and improvement customer loyalty to restaurant services. Thus, modern restaurant managers use a lot of tools and techniques of different character and different effectiveness to achieve the objectives of businesses.

The essence and importance of gamification as one of effective technologies of influence on customer loyalty of restaurant services is investigated in the article. The actuality of application gamification in business usually due to technological innovations, mass distribution of smartphones, high effectiveness of mobile marketing, popularization of social networks and easy access to the Internet in general. Besides playing methods of interaction with customers, which include gamification too, allow to transform average consumer into loyal client.

The interconnection of gamification and

modern loyalty programs is investigated by authors in this publication. Specifically close link of this gaming technology and loyalty bonus programs is presented, the benefits and effectiveness of bonuses and its impact on the minds of consumers compared with traditional discounts is argued. Also, basic structural elements of gamification is defined and specific of application of this gaming technique in restaurant business is characterized.

Basic principles of implementation gamification in institutions of restaurant industry's activity is distinguished by authors, besides examples of approbation of some elements of gaming technologies of domestic enterprises of restaurant industry (ERI) is presented as well. In addition, major problems of restaurant business that can be resolved by applying of elements of gamification is systematized by scientists in the article too.

So, today gamification technology is one of the most effective marketing techniques of influence on customer loyalty. But using some elements of this technology in restaurant business allows not only to ensure long-term customer loyalty, but is important and cost effective marketing measure for the company.