



"Gamification and Green Consumer Behavior: Motivations, Continuity of Use, and Environmental Impact"

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SHORT DESCRIPTION

The development of the Internet has led to new forms of integration of gamification and environmental protection and has become a new perspective for exploring the emergence of green consumer behavior.



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SUGGESTIONS

This article is great for teachers and trainers who want to explore how gamification can encourage sustainable behaviors. You can use it in classes about consumer habits, environmental issues, or new digital ideas. Encourage students to think about what motivates people, like fun, a sense of achievement, or making social connections, and then have them create their own gamified activities that promote eco-friendly habits. It's also perfect for workshops or seminars focused on sustainable marketing, green technology, or strategies to change behavior.

KEY WORDS

- Gamification
- Sustainability
- Eco-friendly
- Environmental challenges
- Green business

LANGUAGES

English.

PRICING

The full article can be read and downloaded completely free of charge.