International Journal of Scientific Research and Engineering Development-– Volume 9 Issue 2, Mar-Apr 2026
Available at www.ijsred.com

RESEARCH ARTICLE OPEN ACCESS

# Impact of Gamification on Investor Behaviour in Digital Trading Platforms

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## Abstract

Fintech trading platforms increasingly incorporate gamification features such as rewards, visual cues, and real-time notifications to enhance user engagement and interaction. This study analyzes the impact of gamification on investor behaviour using an updated dataset comprising [500] **trading records collected from** [Total Participants] **participants**. A quantitative research approach was adopted to evaluate trading frequency, decision latency, and risk behaviour across gamified and non-gamified trading environments. Data preprocessing and management were performed using SQL and Power Query, while Power BI was used for visualization and behavioural analysis. The findings indicate that gamification significantly increases trading frequency, reduces decision latency, and encourages higher risk-taking behaviour. While gamification improves user engagement, it may also promote impulsive decision-making. The study highlights the need for ethical interface design and regulatory oversight to ensure responsible trading practices.

**Keywords**—Fintech, Behavioural Finance, Gamification, Trading Platforms, Investor Behaviour, Decision-Making

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## I. Introduction

Mobile-based trading applications have significantly transformed the financial services landscape by enabling retail investors to access stock markets directly through smartphones. These platforms eliminate the dependency on traditional brokerage systems and provide real-time trading capabilities, thereby increasing participation and accessibility in financial markets. The rapid growth of fintech solutions has further accelerated the adoption of digital trading platforms among individual investors.

To enhance user engagement and retention, modern trading platforms increasingly incorporate gamification techniques such as reward systems, badges, leaderboards, and real-time notifications. These game-inspired features aim to make trading more interactive and appealing, encouraging users to engage more frequently with the platform. Prior research suggests that gamification plays a crucial role in influencing investor behaviour, particularly by increasing participation and altering decision-making patterns [1], [6].

Recent studies highlight that digital engagement practices embedded within trading applications can reshape how investors perceive financial risk and return. Interactive elements such as instant feedback, visual cues, and performance tracking can lead to quicker responses to market changes, thereby increasing trading frequency and reducing decision-making time [2], [3]. While these features enhance user experience, they may also influence behavioural biases and decision efficiency.

Furthermore, gamification has been associated with increased risk-taking behaviour among investors. Reward-driven mechanisms and competitive elements can encourage users to engage in more aggressive trading strategies, often without thorough analysis. Empirical findings indicate that such environments may promote impulsive decision-making, especially among novice or less experienced investors [1], [2]. This shift challenges traditional financial

  

theories that assume rational and well-informed decision-making processes.

Despite the growing adoption of gamification in fintech applications, there remains a need for data-driven analysis to understand its actual impact on investor behaviour. Many existing studies rely on conceptual frameworks or survey-based approaches, limiting their ability to capture real behavioural patterns. Additionally, limited research integrates modern data analytics tools such as SQL, Power Query, and Power BI for structured behavioural analysis.

To address this gap, the present study adopts a quantitative, data-driven approach to evaluate the impact of gamification on investor behaviour in digital trading platforms. Using a structured dataset of trading activities, the study analyses key behavioural metrics such as trading frequency, decision latency, and risk levels. Advanced data processing and visualization techniques are employed to generate meaningful insights into behavioural changes across gamified and non-gamified environments.

The findings of this study aim to contribute to the fields of behavioural finance and fintech design by providing empirical evidence on how gamification influences financial decision-making. The study also highlights the importance of ethical interface design and regulatory considerations to ensure responsible trading practices in increasingly gamified digital ecosystems.

### Research Gap

Existing research primarily focuses on conceptual or survey-based analysis of gamification in financial applications. Limited studies utilize real trading datasets combined with modern analytical tools such as SQL, Power Query, and Power BI. This study addresses this gap by performing a quantitative analysis of trading records to evaluate behavioural changes in gamified trading environments.

### Research Hypotheses

**$H_{01}$:** Gamification features do not significantly influence trading frequency.

**$H_{02}$:** Gamification does not significantly affect decision-making speed.

## II. Materials and Methods

### A. Research Design

This study adopts a quantitative comparative research design to evaluate behavioural differences between gamified and non-gamified trading environments. The analysis focuses on:

- Trading frequency
- Decision latency
- Risk level behaviour

### B. Data Sources and Sampling

The study utilizes an updated dataset consisting of [500] **trading records collected from** [Total Participants] **participants**. The dataset represents user activity across digital trading platforms and includes two categories:

- **Gamified Interfaces:** Platforms with rewards, notifications, and visual engagement features
- **Non-Gamified Interfaces:** Traditional trading platforms without gamification

**Dataset Attributes:**

- User ID
- Trade number
- Quantity and price
- Decision time (seconds)
- Risk level (High/Low)
- Time elapsed
- Timestamp

A stratified sampling technique was applied to ensure balanced representation across trading behaviours and risk categories.

### C. Data Collection and Workflow

**Research Workflow:**

Data Collection
↓
SQL Database Storage
↓
Data Cleaning & Transformation (Power Query)
↓

  

Data Analysis (Power BI + DAX)
↓
Visualization
↓
Result Interpretation

### D. Data Analysis Techniques

- **Descriptive Statistics:** Mean and standard deviation for behavioural metrics
- **Comparative Analysis:** Evaluation of gamified vs non-gamified activity
- **Correlation Analysis:** Relationship between gamification and trading behaviour
- **Hypothesis Testing:** Conducted at 95% confidence level

## III. Results and Discussion

### A. Trading Frequency Analysis

The analysis shows that users interacting with gamified platforms execute trades more frequently than those using non-gamified platforms. Gamification elements such as rewards and notifications encourage repeated trading actions, increasing overall platform engagement.

### B. Decision Latency Analysis

Gamified interfaces significantly reduce decision latency. Users respond faster to market signals due to real-time notifications and visual cues. In contrast, non-gamified users exhibit slower and more variable decision-making patterns, indicating more deliberate behaviour.

### C. Risk Behaviour Analysis

The dataset reveals that users in gamified environments demonstrate a higher proportion of **high-risk trades**. This suggests that gamification may encourage aggressive trading behaviour alongside increased activity.

### D. Hypothesis Validation

- **$H_1$ Accepted:** Gamification significantly increases trading frequency
- **$H_2$ Accepted:** Gamification significantly reduces decision latency

Statistical analysis indicates a strong positive relationship between gamification and trading activity.

### E. Discussion: The Gamification Paradox

The findings highlight a **gamification paradox**—while gamification improves engagement and trading efficiency, it also promotes faster and potentially impulsive decision-making.
Traditional financial theories assume rational decision-making; however, gamified interfaces may alter behavioural patterns by encouraging reactive trading. This raises concerns regarding investor protection and ethical interface design.

### Limitations of the Study

-The dataset includes [Total Participants] **participants**, which may limit generalization.
-Short-term data may not reflect long-term behavioural patterns.
-External market conditions are not considered.
-Platform-specific gamification differences may affect results.

## IV. Conclusion and Recommendations

This study demonstrates that gamification significantly impacts investor behaviour in digital trading platforms. It increases trading frequency, reduces decision latency, and influences risk-taking behaviour.
While these features enhance engagement, they may also encourage impulsive trading decisions. Therefore, responsible implementation of gamification is essential.

### Recommendations

-Implement real-time warnings for excessive trading
-Develop adaptive gamification systems based on user experience
-Use machine learning models to detect risky behaviour
-Encourage financial literacy through educational rewards

  

-Establish regulatory guidelines for ethical gamification

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