

# Accepted Manuscript

How gamification marketing activities motivate desirable consumer behaviors:  
Focusing on the role of brand love

Chia-Lin Hsu, Mu-Chen Chen



PII: S0747-5632(18)30320-0  
DOI: 10.1016/j.chb.2018.06.037  
Reference: CHB 5589  
To appear in: *Computers in Human Behavior*  
Received Date: 03 March 2018  
Accepted Date: 29 June 2018

Please cite this article as: Chia-Lin Hsu, Mu-Chen Chen, How gamification marketing activities motivate desirable consumer behaviors: Focusing on the role of brand love, *Computers in Human Behavior* (2018), doi: 10.1016/j.chb.2018.06.037

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**Paper Submitted to *Computers in Human Behavior***

**Title:**

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**Author names, affiliations and addresses:**

1. Chia-Lin Hsu, Ph.D. (*Corresponding author*)

Associate Professor

Department of International Business Administration

Chinese Culture University

55, Hwa-Kang Road, Yang-Ming-Shan, Taipei 11114, Taiwan.

E-mail: xjl6@ulive.pccu.edu.tw

2. Mu-Chen Chen, Ph.D.

Professor

Department of Transportation and Logistics Management

National Chiao Tung University

4F, No. 118, Section 1, Chung Hsiao W. Road, Taipei 100, Taiwan.

E-mail: ittchen@mail.nctu.edu.tw

**Acknowledgments**

This work was partially supported by Ministry of Science and Technology, Taiwan, R.O.C. under grant MOST 103-2410-H-034-017-.

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