

Doctoral School of Management
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PAPER PRESENTATION

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Gamification, a flawless strategy?

Workshop: E-Business
Type of paper: Empirical

Abstracts:

Despite the increasing use of gamification mechanics to engage customers in firms' activities, the risks related to such mechanics remain unclear. To address this gap, this research examines the impacts of losing a challenge, a phenomenon experienced by the majority of customers involved in gamified settings but yet underexplored in the literature. Therefore, we investigate the context of co-creation communities combining two widely used gamification mechanics, competition and cooperation. Based on three laboratory and one field experiments, the results show that win/lose decisions weaken the benefits of gamification and, in the case of losing a competition, have negative impacts on customers experience and engagement. It also demonstrates that the negative impacts of losing are moderated by customers' prior engagement toward the community. Supported by the equity theory, this research questions the effectiveness of gamification mechanics, identifies its limits and provides guidelines regarding how to properly implement these mechanics.