

# Exploring the Impact of Gamification Mechanisms on User Emotional Anxiety and Mobile Coupon Sharing Intention

*Research-in-progress*

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## Abstract

*Based on a thorough synthesis of relevant research literature and examples of gamified coupon marketing system, this paper explores the relationship between group vs. individual gamification mechanisms on users' relevant emotional anxiety and coupon sharing intention. In this study, we propose an empirical research model of gamified coupon sharing and examine the hypothesis underlying such a model. In our model, we posit that compared with the individualistic gamification feature, the group-based or cooperative gamification results in lower anxiety related to user's effort cost anxiety, shared content anxiety, social image anxiety and user privacy anxiety, which in turn results in higher user willingness to share their mobile coupons. After pilot testing, we will carry out large-scale empirical studies involving experiments to formally examine our research model.*

**Keywords:** gamification, effort cost anxiety, shared content anxiety, social image anxiety, user privacy anxiety, social coupon sharing intentions