

# LOCATION-BASED MMO GAMES: A GAME CHANGER IN SERVICE EXPERIENCE?

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## **Abstract**

Gamification has been identified as a factor in enriching the consumer experience. Using two qualitative studies (via Critical Incident Technique and Semi Structured Interviews) conducted with Pokemon Go players and non-players, we show a backlash effect of such a gamification. The concomitant presence of players and non-players at a point of sale during this particular gaming practice – the Location-based Massively Multiplayer Online game (MMO) – awakens deep-rooted stereotypes about gamers. Those stereotypes lead the actors to endorse two particular co-client roles (non-players are guardians of the social order and players serve as a point of comparison) which, in turn, deteriorates the player's experience. We show that the use of such games to attract players and convert them into customers can turn out to be a counterproductive marketing strategy.

**Keywords:** *Location-based MMO games; Gamification; Service experience*

**Track:** Digital Marketing & Social Media