SOCIALIST REPUBLIC OF VIET NAM

Independence - Freedom - Happiness

Ho Chi Minh City, Nov ...., 2026

INFORMATION PAGE ON NEW ACADEMIC AND THEORETICAL CONTRIBUTIONS OF THE DISSERTATION

Dissertation title: ***Gamification and Customers' Value Co-Creation Intention: The Roles of Mediating and Moderating Factors***

Major: Business Administration **Code:** 9340101

PhD Candidate: Trịnh Thị Hồng Minh **Cohort:** 2023

Training institution: University of Finance - Marketing

Principal supervisor: Assoc. Prof. Dr. Cao Minh Trí

Co-supervisor: Dr. Bảo Trung

THE DISSERTATION'S CONTRIBUTIONS

1. Theoretical contributions

First, drawing on service-dominant logic (SDL), this dissertation adds empirical evidence on the relationship between gamification and value co-creation intention among e-wallet users. Unlike previous studies that have mainly examined actual value co-creation behavior or specific forms of co-creation intention (Jun et al., 2020; García-Magro et al., 2023; Tabaeeian et al., 2024; Zhang et al., 2025), this study focuses on value co-creation intention as a pre-behavioral state. This intention is conceptually distinct from e-wallet usage, participation in gamified activities, and actual contributions to value creation. The findings reveal a positive and statistically significant relationship between perceived gamification and value co-creation intention, extending empirical evidence for the application of SDL to everyday digital service interactions.

Second, the dissertation distinguishes between two psychological states within the Organism (O) component of the Stimulus–Organism–Response (S-O-R) framework. Perceived value reflects customers' evaluations of utilitarian and hedonic benefits, while customer engagement captures their cognitive, emotional, and behavioral investment in the platform (Itani et al., 2019; Qian et al., 2022; Bapat & Hollebeek, 2023). In addition to examining their individual mediating effects, the study tests the sequential pathway linking gamification, perceived value, customer engagement, and value co-creation intention. The sequential indirect effect is statistically significant, while the direct effect remains significant,

indicating partial mediation rather than a single, exclusive explanatory mechanism. These findings provide further empirical support for applying the S-O-R framework with two distinct yet interconnected Organism states.

Third, drawing on privacy calculus theory (PCT), the dissertation examines two data-related boundary conditions within the same model: perceived personalization and privacy concerns as moderators of the relationship between perceived value and customer engagement. Perceived personalization has a positive and statistically significant moderating effect, whereas the moderating effect of privacy concerns does not reach statistical significance at the 5% level. Hypothesis H11 is therefore not supported. This finding does not suggest that users are unconcerned about privacy. Rather, it points to the possibility that the proposed moderating role of privacy concerns may depend on the specific service context.

By bringing together SDL, S-O-R, and PCT, the dissertation connects customers' active role in contributing resources to value creation, two mediating psychological states, and data-related boundary conditions within a single framework for understanding value co-creation intention. Nevertheless, the findings reflect statistical associations based on cross-sectional survey data and should not be interpreted as establishing causal relationships.

2. Practical contributions

First, the dissertation provides empirical evidence to help e-wallet providers identify priorities for improving the quality of gamified experiences, rather than simply increasing the number of programs or rewards. The importance–performance map analysis (IPMA) shows that gamification has the highest relative importance for value co-creation intention, while its performance is lower than that of perceived value and customer engagement. These findings suggest that providers should review task design, reward systems, progress feedback, and the overall consistency of gamified experiences. They could also experiment with offering users opportunities to provide feedback, suggest improvements, or recommend co-creation activities at relevant points in their interactions with the platform. Since the dissertation measures intention rather than actual value co-creation behavior, providers should separately track the proportion of users who receive invitations to contribute, begin participating, and complete contribution activities. Such indicators would help assess how these recommendations work in practice.

Second, the dissertation offers a basis for managing the relationships among perceived value, customer engagement, and value co-creation intention, rather than evaluating gamification programs solely through participation rates or transaction volumes. The component-level IPMA results suggest that providers should maintain utilitarian value while placing greater emphasis on improving hedonic value through enjoyable, engaging, and novel

experiences without compromising functional benefits. Customer engagement should also be assessed across its cognitive, emotional, and behavioral dimensions, with particular attention to emotional aspects that still offer room for improvement. The multi-group analysis (MGA) indicates that the relationship between gamification and perceived value is stronger among users with more frequent gamification experiences than among those with less frequent exposure. Providers may therefore monitor, test, and refine their programs for different user groups rather than assuming that a single design will suit everyone.

Third, the dissertation provides empirical support for managing personalization based on how relevant users perceive it to be, particularly in relation to perceived value and customer engagement. The positive moderating effect of perceived personalization, together with the Johnson–Neyman analysis, suggests that providers should focus on making content, promotional offers, and recommendations more relevant to users' needs and transaction contexts, rather than merely increasing notification frequency. They should also monitor users' perceptions of relevance, the value they derive from personalized experiences, and their subsequent engagement. Although the findings do not provide sufficient evidence that privacy concerns weaken the relationship between perceived value and customer engagement (Hypothesis H11 was not supported), providers should continue to be transparent about the types of data collected, their purposes of use, data access rights, and the measures taken to protect personal information.