14-M: the Making of a Successful Advocate: How Incentivizing Consumer Referrals Affects Persuasion

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When it comes to consumer product and service referrals, do incentives work? We find that there is an important tradeoff such that incentivizing referrals increases reach but undermines the effectiveness of the advocacy. We provide evidence for this tradeoff being driven by a shift in intrinsic motivation.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1024001/volumes/v45/NA-45

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Focus on consumer engagement has led service providers to explore contextual factors influencing consumers’ satisfaction. In this paper we draw insights from Construal Level Theory to identify the conditions when own vs. others’ experiences along with Process vs. Outcome attributes of services become more important in overall service evaluation.

When it comes to consumer product and service referrals do incentives work? We find that there is an important tradeoff such that incentivizing referrals increases reach but undermines the effectiveness of the advocacy. We provide evidence for this tradeoff being driven by a shift in intrinsic motivation.

The purpose of this research is to examine the factors that contribute to tourists’ intentions to re-participate in religious processions. The results from 109 participants show flow experience positively affects revisit intentions. Addition religiosity positively moderates the relationship between flow experiences and revisit intentions.

This study looks at regions in Pakistan where people live in constant terror of terrorism political unrest and threats of death and aim to understand how people cope with the extreme situations how their attachment to the place evolves and changes and how people’s perceptions and ideologies on consumption shift.

Once mating motives are activated males will respond to rejection less negatively than they otherwise would whereas this effect does not occur for females. Two studies examine the marketing implications of these effects.