Review of the Incentive Literature

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Abstract

This chapter is the incentive literature review. It focuses on analyzing extrinsic versus intrinsic incentives. Specifically, it investigates different types of extrinsic influence on intrinsic motivation. This study categorizes previous research into four areas to analyze the fundamental characteristics of monetary and non-monetary extrinsic incentives. These four areas include effort–reward relationship, social signaling effect, utility versus hedonic benefits, and post-reward effect. At the end, it brings the research question on how to increase brand–consumer relationships through social media context.

References available upon request.

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