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BEYOND REVIEWS

The Influence of Incentives on Consumer Engagement regarding
positive eWOM.

Ana Carolina César Vicente

Dissertation

presented as partial requirement for obtaining the Master Degree Program in Data-Driven Marketing applied to
Marketing Intelligence

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação

Universidade Nova de Lisboa

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**BEYOND REVIEWS: THE INFLUENCE OF INCENTIVES ON CONSUMER
ENGAGEMENT REGARDING POSITIVE EWOM.**

By

Ana Carolina César Vicente

Master Thesis presented as partial requirement for obtaining the master's degree in Data-Driven Marketing, with a specialization in Marketing Intelligence

Supervisor: Simoni Fernanda Rohden

November 2023

STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism or any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledge the Rules of Conduct and Code of Honor from the NOVA Information Management School.

Carolina Vicente

Lisbon, November,2023

DEDICATION

Aos meus queridos avós Amabilia, Carlos, Fátima e João,

Esta tese é dedicada a vocês com todo o meu amor e gratidão. Desde o início, o vosso papel como avós foi fundamental na minha jornada para me tornar quem sou hoje. Cada um de vocês contribuiu de maneira única para a minha formação como pessoa e estudante.

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"If one does not know to which port one is sailing, no wind is favorable." - Lucius Annaeus Seneca

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ABSTRACT

In the dynamic landscape of global markets, the shift to e-commerce has become imperative for companies striving to maintain competitiveness. With consumers increasingly turning to online shopping, web search has evolved into the primary source for product discovery. Within the cosmetic industry, electronic word-of-mouth (eWOM) has emerged as a decisive factor in consumer decision-making. Consumers rely on the experiences and opinions of others, especially those deemed trustworthy, to make informed choices in cosmetic product purchases. Marketers have harnessed the power of eWOM, particularly through consumer reviews on social networks, not only as feedback mechanisms but also as instructional guides for product usage.

Despite the critical role of eWOM in the cosmetic industry, there exists a research gap concerning the impact of monetary and psychological incentives on consumer engagement in this context. This study aims to bridge this gap by investigating how both monetary incentives (such as discounts and cash-back offers) and psychological incentives (linked to self-enhancement motives) influence consumers' intention to create positive online reviews about cosmetic products. The research further explores the role played by engagement price sensitivity and self-enhancing conditions in shaping online reviews.

Drawing on an extensive review of the literature on eWOM, consumer engagement, and incentives, the study proposes a conceptual model predicting that both monetary and psychological incentives positively influence consumer engagement in eWOM within the cosmetic industry. Additionally, the model suggests potential variations in the effects of these incentives across different consumer segments, based on demographic and psychographic characteristics.

The paper's subsequent sections follow a structured approach: Section 2 provides a thorough review of relevant literature, while Section 3 details the research methodology, including sample selection and data analysis techniques. Section 4 presents empirical findings derived from descriptive statistics and regression analyses. Finally, Section 5 offers a comprehensive discussion of the research findings, their implications for marketers, and suggestions for future research.

In conclusion, this study contributes significantly to the existing body of literature by unraveling the intricate impact of monetary incentives and psychological incentives on consumer engagement in positive eWOM within the cosmetic industry. The insights garnered can empower marketers to craft effective eWOM strategies, leveraging incentives to cultivate positive perceptions and generate interest in their brands and products.

KEYWORDS

Consumer engagement; Cosmetic industry; Electronic word-of-mouth; Monetary incentives; Psychological incentives

Sustainable Development Goals (SGD):



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LIST OF ABBREVIATIONS AND ACRONYMS

DV – Dependent variable

E-commerce – Electronic commerce

eWOM- Electronic word-of-mouth

IV- Independent variable

P.Bagozzi – Philip Bagozzi

SD- standard deviation

SOR- Social, Organizational and Representational

WOM- Word of Mouth

1. INTRODUCTION

In the past decade, it became imperative for companies to move to the new emerged e-commerce to maintain competitiveness in global markets, since consumer purchasing habits have shifted from traditional shopping sprees to online shopping. Web search has become the primary mean for customers to discover the right products (Liang & Wang, 2019).

Within the cosmetic industry, electronic word-of-mouth (eWOM) has gained critical importance in the consumer decision-making process. Consumers often rely on the experiences and opinions of others, especially those deemed trustworthy and credible, to make informed decisions when purchasing cosmetic products. Consequently, eWOM has become a powerful tool for marketers to shape positive perceptions and generate interest in their offerings. It's intuitive that eWOM can take various formats, but there is one, that uncommonly increased their importance in the last years, that is the common format of the consumer reviews shared on personal pages on social networks (A. Kumar & Pandey, 2023). These reviews not only provide feedback but also demonstrate how to use a particular product (Mainardes et al., 2023). In the context of cosmetics, such reviews are valuable tools for consumers to sustain and support more informed decisions and learn the most effective ways to utilize specific products. By leveraging eWOM, marketers can tap into this trend and use it in their advantage.

In recent years, there has been an urge of interest among marketers seeking to comprehend the determinants of consumer engagement in eWOM. Among the various factors investigated, namely on these thesis, monetary incentives and psychological motives have been recognized as significant drivers for consumer engagement. The reference to monetary incentives pertains to concrete rewards like discounts, coupons, and cash-back offers. These incentives are presented to consumers to encourage their participation in electronic Word-of-Mouth (eWOM) activities (Vafainia et al., 2019). In contrast, psychological incentives involve consumers aiming to enhance their self-perception and social status through the sharing of their experiences and opinions with others.

Despite the mounting interest in these incentivizing factors, scant research has explored their influence on consumer engagement in eWOM specifically within the cosmetic industry. The current study endeavors to bridge this research gap by examining the impact of monetary and psychological incentives on consumer engagement in eWOM within the cosmetic industry. To achieve this aim, the study seeks to address the following research questions:

"Monetary incentives will positively impact consumers' intention to adopt positive eWOM."

"Psychological incentives will positively impact consumers' intention to adopt positive eWOM, however, the influence of psychological incentives will be smaller than the monetary incentives."

"Consumer engagement mediates the effect between incentives and adoption of eWOM in the form of online reviews."

To address these research questions, a comprehensive conceptual model has been formulated, drawing upon the extant literature concerning the eWOM, consumer engagement, and incentives. The conceptual model suggests that both monetary and psychological incentives exert a favorable influence on consumer engagement in eWOM within the cosmetic industry. Furthermore, the model proposes that the effects of these incentives may differ among distinct segments of cosmetic consumers, depending on their demographic and psychographic characteristics.

The resultant sections of this paper are structured as follows: Section 2 offers an extensive review of pertinent literature concerning eWOM, consumer engagement, and incentives. Section 3 elucidates the research methodology, containing sample selection, data collection, and data analysis techniques. Section 4 presents the empirical findings, incorporating descriptive statistics and regression analyses. Finally, Section 5 provides a comprehensive discussion of the research findings, their implications for marketers, and suggestions for future research avenues.

In conclusion, this study serves as a valuable contribution to the existing body of literature by elucidating the intricate impact of monetary incentives and psychological motives on consumer engagement in positive eWOM within the cosmetic industry. The insights gathered from this study can empower marketers in the pursuit to develop effective eWOM strategies that can attach these incentives, cultivate positive perceptions and engender interest in their respective brands and respective products.

2. LITERATURE REVIEW

2.1. WORD-OF- MOUTH

Over the past decade, traditional word-of-mouth (WOM) communication, defined as the exchange of information about a brand, product, or service between non-commercial communicators and receivers (Dichter, 1966), has undertaken transformation due to the introduction of electronic channels and the development of the Internet. This technological advancement has given rise to "eWOM communication," where current or former consumers publicly share their comments, whether positive or negative, about a company or product on the Internet (Henning-Thurau et al., 2004). Examples of eWOM include online reviews, ratings, comments, feedback, and opinions. For the purposes of this dissertation, the focus will be on positive word of mouth expressed online regarding a specific product or service of a brand.

Electronic word of mouth (eWom) is defined as consumer-generated, consumption-related communication that employs digital tools and is directed primarily to other consumers (Rosario et al., 2019). With the evolution of technology, eWOM has expanded beyond textual content and now encompasses media forms such as images, videos, and animations. Notably, eWOM is not constrained by geographical boundaries and does not fade away over time, remaining accessible indefinitely except in cases involving legal implications. Despite these diverse variables, this dissertation specifically concentrates on examining positive online word of mouth related to a product or service.

Online word-of-mouth has been acknowledged as a powerful marketing tool across various industries. It refers to interpersonal communication between individuals concerning a product, service, or brand. Extensive research has demonstrated the significant influence of word of mouth on consumer behavior and purchasing decisions. Incentives have been identified as a motivational factor in encouraging word of mouth communication. This literature review aims to explore the impact of incentives on word-of-mouth behavior and its consequences.

A recent study by (Wang et al., 2022) revealed the substantial influence of online reviews on sales. Positive reviews were found to increase sales, while negative reviews resulted in a decrease. Similarly, (Kautish et al., 2023) found that eWOM significantly influenced consumer purchase intentions, with positive online word of mouth having a stronger impact than negative eWOM.

Previous research has focused on understanding the motivations behind individuals' generation of eWOM. Henning-Thurau et al. (2004) discovered that individuals are more likely to engage in positive eWOM if they have had positive experiences with a brand, possess a passion for it, or believe their opinion will be valued by others. Cheung and Thadani (2012) emphasized the importance of connection and affiliation with the brand as motivators for eWOM generation. Additionally, factors such as perceived usefulness, credibility, and entertainment value of the content can influence the generation of eWOM. Therefore, companies should prioritize providing positive customer experiences, building strong brand connections, and creating engaging and useful content to encourage customers to generate positive eWOM.

In certain instances, companies may encounter challenges in generating desired consumer experiences, prompting them to seek alternative methods for incentivizing positive outcomes (Woolley & Sharif, 2021). Word-of-mouth incentives can be categorized as intrinsic or extrinsic. Intrinsic incentives stem from internal motivators, such as enjoyment or satisfaction from sharing information, while extrinsic incentives involve external motivators, such as financial rewards or recognition. Intrinsic incentives align more effectively with the social nature of word of mouth but extrinsic incentives can still play a role in situations where intrinsic incentives are absent (Oh et al., 2023).

Research indicates that offering incentives for word-of-mouth communication can effectively increase the likelihood of individuals engaging in such communication. A recent study by Abdelazeem et al. (2023) (Cherry, 2023) found that providing incentives led to a significant increase in the number of referrals made by participants.

However, it should be noted that the effectiveness of word-of-mouth incentives can be influenced by the type of product or service being promoted. Wu and Lin (2018) discovered that incentives were more effective in promoting word of mouth communication for highly involved products, where individuals have a strong personal interest, compared to low-involvement products.

While offering incentives for word-of-mouth communication can generate referrals, there are also limitations associated with this approach. One limitation is that incentives may compromise the authenticity of the word-of-mouth communication. Individuals may be inclined to refer products or services they would not otherwise recommend solely to receive the incentive. Furthermore, the quality of referrals may decrease when incentives are offered (Jung et al., 2021).

Another limitation pertains to the potential short-term nature of incentivized word of mouth communication. Once the incentive is no longer available, individuals may cease referring the product or service (Abdelazeem et al., 2022). Moreover, offering incentives for word-of-mouth communication may not be cost-effective in the long run, as the cost of incentives may outweigh the benefits derived from word-of-mouth communication.

2.1.1. Monetary incentives

In the contemporary digital landscape, online reviews have become fundamental to help consumers on their decision-making processes. They serve as a valuable source of information, influencing perceptions and purchase behaviors. This led to a progressive evolution, where businesses have been encouraged to recognize their value and employ monetary incentives as a strategy to encourage customers to provide online reviews (Dorner et al., 2020)

Monetary incentives, as discussed in the literature (Gwinner et al., 1998) are designated as economic incentives and hold a significant role in cultivating customer loyalty through the provision of pricing advantages. As outlined in the sales promotions literature, economic incentives predominantly encompass monetary benefits such as price reductions, coupon offers, and cash rebates (Chandon et al., 2000). In the domain of social shopping, economic rewards manifest as price discounts, which can be transmitted through various mechanisms, including promotional markdowns, volume-based pricing strategies, or other approaches aimed at lowering purchase expenses based on customer engagement. These incentives are chiefly linked to measurable consumer actions. The underlying principle behind the implementation of monetary incentives is to acknowledge and reciprocate the value corresponding to the time and effort invested by customers in reviewing products or services.

Previous research has demonstrated the effectiveness of monetary incentives in stimulating online reviews, leading to an increase in both the quantity and overall rating of reviews (Abdelazeem et al., 2023). Moreover, this effect tends to be more pronounced for businesses with lower overall ratings.

Another study corroborated these findings, revealing that monetary incentives were successful in augmenting the number of reviews and improving their overall rating (Duan et al., 2019). Similar to the aforementioned study, the impact of monetary incentives was found to be particularly significant for businesses with lower overall ratings.

Despite the positive outcomes associated with monetary incentives for generating online reviews, it is crucial to consider the ethical implications accompanying this practice. Firstly, the provision of monetary incentives can introduce bias into reviews, as customers may feel compelled to leave positive reviews irrespective of their actual experiences with the product or service. Secondly, monetary incentives create a potential conflict of interest for reviewers, as they may feel pressured to provide positive reviews to receive the incentive, even if their encounter with the product or service was negative. Thirdly, the credibility of online reviews can be undermined by the presence of monetary incentives, as customers may question their authenticity when suspicions arise regarding the influence of such incentives (Simonson, 2016). Lastly, the use of monetary incentives can lead to the proliferation of fraudulent reviews, where businesses pay individuals to leave positive reviews or create fake accounts for the purpose of generating positive reviews. This deceptive practice, known as astroturfing, is ethically problematic and can have legal consequences (Shehu et al., 2016)

According to previous studies a buyer that is incentivized increase relatively positive content (Woolley & Sharif, 2021). This effect is the result of a close association between incentives and review writing, such that positive features of receiving incentives transfer to the act of writing

reviews, making the process of writing reviews more enjoyable. As such, this effect attenuates when incentives are not connected with the experience of reviewing or when they are not perceived positively. This research provides a new insight into how incentives influence review behavior and the processes by which this occurs.

In light of these insights, it is crucial for businesses to consider the underlying motivators that drive individuals to share information about their offerings. The hypothesis proposed in this thesis is derived from this inquiry:

H1: "Monetary incentives will positively impact consumers' intention to adopt positive eWOM."

2.1.2. Psychological incentives

In contrast, of monetary incentives it was chosen to analyze the impact of psychological incentives. Psychological incentives incorporate non-monetary rewards or benefits that individuals receive, exerting a profound influence on their behavior and motivation (Cherry, 2023).

Psychological incentives refer to the internal motives, desires, or psychological factors that influence individuals' behavior and decision-making. These incentives are not necessarily tied to tangible rewards like money or goods but are driven by emotional, cognitive, or social factors they play a crucial role in understanding why people engage in certain behaviors, even when external rewards might not be present (Cheshire, 2007) . Previous studies have analyzed that engaging in an online activity such as sharing information (as eWOM) results in a number of intrinsic benefits (Cheshire, 2007) that may influence users' online behavior, such as reputation (Tennie et al., 2010) , self-promotion (Ryan & Xenos, 2011), and social capital (Ellison et al., 2007).

This thesis will specifically focus on self-enhancement as a psychological incentive. The self-enhancement incentives theory has several important implications for understanding human behavior. First, it suggests that people are motivated to maintain a positive self-view, and they do so by selectively attending to and interpreting information in a manner that enhances their self-evaluation. This motivation can lead people to engage in behaviors that are beneficial for their self-esteem but may be detrimental to others or to society as a whole. Second, has implications for understanding intergroup relations. Research has shown that people tend to engage in more self-enhancement when they perceive themselves to be in a competitive environment, such as when they are competing with members of a different group. This can lead to intergroup biases and stereotypes, which can further exacerbate intergroup conflicts (Sedikides & Gregg, 2008)

Research has shown that self-enhancement, which is the motivation to present oneself in a positive light, can be linked to both word of mouth and consumer engagement. For example, people with high self-esteem are more likely to engage in positive word of mouth communication about products or services because doing so enhances their self-image(Chu & Kim, 2011). Additionally, individuals who engage in self-enhancement are more likely to actively seek out and engage with brands that offer products or services that align with their desired self-image (Escalas & Bettman, 2005). In other words, when people feel that a brand or product can enhance their self-image, they are more likely to become engaged with the brand and share positive information about it. Therefore, businesses that want to encourage positive WOM and increase consumer engagement may benefit from focusing on creating products or services that are aligned with their target audience's desired self-image. By doing so, they can leverage the motivation for self-enhancement to promote their brand and increase consumer engagement.

Due to the higher importance of peer-to-peer recommendations, of sharing and support within social groups as well as of expressing oneself in an enhancing way online(Goodrich & Mooij, 2014), Portuguese users can be expected to more actively pass on information and thoughts about products.

The second hypothesis to be explored in this thesis will be focused on the following question:

H2: "Psychological incentives will positively impact consumers' intention to adopt positive eWOM, however, the influence of psychological incentives will be smaller than the monetary incentives."

2.2. CONSUMER ENGAGEMENT

Consumer engagement has become increasingly important in the field of marketing. It is a crucial component of a successful marketing strategy, and it involves creating an emotional connection between consumers and a brand or product. In recent years, consumer engagement has been made possible by the rise of social media and other digital channels that allow brands to interact with consumers in real-time.

The marketing literature introduced the concept of engagement in the early 2000s, with "customer engagement" gaining force from 2005 onwards among marketing academics. Research on customer engagement is primarily concentrated within specialized service in numerous scholarly publications in the field of marketing journals. To this date, customer engagement has primarily been examined from four broad perspectives: as a behavioral manifestation, as a psychological state, as a disposition to act, and as a process including several steps or stages of the customer decision-making process (Ng, Sweeney, & Plewa, 2020).

Consumer engagement can be defined as the level of consumer involvement and emotional attachment to a brand or product. It is a multidimensional construction that encompasses several factors, including brand loyalty, trust, satisfaction, and identification with the brand (Keller & Swaminathan, 2020). Consumer engagement can also be viewed as a process that involves various stages, including discovery, considering, buying, loyalty, advocacy (Meltingspot, 2023). It is important to note that consumer engagement is not a one-way process, but a two-way interaction between the brand and the consumer.

Consumer engagement is critical to the success of a brand or product for several reasons. Firstly, it helps to create brand loyalty, which is essential for long-term profitability and sustainability (Hollebeek, Glynn, & Brodie, 2014). Secondly, it fosters trust and credibility, which are crucial for attracting new customers and retaining existing ones (Verhoef, Reinartz, & Krafft, Customer engagement as a new perspective in customer management, 2009). Thirdly, it enhances customer satisfaction, which is linked to increased repurchase intention and positive word-of-mouth (Kumar, et al., 2010). Fourthly, it creates a sense of community among consumers, which can lead to increased engagement and advocacy (Hollebeek, Glynn, & Brodie, 2014).

Measuring consumer engagement is a complex task due to its multidimensional nature. Several approaches have been proposed to measure consumer engagement, including behavioral measures, attitudinal measures, and cognitive measures. Behavioral measures focus on the actions that consumers take, such as the frequency of purchases or the amount of time spent interacting with a brand. Attitudinal measures, on the other hand, focus on consumers' feelings and emotions towards a brand, such as satisfaction, trust, and loyalty. Finally, cognitive measures assess consumers' knowledge and awareness of a brand.

The study by van Doorn et al. (2010) proposed a comprehensive framework for measuring consumer engagement that integrates the behavioral, attitudinal, and cognitive measures. The authors identified six dimensions of consumer engagement: emotional engagement, behavioral engagement, cognitive engagement, social engagement, sensory engagement, and spiritual engagement. The study found that these dimensions are positively related one to each other and to the overall consumer engagement.

Consumer engagement is critical to the success of a brand or product for several reasons. Firstly, it leads to increased brand loyalty and repeat purchases. According to a study by Wirtz et al. (2013), engaged consumers are more likely to become loyal customers and recommend the brand to others. Secondly, consumer engagement can lead to higher levels of customer satisfaction. A study by Hollebeek et al. (2014) found that consumer engagement positively affects customer satisfaction and loyalty. Thirdly, consumer engagement can lead to increased brand equity. According to a study by Kozinets et al. (2010), consumer engagement contributes to brand equity by creating a strong emotional connection between consumers and the brand.

On the other hand, several factors can affect consumer engagement, including brand personality, perceived value, and customer experience. Brand personality refers to the set of human characteristics associated with a brand. A study by Kim et al. (2014) found that brand personality is positively related to consumer engagement. Perceived value refers to the benefits that consumers receive from a brand relative to the cost of the product or service. A study by Lin et al. (2018) found that perceived value positively affects consumer engagement. Customer experience refers to the interactions that consumers have with a brand across various touchpoints. A study by Verhoef et al. (2010) found that positive customer experiences lead to higher levels of consumer engagement.

The purpose of this dissertation is to investigate deeper into the consumer experience and understand the factors that drive them to recommend a product or service through word of mouth. Previous research has highlighted the significance of word of mouth, but this study will take a more in-depth approach and analyze the different factors that drive consumers to recommend a product or service. By identifying these factors, companies can improve their customer experience and encourage positive word of mouth, which can ultimately lead to increased sales and brand loyalty. With the competitive marketplace of today, it is more important than ever for businesses to leverage the power of WOM, and this study aims to provide valuable insights to achieve that goal.

H3 : “Consumer engagement mediates the effect between incentives and adoption of eWOM in the form of online reviews.”

2.3. CONCEPTUAL MODEL

A conceptual model is a theoretical framework that helps to explain a particular phenomenon or process. It is a graphical or symbolic representation of the relationships between the various concepts, variables, and factors that influence a given phenomenon. Conceptual models can be used to guide research, identify gaps in knowledge, and help researchers develop hypothesis. For this purpose, the study will use on its framework the elaboration likelihood model, which is regarded as a dual-process information processing hypothesis that narrates its influence on consumer behavioral reactions (Delcambre et al., 2018).

On today's business landscape, understanding and predicting consumer behavior has become vital for companies seeking to gain a competitive edge. One of the most significant developments in consumer behavior research is the Social, Organizational, and Representational (SOR) model, which provides a framework for analyzing the complex interactions between individuals, organizations, and the environment (Yao-Ping Peng et al., 2023). This chapter presents a conceptual model that builds upon the SOR model to investigate the direct effects of monetary incentives and psychological incentives on consumer engagement. Additionally, it explores the indirect influence of consumer engagement on Electronic Word of Mouth (eWOM) behavior. Two key control variables, namely price sensitivity and self-enhancing conditions, are incorporated into the model to account for their potential influence on the relationships of interest.

The SOR model posits that individuals' responses to stimuli (S) are influenced by both organizational (O) and representational (R) factors (Mehrabian & Russell, 1974). Social stimuli encompass interactions with other individuals and groups, organizational stimuli include factors related to organizations and their offerings, while representational stimuli involve cognitive processes and individual perceptions (P. Bagozzi, 1983). In this conceptual model, we apply the SOR framework to study consumer behavior in response to two specific types of incentives: monetary and psychological.

Monetary incentives are tangible rewards offered to consumers, such as discounts, cashback, or loyalty points. This hypothesis stems from the premise that consumers, perceiving an opportunity for monetary gain or cost savings, are inclined to engage with a product or service and subsequently share their online reviews. It is acknowledged, however, that the relationship may be subject to moderation by individual differences in price sensitivity. Notably, consumers characterized by heightened price sensitivity might demonstrate increased responsiveness to price changes and promotions, potentially intensifying the impact of monetary incentives on engagement.

Psychological incentives, on the other hand, are intangible motivators that appeal to consumers' emotions, desires, and self-concept. Examples include personalized experiences, recognition from others, and feelings of achievement. We propose that psychological incentives will also have a direct positive impact on consumer engagement. When consumers experience positive emotions or feel a sense of identity through their interactions with a product or service, they are more likely to engage actively with the brand. However, the extent of this influence may be dependent upon individual differences in self-enhancing conditions. Consumers with a stronger

self-enhancing orientation are more likely to be motivated by self-improvement and positive self-presentation, potentially magnifying the effects of psychological incentives on engagement.

Consumer engagement, as a multidimensional construct, represents the level of an individual's involvement, interaction, and emotional attachment to a brand or organization. It encompasses behaviors such as repeat purchases, active participation in loyalty programs, and sharing experiences with others. We propose that consumer engagement acts as an indirect predictor of eWOM behavior.

Consumer engagement is speculated to play a mediating role in the relationship between both monetary and psychological incentives and eWOM. Engaged consumers are more likely to participate in positive WOM activities, recommending products and services to their social networks. This is based on the assumption that engaged consumers have a stronger emotional connection and personal investment in the brand, leading them to share positive experiences with others.

The present conceptual model is presented with two control variables, namely "price sensitivity" and "self-enhancing conditions" which are integrated to account for their potential impact on the relationships under investigation. Price sensitivity refers to individuals' varying responsiveness to changes in prices and promotional offers. Price-sensitive consumers are known to react more strongly to monetary incentives like discounts or cashback, potentially amplifying the effect of such incentives on consumer engagement. Conversely, "self-enhancing conditions" refer to consumers' personal motivations tied to self-improvement and self-presentation. Individuals with a strong self-enhancing orientation are likely to be more influenced by psychological incentives, such as personalized experiences and recognition, which can further enhance their engagement with a product or service. These control variables are important for a comprehensive understanding of the complex interactions between incentives and consumer behavior within the proposed conceptual model, based on the Social, Organizational, and Representational (SOR) framework.

Based on the above theoretical background, the proposed conceptual model is illustrated as follows:

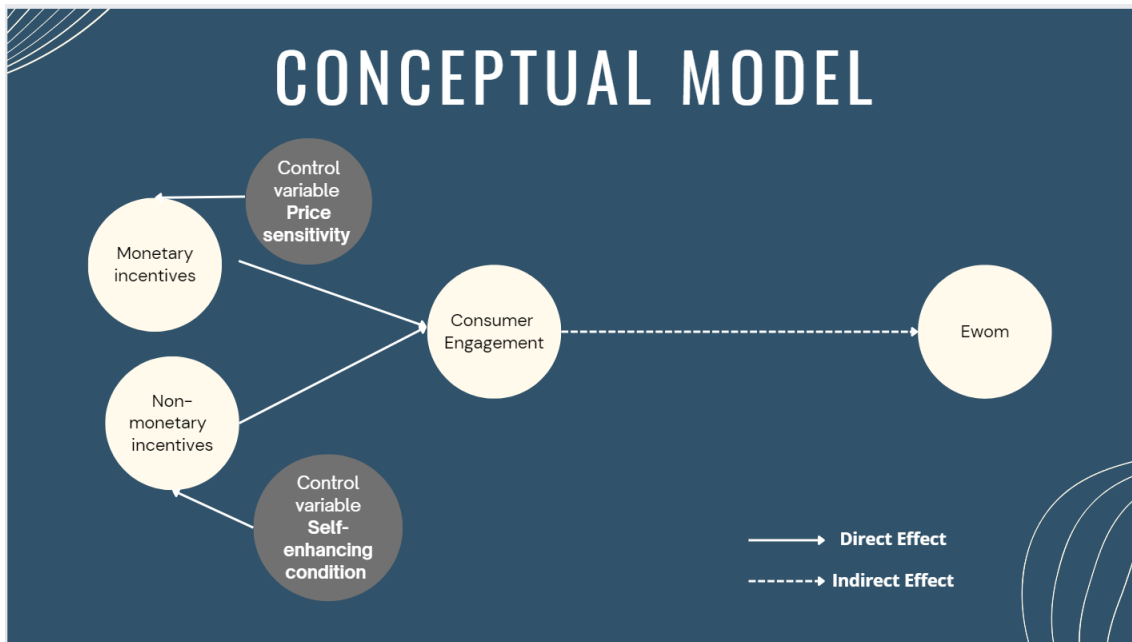


Figure 1- Conceptual Model

In conclusion, in this chapter is presented a conceptual model rooted in the SOR framework to explore the direct effects of monetary and psychological incentives on consumer engagement and the indirect influence of consumer engagement on eWOM behavior. The incorporation of price sensitivity and self-enhancing conditions as control variables enhances the model's ability to account for individual differences that may shape the relationships under investigation. The subsequent chapter will present the methodology used to empirically test this conceptual model and provide insights into the dynamic interplay between incentives, engagement, and eWOM behavior.

3. METHODOLOGY

This chapter outlines the methodology employed in the research, which is an experimental study designed to investigate the effects of a single factor on the subject's responses. The study that employs a hypothetical-deductive approach aims to examine the influence of a specific variable on the participants, focusing on a between-subject design. The research methodology involves a controlled experiment with random participant selection to enhance the validity and generalizability of the findings. This chapter provides a detailed description of the research design, participant selection, data collection procedures, and data analysis techniques.

In this research it was adopted an experimental design, which is based in a common approach to establish causal relationships between variables. This design allows the manipulation of an independent variable (single factor) and the observation of its impact on a dependent variable. By randomly assigning participants to different conditions, the researchers can infer causal relationships more confidently. In this study, the independent variable (IV) will be manipulated, and the dependent variable (DV) will be measured to determine any potential cause-and-effect relationships. Participants will be exposed to the same standardized procedures and stimuli, reducing the likelihood of bias and contamination in the results (Viglia et al., 2021).

The study points on a single factor, or an independent variable, to isolate its specific impact on the dependent variable. A single-factor experimental design permits to establish a clear cause-and-effect relationship between the manipulated variable and the participants' responses. This approach is particularly beneficial when investigating complex phenomena that could be affected by multiple factors. By controlling for extraneous variables and concentrating on a single factor, the study can obtain more precise and interpretable results.

In this research, the decision to focus on a single factor was based on the need for a clear and straightforward examination of its influence on the dependent variable. A single-factor design simplifies the experimental process, enhances internal validity, and allows for a firmer analysis of the variable under investigation. Additionally, by selecting a single factor, it's possible to allocate resources more efficiently, enabling a deeper exploration of the chosen factor's effects.

The study adopts a between-subjects design, also known as an independent groups design, where each participant is assigned to only one experimental condition. This design prevents carryover effects and minimizes the impact of individual differences on the results. Participants will be randomly assigned to different experimental groups, ensuring that the groups are comparable at the outset and any observed differences can be attributed to the manipulation of the independent variable. The between-subject design also helps avoid issues like demand characteristics and order effects, which can arise in within-subject designs. By maintaining the independence of participants across conditions, the study can achieve higher internal validation and reduce the risk of contamination between conditions.

To enhance the study's external validity and ensure that the findings can be generalized to a broader population, the research will employ random participant selection. A random sampling technique will be used to select participants from the target population randomly. This approach minimizes sampling bias, as every member of the population has an equal chance of being included in the study. Random participant selection helps in making inferences about the larger

population and improves the study's generalizability. The findings from the experiment can be more confidently applied to the broader population, making the research more relevant and impactful.

In summary, this chapter outlines the methodological approach adopted for the experiment, utilizing a single-factor, between-subject design. The choice of a single factor and between-subject design helps establish causal relationships more effectively while minimizing potential confounding variables. Additionally, the random participant selection ensures the study's findings can be generalized to a broader population, increasing the research's external validity. By following these methodological principles, the study aims to provide valuable insights into the effects of the single factor under investigation.

3.1.1. Data Collection

This chapter presents the data collection process employed in the study, which aimed to investigate the impact of monetary and psychological incentives on consumer engagement and its effect on generating positive eWOM within the Portuguese population. The data collection method utilized is a questionnaire created in Portuguese language through the Qualtrics platform. Prior to distribution, the questionnaire was pre-tested, which included two rounds of testing to ensure its effectiveness and clarity. This chapter outlines the questionnaire design, the process of pre-testing, and the inclusion of inquiries about the purpose of the study and demographic information such as gender, age group, professional situation, and area of residence in Portugal.

The research questionnaire was designed to capture essential insights about the impact of incentives on consumer engagement and eWOM evolution. The questions were carefully crafted to ensure clarity and relevance to the research objectives. The questionnaire was structured into several sections to cover various aspects of the study, including the following:

Introduction: The questionnaire began with a brief introduction, explaining the purpose and significance of the study. This section aimed to inform respondents about the research's goals and foster their understanding and cooperation throughout the survey.

Incentives and Engagement: The core of the questionnaire involved inquiries related to the different types of incentives used to motivate consumer engagement. Questions addressed the perceived effectiveness of both monetary and psychological incentives in stimulating engagement with a product, service, or brand.

eWOM Generation: Another crucial aspect covered in the questionnaire was the generation of positive eWOM by engaged consumers. Participants were asked about their likelihood to share positive experiences with others through various online channels, such as social media, review platforms, and forums.

Control variables: In this study, two important control variables were examined: price sensitivity and self-enhancing conditions. These variables were carefully measured through specific scales and managed to ensure that they did not confound the results of the experiment.

Demographic Information: To provide a comprehensive analysis, the questionnaire included inquiries regarding the respondents' demographic information. Questions asked about gender, age group, professional situation, area of residence in Portugal to understand potential variations in engagement and eWOM generation across different groups.

The data collection for this study began at the end of June 2023, with the inclusion of the pre-test time period. The official conclusion of data collection was marked by the beginning of September 2023, providing a comprehensive timeframe for gathering research data. Initially, a convenience sampling method was employed to kickstart the data collection process. The research link was shared among personal contacts, inviting individuals who were easily accessible and willing to participate. This approach allowed for a practical and efficient way to initiate the study, although it's important to acknowledge that this initial convenience sample might introduce some limitations in terms of the sample's representativeness. Subsequently, as the study progressed, efforts were made to diversify the participant pool and enhance the study's external validity by reaching a broader range of respondents.

3.1.1.1. Pretest one

The pre-test phase of this experimental research study played a crucial role in refining and optimizing the research instruments, particularly the survey questionnaire. The first pretest phase involved 18 valid participants. The aim of this phase was to identify and rectify any potential issues with the questionnaire, ensuring that it yielded the best type of answers for the subsequent main research study. Furthermore, the pretest aimed to check if respondents would perceive the manipulation of incentives accordingly.

The participants were provided with a draft of the survey questionnaire, followed by clear instructions on how to complete the questionnaire.

After completing the questionnaire, participants were encouraged to provide feedback on their experience, including any difficulties they encountered and suggestions for improvement. The feedback was collected through individual written comments, where participants were asked to elaborate on their responses. This first stage was crucial to rearrange the questions in order to be more understandable for the participants and gain insightful information.

3.1.1.2. Pretest two

In response to an observed inadequacy in the manipulation check during the initial pretest phase, several modifications were introduced in subsequent iterations of the experiment. Notably, the adjustments were prompted by participants' difficulty in distinguishing between the presented scenarios. To enhance clarity, specific refinements were made to the descriptions of both monetary and non-monetary incentives. In the first pretest, the scenario for monetary incentives was formulated as "Get access to seasonal gifts after leaving your review of the last order." In the second pretest, this scenario was revised to read, "After leaving your review of the last order, you get 50% off and a gift." Similarly, the non-monetary incentives scenario in the first pretest was articulated as "Get access to exclusive events after leaving your review of the last order," while the second pretest scenario was adjusted to state, "After leaving

your review of the latest order, you receive the title 'Top consumer' to share on your social networks and gain access to exclusive beauty events." Furthermore, the question concerning participants' perceptions of the incentives, as presented in an example email from the company, was refined.



Figure 2- image presented for the monetary (on the left) and psychological scenario (on the right)

In the initial pretest, this inquiry was conducted using a slider, with one extreme representing a monetary incentive and the other representing a non-monetary incentive, enabling a more precise evaluation of participants' responses. After this changes, it was conducted a second pretest where the study gathered data from 31 valid respondents, who participated voluntarily in the research. Among these respondents, 28 were female, and 3 were male. The predominance of female participants might be indicative of a higher interest or familiarity with the products under investigation. The age distribution of the participants indicated that the predominant age group was between 23 and 27 years old, followed by participants aged between 18 and 22 years old. The diversity in age groups allowed for a comprehensive understanding of how different age ranges might influence consumer preferences.

In the study, two scenarios were presented to the participants: the "non-monetary" scenario and the "monetary" scenario. Participants were randomly assigned to either scenario to ensure unbiased responses and minimize any confounding effects. About 16 participants were presented with the "non-monetary" scenario, while 15 participants were presented with the "monetary" scenario.

Interestingly, 19% of the participants preferred to purchase cosmetic products in person, emphasizing the importance of the shopping experience for this specific product category.

Moreover, the analysis revealed that the most prominent values regarding the frequency of purchases were 1x per year and 3x per year. With this finding is possible to highlights the purchasing behavior of the participants and may provide valuable insights into consumption patterns for this type of products.

All the measure questions were based on scales previously validated:

Item of the scale	Reference
Costumer Engagement	(V. Kumar & Pansari, 2016)
Positive WOM	(Arnett et al., 2003) (Brown et al., 2005)
Reliance of WOM	(Thoumrungroje, 2014)
Self- Enhancement	(Chen, 2017)
Price sensitivity	(Eisenberger & Cameron, 1996)

Table 1- scale items and references used in the experiment.

To measure the internal consistency and reliability of a set of items or variables in a questionnaire or scale in this study was used the Cronbach's alpha. It is a valuable tool for evaluating the extent to which the items in a measurement instrument are measuring the same underlying construct. In this study, Cronbach's alpha was used to assess the internal consistency and reliability of several variables related to customer engagement and behavior. The following variables were analyzed: Customer Engagement Questions, Positive Word of Mouth, Reliance on Word of Mouth, Self-Enhancement, and Price Sensitivity.

The value of Cronbach's alpha for the Customer Engagement Questions variable was calculated to be 0.933. This indicates a high level of internal consistency among the items in the customer engagement questionnaire. A Cronbach's alpha value close to 1 suggests that the items are highly correlated and collectively measure a single construct, which, in this case, is customer engagement. Such a high alpha value implies that the questionnaire used to assess the questions regarding customer engagement are reliable and consistent.

For the variable Positive Word of Mouth, the Cronbach's alpha value was found to be 0.912. This value also indicates a strong internal consistency among the items measuring positive word of mouth. A Cronbach's alpha of 0.912 suggests that the items within the questionnaire for positive word of mouth are highly correlated and collectively represent a reliable measurement of this construct.

The Cronbach's alpha value for the Reliance on Word-of-Mouth variable was 0.966. This extremely high value indicates an exceptional level of internal consistency among the items measuring reliance on word of mouth. A Cronbach's alpha of 0.966 suggests that the questionnaire items assessing reliance on word of mouth are highly reliable and accurately represent the underlying construct.

The Cronbach's alpha value for the Self-Enhancement variable was 0.750. Although this value is slightly lower than the previous variables, it still indicates a satisfactory level of internal consistency. A Cronbach's alpha of 0.750 suggests that the items measuring self-enhancement are reasonably correlated and collectively measure the construct with an acceptable level of reliability.

For the Price Sensitivity variable, the Cronbach's alpha value was calculated to be 0.877. This value indicates a high level of internal consistency among the items measuring price sensitivity. A Cronbach's alpha of 0.877 suggests that the questionnaire items assessing price sensitivity are well-correlated and reliably measure the construct of interest.

In conclusion, the analysis of Cronbach's alpha for the variables in this study demonstrates the internal consistency and reliability of the measurement instruments used to assess customer engagement, positive word of mouth, reliance on word of mouth, self-enhancement, and price sensitivity. The high Cronbach's alpha values for most variables indicate a strong consistency among the questionnaire items, confirming their effectiveness in measuring the underlying constructs.

Upon conducting the t-test, the output provided two critical pieces of information: the mean difference between the two groups and the p-value. The mean difference represents the

average difference in scores between the two groups being compared. In this case, the mean difference was considered adequate, which means that the groups had a substantial difference in their means. The significance level (p-value) indicates the probability of obtaining the observed results under the assumption that there is no significant difference between the two groups. A significance level of 0.05 (or 5%) is commonly used in research to determine statistical significance. If the p-value is less than or equal to 0.05, it means that the results are statistically significant, and we can reject the null hypothesis (which states that there is no difference between the groups).

In order to, rigorously, examine the efficacy of the manipulation, a t-test was employed as a statistical tool. In this analysis, the "real scenario" variable was designated as the independent variable, while the "scenario presented" variable was considered the dependent variable. The results of this t-test revealed significant distinctions between the two groups under examination, as reflected in the calculated significance levels of 0.034 and 0.037 for the respective groups. The fact that both p-values were found to be less than the conventional threshold of 0.05 signifies a statistically significant differentiation in the means of these two groups, substantiating the effectiveness of the manipulation. The manipulation work, $t = 2,274$ $p = 0.034$, where individuals in the financial compensation perceived it as such (Mean= 1,589, SD= 0,699), and respondents who saw the non-monetary condition also perceived it as a more psychological incentive to engage in WOM (M=1,589, SD=0,694). This underscores the robustness of the experimental design in eliciting disparate responses from participants in accordance with the intended manipulation.

Since the manipulation check worked, it was published the official experiment where the only alteration was regarding the question the question concerning participants' perceptions of the incentives, as presented in an example email from the company, was refined. In the two previous pretests, this inquiry was conducted using a slider, and based on the feedback of participants it was changed to a multiple choice but where was only allowed one of the responses and the options presented became "a discount+ gift" for the monetary option and "title top consumer" for the non-monetary option, to become more evident. It led to the new collection of data, in order to do gain new insights for the main study that was also conducted through Qualtrics questionnaire.

4. MAIN STUDY AND DATA ANALYSIS

This chapter presents the descriptive analysis of the data collected for the study, which focused on consumer behavior in the cosmetic products market.

4.1. DESCRIPTIVE ANALYSIS

The study gathered responses from a diverse sample of participants (175), ranging in age from 18 to 58+ years old. This chapter analyzes the distribution of respondents by age, gender, frequency of cosmetic product purchases, and preferences for shopping platforms to describe the demographic aspects of the sample.

The study collected data from a broad age range, with respondents spanning from 18 years old to those aged 58 and above. Among the 175 respondents, the highest number fell within the 23-27 years age bracket. This age group represented a significant portion of the sample and indicates the study's focus on a younger demographic.

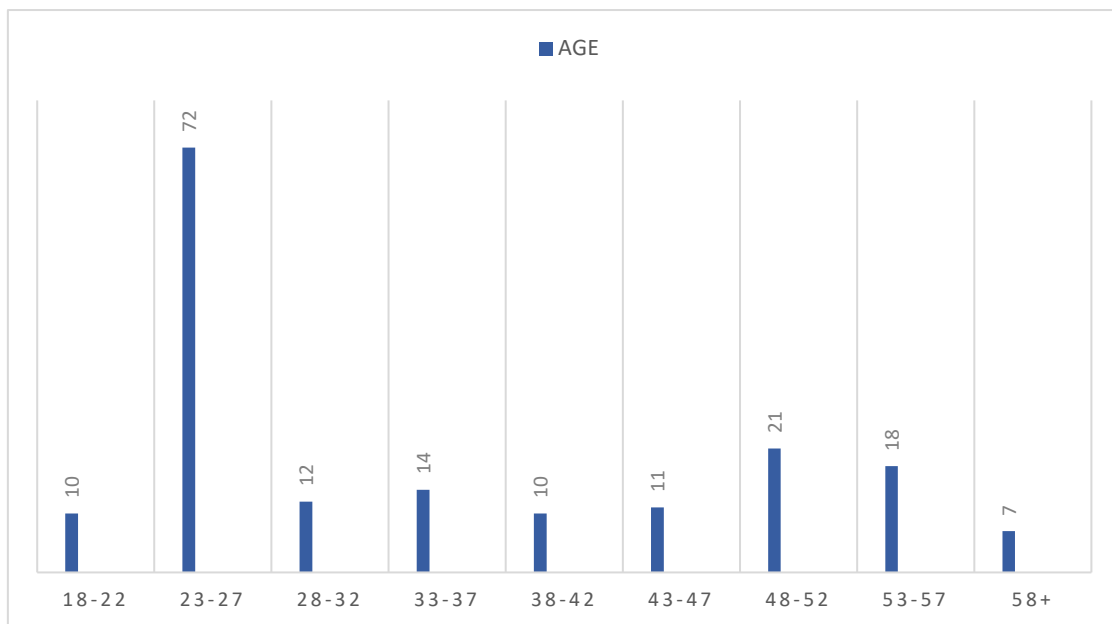


Figure 3- Age of respondents

Out of the total respondents, 156 were identified as female, while 18 were identified as male. Interestingly, one respondent chose not to disclose their gender ("prefer not to say"). This gender distribution provides an initial understanding of the study's sample composition, since the sample was not balanced in terms of age or gender, we tested for differences in the dependent variables which were not significant.

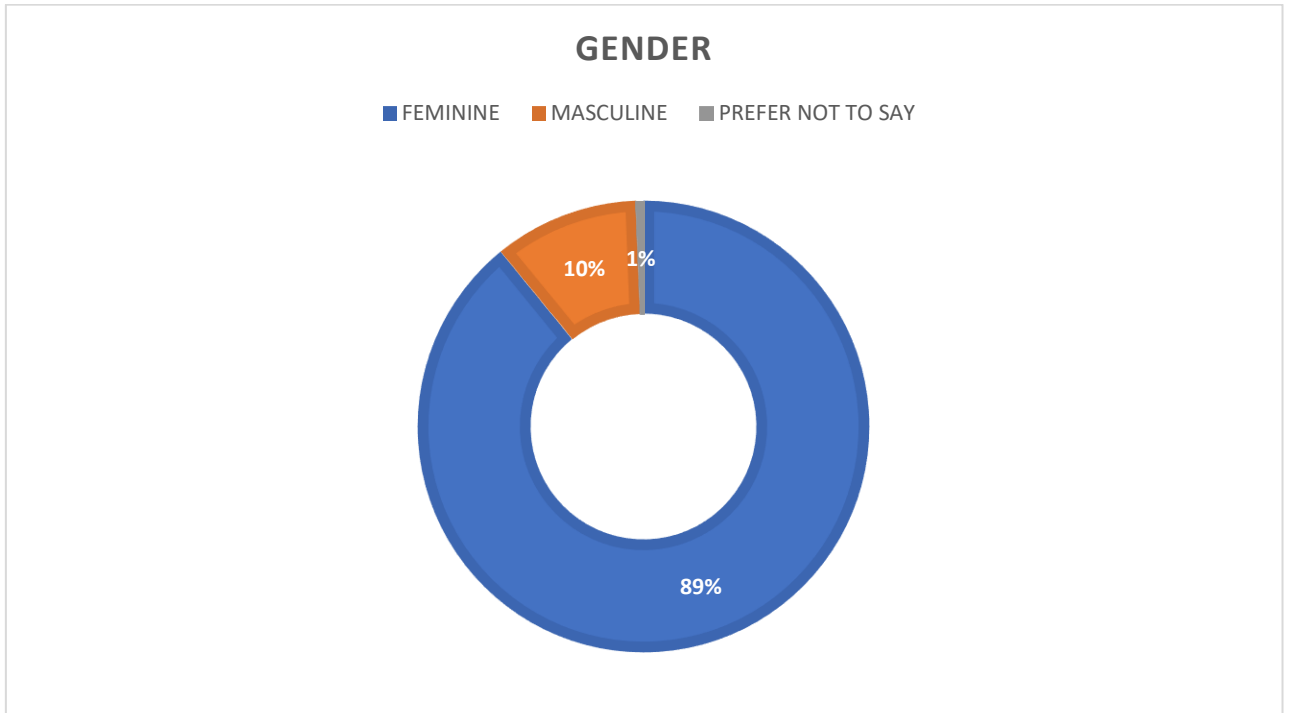


Figure 4- Gender of respondents

When participants were asked about the frequency of purchasing cosmetic products, the highest response was for purchasing products four times a year. This suggests a recurring pattern in cosmetic product consumption among the respondents.

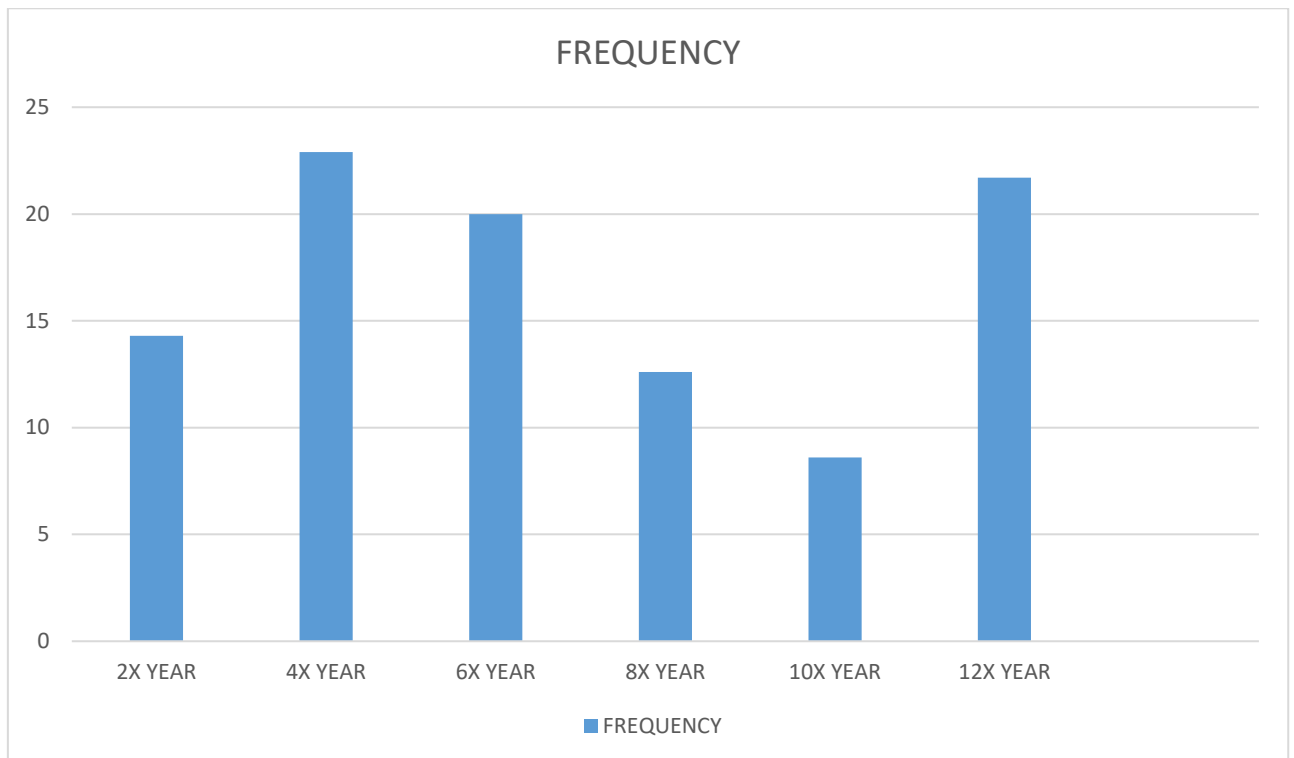


Figure 5- Frequency of cosmetic purchase during a year

According to a study conducted by McKinsey in their report "The beauty market in 2023: A special State of Fashion report," it is expected that e-commerce will maintain its status as the fastest-growing sales channel, with an anticipated growth rate of 12% percent per year from 2022 to 2027. However, this study also suggests that traditional sales channels, including specialty retail, grocery retail, and drugstores, are expected to experience an upswing in growth post-pandemic. This shift is partially attributed to consumers' growing preference for omnichannel shopping experiences, driven by their ongoing desire for in-store product discovery and the opportunity to try out cosmetic products.

This insight from the McKinsey (Berg et al., 2023) report aligns with the information that the majority of respondents (61.7%) in the previous data preferred buying cosmetic products in physical stores. While 36% favored online purchases, a small fraction (2.3%) chose "other" as their preferred option. It indicates that consumers continue to place significant value on in-store experiences, which corresponds with the expected growth in traditional channels as highlighted in the McKinsey study. This suggests that a blend of both online and offline shopping options is crucial for catering to the diverse preferences of beauty product consumers.

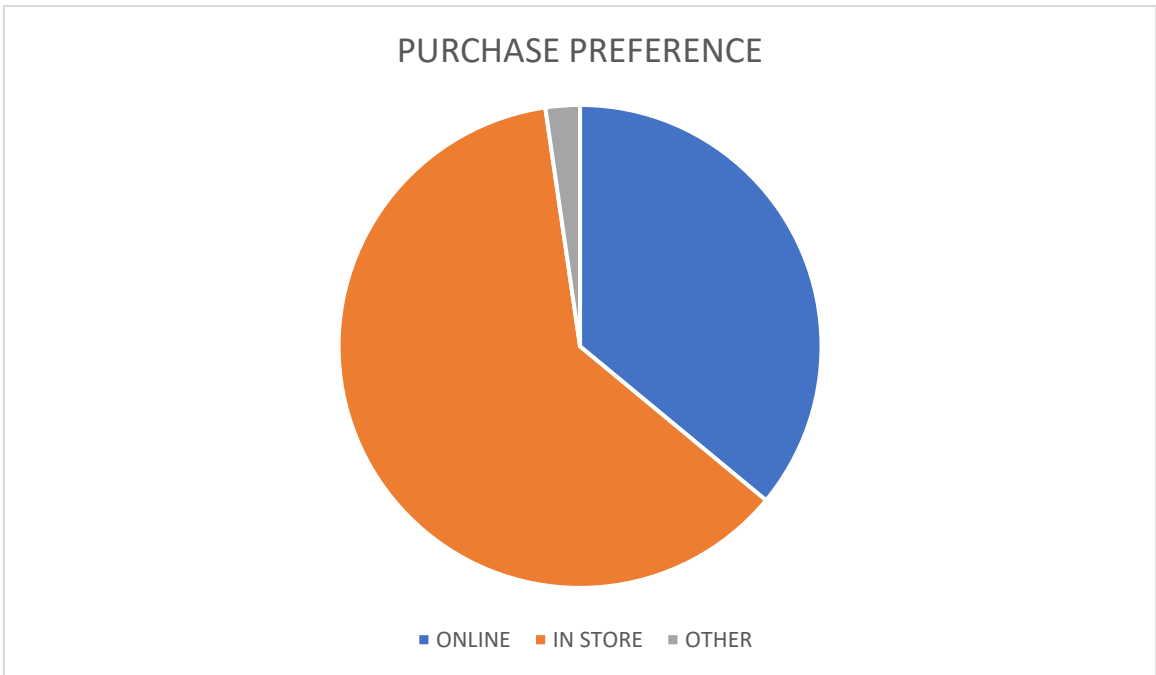


Figure 6- Purchase preference of the respondents

The descriptive analysis of the data reveals several interesting findings. First, the study predominantly attracted respondents in the 23-27 age range, which may indicate a stronger interest in cosmetic products among younger consumers. Additionally, the gender distribution shows a higher number of female respondents, aligning with the common perception that cosmetics are often associated with female consumers.

The analysis of purchasing frequency suggests that the majority of respondents tend to buy cosmetic products four times a year, which could have implications for marketing strategies and product release schedules. Finally, the preference for shopping in-store over online or alternative options highlights the importance of physical retail spaces in the cosmetic products market.

4.2. SCALE CONSISTENCY

To measure the internal consistency and reliability of this experiment, a set of items that measure the control variables in the questionnaire of the experiment were used in the Cronbach's alpha test. It is a valuable tool to evaluate the extent from which the items in a measurement instrument, are consistent and reach the same underlying construct. In this study, the Cronbach's alpha test was used to assess the internal consistency and reliability of several control variables, namely the following variables were analyzed: Customer Engagement Questions, Self-Enhancement, Price Sensitivity, Positive Word of Mouth and Reliance on Word of Mouth.

The Cronbach's alpha value for the Customer Engagement Questions variable was found to be 0.926. This indicates a high level of internal consistency among the items in the customer engagement questionnaire. A Cronbach's alpha value close to 1 suggests that the items are highly correlated and collectively measure a single construct, which, in this case, is the customer engagement. Such a high alpha value implies that the questionnaire used to assess the questions regarding customer engagement is reliable and consistent.

For the Self-Enhancement variable, the Cronbach's alpha value was calculated to be 0.750. Although this value is slightly lower than the previous variables, it still indicates a satisfactory level of internal consistency. A Cronbach's alpha of 0.750 suggests that the items measuring self-enhancement are reasonably correlated and collectively measure the construct with an acceptable level of reliability.

The Cronbach's alpha value for the Price Sensitivity variable was calculated to be 0.877. This value indicates a high level of internal consistency among the items measuring price sensitivity. A Cronbach's alpha of 0.877 suggests that the questionnaire items assessing price sensitivity are well-correlated and reliably measure the construct of interest.

For the variable Positive Word of Mouth, the Cronbach's alpha value was found to be 0.912. This value also indicates a strong internal consistency among the items measuring positive WOM. A Cronbach's alpha of 0.912 suggests that the items within the questionnaire for positive WOM are highly correlated and collectively represent a reliable measurement of this construct.

The Cronbach's alpha value for the Reliance on Word-of-Mouth variable was 0.966. This extremely high value indicates an exceptional level of internal consistency among the items measuring reliance on WOM. A Cronbach's alpha of 0.966 suggests that the questionnaire items assessing reliance on WOM are highly reliable and accurately represent a good underlying construct.

In conclusion, the analysis of Cronbach's alpha for the control variables in this study demonstrates the internal consistency and reliability of the measurement instruments used to assess customer engagement, positive word of mouth, reliance on word of mouth, self-enhancement, and price sensitivity. The high Cronbach's alpha values for most variables indicate a strong consistency among the questionnaire items, confirming their effectiveness in measuring the underlying constructs.

4.3. HYPOTHESES TESTING

This master's thesis aimed to investigate the impact of different incentives on consumer engagement in eWOM. Two hypotheses were formulated to guide the research:

H1: "Monetary incentives will positively impact consumers' intention to adopt positive eWOM."

H2: "Psychological incentives will positively impact consumers' intention to adopt positive eWOM, however, the influence of psychological incentives will be smaller than the monetary incentives."

The primary objective was to assess whether the provision of these incentives had a noticeable effect on eWOM engagement among participants.

Hypotheses testing is a fundamental statistical procedure employed to evaluate the significance of observed differences or associations. In this study, hypotheses testing was conducted to scrutinize the validity of the formulated hypotheses.

The first step in hypotheses testing was to ascertain whether participants who were exposed to an image corresponding to each scenario could correctly identify it. From the 175 total of participants, 81 were present with the psychological incentive scenario, while 94 were presented with the monetary incentive scenario. In this sense, a t-test was utilized for this purpose. The t-test, a widely recognized statistical method, measures the significance of differences between two groups.

The result of the t-test was analyzed based on the bilateral p value since the sample was normally distributed. The analysis revealed a significant differentiation, with a t-statistic of 2.78 and a p-value of 0.006 for individuals exposed to the non-monetary incentive scenario, wherein the mean perception was measured at 0.349 with a standard deviation of 0.125. Conversely, for respondents who were presented with the monetary incentive scenario, a t-statistic of 2.660 and a p-value of 0.009 were observed, and the mean perception stood at 0.349 with a standard deviation of 0.131. This outcome underscores statistical significance and affirms that participants were adept at accurately discerning the nature of the scenarios presented to them. The notably low p-value underscores a high level of confidence in the accuracy of participant identifications.

Subsequently, the study examined whether participants offered either monetary or non-monetary incentives were more inclined to engage in positive word-of-mouth behavior. Another t-test was employed for this analysis and the results were respectively first regarding people who saw the non-monetary scenario $t=0,125$, $p=0,900$, $mean=0,02565$ and $SD=0,20465$. While the people who saw the monetary scenario the results were $t=0,124$, $p=0,902$, $mean=0,02565$ and $SD=0,20725$. This result implies that the observed difference in eWOM engagement between the incentive groups was not statistically significant. In other words, participants who received either type of incentive did not exhibit a notable difference in their likelihood to engage in positive WOM behavior when compared to those who did not receive any incentives.

The findings from the hypotheses testing indicate that while participants were able to correctly identify scenarios associated with incentives, the presence of either monetary or non-monetary incentives did not lead to a statistically significant difference in eWOM engagement. These results raise intriguing questions about the effectiveness of incentives in shaping consumer behavior in the context of eWOM.

H3: “Consumer engagement mediates the effect between incentives and adoption of eWOM in the form of online reviews.”

The third hypothesis of this study was examined through the application of mediation test using Process Macro for SPSS (model 4).

This statistical technique, consistent with the framework outlined by Hayes model 4 was employed to explore the relationships among the variables under investigation.

A conceptual diagram was constructed to elucidate the relationships within the hypothesized model:

X (Benefit) → Mi (Engagement) → Y (Positive WOM)

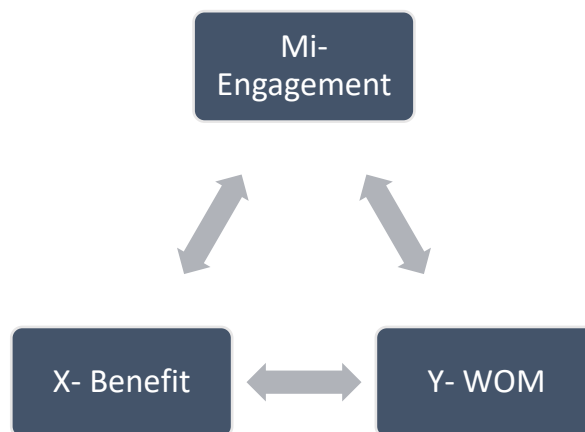


Figure 7- Mediation test using Process Macro for SPSS (model 4) focused on benefit.

The diagram illustrates the assumed relationships between the variables: X (Benefit), Mi (Customer Engagement), and Y (Positive Electronic Word-of-Mouth, eWOM).

The first stage of the analysis focused on assessing the influence of X (Benefit) on Mi (Engagement). The analysis reported $\beta = -0.01084$, $t = -0.5641$, $p = 0.5734$. This result indicates a non-significant statistically relationship between the perceived benefit (X) and customer engagement (Mi). In this sense, it is possible to affirm that customers who are presented with a benefit are not most likely to have a higher engagement.

In the subsequent stage, the analysis examined the direct effect of Mi (Customer Engagement) on Y (Positive WOM) which was significant $\beta = 0.8917$, $t = 20.1126$, $p = 0.0000$. This finding aligns with the extant literature (Hennig-Thurau et al., 2004), supporting the notion that higher levels of

customer engagement (Mi) are associated with a greater propensity to engage in positive eWOM behavior (Y). The significance of this result underscores the importance of customer engagement as a driver of positive eWOM.

The final stage was where it was analyzed the indirect effect of Benefit (X) through the engagement (Mi) on the Positive WOM(Y) ($b = -0.0967$, confidence interval from -0.4343 to 0.2279), the result was not significant since it includes the value 0, but it was possible to know it beforehand since on the first stage the result wasn't significant.

These empirical findings reinforce the theoretical framework established in previous literature, which suggests that heightened customer engagement is conducive to a greater inclination toward positive eWOM activities. The significance of these relationships holds implications for marketing strategies and the cultivation of a favorable online consumer environment.

The examination of the three hypotheses outlined in this study reveals statistically insignificant results. These outcomes suggest that, from the perspective of the company, the presentation of one scenario over another holds no evident impact on the customer. Additionally, it implies that the perceived benefits apparently do not exert a significant influence on customer engagement. These findings carry significant implications for marketing strategies and the design of customer experience.

Considering these results, it appears that the choice between exhibiting one scenario or another, the offering of monetary or non-monetary benefits, does not substantially alter customer behavior or engagement levels. Consequently, companies may need to consider alternative strategies to drive customer engagement and foster positive eWOM.

To gain deeper insights into the relationships between positive WOM and the control variables, namely, Self-Enhancement, and Price Sensitivity, additional analyses were conducted. Based on the questionnaire developed it was also analyzed the "reliance in Word of Mouth" and "Customer Engagement". Several ANOVA (Analysis of Variance) statistical tests were employed to explore potential correlations. The motivation behind this exploratory analysis is to determine whether these control variables play a significant role in influencing positive WOM, given the absence of substantial effects from the initially proposed hypotheses.

The variable Customer engagement (IV) on the positive WOM (DV) was once again tested and it was possible to state again that the results were significant since the value of F is 9.216, which reaches significance with a p-value of <0.001 (which is less than the 0.05 alpha level) the mean was 4.9410 and the SD= 1.34609. This suggests that customers how are highly engaged have a stronger propensity to engage in positive eWOM like it was tested before on the linear regression test, it is also important to highlight that the mean of the customer engagement variable was 4,4874 being slightly above the midpoint suggests that, on average, customers are moderately engaged with the questions you used to measure their engagement. This indicates that there is room for improvement, as there is potential to increase customer engagement towards higher levels.

The ANOVA analysis of the Self-Enhancement (control variable) on the positive WOM (DV) did exhibit statistically significant results. There is a significant result. The value of F is 3.039, which

reaches significance with a p-value of <0.001 (which is less than the 0.05 alpha level). Hence, it appears that self-enhancement substantially drives customers to participate in positive WOM behaviors. Additionally, the mean of the items used to measure the Self-Enhancement variable was 3.4038 on a scale from 1 to 7. This mean score indicates a moderate level of self-enhancement tendencies among the respondents. On average, respondents displayed a degree of self-enhancement, though it was not extremely pronounced.

The ANOVA analysis conducted on Price Sensitivity (control variable) on the positive WOM (DV) also produced a significant result. The value of F is 3.633, which reaches significance with a p-value of <0.001 (which is less than the 0.05 alpha level). This suggests that even customers who are highly sensitive to price considerations that strongly influence their propensity to engage in positive eWOM. Furthermore, the mean score for the Price Sensitivity variable was 4.6495 on a scale from 1 to 7. This mean score indicates a moderate level of price sensitivity among the respondents. On average, respondents displayed a moderate degree of sensitivity to price factors. These findings highlight the significance of price sensitivity in influencing positive eWOM engagement while also providing insight into the central tendency associated with this construct.

Last, but not least, the analysis revealed that Reliance on Word of Mouth (IV) does exhibit a statistically significant relationship with positive WOM (DV). There is a significant result. The value of F is 2.434, which reaches significance with a p-value of 0.002 (which is less than the .05 alpha level) the mean was 4.9410 and SD= 1.34609. This implies that a customer's reliance on WOM as a source of information does necessarily correspond to a heightened inclination to engage in positive eWOM activities. In addition to the Cronbach's alpha result, the mean descriptive statistic for this variable was calculated to be 4.6914 on a scale from 1 to 7. This mean score signifies a moderately high level of reliance on word of mouth among the respondents. On average, respondents indicated a substantial degree of trust or dependence on word-of-mouth information when forming opinions or making decisions.

To recap, a table is presented with the summary of the control variables (self-enhancement and price sensitivity) with the other used variables in the study.

Variable	F	p-value	Mean	S. Deviation
Self-Enhancement (Control Variable)	3.039	<0.001		
Price Sensitivity (Control Variable)	3.633	<0.001		
Customer Engagement (IV)	9.216	<0.001	4.9410	1.34609
Reliance on Word of Mouth (IV)	2.434	0.002	4.9410	1.34609

Table 2- Summary of the variable's values

Considering that both control variables (self-enhancement and price sensitivity) presented ANOVA significant values, these results were tested through the application of a mediation test, that uses a Process Macro for SPSS (model 4) to better understand what happen with the control variable.

A conceptual diagram was constructed based on the following model:

X (Benefit) → Mi (Engagement) → Y (Positive eWOM)

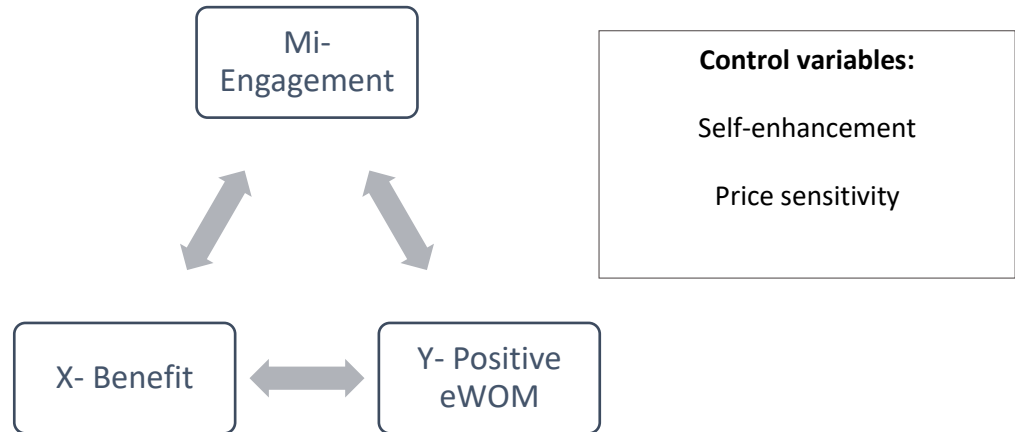


Figure 8- Mediation test using Process Macro for SPSS (model 4)

The diagram illustrates the assumed relationships between the variables: X (Benefit), Mi (Customer Engagement), and Y (Positive Electronic Word-of-Mouth, eWOM).

The first stage of the analysis focused on assessing the influence of X (Benefit) on Mi (Engagement). The analysis reported $\beta = -0.0581$, $t = -0.03630$, $p = 0.7171$. This result indicates no significant statistically relationship between the perceived Scenario(X) and customer engagement (Mi). In this sense, is possible to affirm that costumers aren't more propone do be engaged based on the scenario that saw. The control variables, Self-enhancement present a $\beta = 0.2016$ $t = 3.2723$, $p = 0.0013$ and Price sensitivity $\beta = 0.3248$, $t = 5.8910$, $p = 0.0000$, In this sense, is possible to affirm that costumers that have a higher price sensitivity and higher levels of self-enhancement are most likely to have a higher level of engagement. This result is in light to what was presented previously and stands by what other referred authors previously defended.

In the subsequent stage, the analysis examined the direct effect of Mi (Customer Engagement) on Y (Positive WOM) was significant $\beta = 0.8952$, $t = 16.5774$, $p = 0.0000$. This finding aligns with the extant literature (Hennig-Thurau et al., 2004), supporting the notion that higher levels of customer engagement (Mi) are associated with a greater propensity to engage in positive eWOM behavior (Y). However, when taking into consideration the control variables Self-enhancement present a $\beta = 0.0044$ $t = 0.0449$, $p = 0.9223$ and Price sensitivity $\beta = -0.0083$, $t = -0.1941$, $p = 0.8464$ is possible to state that the control variables in the second part of the model path don't present statistical significance.

The significance of this result underscores the importance of customer engagement as a driver of positive eWOM.

The final stage was where it was analyzed the indirect effect of Benefit (X) through the customer engagement (Mi) on the Positive WOM(Y) ($b = -0.020$, confidence interval from -0.3345 to 0.2454), the result doesn't present significance since it includes the value 0, but it was possible to know it beforehand since on the second stage the result didn't present significant values.

5. DISCUSSION

Most of the previous studies on WOM have been done throughout the years, regarding a traditional and conservative context. (Dichter, 1966) (Henning-Thurau et al., 2004). However, the concept evolved to eWOM due to the technological advancement that we observed in this gap of the last twenty years.

As the landscape of the eWOM has evolved, a heightened acknowledgment has emerged regarding its crucial role in influencing consumers' decision-making processes, particularly in the sector of online purchases, and most notably in the context of cosmetic products. Considering the inherent importance of informed pre-purchase decision-making, it has become imperative for individuals to conduct thorough research prior to making online purchases. Consequently, businesses have reacted by implementing strategies aimed at incentivizing customers to contribute post-purchase reviews. Within this context, it is noteworthy to recognize that these incentives assumed various forms. In the present study, we emphasize two distinct categories of incentives: monetary incentives and psychological incentives, specifically those related to self-enhancement motives.

As such, to fill this apparent gap in the literature, this study seeks out to explain how consumers that receive incentives are more likely to produce higher levels of eWOM, compared to those who are not offered incentives.

In the light of this it was implemented three research questions:

H1: "Monetary incentives will positively impact consumers' intention to adopt positive eWOM."

H2: "Psychological incentives will positively impact consumers' intention to adopt positive eWOM, however, the influence of psychological incentives will be smaller than the monetary incentives."

H3: "Consumer engagement mediates the effect between incentives and adoption of eWOM in the form of online reviews."

Based on those three hypotheses, an experimental research was conducted through survey on Qualtrics, where among the 517 respondents (including the ones on the pretest part of the experiment) 175 were considered valid to analyze the results. With ages ranging from 18 to 58. The majority of respondents fell within the 23-27 age group, indicating a certain age bias in the sample. Of the respondents, 156 identified as female, while 18 identifies as male and 1 as "prefer not to say". Most participants reported purchasing cosmetic products approximately four times a year, providing insights into their buying behavior. A substantial majority, approximately 61.7%, preferred to shop in physical stores, which can be crucial for understanding their shopping preferences.

To understand the reliability and consistency of the variables chosen to analyze in this study (Customer Engagement Questions, Positive Word of Mouth, Reliance on Word of Mouth, Self-Enhancement, and Price Sensitivity.) it was used the study Cronbach's alpha. A Cronbach's alpha value close to 1 suggests that the items are highly correlated and collectively measure a single construct, which, in this case, all of the variables previously list presented very high values close

to 1. In this sense is possible to state that all of them indicate a strong consistency among the questionnaire items, confirming their effectiveness in measuring the underlying constructs of the study.

Consequently, it was conducted a t test to determine the results of the hypotheses of the study.

For a better understanding of the participants, they were presented with one of the two scenarios that happened randomly through a tool of Qualtrics, and It was possible to indicate statistical significance and suggests that participants exposed to each scenario could correctly identify it.

Subsequently, the study examined whether participants offered either monetary or non-monetary incentives were more inclined to engage in positive word-of-mouth behavior. Another t-test was employed for this analysis. The results to the proposed study invalidated the positive influence of consumers how were presented with incentives (monetary and psychological) were not more like to engage in positive eWOM.

The findings from the hypotheses testing indicate that while participants were able to correctly identify scenarios associated with incentives, the presence of either monetary or psychological incentives did not lead to a statistically significant difference in eWOM engagement.

The third hypothesis of this study was tested through the application of linear regression analysis. The examination of the three hypotheses outlined in this study reveals statistically insignificant results. These outcomes suggest that, from the perspective of the company, the presentation of one scenario over another holds no evident impact on the customer. Additionally, it implies that the perceived benefits do not exert a significant influence on customer engagement. These findings carry significant implications for marketing strategies and can help the design of customer experience.

While the hypotheses were not supported by the data, the study provides valuable insights into the complex interplay of incentives and customer engagement within the context of eWOM. As mentioned before, these findings hold implications for marketing strategies and the design of customer experiences, since they emphasize the need for a nuanced understanding of consumer behavior in the evolving landscape of eWOM and incentives.

Although a significant proportion of the respondents in our study belong to a younger demographic, which typically exhibits a higher propensity for online purchases, the in-store shopping experience remains a salient factor of consideration within the context of cosmetic product acquisition. As we conducted hypotheses testing for H1 and H2, it became evident that, from the consumer's perspective, the nature of the offered incentive may not substantially differ in its impact on their engagement. However, from the standpoint of the company, these distinctions can have notable strategic implications. More specifically, providing monetary incentives can be a more costly effort for the company compared to offering psychological incentives. This financial consideration is particularly pertinent for companies seeking to optimize their marketing strategies in a cost-effective manner.

The third and last hypothesis was examined through linear regression and was considered insignificant based on the values previously presented.

Being that the third hypothesis was not validated, it was important to still understand the behavior of the sample and in this sense, it was created a multi variable A-NOVA analysis where the motivation behind this exploratory analysis is to determine whether these control variables play a significant role in influencing positive WOM, given the absence of substantial effects from the initially proposed hypotheses.

For instance, the variable Customer Engagement was once again tested, and it was also possible to state in light of previous research (Hollebeek et al., 2014) (Pandir & Enginkaya, 2018) that higher the level of engagement, highest is the chance of sharing positive eWOM, since the results were significant, since the value of F is 9.216 reaches notable significance, with a p-value of <0.001 (which is less than the 0.05 alpha level). This suggests that customers that are highly engaged have a stronger propensity to engage in positive eWOM, similar to what was tested before on the linear regression test.

When analyzed, the self-enhancement variable exhibit significant statistically results as it happened in previous studies (Deangelis et al., 2012 ; Chu et al., 2019) (Chu et al., 2019) . This is a significant result. The value of F 3.039 reaches significance with a p-value of <0.001 (which is less than the 0.05 alpha level). Hence, it appears that self-enhancement substantially drives customers to participate in positive WOM behaviors. Meaning that although the presentation of a psychological scenario might not impact the levels of engagement and therefore not the positive eWOM, it is still important to understand that people with higher levels of self-enhancement are more likely to generate positive eWOM.

Regarding the price sensitivity variable, in general, high price sensitivity often implies that consumers are more price-conscious (T. Lin et al., 2022), and in light of previous research people who are more price sensitive are more likely to engage in WOM activities (Milaković & Mihić, 2016) (Milaković et al., 2020). Apparently in the cosmetic industry, people which the pattern maintains the same and consumers share their opinions or experiences regarding pricing and value for money, presents the value of F 3.633, which reaches significance with a p-value of <0.001 (which is less than the 0.05 alpha level). This suggests that customers who are highly sensitive to price considerations, strongly influence their propensity to engage in positive eWOM, and not only in WOM activities as was presented in previous studies.

Last, but not least the other variable present, Reliance on Word of Mouth, also presented statistically significant results like previous literature as stated. People who trust and accept the recommendations from friends, family, or other consumers are more inclined to share their own opinions and experiences with others. When they have positive experiences with products, services, or brands, they are more likely to spread positive WOM to their social circles (Ali et al., 2022).

To recap, in the following Table 3 is possible to have an overview of the hypotheses and respective results and the others analysis conducted.

Hypotheses	Relationship	Result
H1	Monetary incentives → will exhibit higher levels of engagement in electronic word-of-mouth (eWOM)	Rejected
H2	Psychological incentives → will positively impact consumers' intention to adopt positive eWOM, however, the influence of will be smaller than the monetary incentives	Rejected
H3	Consumer engagement mediates the effect between incentives and adoption of eWOM in the form of online reviews	Rejected
Variable play a significant role in influencing positive WOM	Customer Engagement	Supported (Hollebeek et al., 2014) (Pandir & Enginkaya, 2018)
Control variables play a significant role in influencing positive WOM	Self-enhancement	Supported (Deangelis et al., 2012) (Chu et al., 2019)
Control variables play a significant role in influencing positive WOM	Price sensitivity	Supported (Milaković & Mihić, 2016) (Milaković et al., 2020)
Independent variables play a significant role in influencing positive WOM	Reliance Word of Mouth	Supported (Ali et al., 2022)

Table 3- Overview of the hypotheses and respective results

6. CONCLUSIONS

This study aimed to contribute to the existing body of literature by elucidating the intricate impact of monetary incentives and self-enhancement motives on consumer engagement in positive eWOM within the cosmetic industry. The insights gathered from this study can provide marketers with the knowledge necessary to devise effective eWOM strategies that attach these incentives to develop positive perceptions and engender interest in their respective brands and respective products.

The research method employed in this study was an experimental design, a common approach for establishing causal relationships between variables. This design facilitated the handling of an independent variable (single factor) and the observation of its impact on a dependent variable. By randomly assigning participants to different conditions, the independent variable (IV) was altered, and the dependent variable (DV) was measured to assess any potential cause-and-effect relationships. Participants experienced the same standardized procedures and stimuli, reducing the likelihood of bias and contamination in the results. In this case, 50 percent of participants were exposed to the scenario of receiving a monetary incentive, and the other half encountered the psychological incentive. The sample contained 175 valid participants who had previously purchased cosmetic products online, ranging in age from 18 to 58+.

When comparing the values of intention of generating positive WOM according to the participants' gender, age category, and area of residency, the differential analysis showed no significant differences between the averages of the groups of each of these sociodemographic characteristics.

Additionally, through the correlation analysis it was possible to verify significant positive associations in all the relationships between willing to generate positive WOM and the studied variables (Customer engagement, Price sensitivity, Self-enhancement, Reliance on WOM)

Finally, when all three research hypotheses were tested the study revealed that they were not supported, since the statistical analysis employing t-tests failed in showing significant results for the tested relationships.

In response to this circumstance, a fresh analytical approach was applied, leading to the observation that, consistent with previous studies, the control variables (Customer Engagement and Price Sensitivity) demonstrated noteworthy findings. Furthermore, the independent variables incorporated in the model also yielded significant results, aligning with the anticipated support, as expected.

6.1. THEORETICAL IMPLICATIONS

This master's thesis sought to explore the influence of various incentives on consumer engagement in electronic Word-of-Mouth (eWOM). The primary objective was to assist companies in comprehending the significance of these incentives from a customer's perspective, particularly in the context of leaving a review on the website post-purchase. The research aimed to make a meaningful contribution to the exploration of this topic, focusing on addressing the three research questions introduced in the opening section. The final results obtained during the study are considered relevant and contribute to the broader understanding of the topic.

The findings of this study underscore the significance of engagement as a determinant of positive WOM origination in light of previous studies (Hollebeek et al., 2014; Pandir & Enginkaya, 2018). The role of the engagement, in fostering favorable WOM outcomes has been substantiated by empirical evidence and in this study throughout the data analysis, shows with the final results of this experiment it was possible to state that the customer engagement has a stronger likelihood with the spreading of positive word of mouth.

Price sensitivity emerges as a pivotal factor influencing individuals' intentions to engage in positive eWOM activities. This is framed by previous studies that stated that price sensitive consumers are more likely to engage in WOM activity (Milaković & Mihić, 2016). It is imperative to recognize that consumer response to pricing strategies significantly shapes their propensity to engage in WOM communication.

The motivation for self-enhancement has been identified as a driving force behind individuals' WOM behavior. As elucidated by (Deangelis et al., 2012) (Chu et al., 2019) the desire for self-enhancement is intricately linked to the propensity to engage in WOM activities. The present study aligns with these established theories, shedding light on the persistent association between self-enhancement motivation and WOM behavior.

Remarkably, this study stands as a pioneering endeavor to investigate the interplay of monetary and psychological incentives on individuals' intentions to engage in positive eWOM. Notably, it presents a counterintuitive finding wherein the impact of incentives on WOM intention remains inconclusive, contrary to the prevailing literature. Despite expectations aligned with extant research, in agreement with the empirical findings, it is important that the expected effects, as conceived in the initial hypotheses, were not substantiated by the data. The present study, characterized by its robust sample, had undergone two prior tests, involving refinements and adjustments in the research design. Ultimately, the culminating version of the primary investigation boasted a sample size comprising 175 participants. This suggests the need for further comprehensive investigations to unravel the intricate dynamics of incentives in shaping the intention to generate reviews, particularly in the domain of cosmetics and skincare. Consequently, additional studies are warranted to gain a deeper understanding of the multifaceted influence of incentives on WOM intention within this specific context.

6.2. GENERAL IMPLICATIONS

The implications of this study are extended to practical applications within the corporate realm, particularly for businesses seeking to enhance customer engagement and stimulate their eWOM (online reviews). A notable finding of this research underscores the economic aspect of incentive strategies. The study revealed that investments in financial incentives are not (significantly) more effective than psychological incentives in eliciting WOM intentions. This observation has direct implications for businesses, indicating that, and consistent with the results, companies can potentially optimize resource distribution by reconsidering the allocation of financial incentives. By directing these resources towards alternative actions, it is possible to yield more pronounced benefits, exercise cost-efficiency and better plan strategic resource management.

The study's outcomes have the potential to guide businesses in refining their allocation of financial resources for customer engagement initiatives. Companies often allocate substantial budgets to incentivize consumers for WOM activities. However, if the data analysis indeed demonstrates that financial incentives do not offer a substantial advantage over psychological incentives, this may prompt a reevaluation of resource distribution. Firms could contemplate reallocating these financial resources to areas that exhibit greater efficacy in nurturing customer relationships or improving product quality. This realignment of resources aligns with the overarching objective of optimizing investments and achieving the highest return on expenditure.

A fundamental implication for companies lies in the realm of consumer engagement strategies. The study's findings suggest that the relative effectiveness of financial incentives vis-à-vis psychological incentives is not as pronounced as previously assumed. Consequently, companies may be prompted to diversify their approach to customer engagement by incorporating a blend of strategies that leverage psychological incentives alongside or even in lieu of financial ones. In this specific context, the findings suggest that companies stand to achieve significant cost savings by refraining from providing monetary incentives and, alternatively, allocating resources towards to engage a professional graphic designer. Over the course of an economic year, the cumulative expenses associated with disbursing monetary incentives to customers may surpass the economical investment required for the design and implementation of the aforementioned "consumer badge." This strategic redirection of resources ensures that the consumer badge, which customers can prominently display on their websites when presenting their reviews, is efficiently produced and serves as a sustainable, cost-effective alternative to conventional monetary incentives.

6.3. LIMITATIONS AND FUTURE RESEARCH

In line with customary research practices, this study exhibits certain limitations that pave the way for prospective recommendations.

Firstly, the sample size employed in this research is relatively modest, rendering it less than fully representative of the entire population of Portugal. Consequently, the findings derived from this study cannot be generalized to encompass the entirety of the target population. Furthermore, it is important to note that the data collection process relied on a convenience sample and was conducted through an online questionnaire, leading to a predominant inclusion of participants within the age bracket of 23 to 27 years. Future research activities may benefit from involving a more diverse age range, enabling a more comprehensive examination of potential variations in incentives based on participants' age.

Secondly, some sociodemographic factors were not taken into consideration for this study, such as the level of education and the income level. Thus, in future similar projects, it would be interesting to assess different types of incentives, as this is a factor that might impact them.

Thirdly, the research hypotheses of this study failed to be supported. So, future research should focus on different independent variables to check if it might have an impact on the intention of generating positive eWOM, since the chosen ones for this study didn't.

The results of this study also underscore the importance of continued research in the domain of incentives and WOM intention. The counterintuitive findings regarding the relative efficacy of different incentive types serve as a catalyst for further investigations. Companies and researchers alike can benefit from exploring the underlying mechanisms and nuances of incentive strategies, potentially uncovering more tailored approaches for specific industries or consumer segments. By fostering a culture of empirical inquiry and adaptation, businesses can remain at the forefront of industry best practices, continually refining their strategies to meet the evolving dynamics of consumer behavior.

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APPENDIX A

Full Survey:

Introdução

- Caro participante, esta é uma investigação sobre comportamento do consumidor. Será solicitado a responder este questionário que leva aproximadamente 6 minutos. Não há perda financeira nem risco envolvido na participação desta pesquisa. A sua participação é voluntária e pode desistir a qualquer momento. A sua resposta é anónima e será utilizada apenas para fins académicos. Se tiver alguma dúvida, sugestão ou comentário sobre o inquérito, por favor contacte-nos: m20210193@novaims.unl.pt

Consentimento informado

Declaro que tenho 18 anos ou mais e concordo com a participação nesta pesquisa. Declaro que fui informado que a minha participação neste estudo é voluntária e que posso abandonar este inquérito a qualquer momento sem qualquer penalização, sendo que todos os dados são confidenciais. Compreendo que este estudo não oferece riscos graves. Eu li e compreendi o formulário de consentimento acima apresentado e desejo de livre e espontânea vontade participar neste estudo.

- Sim
- Não

Pergunta filtragem

Já alguma vez comprou produtos de cosmética (produtos de higiene corporal, como sabonetes, geles de banho, champôs, desodorizantes, pastas dentífricas, e os produtos de beleza, como tintas capilares, vernizes e maquilhagem.) online?

- Sim
- Não

Bloco 14

Preste atenção ao seguinte cenário apresentado:

Incentivos não monetários

Imagine que comprou um produto de cosmética online, e após receber a encomenda a marca enviou o seguinte email:



UM PRESENTE PARA OS NOSSOS
MEMBROS
EXCLUSIVOS

Após deixares a tua review da última encomenda obtém o título "**Top consumer**" para divulgares nas tuas redes sociais e acesso a eventos exclusivos de beleza.

**FAZER REVIEW
AGORA**

Incentivos monetários

Imagine que comprou um produto de cosmética online, e após receber a encomenda a marca enviou o seguinte email:



50% OFF + 

UM PRESENTE PARA OS NOSSOS MEMBROS QUE OFERECEM FEEDBACK

Após deixares a tua review da última encomenda obtém **50% de desconto e um brinde.**

FAZER REVIEW AGORA

Pergunta de manipulação

Relativamente ao exemplo de email recebido da empresa. Acredita que a empresa está a oferecer

- "Um desconto + brinde"
- Título "top consumer"

Pré escalas

Com base no email anteriormente apresentado e considerando os benefícios que poderás receber após fazer a review no site de venda online de cosméticos, responda às seguintes questões

Customer Engagement

Numa escala de 1 a 7 onde 1 representa "discordo totalmente" e 7 representa "Concordo totalmente"

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Visitar este website de cosméticos faz-me pensar no mesmo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Penso muito neste website de cosméticos durante a utilização do mesmo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilizar este website de cosméticos estimula o meu interesse em aprender mais sobre o mesmo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me muito positivo(a) quando utilizo o website de cosméticos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Utilizar o website de cosméticos deixa-me feliz.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sinto-me bem quando o utilizo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu promoveria a marca devido aos benefícios monetários de indicação oferecidos pelo website .	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Além do valor derivado do produto, os incentivos de indicação também me incentivariam a indicar este website aos meus amigos e familiares.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu gostaria de indicar este website aos meus amigos e familiares por causa dos incentivos de indicação.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dado que eu uso esta marca, eu indicaria aos meus amigos e familiares este website devido aos incentivos de indicação.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Positive WOM

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Eu diria coisas positivas sobre este website de cosméticos a outras pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu iria recomendá-lo a alguém que procure o meu conselho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu iria encorajar amigos e familiares a visitar este website de cosméticos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Relience of WOM

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Gosto de obter as opiniões dos meus contactos das redes sociais antes de comprar produtos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Sinto-me mais confortável ao escolher produtos quando obtive opiniões dos meus contatos na rede social.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ao escolher produtos, as opiniões dos meus contactos na rede social são importantes para mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Self- Enhancement

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Acho que falar sobre as minhas decisões de compra influencia positivamente a impressão das pessoas acerca de mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importo-me com a percepção dos outros quando decido se devo ou não partilhar uma opinião.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
Ser aceite socialmente pelos outros motiva-me a utilizar as redes sociais.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Price sensitivity

	1- Discordo totalmente	2	3	4	5	6	7- Concordo totalmente
As recompensas financeiras desempenham um papel significativo na motivação do meu comportamento.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tenho mais probabilidade de participar numa tarefa ou atividade se houver um incentivo monetário envolvido.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Os incentivos monetários influenciam fortemente a minha decisão de comprar um produto ou serviço.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hábitos de compra de cosméticos

Frequência de compra de produtos cosméticos

- 2x por ano
- 4x por ano
- 6x por ano
- 8x por ano
- 10x por ano
- 12x por ano ou mais

Prefere comprar produtos de cosmética

- Online
- Presencialmente
- Outro

1

	1- Não é importante	2	3	4	5- Muito importante
Quanto valoriza ter familiaridade com o website de cosméticos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2

	1- Não é muito importante	2	3	4	5- Muito importante
Quanto valoriza receber indicações por parte de amigos e familiares.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3

	1- Não é muito relevante	2	3	4	5- Muito relevante
Quanto valoriza ler uma review online sobre o produto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demográficas

Género

- Feminino
- Masculino
- Não Binário
- Prefiro não dizer

Faixa etária

- 18-22
- 23-27
- 28-32
- 33-37
- 38-42
- 43-47
- 48-52
- 53-57
- 58+

Profissão

Residência em Portugal

- Aveiro
- Beja

- Braga
- Bragança
- Castelo Branco
- Coimbra
- Évora
- Faro
- Guarda
- Leiria
- Lisboa
- Portalegre
- Porto
- Santarém
- Setúbal
- Viana do Castelo
- Vila Real
- Viseu
- Região autónoma dos Açores
- Região autónoma da Madeira

Desenvolvido por Qualtrics

APPENDIX B

Images used for the pretest, presenting the scenarios regarding the monetary and psychological incentives.





UM PRESENTE PARA OS NOSSOS
**MEMBROS
EXCLUSIVOS**

Obtém acesso a **Brindes sazonais**
após deixares a tua review da última
encomenda

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AGORA**



UM PRESENTE PARA OS NOSSOS

MEMBROS EXCLUSIVOS

Obtém acesso a **Eventos exclusivos**
após deixares a tua review da última
encomenda



**FAZER REVIEW
AGORA**