

# Department of Marketing



Research Seminars Series | March 21st, 1-3 pm | AD.0.090

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### The Power of Social Norms Combined With Financial Incentives

**Abstract:** In hopes of motivating consumers to provide larger volumes of useful product reviews, many retailers offer financial incentives. Here, we explore an alternative approach, social norms. We inform individuals about the volume of reviews authored by other customers. We test the effectiveness of using financial incentives, social norms, and a combination of both strategies in motivating consumers. In two randomized experiments, we compare the effectiveness of each strategy in stimulating online reviews in larger numbers and of greater length. We find that financial incentives are more effective at inducing larger volumes of reviews, but the reviews that result are not particularly lengthy, whereas social norms have a greater effect on the length of reviews. Importantly, we show that the combination of financial incentives and social norms yields the greatest overall benefit by motivating reviews in greater numbers and of greater length.