

**INCENTIVIZED PRODUCT REVIEWS: HOW A BLOGGERS MOTIVES TO
ACCEPT BRAND INCENTIVIZATION CAN IMPACT BLOG LOYALTY**

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ABSTRACT

As blogs continue to grow in importance, they have quickly become one of the largest and most established forms of non-traditional media (Onishi and Manchanda, 2012; Stephen and Galak, 2012). Due to this popularity, brands are striving to connect to consumers through the blogosphere. One of the most popular approaches is incentivization, whereby the brand incentivizes the blogger to write a review of a given product (Uribe, Buzeta and Velázquez, 2016; Hwang and Jeong, 2016). However, incentivization may pose significant risks for bloggers, who are perceived to be independent from corporate interests and a credible source of information. We employed three experimental studies to show that intrinsic, as compared to extrinsic, incentivization acceptance motives mitigate the negative effect of positive incentivized reviews on perceived independence, credibility and ultimately, blog loyalty. In our final experiment, we find that that followers who are attached to a blog are more likely to continue to browse, revisit and recommend the blog, regardless of incentivization acceptance motives.

Keywords: incentivized reviews, motives, attachment, disclosure, blogs, loyalty

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