

# Intrinsic or extrinsic motivators - what drives consumer to share the mobile coupons in social networking sites?

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## **Abstract**

Consumers are not only using the various online promotion techniques in making their purchase decision but they are also propagating it. Consumers are an integral part of viral marketing. In our study we have tried to understand what drives these consumers to propagate the message of promotion i.e. m-coupons in Social networking sites. The focus of this study lies in understanding the extrinsic vs. intrinsic motivators which drives the m-coupon sharing behavior. Thus, this study brings about some important findings that whether extrinsic or intrinsic factors plays key role in motivating the consumer. Results shows that intrinsic motivators outweigh extrinsic motivators.

**Keywords:** *Promotions; Social media; digital marketing*

**Track:** Pricing & Promotions