Ready to lie? An approach to the main motivations in online sweepstakes and quizzes

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Abstract

The aim of this research is to improve knowledge about the reasons why users lie when registering their data to participate in online sweepstakes and quizzes. A mixed-method approach is employed. Study 1 uses 33 in-depth interviews to explore and estimate the main motivators for intentionally falsifying data provided to sweepstake sponsors. In turn, the descriptive Study 2 uses a choice-based conjoint analysis methodology with a sample of 269 participants to estimate the weight of the factors revealed in the first stage. The results show that the most common reasons are related to amusement, such as playing pranks, and lack of faith in the company's data privacy and security measures. This will help companies to detect and prevent such practices.

Subject Areas: *Customer Relationship Management and Customer Satisfaction, Decision Support Systems, Direct Marketing, Electronic Commerce and Internet Marketing, Information Systems*

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