

Accepted Manuscript

Title: Can Financial Incentives Help People Trying to Establish New Habits? Experimental Evidence with New Gym Members

Authors: Mariana Carrera, Heather Royer, Mark Stehr, Justin Sydnor



PII: S0167-6296(17)30601-X
DOI: <https://doi.org/10.1016/j.jhealeco.2018.02.010>
Reference: JHE 2106

To appear in: *Journal of Health Economics*

Received date: 28-6-2017
Revised date: 29-12-2017
Accepted date: 15-2-2018

Please cite this article as: Carrera, Mariana, Royer, Heather, Stehr, Mark, Sydnor, Justin, Can Financial Incentives Help People Trying to Establish New Habits? Experimental Evidence with New Gym Members. *Journal of Health Economics* <https://doi.org/10.1016/j.jhealeco.2018.02.010>

This is a PDF file of an unedited manuscript that has been accepted for publication. As a service to our customers we are providing this early version of the manuscript. The manuscript will undergo copyediting, typesetting, and review of the resulting proof before it is published in its final form. Please note that during the production process errors may be discovered which could affect the content, and all legal disclaimers that apply to the journal pertain.

Can Financial Incentives Help People Trying to Establish New Habits? Experimental Evidence with New Gym Members

Mariana Carrera

Case Western Reserve University

Heather Royer

University of California, Santa Barbara & IZA & NBER

Mark Stehr

Drexel University

Justin Sydnor

University of Wisconsin, Madison & NBER

December 29, 2017

ABSTRACT

Can financial incentives aid habit formation in people attempting to establish a positive health behavior? We provide evidence on this question from a randomized controlled trial of modest-sized incentives to attend the gym among new members of a fitness facility. Our experiment randomized 690 participants into a control group that received a \$30 payment unconditionally or one of 3 incentive groups that received a payment for attending the gym at least 9 times over the first 6 weeks of membership. Two incentive treatment arms offered monetary payments of \$30 and \$60. The third incentive treatment, motivated by the endowment effect, offered a physical item worth \$30. All three incentives had only small impacts on attendance during members' first 6 weeks and no effect on their post-incentive visit trajectories. We document substantial overconfidence among new members about their likely visits and discuss how overconfidence may undermine the effectiveness of incentive programs.

JEL codes: C93, D3, I12

Keywords: exercise, incentives, endowment effect, overconfidence

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات