Nigerian study: <https://www.researchgate.net/profile/Kiemute_Oyibo2/publication/333815049_Investigation_of_the_Perceived_Persuasive_Features_of_Fitness_App_A_Case_Study_of_Nigeria/links/5d06f0e1a6fdcc39f1220957/Investigation-of-the-Perceived-Persuasive-Features-of-Fitness-App-A-Case-Study-of-Nigeria.pdf>

Nigerian study future work suggests that people will work on their health more if there is a reward.

“In particular, they are most likely to be susceptible to Goal-Setting/Self-Monitoring, followed by Reward/Competition, and least likely to be susceptible to Social Comparison/Social Learning/Cooperation. Our findings suggest that Goal-Setting/Self-Monitoring, along with Reward, is perceived by Nigerians as a key persuasive feature in fitness apps.”