The Moving that Makes Us: The Impact of Residential Mobility on Consumer Motivation

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Abstract
This research examines how and why residential mobility leads consumers to have stronger intrinsic motivation in consumption activities. A combination of a survey, field study, and experiments show that residential mobility, the experience of moving one’s home from one place to another, results in individuals’ greater self-clarity. This heightened sense of self-clarity, which in turn facilitates their intrinsic motivation. Consistent with this proposed account, the positive effect of residential mobility on intrinsic motivation is attenuated in the presence of externally-boosted self-clarity and a threat to autonomy.