

MARKETING COLLOQUIA

SPRING 2019

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Date: Thursday, April 11, 2019

Where: 741 JMHH

When: 12:00 PM to 1:20 PM

IT'S ABOUT TIME: EARLIER REWARDS INCREASE INTRINSIC MOTIVATION

ABSTRACT: Can immediate (vs. delayed) rewards increase intrinsic motivation? Prior research compared the presence versus absence of rewards. By contrast, this research compared immediate versus delayed rewards, finding that more immediate rewards increase intrinsic motivation by creating a perceptual fusion between the activity and its goal (i.e., the reward).