

MARKETING COLLOQUIA

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Thursday, February 6, 2014

Where: 741 JMHH

When: 3:00 PM to 4:20 PM

A MARKETING PERSPECTIVE ON FREE WILL

ABSTRACT: The topic of free will has a long and distinguished history in philosophy and psychology. Consumer research has implicitly confronted the issue through empirical investigation of psychological processes that speak to the existence of free will; more recently, consumer psychologists have explicitly debated the question and its implications for decision making. The present research takes a different approach by investigating consumers' beliefs about the amount of free will possessed by themselves and others. Results suggest that consumers are not insensitive to the constraints placed on volition but neither are they inclined to doubt agency, even when the constraints are severe. Implications for public policy are considered from several perspectives.