

# Decision Processes Colloquia

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Monday, September 30, 2024

Where: JMHH F55

When: 12:00 – 1:20 pm

**Gavan Fitzsimons**

Edward S. & Rose K. Donnell Professor of Marketing and Psychology  
Duke University

## Overcoming Behavioral Backlash

### ABSTRACT:

More than 50 years of research have explored a behavioral phenomenon known as reactance. When a consumer's freedom to choose is threatened they often experience reactance and tend to aggressively defend that freedom (by increasing the desirability of the freedom and by derogating the source of the restriction). I'll discuss how reactance plays out in a variety of consumer and organizational contexts and talk about what consumers and firms can do to manage this experience.

