

Psychological reactance theory research paper

[Business](#), [Marketing](#)



Introduction

Human mind thrives on the freedom of choice. A person's actions and their way of life are based on perceptions which then inform personal decision. It is human nature to choose how, when and where to carry out their duties and fulfill their responsibilities. Curtailing of these freedoms leads to opposition to the rules or the authority issuing instructions. It is usually aimed at reclaiming what is lost to restrictions or preventing any further losses. This rebellion serves to psychologically satisfy the person who feels oppressed and is the embodiment of reactance theory.

Subjectively, a person samples several available options before making an informed decision. It affirms the importance of brains in human beings which thrive on availability of freedoms. It is healthy for one to think of what to do and where to do it because it gives rise innovation and growth of the societal systems (Burke, Lake, & Paine, 2008). For instance, in a world where one wants to travel, they should have a choice of what means to utilize to get there depending on urgency, economic standing and the need for luxury. When a person's need is not met by the available means, then they have a chance to invent and create a niche in the market place (Hamilton, 2007). Assuming that restrictions are made in this case to a certain means of transport, no innovation would be realized and the people involved will not be satisfied, because they have different considerations. It is natural for one to pursue their happiness in whatever way they deem best. When the space is created by having little or no restrictions, satisfaction is achieved, and lives are prolonged. Certainly, it is beneficial for humanity because the risk of conflicts is reduced.

Psychological reactance theory is fascinating and at the same time extremely valuable in human relations. Reverse psychology is its inverse and can utilize the resistance to restrictions and enhance sales for goods and services. It can also be utilized in rehabilitation facilities (Rains & Turner, n. d.). In marketing, the sales person aims to appeal to the client and ultimately sell their merchandise. In a situation where the market has been dominated by one player, entry of new enterprises may be hard but by use of the reactance theory, penetration is possible. By bringing to light in advertisements about how the dominant player has been restrictive, one gains clients out of a systematically aroused rebellion. By so doing, business can be established. In correctional facilities reverse psychology can be utilized by the authorities to help in rehabilitation. Understanding the application of the theory also helps counselors to avoid directly confronting patients. Internalization of the theory will help in proper mechanisms which do not appear to confront the patient, therefore, reducing resistance and aiding in quick recovery. Leadership can also be enhanced by understanding and application of this theory. An exemplary leader will avoid imperatives in their speech and interaction with the subjects. Consequently, running an organization is made smooth and tends to achieve better results (Hamilton, 2007).

Conclusion

Though this theory can be utilized, it has an unpleasant side to it because no one can have unlimited freedom. The law aids in drawing boundaries pertaining freedoms so that everyone has a fair chance. Civic education helps make laws appealing and reduce resistance by making the advantages

known. By so doing, rebellion can be mitigated and managed. Viewed together with the theory of scarcity, reactance can be used as a powerful marketing tool and for people management. It prepares the parties driving the agenda psychologically for the outcomes of their action. This can be viewed as an advantage.

References

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