

Social Influence (Part 2)

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2.0 Technique of Social Influence

2.1 Techniques of Social Influence based on Commitment and Consistency

- Once people make a commitment, they feel both internal and external pressure to behave consistently with that commitment.
- Other than that, they feel obligated to follow through on it
 - Foot in the door technique
 - It based on the principle of starting with a small request in order to get eventual compliance with a larger request.
 - Complying with small requests seems like no big deal, but it increases the likelihood of complying with larger request later on. It is easier to comply second time than the first time
 - Low ball technique
 - requester first get a person to comply with a seemingly low cost request and later reveals hidden additional costs.
 - For example, when we come to dealership and test drive a car after that really want to buy the car. The salesperson quotes an excellent price, and then the customer agrees the deal and signs the agreement.
 - After the salesperson meet his manager, he returns with some bad news which is the customer have to pay extra for other equipment. The original price is really a “low ball” that the salesperson threw it.
 - Bait and switch technique
 - It works by baiting people with an attractive offer that is unavailable, and then switching them to a less attractive offer that is available.

-For example, we go to store because they advertised a product that customer need but when get to the store unfortunately that product is sold out. Since that already there, so decision here is to go shopping anywhere at the store.

- Labelling technique

-It involves assigning a label to an individual and then requesting a favor that is consistent with the label.

-The labeling technique is related to the self-fulfilling prophency. People tend to live up to the label others give them.

- Legitimization of paltry favors technique

- need the requester make a small amount of aid acceptable. For example, “Could you give a contribution?”

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