

Introduction of Psychology

Tutorial 11 Attitude



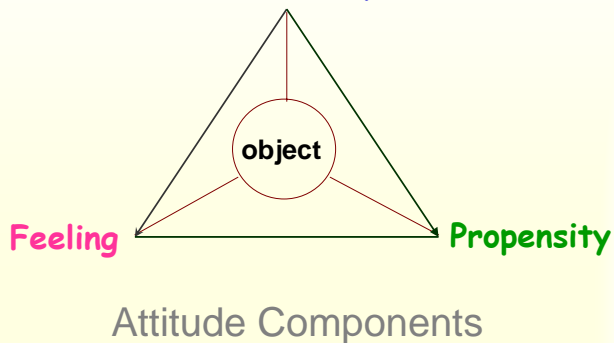
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www.yipsir.com.hk

Definition of Attitudes

Beliefs that predispose one to **act** and **feel** in certain ways.

Belief / Perception

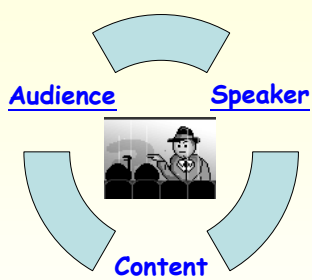


Persuasion

Early research on the question of what makes a message persuasive focussed on the role of **three** factors:

- ☛ **Who** (speaker's credibility)
- ☛ **Says what** (verbal contents & non-verbal skills)
- ☛ **To whom** (audience characteristics)

Persuasion



1. Characteristics of the Speaker

- **Credibility**
- **Attractiveness**
- **Intent**

Credibility - Authority

1. A man could increase by 350% number of pedestrians who would follow him across the street simply by wearing a suit and tie.
2. → Dressing style is of paramount importance for a salesman.



Building your credibility

1. Reputation
 - Use **Examples** or **statistics** to show company credibility
 - Use personal credibility: **networking**, Christianity
2. Dynamism (活力)
 - Pay attention to physical **appearance**
 - **Body language** count even seriously
 - Like you → like your products / service
愛屋及烏效應
3. Expertise
 - Show **professional knowledge** and pass success to the customers.
4. Others reference / social validity
 - Other **customers endorse** the products / service



2. Characteristics of the Message

- **Message framing** (status, uniqueness...)
- **Two-sided arguments**

3. Characteristics of the Audience

- **age,**
- **income,**
- **social class,**
- **occupation &**
- **their preferences**

Some Persuasion techniques

Routes of Persuasion



1. Elaboration Likelihood Model (ELM)
Petty and Cacioppo
2. Two routes can be used to persuade paino, nutrient
 - **Central:** relies on **facts, figures, and thought**. Changes tend to be **more permanent** due to **effortful processing**.
 - **Peripheral:** attempts to persuade you **without thought occurring**. Relies on **emotion**. Leads to **superficial and temporary change**.

Statistical evidence

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【网络类型】	GSM900/1800/1900MHz/GPRS
【尺寸体积】	97.5x49x23mm/89cc
【手机重量】	103克
【手机颜色】	淡金色
【标准配置】	锂电池 (700mAh)、充电器、耳机、数据线、光盘 (视包装及促销方式而定)
【通话时间】	96-420分钟 (视当地网络及使用状况情况而定)
【待机时间】	75-220小时 (视当地网络及使用状况情况而定)
【特殊说明】	内置数码相机，11万像素分辨率，支持将图片存成待机屏幕画面。
【上市时间】	2002年11月

Testimony(證明)



We can use some substances(實物) to increase the credibility.

Visual evidence

Before keeping fit



After keeping fit

Comparison and Contrast (1)



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hp officejet 4110 all-in-one• 實惠而功能超卓的打印機、傳真機、掃描器及影印機，適合家居及公司業務使用。纖巧實惠的多合一解決方案。



hp officejet 5110 多合一事務機• 外型纖巧的多合一產品，備有先進的傳真功能藉使用 office jet 5110 工作更多，創作更

Comparison and Contrast (2)

1. 例如: A.C Nielsen 市場調查公司的大型調查



2. 和其他健身中心比較設施多少



Verbal communication

如：

- 我地公司係同行之中聲譽最好，顧客最放心既健身中心。
- 絕對唔使擔心我地既服務貨不對辦，兼且我地仲會提供一個禮拜免費試玩，如果唔滿意，我地絕對唔會收錢
- 我地考慮到好多女士要湊小朋友
- 為左體貼你地既需要...



Other skills

1. Foot-in-the-door technique
2. "Poor product first" strategy
3. VIP discount → respect → esteem booster
4. Intensify your uniqueness / strength
(decoration, view, peripheral service, support service, after-care service)
5. Downplay opponents' weakness

An overview of persuasion techniques

1. Central route
(appeal to information)
2. Peripheral route
(appeal to emotion)
3. Salesman's credibility
(expertise, genuineness)
4. Statistical evidence
5. Comparison and Contrast
6. Social Validation
7. Emotional Security
8. Foot-in-the-door
9. Snow ball technique
10. Attractiveness
11. Body language
12. Two-sided arguments
13. Intensify your uniqueness
14. Downplay opponents' weakness
15. Scarcity
16. Price
17. Free try
18. Gifts, discount, add-on services
19. After-sale service

Role Play: Persuasion

1. In group, apply the principles of persuasion you learned in the lecture to change other people's **ATTITUDE** about the product you want to sell.
2. Think of a sales plan and present it to your classmates (who are your target customers)



Select one of the following products:

1. Expensive Disney's educational discs
2. Summer study tours for the kids, local or foreign
3. Mobile phone
4. Digital camera
5. Fitness Centre Membership
6. Facial package



The end