

Introduction of Psychology

Tutorial 11 Attitude



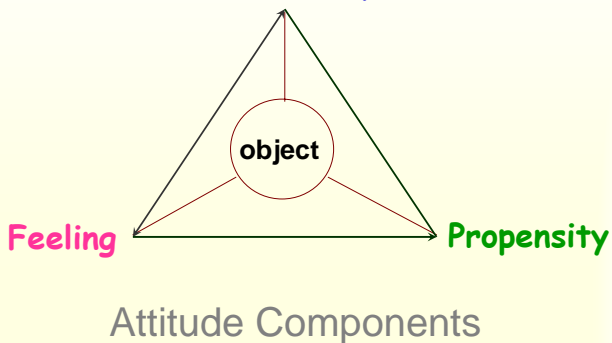
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Definition of Attitudes

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

Belief / Perception

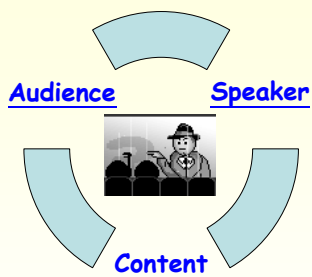


Persuasion

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

- Fear appeals
- Two-sided arguments
- Message framing

3. Characteristics of the Listeners

- Intelligence
- Self-esteem
- Audience size
- Gender

Listening

- Know your customers' needs:
 - → you may get the *critical information* of your customers e.g.
 - age,
 - income,
 - social class,
 - occupation &
 - their preferences



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

Application of Persuasion concepts and skills

Concepts and skills applied?

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



The end