**Promotional Strategies**

The underlying principles of gaining compliance in the markets.

1. **Social Validation:** We are generally more willing to comply with a request for some action if this action is consistent with what we believe person similar to ourselves are doing / thinking. We want to be correct, and one way to do so is to act or think like others. These are closely related to information social influence and conformity.
2. **Authority:** In general we are more willing to comply with requests from someone who holds legitimate authority or who simply appears to do so.
3. **Tactics based on Commitment and Consistency:** Once we have committed ourselves to a position or action, we are more willing to comply with requests for behaviors that are consistent with this position or action, then with requests that are inconsistent with that position or action.

***Foot in the door technique:*** A procedure for gaining compliance in which requesters begin with a small request and then, when this is granted, escalated to a larger one (the one they actually desired all along).

***Low ball technique:*** A procedure for gaining compliance in which an offer or deal is changed (made less attractive) after the target person has accepted it.

1. **Tactics based on Reciprocity:** We are generally more willing to comply with a request from someone who has previously provided a favor or concession to us then to oblige someone who has not. In other words, we feel compelled to pay people back in some way for what they have done for us.

***Door in the face technique:*** A procedure for gaining compliance in which requesters begin with a large request and then, when this is refused, retreat to a smaller one (the one they actually desired all along).

***That’s not all technique:*** A procedure for gaining compliance in which requesters offer target person additional benefits to convince the shoppers before they have decided whether to comply or reject specific request.

1. **Tactics based on Scarcity:** In general, we value, and try to secure outcomes of objects that are scarce or decreasing in their availability. As a result, we are more likely to comply with requests that focus on scarcity then with ones that make no reference to this issue.

***Playing hard to get technique:*** A procedure for gaining compliance by suggesting that an object is scarce and hard to obtain.

***Dead line technique:*** A procedure for gaining compliance in which target persons are told that they have only limited time to take advantage of some offer or to obtain some item.

1. **Tactics based on Friendships and Likings:** In general we are more willing to comply with requests from friends or from people we like than with requests from strangers or people we don’t like.

***Ingratiation technique:*** A technique for gaining compliance in which requesters first induce target persons to like them, then attempt to change their behaviors in some desired manner.

***Flattery:*** Flattery is an effective tool for gaining compliance in which we praise others in some manner. It does not have to focus on the recipient to be effective; compliments for person close to the recipients can also be effective.

1. **Other Tactics:** The marketers use various other tactics to convince their customers for buying products. Some are given below:

***Putting others into a Good Mood:*** Putting others into good mood before making a request so that they are more likely to say yes to various requests.

***Take with You and Use:*** Giving sample or products to take with them and use them by giving them confidence to try or return.

***Pique technique:*** A procedure for gaining compliance in which target persons’ interest us piqued (stimulated) by unusual request.