



Master thesis

**Increasing compliance to a request by means
of the Foot-in-the-door technique or the
Door-in-the-face technique?**

Investigation of a potential moderating effect of mood and
buying motivation.

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Abstract

This research investigated which type of influence technique the Foot-in-the-door technique or the Door-in-the-face technique is most effective in compliance gaining. Additionally, it investigated whether there is a moderating effect of mood and buying motivation on the relationship between type of influence technique and compliance. It was hypothesized that amount of processing mediated the effects in this research. In total 240 persons participated in this study, including 143 males and 97 females. The study contained twelve research conditions, which were based on the type of influence technique (Foot-in-the-door technique/ Door-in-the-face technique), mood (positive/ negative) and buying motivation (positive/ negative). The results of the study indicated that the Foot-in-the-door technique and the Door-in-the-face technique are equally effective in gaining compliance. This outcome is in line with the argument of Cialdini (1975) that both influence techniques are equally effective in gaining compliance. The mediation analysis showed that there was no mediating effect of amount of processing on the relationship between type of influence technique and compliance or on the other investigated relationships in this study. Furthermore, positive mood moderated the relationship between type of influence technique and compliance. In addition, the study revealed a significant moderating effect of buying motivation. In case of a negative buying motivation (e.g. painkillers), one has a greater compliance as opposed to a positive buying motivation (e.g. chewing gum). Additional analyses have shown that gender moderated the effect of buying motivation on the relationship between type of influence technique and compliance.

1. Introduction

Probably everyone can relate to the question ‘Why did I comply with that fundraiser who asked me to donate money to charity, to leave personal information, or to buy a certain product?’ And why was it so difficult to just say ‘no’ to that fundraiser? The answer to that question is probably due to the fact that a social influence technique is being applied. An influence technique is in fact a smart persuasion attempt in order to increase the chance one is saying ‘yes’ to a certain request (compliance).

According to Cialdini and Goldstein (2002) there are multiple social influence techniques which can be performed in order to gain compliance to a certain request. Compliance refers to a particular response which is agreement to a particular kind of request. The request could be either explicit (charitable donations) in which one is by example asked to donate money or implicit (political advertisements) in which the qualities of the political candidate are highlighted but one is not directly asked to vote for this politician. Although in both situations the persuasion target is aware of the fact being encouraged to react in a desired way (Cialdini & Goldstein, 2004). In addition, according to Cialdini and Goldstein (2004) there are six basic influence principles which explain how a person might influence another; these principles can be labeled as: liking, reciprocation, commitment and consistency, scarcity, social validation (social proof) and authority. As an example an old Chinese proverb states “Favors from others should be remembered for a thousand years”, which is based on the norm of reciprocity (Cialdini & Goldstein, 2002). This norm emphasizes that we are (or feel) obliged to repay others for what we have received from them. This might function as a guideline for our own behavior but could also make us vulnerable for influencing attempts of someone else.

This research will focus on the more subtle effects of social influence which are indirect and outside consciousness. Therefore the effects of the Foot-in-the-door (FIDT) and Door-in-the-face (DIFT) techniques will be investigated, which are influence techniques with reverse procedures of each other. Like many influence strategies the Foot-in-the-door strategy presents a small initial request which is difficult to refuse. Compliance with the first request induces the self-perception of being a person who complies with these kinds of requests. This self-perception increases the chance of compliance to the more substantial target request. On the other hand the Door-in-the-face technique is working by first making an excessive request which most likely will be rejected and then asking the more moderated favor which is the target request. It is generally supposed that this influence technique is working due to the fact that the influencer is making an obvious concession by down-sizing the initial request (Cialdini et al., 1975).

According to Cialdini (1975) the FIDT and DIFT are equally effective in compliance gaining. In contrast to this claim this experiment predicts that they are not equally effective in compliance gaining, due to the amount of processing they require. The FIDT procedure might lead to less processing in comparison to the Door-in-the-face procedure. The Foot-in-the-door procedure might function more automatically and therefore requires less mental effort. The sequence of requests is in a kind of ‘flow’ which might lead to less thinking as opposed to the DIFT. The Door-in-the-face procedure might involve more mental effort because after the rejection of the first request one might be willing to make a concession. One might feel the normative strain to match the concession of the downsized third request, which requires a certain amount of mental effort.

Literature suggests that the effectiveness of a persuasion attempt can be moderated by general forms of affect such as mood (Mitchell, 2000). However, mood is a broad term and may contain many different states. In current literature about moods scholars have generally defined positive mood as happy and negative mood as sad (Bless, Mackie & Schwarz, 1992; Mitchell, 2000; Wegner & Petty, 1994). This study will examine the effects of happy (positive) and sad (negative) moods, due to the fact that previous research suggests that a positive mood will lead to less cognitive processing and a negative mood will increase one's cognitive effort (Mitchell, 2000). So, a positive mood will lead to less cognitive processing compared to a negative mood. One's amount of processing is of importance due to the fact that it has an effect on the type of message processing one is using and therefore on the effectiveness of the influence technique.

There are two types of message processing, systematic and heuristic message processing. Systematic processing is characterized by a careful and effortful evaluation of the message which requires high cognitive effort (Eagly & Chaiken, 1993). Heuristic message processing on the other hand concerns making use of heuristic cues (Petty & Cacioppo, 1981). Eagly and Chaiken (1993) argued that this type of reasoning is a limited mode of information processing which requires little cognitive effort. Moreover, heuristic processing occurs when message receivers make use of mental shortcuts instead of issue relevant thinking to determine their attitude (Eagly & Chaiken, 1993). So, the type of processing is of importance concerning the effectiveness of the influence technique. Thus, literature suggests that a person's mood state will influence one's amount of processing which will affect the effectiveness of the influence technique. This research will test the assumption of Mitchell (2000) that mood affects the effectiveness of the influence technique. Moreover, we expect that amount of processing will function as a mediator variable in this relationship and therefore could explain the amount of effect on the dependent variable compliance.

This research additionally investigates the role of buying motivation (positive/ negative). A positive buying motivation is represented by chewing gum and a negative buying motivation by painkillers. Due to the fact that we expect that buying motivation will influence one's amount of processing as well, which would mean that the effectiveness of an influence technique might also dependent on one's buying motivation. This effect could be caused due to the fact that a negative buying motivation leads to more processing (less obvious or impulsive purchase?) as opposed to a positive buying motivation. Besides, we expect that in this relationship amount of processing will function as a mediator variable as well and therefore explains the amount of effect on compliance.

To conclude, this research investigates the following main research question: which influence technique the Foot-in-the-door technique or the Door-in-the-face technique is most effective in compliance gaining? and is there a moderating effect of mood and buying motivation on this relationship?

2. Theoretical framework

In this chapter relevant literature related to social influence, the Foot-in-the-door technique, the Door-in-the-face technique, the influence of mood, the influence of buying motivation and the role of automaticity in the process of influencing one's behavior will be discussed. Additionally, this theoretical framework includes hypotheses about the relationships between variables, which are illustrated by figures of a potential mediator variable amount of processing. Finally, the research model is displayed in Figure 2.4 to give an overview of all variables involved in this experiment.

2.1 Social influence

The research field of social influence is known for the demonstration and explanation of psychological manifestations, which are often occurring in direct response to open social forces. In the history of this field of study some of the most memorable researches are those in which participants are struggling to understand and react in line with their own judgments and the external pressure of doing different. Probably the most well known researches are those conducted by Milgram (1974) about obedience and authority, in which a man was driven very far by a stranger wearing a lab coat and Asch (1956) about a line-judgment conformity experiment, in which a man is confused by an incorrect consensus against the chance of an incorrect own observation. As in many classical illustrations the targets of influence were faced with explicit social forces that are inside the conscious awareness of that particular person. In contrast Freedman and Fraser (1966) conducted a renewing research about the Foot-in-the-door technique, which is an example of a compliance gaining technique without open pressure; they have revealed the more subtle aspects of social influence. In the past few years scholars tend to investigate the more subtle effects of social influence which are indirect and outside one's consciousness.

According to Cialdini and Goldstein (2002) there are multiple social influence techniques which can be performed in order to gain compliance to a certain request. Compliance is referring to a particular response which is agreement to a particular kind of request. The request could be either explicit (charitable donations) in which one is by example asked to donate money or implicit (political advertisements) in which the qualities of the political candidate are highlighted but one is not directly asked to vote for this politician. Although in both situations the persuasion target is aware of the fact being encouraged to react in a desired way (Cialdini & Goldstein, 2004). In addition, according to Cialdini and Goldstein (2004) there are six basic influence principles which explain how a person might influence another; these principles can be labeled as: liking, reciprocation, commitment and consistency, scarcity, social validation (social proof) and authority.

Furthermore, diverse influence techniques have been studied during the past decades, including the Foot-in-the-door technique and the Door-in-the-face technique (Janssen, Fennis & Pruyn, 2008). Both influence strategies increase behavioral compliance by means of sequential requests. In case of the Foot-in-the-door technique (FITD) the first request will be small; so many people would comply with it. This request is followed by a second or third, larger, request which is the target request (Dillard, Hunter & Burgoon, 1984).

The Door-in-the-face technique (DIFT) has the opposite procedure of the FITD. The initial request should be quite large, so most people would reject it. Subsequently, the second or third, target request will consist of asking for compliance to a smaller, more moderate request in comparison to the first request. Thus, in both techniques the second or third request is the target behavior (Dillard, Hunter & Burgoon, 1984). Both influence techniques will be more thoroughly discussed in the following paragraphs.

2.2 The Foot-in-the-door technique

The Foot-in-the-door technique is based on the heuristic principle of commitment and consistency and is a compliance gaining strategy aimed at taking advantage of one's basic desire for consistency (Freedman & Fraser, 1966). Freedman and Fraser (1966) investigated the Foot-in-the-door technique as a procedure in order to increase compliance with a certain request or favor and found that gaining one's compliance with a small request significantly increases that chance one complies with a subsequent larger request. Thereafter, several studies examined the effect of the Foot-in-the-door technique and have shown that the employment of this influence technique in general leads to increased compliance, mainly due to the fact that people are willing to behave consistently across situations (Burger, 1999).

Like many influence strategies the Foot-in-the-door strategy presents a small initial request which is difficult to refuse. Compliance with the first request induces the self-perception of being a person who complies with these kinds of requests. This self-perception increases the chance of compliance to the more substantial second target request. According to Freedman and Fraser (1966) is the shift in one's self-perception functioning as a mediator of this influence technique. In addition, several studies which examined the effect of the Foot-in-the-door technique have shown that the employment of this influence technique in general leads to an increased compliance, mainly due to the fact that people are willing to behave consistently across situations (Burger, 1999). In addition, Cialdini and Trost (1998) argued that people have a strong need to enhance their self-concept by means of behaving consistently with their beliefs, actions and statements (Cialdini & Trost, 1998). This assumption is the basis of a lot of recent studies in the field of compliance gaining research.

However, the most commonly used theoretical framework for the FITD is the self-perception theory of Bem (1967). According to Bem (1967) people draw conclusions about own attitudes and beliefs in the same way as they do about the expectations of others. The core of this theory can be expressed by the following quote; 'individuals come to know their own attitudes, emotions, and other internal states partially by inferring from observations of their own behavior and/ or the situation in which this behavior occurs' (Bem, 1972, p.2). In case one's behavior is adopted in freedom of choice the conclusion will be that he or she has caused their own behavior. Moreover, this perception of one's self-motivated behavior will cause a change in one's self concept. In addition, Freedman and Fraser (1966) suggested the following statement concerning the explanation of their research results: 'What may occur is a change in the person's feelings about getting involved or about taking action. Once he has agreed to the request, this attitude may change. He may become, in his own eyes, the kind of person who does this sort of things, who agrees to requests made by strangers, who takes action on things he believe in, who cooperates with good causes'(p. 201).

Finally, let's illustrate the FIDT with an example of a fundraiser who is approaching you on the street. The fundraiser asks if you are willing to answer a few questions about his charity work (initial request). Then, after you answered these seemingly harmless questions the charity worker will ask you to support by donating money (Janssen, Fennis & Pruyn, 2008). According to Burger (1999) the chance that a person will donate money is greater as opposed to asking for the donation right away. Thus, one effective way in order to obtain compliance to a request is by starting with a small request, and then move on to the second larger request, which is the target request. This research contains three sequential requests which are aimed at gaining compliance with the third (target) request.

2.3 The Door-in-the-face technique

In contrast to the FIDT there is a method which has the exact opposite procedure (Cialdini et al., 1975). This method is called the Door-in-the-face technique and works by first making an excessive request which most likely will be rejected and then asking the more moderated favor which is the target request. It is generally supposed that this influence technique works due to the fact that the influencer makes an obvious concession by down-sizing the initial request (Cialdini et al., 1975). In addition there is evidence in literature suggesting that this influence technique would be effective in gaining compliance. According to Gouldner (1960) the DIFT is based on the heuristic principle of reciprocity, which is in fact a rooted motivation to return a favor. Furthermore, Gouldner (1960) is suggesting that a norm of reciprocity exist in all societies and could be simply explained by 'you should give benefits to those who give benefits.' (p.170). Cialdini et. al., (1975) argued that this norm of reciprocity causes one's need to make a concession in return and complying with the milder second request.

Furthermore, Cialdini et al., (1975) argued that the norm of reciprocity also govern other types of social exchange and states that the norm of reciprocity could simply be explained by 'you make concession to those who make concession to you', which has an important function in society due to the fact that it often happens in conversations or negotiations that one starts with demands which are not acceptable for the other. Then, in order to achieve common goals compromise is crucial. Thus, the DIFT strategy could be compared to a bargaining strategy (Cialdini et al., 1975).

Despite there is no implicit rule that a compromise by one should be reciprocated by the other there are many examples of reciprocal concessions in our language 'give and take', 'meeting the other halfway' etc. (Cialdini et al., 1975). So, it seems that by first asking an extreme request which will probably be refused and then asking the smaller downsized request, the other party feels a normative strain to match the concession. In addition, according to Burger (1986) it appears that by means of rejection of the first request the anchor point against which the judgment is made could change. The chance that the second request is falling in one's range of acceptance is increased in case the anchor point is raised by the first request.

According to Cialdini (1975) the FIDT and DIFT are equally effective in compliance gaining. In contrast to this claim this research predicts that they are not equally effective in compliance gaining, due to the amount of cognitive processing they require, displayed in Figure 2.1. There is currently no literature available which describes a potential difference in amount of cognitive processing between the Foot-in-the-door and the Door-in-the-face technique. The prediction in this study is based on the fact that the sequential request procedure differs, which requires a different amount of processing. The FIDT procedure might lead to less processing in comparison to the Door-in-the-face procedure. The Foot-in-the-door procedure might function more automatically and therefore requires less mental effort. The sequence of requests is in a kind of ‘flow’ which might lead to less thinking as opposed to the DIFT. The Door-in-the-face procedure might involve more mental effort because after the rejection of the first request one might be willing to make a concession. One might feel the normative strain to match the concession of the downsized third request, which requires a certain amount of mental effort. Additionally, we predict that the relationship between type of influence technique and compliance is mediated by one’s amount of processing.

Hypothesis 1a: The FIDT results in a greater compliance as opposed to the DIFT.

Hypotheses 1b: The relationship between type of influence technique and compliance is mediated by one’s amount of processing.

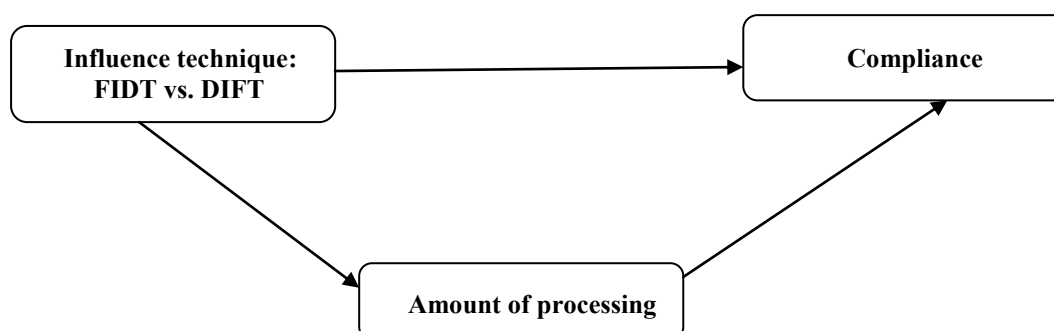


Figure 2.1 Predicted mediation of amount of processing

2.4 The influence of mood

Communication scholars already paid attention to the influence of mood in the persuasion process. According to Dillard and Meijnders (2002) the effects of discrete emotions can be significant. However, these effects are not limited to mere discrete emotions. Mitchell (2000) argued that the effectiveness of a persuasive message could be affected by one’s mood, which is a general form of affect. A positive mood leads to less cognitive effort and a negative mood increases one’s cognitive effort (Mitchell, 2000), which affects the effectiveness of the influence technique. Furthermore, Mackie and Worth (1989) argued that one’s ability to process a persuasive message is obstructed by one’s positive mood. Thus, one in a positive mood is not able to systematically process the persuasive message, which increases the effectiveness of the influence technique. Since this claim, more and more literature is proposing that one’s mood moderates persuasive message effects.

According to Frijda (1993) in literature moods are considered as affective experiences that are persistent and are lacking a particular cognitive referent. So, as opposed to an emotional state, moods tend to be more lasting and the experience is generalizable to more than only the affect causing event. In addition, in current literature about mood effects on persuasion positive moods are being induced as happy and negative moods as sad (Bless, Mackie & Schwarz, 1992; Mitchell, 2000; Wegener & Petty, 1994). Besides, neutral mood inductions appear to be without affective content (Bless et al., 1992; Wegener et al., 1995). In the experiment of Bohner and Weinerth (2001) respondents were asked to recall a fearful life event to induce negative mood. Finally, it is of importance to mention that most studies share the assumption that mood effects are generalizable beyond the affect-inducing stimulus.

Previous research concerning possible mood effects in the persuasion process were mainly focused on how one's mood affects one's type of processing when faced with a persuasive message. This is often related to the heuristic-systematic model of persuasion of Chaiken (1980). This model states that there are two types of message processing named systematic and heuristic message processing. Systematic processing is by a careful and effortful evaluation of the message (high cognitive effort) (Eagly & Chaiken, 1993). Heuristic message processing is concerning message recommendations making use of heuristic cues (low cognitive effort) (Petty & Cacioppo, 1981). Furthermore, Eagly and Chaiken (1993) argued that this type of reasoning is a limited mode of information processing, which requires little cognitive effort. Moreover, heuristic processing occurs when message receivers are making use of mental shortcuts instead of issue relevant thinking to determine their attitude (Eagly & Chaiken, 1993).

So, literature claims that the effectiveness of a persuasion attempt can be moderated by general forms of affect such as mood (Mitchell, 2000) due to the fact that a positive mood leads to less cognitive effort and a negative mood increases one's cognitive effort (Mitchell, 2000). One's amount of processing is of importance due to the fact that it has an effect on the type of message processing one is using. Worth and Mackie (1987) argued that people in positive mood lack the cognitive ability to process a message systematically and according to Bohner et al., (1992) they lack the motivation for systematic processing. Furthermore, literature states that a positive mood results in less systematic processing and a negative mood increases systematic processing.

According to the above mentioned literature a person's mood state influences one's amount of processing which affects the effectiveness of the influence technique. This research test this assumption of Mitchell (2000) that positive mood leads to less cognitive effort and test a potential moderating effect of mood on the relationship between type of influence technique and compliance. Moreover, we predict that amount of processing functions as a mediator variable and therefore qualifies the effect of mood on compliance, displayed in Figure 2.2.

Hypothesis 2a: A positive mood results in a greater compliance as opposed to negative mood.

Hypothesis 2b: The relationship between mood and compliance is mediated by amount of processing.

Hypothesis 2c: Mood moderates the relationship between type of influence technique and compliance.

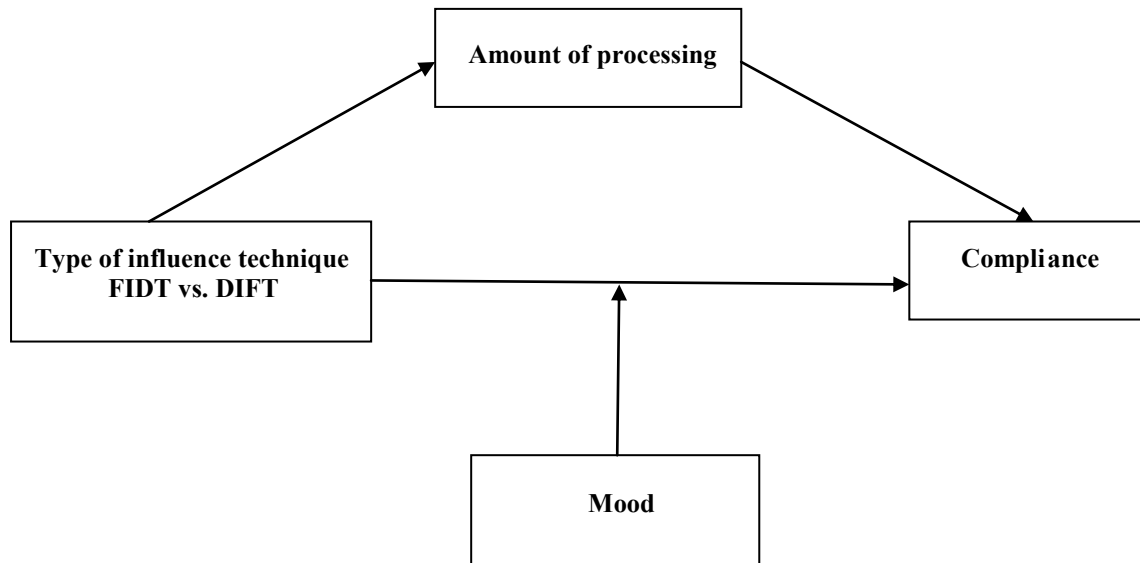


Figure 2.2 Predicted mediation of amount of processing and moderation of mood

2.5 The influence of buying motivation

This research additionally investigates a potential moderating effect of buying motivation (positive/ negative). A positive buying motivation could be represented by products such as chewing gum, sweets and chocolate and a negative buying motivation could be represented by products such as painkillers, nose spray and eye drops. This because we expect that buying motivation influences the effect of the conducted type of influence technique on compliance as well, which would mean that the effectiveness of an influence technique might also dependent on one's buying motivation. This effect might be caused due to the fact that a negative buying motivation leads to more processing (less obvious or impulsive purchase?), which affects the effectiveness of the influence technique. Besides, we expect that amount of processing functions as a mediator variable in this relationship and therefore might explain the amount of effect on compliance, displayed in Figure 2.3. Furthermore, we expect that due to a lower amount of processing one is less critical as opposed to a high amount of processing, which might result in greater compliance.

Hypothesis 3a: A positive buying motivation results in a greater compliance as opposed to a negative buying motivation.

Hypothesis 3b: The relationship between buying motivation and compliance is mediated by one's amount of processing.

Hypothesis 3c: Buying motivation moderates the relationship between type of influence technique and compliance.

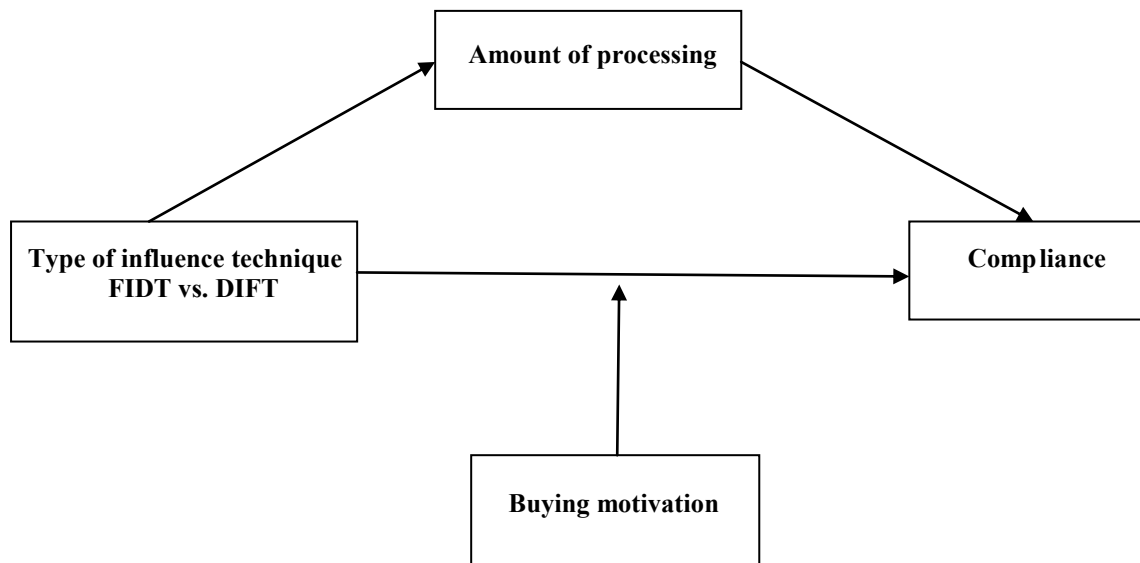


Figure 2.3 Predicted mediation of amount of processing and moderation of buying motivation

2.6 Automaticity

Current research in the field of persuasion is increasingly emphasizing processes that are subtle and outside people's awareness (Janssen, Fennis & Pruyn, 2008). In addition, Cialdini and Goldstein (2004) argued that the notion of automaticity has been forwarded as the key of all influence. When people are confronted with a social influence technique it appears that instead of a perceptive awareness of the situation people tend to respond 'thoughtless' (Janssen, Fennis & Pruyn, 2008). In this situation of decreased mental alertness people tend to rely on habit and routine and are therefore making use of mental shortcuts or simple heuristics in order to make a decision. In this research we predict that a low amount of processing results in a greater compliance due to the fact that people respond more 'thoughtless' as opposed to a high amount of processing.

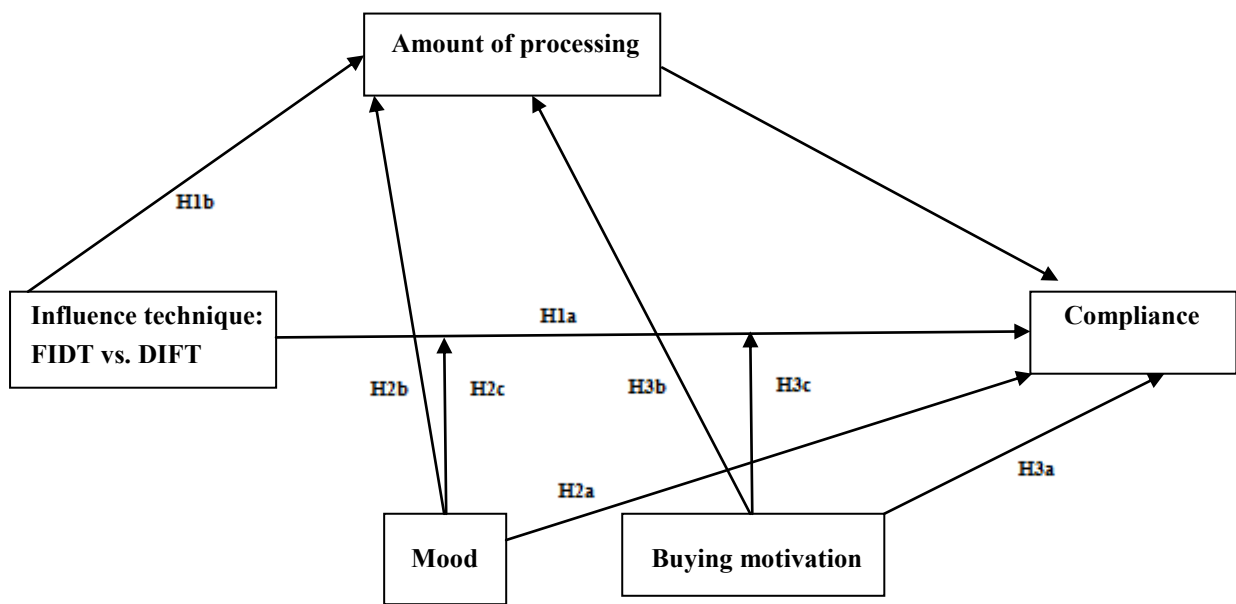


Figure 2.4 Research model Moderated Mediation

3. Methodology

This chapter presents the research methodology and starts with the explanation of the experimental research design including the twelve research conditions. Then, the procedure of this experiment is discussed and the experiment will be further explained by the measures that are conducted in this research. Then, the sampling technique and research sample are explained. Finally, the reliability of the constructs and the participants are specified, which is determined after the execution phase of the study.

3.1 Experimental design

As displayed in Table 3.1 this research has an experimental 3x2x2 between-subjects factorial design. The first factor is mood (positive/ negative/ neutral); the second factor is buying motivation (positive/ negative); and the third factor is type of influence technique (Foot-in-the-door technique (FIDT)/ Door-in-the-face-technique (DIFT). This research design including twelve conditions will examine the influence of these three factors on one's attitude towards the product and compliance to a request . Finally, the control condition (neutral mood) is of importance in order to measure any difference of the positive/ negative mood manipulations opposed to no mood manipulation, which will generate some insight in the amount of effect of the mood manipulations.

Table 3.1 Experimental research design

	Positive buying motivation		Negative buying motivation	
	FIDT	DIFT	FIDT	DIFT
Positive mood	1	2	3	4
Negative mood	5	6	7	8
Neutral mood (control condition)	9	10	11	12

3.2 Procedure

Experimental research is also called a true experiment, which is an experiment where one variable at the time is manipulated and the rest of the variables are controlled/ randomized. In this research three variables; type of influence technique, mood and buying motivation are manipulated in order to determine their effect on compliance. Except those manipulations the rest of the experiment will be identical in order to make sure that some kind of effect is actually caused by the manipulation and not due to other differences between conditions. The goal of this experiment is to demonstrate causality.

The execution of this experiment takes place face-to-face, because the sequential requests of the FIDT and DIFT cannot be properly executed in an online design. The total experiment is displayed in Appendix I. Furthermore, a major part of the respondents is Dutch therefore the experiment is translated into Dutch, in order to ensure that participants understand the content. The translated experiment is displayed in Appendix II.

Respondents are randomly assigned to one of the twelve research conditions. After a short introduction respondents are asked to recall a life event of the past month which made them very happy (sad). According to Böhner and Weinerth (2001) this manipulation will put people in a positive (negative) mood. This mood manipulation is essential in order to generate a preexisting mood which is unrelated to the stimulus. The control condition in this experiment will not experience any mood manipulation. According to literature neutral mood inductions appear to be without affective content (Bless et al., 1992; Wegener et al., 1995). Subsequently, the present mood state of the respondent is measured, which operates as a manipulation check.

Then, an image of either chewing gum or pain relievers is displayed. The product is also shown to the respondent in real life; the product is visible and touchable which makes the following questions more 'alive'. Where chewing gum implies a positive buying motivation and painkillers implies a negative buying motivation (displayed in Appendix III). There is chosen for these types of products because in the Netherlands they are comparable in price (€1, 20), color, availability and level of consumer involvement. Both products are available in the range of products (private brand) of the same supermarket company. There is consciously chosen for a private brand due to the fact that there is no strong brand preference involved. Subsequently, is asked whether the respondent has ever bought a similar product.

Next, three sequential request are made. In case of the Foot-in-the-door condition the first request is the smallest request, which asks the participant to write down some advantages of this product. The middle request is about the question if they would recommend this product to family and friends. The third request is 'Suppose that this product is being sold in a supermarket at the price of €1, 20. Would you buy this product when you need it?' which is the actual target request. The target request is the same in the Door-in-the-face condition, but the procedure is reversed. The DIFT starts with the greatest request; if the participant is willing to sell 10 of these products to friends and relatives. These ten products are actually shown to the respondent. The middle request asks the participant to write down some advantages and disadvantages of this product. The third, target request, is in fact a downsized request in comparison to the previous requests.

Thereafter, the respondent is asked to rate the product properties of the product through eight items (e.g. high quality/ poor quality) in order to measure their attitude towards the product. Then, the respondent's amount of processing is measured by means of three items. Respondents are asked to indicate how deeply they have thought when answering the questions about the product in order to measure their amount of processing (e.g. I have consciously thought about my answers/ I have not consciously thought about my answers). Subsequently, the participant is asked to indicate their feeling of being influenced during this study, which might be interesting in relation to the outcomes of this experiment. Next, there are three demographical questions about the participant's gender, age and highest level of education. Finally, the participants were thanked for their participation in this research.

3.3 Measures

This paragraph discusses the conducted measures in this study concerning the manipulation check, the potential mediator variable, the potential moderator variables and demographics.

Mood

Mood was measured by a eight-item seven-point semantic differential scale in order to measure the affective mood state of the respondent at that particular moment in time. This scale is original to Allen and Janiszewski (1989), who reported an Alpha of .72 of this scale. Respondents are asked to respond to the following sentence: 'At this moment I am feeling'. The following bipolar adjectives are used in this measurement instrument: relaxed/ tensed, bad/ good, rested/ tired, distracted/ focused, pleasant/ unpleasant, sad/ happy, positive/ negative and angry/ cheerful.

Amount of processing

Amount of processing was measured by a three-item, seven-point semantic differential scale, making use of bipolar opposites. Respondents are asked to indicate their amount of processing when they answered the previous questions about the product. The three opposites in this measurement instrument are; I have consciously thought about my answers/ I have not consciously thought about my answers, I made little considerations/ I made many considerations and I was thinking a lot/ I was thinking a little.

Compliance

Compliance was measured by a three-item, seven-point semantic differential scale. Compliance was measured in the Foot-in-the-door or the Door-in-the-face procedure, which both consists of three sequential requests. The influence techniques have reversed procedures. The FID procedure starts with the smallest request, the third request is the actual target request, which is a greater request. The DIF procedure starts with the greatest request, the third request is the target request, which is a smaller (downsized) request. The target request is the same in both procedures: 'Suppose that this product is being sold in a supermarket at the price of €1, 20. Would you buy this product when you need it?'

Demographics

This study included three demographical questions. Respondents are asked to indicate their gender, age and highest level of education.

3.4 Research sample

The sampling technique that is used to collect participants is convenience sampling, which is a non-probability sampling technique in which respondents are selected due to their accessibility to the researcher (e.g. friends, family, fellow students). The research sample is not representative for the entire population. This representation is not required in this experiment due to the fact that it is not expected that research outcomes are depending on the demographical characteristics of the respondent.

However, it is of importance to include several respondent groups in the research sample because in case of one respondent group (e.g. students) the collected data and corresponding outcomes are only representative for that particular respondent group. In case of a more diverse research sample, research outcomes are more generalizable. In order to obtain informational data about 20 participants are essential in each research condition. Therefore, at least N=240 respondents are participating in this study.

3.5 Reliability

In this section, the intended constructs are tested on their internal consistency by means of a reliability analysis (Cronbach's alpha). Table 3.2 gives an overview of the two constructs, their corresponding reliability, numbers of items and the number of deleted items. Both items are measured on a 7- point Likert scale. The overview of constructs displayed in Table 3.2 shows that both constructs were acceptable concerning their internal consistency.

Table 3.2 Reliability analysis constructs

	Cronbach's alpha	Items	Items deleted
Current mood	.86	8	0
Amount of processing	.73	3	0

3.6 Participants

The total number of participants in this experiment was N=240 and consisted of 143 males (59,6%) and 97 females (40,4%). The experiment included twelve conditions, so each condition contained 20 participants. Table 3.3 displays the gender, age category and highest level of education of the participants in this experiment. The research sample consists for 59,3% out of males and for 40,4% out of females, which means that men are over-represented in this research sample. There is also an over- representation of young people in the age category of 15- 24 years old and only two respondents in the highest age category of 65+ years old. In addition most respondents followed further education after secondary school from which 33,3 percent have achieved a bachelor or master degree. However, due to the fact that this research concerns an experimental design a true reflection of the total population is not essential in order to obtain valuable information. This research sample has enough diversity in order to draw valuable conclusions.

Table 3.3 Participants characteristics

Gender	Age category	Highest level of education
Male 143 (59,6%)	15- 24	Elementary school 2 (0,8%)
	25- 34	Secondary school 66 (27,5%)
Female 97 (40,4%)	35- 44	Vocational education 92 (38,3%)
	45- 54	Bachelor degree 61 (25,4%)
	55- 64	Master degree 19 (7,9%)
	65+	
	2 (0,8%)	

4.Results

This chapter discusses the results of this study. First, is discussed whether the mood manipulation functioned as predicted. Subsequently, the collected data is analyzed in order to determine if the hypotheses are confirmed or rejected. Additional analyses are conducted with the demographical information of the respondents and finally, the potential mediating role of amount of processing is discussed.

4.1 Manipulation check

In this experiment was attempted to manipulate the mood state of the respondent by means of the first question which requested the participant to recall a happy or sad event of the past month. According to Bohner and Weinerth (2001) this recall of a happy or sad life event leads to a more happy/ sad mood. Subsequently, a question was added to measure the current mood state of the respondent in order to check if the previous mood manipulation functioned as predicted. This research contained a positive, negative and a no mood manipulation condition.

Each research condition consisted of 80 respondents who answered the current mood question on a 7- point Likert scale. The purpose of this manipulation was obtaining two respondent groups, one group in a positive mood and one group in a negative mood. The mean mood scores in both groups are compared in order to check if the manipulation was successful. In the positive mood condition the mean mood score was ($M = 5.14$, $SD = .81$) and in the negative mood condition the mean mood score was ($M = 4.60$, $SD = 1.25$). There is a significant difference between the mean mood scores in the positive mood condition and the negative mood condition $F(2, 237) = 2.94$, $p = < .05$, $SE = .032$. Therefore, can be concluded that in the positive mood condition the mean mood score was significantly higher compared to the mean mood score in the negative mood condition and was therefore successful in creating two different mood groups in this experiment. Additionally in case of the no mood manipulation which functioned as a control condition the mean mood score was ($M = 5.02$, $SD = 1.08$), which lies in the middle compared to the mean mood scores of the manipulated conditions.

4.2 Main effects

The upcoming sections are discussing the results of the tested hypotheses concerning main effects, interaction effects and additional analysis. As shown in Table 4.1, this study discovered three significant effects. Results indicated that buying motivation significantly influenced compliance. In addition, there is found a significant interaction effect between type of influence technique and mood and a significant interaction effect between gender and buying motivation. Furthermore, the mediation analysis showed that there was no mediating effect of amount of processing on the relationship between type of influence technique and compliance or on the other investigated relationships in this study.

Table 4.1 Results of the conducted ANOVA's

	Compliance		Amount of processing	
	F	p	F	p
Influence technique	< 1	ns	< 1	ns
Mood	< 1	ns	< 1	ns
Buying motivation	<u>24.39</u>	<u>< .001</u>	1.33	ns
Type of influence technique*Mood	<u>2.78</u>	<u>< .05</u>	-	-
Type of influence technique*Buying motivation	< 1	ns	-	-
Type of influence technique * Mood * Buying motivation	< 1	ns	-	-
Gender * Buying motivation	<u>6.21</u>	<u>< .01</u>	-	-

Note. ns = not significant

For a proper functioning of the Door-in-the-face technique it was of importance that the first request of the sequential requests, which asked the respondent; if they are willing to buy 10 of these products and sell them to friends and relatives, would be rejected by the majority of the participants. Results indicated that 92,5 percent of the respondents rejected the first request, which is a majority part of the participants. So, we can conclude that the Door-in-the-face technique worked out well. In addition, the study included a question which asked the participant: 'Did you feel influenced in this research?' This question was included due to the fact that in case one is feeling influenced this might affect the research outcomes. Results indicated that 89,2 % of the respondents reported that they did not felt influenced in this research. The other 10,8 % of the respondents were not aware of the true manipulations in this study.

4.2.1 Type of influence technique

This experiment tested a hypothesis concerning the type of influence technique namely: H1a: The FIDT results in a greater compliance as opposed to the DIFT. In order to test H1a an ANOVA (univariate analyses of variance) was conducted. The ANOVA results showed that there was no significant effect of type of influence technique on one's compliance to the request $F(1, 238) = <1$, $p = ns$, $SE = .126$. In case of the FIDT condition the mean score on compliance was ($M = 5.33$, $SD = 1.93$) and in the DIFT condition the mean score on compliance was ($M = 5.18$, $SD = 1.96$). Both influence techniques had almost the same effect on one's compliance to the request. Therefore, hypothesis 1a is rejected.

Hypothesis 1b concerns a predicted mediation of amount of processing in the relationship between type of influence technique and compliance. In order to test the hypothesis another ANOVA was conducted which examined the influence of type of influence technique on amount of processing. The ANOVA results showed that there was no significant effect of type of influence technique on amount of processing $F(1, 238) = <1$, $p = ns$, $SE = .082$, displayed in Figure 4.1. The mediation will be thoroughly discussed in paragraph 4.5.

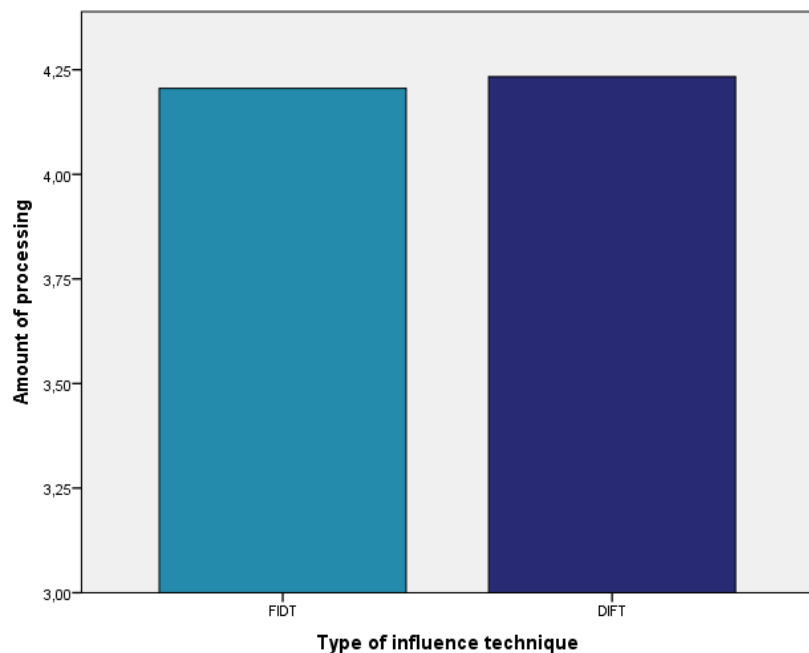


Figure 4.1 Effect of type of influence technique on amount of processing

4.2.2 Mood

This experiment also tested a hypothesis concerning mood effects H2a: Positive mood results in a greater compliance as opposed to negative mood. First, a median split of the current mood data was performed which is regardless of the mood manipulation conditions. The median was 5,0 and the first group included the more negative mood scores which contained 110 participants (45,8%). The second group included the more positive mood scores which contained 130 participants (54,2%). Subsequently, in order to test H2a an ANOVA (univariate analyses of variance) was conducted. The ANOVA results showed that there was no significant effect of mood on one's compliance to the request $F(1, 238) = <1$, $p = ns$, $SE = .126$. As a result of this outcome hypothesis 2a is rejected.

Hypothesis 2b concerns a predicted mediation of amount of processing in the relationship between mood and compliance. In order to test this hypothesis another ANOVA was conducted which examined the influence of mood on amount of processing. The ANOVA results showed that there was no significant effect of mood on amount of processing $F(1, 238) = <1, p = ns, SE = .082$, displayed in Figure 4.2. The mediation will be further discussed in paragraph 4.5.

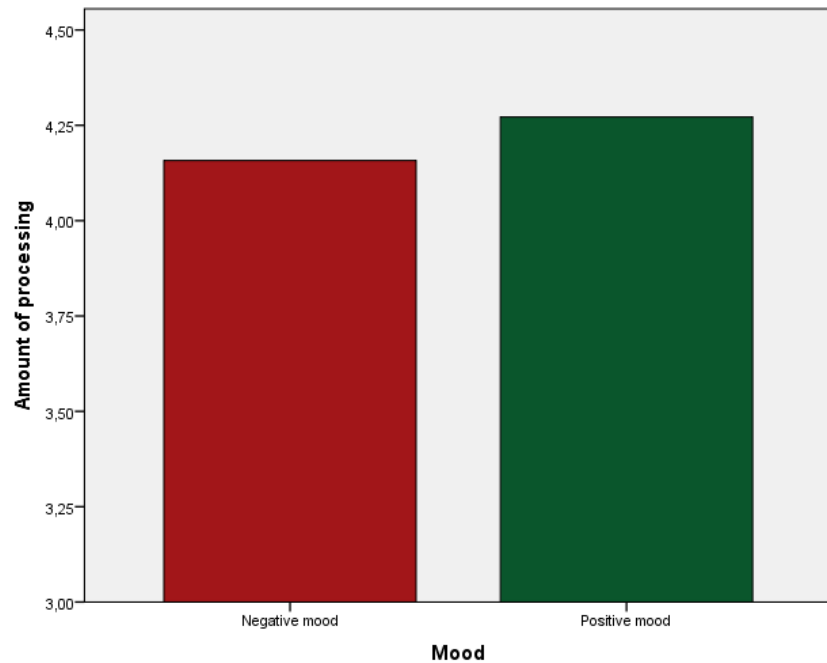


Figure 4.2 Effect of mood on amount of processing

4.2.3 Buying motivation

This experiment also tested a hypothesis concerning buying motivation H3a: Positive buying motivation results in a greater compliance as opposed to a negative buying motivation. In order to test H3a another ANOVA was conducted. The ANOVA results showed that there was a significant effect of buying motivation on compliance $F(1, 238) = 24.39, p = < .001, SE = .126$, displayed in Figure 4.3. The mean scores on compliance were significantly higher in the negative buying motivation condition ($M = 5.85, SD = 1.56$) compared to the positive buying motivation condition ($M = 4.67, SD = 2.11$). Therefore, hypothesis 3a is rejected. This outcome is unexpected and is more thoroughly discussed in the discussion chapter.

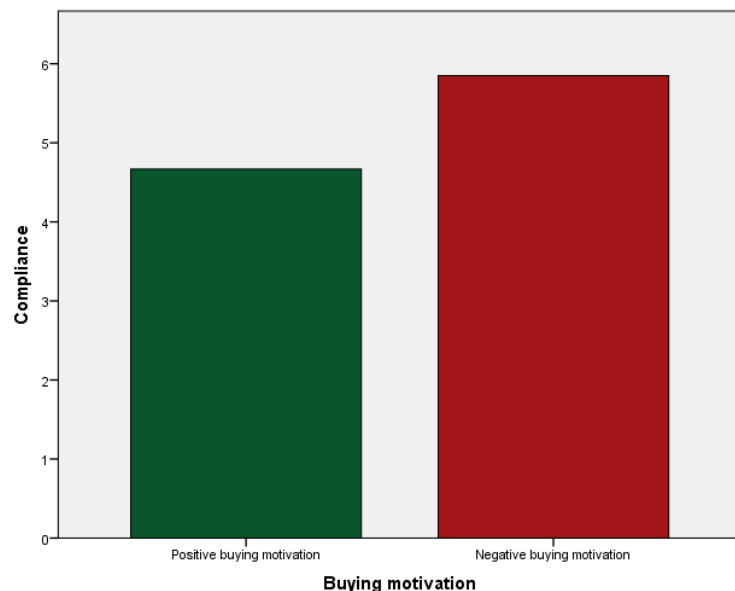


Figure 4.3 Effect of buying motivation on compliance

Hypothesis 3b concerns a predicted mediation of amount of processing in the relationship between buying motivation and compliance. In order to test this hypothesis another ANOVA was conducted which examined the influence of buying motivation on amount of processing. The ANOVA results showed that there was no significant effect of buying motivation on amount of processing $F(1, 238) = 1.33$, $p = ns$, $SE = .082$, displayed in Figure 4.4. The mediation is more thoroughly discussed in paragraph 4.5.

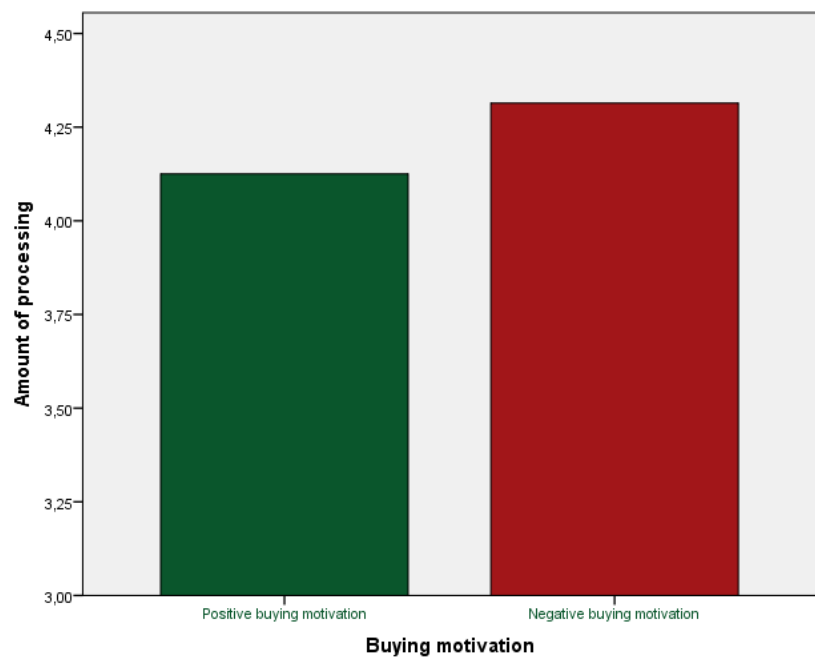


Figure 4.4 Effect of buying motivation on amount of processing

4.3 Interaction effects

As mentioned earlier there are some predictions about the potential moderating effect of mood and buying motivation on the relationship between type of influence technique and compliance. In this paragraph these hypotheses are tested by means of the ANOVA (univariate analyses of variance) test.

In order to test hypothesis 2c and investigate if mood moderates the relationship between type of influence technique and compliance an ANOVA was conducted. According to the results there is a significant interaction between type of influence technique and mood $F(3, 236) = 2.78, p = < .05$. As shown in Figure 4.5, the Foot-in-the-door technique combined with a positive mood results in a mean score on compliance of ($M = 5.40, SD = .19$). The FIDT combined with a negative mood results in a mean score on compliance of ($M = 4.75, SD = .56$). The Door-in-the-face technique combined with a positive mood results in a mean score on compliance of ($M = 5.10, SD = 2.00$). The DIFT combined with a negative mood results in a mean score on compliance of ($M = 5.79, SD = 1.53$). So, in case of a negative mood there is a smaller difference between the effectiveness of both influence techniques. In case of a positive mood there is a greater difference in the effectiveness of both influence techniques. Participants in a positive mood scored much higher on compliance in the FIDT condition as opposed to the DIFT condition. Thus, the FIDT condition is more effective in case one is in a positive mood. In addition, the DIFT is more effective in case one is in a negative mood. To conclude, hypothesis 2c is confirmed.

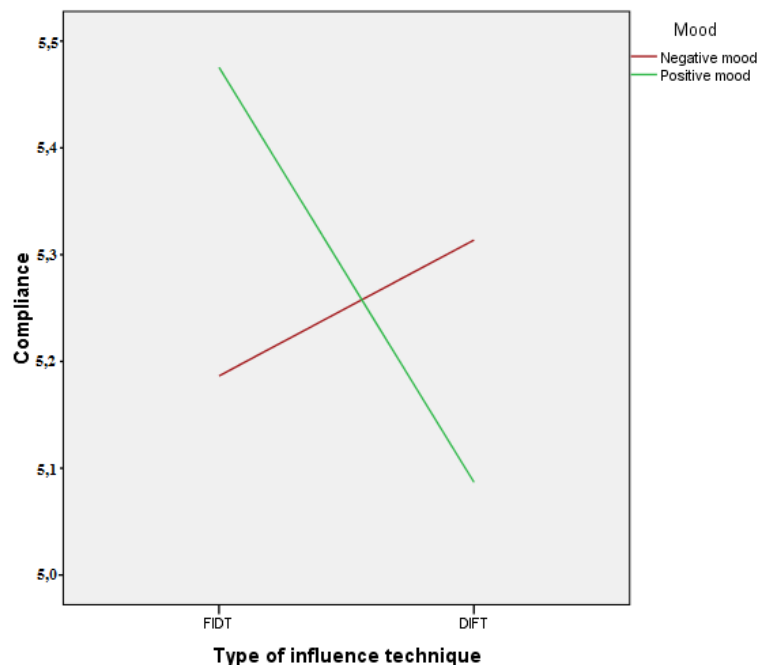


Figure 4.5 Interaction between type of influence technique and mood

As a follow-up test, a Univariate Analysis of Variance was conducted to investigate if the difference between the FIDT and the DIFT on compliance was significantly different in either a positive or a negative mood condition. The results indicated that the difference on compliance between the FIDT and the DIFT is marginally significant in case of a positive mood $F(3, 236) = 1.95, p = < .10$. There is no significant difference on compliance between the FIDT and the DIFT in case of a negative mood.

Hypothesis 3c stated: buying motivation moderates the relationship between type of influence technique and compliance. An ANOVA was conducted and the results showed that there was no significant interaction between type of influence technique and buying motivation $F(3, 236) = <1, p = ns$. The Foot-in-the-door technique combined with a positive buying motivation results in a mean score on compliance of ($M = 4.80, SD = .24$). The FIDT combined with a negative buying motivation results in a mean score on compliance of ($M = 5.90, SD = .24$). The Door-in-the-face technique combined with a positive buying motivation results in a mean score on compliance of ($M = 5.54, SD = 2.11$). The DIFT combined with a negative buying motivation results in a mean score on compliance of ($M = 5.80, SD = 1.59$). The above reported results showed that the scores on compliance were higher in case both influence techniques were combined with a negative buying motivation. However, the reported interaction was not significant and therefore hypothesis 3c is rejected.

4.4 Additional analyses

In addition to the performed hypotheses tests there are some additional tests conducted with the demographic data of the respondent (age, gender and highest level of education). These tests are conducted in order to check if this information had an effect on the previous results of this study.

Analysis showed that gender moderates the effect of buying motivation on compliance. The ANOVA results showed that there was a significant moderating effect of gender on the relationship between buying motivation and compliance $F(3, 236) = 6.21, p = < .01$. In addition, there is found a significant interaction between gender and buying motivation $F(3, 236) = 5.20, p = < .02$. The mean score on compliance in case of males combined with a positive buying motivation was ($M = 4.65, SD = .20$) and the mean score on compliance in case of males combined with a negative buying motivation was ($M = 5.27, SD = .24$). On the other hand the mean score on compliance for females combined with a positive buying motivation was ($M = 4.70, SD = .30$) and the mean score on compliance for females combined with a negative buying motivation was ($M = 6.43, SD = .24$), displayed in figure 4.6. This figure demonstrates that in case of a negative buying motivation there is a much greater difference in compliance between men and women. In case of a positive buying motivation this difference between men and women is smaller.

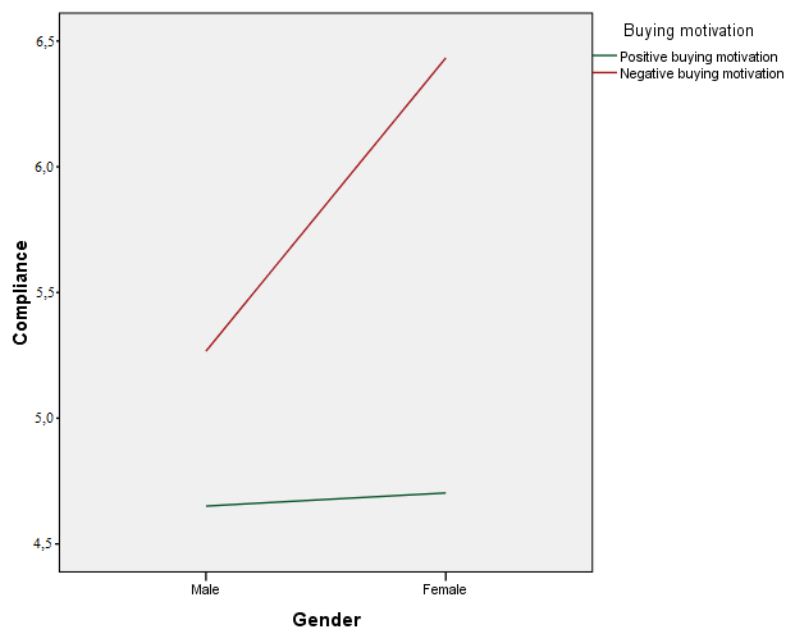


Figure 4.6 moderating effect of gender

As a follow-up test, a Univariate Analysis of Variance was conducted to investigate if the difference between men and women on compliance was significantly different in either a positive or negative buying motivation condition. Results showed that there was no significant difference between men and women in case of a positive buying motivation $F(3, 236) = <1, p = ns$. However, in case of a negative buying motivation the difference between men and women is significant $F(3, 236) = 19.40, p = < .001$. This indicates that a negative buying motivation result in a greater compliance as opposed to a positive buying motivation. This effect is greater in case of female respondents as opposed to male respondents. To conclude, the additional analysis demonstrates the moderating effect of gender on the relationship between buying motivation and compliance. On the basis of this outcome all previous executed tests are tested on a possible moderating effect of gender. Results indicated that this was not the case; gender only moderated the effect of the above reported relationship.

4.5 Mediation effects

In the theoretical framework was predicted that amount of processing mediates the effect on compliance. This mediation was predicted concerning the relationships between: type of influence technique and compliance, mood and compliance, buying motivation and compliance. The potential mediating role of amount of processing was tested by the criteria of Baron and Kenny (1986), which suggested a research procedure to determine whether there is a mediation effect. To determine a mediation, four criteria must be fulfilled:

- The independent variable must affect the dependent variable(s);
- The independent variable must affect the mediator;
- The mediator must affect the dependent variable(s);
- A significant influence of the independent variable on the dependent variable(s) weakens in the presence of the mediator.

Table 4.2 Results of the mediation analysis

	Moderator variables						Potential mediator
	Type of influence technique		Mood		Buying motivation		Amount of processing
	β	p	β	p	β	p	β p
Compliance	< 1	ns	< 1	ns	1.18	< .01	< 1 ns

Note. ns = not significant

Table 4.2 displays the results of the mediation analysis. The results indicate that there is no significant effect of type of influence technique on compliance ($\beta = < 1$, ns). The first criterion is not fulfilled and therefore is concluded that there is no mediation of amount of processing in this relationship. Hypothesis 1b is rejected. In addition, there is no significant effect of mood on compliance ($\beta = < 1$, ns). With the failure of the first criterion of Baron and Kenny (1986) is concluded that there is no mediation of amount of processing in this relationship. Hypothesis 2b is rejected. Furthermore, this table indicates that buying motivation had a significant effect on compliance ($\beta = 1.18$, $p = < .01$). However, the effect of buying motivation on the potential mediator amount of processing is not significant ($\beta = < 1$, ns). The second criterion of Baron and Kenny (1986) is not fulfilled and therefore is concluded that there is no mediation of amount of processing in this relationship. Hypothesis 3b is rejected as well.

5. Discussion

In this chapter, the results of the study will be discussed. The acceptance or rejection of the hypotheses will be discussed in more detail, which is of importance in order to formulate a clear answer to the main research question. Additionally, the limitations of the study and suggestions for future research will be specified.

5.1 Discussion of the results

As shown in table 5.1, the study revealed three significant effects. Results indicated that buying motivation significantly influenced compliance. In addition, there is found a significant interaction between type of influence technique and mood. In addition to the performed hypotheses tests there are some additional tests conducted concerning the demographic data of the participants, in order to test whether this information affected the previous results of the study. As a result of the additional tests there is found one significant moderating effect of gender on the relationship between buying motivation and compliance.

Table 5.1 Significant effects

	Compliance	
	F	p
Buying motivation	24.39	< .001
Type of influence technique* Mood	2.78	< .05
Gender * Buying motivation	6.21	< .01

Regarding the functioning of both influence techniques, it was of importance that in case of the Door-in-the-face technique the first request was rejected by the majority of the participants. The results showed that 92,5 percent of the respondents rejected the first request. Thus, we conclude that the Door-in-the-face procedure worked out well. Furthermore, a question was added to the questionnaire which asked the respondent whether they felt influenced in this research. This is important because it might affect the research outcomes. The results of this question indicated that 89,2 % of the respondents reported that they did not felt influenced in this research. The remaining percentage of the respondents was not aware of the true manipulations.

Previously described results did not confirm hypothesis 1a which stated that the Foot-in-the-door technique results in a greater compliance as opposed to the Door-in-the-face technique. According to the results, there was no significant effect of type of influence technique on the participant's level of compliance. In both influence technique conditions the scores on compliance were nearly the same. Therefore, hypothesis 1a is rejected. This outcome is in line with the statement of Cialdini (1975) that the FIDT and the DIFT are equally effective in gaining compliance. However, in contrast to the prediction in this research that both influence techniques differ in compliance gaining due to the amount of processing they require. According to Cialdini and Goldstein (2002) there are multiple social influence techniques which can be performed in order to gain compliance to a certain request. There are six basic influence principles which explain how a person might influence another. These principles can be labeled as liking, reciprocation, commitment and consistency, scarcity, social validation (social proof) and authority (Cialdini and Goldstein, 2002). The outcome of this study indicated no difference in compliance gaining between the Foot-in-the-door technique, based on the principle of commitment and consistency and the Door-in-the-face technique, based on the principle of reciprocation. Perhaps the other principles of influence are more suitable for compliance gaining. Therefore, it is interesting to investigate the effects of the other principles on compliance in future research.

The mediation analysis showed that there was no mediation of amount of processing in the relationship between type of influence technique and compliance. Therefore, hypothesis 1b which predicted a mediation of amount of processing in this relationship is rejected. There is no evidence for a difference in amount of processing between the Foot-in-the-door technique and the Door-in-the-face technique.

This study tested hypothesis 2a which stated that a positive mood would result in a greater compliance as opposed to a negative mood. The previously described results did not confirm this hypothesis. There was no significant difference in the participant's level of compliance in either a positive or negative mood state. Therefore, hypothesis 2a is rejected. This outcome does not correspond with the statement of Mitchell (2000) who argued that one's mood state affects the effectiveness of the influence technique, resulting in a greater compliance due to a greater effectiveness of the influence technique in case of a positive mood as opposed to a negative mood. Furthermore, was predicted that amount of processing mediated the relationship between mood and compliance (H2b). The mediation analysis showed that there was no mediating effect of amount of processing in this relationship. There was no significant difference in amount of processing between the positive or negative mood condition. Therefore, hypothesis 2b is rejected. This outcome is not consistent with the findings of Mitchell (2000) who stated that a person's mood state will affect one's amount of processing, and more specifically that a positive mood state results in less cognitive effort as opposed to a negative mood state.

Furthermore, the results indicated that there was a significant interaction between type of influence technique and mood. In case of a negative mood there is a small difference between the effectiveness of both influence techniques. However, in a positive mood state there is a greater difference between the effectiveness of both influence techniques. Participants in a positive mood state had a much greater compliance in the FIDT condition as opposed to the DIFT condition.

The Univariate Analysis of Variance showed that the difference between the Foot-in-the-door technique and the Door-in-the face technique was marginally significant in case of a positive mood. There is no significant difference on compliance between the FIDT and the DIFT in case of a negative mood. The Foot-in-the-door technique is more effective in case one is in a positive mood. The Door-in-the-face technique is more effective in case one is in a negative mood. Therefore, hypothesis 2c is confirmed ($\alpha = .10$): mood moderates the relationship between type of influence technique and compliance. Thus, there is evidence that mood moderates this relationship, however this evidence is marginally significant.

This study also tested hypothesis 3a which stated that a positive buying motivation results in a greater compliance as opposed to a negative buying motivation. The results showed that there was a significant effect of buying motivation (positive/ negative) on compliance. Compliance was significantly higher in case of a negative buying motivation. This outcome is not in accordance with the hypothesis which predicted the opposite result of a greater compliance in case of a positive buying motivation. Therefore, hypothesis 3a is rejected. Additionally, hypothesis 3b predicted a mediation of amount of processing in the relationship between buying motivation and compliance. A greater compliance in case of a positive buying motivation due to a decreased amount of processing, which makes someone less critical about the request. The result of the mediation analysis showed that there was no mediating role of amount of processing in this relationship. Therefore, hypothesis 3b is rejected. This study also investigated a hypothesis concerning a potential moderating effect of buying motivation on the relationship between type of influence technique and compliance (H3c). The results showed that there was no moderating effect of buying motivation on this relationship and hypothesis 3c is rejected.

A possible explanation for the outcomes concerning buying motivation might be the necessity of the product. It might be that one is more critical towards a product with a positive buying motivation, due to the fact that the purchase of the product is often pleasant but not necessary and may be more impulsive. In case of a product with a negative buying motivation, the purchase of the product is mostly based on a need, which makes the product (e.g. painkillers) more useful and necessary in the eyes of the consumer. In addition, this outcome might be explained by the reasoning that everybody occasionally needs painkillers, but not everybody likes to chew gum.

As previously discussed, the results of the mediation analysis showed that there was no mediation of amount of processing in the relationships between type of influence technique, mood and buying motivation on compliance. Based on the outcomes, the mediating role of amount of processing could be dismissed. However, there may be some remarks regarding the measurement instrument of the participant's amount of processing. The three-item measurement instrument was self developed and might be not suitable for a true measurement of one's amount of processing. Therefore, it may be interesting to investigate the role of one's amount of processing again possibly with an already existing, more subtle and proven measurement instrument in order to measure the participant's true amount of processing and reconsider the mediating role of amount of processing in future research.

In addition to the performed hypotheses tests there are some additional tests conducted regarding the demographic data of the respondents. In order to test whether this information affected the previous results. The results of the additional analyses indicated that there was a significant moderating effect of gender on the relationship between buying motivation and compliance. The effect of a negative buying motivation on compliance is much greater in case of female respondents as opposed to male respondents. This result implies that hypothesis 3a works out differently for males and females.

A possible explanation for the gender difference in case of a negative buying motivation might be a difference in purchase behavior. It might be the case that in general women purchase more products with a negative buying motivation as opposed to men. A lot of women do necessary purchases for themselves, their boyfriend or husband, or their family. Of course, men do these purchases as well, but perhaps not so often. Therefore, it might be more likely that women buy a product with a negative buying motivation as opposed to men. This could be old-fashioned reasoning but it is worth investigating in future research. Based on the moderating effect of gender on the relationship between buying motivation and compliance, all executed tests were tested on a potential moderating effect of gender. This was not the case; gender only moderated the effect of the above reported relationship.

5.2 Limitations and future research

In this section, some of the limitations of the study will be discussed and potential future research opportunities will be specified.

The first limitation of the current study might be the number of respondents. The number of respondents in each research condition was 20. This is the minimum amount of respondents required in order to obtain informational data. It would be useful in future research to increase the number of participants per research condition (e.g. 40). The research outcomes would be more solid in case of a greater number of respondents. Furthermore, there are some remarks regarding the measurement instrument of the participant's amount of processing. This three-item measurement instrument was self developed and might be not suitable for a true measurement of amount of processing. Therefore, it may be interesting to investigate the role of one's amount of processing again possibly with an already existing, more subtle measurement instrument in order to measure the participant's true amount of processing and reconsider the mediating role of amount of processing in future research.

Additionally, this study demonstrated a gender difference on compliance in case of a negative buying motivation. A potential explanation for this outcome might be a difference in purchase behavior. It might be the case that in general women purchase more products with a negative buying motivation as opposed to men. Many women do purchases for themselves, their boyfriend or husband, or their family. Of course, men do these purchases as well, but perhaps not so often. This could be old-fashioned reasoning but it is worth investigating in future research.

In this study, chewing gum represented a positive buying motivation and painkillers represented a negative buying motivation. It is likely that people consider those products as a positive and a negative buying motivation, however this is not tested beforehand. It might be useful in future research to pre- test this assumption. Additionally, it might be the case the persons perceive products differently. Therefore, it is useful to investigate other products which might be viewed as a positive (e.g. candy) and a negative (e.g. tampons) buying motivation. A pre-research of buying motivation makes it possible to test if there are any differences in results due to another product selection.

This study focused on two basic principles of influence: commitment & consistency and reciprocity. According to Cialdini and Goldstein (2002) there are multiple social influence techniques which can be performed for compliance gaining. According to Cialdini and Goldstein (2004) there are six basic influence principles which explain how a person might influence another; these principles can be labeled as liking, reciprocation, commitment and consistency, scarcity, social validation (social proof) and authority. It might be the case that there is a much greater effect of another principle of influence (e.g. liking) as opposed to commitment & consistency and reciprocity on compliance. Therefore, it is useful to investigate the effects of the other four principles of influence on compliance in future research.

6. Conclusion

This chapter answers the main research question of the study: which influence technique the Foot-in-the-door technique or the Door-in-the-face technique is most effective in compliance gaining? and is there a moderating effect of mood and buying motivation on this relationship?

According to the results, the Foot-in-the-door technique does not result in a greater compliance compared to the Door-in-the-face technique. This outcome is in line with the statement of Cialdini (1975) that both influence techniques are equally effective in compliance gaining. However, in contrast to the prediction in this research that they differ in compliance gaining due to the amount of processing they require. Furthermore, the mediation analysis showed that there was no mediating role of amount of processing in the relationship between type of influence technique and compliance or in any other investigated relationship in this study.

The research outcomes indicated a marginally significant moderating effect of positive mood on the relationship between type of influence technique and compliance. There is a small difference in compliance in case of a negative mood. However, there is a greater difference in compliance in case of a positive mood. In case of a positive mood, there was a greater compliance in the Foot-in-the-door condition as opposed to the Door-in-the-face condition. Thus, the FIDT results in a greater compliance in case one is in a positive mood. Additionally, there was a significant moderating effect of buying motivation on the relationship between type of influence technique and compliance. Compliance was significantly greater in case of a negative buying motivation compared to a positive buying motivation. Furthermore, the results indicated a significant moderating effect of gender on the relationship between buying motivation and compliance. The effect of a negative buying motivation on compliance is much greater in case of female respondents.

To answer the main research question, both influence techniques are equally effective in compliance gaining. Buying motivation moderated the relationship between type of influence technique and compliance. Positive mood (marginally) moderated this relationship.

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Appendix I: Experiment

This appendix displays the English version of the experiment.

Dear respondent,

Thank you for your participation in this research.

This experiment investigates a possible influence of mood, buying motivation and type of influence technique on one's attitude towards a product and compliance to a certain request.

This experiment will take approximately 10 minutes of your time and is anonymous. In case you unfortunately decide that you are not willing to participate in this research after the completion of the experiment please send an e-mail to: l.sterling@student.utwente.nl.

Kind regards,

Lotte Sterling

University of Twente
Master Communication Studies

Mood manipulation

1. For this research it is desirable that each respondent starts this research in the same state of mind and therefore I would ask you to recall a life event of the past month which made you very happy (sad). Please go back to that moment, and take 3 minutes of your time to reach that feeling again... (Bohner & Weinerth, 2001).

2. How long ago took this event place?

- Several days ago
- 1 week ago
- 2 weeks ago
- 3 weeks ago
- 4 weeks ago

3. How joyful (sad) is (was) this event for you?

A little								Very
----------	--	--	--	--	--	--	--	------

Mood measurement

4. In order to create insight in your current mood I would like to ask you to respond to the following sentence 'At this moment I am feeling' ... (Allen & Janiszewski, 1989).

(Put a mark which extent is applicable)

Relaxed								Tensed
Bad								Good
Rested								Tired
Distracted								Focused
Pleasant								Unpleasant
Sad								Happy
Positive								Negative
Angry								Cheerful

Buying motivation stimuli



5. Have you ever bought a similar product?

Never								Regularly
-------	--	--	--	--	--	--	--	-----------

Compliance

Foot-in-the-door procedure

6. What are in your point of view some advantages of this product?

--

7. Would you recommend this product to family and friends? Please explain why or why not...

--

8. Suppose that this product is being sold in a supermarket at the price of €1,20. Would you buy this product when you need it? **(target request)**

Definitely not								Definitely
----------------	--	--	--	--	--	--	--	------------

Door-in-the-face procedure

6. For a previous set-up of this study I bought way too many of the displayed product. Are you willing to buy 10 of these products from me and sell them to friends and relatives?

Definitely not								Definitely
----------------	--	--	--	--	--	--	--	------------

7. Please write down several advantages and disadvantages of this product...

--

8. Suppose that this product is being sold in a supermarket at the price of €1,20. Would you buy this product when you need it? (**target request**)

Definitely not								Definitely
----------------	--	--	--	--	--	--	--	------------

Attitude towards the product

9. Please rate the product properties of the displayed product and respond to the following sentence: 'To me this product seems to be': (Ahtola, 1975).

(please indicate which extent is applicable)

Harmless								Harmful
Bad								Good
Pleasant								Unpleasant
Useless								Useful
Satisfactory								Unsatisfactory
Poor quality								High quality
Distinctive								Common
Inferior								Superior
Interesting								Boring

Amount of processing

10. Please indicate your amount of thinking when you answered the previous questions about this product...

I have consciously thought about my answers								I have not consciously thought about my answers
I made little considerations								I made many considerations
I was thinking a lot								I was thinking a little

11. Did you feel influenced in this research?

Definitely not								Definitely
----------------	--	--	--	--	--	--	--	------------

12. Please explain your degree of feeling influenced in this research (question 11)...

Demographics

13. Please indicate your gender.

- Male
- Female

14. Please indicate your age.

- 15- 24
- 25- 34
- 35- 44
- 45- 54
- 55- 64
- 65+

15. Please indicate your highest level of education.

- Elementary school
- Secondary school
- Vocational education
- Bachelor degree
- Master degree

Thank you for your participation in this research.

If you have any questions please do not hesitate to contact me at: l.sterling@utwente.nl.

Kind regards,

Lotte Sterling

Appendix II: Translated experiment

This appendix displays the Dutch conducted experiment.

Beste respondent,

Bedankt voor uw deelname aan dit onderzoek.

Dit experiment onderzoekt de mogelijke invloed van gemoedstoestand, aankoop motivatie en type beïnvloedingstechniek op iemands houding ten opzichte van een product.

Het onderzoek duurt ongeveer 10 minuten en is anoniem. Wanneer u na het invullen van de vragen toch besluit om niet mee te willen doen aan dit onderzoek kunt u een mail sturen naar: l.sterling@student.utwente.nl.

Met vriendelijk groet,

Lotte Sterling

Universiteit Twente
Master Communication Studies

1. Voor het onderzoek is het gewenst dat elke respondent in dezelfde gemoedstoestand aan dit onderzoek begint en daarom wil ik u vragen om terug te denken aan een gebeurtenis van afgelopen maand die u erg blij (verdrietig) heeft gemaakt. Ga terug naar dat moment en neem 3 minuten de tijd om dat gevoel weer te ervaren...

2. Hoelang geleden heeft deze gebeurtenis plaatsgevonden?

- Enkele dagen geleden
- 1 week geleden
- 2 weken geleden
- 3 weken geleden
- 4 weken geleden

3 Hoe vreugdevol (verdrietig) is deze gebeurtenis voor u (geweest)?

Een beetje								Heel erg
------------	--	--	--	--	--	--	--	----------

4. Om inzicht te krijgen in uw gemoedstoestand op dit moment wil ik u vragen om te reageren op de volgende zin ‘Op dit moment voel ik mij’...

(zet een kruisje welke mate van toepassing is)

Ontspannen								Gespannen
Slecht								Goed
Uitgerust								Moe
Afgeleid								Gefocust
Prettig								Onprettig
Verdrietig								Vrolijk
Positief								Negatief
Boos								Opgewekt

Buying motivation stimuli



Foot-in-the-door procedure

5. Heeft u ooit een soortgelijk product gekocht?

Nooit								Regelmatig
-------	--	--	--	--	--	--	--	------------

6. Wat zijn volgens u enkele voordelen van dit product?

--

7. Zou u dit product willen aanbevelen aan familie en vrienden? Licht toe waarom of waarom niet...

--

8. Veronderstel dat dit product verkocht wordt in een supermarkt voor de prijs van €1,20. Zou u dit product kopen wanneer u het nodig heeft?

Zeker niet								Zeker wel
------------	--	--	--	--	--	--	--	-----------

Door-in-the-face procedure

5. Heeft u ooit een soortgelijk product gekocht?

Nooit								Regelmatig
-------	--	--	--	--	--	--	--	------------

6. Voor een eerdere opzet van het onderzoek heb ik te veel van het bovenstaande product ingekocht. Bent u bereid om 10 van deze producten (€1,20 per stuk) over te kopen en te verkopen aan vrienden en familie?

Zeker niet								Zeker wel
------------	--	--	--	--	--	--	--	-----------

7. Wilt u voor mij opschrijven wat volgens u de voordelen en nadelen van dit product zijn...

--

8. Veronderstel dat dit product verkocht wordt in een supermarkt voor de prijs van €1,20. Zou u dit product kopen wanneer u het nodig heeft?

Zeker niet								Zeker wel
------------	--	--	--	--	--	--	--	-----------

9. Waardeer de product eigenschappen van dit product door te reageren op de volgende zin:
‘Naar mijn mening is dit product’...

(Geef aan welke mate van toepassing is)

Onschadelijk								Schadelijk
Slecht								Goed
Prettig								Onprettig
Nutteloos								Nuttig
Goede kwaliteit								Slechte kwaliteit
Gewoontjes								Onderscheidend
Superieur								Inferieur
Saaï								Interessant

10. Geef uw hoeveelheid denkwerk aan bij het beantwoorden van de voorgaande vragen over dit product...

Ik heb bewust over mijn antwoorden nagedacht								Ik heb niet bewust over mijn antwoorden nagedacht
Ik heb weinig afwegingen gemaakt								Ik heb veel afwegingen gemaakt
Ik heb er veel bij nagedacht								Ik heb er weinig bij nagedacht

11. Heeft u het gevoel dat u beïnvloed werd in dit onderzoek?

Helemaal niet								Heel veel
---------------	--	--	--	--	--	--	--	-----------

12. Wilt u uw gevoel van de mate van beïnvloeding in dit onderzoek (vraag 11) toelichten?

--

Demografische gegevens

13. Wat is uw geslacht?

- Man
- Vrouw

14. Wat is uw leeftijd?

- 15- 24
- 25- 34
- 35- 44
- 45- 54
- 55- 64
- 65+

15. Wat is uw hoogst behaalde opleidingsniveau?

- Basis school
- Middelbare school
- Beroepsopleiding
- Bachelor opleiding
- Master opleiding

Bedankt voor uw deelname aan dit onderzoek.

Mocht u nog vragen hebben dan kunt u een mail sturen naar: l.sterling@utwente.nl.

Met vriendelijk groet,

Lotte Sterling

Appendix III: Buying motivation stimuli

This appendix displays the buying motivation stimuli regarding question 6 of the Door-in-the face procedure ‘For a previous set-up of this study I bought way too many of the displayed product. Are you willing to buy 10 of these products from me and sell them to friends and relatives?’

