Social Influence

quite effective. Burger (1986) set up a stand selling various desserts along a college campus walkway. Some participants were told the price of a cupcake and two cookies was 75 cents. Other participants were told the cupcake was 75 cents, but as they were deciding whether to buy it, the researcher announced he or she would add two cookies at no extra price. Only 40 percent of the students purchased the items in the control condition, but 73 percent did so in the that’s-not-all condition. Everyone, it seems, loves a bargain, and getting something for nothing or at a reduced price appeals to us all.

The same principles that explain the door-in-the-face effect produce the that’s-not-all effect. The person has made a concession by increasing the value of the product, and we feel compelled to reciprocate this generosity by complying with the request. Principles of psychological contrast also operate, because we feel that we are now getting more for our money than we had originally assumed.

5. A Summary of Two-Step Compliance Techniques

Table 8.5 summarizes the various two-step compliance techniques. The table also shows how they can be applied to a single case: selling a vacuum cleaner for $150.

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Description</th>
<th>Illustration (Selling a Vacuum)</th>
<th>Principles</th>
</tr>
</thead>
</table>
| Start Small, Then Increase | Foot-in-the-door Start small and, after securing commitment, proceed to a larger request. | Ask to demonstrate how the vacuum works or get the person to agree it is important to have a clean house. | • Self-perception processes  
• Consistency and commitment |
| Lowballing              | After securing a commitment to a specified price, increase the price.       | Get person to agree to buy the vacuum for $125, then increase the price to $150 when the boss balks at the deal. | • Psychological commitment  
• Postdecision dissonance reduction  
• Perceptual contrast |
| Start Large, Then Decrease | Door-in-the-face Start large and, after the request is denied, counter with a smaller request. | Ask person to buy a professional rug cleaner for $500. When the person refuses, offer to sell the vacuum for $150. | • Norm of reciprocity  
• Perceptual contrast |
| That’s-not-all           | After introducing a product, increase the value by decreasing the price or adding extras. | Start with a selling price of $200 and then drop the price to $150 and throw in a floor sweeper for free. | • Norm of reciprocity  
• Perceptual contrast |