UNIT 9 SOCIAL INFLUENCE*

Structure

9.0 OBJECTIVES

After reading this unit, you will be able to:

● Explain compliance, conformity and obedience as processes of social influence;

● Describe reasons for displaying conformity, various factors affecting conformity and the ways to resist conformity;

● Discuss the concept of compliance and explain various strategies for gaining compliance; and

● Explain that concept and relevance of obedience.

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9.1 INTRODUCTION

Whenever we are in a social setting, our thoughts and behaviours are affected by elements which are external to our body and mind. Suppose you are driving your bike at night on a lonely road of your colony, you will drive in a quite carefree manner. But when you drive on a heavy traffic road, you stay vigilant and follow certain traffic rules. Maybe you want to avoid accident or you want to avoid traffic inspector. Whatsoever the reason may be but your thoughts and your behaviour get affected due to a social setting. Interestingly, sometimes your behaviour is affected just by thinking about someone even though that someone may not be present there. For example, although you get a lonely road in daylight, yet you follow the traffic rules because you assume that a traffic inspector might be present at the next crossroad. This form of influence is known as symbolic social influence.

Social influence may be of many forms. It may be a request from someone that affects your behaviour (compliance) or it may be social norms that change your behaviour (conformity) or it may be an order from some authority that has brought some change in your behaviour (obedience).

9.2 CONFORMITY

In almost every social setting that you encounter in your daily lives, there are some rules about the "accepted behaviour" in that setting. How one should behave and what one should not do is stated by those rules. These rules are known as social norms. In some settings, these norms are formal, explicitly stated and clearly mentioned in written form. For example, "Please form a Queue" sign board in a post office. However, in many other settings norms are informal, implicit and unstated. A widely accepted norm in most of the cultures around Indian sub-continent is that after marriage, a girl should leave her parent's house to live with her husband's family. Whatsoever the case may be, the norms play a very important function of removing uncertainties and chaos from a social situation. Norms restrict a person to behave in a predictable manner and hence reducing uncertainties. That is why even though norms place restrictions on people, yet people follow them.

Our tendency to conform to the social norms is so dominant that we are under a social pressure to be similar to the people in our surrounding. Not just the norms, but people around us also provide us a standard set of behaviour and opinions against which we evaluate our own behaviour and opinions. They may or may not be the correct standards, yet we use them to judge our own behaviour. For example, people standing at the back in a political rally may not be able to listen to the speech of the leader. Yet they clap just by seeing that the others standing there are clapping.

9.2.1 Solomon Asch: Pioneer of Research on Conformity

Solomon Asch (1951, 1955) performed a classic experiment to exhibit this phenomenon. In his very innovative study, real participants were made to sit with 6-7 fake participants (placed by researcher and seemed genuine to the real participant). They were given a perceptual problem to solve wherein they had to indicate that which of the three comparison line matched the standard line in length. On certain occasions (critical trials), fake participants deliberately gave wrong answers. It was observed that, in most of the critical trials (76% of times), the real participants gave in to the group pressure just to conform with the other (fake) participants, even though the real participants were correct and the fake participants were wrong.

Asch further reported that nearly one fourth of the research participants never accepted the answer given by the group and thus they did not succumb to the group pressure. Similarly, there were many other participants who accepted the group answer almost always. On further probing, they accepted that they were less confident in their judgements and thought that they were wrong and others were right. Many of those participants who accepted the majority view knew that the answers given by others were wrong, even though they could not resist the group pressure and conformed to the majority view.

Asch (1956, 1959) further conducted researches on conformity with some well thought and innovative modifications in his classic study layout. He introduced research accomplices who gave the correct answer or an answer which was between the correct one and the one which was given by the majority. In another study, the research accomplice gave more incorrect answer than that chosen by the group. Thus, the studies were planned in such a way that the consensus of the group was broken. Findings suggested that the real participant showed lesser conformity to the group under all three conditions. This indicated that the unbroken agreement of the group is the key component or force behind conformity and once this unanimity is broken anyhow, the impact of group pressure is reduced and it becomes much easier to resist. Asch further introduced some innovation in his basic research design. He asked his research participants to write down their answers on a paper and not to speak them out loudly. Interestingly, since the participants were not required to openly show their disagreement with group, the incidence of conformity reduced significantly. This finding indicated the difference between *public conformity and private acceptance* suggesting that at a number of occasions even if we explicitly act as per the social norms, we actually do not alter our personal views.

9.2.2 Impact of Conformity

As a human being we desire to be independent in terms of our thoughts, feelings and behaviours. No matter which culture is considered, most of the people of that culture eat and dress in similar ways. They prefer similar media of recreation. Despite the desire to be independent we surrender to the impact of social influence to a great extent. However, the desire to be independent does not allow us to accept the fact we are influenced by the pressure of social norms. Several psychological studies have demonstrated that despite being influenced by group opinions, research participants denied that they were influenced by others (Pronin, Berger & Molouki, 2007). People also think that their behaviours are less influenced by the social norms than those of other people. Pronin, Berger and Molouki (2007) termed this phenomenon as *introspection illusory* and proposed that we conform to the social norms often through automatic route without our conscious awareness and beyond the introspective boundary.

9.2.3 Factors Affecting Conformity

Although conformity is so pervasive in our social behaviour, it is also true that all people do not succumb to the majority view all the time and to the same degree. There are number of factors that affect the level of conformity people show to the social norms.

- *Cohesiveness* and desire to be accepted by a particular group is one of the most prominent factors that determine the extent of conformity we are likely to exhibit to the group's norms. Higher this factor will be, more we will conform to the norms of that particular group (Turner, 1991). In a cohesive group, members are attracted toward one another and also want to continue their belongingness. Thus,

they have strong tendency to think, feel and behave in a similar way. This leads them to adhere to the norms of the group.

● Generally as the *size of the group* increases more pressure we feel to conform to the group. However, relation between size of the group and the level of conformity has been inconclusive. Some studies claim that conformity increases only up to three to four members and after that the group influence becomes either constant or even decreases (Asch, 1956). Some other studies claim that conformity increases with the group size up to eight members and ahead of that (Bond & Smith, 1996).

● Apart from their classification as formal and informal, *norms* can also be classified as descriptive and injunctive. Descriptive norms explain what people generally do in a given situation; whereas, injunctive norms tell us that what should be done in a given situation. For example, people do not play loud music in a funeral is a descriptive norm; whereas, prescribing not to smoke near a petrol pump is an injunctive norm. According to normative focus theory (Cialdini, Reno & Kallgren, 1990), we conform only to those norms which we consider relevant to us. The theory argues that norms steer our behaviours mainly when we think about them and view them as relevant to our behaviour. Contrary to this, the effects of social norms are reduced when we do not think about them or view them as irrelevant. Furthermore, Aarts and Dijksterhuis (2003) suggested that there are certain situational norms that guide our behaviour in specific environment. For example, we speak gently in a hospital and shout loud in a stadium. These norms affect out behaviour very strongly and in an automatic manner, without our conscious awareness.

9.2.4 Reasons for Conformity

Whatsoever the impact, incidence and extent of conformity are, we all succumb to the social norms at variety of occasions in our social lives. Social psychologists have attempted to find out the reasons behind our behaviours that conform to the social norms.

● **Normative Social Influence-Desire to be liked:** We all have strong desire to be liked by the members of our group. When we conform to the social norms and to the people of our group, we appear similar to them. This, in turn, increases the likelihood of their approval and acceptance for us.

● **Informative Social Influence-Desire to be right:** There are number of social issues for which we do not have any objective standard for judgement. We do not have objective measure by which we could ascertain that which of the political views is right or what should be a correct response to the street beggars. As stated earlier that people around us provide us a standard set of behaviour and opinions through which we evaluate our own behaviour. Hence by conforming to people around us, we develop a sense of correctness. This effect becomes even more prompt in highly uncertain situations, where there are no available measures of right or wrong (Baron et al., 1996).

9.2.5 Disadvantages of Conformity

Whatsoever the reason behind conforming is, it has both positive and negative effects. Conformity helps to reduce uncertainty from people's behaviour. Due to conformity, we can predict others' behaviour in a social setting and hence can behave accordingly. While driving on road, we know that everyone will drive on left side and will stop at red

light signal. Similarly, in an emergency situation, people follow others to escape from the situation. In case of fire, people follow others to reach the nearest fire exit. Disadvantages of conformity include blind adherence to certain norms like gender norms. Gender Norms are those norms which describe appropriate acceptable behaviour for men and women in a particular culture. This can place limits on the opportunities and career aspirations of women (Eagly, 2007). Due to this only, trans-genders face number stereotypical behaviours against them. Conformity is the most prominent cause behind continuation of number of superstitious behaviours since generations. Other negative effects of conformity include uncontrolled behaviour of crowd. In a crowd, people follow others and ultimately do something so extreme which they would have never done had they been alone.

9.2.6 Resisting Conformity

Although desire to be liked and desire to be right put so much pressure upon us to conform, yet we can find number of instances where people choose not to conform and stand out from the crowd. For example, although gender norms say that man should have short hairs and women should have long hairs, yet we often encounter the contrary as well, we see long haired men and short aired women. In the classic experiments of Solomon Asch, mentioned earlier, we saw that 76% of the time real participants followed the group pressure, yet 24% times they choose to stand apart from the group. People do not conform to all the norms. Instead they pick and choose the norm they want to conform. Also, a person may conform to a particular norm in one situation but not in the other. *The factors which define our ability to resist conformity are given below:*

- **Need to maintain individuality:** Just like the desire to be liked and desire to be right, there is a desire for individuation characterising, the desire to be distinguished from others in some respect (Maslach, Santee & Wade, 1987). Higher the desire for individuation, lower will be the need to conform and vice versa. Studies have been reported which indicated that the need for individuation varies in different cultures. This need is generally found to be higher in individualistic cultures and lower in collectivistic culture. Hence, accordingly, the need to conform will be lower in individualistic cultures and higher in collectivistic cultures (Bond & Smith, 1996).

- **Need to maintain personal control:** Choosing to behave in a manner that others do restricts our personal freedom. The results of various studies suggest that higher the need to maintain personal control, lower will be the chances of yielding to social pressure.

- **Norms that encourage individualism:** There are certain groups in the society that have been created for fighting against social evils and for bringing revolution in society. Norms of such group encourage its members that they should not conform to the societal rules. For example, members of NGOs working against female foeticides behave against the society's beliefs established through generations, though a social problem. These groups deliberately act against the social norms to bring some change in the society.

9.2.7 Minority Influence

Conformity is doing what the others usually do. Here the others are in majority and the one who is conforming is in minority. However, there are examples where individuals or a small group has brought change in the behaviours of large majority. Revolutionaries like Mahatma Gandhi, Raja Ram Mohan Roy, Vinoba Bhave, etc. are few such people who brought change in the attitudes of the society. But, for minorities in order to

successfully influence majorities, following conditions must be satisfied (Moscovici, 1985):

- They must be consistent in their opposition to the majorities. They must not appear divided.

- They must not be rigid or dogmatic. Minorities that repeats same proposition over and again are less persuasive than those that display a degree of flexibility.

- Minorities that argue for a position that is consistent with current social trend are more influential.

Self Assessment Questions 1

Fill in the following blanks:

1) Apart from their classification as formal and informal, *norms* can also be classified as ………………………. and ……………………….

2) As the size of the group increases more pressure we feel to ……………….. to the group.

3) ………………… restrict a person to behave in a predictable manner and hence reducing uncertainties.

4) Introspection illusory refers that ....

....

5) Due to conformity, we can predict ………………………… in a social setting and hence can behave accordingly.

9.3 COMPLIANCE

Compliance is a form of social influence where we accede or give acceptance to direct request form some other person. In our daily life, we encounter many persons whose success in their profession depends upon their ability to make others comply. Sales persons, advertisers, insurance agents, politicians, professional negotiators, etc. are some examples of such compliance professionals. Not only these professionals but we also indulge in lot of events of making others comply. Consider your mother going to market for the weekly shopping. While bargaining with the vegetable vendor, both mother and vendor are involved in compliance strategies. Whenever you try to finalise any plan for party with your friends, all of you try to convince others with their ideas and finally you reach at some conclusion.

9.3.1 Principles of Strategies Used in Compliance

Cialdini (1994, 2006) studied various strategies used by compliance professionals and concluded that various techniques of compliance depend on *six principles*:

- *Friendship or liking:* We comply more with the persons whom we like.

- *Commitments or consistency:* We comply with the request for those behaviours which are consistent with our prior commitments.

- *Scarcity:* There is a greater chance for us to comply with those requests that focus on scarcity.

- *Reciprocity:* We are more likely to comply with the requests of those who had previously given us a favour.

- *Social validation:* We are more likely to comply with the request for behaviours which are in line with our social norms and beliefs.

- *Authority:* We tend to comply with someone who holds legitimate authority. For example, advertisement of an apparel brand is more appealing if endorsed by some actor or fashion designer rather than by a politician.

9.3.2 Strategies for Gaining Compliance

Not only compliance professionals but we also knowingly or unknowingly use various strategies in order to win negotiations in our routine lives. Psychologists have investigated these strategies in a more systematic manner.

9.3.2.1 Techniques Based on Friendship or Liking

As stated earlier, we are more likely to comply with those whom we like, hence, to gain compliance we use:

Ingratiation: getting others to like us. Various ingratiation techniques include flattery, self-promotion, improving one's own image, etc.

*Flattery***:** Persons trying to gain compliance usually praise their target so that they build a positive image of themselves and hence increase chances of gaining compliance.

*Self-Promotion***:** Informing others about our previous achievements increases others' confidence in us. This, in turn, increases our chances of gaining compliance. Not only the promotion of requester, but their promotion of product also is useful in gaining compliance. For example, consider any advertisement on the television, they all display their past accomplishments and tell us about the good characteristics of their products in order to make us appreciate and agree to buy their products or in other words to comply with their request.

*Improving Self-Image***:** Emitting positive non-verbal cues, having a presentable appearance and doing favours to others improve our image in front of our targets. This makes our target develop faith in us and hence increases the chances of gaining compliance. The best examples of this type of techniques are insurance agents. The way they dress up, the way they talk, their body language, everything is so organised and presentable that the target is impressed easily.

*Incidental Similarity***:** Furthermore, requesters try to draw the attention of their targets towards some similarity between them, such as they have same home town, they have same alma-matter, etc.

9.3.2.2 Techniques Based on Commitment and Consistency

In case of having some prior commitments, we are more likely to comply with any request which is consistent with the commitment. Alternatively, we comply with request for behaviours which are consistent to our prior actions. Strategies of compliance based on this principle are Foot-in-the-door technique and Lowball procedure.

Foot-in-the-door: In Foot-in-the-door technique, initially a small deal is offered by the requester. This deal is designed in such a way that the targets easily accept this. Once the target accepts this deal, the larger and actual deal is offered to the target. In this case, the target is more likely to accept this larger deal because rejecting this will not be consistent with his/her prior actions. Recently, one of the renowned companies launched its mobile communication services in India. They initially offered free calling and data service to their clients for few months. Later, they charged this service, which

was more or less similar with the rates of other service providers. Yet, results showed that a large chunk of users continued with the same network and service provider only.

Lowball Technique: In lowball procedure, a deal is first offered to the target, but once the target accepts this deal, the deal is made less lucrative. Studies have shown that this strategy is successful in gaining compliance (Cialdini, Cacioppo, Bassett & Miller, 1978). Here also, the target has option to reject the deal once requester introduces changes in it. Yet prior commitment of the target makes them accept the changed deal also. For example, whenever you choose for an insurance scheme, the terms and conditions of the product are disclosed after you agree to buy the product.

9.3.2.3 Techniques Based on Reciprocity

If someone has done some favours in the past, he or she is more likely to accede to any request made by that person. Strategies using this principle are Door-in-the-face and That's-not-all techniques.

Door-in-the-face technique: Door-in-the-face technique is the opposite of foot-in-the-door technique. Here, first a larger deal is offered by the requester. Once the target rejects this deal, a smaller and actual deal is presented before them. The apparent shift of the requester from a larger deal to a smaller deal appears as a favour to the client. Hence the target feels obligatory to do a return favour to the request. So client is more likely to accept the deal. Best example of this technique can be seen when a shopkeeper bargains with a customer. He initially sets the price to a very higher level. Later he accedes to the request of their customer to lower the price.

That's-not-all technique: In the That's-not-all technique initially a deal is offered and before target accepts or rejects this deal, something additional is provided (like extra discount, or additional complimentary gifts, etc.) to the target in order to make the deal more attractive. By throwing this additional offer, requester pretends to do favour to the client and hence client is compelled to accept the request. This technique is frequently used by advertising channels like Naaptol, Home Shop 18, etc.

9.3.2.4 Techniques Based on Scarcity

Anything which is scarce appears to be more valuable. Hence any request focussing on such scarce objects generally attracts more attention. Strategies using this technique are Playing Hard to Get and Deadline techniques.

Playing Hard to Get: In Playing Hard to Get technique the object of request is portrayed as rapidly exhausting and the target person has to work really hard to get that object. "Limited Stock" displays on the shops use this tactic to gain compliance.

Deadline technique: Similarly, in Deadline technique, deal is made available for a limited period and the target person has to hurry to get benefit of the deal. "Offer for Limited Period" is an example of this strategy.
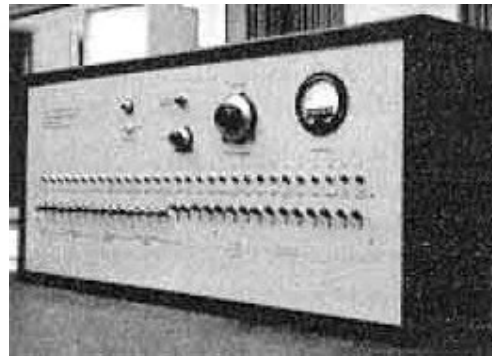
9.4 OBEDIENCE

This is a form of social influence in which a direct order by a person compels others to behave in a particular manner. However, the person giving order can use other means also to influence the behaviours, such as request instead of order (Yukl & Falbe, 1991). Thus, this form of social influence is less frequent than other two forms discussed earlier. Obedience, as a social influence, can sometimes be highly destructive. For example, military troop obeying their command can be brutal towards their target.
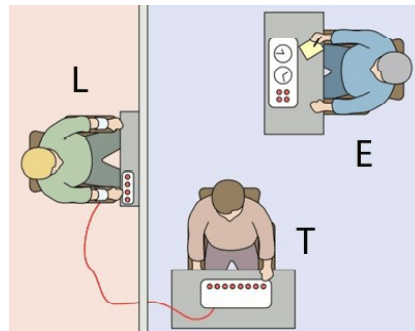
9.4.1 Milgram's Experiment

Obedience to the authority can be seen quite often but experiments by Stanley Milgram (1963, 1974) demonstrated that even people without any legitimate authority can also obtain high levels of submission from others. Participants (all males) were told that the experiment aimed at exploring the effects of punishment on learning. Real participants were then paired up with another participant, who in reality was a fake participant (an assistant of the researcher). In each pair, one participant had to act as a teacher and the other participant had to act as a learner. The role of teacher and learner was decided on the basis of a slip drawn from a hat. However, the slips were drawn in a pre-decided manner so that the real participant always got the role of teacher.

Apparatus: Apparatus used in the Milgram's experiment was a board containing 30 switches marked from 15 volts to 450 volts. Participants were told that pressing each switch will give an electric shock to the person sitting on the receiving chair. The amount of shock generated by pressing each switch was told to be equivalent to the amount of volt mentioned above that switch. However, in reality, no shock was received by the person sitting on the receiving end. The only real shock ever felt by person sitting on receiving chair was a mild pulse from third button, just to convince participant that the apparatus was real.

**Fig. 9.1: Apparatus used in Milgram's Obedience Experiment
(Retrieved from https://www.simplypsychology.org/milgram.html)**

Procedure: In each pair, the learner (fake participant) had to perform a simple task of learning (reciting the second word of the previously memorized pair after listening to the first word of that pair). The participant in the teacher role (real participant) had to read out those words to the learner and to punish the learner on errors (by giving an electric shock through the apparatus). The real participant was seated in front of the apparatus. The experimenter (who was conducting the experiment) was present with him. The assistant (learner) was seated on the chair receiving the shock. He was visible to the real participants. During the experiment, the learner deliberately made many errors. Every time he made an error, the real participant had to give a shock to the learner. If he hesitated, the experimenter pressured him to continue with a graded series of urge like: "The experiment requires you to continue"; "It is essential that you continue"; "You will have no other choice, you must go on".

**Fig. 9.2: Seating Arrangement in Milgram's Obedience Experiment (https://
en.wikipedia.org/wiki/Milgram_experiment)**

Results: Results indicated that 65% of the total participants proceeded through the complete series till 450 volt. Few participants protested and asked the experiment to stop but later yielded to the experimenter's demand to proceed. Participants continued even after the assistant acted to become unconscious at the level of 300 volts. In such cases, the participants were asked to consider no response from the learner as an error and hence to continue the punishment to the learner. Other studies have also reported similar results for different cultures and with children and adults also (Kilham & Mann, 1974; Shanab & Yanya, 1977).

9.4.2 Reasons for Destructive Obedience

History of human race has numerous examples showing that destructive obedience can become extremely detrimental to the mankind. Many dictators have been responsible for death of thousands of people through assassinations, massacre, etc. Psychologists have studied the reasons that lead people to obey the destructive commands of such dictators.

● People obeying the order are relieved of the guilt feeling by the fact that they are just following the command. Hence they do not hesitate in obeying. In Milgram's experiment, participants were told that they will not be responsible for the learner's well-being.

● People giving commands; usually wear some uniform or some insignia which is a symbol of their authority and power. It is a general norm of our society to obey the seniors. Hence most cannot disobey the commands. The experimenter in the Milgram's experiment wore a white coat which gave the participants a feeling that the experimenter is a doctor.

● Orders are gradually increased in their relative strength to harm others. For example, initially the order may be given to a police team to just arrest a group of protesters. But later on, the orders may be escalated to brutal beating of the protesting group. In Milgram's experiment as well, participants were initially instructed to give mild shock to the learner and the magnitude of shock was increased in a graded manner.

● Events involving destructive obedience proceed so quickly that the person who obeys the command do not get time to reflect their actions and systematically think about their activities. In Milgram's experiment, participants got really less time before they started giving extreme shocks to the learners.

9.4.3 Resisting Destructive Obedience

Following strategies can be effective in resisting destructive obedience:

● Reminding that the people who are following the commands are responsible for the harm done.

● Reminding that after a particular point of time, total submission to destructive commands can be unethical.

● Exposing the individuals to the actions of the models who disobeyed commands.

● Questioning the expertise and authority of the person who is giving command.

● Knowing about the true power of commanding authority.

Self Assessment Questions 2

State whether the following are 'True' or 'False':

1) Compliance is a form of social influence in which a direct order by a person compels others to behave in a particular manner.   ( )

2) Playing hard to get technique, deal is made available for a limited period and the target person has to hurry to get benefit of the deal.   ( )

3) In Foot-in-the-door technique, initially a small deal is offered by the requester.
                ( )

4) Various ingratiation techniques include flattery, self-promotion, improving one's own image.   ( )

5) Obedience is a form of social influence where we accede or give acceptance to direct request form some other person.   ( )

9.5 LET US SUM UP

The above unit discussed about the others' influence on our behaviour in a social setting. While influencing our behaviour this 'other' person may or may not be interacting with us. The three types of social influences on our behaviour are: conformity, adherence to social norms or following majority; compliance, acceding to direct request from others; and obedience, following orders given by some authority.

In a social setting, pressure to conform to the majority is so high that people conform to the majority view even if the majority is wrong. This pressure is even higher if the majority is unanimous in its views and the size of the majority is large. However, Normative Focus Theory suggests that if the person does not consider the norm or majority behaviour relevant to him or her then he may not display conformity. By conforming to others, people get a feeling that their behaviour is appropriate and believe that this will increase their acceptance in society. Conforming to the majority places a restriction on our behaviour. Hence sometimes, it has been seen that people resist conforming to the majority behaviour. This happens when they have desire to maintain individuality and a sense of self control on their behaviour. It has also been seen that some minorities, who are unanimous and consistent in their views, change the attitude and behaviours of majorities.

Compliance is a phenomenon used by many professionals, like advertisers, politicians, insurance agents, etc., for success in their jobs. They use many principles for convincing

their targets. These principles are based on friendship, commitment, scarcity, reciprocity, social validation and authority. Based on these principles many techniques have been designed to make others comply. Some of these techniques are foot-in-the door technique, starting with a smaller deal and then switching to actual deal; Lowball Technique, making deal less lucrative once it is accepted; door-in-the-face technique, starting with larger deal and then switching to actual deal; that's-not-all technique, making deal more lucrative before it is accepted; playing hard to get and deadline technique, presenting the object as quickly exhausting. Compliance is a bidirectional process. We try to convince others on our ideas and simultaneous agreeing to some of their views.

Obedience is a form of social influence which is least used because the person using this can use other, more effective, forms of influencing behaviour. Experiments of Stanley Milgram presented a very surprising phenomenon that people obey the destructive commands even from persons who do not have legitimate authority.

9.6 UNIT END QUESTIONS

1) Present an account of conformity with the help of Solomon Asch's classical experiment.

2) Explain various reasons behind conformity. Briefly explain the various factors affecting conformity.

3) Describe the conditions under which people resist to conform. Also bring out the conditions under which, minority can influence majority.

4) Describe compliance as a form of social influence. What are the various techniques used by compliance professionals in convincing others to accept their offer?

5) What is destructive obedience? Explain the reasons behind destructive obedience and the ways to resisted it.

9.7 GLOSSARY

Social influence	:	Attempts to bring change in the behaviour, attitudes or feelings of others people.
Conformity	:	Tendency to get influenced by the social norms and to think, feel or act in the way majority think, feel or act.
Introspection illusory	:	Underestimating the impact of social influence on our own behaviours and overestimating the same in actions of others.
Descriptive norms	:	Norms that explain that what people generally do in a given situation.
Injunctive norms	:	Norms that prescribe us about approved and disapproved behaviours in a given situation.
Normative focus theory	:	Theory stating that we conform only to those norms which we consider relevant to us.
Normative Social Influence	:	Conforming to the social norms in order to fulfil our desire to be liked and to be accepted by others.

Informative Social Influence	:	Conforming to the majority view in order to increase a sense of correctness.
Compliance	:	A form of social influence where we accede to direct request form some other person.
Foot-in-the-door	:	A compliance technique in which initially a small deal is offered by the requester and once the target accepts this deal, the larger and actual deal is offered to the target.
Lowball Procedure	:	A compliance technique in which a deal is first offered to the target and once the target accepts this deal, the deal is made less lucrative.
Door-in-the-face technique	:	A compliance technique in which a larger deal is offered first by the requester and once the target rejects this deal, a smaller and actual deal is presented before them.
That's-not-all technique	:	A compliance technique in which initially a deal is offered and before target accepts or rejects this deal, something additional, such as extra discount, or additional complimentary gifts, etc., is provided.
Playing Hard to Get	:	A compliance technique which employs portraying the object as scarce and very difficult to obtain.
Deadline technique	:	A compliance technique in which deal is made available for a limited period and the target person has to hurry to get benefit of the deal.
Obedience	:	A form of social influence in which a direct order by a person compels others to behave in a particular manner.

9.8 ANSWERS TO SELF ASSESSMENT QUESTIONS

Self Assessment Questions 1

1) descriptive and injunctive

2) conform

3) Norms

4) we conform to the social norms often through automatic route without our conscious awareness and beyond the introspective boundary.

5) others' behaviour

Self Assessment Questions 2

1) False

2) False

3) True

4) True

5) False

9.9   SUGGESTED READINGS AND REFERENCES

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