



The Role of Communication Skills in Persuading Customers to Purchase Products

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ABSTRACT

Communication skills are crucial to encourage consumers to buy things because if a salesperson has excellent communication skills, he can easily persuade clients to buy the products. The exploratory research involved 100 people, including 24 men and 76 women. A legal and reliable two-section survey was used to collect information about the population and to answer specific questions about communication skills. According to the results, several people believe that communication skills are crucial and effective in persuading customers to buy a product. The results of the study include advice for salespersons who want to convince customers to buy their demand and information for customers who want to purchase products from salespeople.

1. Introduction

One of the most important talents at work is effective communication. It is defined as the exchange of concepts, viewpoints, facts, information and data to ensure that the messages are received and understood in a purposeful manner and that both the sender and the receiver are satisfied if they are communicating effectively (Coursera, 2022). Therefore, in order to compete in the marketplace, businesses and people require improved skills to assist them in selling their items to customers, as a salesperson with exceptional communication skills can help the business succeed in sales and marketing (Florida National University, 2020). For example, active communication skills can empower salespeople in entrepreneurial approach, provide leadership skills in delivering data, and become a motivational speaker when persuading customers to purchase items effectively (University Canada West, n.d.). Additionally, salespeople must use persuasive evidence and arguments to persuade others to agree with them (Kumar, 2022). Undoubtedly, product features rarely convince a consumer to buy. Consumers buy because they notice salespeople's ability to communicate the benefits of certain features. In a word, this underscores the critical importance of communication skills in persuading consumers to buy something. As a result, this study will address the communication issues faced by salespeople and customers during a transaction through online questionnaires.

2. LITERATURE REVIEW

The Role of Communication Skills in Persuading Customers.

Sender and receiver are two additional components in the communication process. In order to increase their sales success, salespeople must have strong communication skills. According to Youth Employment UK (2023), communication means presenting your thoughts to another individual in a way for people to understand. As a result, when salespeople have strong communication skills, they can easily brief consumers about the benefits and values of the product.

2.1 The importance of communication skills in persuading the customer to purchase products.

Communication skills are considered essential in sales departments. Persuasive communication skills in a sales role can help perform certain tasks more successfully by persuading people to purchase specific goods or services. As a result, it is a crucial skill that salespeople must develop. Ineffective communication can lead to misunderstandings, breakdown in trust, and the development of anger and hatred. It can be caused by using the wrong means of communication along with details such as word choice or tone of voice (The Society for Human Resource Management, 2023). According to Kamble (2022), poor communication affects a company's performance as employee can put customers at risk because they need to be fully qualified to serve them and be able to provide the required information, resulting in higher level of customer satisfaction and retention. Consequently, good communication skills are vital in influencing customers.

2.2 The customers' perception of communication skills

Customer perception refers to customer's opinions and assumptions about a product that enhances the sales process and customer loyalty and retention. It outlines how customers feel about the product, considering all direct and indirect interactions influenced by salespersons (Zendesk, 2022). For example, effective communication by a salesperson with customers tends to build a positive relationship. Customers can be better educated when a salesperson interacts effectively about the product and they have confidence in getting the product, feel more comfortable in shopping, and recommend it to others. Communication skills have a significant impact on a product's reputation, exhibiting excellent social perspective and broaden a large customer base. Therefore, customers will observe salespersons' efforts to rectify their unpleasant experiences and became loyal if they feel valued in purchasing a product (Customers First Academy, 2021).

2.3 The barriers to communication skills faced by the salesperson

Not to mention that in the globalizing market, ethical and effective communication skills are essential to lead salespeople to qualitative productivity and skill growth. Therefore, communication hurdles have affected the communication process. These include language barriers, psychological and attitudinal barriers (Impact factory, n.d.). The language would be a major barrier to communication. Even when speaking in the same language, the word used in the interaction can be a barrier if the recipient does not fully grasp it (Communication theory, 2021). Besides, psychological and attitudinal barriers in communication affect a person's the emotional and mental state (Communication Theory, 2010). These would distract when presenting thoughts, resist change, or lack confidence and motivation. A salesperson must have ethical and efficient visual appeal, presentation skills such as eye contact, pitch, tone, timing, the ability to meet consumer desires, and open mindedness. These elements ensure that the message is clear and concise, understandable, and capable of enhancing the product's reputation and developing the company. As a result, without effective criteria, the salesperson often encounters misconceptions and relies on the feedback of other sellers.

2.4 The ways to strengthen your persuasive abilities as a commercial developer

In a sales marketing career, persuasive qualities are essential. All salespeople will use it to persuade consumers to accept their ideas and points of view. Therefore, if salespeople want to get customers to buy products more effectively, they can employ these techniques. First, a salesperson needs to attract the attention of customers' attention that assist business to develop actively. As a salesperson could back up their point with relevant tales or experiences and present a shocking fact that would grab their attention and inspire them to stay focused and listen (Lucena, 2020). Next, it is important to appear confident when describing a product's benefits using eye contact, tone of voice, and good posture, as they will respond to sellers' views when convey them with a product. It is advantageous for posting a presentation or debating a product because it ensures a salesperson does not stumble over words and can confidently present their opinions to customers (Stobierski, 2019). Additionally, a salesperson needs to ensure that he or she have right facts and data to support their proposal that assist them confidently answer customer's inquiries. In short, active listening abilities can help build a positive relationship and image with customers.

3.0 Research methodology

This study uses a quantitative research design. 5 Likert scales were used in survey questionnaires and the samples were chosen at random. A total of 100 participates responded the questionnaire and the total score with percentage was presented in the findings of study.

4.0 Research Findings

Part 1: Demographic

Table 1: Age, Gender, Mother tongue, English proficiency level, and Education level.

Responses	Contents	N	%
Age	18-25	74	74
	26-33	10	10
	34-41	7	7
	42 and above	9	9
Gender	Male	24	24
	Female	76	76
Mother tongue	Chinese	65	65
	Tamil	25	25
	Malay	10	10
English proficiency level	Intermediate	80	80

	Elementary	17	17
	Advanced	3	3
Education Level	Primary	0	0
	Secondary	8	8
	STPM/Diploma	75	75
	Degree and above	17	17

According to the data in table 1, 74% of the respondents are between 18 and 25 and 10% between the age of 26 and 33. 7% are between the ages of 34 and 41, and 9% are 42 and older. Almost 76% were females and 24% males took part in the survey. In addition, mother tongue data showed that 65% of the respondents were Chinese, 25% Indian, and 10% were Malay. Moreover, 80% of the respondents had an intermediate level of English, 17% had an elementary level of English and 3% had an advanced level in English. There were about 75% of the respondents were at STPM or diploma level, 17% were degree level or above, 8% were secondary level, and none of the respondents were at primary level.

Table 2: Responses on how often buy products in the shopping mall.

Responses	Contents	N	%
Buy products in a shopping mall.	Everyday	5	5
	Often	50	50
	Seldom	45	45
	Never	0	0

According to the survey findings in table 2, 50% of the respondents shop frequently in a mall, 45% seldom shop, 5% shop every day, and 0% never shop in a mall.

Table 3: Responses towards impacts of communication on customers' purchases, someone that feels pressured by the salesperson to buy the product, good negotiator, excellent communicator with customers, adapting today's communication skills when purchasing, impacts of communication on customers' satisfaction, ethical and effective communication avoid deceptions, the importance of communication skills for future business operations, poor communication leads to misunderstandings and lack of knowledge.

Responses	Contents	N	%
Impacts of communication on customers' purchases	Yes	94	94
	No	6	6
Experienced being forced to purchase by a salesperson	Yes	70	70
	No	30	30
Good negotiator	Yes	67	67
	No	33	33
Excellent communicator with customers	Yes	78	78
	No	22	22
Adapting today's communication skills when purchasing	Yes	86	86
	No	14	14
Impacts of communication on customers' satisfaction	Yes	96	96
	No	4	4
Ethical and effective communication avoids deceptions.	Yes	95	95
	No	5	5
Importance of communication skills for future business operations	Yes	97	97
	No	3	3
Lack of communication leads to misunderstandings and a lack of knowledge	Yes	98	98
	No	2	2

According to table 3, most respondents (94%) agreed that communication influences consumer purchases, whereas 6% disagreed. Additionally, 70% of respondents said they experienced pressure from salesperson to make a purchase, whereas 30% said they had not. There were about 67% respondents said they were a good negotiator, while 33% said they were not. Furthermore, 78% of respondents said they had outstanding customer communication, while 22% did not. Moreover, nearly 86% of respondents said yes to adapting today's communication skills at purchase, while 14% said no. Additionally, 96% of respondents said communication influences consumer satisfaction when purchasing items, while 4% said it does not. Besides, approximately 95% of respondents said they would use ethical and effective communication to avoid deceptions, while 5% said they would not. Therefore, 97% of respondents believed that communication skills are essential to future business operations, while 3% disagreed. Besides, 98% of respondents said lack of communication leads to misunderstandings and a lack of information when making a purchase, while 2% said no.

Part 2 Questionnaires

A) Importance

Figure 1: The importance of communication skills in persuading the customer to purchase products.

a. Persuasive communication skills address customers' needs, values, and desires.

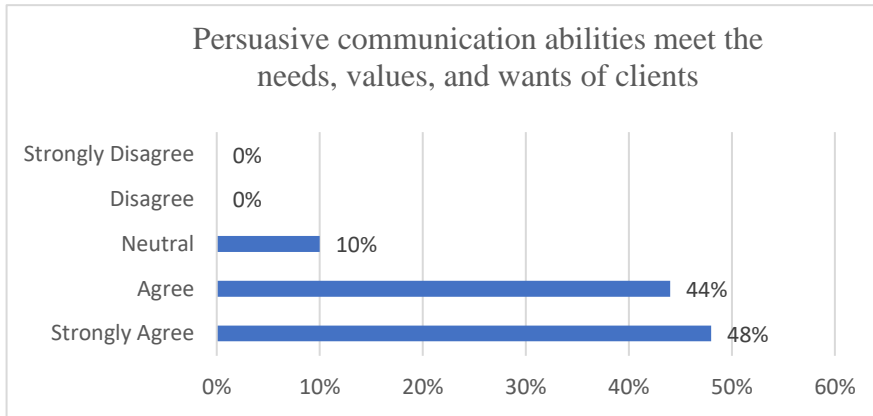


Figure 1(a) for the perception part, respondents were asked about persuasive communication skills to address customers' needs, values and desires. Almost 48% responded strongly agree, 44% agreed, and 10% were neutral. There are no responses on disagree and strongly disagree.

b. Through marketing, builds positive relationships to build a positive relationship with customers.

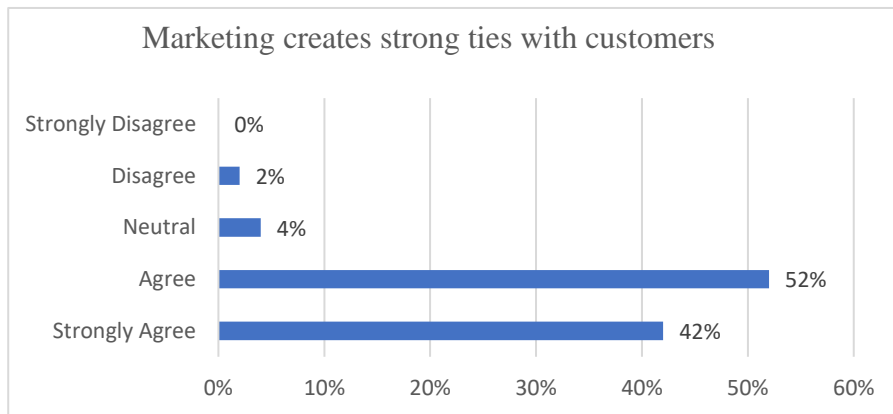


Figure 1(b) for the perception part where respondents build positive customer relationships about marketing. Almost 52% agreed, 42% responded strongly agreed and 4% were neutral. Almost 2% responded that they disagreed, and 0% responded that they are strongly disagreed.

c. Messages conveyed by a salesperson are accurate and preferable.

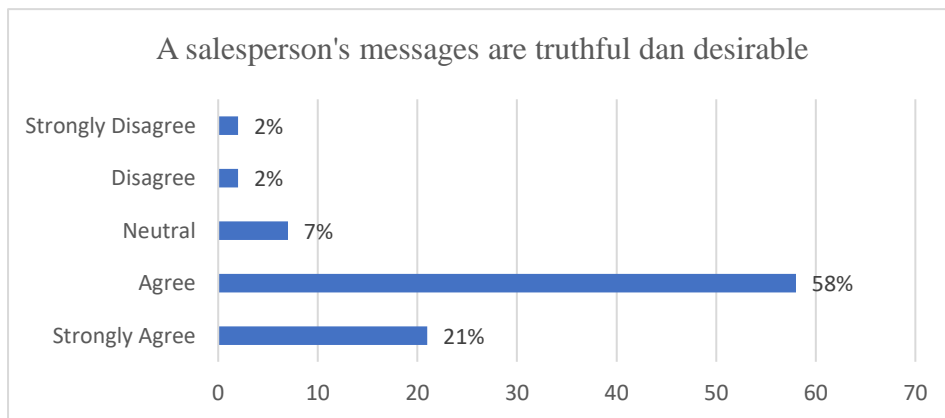


Figure 1(c) for the perception part, where respondents' responses to the messages conveyed by a salesperson are accurate and preferable. Almost 21% strongly agreed, 58% agreed, and 17% were neutral. There were no responses on disagree and strongly disagree.

d. A salesperson's ethical body language and tone are good communicators.

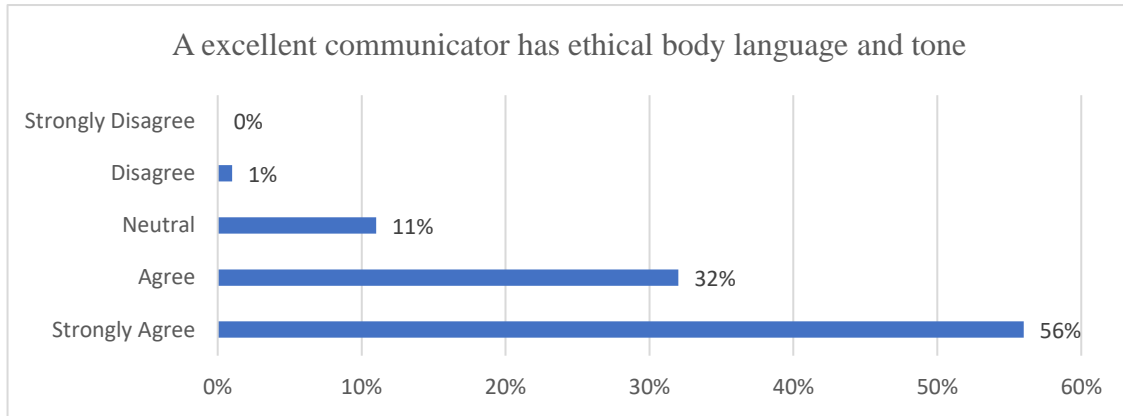
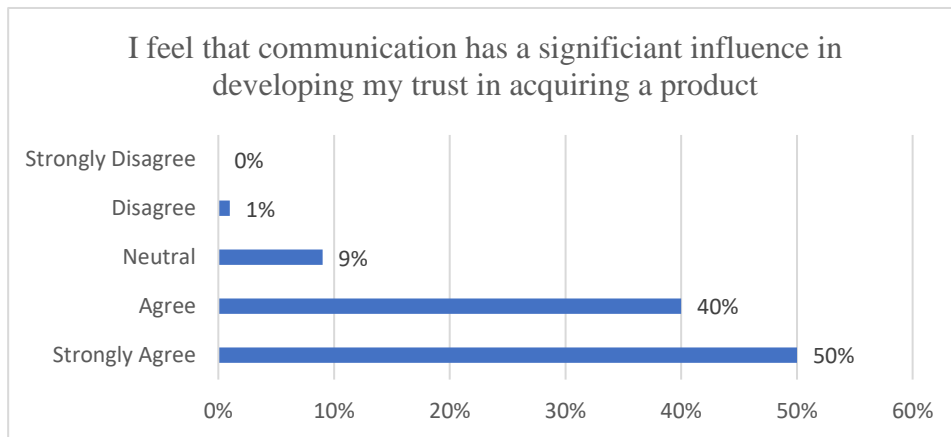


Figure 1(d) for the perception part, where respondents' responses about an ethical body language and tone of a salesperson count as a good communicator. 56% strongly agreed, 32% agreed, and 11% answered neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

B. Perception and barriers.

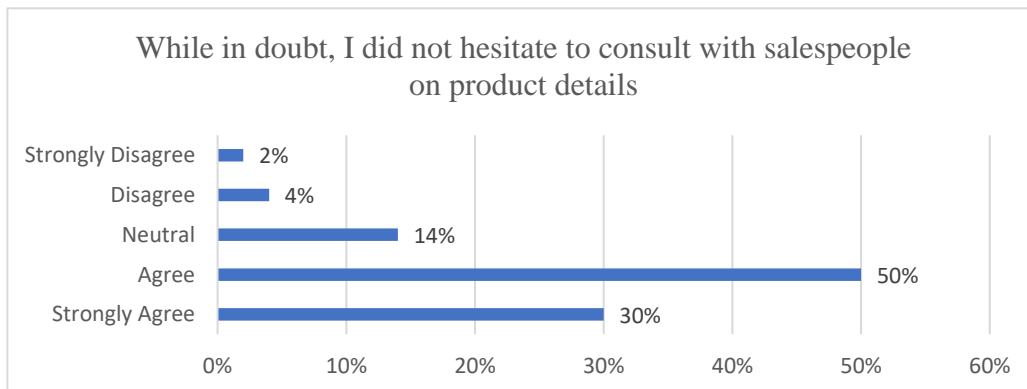
Figure 2: Customers' perception of communication skills.

a. Communication plays a massive role in shaping my trust in purchasing a product.



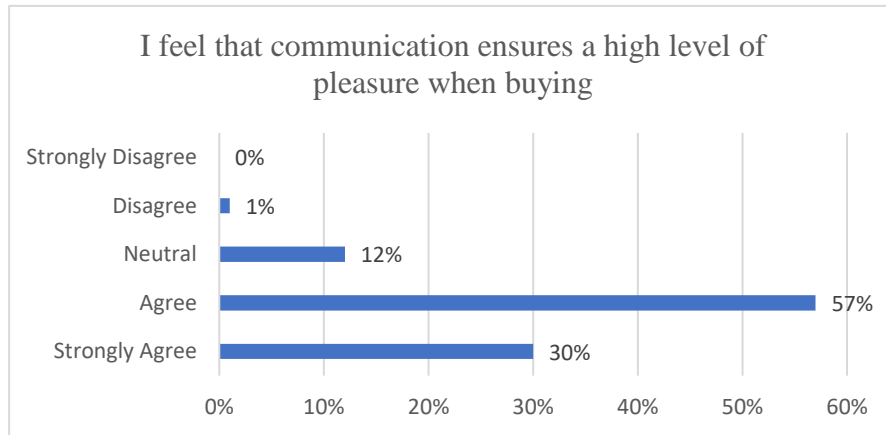
In figure 2(a), for the perception part, respondents believe communication plays a massive role in shaping trust in purchasing a product. Almost 50% strongly agreed, 40% agreed, and 9% were neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

b. I was quick to check the product content with salespeople when in doubt.



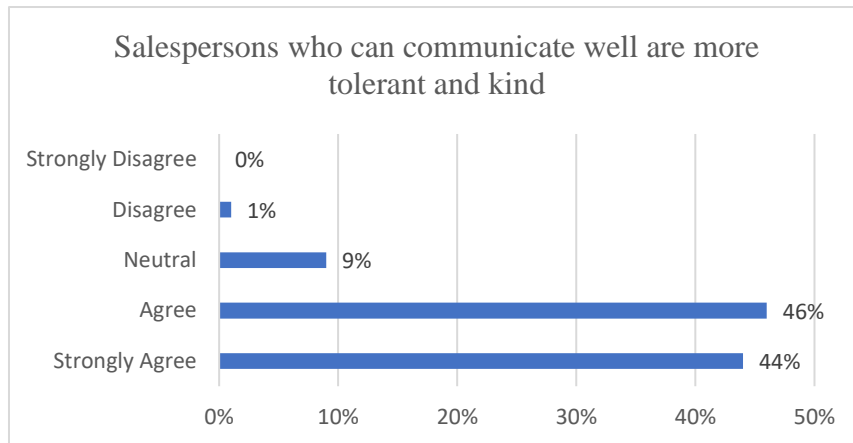
In figure 2(b), for the perception part, responses about when in doubt were quick to check the product content with salespeople. Almost 30% strongly agreed, 50% agreed, and 14% were neutral. While almost 4% disagreed and 2% strongly disagreed.

c. I believe communication guarantees a high level of satisfaction when shopping.



In figure 2(c), for the perception part, respondents believed communication guarantees high satisfaction when shopping. Almost 30% strongly agreed, 57% agreed, and 12% responded neutral. Whereas there were 1% disagreed and 0% strongly disagreed.

d. Salespersons with practical communication skills are more tolerant and friendly.



In figure 2(d), respondents' responses about salespeople with effective communication practices as more tolerant and friendly for the perception part. 44% strongly agreed, 46% agreed, and 9% answered neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

Figure 3: The difficulties customers encountered with salespersons when purchasing.

a. Messages conveyed by the salesperson should be shorter and felt grapevine.

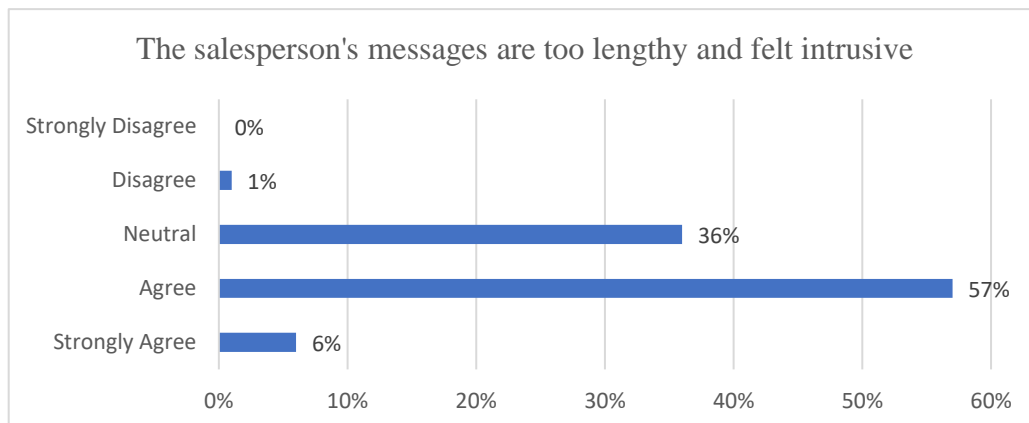


Figure 3(a) for the perception part, where respondents' responses about the messages conveyed by the salesperson are too long and felt grapevine. Almost 6% strongly agreed, 57% agreed, and 36% answered neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

- b. The salesperson is more concerned with the product's pricing than its merits.

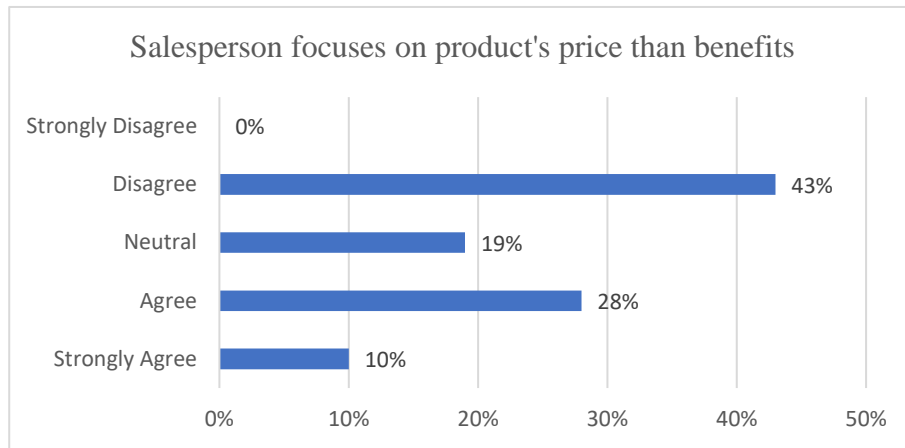


Figure 3(b) for the perception part, where respondents' responses about the salesperson are more concerned with the product's pricing than with its merits. Almost 10% strongly agreed, 28% agreed, and 19% answered neutral. Whereas almost 43% disagreed and 0% strongly disagreed.

- c. The salesperson is giving orders rather than facilitating clients.

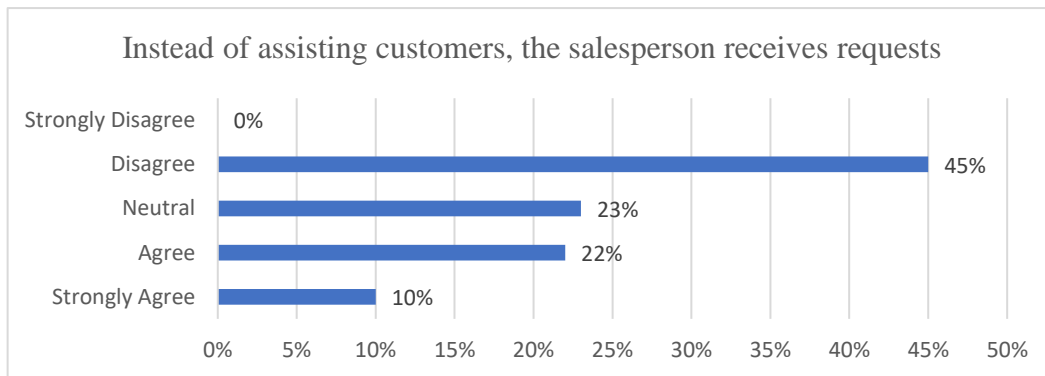


Figure 3(c) for the perception part, respondents' responses about the salesperson giving orders rather than facilitating clients. Almost 10% strongly agreed, 22% agreed, and 23% answered neutral. Whereas almost 45% disagreed and 0% strongly disagreed.

- d. Lack of ethical behaviours in salespersons, like partially treating customers.

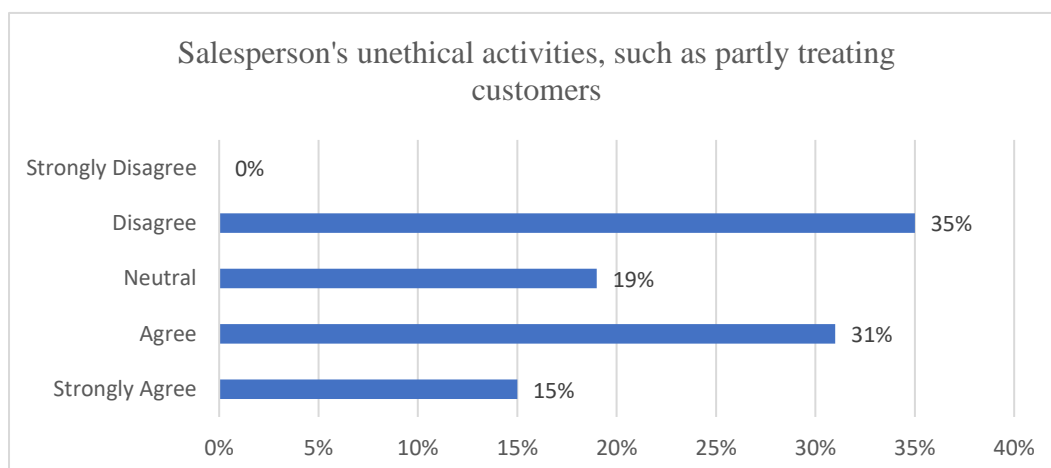


Figure 3(d) for the perception part, where respondents' responses about the lack of ethical behaviours in salespersons like partially treating customers. Almost 15% strongly agreed, 31% agreed, and 19% answered neutral. Whereas almost 35% disagreed and 0% strongly disagreed.

C. Ways.

Figure 4: Communication skills as a contribution to business goals.

a. Communication tends to increase the market economy and materialistic values.

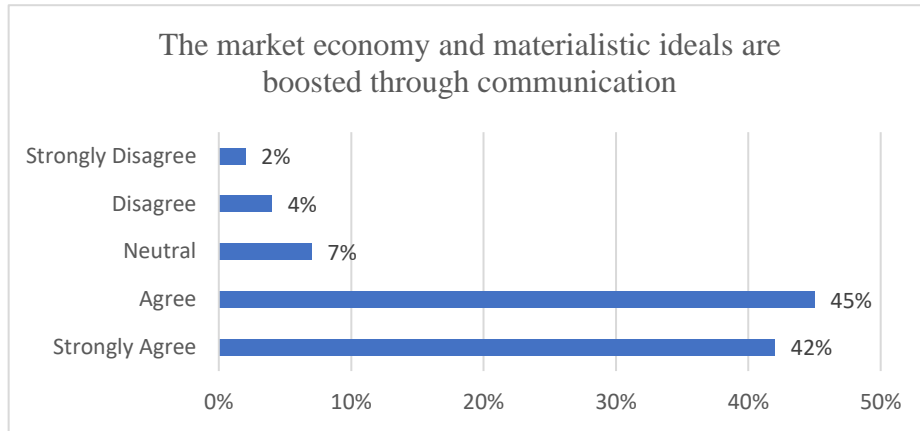


Figure 4(a) for the perception part, where responses about communication tend to increase the market economy and materialistic values. Almost 42% strongly agreed, 45% agreed, and 7% were neutral. Whereas there were 4% disagreed and 2% strongly disagreed.

b. Communication skills are typically responsible for developing a better company image.

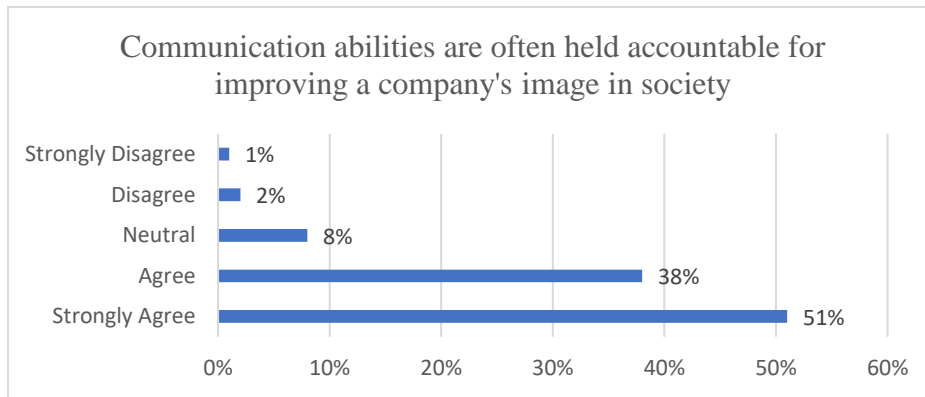


Figure 4(b) for the perception part, where responses on communication skills are typically responsible for developing a better company image in society. 51% strongly agreed, 38% agreed, and 8% answered neutral. Whereas almost 2% responded disagreed and 1% strongly disagreed.

c. Communication techniques boost the product's reputation in society.

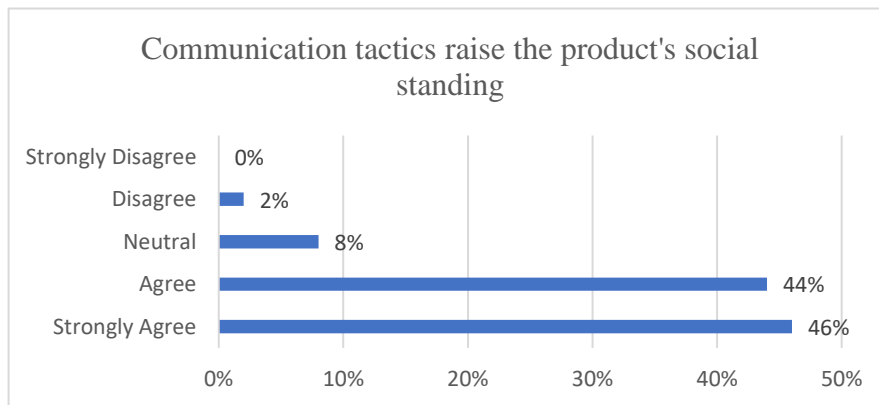


Figure 4(c) for the perception part, where responses about communication techniques boost the product's reputation in society. Almost 46% strongly agreed, 44% agreed, and 8% were neutral. Whereas there were 2% disagreed and 0% strongly disagreed.

d. Communication intends to widen the customer base via presenting feedback and opinions.

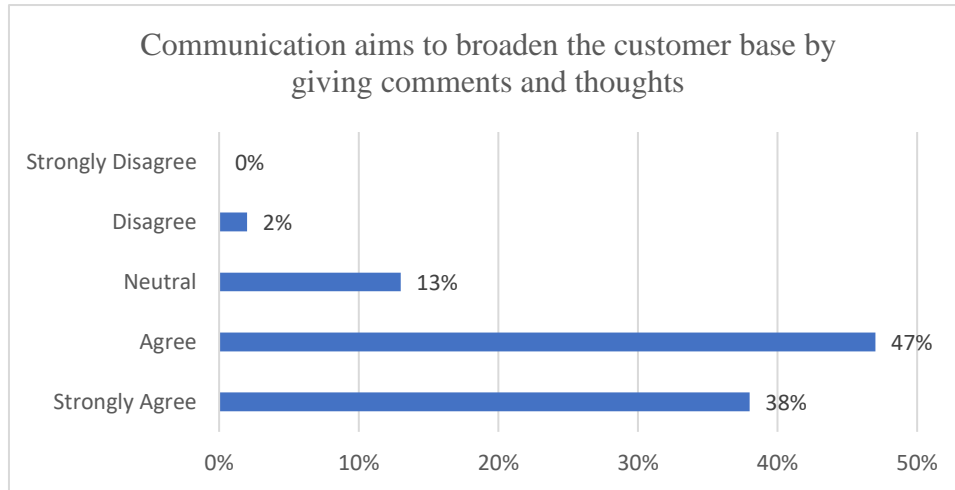


Figure 4(d) for the perception part, where responses on communication intend to widen the customer base via presenting feedback and opinions. Almost 38% strongly agreed, 47% agreed, and 13% were neutral. While there were 2% disagreed and 0% strongly disagreed.

e. Poor communication skills often lead to misunderstandings and a need for more knowledge about a product.

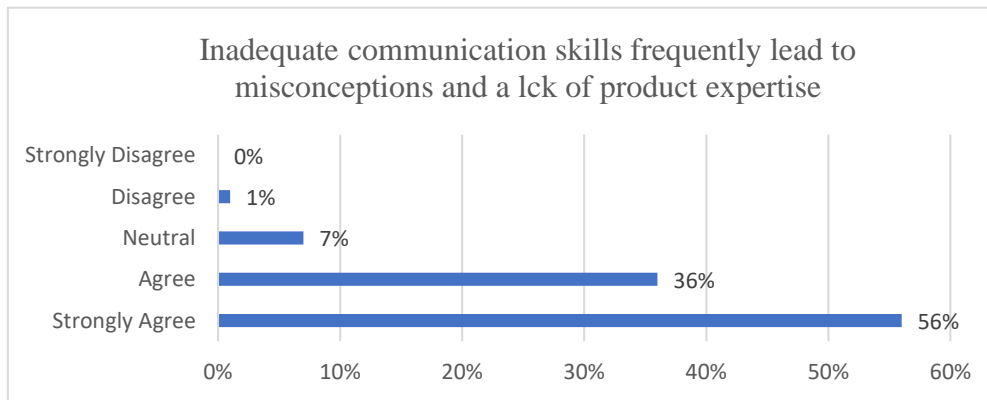


Figure 4(e) for the perception part, where respondents' responses about poor communication skills often lead to misunderstandings and a need for more knowledge about a product. Almost 56% strongly agreed, 36% agreed, and 7% were neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

Figure 5: How to strengthen your persuasive abilities as a commercial developer.

a. It would help to grab your customers' attention and expand your business.

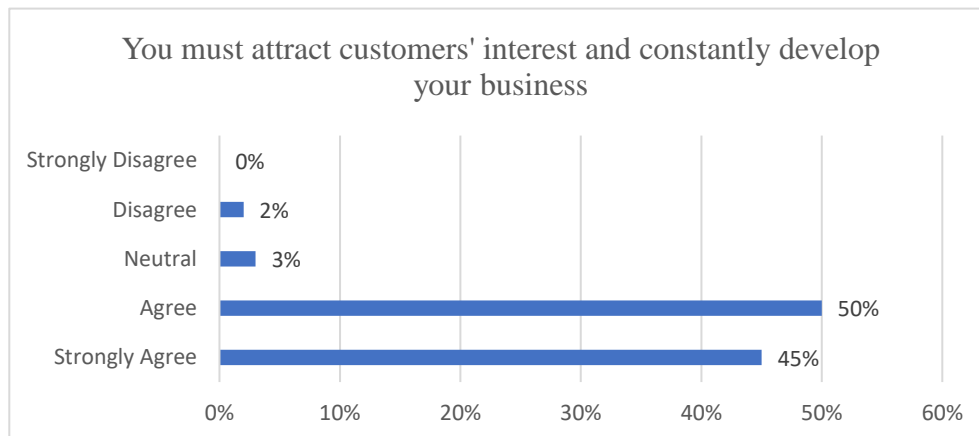
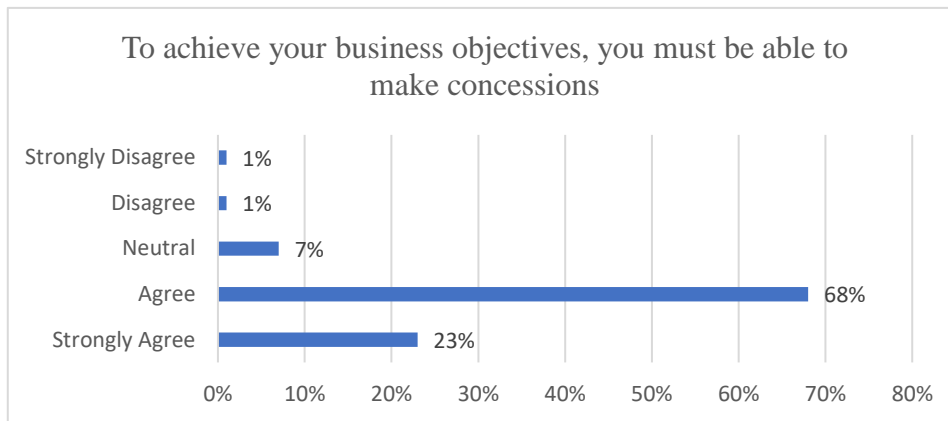


Figure 5(a) for the perception part, where respondents' responses grab your customers' attention and actively expand your business. Almost 45% strongly agreed, 50% agreed, and 3% answered neutral. While almost 2% disagreed and 0% strongly disagreed.

- b. To accomplish your business goals, you must have the ability to compromise.



In figure 5(b), for the perception part, where respondents' responses on accomplishing their business goals, you must be able to compromise. 23% strongly agreed, 68% agreed, and 7% were neutral. Whereas there were 1% disagreed and 1% strongly disagreed.

- c. If you demonstrate your expertise, customers will believe more in your company's ideals.

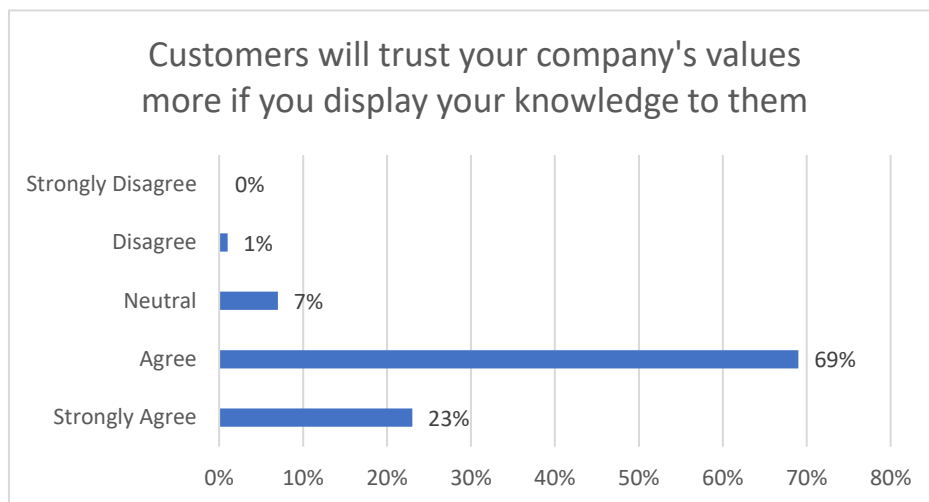


Figure 5(c) for the perception part, where responses about customers will have more faith in your company's ideals if you demonstrate your expertise to them. 23% strongly agreed, 69% agreed, and 7% were neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

- d. You must look confident if you want customers to purchase your services and products.



Figure 5(c) for the perception part, responses about looking confident if customers want to purchase your services and products. Almost 61% strongly agreed, 32% agreed, and 6% were neutral. Whereas almost 1% responded disagreed and 0% strongly disagreed.

- e. Ensure you have all the information and evidence to support your idea thoroughly.

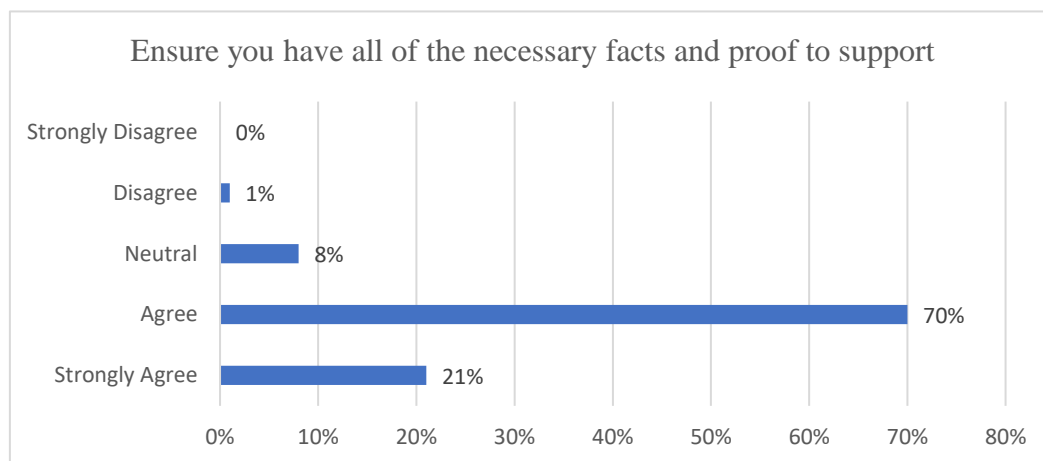


Figure 5(e) for the perception part, where respondents' responses ensure they have all the required information and evidence to support their idea thoroughly. Almost 21% strongly agreed, 70% agreed, and 8% were neutral. Whereas there were 1% disagreed and 0% strongly disagreed.

5.0 Conclusion

Communication is communicating ideas, sentiments, facts, and points of view with another individual. Excellent communication skills develop persuasive powers. However, persuasion is complete when real examples and evidence are used to back up assertions, arguments are presented clearly and factually, and audience are attentively listened to. In this study, we examined the impact of communication skills on encouraging customers to acquire things that are critical to a company's success. In the questionnaire used for this study, communication can break down due to a series of communication difficulties affecting either the sender or the recipient. Additionally, we recognize that the key goals for engaging customers' attention through communication are outstanding presentation, active listening, feedback, and verbal communication practice. Moreover, successful execution of effective measures with customers and colleagues, building trust, growing sales and product reputation, improving customer service and efficiency, and encouraging constructive understanding at various levels of management in the corporate environment.

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