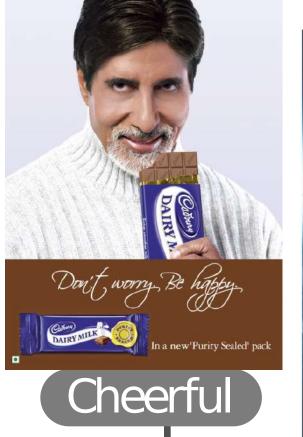








Others





Amazed



Overcoming Resistance



Authority

Authority & Credibility



(Guarantees)



Concreteness



Eager



SEIKO PRESAGE Sharp Edged Series

Seiko 140th Anniversary

Limited Edition

Fashionable

PRESAGE



Scarcity





Reciprocity



Trustworthiness

Persuasion Strategies

Foot-in-the-Door







Value & Impact Formulation







Social Impact





Social Identity & Proof

Social Identity







Anthropomorphism