

FOOT-IN-THE-DOOR AND DOOR-IN-THE-FACE TECHNIQUE: CONSUMER PREFERENCE OF LETRAN SENIOR HIGH SCHOOL STUDENTS ON TRANSPORTATION NETWORK COMPANIES

Lance Caro^{1,a}, Jhasmine Pascual¹, Jannina Revilla¹, John Jaca¹, Gabriel Jaca¹, Kristine Valenzuela¹, Ryza Ramos¹, Rndlai Lopez¹, Stephanie Liban¹, Desiree Castillo^{2,b}

¹Student, Senior High Student, Colegio de San Juan de Letran-Manila

²Faculty Member, Senior High Student, Colegio de San Juan de Letran-Manila

Correspondence: ^alance.caro@letran.edu.ph, ^b desiree.castillo@letran.edu.ph

ABSTRACT

This study aims to know if there is a significant difference between the Foot-in-the-Door and Door-in-the-Face persuasion techniques. The study tested the preference of 30 respondents towards the Foot-in-the-Door and Door-in-the-Face persuasion techniques by having them watch an audio-visual presentation and answer a questionnaire regarding the two different commercials that contained promotions of FITD and DITF. Using a descriptive test and independent-sample t-test, the study proved that there's no significant difference between FITD and DITF on consumer preference of the SHS students regarding the transportation network vehicle services in the Philippines.

Keywords: Door-in-the-Face, Foot-in-the-Door, Transportation Network Companies, Consumer Preference, Grab

INTRODUCTION

For the past years, several studies about Foot-in-the-Door and Door-in-the-Face technique have been conducted mostly in North America and Europe, and only a little is conducted in Asia (Chan & Au, 2011). On the first hand, the Foot-in-the-Door (FITD) technique is defined as asking for a small favor or request that is followed by a larger request which is the real target behavior (Dillard, Hunter, & Burgoon, 1984; Rodafinos, Vucevic, & Sideridis, 2005; Chan & Au, 2011; DeJong, 1979; Guéguen & Jacob, 2001; Robinson & Hansen, 1980; Dillard & Hale, 2009; Guéguen, 2002; Guéguen, Pujos, & Felonneau, 2012). While on the other hand, the Door-in-the-Face (DITF) technique is defined as asking first for a larger request followed by the small request which is then the real target behavior (Dillard, Hunter, & Burgoon, 1984; Rodafinos, Vucevic, & Sideridis, 2005). the FITD technique is the opposite of the DITF technique. Many studies are already conducted which compared both methods, however, results from the studies conducted are dissimilar because of the different conditions in which the methods were used.

Both techniques have been overly studied in the continents of North America (Cialdini, Vincent, et al., 1975; Hansen & Robinson, 1980; Burger, 1999; Millar, 2002) and Europe (Guéguen, & Jacob, 2001; Joule, 1987; Meineri, Guéguen, et al., 2010) under different conditions. In the study of Mowen & Cialdini (1980) in Chicago, Illinois, University students of both

sexes were tested to comply with the Door-in-the-face technique. An interviewer asked them first to answer a survey which was good for an hour and will ask them to answer an important part of the survey which is only good for 15 minutes if the first request was refused. Meanwhile, in Israel, a study of Schwarzwald, Raz, & Zvibel (1979) tested subjects' willingness to donate a certain amount of money for a Rehabilitation center. The findings have proven that Door in the face technique is effective because of the large difference between the initial and desired request which became circumstantial in the decision of the respondents.

However, studies about Foot-in-the-door and Door-in-the-face remains a blank spot in the context of Transportation Network Companies (TNC) in Asia. Based on past studies made by Limpin & Sison (2018) and Gaabucayan-Napalang, Regidor & Paronda (2017), they studied TNC here in the Philippines through determining the participation of drivers in ridesharing and its role on transportation and the perception of the commuters. In support of this, a study in America by Teodorovic & Kikuchi (1990) used the Fuzzy set theory as a technique that tackles issues regarding alternative transportation routes.

Persuasion Technique is defined by Dillard & Pau (2002) as the process of the skill of symbolic message transmission to appeal to emotion to modify the personal attitude or behavior. Using ethos is a way to convince consumers that the company is more trustworthy, honest, and credible. In support of this, video-advertisements of the presidential candidates were content analyzed using Persuasive Techniques of Keaney and Huggard

(2003). It was determined that the videos mostly used (1) perspective; (2) tone; and (3) emotional appeals as their persuasive advertising techniques. In a survey, the respondents viewed the video-advertisements and answered a validated researcher-made questionnaire. It was revealed that the respondents were highly persuaded with techniques on (1) tone; (2) colorful words; and (3) perspective. Moreover, it was established that there is no significant difference in the respondents' level of persuasion according to gender and family income. It is then positioned that the candidates running for elections ought to consider having the persuasive techniques that are most persuasive to the voters.

Thus, this research aims to determine the effect of the foot-in-the-door and door-in-the-face as a persuasion technique in increasing customer preference, particularly among the selected group of Senior High School students. The results of this study are intended to be generalized to other consumers of transportation network vehicle services. In this study, Transportation Network Company such as Grab and Angkas is referred to as a mode of transportation that gives safer and faster trips. Its role is to give safe, reliable, and convenient options for commuters (Gaabucayan- Napalang, Regidor & Paronda, 2017). This paper also seeks to add to the growing number of literature on Foot-in-the-door and Door-in-the-face persuasion techniques in consumer preference by using some senior high school students as samples.

Literature Review

Foot-in-the-door technique

Studies defined foot-in-the-door as a gradual-persuasion technique (Rodafinos, Vucevic, & Sideridis, 2005) to induce compliance to subjects (DeJong, 1979; Freedman & Fraser, 1966) to give a small amount, favor, or request so that most everyone would be able to comply (Cann, Sherman & Elkes, 1975; Freedman & Fraser, 1966; Reingen & Kernan, 1977; Scoot, 1976; Tybout, 1978) which will be followed by a similar but larger or moderate amount (Chan & Au, 2011; Dillard & Hale, 2009). Since the first request would only be a small amount, the majority of the people would accord to this (Dillard, Hunter, & Burgoon, 1984) and it would increase the likelihood to comply with a larger amount (Freedman & Fraser, 1966; Robinson & Hansen, 1980). With this, there is more compliance obtained to the second request than in a control situation (Guéguen, & Jacob, 2001). It is also defined as a technique that is non-coercive of social influence (Baer, & Goldman, 1978), the foot-in-the-door technique does not force its subjects. Self-discrimination, psychological reactance, similarity, consistency, attributions, and duty are psychological procedures that may obstruct the foot-in-the-door manipulation with the subjects (Burger, 1999).

The results of past studies showed that the foot-in-the-door compliance technique will either increase, decrease, or have no effect on compliance rates relative to appropriate controls depending on the process used in creating the foot-in-the-door manipulation (Baer, & Goldman, 1978; Burger, 1999; Guéguen, & Jacob, 2001; Pascual, Guéguen, Pujos, & Felonneau, 2013; Sharkin, Mahalik, & Claiborn, 1989; Groves, & Magilavy, 1981). According to Baer and Goldman (1978), foot-in-the-door manipulation would increase compliance through effort and benefits, but familiarization would only lessen it. Familiarization

would only lead the manipulation into failure, it may decrease the compliance of the subject. Involvement in the compliance may also create a reaction of the subject to decrease their compliance (Burger, 1999).

The study of Grassini, Pascual, Guéguen (2013) used a foot-in-the-door technique to evaluate the effect of the technique when carried out with a selling request. Subjects were emailed to join in a campaign, and they will need to make a new customer of a sports store. 3 formats were made to send to the subjects, (a)single foot-in-the-door condition, (b)two foot-in-the-door condition, and (c)no control condition. The results of the experiment revealed that there was no difference statistically between the single foot-in-the-door condition and no control condition. It is also stated that it is not always effective in increasing compliance when using the foot-in-the-door technique unless it is a prosocial request.

Door-in-the-face

Door-in-the-Face is a compliance technique which consists of asking first substantially larger request to a person, which had a high probability to be refused, then submitting a second less expensive request (Cialdini, Vincent, et al., 1975). The refusal of the initial large request presumably increases the likelihood of compliance with the smaller request (Millar, 2002). It is also defined as an effective technique to increase compliance and interest to a request (Pascual & Gueguen, 2005) and to encourage participants to respond to requests or favors (Goldman & Creason, 1981).

The results of the previous studies said that DITF is proven to be existing, but it is also proven to have a small true effect size (Dillard, Hunter, & Burgoon, 1984). The technique was only effective with legitimate initial requests. With initial requests that were previously judged as unreasonable, the technique had a "boomerang effect" that would repress compliance (Schwarzwalder, Raz, & Zvibel, 1979).

In a study by Burger (1986), the Door-in-the-Face technique is tested between adolescents, undergraduates, and adults. In this study, Door in the face is used by offering a high price of a product and when the customer will not respond, a discount or a promotion will be offered to the customer so they will buy the product. While in a study by Gueguen, Jacob & Meineri (2011), the technique is tested with the customers in the restaurant. DITF procedure said that after the refusal of a dessert meal, the waitresses proposed substitute food (coffee or tea) wherein it was found that the number of customers who ordered the substitute food was higher and it has no delay condition.

FITD and DITF

Several studies regarding the connection of FITD and DITF resulted that the DITF technique was more effective than the FITD technique (Harari, Mohr, & Hosey, 1980; Rodafinos, Vucevic, & Sideridis, 2005; Chan & Au, 2011). In the study of Chan & Au (2011), the DITF condition yielded more favorable answers when it comes to getting children to do more academic work than the FITD condition.

Contrarily, some studies stated that there is greater compliance if the FITD and DITF techniques are combined rather than just

using either of the two (Fointiat, 2000; Goldman, 2010; Guéguen, Meineri, Martin, & Grandjean, 2010). In the study of Fointiat (2000), they asked 90 French homemakers wherein the experimenter introduced himself as a member of a charitable association that collects food for the needy. He asked the participants to give food every week for 3 months then after the participant's refusal, the experimenter presented his target request for a single donation. The results pointed out that FITD is effective especially when combined with the door-in-the-face technique.

According to psychologists, the DITF technique is a persuasive method that is widely used in everyday life in the field of sales, advertising, and even in political campaigns (Rind & Kinipis, 1999). In addition to that, there is a proposed theory called self-presentation wherein the target complies with the second request because they are concerned that the requester might view them as unhelpful and uncooperative people (Ebster & Neumayr, 2008). On the other hand, foot in the door is a behavioral influence strategy that is effective in charities and other prosocial settings (Calder, Bobby, Phillips, Tybout, 1981). Furthermore, the use of this strategy in industrial marketing environments has been advocated by several marketing authors (Vredenburg & Marshall, 1988).

The objective of the study is to prove that there is a significant difference between FITD and DITF on consumer preference of the SHS students regarding the transportation network vehicle services. Specifically, hypotheses are as follows:

H1: Door-in-the-face persuasion technique is significantly more effective in improving consumer preference of TNC than the foot-in-the-door persuasion technique.

H2: There is a significant difference in terms of (a) sex, (b) location of residence, and (c) monthly allowance between the DITF persuasion technique and FITD persuasion technique.

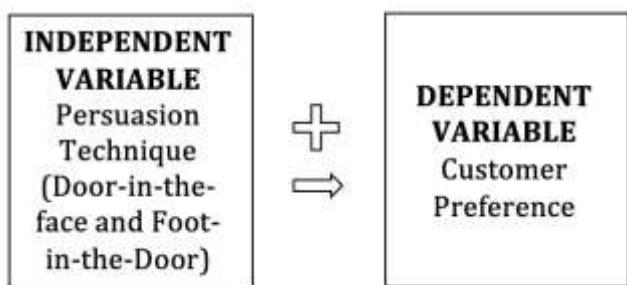


Figure 1. Conceptual Paradigm of the Stud

This conceptual framework aims to know the positive effect of the techniques: Foot in the Door and Door in the face in Consumer preference which uses FITD and DITF as its independent variable and Consumer preference as its dependent variable. FITD will be used in the study by showing a commercial that endorses small payment by topping up money while DITF on the other hand will be used in the study by showing a commercial that endorses rewards as an incentive for every cash payment. The positive effect of the techniques in consumer preference will be tested through the consumer preference assessment tool made by the researcher after exposing the samples to the audio-visual presentation that contains both techniques.

This figure is theoretically anchored on Self Perception theory. This theory proposes that individuals come to know their attitudes through interpretations they make about the causes of their

behavior (Bem, 1972). The foot-in-the-door technique influence strategy involves gaining compliance with a small request as a means of increasing compliance with a more substantial, subsequent request. The self-perception paradigm predicts in the foot context that persons who comply with the small request will come to view themselves as a person who engages in such behaviors. This self-perception increases the individual's propensity to perform similar but more substantial behaviors. Door-in-the-Face is opposite from foot-in-the-door because in this technique students will comply by making a large request that the respondent will most likely turn down, much like a metaphorical slamming of a door in the persuader's face.

METHODS

Research Design

The study aims to prove that there is a significant difference between DITF and FITD techniques on SHS consumer preference therefore, this experimental quantitative study will use a between-subject design wherein two (2) different groups will undergo different treatment with either the two (2) different independent variables namely: Foot-in-the-Door and Door-in-the-Face techniques. Group assignment will be random therefore the relationship will be obtained through or by comparing the behavior of the first group to the behavior of another (Charness, Gneezy & Kuhn, 2012). This will be conducted in a controlled environment; it is a field experiment that will be undertaken to explain both foot-in-the-door and door-in-the-face techniques' effectiveness on the transportation network company in the Philippines. A posttest between members model will be performed by the researchers (Castillo, Balabay, et al., 2014). The experiment will only use posttest design since the aim of this study is to only know how convinced the participants are with the two types of persuasion techniques present in the video-advertisements.

Samples/Participants

A total of 30 senior high school students from Colegio de San Juan de Letran located at Intramuros, Manila are invited to participate in the study. There was an online and personal invitation of participants. There were 21 (70%) males and 9 (30%) females who accepted the invitation. 27 (90%) of them have an age range of 17 to 18 years old while 3 (10%) was the underage range of 19 to 20 years old. 23 (76.70%) of them live in Metro Manila while the rest (23.3%) is not. Respondents with Php 5000 below monthly allowance dominated having more than half of them with 23 (76.70%) respondents, the rest has 4 (13.30%) respondents under Php 5001- Php 7500 bracket while students having a Php 7501 and above monthly allowance has 3 (10.00%) students under this bracket. Purposive sampling is done in this study to set limitations on the participants. The nature of the population is defined, and all members have an equal chance of selection (Marshall, 1996).

Instrumentation

An audio-visual presentation of two (2) commercial advertising of Transportation Network Company (TNC) wherein both presented by commercial models/artists which lasted for 30 seconds and consisted of a Grab advertising clip that shows the real-life application of both of the techniques is the instrumentation used for the study. The first commercial will illustrate or show the FITD technique, while the DITF technique will be depicted on the second one. The survey was based on the elements of the video advertisements mentioned which are the commercial artists, 30 seconds Grab commercial, and the application of both techniques in using Grab. A questionnaire using a Likert scale is used to measure respondents' attitudes, opinions and to be able to rate items on a level of agreement. Likert scale (1932) is used to determine how much the respondent likes or dislikes the video presented to them. The response is an interval data that is used in T-Test. Respondents were given five categories for them to answer, 1= strongly disagree to 4=strongly agree.

Procedures

For the selection of participants, the sampling that the researchers used is the Purposive Sampling Technique wherein the researchers set criteria on how they will pick or choose their participants. There is a total of 30 participants; 21 male and 9 females and is chosen based on the following criteria: (a) senior high school students of Colegio de San Juan de Letran-Manila, (b) never booked Grab for herself/himself, and (c) live in either Metro or Non-Metro Manila. The implementation of the experiment is done by having the participants watch an advertising video of Grab Philippines to all Letran Senior High School Students. This is in random assignment wherein half ($n=15$) watched the first commercial advertising of Transportation Network Company (TNC) while the other half ($n=15$) watched the second and different commercial advertising on a different room which means both commercials are not viewed from both groups.

Group DITF watched a commercial video advertising of Grab Philippines that is about "Grab Rewards" while Group FITD is about "Grab Discount". The advertising video was viewed by both groups for 3 times, repeated exposures helped the viewers increase their familiarity with the video and its content (Rethans, Swasy, & Marks, 1986). After the respondents view the video, a questionnaire was answered by each of them. Answering the questionnaire will only take 5-10 minutes. Researchers will debrief the customers after letting them go outside of the room. Data were computed according to (1) preferences, (2) choice, and (3) consumer and situational differences (Tybout, Hauser, & Koppelman, 1978).

Ethical Considerations

This study presents a minimal risk of exposure to physical and psychological harm regarding the respondent exposure to audio-visual medium, television. The nature of the study was clearly stated to the respondents and make sure that the participation of these is voluntary. An informed consent form was signed by the respondents indicating their willingness to participate in the study.

Respondents have the right to refuse or withdraw without penalty. Respondent's identification and response are used for academic research purposes only. Per the Data Privacy Act of 2012, the confidentiality of the data was assured. Lastly, debriefing between the researchers and participants was done wherein researchers will make sure that the participants are all fully informed about the elements of the study and not physically and psychologically harmed before, during, and after the experiment.

Scope and Limitations

The general purpose of the study is to find only the significant difference in the effectiveness of foot-in-the-door and door-in-the-face on the consumer behavior of Senior High School students regarding the transportation network vehicle services. Through this, the most favorable method or technique is also to be determined. The study was conducted only through random assignment; between-subjects which means only the relationship of the different behavior from two (2) treatment will be analyzed. The researchers used the posttest only as its design. Only 30 respondents were taken purposively from grade 11 and grade 12 students of Colegio de San Juan de Letran. The whole social experiment lasted for 15-30 minutes, from the audio-visual presentation of the commercial up to proper and formal answering of the 15-item questionnaire. Researchers presented the advertising materials through watching on television and not using brochures, posters, social media posts, etc. Effectiveness is measured through which compliance method will be more favorable to the senior high school students regarding transportation vehicle network services. The research does not include actual consumption of the product, instead, it only includes the preference for the product because the focus of the study is the effectiveness of the persuasion technique.

Data Analysis

Through Independent Sample T-Test, the means of the two different independent groups were compared and determined whether there is a statistically significant difference between them. The null hypothesis (H_0) together with the alternative hypothesis (H_1) is clearly stated and well defined. H_0 : there is a significant difference between FITD and DITF on consumer preference of the SHS students regarding the transportation network vehicle services while H_1 : there is no significant difference. Other representation: H_0 : $FITD \neq DITF$. On the other hand, to prove that there is a significant association between the Foot-in-the-Door and Door-in-the-Face in terms of respondent's sex, location of residence, and their monthly allowance; chi-square independent analysis was used.

RESULTS

After thoroughly conducting the procedures to test consumer preference after exposure to DITF and FITD persuasion techniques, the following results were found:

The difference in Consumer Preference due to DITF and FITD Persuasion Techniques

The average scores of the two experimental groups on the consumer preference survey after exposure to DITF and FITD intervention are as follows, respectively:

Table 1. Descriptive Statistics

	Type of Persuasion	N	Mean	Std. Deviation
Consumer Preference	Door-In-The-Foot	15	3.1216	0.63762
	Foot-In-The-Door	15	3.1529	.51656

An independent samples t-test was used to determine if there is a significant difference in the consumer preference of respondents when grouped according to the type of persuasion used: door-in-the-foot and foot-in-the-door.

Table 2. Levene's Test for Equality t-test for Equality of Means of Variances

	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Consumer Preference	Equal variances assumed	.000	.989	-1.148	28	.883	-.03137	.21188	-.46539 .40264
	Equal variances not assumed								

Note: Independent samples t-test result of consumer preference after exposure DITF and FITD persuasion technique.

There was no significant difference on consumer preference, $t(28) = -.148$, $p = .989$, one-tailed test, despite foot-in-the-door technique ($M = 3.15$, $SD = .52$) attaining higher scores than door-in-the-face technique ($M = 3.12$, $SD = .64$)

This test determines that the difference between the scores of DITF and FITD is almost on a par with each other. A $p = .989$ indicates a higher value than .05 means that the variability of the two conditions is about the same. Scores on DITF do not vary too much more than the scores on FITD, which means the two conditions are not significantly different from each other. A significant (2-tailed) value of .889, this value is higher than .05 indicates that there is NO statistically significant difference between the two conditions. This result suggests that both door-in-the-face and foot-in-the-door persuasion techniques are both effective and have the same effect on improving consumer preference of Letran senior high school students on

Transportation Network Companies (TNC). The procedure of the experiment was carefully executed to lessen and/or lessen the effect of extraneous variables namely: room temperature, the volume of the videos, and external noise, on the entire treatment or condition of the dependent variables. We then look at the values of "equal variances assumed".

Relationship between DITF and FITD Persuasion Technique to Respondent's Sex, Place of Residence, and Monthly Allowance

A chi-square test of independence was used to determine if there was a relationship between the type of persuasion (door-in-the-foot and foot-in-the-door) used as well as respondents' sex, place of residence, and monthly allowance.

Table 3. Relationship between DITF and FITD Persuasion Technique to Respondent's Sex

Sex of Respondents	Male	Count	Type of Persuasion		Total
			Door-In-The-Foot	Foot-In-The-Door	
Sex of Respondents	Male	% within Sex of the Respondents	9	12	21
			42.9%	57.1%	100%
	Female	% of Total	30.0%	40.0%	70.0%
			6	3	9
Total	Female	Count	66.7%	33.3%	100.0%
			20.0%	10.0%	30%
	Total	Count	15	15	30
			50.0%	50.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Table 4. Pearson Chi-Square Test

	Value	df	Asymp. (2-sided)	Sig. Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.429 ^a	1	.232		

Note: Chi-Square Test of Respondent's Sex and Type of Persuasion

Table 3 shows the frequency of respondents who were exposed to each type of persuasion when grouped by sex wherein 57.1% of the male respondents were exposed to FITD while the

remaining 42.9% were on DITF, on the other hand, females who were exposed to FITD is 33.3% and 66.7 is on DITF.

As shown in Table 4, the result of the chi-square test of independence shows that there is NO significant association between sex and the type of persuasion used with $\chi^2 (1) = 1.429$, $p = .232$.

Relationship between DITF and FITD Persuasion Technique to Respondent's Place of Residence

Table 5. Frequency of Respondents by Place of Residence and Type of Persuasion

Place of Residence	Metro Manila	Count	Type of Persuasion		Total
			Door-In-The-Foot	Foot-In-The-Door	
Non-Metro Manila	Count	9		14	23
		% within Sex of the Respondents	39.1%	60.9%	100%
		% of Total	30.0%	46.7%	76.7%
	% within Sex of the Respondents	6	1	7	
		85.7%	14.3%	100.0%	
		% of Total	20.0%	3.3%	23.3%
Total	Count	15		15	30
		% within Sex of the Respondents	50.0%	50.0%	100.0%
		% of Total	50.0%	50.0%	100.0%

Table 6. Chi-Square Test: Place of Residence and Type of Persuasion

	Value	df	Asymp. (2-sided)	Sig. Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.658 ^a	1	.031		

Table 5 shows the frequency of respondents who were exposed to each type of persuasion when grouped by their place of residence.

As shown in Table 6, the result of the chi-square test of independence shows that there is a significant association between place of residence and the type of persuasion used with $\chi^2 (1) = 4.658$, $p = .031$.

Relationship between DITF and FITD Persuasion Technique to Respondent's Monthly Allowance.

Table 7. Frequency of Respondents by Monthly Allowance and Type of Persuasion

Place of Residence	Php 5000 below	Count	Type of Persuasion		Total
			Door-In-The-Foot	Foot-In-The-Door	
Php 5001 to Php 7500	Count	11		12	23
		% within Monthly Allowance	47.8%	52.2%	100%
		% of Total	36.7%	40.0%	76.7%
	% within Monthly Allowance	2	2	4	
		50.0%	50.0%	100.0%	
		% of Total	6.7%	6.7%	13.3%
Php 7501 and above	Count	2		1	3
		% within Monthly Allowance	66.7%	33.3%	100.0%
		% of Total	6.7%	3.3%	10%
	Count	15		15	30
		% within Monthly Allowance	50%	50%	100.0%
		% of Total	50%	50%	100.0%

Table 8. Chi-Square Test: Monthly and Type of Persuasion

	Value	df	Asymp. (2-sided)	Sig. Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.377 ^a	2	.828		

Table 7 shows the frequency of respondents who were exposed to each type of persuasion when grouped by their monthly allowance. As shown in Table 8, the result of the chi-square test of independence shows that there is NO significant association between monthly allowance and the type of persuasion used with $\chi^2 = .377$, $p = .828$.

DISCUSSION

The results of the current research experiment did not support the first hypothesis that states: Door-in-the-face persuasion technique is significantly more effective in improving consumer preference of TNC than the foot-in-the-door persuasion technique. In the present study, subjects of both techniques have almost the same preference on TNC. Descriptive statistics showed no significant difference between both techniques among the preference of the subjects. While in an independent sample test, although it is also indicated that both techniques have no significant difference, it suggests that the techniques are effective in TNC. The TNC commercial's approach to the respondent's preference appears to be probably the same. Respondents either engaged in DITF and FITD might have the same perception, choices, and situational differences which resulted in no significant difference.

For the second hypothesis: There is a significant difference in terms of (a) sex, (b) location of residence, and (c) monthly allowance between DITF persuasion technique and FITD persuasion technique, one term is proven to have a significant association with the techniques DITF and FITD. There is no significant association in terms of sex and monthly allowance however, there is a significant association in terms of the location of residence and the techniques. Seventy (70 %) of the respondents are male which is probably the reason why sex does not have a significant association with the techniques. According to Gordon and Riger (1989), females always feel unsafe in different contexts and situations. Only 30% of the respondents were female that is why the perception towards the association of sex and the techniques were insignificant. The monthly allowance of each respondent takes no significant association with the techniques probably because the promotions of either DITF or FITD still fits within the respondent's monthly allowance. Using the chi-square test, only the location of residence with the score of $\chi^2 = 4.658$, $p = .031$ is proven to have a significant association with both of the techniques, meaning that only the location of residence greatly affects the perception of trying TNC using any of the techniques. In a study by Miller & Buys (2011), transportation decisions are justified considering time-productivity, single versus multi-modular outings, and proximity and objective of the journey. This supports the result of this study why the travel time, safety as well as the convenience between the

respondent's location of residence and their destination have a significant association with the techniques.

The present findings, however, are inconsistent with those reported. In a study by Chan and Au (2011), DITF yielded positive results than FITD, which means that DITF and FITD technique has a significant difference. The present study demonstrated no significant difference between DITF and FITD techniques which contradict the study of Chan and Au who found out that in terms of getting children to do their academic work, the DITF technique is more effective. The most likely explanation for the inconsistency is that they used a different procedure for their study. They used different conditions and subjects with a different demographic profile with the present study.

A part of completing this study is conducting an experiment that makes the environmental condition a factor of the study's results. As the researchers conducted the survey, the noise of the surroundings affected the volume of their voices that may lead to miscommunication between the researchers and the participants (Jensen, 2002). Noise might affect the concentration of the respondent towards the commercial video they watched. Even with this extraneous variable, the researchers made sure that the respondents will be able to focus and participate in the experiment well. This paper determines the effectiveness and the significant difference between Foot-In-The-Door and Door-In-The-Face persuasion techniques in increasing customer preference in Transportation Network Companies. Through the descriptive test and the sample t-test, the results showed that the study did not support the first hypothesis indicating that there is no significant difference between FITD and DITF on consumer preference and there is no significant association in terms of the personal factors of the customer aside from the location of residence. Thus, either of both techniques is effective in customer preference of the SHS students, both male and female in Colegio de San Juan de Letran regarding the Transportation Network Companies. With the use of the commercials, it has been proven that both techniques were appealing to the customers. This research will also contribute to TNC by using the results in marketing strategies and will also help students be engaged in other TNC and have options in their transportation.

Based on the findings of the study, the research study suggests increasing the number of respondents to widen the scope of the study and come up with more possibilities also further. Given that location has a significant association with the perception of both techniques, future studies can explore on narrowing down the location like focusing on either Metro or Non-Metro places. Also, the quantity of each gender can give such difference to the findings of the study thus the research study suggests controlling the number of each sex. Considering that this study only focused on the preference of Letran Senior High School students regarding the Foot-In-The-Door and Door-In-The-Face persuasion technique, it is recommended that future studies will be carried through different colleges or universities as well to determine if there are resemblances in the results.

REFERENCES

- Abrahams, M. F., & Bell, R. A. (1994). Encouraging Charitable Contributions: An Examination of Three Models of Door-in-the-Face Compliance. *Communication Research*, 21(2), 131-153.
- Alice M. Tybout, John R. Hauser, and Frank S. Koppelman (1978) , "Consumer Oriented Transportation Planning: an Integrated Methodology For Modeling Consumer Perceptions, Preference and Behavior", in NA - Advances in Consumer Research Volume 05, eds. Kent Hunt, Ann Arbor, MI : Association for Consumer Research, Pages: 426-434.
- Baer, R., & Goldman, M. (1978). Compliance as a Function of Prior Compliance, Familiarization, Effort and Benefits: The Foot-in-the-Door Technique Extended. *Psychological Reports*, 43(3), 887-893.
- Burger, J. M. (1999). The Foot-in-the-Door Compliance Procedure: A Multiple-Process Analysis and Review. *Personality and Social Psychology Review*, 3(4), 303-325.
- Buys, L., & Miller, E. (2011). Conceptualising convenience: Transportation practices and perceptions of inner-urban high-density residents in Brisbane, Australia. *Transport Policy*, 18(1), 289-297. doi: 10.1016/j.tranpol.2010.08.012
- Calder, Bobby J., Lynn W. Phillips, Alice M. Tybout. 1981. "Designing Research for Application." *Journal of Consumer Research*. 8, (September): 197-207.
- Cann, A., Sherman, S. J., & Elkes, R. (1975). Effects of initial request size and timing of a second request on compliance: The foot in the door and the door in the face. *Journal of Personality and Social Psychology*, 32(5), 774-782.
- Castillo, D. B. Balibay, M. V. Picar, J. M. Baylon, C. (2014). International Journal of Learning, Teaching and Educational Research, Vol. 3, No. 1, pp. 32-44
- Chan, A. C.-y., & Au, T. K.-f. (2011). Getting children to do more academic work: Foot-in-the-Door versus Door-in-the-Face. *Teaching and Teacher Education*, 27(6), 982-985.
- Charness, G., Gneezy, U., & Kuhn, M. A. (2012). Experimental methods: Between-subject and within-subject design. *Journal of Economic Behavior & Organization*, 81(1), 1-8. doi: 10.1016/j.jebo.2011.08.009
- Cialdini, R. B., Vincent, J. E., Lewis, S. K., Catalan, J., Wheeler, D., & Darby, B. L. (1975). Reciprocal concessions procedure for inducing compliance: The door-in-the-face technique. *Journal of Personality and Social Psychology*, 31(2), 206-215.
- DeJong, W. (1979). An examination of self-perception mediation of the foot-in-the-door effect. *Journal of Personality and Social Psychology*, 37(12), 2221-2239.
- Dillard, J. P., & Hale, J. L. (2009). Prosocialness and sequential request compliance techniques: Limits to the foot-in-the door and the door-in-the-face? *Communication Studies*, 43(4), 220-232.
- Dillard, J. P., Hunter, J. E., & Burgoon, M. (1984). Sequential-Request Persuasive Strategies: Meta-Analysis of Foot-in-the-Door and Door-in-the-Face. *Human Communication Research*, 10(4), 461-488.
- Ebster, C., & Neumayr, B. (2008). Applying the door-in-the-face compliance technique to retailing. *The International Review of Retail, Distribution and Consumer Research*, 18(1), 121-128.
- Fointiat, V. (2000). "Foot-in-the-Mouth" Versus "Door-in-the-Face" Requests. *The Journal of Social Psychology*, 140(2), 264-266.
- Freedman, J. L., & Fraser, S. C. (1966). Compliance without pressure: The foot-in-the-door technique. *Journal of Personality and Social Psychology*, 4(2), 195-202.
- Goldman & Creason, (1981). Inducing Compliance by a Two-Door-In-The-Face Procedure and a Self-Determination Request* *The Journal of Social Psychology*, 61,295-300
- Gordon, M. & S. Riger. 1989. *The Female Fear*. New York: Free Press.
- Grassini, A., Pascual, A., & Guéguen, N. (2013). The Effect of the Foot-in-the-door Technique on Sales in a Computer-Mediated Field Setting. *Communication Research Reports*, 30(1), 63-67.
- Groves, R. M., & Magilavy, L. J. (1981). Increasing Response Rates to Telephone Surveys: A Door in the Face for Foot-in-the-Door. *Public Opinion Quarterly*, 45(3), 346-358.
- Guéguen, N., & Jacob, C. (2001). Fund-Raising on the Web: The Effect of an Electronic Foot-in-the-Door on Donation. *CyberPsychology & Behavior*, 4(6).
- Guéguen, N., Meineri, S., Martin, A., & Grandjean, I. (2010). The Combined Effect of the Foot-in-the-Door Technique and the "But You Are Free" Technique: An Evaluation on the Selective Sorting of Household Wastes. *Ecopsychology*, 2(4), 231-237.
- Hansen, R. A., & Robinson, L. M. (1980). Testing the Effectiveness of Alternative Foot-in-the-Door Manipulations. *Journal of Marketing Research*, 17(3), 359-364.
- Harari, H., Mohr, D., & Hosey, K. (1980). Faculty Helpfulness to Students. *Personality and Social Psychology Bulletin*, 6(3), 373-377.
- Hasanah, Amalia Uswatun. (2019). Persuasive Techniques Used by Travel Agent Online "Traveloka" Advertisement on YouTube.digilib.uinsby.ac.i
- Jensen, B. B. (2002). Knowledge, Action and Pro-environmental Behaviour. *Environmental Education Research*, 8(3), 325-334. doi:10.1080/13504620220145474
- Joule, R. V. (1987). Tobacco deprivation: The foot-in-the-door technique versus the low-ball technique. *European Journal of Social Psychology*, 17(3), 361-365
- Kilbourne, B. (1988). A New Application of the Foot-in-the-Door Technique: Friend or Stranger? *Psychological Reports*, 62(1), 31-36.
- Millar, M. G. (2002). The Effectiveness of the Door-in-the-Face Compliance Strategy on Friends and Strangers. *The Journal of Social Psychology*, 142(3), 295-304.

- Mowen, J. C., & Cialdini, R. B. (1980). On Implementing the Door-in-the-Face Compliance Technique in a Business Context. *Journal of Marketing Research*, 17(2), 253–258.
- Paronda, Arden Glenn. (2017). An Exploratory Study on Uber, GrabCar, and Conventional Taxis in Metro Manila.
- Paronda, A. G., Paronda, A. G. A., and Gaabucayan-napalang, M. S. 2017. An Exploratory Study on Uber, GrabCar, and Conventional Taxis in Metro Manila An Exploratory Study on Uber, GrabCar , and Conventional Taxis in Metro Manila, (September).
- Pascual, A., & Guéguen, N. (2005). Foot-in-the-Door and Door-in-the-Face: A Comparative Meta-Analytic Study. *Psychological Reports*, 96(1), 122–128.
- Pascual, A. G., Pujos, S., & Felonneu, M.-L. (2012). Foot-in-the-door and problematic requests: A field experiment. *Social Influence*, 8(1), 46-53.
- Reingen, P. H., & Kerman, J. B. (1977). Compliance with an Interview Request: A Foot-in-the-Door, Self-Perception Interpretation. *Journal of Marketing Research*, 14(3), 365–369.
- Rind, B., & Kipnis, D. (1999). Changes in Self-Perceptions as a Result of Successfully Persuading Others. *Journal of Social Issues*, 55(1), 141–156.
- Rodafinos, A., Vucevic, A., & Sideridis, G.D. (2005). The Effectiveness of Compliance Techniques: Foot in the Door Versus Door in the Face. *The Journal of Social Psychology*, 145(2), 237-240.
- Schwarzwald, J., Raz, M., & Zvibel, M. (1979). The Applicability of the Door-in-the Face Technique when Established Behavioral Customs Exist. *Journal of Applied Social Psychology*, 9(6), 576–586.
- Sharkin, B. S., Mahalik, J. R., & Claiborn, C. D. (1989). Application of the foot-in-the-door effect to counseling. *Journal of Counseling Psychology*, 36(2), 248-251
- Teodorovic, D., & Kikuchi, S. (n.d.). Transportation route choice model using fuzzy inference technique. [1990] Proceedings. First International Symposium on Uncertainty Modeling and Analysis. doi:10.1109/isuma.1990.151240
- Vredenburg, H., & Marshall, J. J. (1988). Extending the external validity of the FITD effect to the industrial marketplace. *Journal of the Academy of Marketing Science*, 16(2), 49–56.