

The Roles of Persuasive Techniques Used in Market Transaction in Some Selected Dire Dawa Markets, Eastern Ethiopia

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Abstract

The purpose of this study was to investigate the roles of persuasive techniques used in market transaction in some selected Dire Dawa markets, Eastern Ethiopia. The participants of the study were 216 (80 from Taiwan, 70 from Ashewa, 42 from Kefira and 24 from Konel) market halls. The sample of this study was taken through systematic sampling and accidental sampling technique. To collect data, questionnaires were used. The findings of this study also revealed that there was significant relationship between persuasive techniques of sellers and buyers ($r=.685$; $P<0.05$). There is a strong correlation coefficient of persuasive techniques of sellers and buyers employed during market transaction ($r=.720$ & $r=.453$; $P<0.05$) was significant at $P<0.05$ level of significance.

Keywords: Persuasive techniques; Market transaction; Dire Dawa markets; Eastern Ethiopia.

1. INTRODUCTION

The very fabric of our social, cultural and economic world is globally based, thus the need for competent communicators, traders, dealers, persuaders, brokers etc. in market settings is undeniable. We have often heard that we now live in a global economy in which world is becoming one village. In this kind of business environment, one must be expected to be competitive with others to survive. Throughout our life, we face many tasks that require persuasion, ranging from one-to-one situation such as convincing a friend to give you a loan for what you need, to small groups persuading your fellow employees to join or form club or social committee. In addition people also use persuasive speech during marketing as well. For example, most garment, and goods sellers try to or initiate and influence their respective buyer by saying this is your size, it seems suit and appropriate to you, it goes with you as well and you must get out your cash without doubt and any suspicion that and this speech they blindly convince buyer to take action. Persuasion is the process of influencing, or changing attitudes, beliefs, opinion or behaviors Gregory (1999). For Baron and Byrne (1997) the crucial way for changing, people's attitude, belief and opinion is persuasion when a source deliberately uses communication.

Social scientists have long been concerned with the apparent ability of one person to exert influence upon another person Franzoi (2000). People do succeed in altering each other's beliefs, values and even in some cases, entire life styles. An interesting approach to social influence has been provided by two Social Psychologists. French and Raven (1959), in Donnellson (1971) distinguish various bases of power as the means by which influence can be accomplished. On the other hand, several researchers have explored how people get their way in groups, by asking people to describe the methods that they use to influence others in business, group and interpersonal settings Donnellson (1971). Although, the number of tactics that people report is enormous, French and Raven's theory of power bases categorized as twenty power bases and influence tactics. This category also includes various persuasive techniques that people use in their day-to-day interaction. These are promise, reward, negotiation, ingratiation, fait accompli, etc. It might be also true this technique used in the market transaction by some people (sales person) as well in trying to persuade others to get things being sold and gain their respective profit in doing so.

Reciprocity is defined as a mutual benefit that includes synonyms as react with, reply with, give and take response, give back and return, etc, when social behavior is concerned Baron and Byrne (1997). In fact, in most social interaction, people might be guided and act according to this reciprocity norm or principles. For instance, in the process of human interaction, people cooperate with others who cooperate with them; they help others who help them, they like others who like them and similarly, they disclose themselves to those who disclose themselves to them and etc. Reciprocity is an important determinant of social satisfaction during social relationship Rook (1987). The expectation of trust and reciprocity provide assurances that the transfer will be used to the mutual benefit of both parties in promoting unique value creation in the relationship.

Moreover, Franzoi (2000) further explained that people get persuaded for those who accept their ideas usually and aggress against others who treat them in a harsh fashion. From the above point of view, reciprocity principle works according to mutual benefits people provides for each other during their day-to-day interaction. Whatever the cases is, in our social context also reciprocity principles (norms) apply each day in the process of social interaction. For instance, people revealed reciprocity principle by saying "ለከላ ለከላ" meaning, if you scratch my back, I will scratch yours. This is one way of reciprocity technique as tit for tat strategy. Perhaps such principles (norms) also used too in exchange process that occurred in market site. Social behaviors are guided by the reciprocity norm (Myres, 2002; Franzoi, 2000; Baron and Byrne, 1997). In other words, we tend to change our attitudes and belief at least on public expression in the response to persuasion from others who have

previously changed our views.

Bargaining is the process that includes negotiation, arbitration, barter and deal during interaction or transaction. In bargaining process (Baron and Byrne, 1997) each side began by stating its demand and each negotiate to get as many demands meet as possible during, social exchange. Some tactics used in bargaining, Baron and Byrne discussed were adopting extreme initial position, initial offer and concession. Baron and Byrne (1997), has identified six major underlying principles and accompanying techniques after he made a study of compliance used by sales people, advertisers and politicians. Ingratiation is getting others to like us so that they will be more willing to agree to our requests. In general, we are more willing to comply with requests from friends or from people we like than from strangers or those we do not know. Foot in the door is a procedure for gaining compliance in which requestors begin with a smaller request and then when this is granted they escalate to a larger one. Once the target person says yes' to the small, request it is difficult for that person to say' no' to a larger subsequent request.

The low ball procedure is a very good deal is offered to a customer, after the customer accept, however, something happens that makes it necessarily for the sales person to change the deal and make it less advantageous for the customer. Bait and switch tactics is technique for gaining compliance in which items offered for sale are unavailable or very low quality. These leads customs to buy more expensive items that is available. The Door in the face technique is techniques in which requests begin with a larger request and when this is refused vendors (sellers) will retreat to a smaller one. That is not all technique is technique in which a requester offers additional benefits to customers or target persons before they have decided whether to comply with or reject specific requires. Foot in the mouth tactics is technique in which the requesters establish some kind of kinship no matter how territorial with the target person (customers) by increasing this person's obligation to comply. Playing hard to get, efforts to increase compliances by suggesting that items or objects is score and hard to obtain in other place. Dead line technique is a technique in which target persons (customers) are told that they have only limited time to take advantage of some offer or to obtain some item.

1.1 Objective of the study

- **General objective**

The general objective of this study is to investigate the roles of persuasive techniques used in market transaction in Dire Dawa markets.

- **Specific objectives**

The specific objectives are:

- ❖ To examine the roles of persuasive techniques employed by sellers and buyers during market transaction in Dire Dawa market sites.
- ❖ To find out the relationship between persuasive techniques and market transaction in Dire Dawa markets.

2. Review of Related Literature

Homans'(1958) idea that interaction between persons is an exchange of goods, material and non-material. A field study of insurance salesmen showed that similarity of various perceived physical and social attributes of salesman and buyer increased the likelihood of sale (Evans, 1963). For example, if two people share an affection for one another, they will share the feeling (positive or negative) toward an object. Applied to the sales situation, this theory implies that a customer who purchases should show more positive feeling toward both sales-man and product than a customer who does not purchase, presuming the salesman shows a favorable feeling toward the product.

The Ethiopian government fully liberalized the market in March 1990, lifting all restrictions on private inter-regional trade flows, removing official pricing and quotas and eliminating the monopoly status of the marketing board Eleni (2001). According to Eleni, the structure of the market in Ethiopia has increased in complexity since market reform was implemented. However, there remains significant scope for increasing the scale and the sophistication of the market (Ibd.). Markets within each region and towns today get its major emphasis from government agencies on the basis of their importance's as centers of trade and social flow across the country. Traders in the central markets which equipped and built by government also appear to have significantly more access to legal right, credit and being membership to protect illegal traders than do those in haphazard market sites.

Markets have three main functions, matching buyers and sellers; facilitating an efficient exchange of information, goods, services and payments associated with market transaction; and providing an institutional infrastructure (Eleni, 2001).Information flow in the market could create actors who have direct and indirect ties in a personal relationships between two actors (e.g. buyer and seller).

Further, embedding economic exchange in social attachments can both create unique value and motivate exchange partners to share the value for their mutual benefit.

Business world is usually interested in which the various human behaviors in the market place occurred. The recent studies Gilmer (1971) show that it is a distinct product-purchase pattern for consumers with people (extroverts) interest patterns as compared at people (introverts) interests patterns not all human personality is the same because some people are extroverts those who are out going, sociable and interactive where as introverts those people who are serious, loneless and non interactive in social relation due to their particular personality character.

Today our increasingly service -oriented economy poses a need to focus more attention on the most meaningful communication episode for customers-sellers encounters. As ford (1995) explained it, the service encounters or the moment of interaction between the customer and firm often is the service from the prospects of the customer. Customers routinely base their judgments of entire market transaction on brief encounters with service providers or sellers that may begin and end with a minute's time. Ford (1995) reported that greeting and thanking behavior, small talk smiling and positive statements were closely related to interpersonal warmth found that speakers who were denied affective responses such as smile and head nod become upset and disrupted. Even though this study revealed customers behavior in various grocery found in America, it can be give clue for various social behavior, people displayed during marketing activity. On the other hand, Fiske (1991)proposed that individuals relationship in marketing are mediated by market pricing or value determined by market systems and individual interact with others just when and as they decides that is rational to do so in terms of these value and action which they can be exchanged for other commodities.

The market place has traditionally been a center of social activity, and many parts of the country stilly have market days that offer a time and place for social interaction. Shopping trips in market halls and supermarkets may result in direct encounters with various social contacts. According to Edward (1972), many shoppers appear to enjoy the process of bargaining; believing that with bargaining, goods can be reduced to a more reasonable price. An individual prides himself or herself in their ability to make wise purchases or to obtain bargains.

3. MATERIALS AND METHODS

In this part of the study, the research design, study site, study population, the sample and sampling techniques, the instruments and procedures of data collection and methods of data analysis are presented as follow.

3.1 Study Site

Dire Dawa city is found in the eastern part of Ethiopia with 525km distance from the capital Addis Ababa. It is one of the major trade centers between Addis Ababa and port Djibouti. It has several big markets such as 'Taiwan', 'Ashewa', 'Konel', 'Kefira' etc., where thousands of people interact through for the sake of business activity. But, for the purpose of this study the bigger four market sites namely Ashewa, Kefira, Konel and Taiwan were selected based on it's convenient to investigate the issue of persuasive techniques people used during marketing. As these four market places were the largest and the widest in their size, a lot of marketers interact every day. Various electronic goods like luxurious jewelers, fashion cloth, shoes and other similar items and some smuggled goods from abroad available in these market places.

3.2 Study Population

According to statistics from CSA (2007) population census, the total population of Dire Dawa town is 342,827. The total number of male and female is 171,930 and 170,897 respectively. As this data indicated that the numbers of ethnic group claimed to Oromo 46.08%, Somali 24.24%, Amhara 20.09%, Gurage 4.54%, Harari 1.08% and others are 3.97%. The number of people based on their respective religion 70.9% are Islam and 28.8% are Christian.

3.3 Samples and Sampling Technique

The participants of the survey were 108 buyers and 108 sellers (80 from Taiwan, 70 from Ashewa, 42 from Kefira and 24 from Konel market sites with a total of 216 participants were selected based on statistical rule. The sample of this study was taken through purposive and systematic sampling technique by using number given for each shop by local revenue and income tax agency as well as on the basis of the name lists that each merchant's being registered to their respective association. By using systematic sampling technique as $(N=216, n=108, k^{th}=10)$ using lottery method beginning the name lists from its head to bottom, the frist10 individuals were chosen, then number five were identified and begin with the interval of 10 from both market halls the sampled subjects were taken. The participants were taken as a basis of one individual per each sampled shop (108 sellers and 108 buyers) a total of 216 participants could be included to the sampled population.

3.4 Instruments

The questionnaire was specifically designed for the purpose of the survey. It consists of 12 items that prepared for sellers and buyers separately. The items are designed using 5-point rating scales, which assess persuasive

techniques of sellers and buyers during market transaction. The first eight items in the scale measures aspects of the respondent's persuasive techniques (8 items for sellers and 8 items for buyers). The next four items in the scale measures aspects of buyers and sellers market transaction. Data were collected by means of a questionnaire and observation method. The majority of the questionnaire were Likert-like items based on the scale from strongly disagree to strongly agree and other questionnaire were asked the general information and factual information. Some of scale was modified from Farley & Swinth (1967), Customers-Salesman Interaction Scale and Ford (1995), Standard Observation Sheet to recorded information on cashier-customer encounters. These tools were used in the publication of Journal articles before it's used in this study. The instruments were translated to Amheric by the researcher and two other language experts to see the forward and backward effects. By correcting items which has different meaning by means of finding equivalent terms or words without changing its original meaning to fit the purpose of this particular study.

3.5 Pilot Testing

Pilot testing was conducted on a total of 30 participants drawn from buyers and sellers in Gend-kore market. There were 15 from buyers and 15 from sellers randomly taken. The instruments which assessed in the pilot try out generally constructed to measure persuasive techniques during market transaction. Some vague questions, which forwarded by sellers and buyers were made clearer during the pilot distribution and some also discarded. Sellers and buyers have given two days to fill and return the questionnaire. Finally, the responses of the participants were scored and tabulated to compute item inter correlation and Cronback-Alpha in order to evaluate the scale and its reliability. Then, items which had a total inter correlation of less than 0.55 were discarded and items which found to be reliable with Alpha 0.79, Alpha 0.86 and Alpha 0.88 were selected and administered to the final data collection.

3.6 Data Collection Procedure

All the questionnaires were distributed to sampled sellers and their respective customers, who are voluntary to fill and return it. Those subjects who were not able to write and read the questionnaires were approached by a researcher or his assistant to make face to face interview.

3.7 Method of Data Analysis

The data was analyzed and interpreted based on its categories relying on persuasive techniques used during market transaction by comparing sellers and buyers which have been observed in four market sites. In addition the data was analyzed and interpreted by Pearson product moment correlation coefficient was used to check the interrelationship among the considered variables. Statistical analysis was computed by statistical package for Social Science (SPSS) version 21.0 and test of significance used for the study was alpha 0.05

4. RESULTS AND DISCUSSION

In this part of the study, the data collected through questionnaires and observation method from the two market halls was presented as follow.

Two hundred sixteen (216) sellers and buyers were participated in the study. Of these 108 (50%) were sellers and 108 (50%) were buyers. The majority of the participants that account 80(37.1%) were from Taiwan market site, 70(32.4%) were from Ashewa market site, 42(19.4%) were from Kefira market site and 24(11.1%) from Konel market site. Majority of the respondents 126(58.3%) were male followed by 90(41.7%) were female. The detail of the results presented as follow:

4.1 Demographic Characteristics of the Respondents

Table-1 Demographic characteristics of the Respondents

Variable	N	Percent
Age 20-40	93	43.1
41-60	76	35.2
>61	47	21.8
Total	216	100
Sex Male	126	58.3
Female	90	41.7
Total	216	100
Market Site		
Ashewa	70	32.4
Kefira	42	19.4
Konel	24	11.1
Taiwan	80	37.1
Total	216	100

The survey results (Table-1) shows the overall demographic characteristics of respondents included in this study. Accordingly, (43.1%) percent of the respondents were found in the age categories of 20-40. The sex differences in this study indicate that (58.3%) percent of the samples were male and (41.7%) percent of the samples were female.

4.2 Results Obtained Using Descriptive Statistics

During the time of analysis the study variables were coded and entered in the SPSS program version 21.0 as follow:

PTS- Persuasive techniques as sellers interact

PTB- Persuasive techniques as buyers interact

MTS-Market Transaction used by sellers

MTB-Market Transaction used by buyers

Items were rated on five point Likert scale (strongly disagree-strongly agree). In the questionnaire there were two categories as items filled by sellers and items filled by buyers that were required information about sellers from buyers and vis-à-vis. The reason was to reduce the effects of response bias. In addition in the questionnaires there were positively and negatively stated items that were randomly placed. In this study, the two independent variables are market actors (sellers & buyers) and market sites (Ashewa, Kefira, Konel & Taiwan). The dependent variable is the score on the persuasive techniques and market transaction. The mean and standard deviation for each variable was given in the table below.

Table-2: Mean and Standard deviation of Persuasive Techniques and Market Transaction of Buyers and Sellers

Variables	N	Mean	Std. Deviation
PTB*	108	29.2222	8.78756
PTS**	108	14.5000	2.97497
MTB***	108	27.7222	9.70387
MTS****	108	13.9537	3.95627

* *Persuasive Techniques of Buyers*

** *Persuasive Techniques of Sellers*

*** *Market Transaction of Buyers*

**** *Market Transaction of Sellers*

As indicated in table-2 above, the mean and standard deviation of persuasive techniques and market transaction of buyers (M=29.2, S=8.7) & (M=14.5, S=2.9). Whereas, the mean and standard deviation of persuasive techniques and market transaction of sellers (M=27.7, S=9.7) & (M=13.9, S=3.9) respectively. As indicated in the above table, there is no such significant differentiation among the mean and standard deviation of persuasive techniques and market transaction occur while seller-buyer response depicted in this study.

4.3 Persuasive Techniques and Market Transaction

Persuasive techniques can play a crucial role in matching sellers and buyers during market transaction. This study devoted to see whether there is a relationship or linkages between persuasive techniques and market transactions while sellers meet buyers in the market sites during business deal between the two market encounters. By using various statistical procedures, the following attempts were made to investigate the links among variables in this study.

4.3.1 The Relationship between Persuasive Techniques and Market Transaction

In this study, an attempt was made to see if there is any relationships exist among the variables such as persuasive techniques of buyers (PTB), persuasive techniques of sellers (PTS), market transaction of buyers (MTB) and market transaction of sellers (MTS). Hence, the result of this study revealed there is a strong correlation between persuasive techniques and market transaction.

Table-3: Interco relation among Persuasive Techniques and Market Transaction

To investigate the relationship among variables, Pearson product momentum was used with two tails. The result revealed that there is strong correlation between persuasive techniques and market transaction.

Variables	PTB	MTB	PTS	MTS
PTB	1			
MTB	.720*	1		
PTS	.675*	.453*	1	
MTS	.644*	.452*	.881*	1

*. Correlation is significant at the 0.05 level (2-tailed).

As the table-3 above clearly indicated, there is strong Pearson correlation coefficient among all the variables categorized into four based on the bases of the two encounters as buyers and sellers.

There is statistically significant relationship between persuasive techniques and market transaction. There is a strong correlation coefficient of persuasive techniques of buyers and market transaction of buyers ($r=.720$; $P<0.05$). There is strong relationship between persuasive techniques of sellers and buyers ($r=.675$; $P<0.05$). There is also a strong relationship between persuasive techniques of sellers and market transaction of buyers ($r=.453$; $P<0.05$). There is also a strong relationship between market transaction of sellers and persuasive techniques of buyers ($r=.644$; $P<0.05$). In similar way there is also a strong relationship between market transaction of sellers and market transaction of buyers ($r=.452$; $P<0.05$). And there is also strong correlation between persuasive techniques of sellers and market transaction of sellers ($r=.881$; $P<0.05$). Finally, there is also relationship exist between the market transaction of buyers and sellers ($r=.452$; $P<0.05$). As the table above (Table-3) shown, there is a strong Pearson correlation exist between the persuasive techniques of the two market actors as buyer-seller with their respective market transaction specifically occur at the two market sites in Dire Dawa City namely Ashewa, Kefira, Konel and Taiwan which selected for the purpose of the study.

According to Farley and Swinth (1967), in the sales situations, a customer who purchases things show more positive feeling toward both sales man and product than a customer who does not purchase. In their analysis of attitudes toward the sales man and product in the sales situation, salesmen are by and large evaluated negatively by either respective customer. In this study also the result reviled as sellers persuasion technique were greater than that of buyers. One might think of the buyers might engaged in rating the activities of sellers overly that contribute to sellers action. On the other hand, in the aspect of trading work, the sales man often assumes an inferior social role relative to the customer.

In a research review on customer service encounters, Ford (1995) described three alternative approaches to communicating with customers; courteous service, personalized service, and manipulative service. As they explained, courteous service is used to promote immediate positive relations with customers; personalized service involves tailoring behavior to the customers personal needs; and manipulative service attempts to deserve or control customers. Any behavior that convey friendliness, sociability, and/or positive emotion, classified as courteous service Ford (1995). As such marketing also involve such behavior during the exchange process. People may use phatic speech that function to keep lines of communication open between people try to make deal as transaction. Greeting and thanking behavior, well as small talk are forms of phatic speech that have been investigated in service context (Ford, 1995).

In theory, as service providers become more nonverbally or verbally director immediate with customers, they are able to reduce psychological distance and thereby promote friendlier relations with the customers. Few studies have attempted to assess the impact of persuasive techniques during market transaction especially in multi-linguistic society like Ethiopia. As such, this study may shade light for further implication which show the linkage between the roles of persuasive techniques in the business world.

5. CONCLUSION AND RECOMMENDATION

This paper sets out a number of research questions in regard to the persuasive techniques during market transaction in four selected market sites. The results of this study as presented thus far in the survey study show that there is a strong relationship between persuasive techniques and market transactions.

An important step in the design of appropriate market development policy is to better understand the links

between persuasive techniques and market transaction of sellers and their respective customers. This study addresses a largely neglected area: how do persuasive techniques of buyers and sellers used to find each other shapes their market transaction and what types of persuasive techniques they used? Using the new mixed method approach, this study focuses on persuasive techniques during market transaction in four selected market sites in Dire Dawa City. In addition to presenting new evidence on the relationship of persuasive techniques and market transaction, this research report persuasive techniques sellers and buyers used during marketing in Ashewa, Kefira, Konel and Taiwan market sites. This study indicates that there is strong relationship between persuasive techniques of sellers and buyers employed during market transaction.

There is statistically significant relationship between persuasive techniques and market transaction. There is strong relationship between persuasive techniques of sellers and buyers ($r=.675$; $P<0.05$). There is a strong correlation coefficient of persuasive techniques of buyers and market transaction of buyers ($r=.720$; $P<0.05$). And there is also strong correlation between persuasive techniques of sellers and market transaction of sellers ($r=.881$; $P<0.05$). Finally, there is also relationship exist between the market transaction of buyers and sellers ($r=.452$; $P<0.05$).

This study presents a comprehensive analysis of persuasive techniques during marketing by people to transact as what persuasive techniques the majority choose or use in the case of Ashewa, Kefira, Konel and Taiwan market sites. The findings highlight how, in the context of market environment of Dire Dawa, persuasive techniques were used to facilitate market exchange and social interaction.

Persuasive techniques during market transaction should be studied more widely on scientific and applied research. Appropriate social and cultural climates shall be created to ensure that society benefits from persuasive techniques in the market environment as well as to assist legal traders to changing situations in the country by promoting the advantage of being realistic will assist the economic market at large. All effort shall be made to strengthen and reinforce all positive elements in the social process during marketing by creating harmonious and hospitable social environment during social exchange among various socio-cultural groups. Governmental, nongovernmental, community and individual voluntary efforts shall be aimed at preventing, controlling and treating the consequences of market transactions that occurred as a result of peoples bias and using unique persuasive techniques by those who try to persuade, cheat or deceive others during market transaction.

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COMPETING INTERESTS

Author has declared that no competing interests exist and this article is my original work.

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