

## **The Role of Communication Skills in Persuading Customers to Purchase Products**

**Tian Hui Ling\*, Thanusha Logendran & Logenthini Mariappan**

Raffles University, G-05, Medini 7, Jalan Medini Sentral 5,  
Bandar Medini Iskandar Malaysia, 79250 Iskandar Puteri, Johor, Malaysia

\*email: [tianhuiling@raffles.university](mailto:tianhuiling@raffles.university)

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### **Abstract**

This paper experimentally investigates the role of communication skills in persuading customers to purchase products. This paper aims to inform readers about communication skills and how they utilize them to encourage consumers to buy things because if a salesperson has excellent communication skills, he can easily persuade clients to purchase the products. The exploratory research included 100 people, 24 men and 76 women, who cooperated with this study. 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 study results include advice for salespersons who want to convince customers to buy their demand and information for customers who wish to purchase products from salespeople.

**Keyword:** Role, Communication skills, Persuading customers, Purchase product

### **INTRODUCTION**

One of the essential talents at work is effective communication. The exchange of concepts, viewpoints, facts, information and data ensures that the messages are received and understood purposefully and that both the sender and the receiver are satisfied if they communicate effectively (Coursera, 2022). Therefore, to compete in the marketplace, businesses and people require improved skills to assist them in selling their items to customers. A salesperson with exceptional communication skills can help the company succeed in sales and marketing (Florida National University, 2020). For example, active communication skills can empower salespeople with an entrepreneurial approach, provide leadership skills in delivering data, and become motivational speakers 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 (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 use online surveys to address the communication challenges that salespeople and customers confront throughout a transaction.

## **LITERATURE REVIEW**

### **The Role of Communication Skills in Persuading Customers**

The 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 quickly brief consumers about the benefits and values of the product.

### **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, a breakdown in trust, and 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). Kamble (2022) states that poor communication affects a company's performance. Employees can put customers at risk because they must be fully qualified to serve them and provide the required information, resulting in higher customer satisfaction and retention. Consequently, good communication skills are vital in influencing customers.

### **The Customers' Perception of communication skills**

Customer perception refers to customers' 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 it, feel more comfortable shopping, and recommend it to others. Communication skills significantly impact a product's reputation, exhibiting excellent social perspective and broadening a large customer base. Therefore, customers will observe salespersons' efforts to rectify their unpleasant experiences and become loyal if they feel valued in purchasing a product (Customers First Academy, 2021).

### **The barriers to communication skills faced by the salesperson**

In the globalizing market, ethical and practical communication skills are essential to lead salespeople to qualitative productivity and skill growth. Therefore, communication hurdles have affected the communication process. These include language and psychological and attitudinal barriers (Impact Factory, n.d.). Language would be a significant 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 emotional and mental state (Communication Theory, 2010). These distract when presenting thoughts, resisting change, or lacking confidence and motivation. A salesperson must have ethical and efficient visual appeal, presentation skills such as eye contact, pitch, tone, timing, meeting 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.

## 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 customers' attention, which assists the business in developing actively. 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 conveying them with a product. It is advantageous for posting a presentation or debating a product because it ensures a salesperson understands words and can confidently present their opinions to customers (Stobierski, 2019). Additionally, a salesperson needs to ensure that he or she has the correct facts and data to support their proposal that assist them in confidently answering customers' inquiries. In short, active listening abilities help build a positive relationship and image with customers.

## RESEARCH METHODOLOGY

This study uses a quantitative research design. 5 Likert scales were used in survey questionnaires, and the samples were chosen randomly. One hundred samples participated in the questionnaire, and the total score with the percentage was presented in the study's findings.

## RESEARCH FINDINGS

### Part 1: Demographic

Table 1: Age

Responses	Contents	N	%
Age	18-25	74	74
	26-33	10	10
	34-41	7	7
	42 and above	9	9

According to Table 1, 74% of respondents are between 18 and 25, while 10% are between 26 and 33. 7% are between the ages of 34 and 41, and 9% are 42 and older.

Table 2: Gender

Responses	Contents	N	%
Gender	Male	24	24
	Female	76	76

According to Table 2, approximately 24% of males and 76% of females participated in the survey.

**Table 3:** Mother Tongue

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Mother Tongue</b>	Chinese	65	65
	Tamil	25	25
	Malay	10	10

According to Table 3, mother tongue data revealed that 65% of respondents were Chinese, 25% were Indian, and 10% were Malay.

**Table 4:** English Proficiency Level

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>English Proficiency Level</b>	Intermediate	80	80
	Elementary	17	17
	Advanced	3	3

According to Table 4, 80% of respondents had an intermediate level of English, 17% had an elementary level, and 3% had an advanced level.

**Table 5:** Education Level

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Education Level</b>	Primary	0	0
	Secondary	8	8
	STPM/Diploma	75	75
	Degree and above	17	17

According to Table 5, around 75% of respondents were at the STPM or diploma level, 17% at the degree level or higher, 8% at the secondary level, and none at the primary level.

**Table 6:** Responses on how often buy products in the shopping mall

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

According to the survey results in Table 6, 50% of respondents shop in a mall regularly, 45% seldom shop, 5% shop every day, and 0% never shop in a mall.

**Table 7:** Responses towards impacts of communication on customers' purchases

Responses	Contents	N	%
<b>Impacts of Communication on Customers' Purchases</b>	Yes	94	94
	No	6	6

According to Table 7, most respondents (94% agreed) that communication impacts consumer purchasing, whereas 6% disagreed.

**Table 8:** Someone that feels pressured by the salesperson to buy the product

Responses	Contents	N	%
<b>Experienced being forced to purchase by a salesperson</b>	Yes	70	70
	No	30	30

According to Table 8, studies reveal that most consumers have been coerced into making purchases by salespeople.

**Table 9:** Are you a good negotiator?

Responses	Contents	N	%
<b>Good negotiator</b>	Yes	67	67
	No	33	33

According to Table 9, 67% of respondents considered themselves competent negotiators. It may be humility, or it could be a different reality.

**Table 10:** Excellent communicator with customers

Responses	Contents	N	%
<b>Excellent communicator with customers</b>	Yes	78	78
	No	22	22

According to Table 10, 78 individuals stated they received excellent customer service, while 22% said they did not.

**Table 11:** Adapting today's communication skills when purchasing

Responses	Contents	N	%
<b>Adapting today's communication skills when purchasing</b>	Yes	86	86
	No	14	14

According to Table 11, roughly 86% of customers accept and adapt to today's communication abilities while making purchases, compared to 14% who find it difficult.

**Table 12:** Impacts of communication on customers' satisfaction

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Impacts of Communication on Customers' Satisfaction</b>	Yes	96	96
	No	4	4

According to Table 12, the survey of 96 persons demonstrates that communication influences their buying satisfaction.

**Table 13:** Ethical and effective communication avoids deceptions

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Ethical and effective communication avoids deceptions.</b>	Yes	95	95
	No	5	5

According to Table 13, most respondents think an ethical and practical communication style is critical to avoid deceptions.

**Table 14:** The importance of communication skills for future business operations

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Importance of communication skills for future business operations</b>	Yes	97	97
	No	3	3

According to Table 14, over 97 percent of respondents feel communication skills are critical for future business operations. However, it has yet to be used.

**Table 15:** Poor communication leads to misunderstandings and lack of knowledge

<b>Responses</b>	<b>Contents</b>	<b>N</b>	<b>%</b>
<b>Lack of communication leads to misunderstandings and a lack of knowledge</b>	Yes	98	98
	No	2	2

According to Table 15, most individuals believe that a lack of communication throughout the purchase process leads to misconceptions and a lack of information. Only 2% declined.

**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

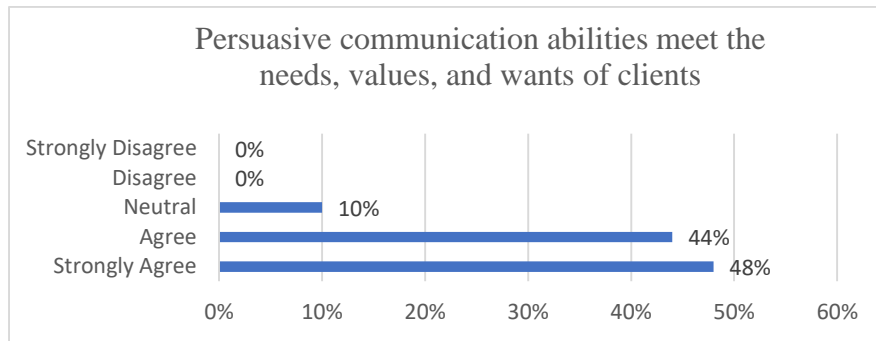


Figure 1(a) for the perception part, respondents were asked about persuasive communication skills to address customers’ needs, values and desires. Nearly 48% said they strongly agreed, 44% agreed, and 10% were neutral. There are no replies to disagree or strongly disagree.

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

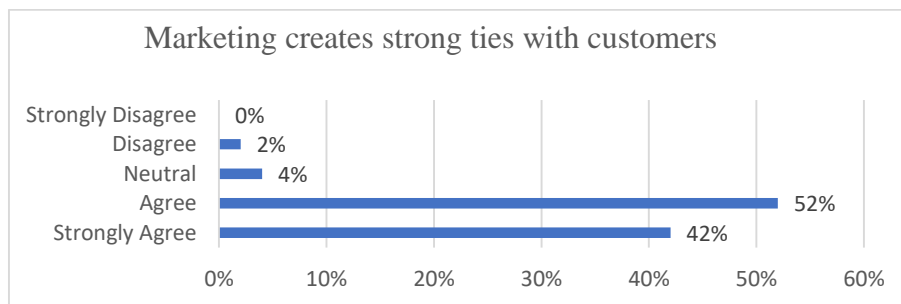


Figure 1(b) for the perception part where respondents build positive customer relationships about marketing. Nearly 52% agreed, 42% strongly agreed, and 4% were neutral. Almost 2% said they disagreed, with 0% saying they strongly disagreed.

(c) Messages conveyed by a salesperson are accurate and preferable

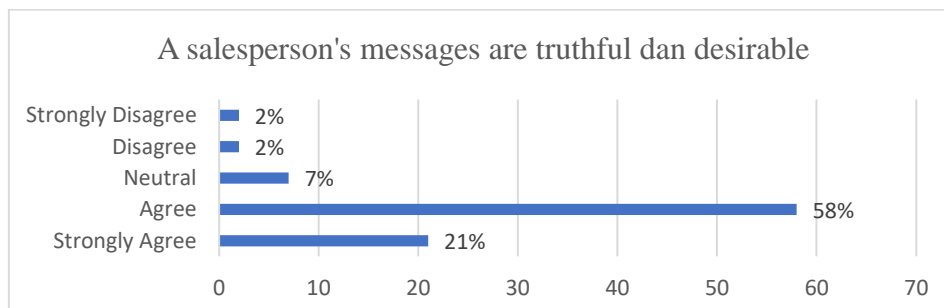


Figure 1(c) for the perception part, where respondents' responses to the messages conveyed by a salesperson are accurate and preferable. Almost 21% agreed strongly, 58% agreed, and 17% were neutral. There were no answers to the statements that disagree and strongly disagree.

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

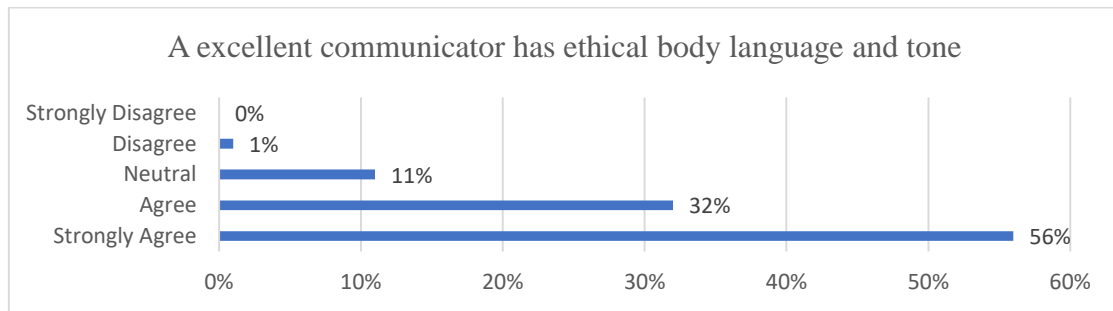
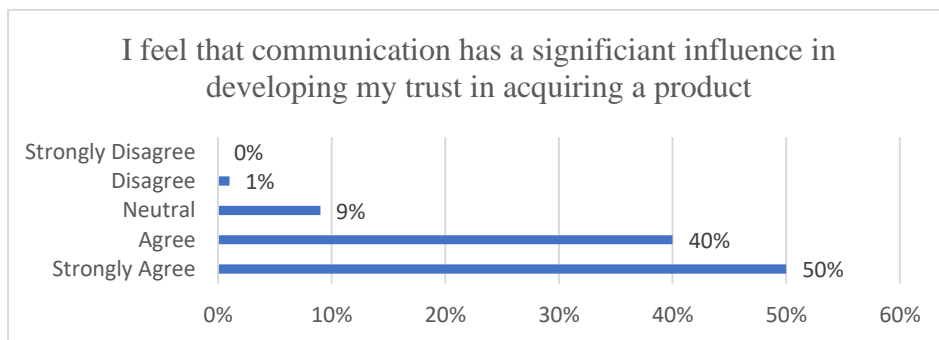


Figure 1(d) for the perception part, where respondents' responses about an ethical body language and tone of a salesperson count as a good communicator. Approximately 56% strongly agreed, 32% agreed, and 11% responded neutrally. In comparison, nearly 1% disagreed, and 0% strongly disagreed.

**B. Perception and barriers.**

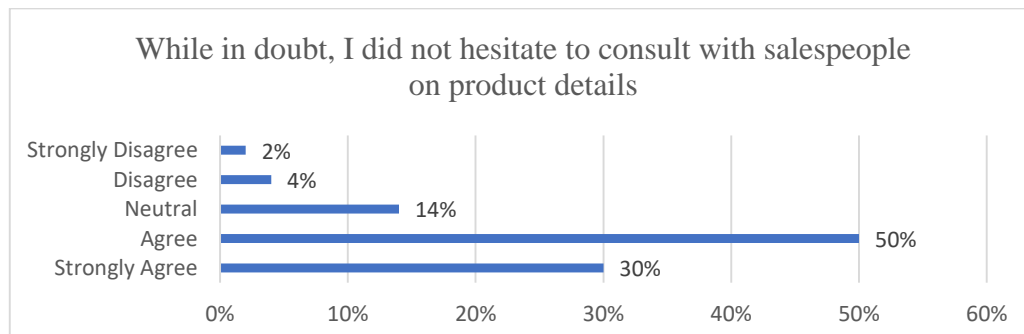
**Figure 2: Customers' perception of communication skills**

(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. Nearly 1% disagreed, with 0% strongly disagreeing.

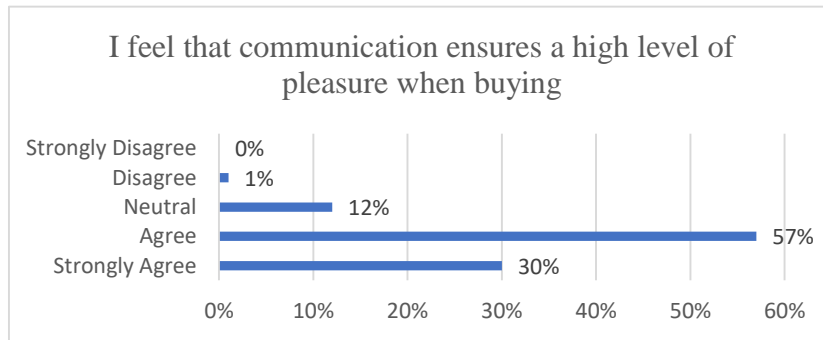
(b) I quickly checked the product content with salespeople when in doubt



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.

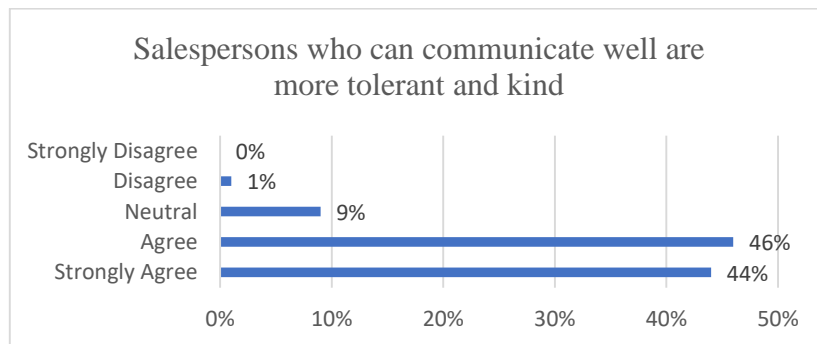


(c) Communication guarantees a high level of satisfaction when shopping



In Figure 2(c), for the perception part, respondents believed communication guarantees high satisfaction when shopping. Almost 30% said they strongly agreed, 57% agreed, and 12% were neutral. In comparison, 1% agreed, 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. Around 44% agreed strongly, 46% agreed, and 9% responded neutrally. In comparison, nearly 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

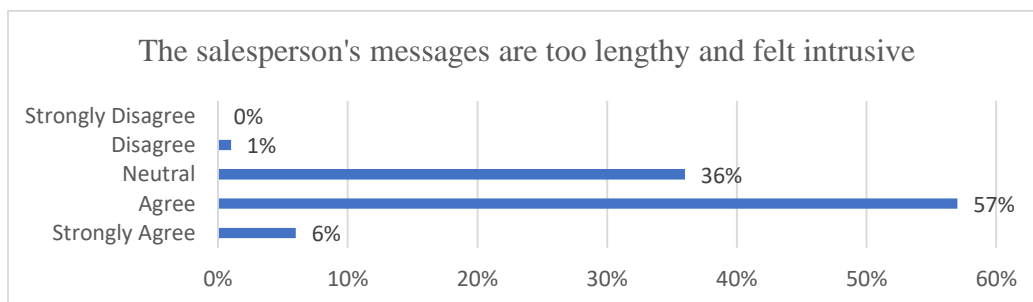


Figure 3(a) for the perception part, where respondents' responses about the messages the salesperson conveys are too long and felt grapevine. Approximately 6% strongly agreed, 57% agreed, and 36% responded neutrally. In comparison, nearly 1% disagreed, and 0% strongly disagreed.

**(b) The salesperson is more concerned with the product's pricing than its merits**

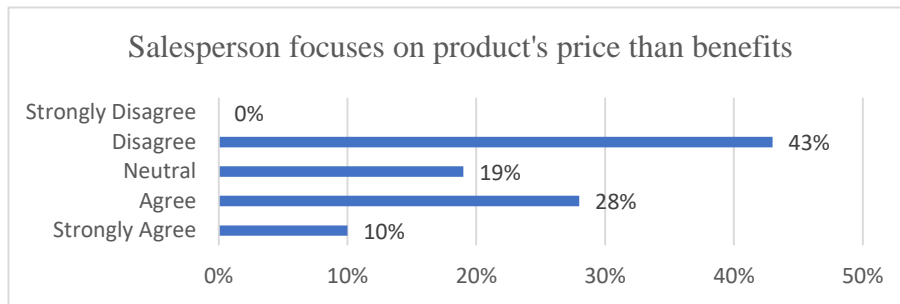


Figure 3(b) for the perception part, where respondents' responses about the salesperson are more concerned with the product's pricing than with its merits. Almost 10% strongly agreed, 28% agreed, and 19% responded neutrally. In contrast, nearly 43% disagreed, and 0% strongly disagreed.

**(c) The salesperson is giving orders rather than facilitating clients**

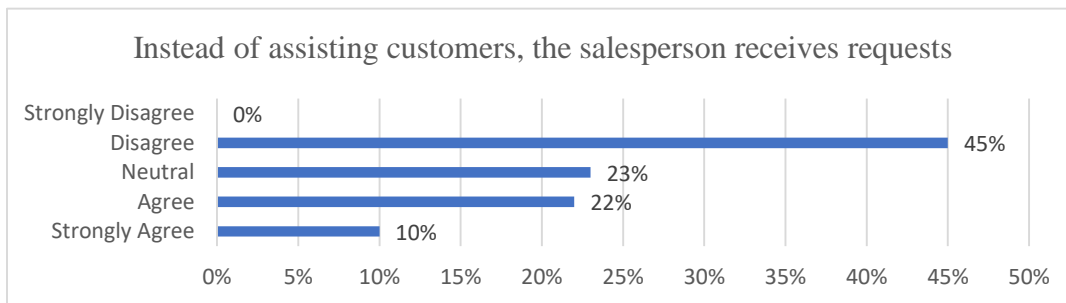


Figure 3(c) for the perception part, respondents' responses about the salesperson giving orders rather than facilitating clients. Almost 10% strongly agreed, 22% agreed, and 23% answered neutrally. On the other hand, nearly 45% disagreed, and 0% strongly disagreed.

**(d) Lack of ethical behaviors in salespersons, like partially treating customers**

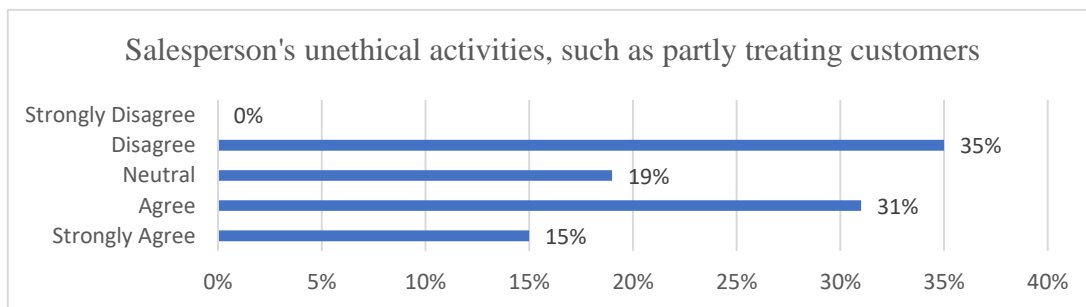


Figure 3(d) for the perception part, where respondents' responses about the lack of ethical behaviors in salespersons like partially treating customers. Almost 15% strongly agreed, 31% agreed, and 19% answered neutrally. In contrast, over 35% disagreed, and 0% strongly disagreed.

**C. Ways.**

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

(a) Communication tends to increase the market economy and materialistic values

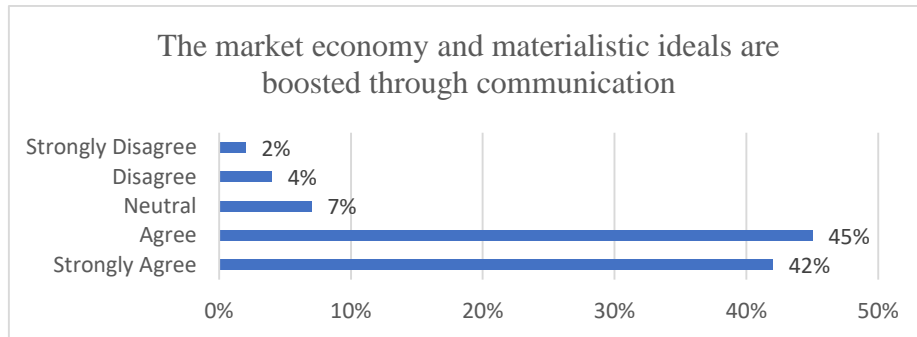


Figure 4(a) for the perception part, where responses about communication tend to increase the market economy and materialistic values. Almost 42% strongly agreed, 45% agreed, and 7% were neutral. Whereas there were 4% disagreed, and 2% strongly disagreed.

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

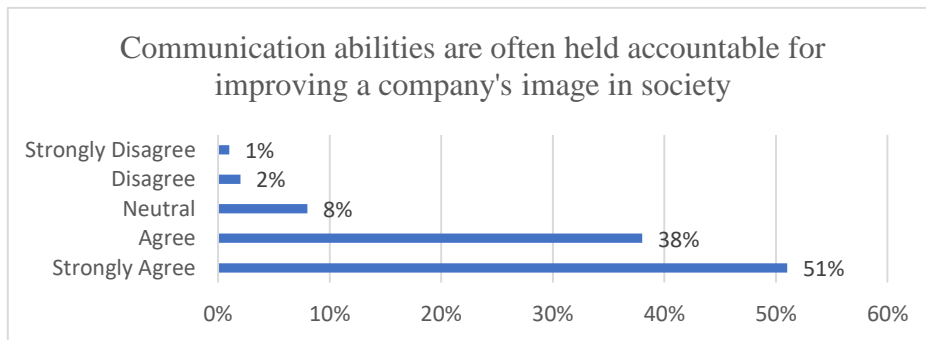


Figure 4(b) for the perception part, where responses on communication skills are typically responsible for developing a better company image in society. 51% strongly agreed, 38% agreed, and 8% answered neutrally. Whereas almost 2% responded disagreed and 1% strongly disagreed.

(c) Communication techniques boost the product's reputation in society

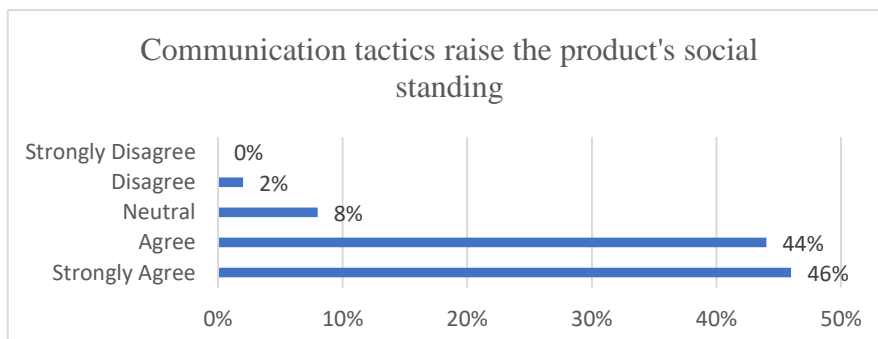


Figure 4(c) for the perception part, where responses about communication techniques boost the product's reputation in society. About 46% strongly agreed, 44% agreed, and 8% were neutral. Whereas there were 2% disagreed and 0% strongly disagreed.

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

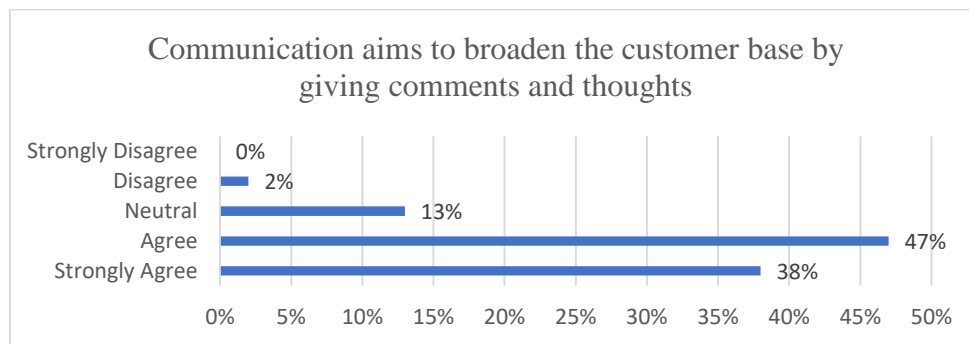


Figure 4(d) for the perception part, where responses on communication intend to widen the customer base via presenting feedback and opinions. Almost 38% strongly agreed, 47% agreed, and 13% were neutral. While there were 2% disagreed and 0% strongly disagreed.

(e) Poor communication skills frequently lead to misconceptions and the need for further product expertise

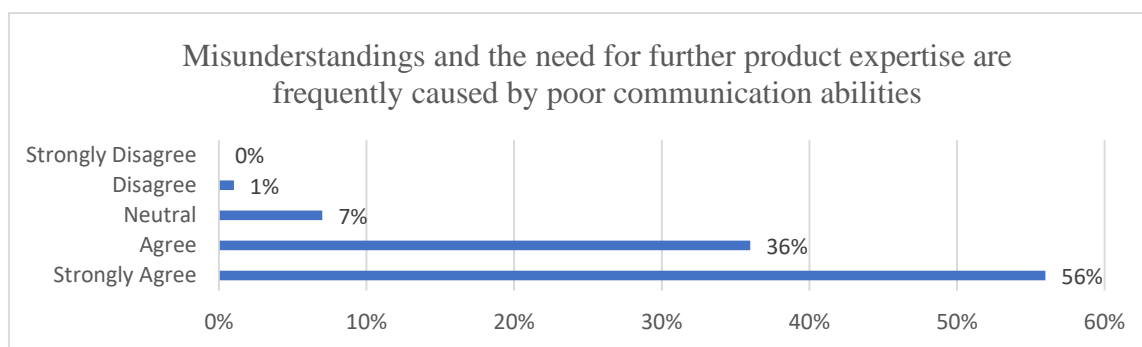


Figure 4(e) for the perception part, where respondents' responses about poor communication skills often lead to misunderstandings and a need for more knowledge about a product. Almost 56% strongly agreed, 36% agreed, and 7% were neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

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

(a) It helps grab your customers' attention and expand your business

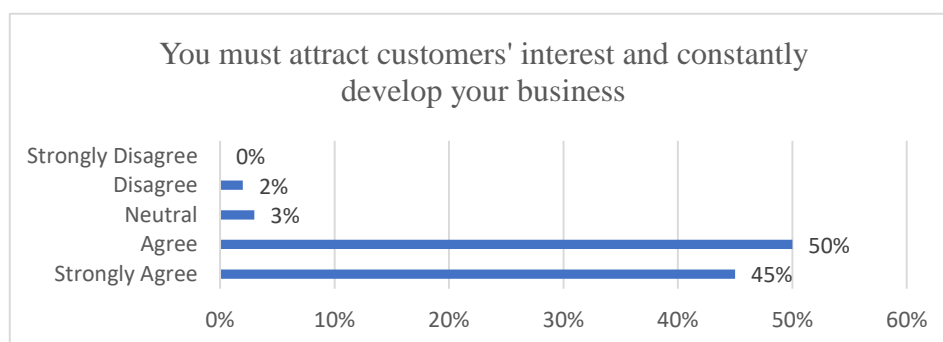
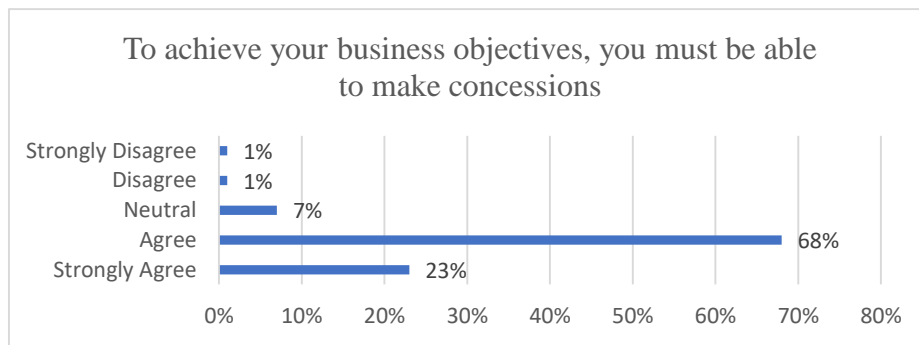


Figure 5(a) for the perception part, where respondents' responses grab your customers' attention and actively expand your business. Almost 45% strongly agreed, 50% agreed, and 3% answered neutrally. While almost 2% disagreed and 0% strongly disagreed.

**(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

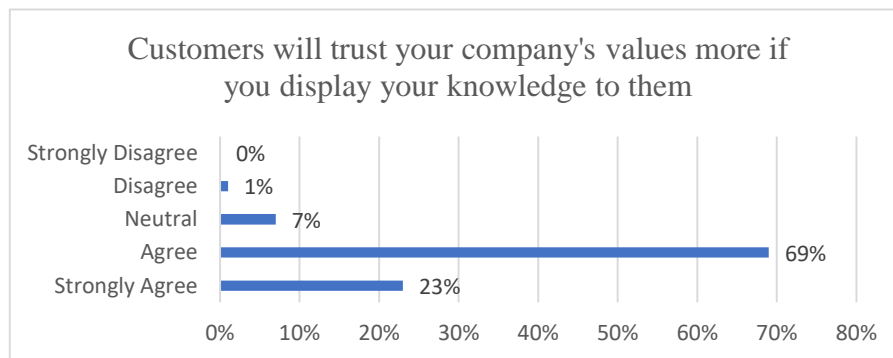


Figure 5(c) for the perception part, where responses about customers will have more faith in your company's ideals if you demonstrate your expertise to them. 23% strongly agreed, 69% agreed, and 7% were neutral. Whereas almost 1% disagreed and 0% strongly disagreed.

**(d)** You must look confident if you want customers to purchase your services and products



Figure 5(d) 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

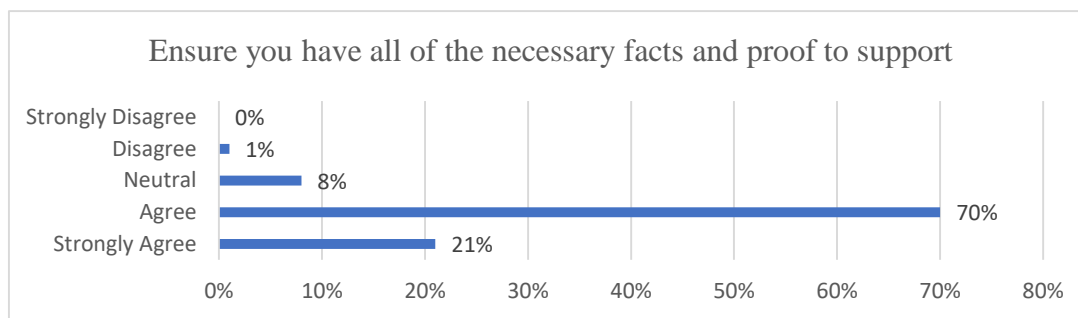


Figure 5(e) for the perception part, where respondents' responses ensure they have all the required information and evidence to support their idea thoroughly. Almost 21% strongly agreed, 70% agreed, and 8% were neutral. Whereas there were 1% disagreed and 0% strongly disagreed.

## CONCLUSION

The study emphasized the significance of communication skills in convincing clients to purchase. This research defines communication as exchanging ideas, attitudes, facts, and points of view with another person. Excellent communication skills foster persuasive abilities, which are required for salespeople to persuade clients to buy their items. Even with this, communication can become inefficient due to various factors that may harm the sender or elements that may damage the sender or the recipient. The research expands our understanding of how effective communication affects customers' purchasing decisions for things crucial to a company's success. According to the survey data utilized in this study, persuasive talents may be obtained easily through practical communication skills. However, persuasion is accomplished when a salesperson utilizes convincing examples and facts to back up statements, arguments are presented clearly and factually, and the audience listens carefully. The data shows that among the primary goals for capturing customers' attention through communication are excellent presentation, active listening, feedback, and verbal communication practices to strengthen constructive understanding at various levels of management in the corporate environment.

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