

The Influence of Salespersons' Speech Rate and Tone on Customer Purchase Decision: A Case Study of Automotive Sales

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Abstract: This article explores the impact of salesperson's speech rate and tone on customer purchase decisions, using car sales as an example. Speech rate and tone are important factors that affect customer purchase decisions. If salespeople speak too fast or too slow, it can have a negative impact on customers. Similarly, salespeople's tone should be clear, natural, and lively, making it easy for customers to understand what they are saying. This article also introduces the response strategies that salespeople should adopt during the sales process to increase customer purchase intention. The speech rate and tone of salespeople have a significant impact on customer purchase decisions. Therefore, salespeople should pay attention to controlling their speech rate and tone, in order to communicate and promote products better with customers.

Keywords: Salesperson; Speech rate and tone; Purchase intention; Automotive Sales.

1. Introduction

In today's market economy environment, salespeople are an important bridge between businesses and customers. Their sales skills and communication abilities directly influence customers' purchasing decisions. In car sales, the speech rate and tone of salespeople have a significant impact on customer purchase decisions. In the automotive sales industry, a salesperson's language and communication skills can directly affect a customer's willingness and decision to purchase a car, thus having a significant impact on sales performance. Therefore, many car dealerships and manufacturers are interested in how a salesperson's speech rate and tone can affect a customer's car purchase decision.

Some studies suggest that a salesperson's speech rate and tone can directly influence a customer's car purchase decision. For example, using a slower speech rate and a steadier tone can make customers feel more relaxed and comfortable, making them more likely to become interested in purchasing a car. On the other hand, fast and intense speech rates and tones may make customers feel anxious or pressured, thereby reducing their willingness to buy.

Therefore, conducting in-depth research on the impact of a salesperson's speech rate and tone on a customer's purchase decision can help car dealerships and manufacturers optimize sales strategies, improve sales performance, and increase customer satisfaction. This article will explore the impact of salesperson's speech rate and tone on customer purchase decisions from the following aspects: speech rate, tone, purchase decisions, and response strategies.

2. The Impact of Speaking Rate on Customer Purchase Decisions

Speaking rate refers to the speed at which a salesperson speaks, and it is one of the important factors that influence customer purchase decisions. Generally, speaking too fast or too slow can have adverse effects on customers [1].

If a salesperson speaks too quickly, it may make customers feel nervous and uneasy. This can make it difficult for customers to keep up with the salesperson's thoughts, understand what the salesperson is saying, and reduce their interest in purchasing. Conversely, if a salesperson speaks too slowly, it may make customers feel bored and impatient. This can also make customers uninterested in what the salesperson is saying and reduce the likelihood of purchase. Therefore, salespeople need to be mindful of their speaking rate when communicating with customers and try to find the most suitable speaking rate for each customer. Additionally, by improving salespeople's communication skills through training, they can better master language elements such as speaking rate and tone, effectively guide customers, and promote sales.

In conclusion, a salesperson's speaking rate can directly impact a customer's purchase decision and trust in the salesperson. Therefore, salespeople should pay attention to their speaking rate during the sales process to improve sales performance and customer satisfaction. Therefore, salespeople should control their speaking rate during the sales process and match their speaking speed with customers' comprehension ability to increase their willingness to purchase.

3. The Impact of Tone on Customers' Purchase Decisions

Tone refers to the characteristics of a salesperson's voice, including pitch, volume, and intonation. It is also one of the important factors that affect customers' purchase decisions. Different tones can express different emotions, which can influence customers' perceptions and decisions [2]. Salespeople's tone should be clear, natural, and lively, allowing customers to easily understand what they are saying.

If a salesperson's tone is vague, unclear, or monotonous, customers may become bored or find it difficult to understand. This lack of persuasiveness and the mismatch between the salesperson's style and the customer's needs and personality

may make customers uncomfortable, lowering their purchase intention.

On the other hand, if a salesperson's tone is too exaggerated, it can make customers feel insincere and untrustworthy. This may cause customers to misunderstand the salesperson's intentions or to not understand what they are saying.

However, if a salesperson's tone is natural, engaging, and infectious, it can resonate with customers and increase their interest and purchase decision. Salespeople can use appropriate techniques such as tone, intonation, and volume to enhance the effectiveness of their tone. This can attract customers' attention and increase their interest and willingness to purchase.

Therefore, salespeople should use appropriate tones based on different situations and customers, ensuring that their speech is clear, natural, and lively to enhance customers' purchase decisions.

4. Strategies for Salespeople

Salespeople can use the following strategies.

4.1. Control speech rate and tone appropriately

Salespeople should control their speech rate and tone appropriately so that customers can better understand and accept what they are saying. Speaking too quickly can make customers feel uncomfortable and unable to understand what is being said. Conversely, speaking too slowly can make customers impatient, leading to a decrease in purchasing decisions. Salespeople's tone should be clear, natural, and vivid, making it easy for customers to understand what they are saying.

4.2. Establish a good communication relationship with customers

Salespeople should establish a good communication relationship with customers by asking questions and answering questions to understand their needs and preferences. In this way, salespeople can better understand customer needs, provide more personalized services and recommendations, and increase customers' willingness to buy.

4.3. Provide detailed product information

Salespeople should provide customers with detailed product information, including information on car models, configurations, performance, and other aspects, so that customers can understand the advantages and disadvantages of the product and make better purchasing decisions.

4.4. Speak with facts

Salespeople should speak with facts and data to help customers better understand the product's characteristics and advantages. By using facts and data, salespeople can objectively evaluate the product, increase customer trust in the product, and increase customers' willingness to buy.

4.5. Listen and respond to customer needs

Salespeople should listen and respond to customer needs and opinions, providing more personalized services and recommendations based on customer needs. In this way, salespeople can increase customer satisfaction, improve customer trust in the product, and increase customers' willingness to buy.

5. Empirical Research on Car Sales

In the field of car sales, some empirical studies have explored the impact of salespeople's speech rate and tone on customer purchasing decisions. Here are summaries of some relevant studies.

One study found [3] that salespeople who speak too quickly make customers feel uncomfortable, leading to a decrease in their willingness to purchase. In this study, researchers observed salespeople in the field and collected customer feedback through a questionnaire. The results showed that salespeople who spoke too quickly made customers feel stressed and uncomfortable, negatively affecting their purchasing willingness.

Another study found [4] that moderate changes in tone can increase salespeople's persuasiveness and customers' willingness to purchase. In this study, researchers examined the impact of salespeople's tone on customers through field observation and questionnaires. The results showed that moderate tone changes, compared to a monotone tone, can enhance the attractiveness and persuasiveness of salespeople, promoting customers' purchasing decisions.

In addition, there are also some empirical studies [5] exploring the influence of salespeople's response strategies on customer purchase decisions. For example, one study found that establishing a good communication relationship with customers can increase their purchase intention. In this study, researchers investigated the impact of salespeople's communication styles on customers through field observations and questionnaires. The results showed that establishing a good communication relationship with customers can increase their trust and satisfaction, and thus promote their purchase decisions.

Overall, these empirical studies indicate that salespeople's speaking rate and tone have a significant impact on customers' purchase decisions in the automotive sales field. Therefore, in order to improve sales performance and customer satisfaction, salespeople should master appropriate speaking rates and tones, and adopt effective communication strategies to interact with customers.

6. Conclusion

The pace and tone of salespeople's speech have a significant impact on customers' purchase decisions. Speaking too quickly or in a monotonous tone can reduce customers' willingness to buy, while moderate changes in tone can increase salespeople's persuasiveness and customers' willingness to purchase. Salespeople's response strategies also affect customers' purchase decisions; establishing good communication can increase customers' trust and satisfaction, thereby promoting their purchase decisions.

Therefore, salespeople should pay attention to their pace and tone during the communication process, avoiding speaking too quickly or monotonously and instead using moderate changes in tone and controlling their pace to enhance their persuasiveness and attractiveness. Salespeople should focus on communication with customers, establish good communication relationships, increase customers' trust and satisfaction, and promote their purchase decisions. For automobile sales enterprises, it is important to provide training and management of salespeople's speech characteristics to improve their speech quality and sales performance. For consumers, when purchasing a car, they should pay attention to salespeople's speech characteristics,

analyze and evaluate them, and make more rational purchasing decisions.

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