

How Does Adding Argument into First and Second Offers affect Buyers' and Sellers' Behavior?

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Scientific Background

Previous research found that:

- Adding arguments to first offers affects counteroffers.
- The use of positive language in online negotiations leads to higher number of trades.

But...

- There is a gap in understanding which arguments buyers and sellers use when they negotiate and
- How the addition of arguments that vary in their characteristics affects counteroffers and consumers' behavior

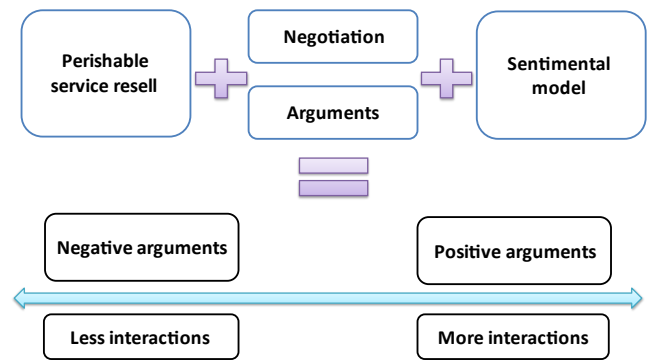
Main Hypotheses

- Buyers and sellers would prefer negotiating with negotiators who use high emotional tone arguments
- Sellers would prefer negotiating with negotiators who don't use arguments compared to those using low emotional tone arguments

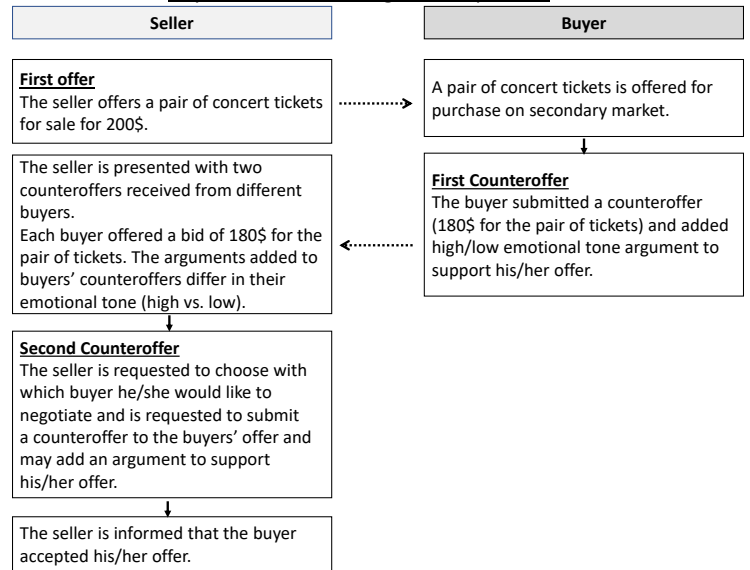
Research Questions

- **How is consumers' behavior affected by the use of arguments in online negotiations?**
 - which arguments do buyers and sellers use?
 - What are the arguments characteristics?
 - How does the addition of arguments affect counteroffers and consumers' decision making?
 - What is the role of emotions expression in online negotiations?

Mechanism offered



Buyers' and sellers' negotiation process



Arguments with a high and a low emotional tone score and sellers' choice

Argument with high emotional tone	Argument with low emotional tone
"I hope this is a good offer. I really want to go to the show"	"It's getting close to the show, and you may not sell them"
"Hey it's my favorite band and I really wanna see them"	"Since I need two tickets, the price of the tickets may be reduced"
"I haven't been to a concert since covid started and would love to get a deal"	"200 dollars was the price on the primary market"

