Seller-Buyer Hard Distributive Bargaining in Commercial Dialogues: A pragmatic Study

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ملخص البحث

تعد هذه الدراسة محاولة لتقصي المساومة التوزيعية الصعبة في ثلاث محاورات تجارية من منضور تداولي بين البائع والمشتري، لذا تحاول الدراسة بلوغ الاهـداف الأتية: (1)عرض كيفية استغلال البائعين والمشترين للأفعال الكلامية المستعملة في مساومة التوزيع الصعبة (2)تحليل الوسائل البلاغية المستعملة من قبل البائعين والمشترين(3)تحديد الاستراتيجيات المستعملة في مرحلة مساومة التوزيع الصعبة.

لتحقيق هذه الاهداف تتبنى الدراسة الفرضيات الاتية: (1)يمكن استعمال انواع مختلفة من افعال الكلام مثل الطلب, العرض, التأكيد, البيان, التحية والشـكر. (2)الاقناع والسؤال البلاغي والمبالغة هي الاساليب البلاغية المستعملة في مساومة التوزيع الصعبة (3)عدة استراتيجيات مستعملة في مساومة التوزيع الصعبة مثل الرسو ,اجتياز الطهر, الصدمة, والخداع لا ثبات مصداقية هذه الدراسة وتحقيق اهدافها فقد اتبعت الدراسة الاجراءات الأتية: (1)استعراض ما كتب عن مساومة التوزيع الصعبة (2) تحليل ثلاث محاورات تجارية بين البائع والمشتري التي تمثل العينة لهذه الدراسة (3)استخدام إنموذج طورته هذه الدراسة لغرض تحليل العينة.

الكلمات مفتاحيه: توزيعي ,صعب, مساومه, تداوليه, سعر, خلاف.

ABSTRACT

This study investigates, pragmatically, the language of three hard commercial distributive bargaining dialogues. Consequently, It attempts to achieve the following aims: (1)showing how sellers and buyers exploit speech acts in issuing hard distributive bargaining,(2)analysing the rhetorical devices used in hard distributive bargaining, (3)identifying the hard distributive bargaining strategies that are used in the bargaining stage. To achieve the aims of this study, it is hypothesized that :(1)various and different types of speech acts are used like request, offer, assertion, threatening, and promise in hard bargaining. (2)persuasion, rhetorical question, hyperbole, and understatement are the rhetorical devices used in the bargaining stage of hard bargaining, (3) many hard bargaining strategies are used in hard bargaining .To test the validity of theses hypotheses, these procedures will be followed: (1)surveying the relet literature on hard distributive bargaining,(2)analysing three commercial hard bargaining dialogues which represent the data of the study,(3)using a model developed by this study for the sake of analysing the data.

Key Words: distributive, hard, bargaining, pragmatics, price, dispute.

1.Introduction

Generally speaking , Communication in the business field is not always good , especially the relationship between sellers and buyers, rather this type of relationship comes to a disagreement or dispute between the parties(sellers and buyers). This disagreement between parties in selling and buying about the price is called **hard distributive bargaining.** It can be

defined as a form of distributive bargaining that concentrates on "maximizing the benefits of the hard bargainer by making extreme offers ,conceding little, the threatening of the other party's resistance point"(Schneider and Honeyman, 2009: 206).

It is worth mentioning that the dialogue in hard distributive bargaining is divided into four stages(opening, bargaining, confirmation, and closing). This division will be adopted in analysing the data. In addition, speech act types are applicable to all stages, but the rhetorical devices and the hard bargaining strategies are applicable only to the second stage because in the other stages there are no bargaining strategies or rhetorical devices.

Sellers and buyers use different linguistic strategies and multiple rhetorical devices to achieve their goals, gain a positional advantage, and to reach their interests. Accordingly, the present study highlights or tries to find answers to the following questions: (1)what are the types of speech acts employed by sellers and buyers during the hard distributive bargaining? (2)what are the rhetorical devices exploited by sellers and buyers in the bargaining stage?(3)what are the hard bargaining strategies used by sellers and buyers in issuing the bargaining stage of hard distributive bargaining? The current study aims at achieving the following:(1) identifying the speech acts used in hard distributive bargaining, (2) analysing the rhetorical devices used by sellers and buyers,(3) showing the hard distributive bargaining strategies that are used in the bargaining stage. Consequently, it is hypothesized that: (1) request , offer, assertion, threatening, promise are the speech acts used in hard bargaining,(2) persuasion, rhetorical question, hyperbole, and understatement are the rhetorical devices used by sellers and buyers while hard bargaining, (3) Anchoring, sticker shock, whack back, and bluffing are the most bargaining strategies used by both sellers and buyers in the bargaining stage of their distributive bargaining. To fulfill the above aims, and verify their hypotheses, the following procedures will be adopted (1) surveying the relet literature on distributive bargaining (2) analysing three bargaining dialogues between sellers and buyers which represent the data of the current paper(3) using a model developed by this study for the sake of analysing the data.

It is worth noting that the words "negotiation" and "bargaining " are used interchangeably in this study.

2. Hard Distributive Bargaining: A Theoretical Background

The origin of the concept " hard distributive bargaining" can be traced back to Richard Walton and Robert Mckersie in (1965) in their classic book The Behavioural Theory of Labour Negotiations (Torres -Coronus and Arias-Oliva,2009:181). Raaij et al(1988:469) define hard distributive bargaining as a situation where the parties (sellers and buyers) are in a competition and dispute because of clash of goals in the sense that the buyers have different goals and interests from sellers. The focus of hard distributive bargaining is on the importance of getting what one party wants by playing a hard ball and being tough on the other party" (Verma, 2015:150). In addition, hard distributive bargaining leads to a competition and dispute between the parties, where each party tries to overcome and dominate over the other one. (Yang M and Yang F, 2012: 40).

When the hard bargainer wants to negotiate, he should prepare and take into consideration many steps. At the beginning the bargainer should assess his BATNA which is regarded as the best option among many options, then calculate his reservation price that is the lowest offer that a bargainer would be willing to accept, after, the bargainer should assess the other

party's BATNA, next he should calculate the other party's reservation value, after that he should evaluate the ZOPA which means the space between parties. It contains all possible agreements because any point in this range is a possible final deal to which both parties could agree while any point outside this range will be rejected by one of the parties(Brett, 2007:10). Furthermore, positions are the main focus and interest of distributive bargaining, due to this fact hard distributive bargaining is called positional bargaining, and finally, aspiration or target point which means what the bargainer realistically hope and want to achieve (Hames, 2012: 59).

Because of the fact that it is built on personal benefit, hard distributive bargaining has many disadvantages and risks, as Fen (2014, 32) mentions, which are: firstly, confrontation leads to rigidity, in addition to the limited analysis of merits of dispute and relevant criteria for resolving issues, furthermore, there is a limited development of solution alternative, and finally, difficulty in predicting the outcome of the competitive approach and control the procedure. The hard bargainer has many characteristics like the parties are adversaries, the goal is victory, the hard bargainer demands concessions as a condition of the relationship between them, then he is hard on the problem and the people, in addition, he digs into other's position and makes threat, he tries to mislead as to the other's bottom line, besides he demands one –sided gains as the price of the agreement , he searches for the single answer or solution the one he will accept only , furthermore the hard bargainer insists on his own position and finally he applies pressure(Fisher and Ury , 1991:9).

Hard bargaining is different from the other form of distributive bargaining which is soft that has the opposite above characteristics in that the participants are friends, the goal is agreement , he is soft on people and the problem changing his position easily, the bargainer in this type accepts one-sided losses in order to reach an agreement. In addition, he yields to pressure(ibid).

Since the data of the study are dialogues, so it is necessary to know something about hard distributive bargaining dialogue, Walton (1998: 8) defines it as being a two-way process of communication among agents. In addition, negotiation dialogue is important and fundamental in the negotiation process toward a negotiation agreement. Generally speaking, all negotiation dialogues have four main phases or stages, in this respect he (ibid) mentions: the opening stage is the context and frame of the dialogue like for example the seller greets the buyer, the bargaining stage in this chief stage, there are many offers and counteroffers, the confirmation stage when the bargainers reach an agreement, and the last stage is the closing stage .Not all dialogues have the closing stage. The data of the study are divided according to this division.

3. **Hard Distributive Bargaining: A Pragmatic Perspective**.

Showing personal selling as a human action done with words which is bargaining makes it fall under the umbrella of speech act theory initiated by Austin(1962) in his famous book *How to Do Things With Words* and then refined, developed, and systemized by Searle(1965, 1975).

Many speech acts can be performed felicitously, felicity conditions, as introduced by(Kabursie, 2011:82), are formulated by Searle (1969) as sufficient and necessary conditions for the performance of the speech acts. Searle refines his conditions even by classifying them in terms of their importance in distinguishing speech acts, identifying four conditions governing such acts. These conditions, from the point of view of Verschuaren and Ostman (2009: 234) are as the following:

1.Proposional Content Condition: Which specify what kind of proposional content the speech act is to have.
2.Preparatory Condition: Which specify the contextual requirements (especially regarding the speaker's and the hearer's epistemic and volitional states).
3.Essential Condition: These conditions say what kind of illocutionary acts the utterance is to account.
4.Sincerity Condition: Specifying which psychological state of the speaker will be expressed by the speech act.

3.1 Speech Acts: Classifications

In this concern, various attempts have been made to classify speech acts, one of the most widely accepted one is the classification proposed by Searle (1976) cited in Emeran (2015: 493):

1.Representatives: These are speech acts through which the speaker states an opinion. Representatives have many types like (assertion, stating, supposing, emphasizing, denying, and conceding).
2.Directives: These are speech acts through which the speaker tries to get the listener to do something or to refrain from doing something. For example: Order, question which is a special form of request, forbidding, recommending, begging.
3. **Commissives**: These are speech acts through which the speaker makes a commitment to the listener to do something or to refrain from doing something, like accepting , rejecting, agreeing(ibid.).
4.Expressives : These are speech acts through which speakers express their feelings, and emotions about something by thanking someone. It includes apology, thanking ,greeting .etc.

4. Rhetorical Devices

It is worth stressing that rhetoric is an ancient discipline that is flourished by the appearance of Aristotle's rhetoric in the 4th century(BC). Aristotle defined rhetoric as " the power of discovering the means of persuasion in any given situation " so , rhetoric has a persuasive nature(Neher and Sandin, 2015 : 21). The first persuasive device is:

4.1.Persuasion

The final aim of rhetoric is persuasion. In the field of business and selling especially bargaining, the one skill that floats above the rest is persuasion. In bargaining, Snyder and Diesiny (1977:173) point out that persuasive communication has a great role in increasing bargaining effectiveness, in the sense that bargaining is considered as a process of persuasive communication. Thus, the usual purpose of persuasive communication is to influence the other party to move toward a desirable bargaining outcomes.

Shabo (2010:7-8) mentions Aristotle's persuasive appeals which are:

1.Ethos : This is a moral character standards and , the speaker emphasises the strength of his or her own moral character and experience in order to establish personal credibility.
2.Pathos: This is emotion. Pathos attempts to elicit an emotional response from the audience.
3.Logos: It is a reason, logic, evidence . An appeal to logos relies on the use of rational analysis and persuasive language.

4.2. Rhetorical Question

Tumer(2002:110) mentions that rhetorical question is used to indicate the speaker's attitude about certain actions. It can be distinguished from the real question when it remains unanswered or the questioner answers himself. It has many functions like certainty, exhortation, evaluation, emphasize, and introduce a new subject. For example:Who made me a judge over you?

4.3. Hyperbole

This is a powerful rhetorical device when used properly. It means exaggerating some part of the statement for the sake of giving focus and emphasis.(McGuigan, 2007: 13) for example: They ran like *greased lightning.*

4.4.Understatement

According to McGuigan(2007:15) understatement is " a rhetorical form in which the force of a descriptive statement is less than what one normally expects" for example, when describing a category for hurricane, one might describe it as " a bit of weather".

5. Bargaining Strategies

Raaij et al (1988:452) views that specific actions of the bargainer (whether seller or buyer) during negotiation in order to achieve their aims, gain a positional advantage, and satisfy their needs by using these strategies.

1.Anchoring

In the context of bargaining, the first offer presented by one of the parties in order to maximize the profit, is viewed as anchoring strategy. Buyer says: "We're looking to spend no more than $500,000 for this"(web resource 1).

2.Whack Back: This is one of the most common strategies used by buyers in order to push back on the first price offered by them. "Your price is too high"(ibid.).

3. Sticker Shock: In this strategy, as he(ibid.) mentions the buyer appears to be shocked or stumped by the price offered by the seller. It could be an orchestrated reaction, rather than genuine surprise when for example a buyer says "It costs how much!".

4.Bluffing: This is the common strategy used in hard distributive bargaining that "involves attempting to deceive the other party about one's intention or negotiating positions" (Kolb, 2008: 17). Bluffing is a deliberate false statement about one's reservation price. Bluffing according to the standard dictionary definitions of lying is considered as lies(ibid.).

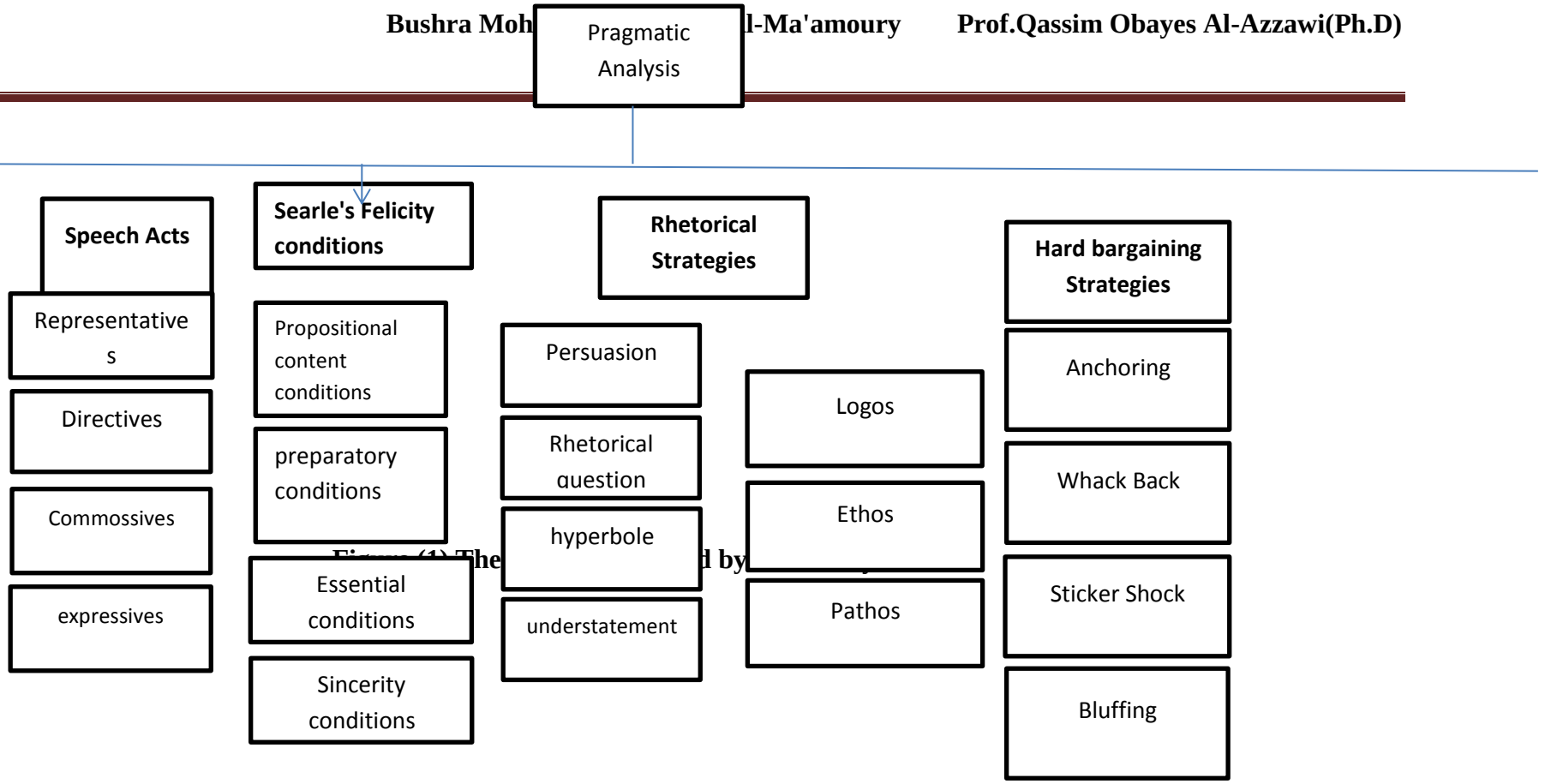


Figure (1) The d by

6.Data Analysis

1.**Hard Distributive Bargaining**

Dialogue (1)

1.The Opening Stage

Buyer: How much are you selling this heap of yams?

Speech Acts: Types

The opening stage starts with a request (question) realised by directives. It is important to mention because of the fact that in the one dialogue there are many repeated speech acts so , the felicity conditions will be applied only to one as an example. The FCs of Request are :

1. Propositional: The buyer asks about the price of the product.

2.Preparatory Conditions:

a. The seller is able to answer the buyer and the buyer believes the seller is able to answer .

b. It is not obvious to both seller and buyer that seller will do the act.

3.Sincerity: Buyer wants seller to answer him.

4.Essential: Buyer's utterance counts as an attempt to get seller to answer

2.The Bargaining Stage

Seller: This particular heap is going for fifty dollars.

Buyer: Would you accept twenty dollars for all of it ?

Seller: Twenty dollars for all these. Now that is too low.

Buyer: What is the last price you would accept.

Seller: I will let you carry the whole thing for thirty dollars , just because of you.

Buyer: If you agree for twenty two dollars, I will pay cash right now.

Speech Acts : Types

Concerning the bargaining stage, "this particular …" is an assertion realised by representatives. The Fcs of assertion are:

1. Propositional: The seller asserts the price of the product to the buyer .

2 .Preparatory

a- Seller has evidence (reasons) for the truth of the price of the product.

b- It is not obvious to both seller and buyer that the buyer knows the price of the product.

3 .Sincerity: Seller believes the price of the product.

4 .Essential: Seller's utterance counts as an undertaking to the effect that the price of the product represents an actual state of affairs .

"would you…" is presented by the buyer is an offer realised by directives and **the FCs of Offer are:**

1. Propositional conditions : The buyer offers a price to the seller.

2. Preparatory conditions:

a. Buyer is able to present his offer.

b. Seller wants the buyer to present the offer.

3.Sincerity conditions: Buyer wants sincerely to present the offer.

4.Essential conditions: Counts as undertaking by the buyer to present the offer.

"twenty offer …" is an offer realised by commissives . The seller adds " that is too low" that is a request realised by representatives. A request (question) for information "what is the last price…" is realised by directives."I will let you…" is an offer presented by the seller realised by commissives. "if you agree…" is a promise for it is realised by commissives. **FCs of Promise**:

1. Propositional Content : The buyer proposes to pay in cash if the seller agrees for twenty two dollars.
2. Preparatory conditions : The buyer believes paying twenty two dollars is not in seller's best intents and that the buyer can pay the money cash.
3. Sincerity condition :The buyer intends to pay twenty two dollars cash.
4. Essential conditions: The buyer undertakes an obligation to pay the money cash to the seller.

Rhetorical Strategies

Persuasion

The seller uses ethos in saying "I will let you carry the whole thing for thirty dollars just because of you". The seller employed his ethics and moral character for the sake of reaching his end which is to convince the buyer to accept his offer.

The buyer also exploits ethos in order to convince the seller of his offer and lower the price when saying "if you agree for…., I will pay cash right now", he uses the words (cash) and (now) to highly persuade him of accepting his offer.

Rhetorical Question

"would you accept twenty dollars for all of it?" the buyer does not want the seller to provide him with information, but the buyer wants to communicate information "offer" to the seller to lower the price. The function of using this rhetorical question here is to attract and call the attention of the seller to the point that your (seller) is very high .

Hyperbole

The seller here uses "too" in saying "that is too low" . The seller refuses the buyer's offer in using "too", so he exaggerates.

Bargaining Strategies

Whack back is one of the bargaining strategies that is used by the seller when saying "now that is too low", he wants here to whack the buyer back to the first offer which is "fifty dollars" presented by him (the seller) when the buyer presents his offer which is "twenty dollars".

The second bargaining strategy used here is anchoring (separate information from influence).The information here is "I will let you carry……." And the influence is "just because of you". The seller uses this strategy to influence the buyer and tempts him to accept his offer. Similarly, the buyer uses the same strategy, the information is "if you agree for twenty …" and the influence is " I will pay cash right now" by the buyer to influence the seller and affects his perception.

Another worth mentioning bargaining strategy found in this dialogue is bluffing which is used by the seller when saying the last price (reservation price) is thirty dollars and then he accepts twenty –five dollars "final price" as he said. So , he deceives the buyer.

3.The Confirmation Stage

Seller: Well, you are my first customer today so, go ahead and pay me twenty –five , final price.

Speech Acts: Types

It is a statement realised by representatives. Then, he uses a request "go " and" pay", realised by directives. He uses an assertion when saying" final price" realised by representatives.

4.The Closing Stage

Buyer: Here is your twenty –five dollar.

The whole dialogue is taken from (Okoroike, 2009: 83).

Speech Acts: Types

The closing phase starts with "here is your…."is a request realised by directives.

Dialogue (2)

1.The Opening Stage

Buyer :Does this come in any other colors?

Seller: Yeah, we have this one in white and blue. I also have this other style in green.

Buyer : How much is the blue one?

The whole dialogue is taken from(web resource 2).

Speech Acts: Types

The opening stage starts with a request (question as a sub type of request) realised by directives "does this….?". "we have this one…"is an assertion realised by representatives "we have…"."how much is the blue one?" is a (request)question realised by directives.

2.The Bargaining Stage

Seller : It's $32.

Buyer : $32? What about the green one?

Seller : That's $30.

Buyer : That seems a little high. Can you do better on the price?

Seller : This is a designer bag and it's a good quality. It's a bargain at that price.

Buyer : Is that your best offer?

Seller : That's the best I can do.

Buyer : Well, I don't know. I think I'll shop around.

Seller : Okay, how about $28?

Buyer : That's still more than I wanted to spend. What if I take the blue one and the green one?

Seller : I'll give you both of them for $55.

Buyer : That's not much of a break on the price. How about $50 for both?

Seller : You drive a hard bargain. The best I can do is $54. You won't find it cheaper anywhere else.

Buyer : Why don't we split the difference and make it $52?

Speech Acts : Types

The bargaining stage starts with a direct assertion of the buyer realised by representatives. "What about the green one?" is a request realised by directives. It is an assertion realised by representatives that is usually associated with. "That seems a little high" is a request used by the buyer as a realised by representatives. Then he presents a request realised by directives "can you…?". "this is a designer bag…."is a statement realised by representatives. It is a(request) question realised by directives. "that's the best …" is an assertion realised by representatives that are usually

associated with . "I think I 'II shop around" is a threatening used by the seller, realised by commissives. **The FCs of Threatening :**

1.Propositional Content: Buyer proposes to leave the shop and go to another shop to the seller.

2.Preparatory : Buyer believes leaving the shop is not in seller's best interests and that buyer can leave and go to another shop

3.Sincerity condition: Seller intends to go to another shop.

4.Essential Conditions: Buyer undertakes an obligation to leave the shop to the seller.

It is an offer presented by the seller realised by directives. "that is …" is a request realised by representatives. It is an offer realised by representatives. "I will give you" is an offer presented by the seller realised by commissives . It is statement realised by representatives . Then, he introduces an offer that is realised by directives "you drive a hard bargain" is a statement realised by representatives. Then he introduces an offer that is realised by representatives. It is an offer realised by directives.

Rhetorical Devices

Persuasion

The seller uses logos to convince the buyer to buy his product. He does so by stating and asserting facts and providing an evidence when saying "this is a designer bag and it's a good quality " to persuade him to accept his offer.

Rhetorical Question

"Can you do better on the price?" is a rhetorical question used by the buyer in order to emphasize and attract the attention of the seller that his price is very high.

The other rhetorical question is " is that your best offer?" by the buyer to the seller. The buyer is certain that the seller's offer is not the best one but he has another better offer that is lower than the first . In order to attract his attention and make an exhortation to lower the price

The last rhetorical question used in this dialogue is "Why don't we split the difference and make it $52?" said by the buyer who knows well that the seller will split the difference and make the price $52 . For the reason of attracting the attention and exhortation.

Hyperbole

" You won't find it cheaper anywhere else" this sentence contains exaggeration on the part of the seller in order to tempt the buyer to buy the product at the price he wants. In this sentence , he exceeds the truth.

Understatement

Understatement is used in " that seems a little high" by the buyer when the seller presents his offer. Understatement used by the buyer here in order to show a high degree of politeness.

Bargaining Strategies

The buyer uses, firstly ,a sticker shock to show that he is not satisfied with the price which is high and this shock is not genuine. "$32?!" is used as soon as the seller presents his offer 'that's $32" in order to give the seller an impression that he is surprised because the price is not acceptable and the seller should change it.

The second strategy used by the buyer is pencil sharpening in "can you do better on the price?" in order to get the seller ready to drop the price and accepts his offer

The other strategy is bluffing when the seller refers to his first offer which is ($32)as "that is the best I can do "means it is the reservation price of the seller ,then he accepts ($28) , that means he lies to deceive the seller that he does not have money to

pay only ($28). Another use of bluffing in the seller's first offer($55), then he accepts(52). So the seller also deceives the buyer .That means both of them use bluffing to deceive the other about his reservation price.

When the bargaining parties reach no agreement, the buyer presents an aggressive counteroffer to reach an agreement which is the first strategy anchoring (make a counteroffer, propose moderation). The counteroffer is" what if I take the blue one and the green one?" and the price is decided by the seller. In this case the buyer's counteroffer is regarded as the BATNA (the best alternative to a negotiated agreement). It is the first step toward moderation and reaching a compromise instead of going on bargaining.

3.The confirmation Stage

Seller: Okay. You've got a deal.

It is an assertion realised by representatives.

Dialogue (3)

Speech Acts : Types

1.The opening Stage

Seller : Madam, what do you want from my shop, today?

Buyer : I like to buy some shirt pieces as gifts and some dress materials.

Speech Acts : Types

The opening stage starts with a request realised by expressives

"I wish…" is a request realised by directives.

2.The Bargaining Stage

Seller: Yes madam, our dress materials are for Rs.150\-per piece , and shirt materials range from Rs .150\-right up to Rs.1,00/-per piece.

Buyer : Your prices are very high . This dress material which is priced at Rs 500/-per piece is available for Rs. 250/in other shops. I bought two pieces just –last week.

Seller: May be madam, whom is denying the fact that you the dress pieces , but check the quality of the fabric . What I am selling is of a much more superior quality . In my shop we have fixed rates , no bargaining.

Buyer :you people raise the prices and then sell your stock saying that you are having a sale . In reality, the prices are already high , so if you reduce the price by a few rupees, you are still going to make a profit.

Seller : Madam , that is not true , if you wish to bargain , you are free to another shop. Look at that board there, "Fixed price – No bargaining.(Fisher and Ury, 1991:8).

Speech Acts : Types

Concerning the bargaining phase, the seller starts it with an assertion which is realised by representatives. After, the buyer uses a request realised by directives. Then she uses an assertion by and realised by representatives .It is a request that is realised by directives "check". Then he uses an assertion realised by representatives ."you people…" is criticism realised by expressives .**The FCs of criticising**:

1.Propositional content condition: Buying products in a very high price by the seller is considered inappropriate .

2.Preparatory Condition: The buyer holds that refusing to lower the price and buying in a high price might bring unfavorable consequences to the seller rather than to the buyer.

3.Sincerity Condition: The buyer feels dissatisfied with the seller's raising the price.

4.Essential Condition: The buyer thinks that his criticism will potentially lead to a change in the seller's future action .

The seller uses an assertion realised by representatives. Then, he uses a statement that is realised by representatives. Finally, he requests her to look at the board.

Rhetorical Strategies

Persuasion

The buyer uses logos to convince the seller that his prices are very high and of her indirect request "your prices are very high". She provides an evidence and reason for the truth of her request "The dress material which is priced at Rs500/-per piece is available for Rs.250/ in other shops I bought two pieces just- last week".

The seller also uses logos to convince the buyer when saying "check the quality of the fabric . What I am selling is of a much more superior quality" as evidence and reason of the truth of his price and quality of the fabric.

Rhetorical Question

" whom is denying the fact that you said about the dress pieces?" this rhetorical question is used by the seller when bargaining with the lady(buyer) . Surely no one denying the fact about what she said about the price of the dress. His rhetorical question does not need an answer or seek information but to emphasize and focus on this particular point

Bargaining Strategies

The first strategy used here is a whack back strategy when the buyer tells the seller that "your prices are very high" in order to lower the price of the dress and she compares between his shop and the other shops concerning price to motivate him to drop the price.

The other strategy is anchoring (avoid dwelling another anchor). In this strategy , when the first offer was very extreme, the buyer pushes him to discuss it further. By justifying the seller's anchor and giving reasons, the offer will be more powerful and determine the negotiation parameters. So , during the whole dialogue they are discussing the first offer.

7. Results of the Analysis

This section summarizes the findings of the analysis of hard distributive bargaining.

Table(1) Analysis of the Occurrence of Speech Acts of The Opening Stage

Speech act	Percentage
Request	75%
Assertion	25%

When opening their dialogues, sellers and buyers use different speech acts like request, assertion. However, the speech act of request is the most commonly used one.

Table(2)Analysis of the occurrence of the speech Acts of The Bargaining Stage

Speech act	Percentage
Request	29.57%
Offer	25.71%
Assertion	26.74%

Promise	2.85%
Statement	11.42%
Criticism	2.85%
Threatening	2.85%

In the bargaining stage ,sellers and buyers use different speech acts like request, offer, assertion, promise, statement, criticism, and threatening. Assertion is the most frequent one.

Table(3) Analysis of the Occurrence of the Rhetorical Devices

Rhetorical device	**Percentage**
Persuasion	37.46 %
Rhetorical question	38.47%
Hyperbole	16.38%
Understatement	7.69%

Rhetorical question is the most rhetorical device used by sellers and buyers among many devices like rhetorical question, hyperbole, understatement.

Table(4) Analysis of the Occurrence of Persuasive Appeals

Persuasive Appeal	Logos	Ethos
Percentage	80%	20%

Logos is most persuasive appeal used by sellers and buyers.

Whack back	**Anchoring**	**Sticker shock**	**Pencil sharpening**	**Bluffing**
20%	40%	10%	10%	20%

Anchoring is the most hard distributive bargaining strategy used by sellers and buyers.

Table (5) Analysis of the Speech Acts of the Confirmation Stage

Speech act	**Percentage**
Statement	%25
Request	%25
Assertion	%50

Assertion is the most prevalent speech act in the confirmation stage.

Concerning the results of analysis the speech acts of the closing stage, only one dialogue contains this stage which includes only one request.

6.Conclusions

It is concluded that:

1.Request, offer, assertion, statement, promise, and threatening are speech acts used in distributive bargaining in its four stages. This clearly verifies the first hypothesis which reads *various speech acts like greeting, request, offer, assertion, statement, and promise that can be used in hard distributive bargaining.*

2.The second hypothesis which states that persuasion, rhetorical question, hyperbole, and understatement can be used in hard distributive bargaining has been verified .

3.During their distributive bargaining , sellers and buyers resort to the use of rhetorical questions that needs no answer in bargaining.

4. While bargaining, sellers and buyers tend to exaggerate part of statements or the whole statement, this is indicated by the frequent use of hyperbole.

5. As they use hyperbole in their distributive bargaining, sellers and buyers should understate this exaggeration of statement by using understatement, yet that is infrequent here.
6. The persuasive appeals of ethos, logos, pathos are used by sellers and buyers who resort to logos more frequently . That means, they use factual appeal rather than the emotional or ethical appeal.
7.The third hypothesis, which states that there are many hard bargaining strategies, have been validated. Strategies like anchoring, whack back, sticker shock, pencil sharpening, in addition to bluffing are used by them. However , anchoring is the most commonly used one.

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Web Resources

1.http://www.rainsalestraining.com/blog/6-strategies-buyers-use-to-negotiate-price.
2. https://www.eslpod.com/website/show_podcast.php?issue_id=1133704