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Action Speaks Louder Than Words:

The Moderating Effect of Verbal Behavior on the Mediated Relation Between Nonverbal

Behavior and Compliance via Credibility

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Abstract

In the present study, the moderating effect of verbal behavior was examined on the mediated relation between nonverbal behavioral cues and compliance via perceived credibility. In contrast with previous research, the gaining of compliance is considered an interaction process, i.e., the impact of a verbal social influence technique is considered in concordance with nonverbal behavior. The results indicate that the effect of nonverbal cues (i.e., duping delight vs. distressed deception (Ekman, 2001)) on compliance was mediated by credibility when a sequential request technique was used (vs. only the target request). This study also examined the role of individual differences on part of the recipient, more specifically the role of personal need for structure (Neuberg & Newsom, 1993). When individuals were low in their need for structure, the effect of nonverbal behavior and verbal influence technique on compliance and credibility was more pronounced.

Action Speaks Louder Than Words:

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We may not be aware of it, but we are continually exposed to sources who try to influence our behavior in order to gain compliance for their cause. Think about salesmen and advertisers. Often these are professionals who are equipped with knowledge of scripts that are presented to their targets that enhance compliance. Less often they are equipped with knowledge about how to present that scripted behavior, simply because not much is known about it. This research will therefore focus on the nonverbal behavior that is presented in social influence settings. That is, the current study investigates the relationship between verbal and nonverbal behavior of an agent and the perceived credibility of that agent, and also its effect on compliance. More specifically, it is argued that deception cues affect compliance via credibility as a function of the verbal influence technique that is used by the agent. Furthermore, the influence of the recipient on this process is considered as a function of the personal need for structure.

In the following section a model of moderated mediation is described. Verbal influence techniques will be discussed as well as nonverbal behavioral patterns that arise because of emotions aroused by deception. Also the role of recipients' individual differences is considered. Next, the experiment is reported in which a model of moderated mediation is tested as well as the influence of personal need for structure on its functioning.

*Influence and Verbal Behavior*

Former studies on social influence mainly focused on the verbal techniques that are used to explain responses of targets on a request. Examples of those techniques are the Foot-In-The-Door technique (Freedman & Fraser, 1966), the Door-In-The-Face technique (Cialdini, Vincent, Lewis, Catalan, Wheeler & Darby, 1975), the Disrupt-Then-Reframe

technique (Davis & Knowles, 1999; Fennis, Das & Pruyn, 2004) and the Continued Question Procedure (Burger, 1999; Cialdini, Trost & Newsom, 1995). In the Foot-In-The-Door technique consistency for an issue is acquired by doing a small request that almost everyone grants. After this small request a larger request is done, the actual target request. Because of the pressure felt by the target to be consistent in behavior (see Burger, 1999), the target request is more often granted than when the target request is done immediately. Cialdini et al. (1995) found that compliance became even higher if the agent made more requests. This Continued Questions Procedure uses the same process as the foot-in-the-door technique, but tries to acquire more consistency and as a result compliance by asking more initial questions. A condition for the functioning is that the initial target request is a logical continuation of the questions before.

What these techniques have in common is that they 'misuse' our automatic behavior that plays a vital role in handling the world in an efficient manner. It is simply impossible to continuously process all the available information and situations and so we are dependent on our automatic behavior (Cialdini, 2001). These automatic behavioral patterns are called heuristics and are activated by one aspect of relevant information with respect to the context and situation the information is given in. These aspects can be seen as structural cues that trigger the use of heuristics. Examples of important heuristics are the rule of reciprocity (the rule that forces us to give someone else a proportional compensation for what that person has given to us) and the rule of consistency (the rule that forces us to act in accordance with a choice or a belief and to persist in that behavior). What the techniques further have in common is that they make use of a sequence of request moments, the heuristic is mostly activated by carrying out multiple steps and questions before the final target request is done. In these sequences structural cues are given. They are thought to work because of the process of mindlessness/mindfulness (Langer, 1992). When a target presumes there is no reason to

process the available information critically (i.e., mindless), often the individual does not

consider the context in which the information is given. The target trusts the given structural

cues and as a result activates scripted behavior, what especially with a sequential request

technique leads to compliance. Compliance is a particular response on a certain kind of

communication, i.e., a request. The request can be done implicit or explicit, but in both cases

the target knows the preferred way of responding (Cialdini & Goldstein, 2004).

*Influence And Nonverbal behavior*

What could be deduced from this is that when an individual is mindless and structural

cues are given, the recipient always responds in accordance with the scripted behavior.

Fortunately this is not the case. But why? A large number of studies found no increase or even

a decrease in compliance when using a sequential request technique. Also size of effect of the

sequential request techniques is relatively small. Ultimately, no one succeeded in giving a

satisfactory explanation for these mixed conclusions (Burger, 1999).

It looks like there is some missing link that can account for these effects. A lot of

research has focused on the procedure that was used, on the way the technique was delivered

and on the behavior of the target. However in a communication process in which a sequential

request is used most often an interaction takes place, i.e., between an agent and a target.

Previous research analyzed this interaction mainly from a monologuous perspective, i.e.,

without interaction moments. However interaction moments shape possibilities to give

feedback. The kind of feedback can ultimately influence compliance (Fennis, 2006).

Furthermore, little research is done on the role of nonverbal behavior during the performing of

a sequential request technique. This is despite the fact that much communication is realized by

nonverbal behavior and this nonverbal behavior can not be eliminated. The most important

role of nonverbal behavior is meta-communication. Repeatedly it has been demonstrated that

when verbal communication contradicts nonverbal communication, observers rely more on

the nonverbal behavior when they have to form an opinion (Hale & Stiff, 1990). So nonverbal behavior is an important source for feedback in a target request setting, but especially in a sequential request condition when people are mindless and react stronger to nonverbal behavior (Smith & Shaffer, 1991). During the act of social influencing it is important for an agent to control this nonverbal behavior. This is called the process of self-presentation, a matter of regulating one's own behavior to create a particular impression on others (DePaulo, 1992). Regulating one's nonverbal behavior plays a role in the communication of especially a social influence technique, because the nonverbal behaviour has to be congruent with the verbal behaviour of an agent.

*Deception.* It is important to notice that the automatic behavior makes us vulnerable for people who know how to activate those behavioral scripts in order to gain compliance on a target request. In extreme cases the deliberate activation of automatic behavior by an agent can lead a target to grant a request that would be refused if no influence technique was used (Paese & Gilin, 2000). This has all the characteristics of deception. According to Ekman (2001) deception takes place when one person intends to mislead another, doing so deliberately, without prior notification of this purpose and without having been explicitly asked to do so by the target. In other words, when someone uses a social influence technique that agent could be blamed for deceit. With deception someone tries to appear honest while someone is not. Out of this discrepancy between what liars claim and what they believe to be true evolve cues to deceit. These cues arise because with deception three processes occur, namely cognitive, controlling and emotional processes (Ekman, 2001; Vrij, 2000; DePaulo, Lindsay, Malone, Muhlenbruck, Charlton & Cooper, 2003). Cognitive processes influence behavior because it's difficult to come up with a lie that is credible. Control processes influence behavior because often a liar tries too hard to make an honest impression. Cognitive and control processes mainly account for deception cues when the preparation for the lying

was bad and liars are more busy with the content of the lie then with lying itself. Emotional processes influence behavior because liars may for example feel guilty or are afraid to be caught. The majority of cues to deceit is nonverbal behavior. In the context of the recent study emotional processes are interesting and will be discussed in more detail.

*Distressed Deception and Duping Delight.* Emotions often become involved in lies and those emotions must be concealed in order not to betray the lie. Nonverbal behavior is shaped by the emotions the agent experiences during the act of deception. Deception can be associated with positive and negative emotions. These negative emotions can refer to feelings about the content of the lie and feelings about lying itself. In the first case the emotions come from the fear of being caught and in the latter case from guilt about lying itself. In marketing context guilt about lying turns up most often. For example, an agent who collects money for a charity but does not support the goals of the foundation will not show negative emotions because of the content of the lie (i.e., the agent can not be caught on lying about the content of the lie), but the agent will show emotions that come forth out of lying itself (i.e., the agent does not support the goals and feels guilty because he says he does support the goals). The agent will mainly suffer from deception guilt. The whole behavioral pattern that arises from the fact someone is lying and is experiencing negative emotions is referred to as distressed deception (Ekman, 2001; Fennis, 2006). It is characterized by signs of tension, like a fake smile, less eye contact with the conversation partner, little arm and leg movements, a high pitched voice, slow speech rate, lowering the volume of sound, rattling of a smooth story and a reserved and insecure reaction in case of a question. Distressed deception can vary in strength. It may be very mild, or so strong the emotions produce a leakage of deception cues. In extreme circumstances an agent will make a confession despite the likelihood of punishment. But lying can also produce positive feelings. For example if the agent is anticipating the challenge of lying, if the success of lying is still uncertain or because of

feelings of pride and achievement when the deception succeeds. The whole behavioral pattern that arises from the fact someone is lying and is experiencing positive emotions is referred to as duping delight (Ekman, 2001; Fennis, 2006). It is characterized by a Duchenne smile, a dynamic body posture, functional arm and leg movements, a high speech rate, a heightened volume of sound and confident answering to questions. Just as distressed deception it can vary in strength.

These two nonverbal behavioral patterns are thought to influence compliance. The nonverbal behavioral pattern of distressed deception is harmful for compliance (DePaulo et al., 2003; Fennis, 2006). In contrast to distressed deception, nonverbal behavioral patterns of duping delight are having a positive effect on compliance (Smith & Shaffer, 1991, 1995; Fennis, 2006). So, these two patterns of nonverbal behavior can have positive and negative effects on compliance. This could explain why influence techniques sometimes lead to more compliance on the part of the target and sometimes less compliance. So in conclusion, nonverbal behavior of the agent during the act of social influencing (i.e., deception) is expected to account for a part of the effects on compliance, where a behavioral pattern of duping delight has a positive effect on compliance and distressed deception has a negative effect on compliance. This study will focus on the effects of distressed deception and duping delight on compliance.

*Credibility.* But how could this effect be explained? An explanation might be the fact that distressed deception has a negative impact on the perceived credibility of the agent (Burgoon, Birk & Pfau, 1990). Duping delight is expected to have a positive impact on the perceived credibility of the agent. Credibility refers to a person's perception of the truth of or their trust in the information. Recall that mindlessness is associated with a situation in which the target sees no reason to process information critically, for example if the information and the agent are trusted. As a result, more credibility can be associated with more mindlessness

and more use of heuristics by the target that are offered in sequential request techniques. That is, credibility offers the opportunity to use heuristics in decision making (Chaiken & Maheswaran, 1994). It was concluded earlier that the nonverbal behavior of the agent is expected to account for a major part for the effects on compliance. More specifically, it is expected that the behavioral cues characterized by distressed deception and duping delight affect compliance via credibility as a mediator (hypothesis 1). Accordingly, duping delight will heighten credibility and cause a higher compliance rate. Distressed deception will lower credibility and cause a lower compliance rate.

*A Model of Moderated Mediation.* Now that the possible role of nonverbal behavior (i.e., deception cues) is outlined, the functioning of the interaction and feedback possibilities will be elaborated. This especially may play an important role in sequential request techniques. That is, nonverbal behavior may become more pronounced because of the interaction (i.e., the agent may experience more or less deception guilt because of feedback from the target) and as a consequence the perceived credibility can become more extreme (DePaulo et al., 2003). But even if those cues are not strengthened by the interaction, it can be expected they will be noticed more in a sequential request setting than in a target request only setting. After all, the recipient is exposed longer to those cues because the interaction lasts longer and as a result the possibility increases the deception cues are noticed. So it is argued that the verbal technique used (i.e., target request only versus sequential request technique) will moderate the relation between the deception cues and the perceived credibility. As a result a model of moderated mediation is expected (hypothesis 2). First, a treatment effect of deception cues on compliance is expected. More specifically, duping delight is expected to heighten compliance and distressed deception to lower it. This overall treatment effect is mediated by credibility (cf. hypothesis 1) as a function of the technique that is used. It is argued that in a sequential request setting cues have a greater impact on the perceived

credibility and therefore on compliance. In a target request only setting cues have less impact

on the perceived credibility and therefore on compliance. So the technique that is used

moderates the way in which the cues-compliance effect is produced.

*Recipients' Individual Differences*

Communication is interaction. Therefore, besides the role of the agent the role of the

recipient cannot be neglected. In the proposed moderated mediation model primarily the acts

of the agent are considered. But compliance and the perceived credibility will also be affected

on part of the recipient, for example motivation. A specific kind of motivation that fits in the

mindset of this paper is cognitive structuring which reduces informational quantity and the

complexity of the world.

*Personal Need For Structure.* As was said before, it is simply impossible to

continuously process all the available information and situations. That is why people try to

structure the world into a more simplistic form. This structuring principle is very basal and

therefore applicable in most situations (Bargh, 1990). It is a powerful form of automatic

behavior since it can reign over other cognitive processes, even those with strong social

implications (e.g. heuristics) (Moskowitz, 2002). But people differ in their motive for this

simplification. Personal need for structure (PNS) refers to those individual differences in the

degree to which a simplified structure is actively made and applied (Neuberg & Newsom,

1993). People with a high need for structure prefer to structure their world and as a result

create simpler, less complex structures. Moreover, people high in PNS are less motivated to

apply complex structures to the world and therefore create a more straightforward view. That

is why a greater PNS is related to more use of stereotypes (Neuberg & Newsom, 1993) and

higher production of illusory correlations (Gordon, 1997). Conversely, people low in PNS

posses more complex structures and tend to apply them in a more complicated way. As a

result, people low in PNS do not use simple structures (and thus lack general deliberation and

planning) when making purchases and show more behavior like impulse buying (Verplanken & Herabadi, 2001). The personal need for structure can be compared with the process of 'freezing' (Neuberg, Judice & West, 1997). This represents the individual's desire to maintain the previously acquired closure and represents one of two hypothesized cognitive processes the Need for Closure Scale is meant to measure (Kruglanski & Webster, 1996). Closure is thought to influence information processing because early information is frozen and as a result less information is processed. An implication is that people high in PNS utilize only early cues or rely on pre-existing categories and ideas. That is why a lower PNS is related to more ideas for the solvability of prejudice, because they do not just freeze on the idea that it is not (Hodson & Esses, 2005).

In the model of moderated mediation that is outlined above the emphasis is on the fact that a lot of factors (i.e., information) influence compliance, not only verbal techniques but also deception cues. As a result it can be expected that in such a situation a greater PNS in contrast to a lower PNS is associated with less information processing and (structural) cue utilization in order to structure the situation in a simplified form. It is not that the recipient will not react to those cues, but the overutilization of them makes that the estimate of an individual stays close to the initial anchors rather than that they get corrected when the interaction makes progress (Kahneman, Slovic & Tversky, 1982). In the model of moderated mediation it was argued that in a sequential request setting cues have a greater impact on credibility and compliance than when cues are shown in a target request only setting. Hence, a three-way interaction is expected between deception cues, influence technique and PNS on credibility (hypothesis 3) and compliance (hypothesis 4). The interaction between the verbal technique the agent uses and the deception cues the agent shows is expected to be more pronounced for recipients low in PNS than for those who are high in PNS.

Method

*Overview & Participants*

The hypotheses about mediation and moderated mediation (i.e., hypothesis 1 & 2) were tested by using a procedure described by Muller, Judd and Yzerbet (2005). The hypotheses about credibility and compliance (hypothesis 3 & 4) were tested in a 2 (cues: distressed deception versus duping delight) X 2 (technique: target request only versus sequential request technique) X 2 (PNS: high versus low) between-subjects factorial design. A total of 154 individuals (56 men and 98 women; mean age: 42.87, *SD* = 15.77) participated in the experiment.

Three different agents went along doors of houses with a collecting-box in four different cities to raise money for a charity called Sviatoslav. Individuals who opened the door were randomly assigned to one of four conditions. Half of them were exposed to an agent who showed behavior that is part of distressed deception, half of the individuals were exposed to an agent who showed behavior that is part of duping delight. In addition, half of them were exposed to a target request only message and half of them were exposed to a sequential request technique (i.e., Continued Questions Procedure). After the first part of the script ended individuals could put a donation in a collecting-box. This compliance rate was recorded by the agent. Next, one of four different confederates who acted as a representative of the same foundation approached the individual. The individuals were requested to evaluate the agent by filling out a questionnaire that consisted out of a credibility and personal need for structure trait scale and questions about demographic variables. Individuals were counted as participants if they listened to the script and completed the questionnaire.

*Procedure*

Data were collected in four different, large cities. Two in the northern part of the Netherlands (i.e., Groningen and Leeuwarden) and two in the eastern part (Enschede and

Hengelo). The agent chose the districts where individuals were approached randomly. Three different agents of which two were male and one was female were employed to rule out the possibility that results were gender specific. For this same reason four different confederates were employed of which two were male and two were female. Individuals were approached at home because this had some advantages compared to an approach on for example the street or in the shopping mall. First, people open the door mostly alone so the agent did not have to wait for someone to pass by solo. This rules out the possibility of for example group pressure and selection of the agent. Second, because the completion of the questionnaire was quite hard and time consuming, people were less distracted from street noise and more perseverant when they stood in the doorpost. Third, for a good measurement of compliance it was necessary that people had some money to give. It was noted in previous research that sometimes people did not carry money when they were on the street, but at home almost anyone had some money which they could spent.

When an individual opened the door the agent started the script to ultimately do the target request, namely to donate money for Sviatoslav. Sviatoslav is a foundation of young people who are devoted to help underprivileged and sick children in Saint Petersburg. Because the charity is fairly unknown in Holland individuals probably listened more carefully than when the foundation would be widely known and people just waited for the target request. It was also expected that credibility had more influence on the compliance rate if the foundation was unknown. The agent could make the target request by using two different techniques. Individuals were randomly assigned to the target request only condition in which the target request was done almost immediately, or to the sequential request condition in which first a couple of questions had to be answered by the individual and just then the target request was done. Next the individual was given the opportunity to do a donation after which the confederate was introduced by the agent.

When the confederate took the word the agent left the scene in order to minimize the chance of social desirable answers on the questionnaire by the individual. The confederate told the individual in both conditions the foundation was evaluating its agents so they could improve the service. To be able to do so it was necessary for the individual to complete a questionnaire about the agent and about his or her opinions and beliefs. In reality the questionnaire consisted of demographic questions, questions about the perceived credibility of the agent and a personal need for structure trait measurement. After the individual had completed the questionnaire, the individual was thanked for the cooperation and counted as a participant.

Besides the manipulation of the verbal technique also the nonverbal behavior of the agent was manipulated (i.e., deception cues). Half of the individuals were exposed to an agent who showed behavior that that is part of distressed deception and half of the individuals were exposed to an agent who showed behavior that is part of duping delight. In addition, an individual who was in the sequential request condition was exposed longer to those deception cues than an individual in the target request only condition. After all, the interaction without initial questions took less time than the interaction with prologues questions.

*Independent variables*

*Technique.* Following the introduction of the agent the scripted technique was used. Individuals were randomly assigned to the target request only condition or the sequential request condition in which the Continued Questions Procedure was used (cf. Fennis et al., 2004; Cialdini, 1995).

In the target request only condition the agent said to the individual: "Good afternoon. I am raising money for Sviatoslav, a foundation that helps orphans and young cancer patients in Saint Petersburg in Russia. The foundation is set up by young people to help young people by giving those children the love and attention they need. If necessary the foundation will also

give financial- or healthcare in the form of medicine to the orphans, young cancer patients or family." After this was said, in the target request only condition the agent made the target request immediately: "Would you like to donate some money, so the foundation can help these children? We are grateful for every penny!". The amount of money that was donated by the individual was recorded by the agent. After the target request was done, the agent introduced the confederate by telling the individual the confederate also wanted to ask something. This was done to get unity in the script, otherwise individuals thought the confederate wanted something else from them and as a result did not wanted to complete the questionnaire.

In the sequential request condition the agent gave the same information, but minor adaptations were made to the script in the way the information was given. Again the agent started by saying: "Good afternoon. I am raising money for Sviatoslav, a foundation that helps orphans and young cancer patients in Saint Petersburg in Russia." Subsequently the agent started with the Continued Questions Procedure by asking the first question: "May I explain in short the goals and the work of the foundation?" When the individual agreed, and they mostly did, the agent said: "The foundation is set up by young people to help young people by giving those children the love and attention they need. If necessary the foundation will also give financial- or healthcare in the form of medicine to the orphans, young cancer patients or family." Next, two questions were asked to which the answer was almost invariably "yes". The second and third question sounded: "Did you ever worried about the poverty in the world?" and "Do you like the fact that young, Dutch people who live in prosperity are helping those young children who live in poverty?". After this, again the confederate was introduced by the agent.

*Cues.* Cues were manipulated by the agent who behaved (see Vrij, 2000) according to one of two patterns. These patterns are called duping delight and distressed deception

(Ekman, 2001). The agent in the distressed deception condition showed tensed behavior. The behavior was characterized by static behavior, never shifting position, avoiding the gaze of the conversation partner, little (functional) arm and leg movements, a fake smile, a slow speech rate and lowered volume of sound. The agent reacted reserved and insecure in case of a question from the individual and responded with an indirect answer. The agent showed positive emotions in the duping delight condition. These were accompanied by dynamic and lively behavior, looking at the conversation partner, (functional) arm and leg movements, a Duchenne smile (i.e., real smile), a fast speech rate and heightened volume of sound. On questions from the individual the agent reacted fanatically and confident and answers were given directly. In order to execute the deception cues correctly and in a consistent way the agents practiced these behavioral patterns and analyzed video recordings so that their skills improved.

*Personal need for structure.* Individual differences in the personal need for structure were measured using a scale developed and validated by Neuberg & Newsom (1993). Personal need for structure is conceptualized as an individual difference in the desire for simple structure, or a low tolerance for uncertainty. The Personal Need for Structure scale consists of 11 items and includes ''I enjoy having a clear and structured mode of life'', "I hate to be with people who or unpredictable" and "I don't like situations that are uncertain". It was measured on a five point scale (1 = disagree strongly and 5 = agree strongly). Internal reliability for the measure was acceptable, with Cronbach's alpha of .81. An index was created by summing the scores on the items. The total scores ranged from 19 to 67 with higher scores indicating a higher PNS. Based on a median split procedure participants were assigned to a high or low PNS structure group (Median = 47).

*Dependent Measures*

  *Credibility.* Credibility can be seen as a multidimensional concept and therefore can only be captured by a multi-item measure. From a meta-analyses of Eisend (2006) it appeared that for representatives of an organization (i.e., foundation) the most important dimensions of credibility are trustworthiness (i.e., honest-dishonest, sincere-insincere, realistic-unrealistic, right-wrong, trustworthy-not trustworthy), competence (i.e., trained-untrained, competent-incompetent, professional-unprofessional, experienced-inexperienced) and attraction (attractive-unattractive, appealing-unappealing, nice-awful, expressive-inexpressive, dynamic-static). Credibility was measured by these three constructs that consisted of fourteen bipolar adjectives which were judged on a semantic differential scale divided into five response categories. Credibility was calculated by summing the fourteen items. The scores ranged from 34 to 70 with higher scores indicating more perceived credibility. Internal reliability for the measure was acceptable, with Cronbach's alpha of .94.

  *Compliance.* The target request was done explicitly by asking an individual to put a gift in the collecting-box the agent was holding. After the donation was done the agent left the scene so the agent could count the money and take it down. The amount of money that was given counted as the compliance rate. Scores on this measure ranged from €0,- to €5,- ($SD =$ 1.16) with higher scores indicating a higher extent of compliance.

## Results

  The results are presented in three parts. The first sections presents a mediational analysis of the mediating role of credibility in the relation between cues and compliance. In the second section this is expanded by an analysis of moderated mediation. The third section presents the results for the influence of personal need for closure on credibility followed by compliance.

*Mediational Analysis*

It was expected that the perceived credibility of the agent by the individuals mediated the relation between the deception cues the agent gave and compliance of the individuals. And this is also the case. To demonstrate mediation four conditions must be met (Baron & Kenny, 1986; Muller et al., 2005). First, deception cues must predict the outcome variable (i.e., compliance). Second, the cues must predict the mediator (i.e., credibility). Third, there must be an effect of the mediator on the outcome controlling for the cues. And fourth, the relationship between deception cues and the outcome variable must be reduced when controlling for the mediator. To test the assumption of mediation the procedure of Muller et al. (2005) is applied. First, a dichotomous treatment variable was made (i.e., deception cues): distressed deception condition (+1) versus duping delight condition (-1). Second, a continuous mediator variable was made (i.e., credibility) with higher numbers indicating more perceived credibility. Also a centered mediator was made and ranged from -23.65 to +12.35. This variable was constructed to serve as a predictor. Third, a continuous outcome variable was made (i.e., compliance) with higher numbers indicating more compliance. This variable was constructed to be affected by the cues and the mediator credibility, and a random error component.

It was found that the relationship between deception cues and compliance, the total effect of the cues on compliance, was marginally significant ($\beta = -.151$, $p = .062$). So individuals who were in the distressed deception condition gave less money than individuals in the duping delight condition. Furthermore deception cues predicted the mediator significantly ($\beta = -.355$, $p < .001$). Individuals who were in the distressed deception condition perceived the credibility of the agent as lower than did those who were in the duping delight condition. When controlling for deception cues, credibility predicted compliance significantly ($\beta = .198$, $p = .020$). So individuals who perceived the credibility of the agent as low,

regardless of the cues condition in which they were, gave less money than those who perceived the credibility as high. The relationship between deception cues and compliance was reduced to nonsignificance when controlling for credibility ($\beta$ = -.080, $p$ = .343). So there was no direct effect of the cues on compliance. This suggests that credibility fully mediates the relationship between deception cues and compliance. These suggestions are supported by the results on the Sobel test (Sobel, 1982). It revealed that the indirect effect of deception cues on compliance via the mediator is significantly different from zero (Sobel $z$ = -2.044, $p$ = .041).
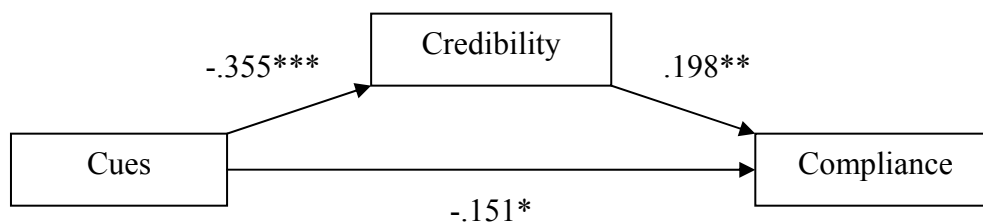


Figure 1. Mediational analysis. * $p$ < .1. ** $p$ < .05. *** $p$ < .001

The results show that credibility mediates the effect of deception cues given by the agent on compliance. As expected nonverbal behavioral patterns (i.e., duping delight and distressed deception) of an interaction have a major effect on the compliance that is gained. Nonverbal deception cues of the agent influence the perceived credibility of the agent by the individuals and as a result influence the rate of compliance. But an overwhelming amount of research showed that verbal social influence techniques also influence the compliance rate. In the next step these verbal behavioral patterns are added as a moderator to the mediational model described above.

*Analysis of the moderation on the mediating effect of credibility*

Moderated mediation is said to be occurring when the strength of an indirect effect depends on the level of some variable (Preacher, Rucker & Hayes, 2006), or applied on this research, when the mediating relation of deception cues, via credibility, on compliance is contingent on the level of the verbal technique that is used. Different kind of moderated mediation models exist in which the indirect effect may be dependent upon the moderator. Here it was expected that the simple mediation outlined above is moderated by technique. To test this assumption three conditions must be met (Muller et al., 2005). First, there must be an overall treatment effect of deception cues and the magnitude of this effect does not depend on the moderator (i.e., technique). Second, the treatment effect of the cues on the mediator (i.e., credibility) depends on the moderator. Third, if the credibility depends on the treatment effect, then the average partial effect of the mediator on the outcome variable (i.e., compliance) must be significant. The relationships that must be significant are highlighted in figure 2 together with the standardized regression coefficients.

To test moderated mediation again the procedure described by Muller et al. (2005) was followed. Once more the dichotomous treatment variable deception cues, the continuous mediator credibility and outcome variable compliance and the continuous centered mediator credibility were used. Moreover, a dichotomous moderator was made (i.e., technique): sequential request condition (+1) versus (-1) target request only condition and the mediator was constructed to be a function of cues and its interaction with technique, and a random error component. Data were tested in depth with procedures described by Preacher et al. (2006).
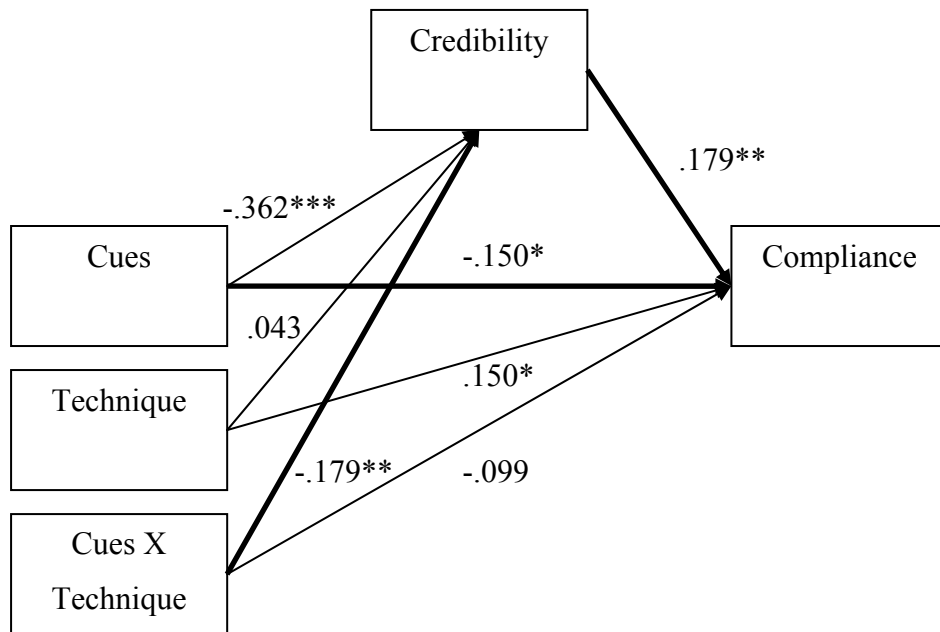
Figure 2. Analysis of moderated mediation. * *p* < .1. ** *p* < .05. *** *p* < .001

The results indicated a marginally significant overall treatment effect of deception cues on the outcome variable compliance ($\beta$ = -.150, *p* = .061). So individuals in the distressed deception condition gave less money than individuals in the duping delight condition. These results are not moderated by technique ($\beta$ = -.099, *p* = .217). Furthermore deception cues predicted the mediator significantly ($\beta$ = -.362, *p* <.001). Individuals in the distressed deception condition perceived the credibility of the agent as lower than did those who were in the duping delight condition. More importantly, the interaction between the cues and technique also predicted the mediator significantly ($\beta$ = -.179, *p* = .018). This means that the effect of deception cues on credibility varied in magnitude as a function of technique. Also the indirect effect of the cues, via the mediator, on compliance varied in magnitude as a function of technique. The negative regression coefficient of the interaction was consistent with the interpretation that the indirect effect is smaller for individuals in the target request only condition than for those in sequential request condition. When controlling for deception cues, technique, the cues X technique interaction and the credibility X technique interaction, credibility predicted compliance significantly ($\beta$ = .179, *p* = .042). This effect was not

moderated by technique ($\beta$ = .013, $p$ = .882). So individuals who perceived the credibility of the agent as low, gave less money than those who perceived the credibility as high. The strength of this effect was not influenced by the verbal technique that was used by the agent.

Tabel 1

*Least Squares Regression Results for Moderated Mediation*

| Predictors | Criterion compliance | | Criterion credibility | | Criterion compliance | |
|---|---|---|---|---|---|---|
| | $b$ | $t$ | $b$ | $t$ | $b$ | $t$ |
| Cues | -.173 | -1.885* | -3.303 | -4.833*** | -.096 | -.948 |
| Technique | .173 | 1.886* | .388 | .568 | .164 | 1.804* |
| Cues X Technique | -.114 | -1.241 | -1.635 | -2.392** | -.071 | -.709 |
| Credibility | | | | | .023 | 2.053*** |
| Credibility X Technique | | | | | .002 | .148 |

*Note.* \* $p$ < .1. \*\* $p$ < .05. \*\*\* $p$ < .001

For assessing indirect effects the bootstrapping method was used as recommended (Preacher & Hayes, 2004; Preacher et al., 2006). An advantage of this method is that the indirect effects do not have to be normally distributed. This method is used to get robust estimates of standard errors and confidence intervals of the indirect effects by estimating the sampling distribution of the estimator. This is done by multiple resamples of the original data set. Given the interaction, it made sense to estimate the relation of the predictor variable (i.e., technique) to the criterion variable (i.e., compliance) via the mediator (i.e., credibility). This was estimated in the form of a standardized regression coefficient at each of three levels of the moderator variable, namely the high, medium and low level of technique (-1, 0, +1 *SD*). As the level of technique moved from low (-1 *SD*) to medium (0 *SD*) to high (+1 *SD*) the amount of money people gave became more predictably from the deception cues the agent showed the individuals. At -1 *SD* the bootstrapped estimate of the indirect effect was -.040 (CI$_{.95}$ {-.2360, -.017} with 1000 resamples, $p$ = .242), at 0 *SD* the bootstrapped estimate was -.077 (CI$_{.95}$ {-.169, -.013} with 1000 resamples, $p$ = .053) and at +1 *SD* the bootstrapped

estimate was -.114 (CI$_{.95}$ {-.237, -.012} with 1000 resamples, $p = .046$). This implied that the indirect effect of technique on compliance via the mediator is marginally significant from zero at 0 $SD$ and significant different from zero at +1 $SD$. In other words, the indirect effect is significantly different from zero for any value of the moderator greater than 0.

It can be concluded that a model of moderated mediation exists. As expected, technique is a moderator and compliance is mediated by perceived credibility.

*Credibility*

After the moderated mediation model was demonstrated, data were analyzed for the impact of need for personal structure on this model. PNS is a specific kind of motivation that was expected to influence the perceived credibility of the agent by the individuals. Data were analyzed using a 2 (cues: distressed deception versus duping delight) X 2 (technique: target request only versus sequential request technique) X 2 (PNS: high versus low) full factorial ANOVA. First, a main effect of deception cues indicated that an agent who showed distressed behavior was rated less credible by the individuals ($M = 54.48$, $SD = .944$) than an agent who showed delighted behavior ($M = 60.76$, $SD = .909$, $F (1, 145) = 22.98$, $p < .001$ $\eta^2 = .14$). It was expected this effect was stronger for individuals in the sequential request condition than for people in the target request only condition. The results suggested that technique qualified an interaction of cues on credibility ($F (1, 145) = 6.17$, $p = .014$, $\eta^2 = .04$). Simple main effect analysis showed that the effect of the cues given by the agent had a greater impact on the perceived credibility of the agent by the individuals who were in the sequential request condition ($M_{\text{duping delight}} = 62.80$ vs $M_{\text{distressed deception}} = 53.27$, $F (1, 145) = 24.75$, $p < .001$, $\eta^2 = .15$) than for those who were in the target request only condition ($M_{\text{duping delight}} = 58.72$ vs $M_{\text{distressed deception}} = 55.69$, $F (1, 145) = 3.15$, $p = .09$, $\eta^2 = .02$).

A main effect was also found for PNS. Individuals low in PNS rated the agent less credible ($M = 55.22$, $SD = .930$) than those high in PNS ($M = 60.2$, $SD = .924$, $F (1, 145) =$

13.41, $p < .001$, $\eta^2 = .09$). Further, it was expected that the main effect of deception cues was stronger for individuals low in PNS than for those high in PNS. In line with this hypothesis the main effect was indeed influenced by a significant interaction between cues and PNS ($F$ (1, 145) = 4.57, $p = .034$, $\eta^2 = .03$). Simple main effects analysis showed that the effect of the cues was larger for people low in PNS ($M_{\text{duping delight}} = 59.76$ vs $M_{\text{distressed deception}} = 50.69$, $F$ (1, 145) = 23.87, $p < .001$, $\eta^2 = .14$) than for individuals high in PNS ($M_{\text{duping delight}} = 61.76$ vs $M_{\text{distressed deception}} = 58.28$, $F$ (1, 145) = 3.55, $p = .062$, $\eta^2 = .02$).

Finally, a significant three-way interaction was observed between deception cues, technique and PNS on credibility ($F$ (1, 145) = 3.94, $p = .049$, $\eta^2 = .03$). The interaction between the verbal technique the agent used and the nonverbal cues the agent showed was as expected more pronounced when the individuals were low in PNS than for those who were high in PNS. When individuals were low in PNS, cues had a greater impact on credibility for individuals who were in the sequential request condition ($M_{\text{duping delight}} = 62.47$ vs $M_{\text{distressed deception}} = 47.52$, $F$ (1, 145) = 29.402, $p < .001$, $\eta^2 = .29$) than for those who were in the target request only condition ($M_{\text{duping delight}} = 57.05$ vs $M_{\text{distressed deception}} = 53.83$, $F$ (1, 145) = 1.68, $p = .199$, $\eta^2 = .02$). When individuals were high in PNS, the effect of deception cues had no impact on credibility for people who were in the sequential request condition ($M_{\text{duping delight}} = 63.14$ vs $M_{\text{distressed deception}} = 59.00$, $F$ (1, 145) = 2.45, $p = .122$, $\eta^2 = .03$) nor for those in the target request only condition ($M_{\text{duping delight}} = 60.38$ vs $M_{\text{distressed deception}} = 57.56$, $F$ (1, 145) = 1.19, $p = .278$, $\eta^2 = .02$).

*Compliance*

Besides credibility PNS was expected to influence the compliance rate of the individuals. Data were again analyzed using a 2 (cues: distressed deception versus duping delight) X 2 (technique: target request only versus sequential request technique) X 2 (PNS: high versus low) full factorial ANOVA. A main effect was found for deception cues, which

stated that when an agent showed distressed behavior individuals showed a lower compliance rate ($M = 1.26$, $SD = .133$) than for those individuals who were confronted with an agent that showed delighted behavior ($M = 1.65$, $SD = .128$, $F (1, 145) = 4.39$, $p = .038$, $\eta^2 = .03$).

Second, a main effect of technique showed that individuals in the sequential request technique condition had a higher rate of compliance ($M = 1.64$, $SD = .135$) than when individuals were in the target request only condition ($M = 1.27$, $SD = .127$, $F (1, 145) = 3.99$, $p = .048$, $\eta^2 = .03$). There were no two-way interaction effects that were significant.

Third, a marginally significant three-way interaction was observed between deception cues, technique and PNS on compliance ($F (1, 145) = 2.70$, $p = .102$, $\eta^2 = .02$). The interaction between the technique and the cues was as expected to be more apparent when the individuals were low in PNS than for those who were high in PNS. When individuals were low in PNS, the effect of the cues had a greater impact on compliance for individuals who were in the sequential request condition ($M_{\text{duping delight}} = 2.16$ vs $M_{\text{distressed deception}} = 1.22$, $F (1, 145) = 5.51$, $p = .022$, $\eta^2 = .07$) than for those who were in the target request only condition ($M_{\text{duping delight}} = 1.36$ vs $M_{\text{distressed deception}} = 1.49$, $F (1, 145) = .13$, $p = .716$, $\eta^2 < .01$). When individuals were high in PNS, the cues had as expected no influence on the compliance rate for people who were in the sequential request condition ($M_{\text{duping delight}} = 1.73$ vs $M_{\text{distressed deception}} = 1.43$, $F (1, 145) = .67$, $p = .416$, $\eta^2 = .01$) and also for those in the target request only condition ($M_{\text{duping delight}} = 1.33$ vs $M_{\text{distressed deception}} = .89$, $F (1, 145) = 1.56$, $p = .216$, $\eta^2 = .02$).

## Discussion

Earlier research already showed that verbal social influence techniques can not totally account for the effects found on compliance (Burger, 1999) and that nonverbal behavior probably affect compliance (Hale & Stiff, 1990)). More specifically, research is done on the role of deception cues (i.e., duping delight and distressed deception) which can be seen as a

function of self presentation on compliance. Duping delight was expected to raise compliance and distressed deception to lower it. The present findings confirmed these expectations. When individuals were confronted with an agent showing the behavioral pattern that goes with duping delight the compliance rate was higher than when distressed deception was shown. The emotions that arise in the interaction between an agent and a recipient as a result of the deception account for a leakage of nonverbal behavioral patterns of how the agent is feeling. People will show less compliance if the behavioral pattern is interpreted as distressed deception. Conversely, if the behavioral pattern is interpreted as duping delight people will show more compliance. In line with recent thoughts, it further was expected that the deception cues of the agent affected the compliance rate via perceived credibility (DePaulo et al., 2003; Burgoon et al., 1990). The results showed credibility to fully mediate the effect of the deception cues on compliance. More specifically, a heightened credibility evoked by duping delight raises compliance and a lowered credibility evoked by distressed deception reduces compliance. This effect can be totally accounted on part of the perceived credibility of the agent by the recipient.

Earlier research further showed that verbal behavior affects compliance by using sequential request techniques. In these request techniques social influence techniques are applied which activate heuristics that results in a higher compliance rate (Cialdini, 2001; Burger, 1999). The interaction and the lengthier communication process (i.e., sequential request technique) was expected to raise the effect of nonverbal cues on credibility and as a result on compliance (DePaulo et al., 2003). After all, first the interaction inherent to a sequential request technique strengthens the deception cues because of the emotional processes that go with deception (Ekman, 2001; DePaulo et al., 2003). Second, the individuals were exposed longer to these deception cues and as a result the possibility increased the individuals would notice the deception cues. From this reasoning a model of moderated

mediation originated. The present findings confirmed these expectations, in that the sequential request technique accounted for the increased effect the deception cues had on credibility and on compliance as a result. More specific, for individuals in a sequential request setting and in the duping delight condition a considerable higher compliance rate was measured than for individuals in a sequential request setting and in the distressed deception condition. This effect is not present for individuals in the target request only condition. So when a communication process becomes lengthier and is characterized by more interaction moments, people are in their credibility and compliance rate more affected by the nonverbal behavioral patterns the agent shows.

But why then are those mixed results found in social influence research (Burger, 1999)? In other words, why are these findings so informative? As proposed and confirmed by the present findings this is because factors of the setting should be taken into account. This research focused on the nonverbal behavioral patterns that could often arise in marketing context. In earlier research deception cues were never taken into consideration in concordance with a verbal social influence technique. But when a sequential request technique is used solely based on a script not only that that script is communicated, but also nonverbal behavior and more specific the deception cues that become more pronounced in such an interaction. So it's also important to understand how the script is communicated, in other words, the nonverbal behavioral patterns. Furthermore, the lengthier a communication process the more evident the nonverbal cues will become to the recipient and the more effect this will have on credibility and as a result on compliance. Simple effects analysis of the model of moderated mediation supported this idea, in that compliance became better predictable from the deception cues the agent showed when a sequential request technique was used opposed to when the target request was done immediately. So when the interaction lasted longer and was characterized by more interaction moments, the amount of money individuals donated was

more predictable on part of the nonverbal behavioral patterns. Conversely, the amount of money individuals donated could not be predicted from the deception cues when the interaction was not lengthy and was not characterized by interactions (i.e., target request only condition). This confirmed the reasoning that the communication of nonverbal behavioral patterns during the verbal communication of a social influence technique is highly prominent on part of the outcome.

*Individual differences*. Also individual differences can influence the social influence process. The personality trait that was considered in this research is the personal need for structure (Neuberg et al., 1993), the motive to simplify the world by constructing and applying simplified cognitive categories. Earlier research already noted that individual differences in PNS can affect the way people make an opinion of other people and the situation (Gordon, 1997; Neuberg & Newsom, 1993; Verplanken & Herabadi, 2001). The present research tested the idea that the effect of the deception cues and technique on credibility and compliance was stronger when individuals were low in PNS than when they were high in PNS. The findings confirmed these expectations.

In line with earlier research (Burgoon et al., 1990; DePaulo et al., 2003) a transfer effect was observed between deception cues and credibility. Individuals attributed the agent more credibility when the agent showed duping delight than when the agent showed distressed deception. Ergo, all else being equal, someone showing positive emotions is seen as more credible than someone showing negative emotions. This effect was moderated by the technique the agent used. The transfer effects became more pronounced when a sequential request technique was used than when a target request only technique was used. In case of a lengthy interaction deception cues had more effect on the perceived credibility. Conversely, when the interaction was short the effect was not entirely gone. Showing positive emotions, like looking in the eyes of the conversation partner, having a dynamic body posture, a

heightened volume of sound, a fast speech rate and a Duchenne smile, is accompanied by the allocation of credibility. Showing negative emotions goes with less credibility. So when the conversations lasts longer and more interactive moments exist, perceived credibility will increase in case positive emotions are shown and will drop when negative emotions are shown.

When personal need for structure was taken into account it qualified as expected an interaction of deception cues on credibility. The cues had more impact on credibility when the individuals were low in PNS than when the individual was high in PNS. This implies that all the cues (i.e., information) given by the agent (i.e., behavior, position, gaze, arm and leg movements, smile, pitch of the voice, speech rate and the volume of sound) were not excessively processed by individuals who were high in PNS compared to those who were low in PNS. Consistent with earlier PNS research individuals high in PNS seem to have structured the world as soon as possible by applying simple structures (e.g. "the agent avoids my gaze so I can not trust him"). More specifically, the results suggest that early cues were frozen and as a result subsequent information was not processed and less cues were utilized that otherwise would influence credibility (Kruglanski & Webster., 1996). Despite the fact that less cues were utilized by these individuals, results show that the impact of the deception cues was still considerable. So it is not that individuals high in PNS did not use the deception cues to determine their opinion. Moreover, because of their high PNS they did not have the motivation to leave their initial anchors (Kahneman et al., 1982). When people are highly motivated to give structure to the situation the opinion is based only on the first deception cues that arise in a communication process. People low in PNS process the situation more deeply and as a result are more affected by the subsequent deception cues of the agent and not only by the first cues. This interaction effect signifies the effect individual differences (i.e.,

need for personal structure) can have on the assessment of credibility of the agent, but only when nonverbal deception cues were allowed for.

A three-way interaction occurred when verbal technique was also taken into account. It indicated that the impact of deception cues and technique on credibility was more pronounced when individuals were low in PNS. This is in line with earlier reasoning and research (Hodson & Esses, 2005). People high in PNS determine at the beginning of a conversation the amount of credibility and this is not affected by the interaction and length of the situation. People low in PNS determine their perceived credibility more on the development of the conversation and in consequence process more information. That is why those people are more affected by (structural) cues. Simple main effects analyses confirm this reasoning. When individuals were low in PNS deception cues affected credibility more when a sequential request technique was used than when the target request only technique was used. Conversely, when the individuals were high in PNS the technique did not affect perceived credibility.

But besides credibility compliance is also expected to be influenced by individual differences. According to what was expected on grounds of earlier research (DePaulo et al., 2003; Fennis, 2006; Smith & Shaffer, 1995) a transfer effect was found of cues on compliance. A higher compliance rate was recorded when the agent showed duping delight than when the agent showed distressed deception. So the utterance of positive emotions by an agent is accompanied with more compliance than when an agent shows negative emotions. Furthermore, all else being equal, individuals showed a higher compliance rate when the agent used a sequential request technique than when the agent showed a target request only technique. This is due the social influence technique and in line with research in which it was shown that the continued questions procedure odds compliance (Burger, 1999; Cialdini et al., 1995). Again, it was expected that the effect of the interaction between deception cues and

behavioral cues on compliance was influenced by individual differences. More specifically, that the interaction was more pronounced for individuals low in PNS than for those who were high in PNS. This three-way interaction was confirmed, in that the impact of deception cues and verbal technique on compliance was more pronounced when individuals were low in PNS. This is in line with the results found on the three-way interaction with credibility and could be expected on grounds of the model of moderated mediation.

In sum, besides the role of the agent individual differences of the communication partners and in particular need for structure also have impact on the outcome variable. This deepens the idea that communication is interaction and the outcome of the interactions do not depend solely on the (verbal behavior of the) agent. The findings show again, like in the model of moderated mediation, that the nonverbal behavioral patterns of the agent affect credibility and compliance. This effect is particularly present when a lengthier technique is used with different interaction moments. Further, it shows that individual differences have effect on the outcome of the model. Especially individuals who are motivated to extensively process the information in a certain context and do not get stuck to certain anchor points are susceptible for the verbal techniques the agent uses and the deception cues the agent shows.

*Limitations and future directions*. These effects were found despite the fact that self selection was inherent to the procedure (i.e., the natural setting). After all, it can be expected that individuals high in PNS and see an agent in front of their door do not respond more often than individuals who are motivated to process the information the agent will give. To not start a conversation is one of the easiest ways to simplify and structure the world.

Another issue pertains to the realization of the nonverbal behavior. Deception cues arise when someone tries to look honest but is not (Ekman, 2001; Vrij, 2000; DePaulo et al., 2003). But the emotional processes that bring forth deception cues can not be evoked on demand. As a consequence one may wonder if the nonverbal behavior the agent showed are in

accordance with the behavior that would arise in reality. For example, a Duchenne smile can not be evoked on demand because most people are not capable of consciously operating the upper circular eye muscle (Ekman, 2003). But this does not necessarily have to be a restriction to the potential for generalizing the present findings, since the total pattern accounts for the influence and not just one behavior. Furthermore, the present findings and recent research (Fennis, 2006) show the potential of imitating the behavioral patterns. Finally, in this research the behavioral patterns stayed constant because the agents were practiced in keeping their behavior the same, yet strong effects were found in the sequential request conditions. In real life deception cues are expected to become more distinct in these situations cause of the interaction and so will the effects, what justifies generalization. This constitutes an interesting possibility for future research.

Earlier studies showed the behavioral patterns of duping delight and distressed deception to derive from emotionally loaded (i.e., deceptive) communication (Fennis, 2006). In continuation, this study showed the (insincere) behavioral patterns to significantly affect credibility and compliance. Additional studies could focus on situations in which the behavior is evoked sincerely. Differences in nonverbal behavior can be suspected when they are sincerely evoked and both the agent and recipient are highly involved (e.g. in a discharge conversation). This is a logical follow-up of recent research and would be a welcome supplement for this field of research. Firstly, in such a situation the behavior could be more pronounced because they are really felt by the agent. But on the other hand it is possible that in this research the behavioral patterns were exaggerated. Second, when the involvement is high the target and agent are expected to act more critically and as a result cues will have more impact. This mainly will be the case in a lengthened conversation with many interaction moments in which emotions are swept up. If this reasoning is continued, the focus is not on the target anymore nor on the agent but on the interaction process itself. In this regard, one

may wonder that if deception cues affect compliance more in a lengthened interaction setting at what duration the effect is the most. Secondly, if the cues get more distinct because of more interactions future research can focus on the effects of different amounts of actual interactions between the agent and the target.

In this research the charity was reasonably unknown and the consequences of the response on the target request were insignificant. Additional research could focus on a situation in which the charity is well-known and consequences are high. It can be expected that the role of credibility decreases as the charity is more known (e.g. Amnesty International), i.e., people will act more on the basis of habits or emotions. Conversely, when the target request goes with more sweeping consequences the effect of credibility is thought to be boosted. Research showed that if social influence techniques are used and the consequences of the target request increase compliance drops (Cialdini et al., 1995; Smith & Shaffer, 1995). But can this be accounted by the fact that the social influence technique loses power? In concordance with recent research it can be substantiated that the nonverbal patterns partly could have caused these effects. I.e., when the stakes of an interaction get higher emotional processes on part of both the agent and the target become stronger and as a result the agent will leak more distinct deception cues (Ekman, 2001). Seen in a broader perspective, more research should be done on the features of the request, setting and motives of the target to verify the role of credibility as a heuristic (i.e., mediator).

*Marketing implications.* This research shows that nonverbal behavior should not be neglected in marketing context. The ultimate goal of marketing is to gain compliance or more specifically gaining profits. The deception cues could be seen as social influence techniques to odd compliance. Unconsciously all agents express this 'technique'. But because of the fact these deception cues can cut off compliance it would be convenient if the behavioral patterns of distressed deception are at least recognized by salespersons so they can oppress those

patterns. Likewise, if the behavioral pattern of duping delight could be evoked on demand in a marketing setting it will raise compliance like other social influence techniques do. When the interests are high often salespersons are imparted with 'tricks' that mostly make use of verbal social influence techniques (see Cialdini, 2001). This research shows that especially in those lengthier interactions the effect of the deception cues on compliance increases. It shows that in a marketing context it is important to make the agent aware of the nonverbal behavior. Not only in personal sales situations, but also for e.g. agents in a bad-news, judgment or functioning conversation or in the healthcare sector to gain loyalty.

Furthermore the research made clear that compliance and credibility is affected by individual differences of the recipient. Individual differences as in personality traits are hardly manipulable, but the research showed the sensibility of the interaction process for other factors. Marketing research should focus on characteristics of e.g. the setting that are manipulable. On the other hand the focus could be shifted to factors that influence the agent instead of the recipient. It is imaginable that a salesperson who is very motivated to sell something because of his piecework wage acts differently than someone who is getting paid per hour. And would it be possible to select salespersons on personalities that often show duping delight?

As can be seen from the suggested research a lot of factors have a function in the process that account for the ultimate compliance. But to consider these factors from the combination of nonverbal and verbal behavior and not just verbal behavior seems to be a useful framework to explain, predict and influence behavior. In marketing context as well as in research context this framework can tip the balance to respectively raise compliance and to make research findings better interpretable.

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Appendix

*Personal Need for Structure Scale*

Read each of the following statements and decide how much you agree with each according to your attitudes, beliefs, and experiences. It is important for you to realize that there are no "right" or "wrong" answers to these questions. People are different, and we are interested in how you feel. Please respond according to the following 6-point scale:

| | |
|---|---|
| 1 = strongly disagree | 4 = slightly agree |
| 2 = moderately disagree | 5 = moderately agree |
| 3 = slightly disagree | 6 = strongly agree |

1.  It upsets me to go into a situation without knowing what I can expect from it.

2.  I'm not bothered by things that interrupt my daily routine.

3.  I enjoy having a clear and structured mode of life.

4.  I like to have a place for everything and everything in its place.

5.  I enjoy being spontaneous.

6.  I find that a well-ordered life with regular hours makes my life tedious.

7.  I don't like situations that are uncertain.

8.  I hate to change my plans at the last minute.

9.  I hate to be with people who are unpredictable.

10.  I find that a consistent routine enables me to enjoy life more.

11.  I enjoy the exhilaration of being in unpredictable situations.

12.  I become uncomfortable when the rules in a situation are not clear.

*Credibility scale*

The words below describe different impressions you may have formed towards the agent. Indicate on following 5-point scale what impressions the agent made on you, by marking on each line the impressions that fits your opinion the most. It is about the opinion of a large group of people, the agent will not find out your personal opinion. Respond quickly and intuitively.

The agent made the following impression on me:

| | | |
|---|---|---|
| 1. | honest | - dishonest |
| 2. | trained | - untrained |
| 3. | attractive | - unattractive |
| 4. | sincere | - insincere |
| 5. | competent | - incompetent |
| 6. | appealing | - unappealing |
| 7. | realistic | - unrealistic |
| 8. | professional | - unprofessional |
| 9. | nice | - awful |
| 10. | right | - wrong |
| 11. | experienced | - inexperienced |
| 12. | expressive | - inexpressive |
| 13. | trustworthy | - not trustworthy |
| 14. | dynamic | - static |