Body Language and Consumer Persuasion: Evidence from Jordan

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Abstract

This study aim to investigate of body language in terms of eye contact, gestures or body distance, and their impact on persuasion. The study was conducted in 2016 using surveys, which were distributed randomly among students in "Jordanian Universities", using Google form. To achieve the purpose of the study, and in order to analyze the results, the researchers use simple linear regression and multiple linear regression analysis provided by SPSS 22. The results of the study indicated an impact of body language on consumer persuasion in Jordan use of body language factors (eye contact, gestures, and body distance).

Keywords - body language; identification; eye contact; gestures; body distance; Consumer persuasion.

1. Introduction

The use of verbal communication has become one of the most common phenomena of our time. On one hand, it is due to the presence of our bodies and because of our presence alive, we receive consistently a large number of non-verbal behavioral signals such as facial expressions, vocalizations, postures, gestures, appearance, etc. (Knapp & Hall, 1972; Richmond &McCroskey, 1995). On the other hand, because we feel and recognize what is shown of cues by others, we cannot avoid its understanding and interpretation (even if unintentionally) in terms of feelings, emotions, attitudes, intentions, etc. (Kunda, 1999; Poggi, 2007). Often when we want to do the completion in the organizations, we need to sell our ideas to others, convince others that the courses of action have positive or negative effects and direct others for businesses that will benefit the staff. The power of persuasion could be used to convince the company's employees and other employees outside the company, such as customers in the acceptance of the proposals and suggestions. Therefore, if a member of the organization does not have the power of persuasion, he or she will be unsuccessful in a broad term (Hodler, Loertscher, &Rohner, 2014). So there is an urgent need for research that can identify ways that would enhance the power of persuasion in marketing and the other employees. There are many ways in which people communicate through such as facial expressions, gestures, eye movements, eye contact, situation, body position, verbal tone, inflection, silence, speed and volume. The way in which people dress also gives non-verbal signals. In addition, the silence is an important way to communicate. The majority of people believe that the silence for a long time is the kind of oppressive and threatening, so we hurry to fill the silence with words —usually saying more than we mean to say. Through

the use of silence as a way sometimes, you can be untangled some cues to discover some of the feelings and attitudes that can hinder effective communication. But nevertheless, body language is the most common method of non-verbal communication (Vintean, 2007). The persuasion and the power of persuasion is a part of many different areas such as marketing and sales, negotiation, politics, diplomacy, employment interviews and others. Through the available literature on the subject, it has proved that foreign literature covers both subjects; it is talking about the field of non-verbal communication as a whole, as well as the role of non-verbal communication in the persuasion process, much better Research will be interested in the subject and function of persuasion (Leathers & Eaves, 2015).

2. Research Problem

This research has a main problem to study; the research problem is the need to companies' recognition for the importance of body language in terms of eye contact, gestures or body distance, and their impact on persuasion.

3. Research Objectives

Research objectives

To determine if there is an impact of eye contact on consumer persuasion in Jordan.

To determine if there is an impact of gestures on consumer persuasion in Jordan.

To determine if there is an impact of body distance on consumer persuasion in Jordan.

Helping the organizations to have an alternative plan in terms of persuasion by using the body language .

Encouraging the salespeople to rely on body language in persuasion .

4. Literature Review

4.1 Body language

"I always think a great orator convinces us, not by force of reasoning, but because he is visibly enjoying the beliefs which he wants us to accept" (Staurt, 1992). Body language is a means of communication that relies not on verbal articulation but rather on facial expressions, gestures, eye contact, posture and so on (Knapp et al., 2012). Body language reveals emotions and attitudes. It is important to note that messages delivered through body language may contradict with what the speaker is saying (Knapp et al., 2012). As Navarro notes, body language is "nonverbal intelligence" which is "silent yet forceful, "and "universal to human kinds, yet their influence is rarely noticed" (Templeton, 2010). Therefore, body language is a magical power that we can avail of while delivering any speech (Knapp et al., 2012). It has been proved by (Makodia, 2009) that the body language we use including gestures, facial expression and eye behavior forms 55% of our communication. The voice with its quality, use of tone and infliction forms 38%, and Only 7% is delivered through the words we use (Makodia, 2009). Thus, body language is not a minor element in our speaking but rather it is an essential element that a speaker must learn how to employ correctly in his or her speech; otherwise, it might be taken against him or herself in which it might be

considered the reason behind the weakness of that speech (Richmond et al., 1987). Basically, what makes a speech remembered among people are not only its words, though they are important, but also the way these words are conveyed (Staurt, 1992). People will be affected with what Staurt states: the "enthusiasm, vitality and sincerity" (Staurt, 1992). These are what makes the orators' personality charismatic that by which people will be impressed, and therefore, encouraged to listen to the speech. In other words, they will be full ears (Richmond et al., 1987). In politics, the body language that politicians use is very important for analysts who can make use of it to help them in knowing the hidden message behind the real spoken words, They can actually figure out if the politician is really telling the truth or not (Tsai et al., 2005). According to Manusov and Jaworski (2006), positive nonverbal communication such as smiling and facial expressions become very important in persuasion the voters in political elections especially in television debates during the election in America. They added that appearance has an important role too in affecting NVC. However, some would say that the politician will be well trained on public speaking that he or she can control his body language. In fact, this has been proved to be untrue because psychologists state that "Politicians can never totally get away with lying to the public because of body language" (Pelham, 2012). Therefore, while delivering his or her speech, no matter how the politician is trained to be balanced, any small gesture or facial expression can tell whether he or she really believes in what they are saying or not. In addition, the body language of the speaker can add more success to his or her speech because it can tell about his or her personality. For example, the body language that Barak Obama used in his speech in the Democratic National Convention 2004 was important in which it showed how energetic and enthusiastic he was (Video1, 2012). This actually reflected on the audience and affected them. In learning, as well, many evidence proved the effect of the teacher's NVC on the educational achievement of students. For example, in their research, Pogue and Ah Yuh concluded that positive attitude of NVC for teachers had a positive effect on students' comprehension and, thus, a better education achieved (Robbins 2007). Other studies also showed that lawyers who use good NVC communication and show attractiveness toward their clients are more persuasive and easily gain the trust of others than those who are unresponsive in their nonverbal communication (Robbins, 2007). These examples showed the importance of effective body language on communication. It is obvious then that to be successful you must clearly be acquainted with the body language's cues that affect persuasion. The researches have been done to discover the effect of body language on people, and then the research have been divided variables into two types: Dependent variable, which includes persuasion, and Independent variables, which include gestures, eye contact, and body distance in Jordan. In persuasion, there is two parties, in which one is trying to persuade the other by influencing him/ her to accept his proposal or argument. Because persuasion depends on the persuasive person, he should posse a higher influence on the persuaded person to affect his or her opinion. If otherwise, the persuasive person should resort to different approaches that have a bigger influence to convince his client or audience (Mehrabian, 1972). From the point of view of many researchers, attractiveness is very important element in persuasion and in nonverbal communication. According to Rus & Kocmur (1993), physical attractiveness which includes; "clothes, accent, pace of speaking, pitch of voice, status indicators; demographic traits, such as race, religion, nationality, gender, social status, values, and attitude of the source towards the target (indifferent, rewarding, punishing)" is very important source of

communication. Many researchers, such as Aristotle and Miric in Dvornik, (1989), agreed that style and manner of speech are important in persuasion and in winning arguments. Miric (1989) added that declamation depends mainly on voice in addition to the situation and context. He stressed on the importance of "volume, intonation, pitch, depth of voice, and rhythm of speech in addition to the strength of voice, harmony, and rhythm of in speech"(Dvornik, 1989). Research in the field of attractiveness has also shown that people are attracted to those who have characteristics similar to their own. According to Burgoon et al., (2002), attractive people get more help when needed, get high salaries, and have more influence on people and thus having more chance to alter their listeners' point of views and thus persuading them . Just as dependent variable is important in body language and persuasion, so are independent variables. Researches showed that eye contact in addition to body distance and touch is important in persuasion (Burgoon et al., 2002). People prefer to communicate with individuals who are attractive, "friendly, and positive at a shorter distance" while widen the distance with those who they consider unattractive. This also exists in touching where we allow more attractive people to use touching as a mean of communication.   This led researchers to the fact that communication in body language could be considered as negative or positive. Negative communication occurs when individuals keep changing the direction of looking and uses unpleasant voice. For example, in job interview, it is important for applicants to manage their impressions (Murphy, 2007). Moreover, the conclusion of Murphy, (2007) research indicates that "clear articulation", gaze and looking at the person while speaking or listening in addition to "expressive voice", nodding as well as other features are important in communication and persuasion. The same view was also expressed by (remland, 2006), Mignault and Chaudhuri agreed on the effectiveness of positive communication in persuading (Peterson, 2005).   In addition to what have been mentioned, Slagell (2007) stressed on the fact that it is easier to suggest what to avoid in order to practice effective nonverbal interaction while communicating than setting rules for what to follow. She added that in spite of the fact that there is no universal rules for NVC, the elements of nonverbal communication should interact with each other and never be practiced in isolation.

4.2 Persuasion

Persuasion is a powerful force which is used to influence the opinions, believes and actions of others. It is even used to change the world by causing people to do certain actions by convincing them to do these actions (Tsai et al., 2005). Basically, this technique is highly spread and used by different sorts of institutions (Tsai et al., 2005). For example, today in the industrial field, the advertisers employ the persuasive techniques in their advertisements, so that they can easily convince the people to buy their products from cars to candy bars. Lawyers also use persuasion to affect the decisions of the juries and judges in which we often hear of some cases where a serious criminal is turned to be innocent and more of a victim (Kristof-Brown et al., 2002). Indeed, persuasive techniques and strategies are so much employed in politics where politicians, in their messages, always use persuasion as a tool to influence the minds of the audience and to win their opinions (Tsai et al., 2005). We can say that politics is all about persuasion and persuasion is basically carried on through language (Kristof-Brown et al., 2002).

 According to Hemmerdinger (2008), persuasion is not merely a technique but rather there is a science

behind it. This means that it has its own rules and standards that one should learn if he or she wants to employ this type of science correctly. One of the characteristics of persuasion is simplicity. We have to understand that there is an interrelated relationship between persuasion and simplicity. In fact, it has been proved that leaders, in their speeches, tend to use the simplest ideas. Actually, this does make sense because simple ideas are more easily conveyed to the people than complicated ideas. This is what Conway (Hemmerdinger, 2008) suggests in which he assumes that complex and ambiguous ideas do not stimulate but rather it is the simplicity that motivates, inspires and influences people. In politics, beside simplicity, there is another feature that characterizes political persuasion which is framing (Hemmerdinger, 2008). Framing is defined as the act of enlisting values into the issue. In other words, the speaker has to show the audience that he or she is trust-worthy and indentify with. The speaker has also to make the audience feel that he or she is one of them, so they will be comfortable to his or her speech. This is what Pitner (2008) refers to as one of the persuasive techniques that establish trust. According to Pitner, this technique or tool is called "Plain Folk" and it has to do with the way the speaker uses to build a sort of "credibility" between himself or herself and the audience. This will be through letting the audience feel that their speaker is so close to them that he or she can understand their problems and concerns. This might actually bring them hope that their situation is going to improve and change. An example on the idea of framing is presented by Lakoff (Hemmerdinger, 2008). Lakoff gives the example of the image that both candidates, Obama and McCain, portrayed to themselves in 2008 presidential race. The former, Obama, used his "outsider" image to frame himself as the candidate for "change" and the later, McCain, used his "foreign policy experience" to frame himself as a "protector of America" (Hemmerdinger, 2008). Indeed, if a speech contains both simplicity and framing, it will still be lacking an important element to be actually called a powerful persuasive speech. This element is emotion (Hemmerdinger, 2008). In fact, it is known that if someone wants to convince someone else of a certain thing, he or she has first to win that person's heart because actions are much closer and linked with emotions, Therefore, if a speaker could reach to the hearts of the listeners, his or her speech will be inspiring and effective (Knapp et al., 2012). Actually, in the political scene, emotions play a very significant role in inspiring, influencing and changing the public opinion. Basically, emotion is the strongest means of persuasion in politics. In this regard, Western comments on the importance of emotions in politics. He says, "The political brain is an emotional brain." In general, efficient persuasion has little to do with facts, but it is opinions which are mostly built on emotions (Hemmerdinger, 2008). Thus, if a speech has the power of persuasion, it will no doubt be so effective and influential that it will be able to change the masses, agitate and provoke them, the speech will be also inspiring and this will make it remembered among people (Richmond et al., 1987). It is definitely the magic of persuasion that convinces people to vote for a certain candidate, to agree with the government's decision of its declaration of war or ending it. It is actually that power what makes leaders' words lasting and well-known throughout history (Kristof-Brown et al., 2002).

5. Theoretical Framework

5.1 Body Language

Body language is defined as a non-verbal form of communication. As stated by Rane (2010), mankind

communication cannot be created by solely using spoken words; nonverbal expressive cues should also contribute in the process. People rely on social cues, especially in business environments, so that they can understand others' personalities and improve the communication and interpretation between them (Hall et al., 2011). Besides, the effectiveness of business interactions can be enhanced by using nonverbal cues (Dumbrava & Koronka, 2009). In order to be able to get a tremendous advantage in business negotiations, one should first master the skills of using and reading body language. Indeed, non-verbal communication may have a great impact on individuals and it can likely lead, if studied well, to a win-to-win outcome in a negation process (Zhou &Tingpin, 2008). In business environments, employees can contribute to the success of themselves and their organization as well through mastering the body language skills (Rane, 2010). If we want to study the role of non-verbal behavior agents, we should first consider their types and how they are viewed in social influence settings. According to a research by DePaulo et al., (2003), there are differences in the behaviors between liars and truth tellers. Lairs do not necessarily use the same behaviors and they also do not necessarily behave harmfully to win their cause.

Nonverbal behavior, as indicated by Ekman (2001), can be determined by the emotions that we experience. For example, liars may feel a variety of emotions when they lie; they may feel guilty about their lies, proud when they succeed in a lie, or even excited for the challenge of succeeding in a deception. As emotions differ for liars, so does their non-verbal behavior. On the one hand, If a liar feels guilty for his/her lies, the emotional behavior accompanying this state would be something similar to sadness, such as softer and slower speech, non-genuine smiles, a lower pitch, and downward gazing (Ekman, 2001). Fennis (2006) calls this as "distressed deception". On the other hand, an excited liar would show cues to excitement such as faster and louder speech, genuine smiles, a higher pitch, and more use of illustrators; this is called by Ekman (2001) as "duping delight".

5.2 Gestures

Gestures are often performed consciously to deliver certain meanings (e.g. the thumb up gesture means "OK"), or to perform a certain action (e.g. the index figure is used to point at something). In many cases, however, these gestures have resulted from an affective process and they are performed outside the conscious awareness (Poggi, 2007). This is actually the case of adaptors (self-touching, manipulation of small objects, rhythmic movements of legs, etc.) which is typically related to boredom, un-comfort, and other negative feelings, and self-protection gestures like folding arms and crossing legs (Knapp & Hall, 1972; Richmond & McCroskey, 1995). Moreover, gestures, as indicated by recent studies, may express one's emotions (Coulson, 2004; Stock et al., 2007) and they may also accompany social affective states as shame and embarrassment (Costa et al., 2001; Ekman & Rosenberg, 2005). Gestures may be used in replacing words, emphasizing one part of a certain verbal message, or regulating the beginning or the end of an interaction (Ekman and Friesen, 1969, cited in Hayes, 2002). In his study on facial expressions, Elkman (1992) provides solid evidence proving how one's emotional state can be translated through their facial expressions. According to Hayes (2002), facial expressions are also used in regulating interactions, such as the synchronization of conversations.

5.3 Eye Contact

People's gazes are likely to convey a good deal of information about their emotions. Long stares, for instance, are often seen as signals of hostility or aggression. In fact, looking can be used in initiating as well as regulating interpersonal interactions, in addition to assessing others' reactions during an oral presentation or a conversation (Hayes, 2002). Facial expressions, which is sometimes called "affect displays", along with the eye contact are being the first non-verbal message channels that are identified by (Leathers, 1986, p. 19), who argues that the face is "the most important source of nonverbal information". Indeed, the subtle nuances in facial expressions can lead to a world of difference in the perceived meaning. One's emotion, attention, and interest can be transmitted and clearly noticed through his/her facial expressions as the amount and rate of dilation of the pupil or the rates of the eye blink. As noted by Knapp (1978), to measure personality, people often use the face. For example, high foreheads stand for intelligence, thin lips for conscientiousness, bulbous nose for drunkenness, and close-together eyes for low intelligence. As identified by Leathers (1986), there are ten general categories of facial expressions and (many more kinds of facial meanings. According to Ekman and Friesen (1975), there are only six classes of facial expression including sadness, happiness, fear, surprise, disgust, and anger. Interestingly, these two researchers have found that there is a consistency across cultures when it comes to displaying some of these facial expressions. The key facial expressions used in conveying meaning include smiling or frowning, eyebrow raising or drooping, eye closing or widening (thus exposing more or less white), forehead knitting or relaxing, lip pursing, nose wrinkling, jaw dropping, and teeth baring.

5.4 Body Distance

Typically, the type of relationship exists between two persons can be identified by the distance between them, and that is because of the intertwined correlation between the social and physical space. For example, as determined in the terminology of Hall (1959), intimate relationship space rate is (less than 0.5 meters in western cultures), casual-personal (between 0.5 and 1.2 meters) or socio-formal (between 1 and 2 meters). Moreover, the seating positions of people sitting around a table are usually affected by the kind of relationship they have. For example, people tend to sit in front of each other when they are discussing something, while they tend to sit close to each other when collaborating over doing a certain thing (Lott &Sommer, 1967). The concept of Proxemics has been first introduced by the Anthropologist Edward T. Hall (1966) in his book The Hidden Dimension and it refers to the human use of space and distance. This researcher and others, such as Werner (1987), have demonstrated the role of space in human communication. For studying the use of space between individuals, there are two concepts that are seen essential: territoriality and personal space.

- Territoriality refers to one's need to establish and maintain certain spaces as their own. In a shared dormitory room, the items on the common desk area mark the territory .
- Personal space is the personal "bubble" that moves around with you. It is the distance you maintain between yourself and others.

The first one who has defined the four distances that regularly people use when communicating was Hall (1966). His categories could contribute a great deal in understanding the communicative behavior which

may result from the situation of two individuals who are at a particular distance from each other. These categories are intimate distance, personal distance, social distance, and public distance starting from the closest contact and the least personal space, and then moving on to the greatest distance. Distance is, therefore, a nonverbal means of communication and it involves everything from your personal bubble size to your relationship with the person to whom you are speaking or listening. A great deal of researches has been conducted on proxemics (see, e.g., Andersen, Guerrero, Buller, & Jorgensen, 1998; McMurtray, 2000; Terneus & Malone, 2004). In virtual environments, researchers are allowed to study the human use of space in relatively unobtrusive ways (Bailenson, Blascovich, Beall, & Loomis, 2001). Interestingly, the key determiners of personal space include size, sex, and similarity. According to Ro'sing (2003), the amount of space that is given to people, along with the space they themselves choose when communicating are affected by their gender. As men are normally larger than women, they tend to take more space (Argyle & Dean, 1965). On the other hand, women take less space and the least space is given to children (Argyle & Dean, 1965). Furthermore, with small spaces, women tend to show less discomfort and they actually tend to interact at a closer range (Addis, 1966; Leventhal & Matturro, 1980; Snyder & Endelman, 1979). This may goes to the fact that as women are often given a little space, they already come to expect it. Besides, in our society, men seem to desire less relational closeness than women and children do.

5.5 Persuasion

Generally, persuasion is defined as "human communication that is designed to influence others by modifying their beliefs, values, or attitudes" (Simons, 1976, p. 21). In order to call something persuasive, O'Keefe (1990) argues that there are certain requirements for the sender, the means, and the recipient as well. First, in the persuasive process, there should be a goal and intent to achieve that certain goal; this part is done by the message sender. Second, the means to achieve that goal is communication. Third, the recipient of the message must hold a free will. In other words, if the sender threatens the recipient with a physical harm when the later does not want to comply, his/her behavior will be then seen as aggressive, not persuasive. Accordingly, persuasion is inherently communicational, neither accidental nor coercive. Clearly, persuasion is a powerful force used in influencing opinions, beliefs and actions of others. It can affect a big change in our world as it, in many cases, causes people to do certain actions simply because they are convinced to do them. In fact, this technique is very common and used by a variety of institutions (Tsai et al., 2005). For example, in the industrial field nowadays, in order to easily convince people to buy a certain product from cars to candy bars, advertisers tend to employ the persuasive techniques in their advertisements. In addition, by using persuasion, lawyers are aiming at influencing the juries' and judges' decisions in a way that is able to turn a serious criminal to an innocent person, and may be more of a victim (Kristof-Brown et al., 2002). Interestingly, in politics, politicians' messages are intended to be imbedded with many persuasive techniques and strategies used as a means of influencing the minds of the audience and wining their opinions, as a result (Tsai et al., 2005). In fact, it seems at the end that persuasion, which is basically carried on through the precise use of language, has a big part to play in politics (Kristof-Brown et al., 2002).

6. Methodology and Research Design

The purpose of this study is to investigate if there is an impact of body language on consumer persuasion. To achieve the objectives of the study, an appropriate research methodology adopted. This chapter discusses the methodology and research design. It consists of methodology of the study, population and sample, sources of data gathering, and data analysis methods used in this study, and hypotheses have been developed based on the argument presented above:

6.1 Hypotheses

This study has a main hypothesis:

Ho1: There is no impact of body language on consumer persuasion in Jordan.

The Sub-hypotheses are:

Ho1.1: There is no impact of eye contact on consumer persuasion in Jordan.

Ho1.2: There is no impact of gestures on consumer persuasion in Jordan.

Ho1.3: There is no impact of body distance on consumer persuasion in Jordan.

Methodology of the study

The current study is an exploratory business management research. It tends to adopt an analytical methodology. In terms of the research methods applied in this study, a quantitative research approach has been adopted where a research questionnaire has been specially designed for a purpose of data collection from the targeted population.

6.2 Research Method Design

The study questionnaire survey has basically four sections, the first section is used to gather demographic information of the respondents, while the other sections are used to measure the constructs in the research model by using a 5-point Likert scale, with options ranging from strongly disagree to strongly agree, where the second section is used to measure effect of price and location, and the third section is used to measure effect of quality of the construction, and the fourth section is used to measure effect of financing options.

6.3 Population and Sample

The study was conducted in 2016 using the means of questionnaires. The questionnaire was drafted and then reviewed by research supervisors for refinement. The questionnaires were distributed randomly among students in "Jordanian Universities" by using "Survey monkey". The respondents consist of students from all faculties ranging from year one to final year. A total of 180 responses have been received.

6.4 Data Analysis Methods

After gathering the data for the research, and based on the regression analysis as the statistical method, it was thoroughly analyzed by researchers in order to elicit the results. This section includes three main aspects: the first of which is concerned with the research tool reliability testing; secondly, the descriptive analysis; finally, the testing of the research hypothesis, using the statistical analysis (SPSS) program for this purpose.

7. Data Analysis and Results

This section presents the research findings. Focus here is given to present results related to the descriptive as well as the statistical parts. Results related to factors investigated in this study are presented, this includes: body language (eye contact, gestures, and body distance), and consumer persuasion. After gathering the data for the research, the researchers analyze these data that was collected to elicit the results of the students in Jordanian Universities. This section includes three main parts. The first of which is concerned with the descriptive tests for the study variables. In the second part a correlation testing between variables is presented. As for the third one, it represents testing the research hypotheses using regression analysis.

7.1 Research Method Reliability Testing

To obtain the necessary data for this research, a questionnaire has been designed to obtain answers of the targeted respondents (students in Jordanian Universities). The questionnaire consisted of two sections as shown in Table (1).

Table 1: Research Questionnaire Components

First Section: Demographical Information:	Gender, Age, Degree, Work, Do you have Samsung mobile, Have you ever dealt with BCI Company, Do you think the people at workplace use body language signals effectively, Productivity is the result of good communication combined with correct words and correct body gestures, Would you purchase the product from the same sales person, Do you think training about body language is needed for the sales person
Second Section: Variable's	
Eye contact	Q1-5
Gestures	Q1-7
Body Distance	Q1-5
Consumer Persuasion	Q1-6

One of the most essential elements that should be taken into consideration when preparing a questionnaire is testing it and making sure it has the reliability element, by which it means the stability of the scale and that it does not contradict itself.   In other words, it has to give the same results if it is re-applied to the same sample. To conduct a reliability test for the questionnaire questions, the current research has used the internal consistency equation by using the Cronbach's Alpha coefficient; Table (2) exhibits results of the questionnaire's reliability testing tests.

Table 2: Questionnaire Reliability Testing

Item	Cronbach's Alpha Coefficient	Sum of Questions
Eye contact	0.968	5

Gestures	0.785	7
Body Distance	0.820	5
Consumer Persuasion	0.814	6
All Variables	0.921	23

As given in Table 2, it is noted that Cronbach's Alpha coefficient ratios indicate there is a high degree of reliability for all of the questionnaire questions, where alpha coefficient was statistically acceptable for the whole components of the questionnaire since all of the variables ratios were higher than (60%) (Qasem et al., 2016), in which the questionnaire had, as a whole, a reliability degree of 0.921. The researchers believe that the reason of this goes to the long experience of the research sample participants as shown in Table 3 in the descriptive statist part of the study.

7.2 Result of the Descriptive Statistics and its Variables

In total, 180 questionnaires were distributed on the research sample; (11) were excluded because did not dealing with the BCI Company; (169) of which were answered (≈94%), (9) were excluded due to the lack of seriousness from respondents when filling out the sections of questionnaire and. Thus, the final sample of the research is represented by (160) questionnaires representing (88.8%) of the distributed questionnaires. Table 3 Illustrates the demographic distribution of the research sample.

Table 3: Study Sample Participants Characteristics

Item	Frequency	Percent
Gender		
Female	94	58.7%
Male	66	41.3%
Age		
From 18-24	98	61.3%
From 25-29	43	26.9%
From 30-34	16	10%
Above 35	3	1.8%
Degree		
Diploma	2	1.25%
Bachelor	138	86.25%
Masters	14	8.75%
Doctorate	6	3.75%
Do you have Samsung mobile		
Yes	160	100%
No	0	0%
Have you ever dealt with BCI Company		
Yes	160	100%
No	0	0%
Do you think the people at workplace use body language signals effectively		

Yes	150	93.75%
No	10	6.25%
Productivity is the result of good communication combined with correct words and correct body gestures		
Yes	109	68.13%
No	51	31.87
Would you purchase the product from the same sales person		
Yes	114	71.25%
No	46	28.75%
Do you think training about body language is needed for the sales person		
Yes	145	90.63%
No	15	9.37%
Total	160	100%

As noted from Table 3 a large proportion of the sample has a good educational level, for the percentage 98.7 %. In addition, all of the sample hold bachelor degree or above.

To get the answers' rates for the research questions, the researchers used the descriptive statistics methods through finding averages, standard deviations for the answers of the study questions, and the final result for each axis. It should be taken into consideration that Likert Scale, used in the study, has to be graded correctly. When taking into account that the variable that expresses choices is an ordinal scale, then the potential answers will reflect weights: (strongly Agree = 5, Agree = 4, Neutral=3 Disagree= 2, and strongly disagree=1). Accordingly, arithmetic average (weighted average) is calculated by calculating firstly the length of the first period (by dividing 4/5), where "4" represents the number of distances, and "5" the number of choices. Therefore, the result will be 0.80 (Alsheikh *et al*., 2016) and thus, the distribution will be as follows:

Scale	Weighted average
Strongly Disagree	1.00 – 1.79
Disagree	1.80 – 2.59
Neutral	2.60- 3.39
Agree	3.40 – 4.19
Strongly Agree	4.20 – 5.00

The following tables illustrate the descriptive analysis for the answers of the questions, which are related to the variables of the study

Table 4: Descriptive Analysis of the Study Variable Questions

Independent Variables Body language/ Eye Contact (BLEC)	Mean	S - Deviation	Result
Q1	4.23	0.315	Strongly Agree
Q2	4.16	0.698	Agree
Q3	4.33	0.507	Strongly Agree
Q4	4.23	0.315	Strongly Agree

Q5	4.23	.306	Strongly Agree
Overall Result	4.24	0.431	Strongly Agree

Table 4 expresses the descriptive analysis for the answers of the variable questions (Eye Contact). It is noted from the table that the total average of the variable answers (Eye Contact) is 4.24 and according to Likert scale, the result of this axis will be 'Strongly Agree'.

Table 5: Descriptive Analysis of the Study Variable Questions

Independent Variables Body language/ Gestures (BLG)	Mean	S - Deviation	Result
Q1	3.94	0.571	Agree
Q2	4.02	0.619	Agree
Q3	4.35	0.599	Strongly Agree
Q4	3.41	0.756	Agree
Q5	4.05	0.641	Agree
Q6	3.88	0.613	Agree
Q7	3.94	0.607	Agree
Overall Result	3.94	0.593	Agree

Table 5 expresses the descriptive analysis for the answers of the variable questions (Gestures). It is noted from the table that the total average of the variable answers (Gestures) is 3.94 and according to Likert scale, the result of this axis will be 'Agree'.

Table 6: Descriptive Analysis of the Study Variable Questions

Independent Variables Body language/ Body Distance (BLBD)	Mean	S - Deviation	Result
Q1	4.27	0.365	Strongly Agree
Q2	4.28	0.339	Strongly Agree
Q3	4.32	0.220	Strongly Agree
Q4	4.16	0.592	Agree
Q5	4.23	0.322	Strongly Agree
Overall Result	4.25	0.365	Strongly Agree

Table 6 expresses the descriptive analysis for the answers of the variable questions (Body Distance). It is noted from the table that the total average of the variable answers (Body Distance) is 4.25 and according to Likert scale, the result of this axis will be 'Strongly Agree.

Table 7: Descriptive Analysis of the Study Major Axes

Independent Variables	Mean	S - Deviation	Result
Body language/ Body Distance (BLBD)	4.25	0.365	Strongly Agree

| Body language/ Eye Contact (BLEC) | 4.24 | 0.431 | Strongly Agree |
| Body language/ Gestures (BLG) | 3.94 | 0.593 | Agree |

Table 7 depicts the overall results of the questionnaire axes concerning all of the research variables independent. The researchers have re-arranged these axes within the table based on the average values of the answers from highest to lowest.

Table 8: Descriptive Analysis of the Study of Dependent Variable Questions

Dependent Variables Consumer Persuasion (CP)	Mean	S - Deviation	Result
Q1	3.94	0.571	Agree
Q2	4.02	0.619	Agree
Q3	4.43	0.507	Strongly Agree
Q4	4.33	0.315	Strongly Agree
Q5	4.23	0.306	Strongly Agree
Q6	4.01	0.619	Agree
Overall Result	4.16	0.431	Agree

Table 8 expresses the descriptive analysis for the answers of the variable questions (Consumer Persuasion). It is noted from the table that the total average of the variable answers (Consumer Persuasion) is 4.16 and according to Likert scale, the result of this axis will be 'Agree'.

7.3 Pearson Correlation Coefficient

Table 9: Pearson Correlation Matrix of Variables

Variable	Axis 1	Axis 2	Axis 3	Axis 4
Axis 1	1			
Axis 2	0.573**	1		
Axis 3	0.487**	0.371**	1	
Axis 4	0.419**	0.551**	0.617**	1

Axis1: Eye Contact. Axis2: Gestures. Axis3: Body Distance. Axis4: Consumer Persuasion.

It is noted from Table no. 9 there is strength between the research variables. Studying figures from the table show there is no correlation higher than 80% between study variables in which the highest correlation value has reached to (0.617**) between (Axis3: Body Distance) and (Axis4: Consumer Persuasion).

7.4 Research Hypotheses Testing

To accept or reject the research hypotheses, researchers used the simple linear and multiple regression method. The researchers depended on *P-value* to accept or reject hypotheses, where *P-value* should be less than 0.05 to reject null hypothesis and accept alternative hypothesis (Aladham et al., 2015; Qasem et al., 2016), and relied on the coefficient of determination value (*Adjusted R Square*) in explanation of the extent of accuracy of interpreting dependent variable through each of independent variables.

Table 10: Simple regression test for impact of elements of body language on consumer persuasion

	There is no impact of eye contact on consumer persuasion in Jordan					
H1.1	*P-Value*	*F Model*	*Coefficients*	*R Square*	*Adjusted R Square*	*Reject Ho*
	0.042	8.073	0.419	0.175	0.294	
	There is no impact of gestures on consumer persuasion in Jordan					
H1.2	*P-Value*	*F Model*	*Coefficients*	*R Square*	*Adjusted R Square*	*Reject Ho*
	0.007	7.947	0.551	0.303	0.394	
	There is no impact of body distance on consumer persuasion in Jordan					
H1.3	*P-Value*	*F Model*	*Coefficients*	*R Square*	*Adjusted R Square*	*Reject Ho*
	0.000	7.102	0.617	0.380	0.416	

Table 10 Views simple regression results of the independent variable (eye contact) and its impact on the dependent variable (consumer persuasion). Results in table (10) show that Coefficients value is (0.419) which indicates to an existence of a positive correlation between dependent and independent variables, also notes from table (10) that the value of Adjusted R Square is (0.294) which indicates to the extent of accuracy of interpreting dependent variable through independent variable. Notes from table (10) that (*P-value* < 5%) has the value (0.042). According to the decision rule which states to the rejection of the null hypothesis "Ho" If the value of *P* less than (0.05), which means that there is an impact of eye contact on consumer persuasion, therefore the first null hypothesis is rejected and accept the alternative hypothesis which says " There is impact of eye contact on consumer persuasion in Jordan ". As shown in Table No. 10 Views simple regression results of the independent variable (gestures) and its impact on the dependent variable (consumer persuasion). Results in table (10) show that Coefficients value is (0.551) which indicates to an existence of a positive correlation between dependent and independent variables, also notes from table (10) that the value of Adjusted R Square is (0.394) which indicates to the extent of accuracy of interpreting dependent variable through independent variable. Notes from table (10) that (*P-value* < 5%) has the value (0.007). According to the decision rule which states to the rejection of the null hypothesis "Ho" If the value of *P* less than (0.05), which means that there is an impact of gestures on consumer persuasion, therefore the second null hypothesis is rejected and accept the alternative hypothesis which says "There is impact of gestures on consumer persuasion in Jordan ". And as shown in Table No. 10 Views simple regression results of the independent variable (body distance) and its impact on the dependent variable (consumer persuasion). Results in table (10) show that Coefficients value is (0.617) which indicates to an existence of a positive correlation between dependent and independent variables, also notes from table (10) that the value of Adjusted R Square is (0.416) which indicates to the extent of accuracy of interpreting dependent variable through independent variable. Notes from table (10) that (*P-value* < 5%) has the value (0.000). According to the decision rule which states to the rejection of the null hypothesis "Ho" If the value of *P* less than (0.05), which means that there is an impact of body distance on consumer persuasion, therefore the third null hypothesis is rejected and accept the alternative hypothesis which says "There is impact of body distance on consumer persuasion in Jordan ".

7.5 Multiple Regression Test First Hypothesis

Ho1: There is no impact of body language on consumer persuasion in Jordan.

To demonstrate the results that have been reached previously, multiple regression tests has been performed for all the independent variables of the research combined, in order to determine whether there is a statistically significant impact of body language (eye contact, gestures, and body distance) on consumer persuasion in Jordan as shown in table 11.

Table 11 multiple regression test results for all independent variables

P- Value	R	R Square	Adjusted R Square	Model F test
0.003	0.501	0.251	0.354	9.136

After discussing the research hypotheses and given Table 11 notes that *P-value* has reached (0.003), which means that there is a statistically significant impact of body language (eye contact, gestures, and body distance) on consumer persuasion in Jordan, notes also that the coefficient of determination (*Adjusted R Square*) value is (0.251), which indicates to the extent of accuracy of interpreting dependent variable through independent variables, therefore the null hypothesis is rejected and accept the alternative hypothesis which says " There is impact of body language on consumer persuasion in Jordan ".

8. Concluding Remarks

Body language is universal. This form of nonverbal communication is dominant in the sales world. As the study concluded that body language has the following independent variable (eye Contact, gestures and body distance) that plays a vital role in consumer persuasion which is the dependent variable. The main objectives of this research was to determine the impact of eye contact, gestures and body language on consumer persuasion and this was determined through deep researches and were analyzed through quantitative method which is passing out surveys for random people.

The independent variables main function s is as follows: First of all, Eye contact is significant as it shows confidence in the information the person is giving and it gives the person a self of belonging. Secondly, Gestures is an effective way to replace words like folding the arms, crossing legs, standing straight and putting a smile on the face. Thirdly, independent variable is body distance or in other words proxemics is mainly affected mainly by gender in selling. The results after doing the data analysis were positive as all were accepted. The correlation value for eye contact was 0.419, gestures 0.551 and body distance 0.617. As a result, managers should managers should implement special trainings to instruct employees and to enhance employees interaction between customers. Furthermore, Seminars and workshops should be done by professional professors who studied psychology in order to instruct the sale employees. As this leads to higher brand image, profit, provides motivation for employees and builds long term customer relationship.

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