The Effects of Nonverbal Communication of Employees in the Restaurant upon Customers’ Emotional Responses and Customer Satisfaction

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Abstract

Customer satisfaction has become an essence of success in Today’s highly competitive world. Since Customers play an important role in Organization, Focusing on Customer requirements is vital in all organizations, specifically in restaurant industry. The purpose of this study was to investigate the effects of nonverbal communication of employees upon customer’s emotional responses and customer satisfaction. This study is Applied and the methodology which is used is descriptive-survey. The population of this study are customers of Budget restaurants and because of the infinitive population, Cochran’s formula was used. Totally the sampling size was 384. Questionnaire was used as the instrument in the current study, and cluster random sampling was performed to obtain the required data from 3 branches of budget restaurants in Tehran. Analyzing of data was performed through Structural Equation Modeling (SEM) by LISREL software. The results indicate that employees’ nonverbal communication has direct relation with positive emotion. In addition, positive and negative emotions of customers have direct relation with their satisfaction.

Keywords: Nonverbal communication, Emotional Responses, Customer Satisfaction

Introduction

If presenting of products and services doesn’t cause customer satisfaction, will be a vain act, because the only way that will change production and services to the pleasure process is diagnosis of needs and wants of customers. By this approach the customers will repeat their past experience and also will share it with others, but to achieve this goal some instruments are necessary for measuring customer’s expectation and wants. Nowadays in result of changes that occurred in the people’s life, going to the restaurant was increased a lot. In the competitive world, that organization will be more successful that can better diagnose and fulfill customer’s need and cause customer’s satisfaction. Most of the people prefer to go to the restaurant because of time saving, so it caused development of restaurant industry and in this situation that restaurants will be more famous that can fulfill customer’s need better than competitors. (Kamali and Dadkhah, 2012) The success of a restaurant doesn’t depend only on food quality, some other factors are related, for example the restaurants that present good services have a competitive advantage and attract more customers. Nonverbal communication of employee can be a significant factor in the customer’s positive attitude toward a restaurant, so one of the most responsibility of restaurant’s managers is to accentuate on the positive nonverbal behavior of employee and their effect upon customer’s attitude and behavior. So since the nonverbal behavior of employee can affect on customer’s behaviors and also the significance of customer’s satisfaction in each industry for its owners, we will reply to this question: What’s the effect of nonverbal communication of employees upon customer’s emotional responses and customer satisfaction.

Literature review

Nonverbal communication

Scholars’ definitions of nonverbal communication widely vary, but most agree that it means using all communication methods other than language. For example, Miller et al. (1967) said that nonverbal communication was closely related to intentional behaviors, Samover et al. (1981) that it was stimuli with the form of messages other than language in communication, and Dodd (1982) that it was a communication
to express intentions using gestures, time and space. Nonverbal factors (Mehrabian, 1981). It is even suggested that nonverbal communication, the form of communicating thoughts and emotions without using words, accounts for nearly 70 percent of all communication (Barnum and Wolniasky, 1989). Nonverbal communication is communication using methods other than language (Jandt, 2001), expressing emotions and delivering postures without language expressions (Argyle, 1975). Birdwhistell (1952) also concluded that 65% or more of human communication was delivered in nonverbal forms and only 35% in verbal forms, and Delmonte (1991) said that nonverbal communication delivered more meanings than verbal communication in a more exact manner. Bus Majian wrote that nonverbal communication includes vast scope of phenomenon: from face state to fashion, from symbolic situation to dancing, theater, music and pantomime, from effecting progress to traffic flow, from animal sovereignty to Diplomatic ceremonies, from parasensory perception to allegorical computers, from rudeness science to primary dancing sciences (Mohsenian rad, 1999, p243) Regarding the attitude of (Farhangi, 1996), nonverbal communication includes vocal and non-vocal messages that will send by nonverbal instruments, this definition include not only allusions, but also writing words, this also include the message that transfer to others by phonography like smiling. Base on sundaram and webster (2000)’s study traits of nonverbal communication divided to:

1. Kinesics: body orientation, eye contact, nodding, hand shaking, smiling;
2. Proxemics: distance and relative postures of the interactants;
3. Paralanguage;
4. Physical appearance: physical attractiveness and clothes.

In this research also the nonverbal communication divided as above. Hickson and Stacks (1993) defined nonverbal communication as “a process whereby people, through the intentional or unintentional behaviour of normative actions and expectations, other than words themselves, express experiences, feelings, and attitudes in order to relate to and control themselves, others, and their environments. Although Knapp and Hall (2006) also agreed that nonverbal communication refers to communication by using methods other than words, the authors highlighted that nonverbal communication is a rather complex phenomena, which at times cannot be completely separated from verbal communication, but is instead intertwined with each other. Several authors have organized nonverbal communication into different categories. Reference Richmond and McCroskey (2006) categorized nonverbal communication into physical appearance, gesture and movement, face and eye behavior, vocal behavior, space, touch, environment and time, while Gabott and Hogg (2000) categorized nonverbal behaviors into proxemics, kinesics, oculesics and vocalic. Based on the study by Sundaram and Webster (2000), nonverbal communication is divided into kinesics such as body movements, body orientation, eye contact, nodding, hand shaking, and smiling; proxemics, such as the distance and relative posture between the speaker and the listener during a communication process; paralanguage such as vocal qualities or verbal cues; and physical appearance such as physical attractiveness and appropriate clothing.

**Emotional Contagion**

In recent years, there has been an increasing amount of literature on emotional contagion (Pugh, 2001), Verbeke (1997), Barsade (2002), Hashim et al. (2008), Lundqvist (2008). Although there is a lack of agreement in the literature on an exact definition for emotion, the term is usually explained with reference to a list of feelings such as anger, disgust, fear, joy, sadness, and surprise (Cabanac, 2002). The emotions are mental feeling and cause nervousness and happiness. Also the emotions are biological reactions that adjust person’s body base on each situation. The emotions are purposeful, for example anger is an attend to flight with enemy or protest. The emotions are also social phenomenon, when someone is anger, other can diagnose the degree on anger base on facial and verbal signs, the emotion doesn’t define easily, but the people can understand this feeling (Fehr and Russel, 1984). All the aspect of emotion include (mental-biological – purposeful and social) are necessary for definition of emotions. Meanwhile, emotional contagion is explained as “a process in which a person or group influences the emotions or behavior of another person or group through the conscious or unconscious induction of emotion states and behavioral attitudes” Barsade (2002). Consistent with this definition, Hatfield et al (1993) explained emotional
Contagion as “the tendency to automatically mimic and synchronize expressions, vocalizations, postures, and movements with those of another person’s, and consequently, to converge emotionally”

**Customer satisfaction**

Customer’s satisfaction is an enjoyable condition that customer will experience after receiving of goods or services. Schneider define the customer’s satisfaction as the result of comparison of the good or service with expectation of it. Regarding the above definition Rap stated that customer’s satisfaction is a personal attitude about real productivity and expected productivity. There are two definition for customer’s satisfaction:

The first group define the customer’s satisfaction as final result of using good or services in comparison with expectation of customers; The second emphasize on the perceptual and psychological Factors that affect on the customer’s satisfaction (Pratten, 2004); Regarding the researches of customer’s satisfaction three factors are common in all definitions and these factors present a comprehensive.

**Definition of customer’s satisfaction**

Customer’s satisfaction is an emotional reaction, cognitive and reciprocal condition (Pratten, 2004). The customer’s satisfaction is the customer’s evaluation about the store’s image of customers. Also all the effective stimulus of the customers affect on the evaluation (Theodoridis, 2009). The customer’s satisfaction is the customer’s attitude after using a good or service (Jamal and naser, 2002). Also katler explain that customer’s satisfaction degree depend on the actual performance of an organization and how it fulfill the expectation of customers (Haghighi et al, 2003).

Variables of this research are:

Kinesics, proxemics, paralanguage, physical appearance, positive emotion, negative emotion, customer satisfaction.

Kinesics, proxemics, paralanguage, physical appearance are independent variables. positive emotion, negative emotion are mediator variables. customer satisfaction is dependent Variable.

Regarding the researches that were done about the effect of nonverbal communication upon the emotional responses, different result were founded. In a research Sundaram and Webster (2000) stated that whether the customers feel nonverbal communication of employees as a positive sense, they will experience positive emotion. In another research (Burgun et al, 1990) founded that if the customers consider kinesics as a positive sense it will cause positive emotion. In another study (Lang et al, 1993) illustrate that physical appearance affect on the positive emotion. Oliver-Rodriguez et al. (1999) said that customers’ positive appraisal of the physical attractiveness of employees led to favorable emotional responses. As studies related with employees’ nonverbal communication and negative emotions in other aspects, Sundaram and Webster (2000) suggested that if customers would negatively perceive nonverbal communications, customers would experience negative emotions. Ryu and Jang (2007) noted that the more negatively
customers’ recognition of employees, including their physical attractiveness, had a close relationship with their negative emotions. Based on previous studies on nonverbal communication, this study assumes that nonverbal communication of employees will have a significant effect on emotional responses of customers, both positive and negative, and the following hypotheses are presented:

**H1:** Kinesics of employees is positively related to the positive emotion of customers.

**H2:** Proxemics of employees is positively related to the positive emotion of customers.

**H3:** Paralanguage of employees is positively related to the positive emotion of customers.

**H4:** Physical appearance of employees is positively related to the positive emotion of customers.

**H5:** Kinesics of employees is negatively related to the negative emotion of customers.

**H6:** Proxemics of employees is negatively related to the negative emotion of customers.

**H7:** Paralanguage of employees is negatively related to the negative emotion of customers.

**H8:** Physical appearance of employees is negatively related to the negative emotion of customers.

In a study on the positive emotion of customers have to services provided by a company or employees and their satisfaction, Westbrook and Oliver (1991) closely looked into a significant, causal relationship between positive emotion and customer satisfaction. Also, Bagozzi et al. (1999) considered customers’ emotions as the most important factor in determining their behaviors. Also, Donovan et al. (1994) said that customers who experienced emotional pleasure spent more money because of their satisfaction with the company. In addition, as studies related with customers’ negative emotions and satisfaction, Oliver (1993) suggested that customers’ negative consumption emotions would negatively affect satisfaction. Oliver (1997) also suggested that negative emotions were a factor that would affect dissatisfaction. Zeelenberg and Peter (2004) related that negative emotions such as disappointment would more clearly affect customer satisfaction. Based on the previous studies, this study assumes that two aspects of emotions, positive and negative, have a meaningful impact on customer satisfaction and the following hypotheses are provided.

**H9:** The positive emotion of customer is positively related to the customer satisfaction.

**H10:** The negative emotion of customer is negatively related to the customer satisfaction.

**Research methodology**

This research is descriptive and was used survey method for collecting date to test hypothesis. Also since the result of this research can be used practically, this research is applied. This research is inferential because of sampling and generalize it to population. Descriptive statistic for describing data through LISREL and SPSS method was used. Also inferential statistic was used for example: Cronbach’s Alpha for Reliability testing, K-S for standard testing of statistic distribution, correlation testing for determination of relationships between variables and SEM.

**Population and sampling**

- Population of this research include all customers of all branches of Budget chain restaurants in Tehran.
- The cluster random sampling was done.
- The questionnaire divided into three parts and conducted randomly on customers of three branches.
- Because of uncertain of population, Cochran’s Alpha was used for determination of sample volume.
- Sample volume was determinate 384 and error level considered 0.05.

**Questionnaire of research**

The questionnaire of research divided to two parts:

The first part pertain to measuring demographic variables: gender, age, education level, visiting frequency of restaurant in a month.

The second part include questions of 1-26 that divided to the three groups:

- The questions that related to nonverbal communication include 5 variables:
  - Kinesics, proxemics, paralanguage, physical appearance
- The questions that related to emotions that divided to positive and negative emotions.
- The questions that related to customer satisfaction.
- The answers was sorted on 5 point Likert scale. (1.disagree to 5.strongly agree)
- The questions of the questionnaire was adapted from Yung ,Yoon(2011)
Table 1. Variables of research and the related questions in the questionnaire include Cronbach’s Alpha

<table>
<thead>
<tr>
<th>Row</th>
<th>Construct</th>
<th>Number of questions</th>
<th>Scale</th>
<th>Kind of variable</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kinesics</td>
<td>6</td>
<td>ordinal</td>
<td>Independent</td>
<td>0.708</td>
</tr>
<tr>
<td>2</td>
<td>proxemics</td>
<td>2</td>
<td>ordinal</td>
<td>Independent</td>
<td>0.883</td>
</tr>
<tr>
<td>3</td>
<td>paralanguage</td>
<td>5</td>
<td>ordinal</td>
<td>Independent</td>
<td>0.812</td>
</tr>
<tr>
<td>4</td>
<td>physical appearance</td>
<td>3</td>
<td>ordinal</td>
<td>Independent</td>
<td>0.739</td>
</tr>
<tr>
<td>5</td>
<td>Positive emotion</td>
<td>4</td>
<td>ordinal</td>
<td>Mediator</td>
<td>0.719</td>
</tr>
<tr>
<td>6</td>
<td>Negative emotion</td>
<td>4</td>
<td>ordinal</td>
<td>Mediator</td>
<td>0.874</td>
</tr>
<tr>
<td>6</td>
<td>customer satisfaction</td>
<td>3</td>
<td>ordinal</td>
<td>Dependent</td>
<td>0.871</td>
</tr>
</tbody>
</table>

Since Cronbach’s alpha for all variables are more than 0.7, it shows the reliability of questionnaire.

Results of research
Respondents consisted of 36.2% male and 63.8% female. In terms of age 48.18% of the respondents were 20-29 years old and 10.68% were younger than 20, the majority of respondents (54.17%) were BA and 7.55% under BA. 22.92% of respondent visited Budget restaurant more than 3 times in a month.

Measurement of model
The correlation analysis regarding this research’s goal divided to:
1. Confirmatory factor analysis (CFA)
2. Structural equation modeling (SEM)
Both of these analysis was done by LISREL.
Table No.2 shows the most important measurement index of this research and demonstrate that the model fit the data well.

<table>
<thead>
<tr>
<th>Measurement Index</th>
<th>Acceptable value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>$\chi^2$/df</td>
<td>$&lt;3.00$</td>
<td>2/329</td>
</tr>
<tr>
<td>GFI</td>
<td>$&gt;0.90$</td>
<td>0/92</td>
</tr>
<tr>
<td>RMSEA</td>
<td>$&lt;0.08$</td>
<td>0/073</td>
</tr>
<tr>
<td>RMR</td>
<td>$&lt;0.05$</td>
<td>0/039</td>
</tr>
<tr>
<td>NFI</td>
<td>$&gt;0.90$</td>
<td>0/94</td>
</tr>
<tr>
<td>IFI</td>
<td>$&gt;0.90$</td>
<td>0/93</td>
</tr>
<tr>
<td>CFI</td>
<td>$&gt;0.90$</td>
<td>0/96</td>
</tr>
</tbody>
</table>

Hypothesis testing
The result of path coefficient ($\beta$) shows in the Table NO.3.

<table>
<thead>
<tr>
<th>Rank of effect</th>
<th>T-value</th>
<th>$\beta$</th>
<th>Path</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2)</td>
<td>5/57</td>
<td>0/41</td>
<td>Positive emotion</td>
</tr>
<tr>
<td>(3)</td>
<td>3/61</td>
<td>0/34</td>
<td>proxemics</td>
</tr>
<tr>
<td>(4)</td>
<td>2/45</td>
<td>0/25</td>
<td>paralanguage</td>
</tr>
<tr>
<td>(1)</td>
<td>5/87</td>
<td>0/45</td>
<td>physical appearance</td>
</tr>
<tr>
<td>(3)</td>
<td>-2/18</td>
<td>-0/27</td>
<td>Negative emotion</td>
</tr>
<tr>
<td>(2)</td>
<td>-3/27</td>
<td>-0/33</td>
<td>proxemics</td>
</tr>
<tr>
<td>(1)</td>
<td>-4/19</td>
<td>-0/38</td>
<td>paralanguage</td>
</tr>
<tr>
<td>(4)</td>
<td>-2/05</td>
<td>-0/21</td>
<td>physical appearance</td>
</tr>
<tr>
<td>(1)</td>
<td>6/74</td>
<td>0/52</td>
<td>customer satisfaction</td>
</tr>
<tr>
<td>(2)</td>
<td>-3/58</td>
<td>-0/31</td>
<td>Negative emotion</td>
</tr>
</tbody>
</table>
Now we check the research hypotheses regarding the result of conceptual model:

- **H1**: kinesics of employees is positively related to the positive emotion of customers.

  Regarding the table No.3, level of significant of kinesics of employees and positive emotion of customers is (t=5.57) which is more than 1.96 and shows that kinesics had a significant effect on the positive emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of kinesics upon the positive emotion is in the second rank.

- **H2**: proxemics of employees is positively related to the positive emotion of customers.

  Regarding the table No.3, level of significant of proxemics of employees and positive emotion of customers is (t=3.61) which is more than 1.96 and shows that proxemics had a significant effect on the positive emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of proxemics upon the positive emotion is in the third rank.

- **H3**: paralanguage of employees is positively related to the positive emotion of customers.

  Regarding the table No.3, level of significant of paralanguage of employees and positive emotion of customers is (t=2.45) which is more than 1.96 and shows that paralanguage had a significant effect on the positive emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of paralanguage upon the positive emotion is in the fourth rank.

- **H4**: physical appearance of employees is positively related to the positive emotion of customers.

  Regarding the table No.3, level of significant of physical appearance of employees and positive emotion of customers is (t=5.87) which is more than 1.96 and shows that physical appearance had a significant effect on the positive emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of physical appearance upon the positive emotion is in the first rank.

- **H5**: kinesics of employees is negatively related to the negative emotion of customers.

  Regarding the table No.3, level of significant of kinesics of employees and negative emotion of customers is (t=2.18) which is more than 1.96 and shows that kinesics had a significant effect on the negative emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of kinesics upon the negative emotion is in the third rank.

- **H6**: proxemics of employees is negatively related to the negative emotion of customers.

  Regarding the table No.3, level of significant of proxemics of employees and negative emotion of customers is (t=3.27) which is more than 1.96 and shows that proxemics had a significant effect on the negative emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of proxemics upon the negative emotion is in the second rank.

- **H7**: paralanguage of employees is negatively related to the negative emotion of customers.

  Regarding the table No.3, level of significant of paralanguage of employees and negative emotion of customers is (t=4.19) which is more than 1.96 and shows that paralanguage had a significant effect on the negative emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of paralanguage upon the negative emotion is in the first rank.

- **H8**: physical appearance of employees is negatively related to the negative emotion of customers.

  Regarding the table No.3, level of significant of physical appearance of employees and negative emotion of customers is (t=2.05) which is more than 1.96 and shows that physical appearance had a significant effect on the negative emotion so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of physical appearance upon the negative emotion is in the fourth rank.

- **H9**: The positive emotion of customer is positively related to the customer satisfaction

  Regarding the table No.3, level of significant of positive emotion of customers and customer satisfaction is (t=6.74) which is more than 1.96 and shows that positive emotion had a significant effect on the customer satisfaction so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of positive emotion upon the customer satisfaction is in the first rank.

- **H10**: The negative emotion of customer is negatively related to the customer satisfaction

  Regarding the table No.3, level of significant of negative emotion of customers and customer satisfaction is (t=3.58) which is more than 1.96 and shows that negative emotion had a significant effect on the customer satisfaction so this hypothesis was accepted, also the path coefficient (\( \beta \)) shows that the rank of effect of negative emotion upon the customer satisfaction is in the second rank.
Nonverbal Communication of Employees on Customers’ Emotional Responses and Satisfaction

Result and suggestions
Since the competition in the Restaurants industry was increasing, so the restaurants owners have to try for attracting the customers and also the customer’s loyalty. Also since the behaviours of customers affect on the customer’s satisfaction, so the target of this research is to investigate the effects of nonverbal communication of employees upon customer’s emotional responses and customer satisfaction.

The results show that:
- Kinesics of employees is positively related to the positive emotion of customers. This hypothesis consist with the finding of Burgoon et al (1990), sundaram and webster (2000)
- Proxemics of employees is positively related to the positive emotion of customers. This hypothesis consist with the finding of price et al (1995), sundaram and webster (2000)
- Paralanguage of employees is positively related to the positive emotion of customers. This hypothesis consist with the finding of sundaram and webster (2000)
- Physical appearance of employees is positively related to the positive emotion of customers. This hypothesis consist with the finding of lang et al (1993), Mehrabian and Blum (1997), oliver-Radquez et al (1999), Hazlett and Hoehn-saric (2000), sundaram and webster (2000)
- Kinesics of employees is negatively related to the negative emotion of customers. This hypothesis consist with the finding of sundaram and webster (2000)
- Proxemics of employees is negatively related to the negative emotion of customers. This hypothesis consist with the finding of sundaram and webster (2000)
- Paralanguage of employees is negatively related to the negative emotion of customers. This hypothesis consist with the finding of kim (2007), sundaram and webster (2000)
- Physical appearance of employees is negatively related to the negative emotion of customers. This hypothesis consist with the finding of Ryu and Jang (2007), sundaram and webster (2000)
- The positive emotion of customer is positively related to the customer satisfaction. This hypothesis consist with the finding of Westbrook and oliver (1991), oliver (1993), Ryu and Jang (2007), Han et al (2009), sundaram and webster (2000)

The first step for managing the restaurants is to solve the dissatisfaction of customers because of the nonverbal behaviours of employees, so all the employees should be trained the nonverbal communication, so it cause that the managers can solve the customers’ dissatisfaction, and cause to customer’s satisfaction so it’s so necessary for all managers to pay attention to the effect of nonverbal communication upon the customer’s satisfaction and learn it to the customers. (Juli, 2000) The perception of employees of the nonverbal communication cause to the better services, since the result of this research shows the effect of nonverbal communication upon the customer’s satisfaction, so the managers of restaurants should study about the customer’s satisfaction regarding the nonverbal communication continually, that is also stated in the study of sundaram and Webster (2000). By the periodic researches the managers achieve the significant results about the changes of customer’s satisfaction and they can arrange for increasing the customer’s satisfaction. The most important point for managers is getting feedback from nonverbal behaviours of employees to determine that which behaviours increase the customer’s satisfaction. Also this is a good idea to consider financial and nonfinancial stimulus for employees’ effective behaviours. Regarding the study of sundaram and webster, stimulus programs re an effective way to encourage the positive nonverbal behaviours for employees. The manager should pay attention to employee’s behavior because of the significant role of employees upon the customer’s attitude about services quality. Since the nonverbal communication affect on services encounters, so the bellow points was suggested for managers:
1. Assure that the employees pay attention to the importance of nonverbal communication.
2. Training of employees for paying attention to nonverbal behavior upon the customers.
3. Reforming of nonverbal behavior of employees through periodic feedback.
4. Training the employees about paralanguage.
5. Pay attention to employees’ clothes and change it regarding the customer’s expectation.
6. Assessment of customer’s satisfaction about nonverbal communication of employees.
7. Encouragement of employees for changing their nonverbal behavior to achieve customer’s satisfaction.

**Limitation of study**
This study contains a number of limitations that needs to be addressed.
- In spite of the appropriate number of questions of questionnaire some of the customers didn’t answer all questions, for achieve the best result all the questions should be answered.
- Another limitation of this study is related to the fact that verbal and nonverbal communication takes place at the same time in most situations. In fact, it has been pointed out that nonverbal communication is a complex phenomena that is difficult to be completely separated from verbal communication.
- Since most of the customers of fast food Restaurants are young, so the findings of this research is difficult to be judged as representative of the all restaurants that include different range of customers.
- Because of the time limit only the questionnaire was used for collecting data and since some of the people don’t attend to tell their truth attitude, so it was better to use other method like interview and observing.
- The uncontrollable effect of environmental factors like friends’ effect attitude in the time of answering the questions.

**Suggestions for future research**
There are some suggestions for the future study on the similar topic.
- Because of lacking research about nonverbal communication in Iran context, it will be suggested to study nonverbal communication in other services encounters like hotels.
- The effect of using nonverbal communication of teachers upon the students.
- The effect of nonverbal communication of sellers upon the customers’ buying intend.

**References**