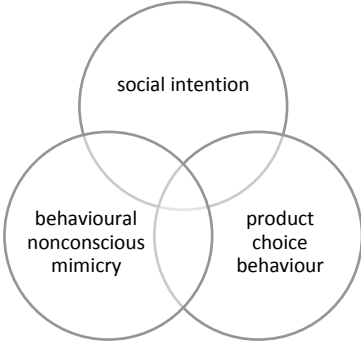


Internet Appendix A246: Consumer Behaviour II
Illustrative Reverse Engineered Pitch Template Example

Pitcher's Name	Kerstin Klein	FoR category	Consumer Behaviour	Date completed	3 December 2017
Full Reference	Wong, S.-H., Hartley, N., & Tombs, A. (2017). Behavioural effects of nonconscious mimicry and social intentions. <i>Australasian Marketing Journal</i> , 25, 26-37.				
Basic Research Question	Does nonconscious mimicry take on a critical role in relationship building in customer service encounters, or can the importance of individuals' social intentions when entering into a social interaction in a customer service setting be neglected?				
Key papers	Kulesza, W., Szymowska, Z., Jarman, M.S., Dolinski, D., 2014. Attractive chameleons sell: the mimicry-attractiveness link. <i>Psychol. Mark.</i> 31 (7), 549–561. Campbell, D.T., Stanley, J.C., Gage, N.L., 1966. <i>Experimental and Quasi-Experimental Designs for Research</i> . McNally, Michigan. Tanner, R.J., Ferraro, R., Chartrand, T.L., Bettman, J.R., van Baaren, R.B., 2008b. Of chameleons and consumption: the impact of mimicry on choice and preferences. <i>J. Consum. Res.</i> 34 (6), 754–767.				
Motivation/Puzzle	Nonconscious mimicry is a salient behaviour in many social interactions such as the imitation of accent over the phone or the tendency to return a smile from another smiling person. Past research in the field has not considered the importance of individuals' social intentions when entering into a social interaction in a customer service settings, leaving a significant research gap for the paper created. This paper extends current managerial leadership theory into the novel setting of nonconscious mimicry to explain the critical role of social intentions in relationship building in customer service encounters.				
THREE					
Idea	This paper hypothesises that relationship-oriented individuals are likely to facilitate greater interactions with others, are more receptive to social cues, thus also more receptive to nonconscious mimicry and consequences. Conversely, task-oriented individuals aim for task accomplishment during third-party interactions and will overlook affiliative behaviours in the immediate environment. The study was conducted using one pre-test and one quantitative experiment to evaluate the hypothesised relationships.				
Data	<ol style="list-style-type: none"> 1. Experiment following methodology of using a photo-description task to conduct the mimicry manipulation and product taste task to evaluate product choice behaviour 2. 121 participants recruited through the weekly staff e-newsletter and course announcements at a large Australian university 3. – 4. Data based on own survey conducted with help of research assistant and research grant by the University of Queensland – generation of new data 5. No 6. Yes 7. no participant was suspicious regarding the manipulation nor correctly guessed the research hypotheses. Harman's single factor test revealed that common method bias does not account for the following findings. Assumptions for using analysis of covariance (ANCOVA) and regression were assessed and were not violated. 				

Tools	A 3 (social intentions: relationship or task or none) × 2 (nonconscious mimicry: present or absent) between-subjects factorial design was used. Participants were randomly assigned to one of six conditions.
TWO	
What's New	<p>Built on existing literature and primary research, this paper suggests that the three factors social intention, behavioural nonconscious mimicry and product choice behaviour are closely interrelated. While prior research analysed those aspects only broadly, this paper analyses the changing outcomes when looking into relationship- and task-oriented individuals.</p>  <p>The diagram consists of three overlapping circles. The top circle is labeled 'social intention'. The bottom-left circle is labeled 'behavioural nonconscious mimicry'. The bottom-right circle is labeled 'product choice behaviour'. All three circles overlap in a central region.</p>
So What?	By applying the theory established, companies can improve their relationship marketing such as increasing the customer's liking of the service provider and improving product sales and consequently will be able to generate more financial profits.
ONE	
Contribution	This paper discussed different key theoretical implications including filling the key gap by empirically addressing and investigating the impact of social intentions and nonconscious mimicry on product choice behaviour and the importance of social intentions and its results. Furthermore, a framework summarising and conceptualising nonconscious mimicry has been developed. Additionally, an effective priming activity for social intentions that overcomes the shortcomings of extant manipulation activity has been introduced.
3 key findings	<ol style="list-style-type: none"> 1. Nonconscious mimicry may be insufficient on its own to have a substantive impact on the receiver 2. The effects on nonconscious mimicry disappear when people are task-oriented 3. Social intentions significantly moderate the relationship of nonconscious mimicry on product consumption and purchase intentions through interpersonal liking which however is not reflected for product liking.