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AN INVESTIGATION OF BUYER-SELLER INTERACTION: THE ROLE OF RELATIONAL CONTROL IN A MODEL OF FACE-TO-FACE COMMUNICATION BEHAVIOR

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ABSTRACT

AN INTERACTION OF BUYER-SELLER INTERACTION: THE ROLE OF RELATIONAL CONTROL IN A MODEL OF FACE-TO-FACE COMMUNICATION BEHAVIOR

By

Jay Logan Laughlin

Although significant academic attention has been given to personal selling, little has been directed to the face-to-face communication process. Contributing to limited study of sales communication behavior has been the absence of suitable measures. Responding to this need, this research develops theory in the area of face-to-face buyer-seller communication, proposes and tests the acceptability of a measure of communication behavior, and employs the measure in an experimental setting.

Previous personal selling research suggests that failure to differentiate performance (behavior) from effectiveness (outcome) has prevented researchers from measuring the contribution of communication behaviors to sales outcomes. Instead, researchers have focused on personal attributes, indirect skill measures, strategy, and situational variables as predictors of sales success. This research combines a dyadic exchange approach with theory from relational communication to develop a behavioral model of face-to-face sales interaction.

Using previous relational communication measures, a category scheme is developed to measure the messages of dyad

participants. Unlike previous measures, reliability and validity are carefully examined. Also included in the research is an investigation of the nature of relationship in sales interaction. This investigation measures and validates the control component of buyer-seller relationships. The research includes the other dimensions of relationship consistent with communication theory, specifically trust, intimacy, and familiarity.

An experiment is presented for testing the theoretical model. A sales interaction simulated by 46 dyads of personal selling students is coded using the relational control coding scheme. Hypotheses are examined regarding the contribution of relational control to sales outcomes. Modest relationships between relational control patterns and incidence of sale and seller profit are observed.

Managerial implications from the research center on selection, evaluation, and training. It is suggested that the relational control coding scheme be used to objectively evaluate personal interviews for making hiring decisions, and to develop evaluation and training programs for improving performance. Additional development of the measure and extension to additional experimental and field settings are suggested as future research directions.

For Diane

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This research is the product of contributions and encouragement provided by numerous important people over an extended period. Expression of appreciation here must be limited to only a few.

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CHAPTER I

INTRODUCTION

Throughout the marketing literature, authors have noted the importance of personal selling among the promotional mix variables. This importance is most commonly ascribed to the relative size of personal selling in the promotional budget.[1,2] Importance has also been concluded to be a result of personal selling's prominence in generating revenue,[3] its impact on customer behavior,[4] and its contribution to ongoing interfirm relations.[5] Combinations of these factors magnify the importance of personal selling and a substantial body of literature addressing effectiveness in personal selling has resulted. Closer examination of the nature of study in personal selling shows a bias away from the study of interaction between the buyer and the seller. More emphasis is placed on independent actions by the seller which affect sales outcomes.

Although personal selling has received a good deal of attention in the marketing literature, calls for research in the area of buyer-seller face-to-face interaction have largely been ignored. Evans[6] and Webster[7] were early proponents of sales interaction research whose directives were not heeded until Weitz's contingency framework was introduced. Since the development of a contingency framework which recognizes face-to-face interaction, most research has centered on how sales people adapt strategies to various buyers.[8,9] Less attention has been given to

buyer/seller skills in the communication process. The research reported here is an effort to help fill the void in the area of personal selling communication behavior.

Most of the research over the past 80 years has been in response to managerial concerns for improving salesforce effectiveness generally rather than salesperson performance specifically.[10] Making a definitional distinction between effectiveness and performance will serve to clarify this point. Performance measures the adherence of a person (or other unit of interest such as organism, mechanism, system, or organization) to a prescribed set of behaviors or actions. Effectiveness instead measures the attainment of outcome goals.[11] Because goals are frequently established on performance-based outcome expectations, and good performance is often closely correlated with effectiveness, this distinction is often blurred. The terms are used interchangeably in much of the sales literature, to the detriment of understanding of personal selling processes.

In personal selling, the distinction between performance and effectiveness is important for two reasons. First, there is yet little understanding of what constitutes good performance. The highly situational and dynamic nature of the sales context makes prescription of sales behavior a difficult task. Second, the linkage between performance and effectiveness in selling is often low. Depending on the good or service, and the economic, legal, social/cultural, and competitive environments; the success-to-sales call

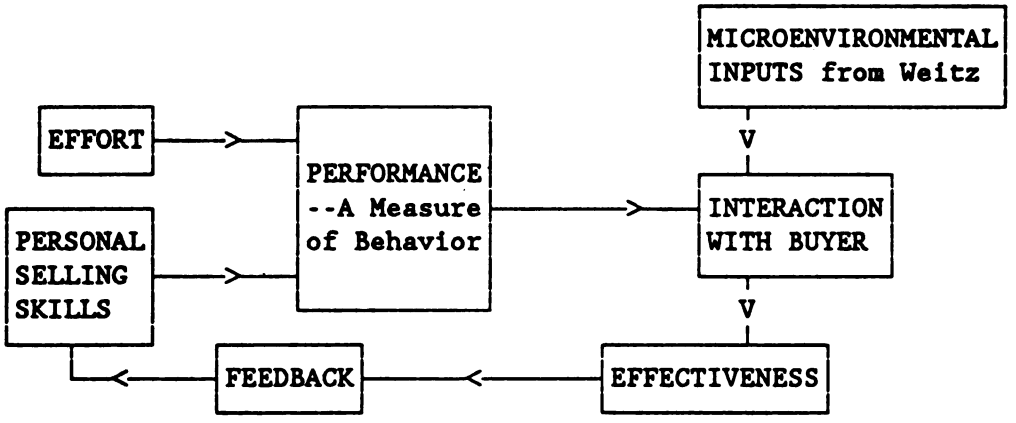
ratio of the most effective salespeople may be a very low number. Given a weak relationship between performance and effectiveness, it is important to establish performance, as well as effectiveness measures for the purposes of evaluation and training.

The research reported here is intended to increase the level of understanding of individual personal selling performance. More specifically, the interest is in developing understanding of the portion of sales behavior which Weitz[12] describes as the microenvironment. By microenvironment, he means the sales interaction process between the buyer and the seller. This is the portion of most sales jobs which obscures the linkage between performance and effectiveness because the buyer affect on the process introduces significant variability. Microenvironment or communicative exchange processes in selling can be contrasted with independent seller behaviors such as prospecting or determining sales call frequency which are measurable using standard approaches and are characterized by Weitz as the selling macroenvironment.[13]

BUSINESS PROBLEM

Before developing the research purpose more fully, it is useful to examine the related business problem. Of primary interest to management in the study of personal selling is how the inputs to selling efforts can be manipulated to improve outcomes. This overriding concern with effectiveness was recognized earlier. There is reason,

however, for also providing a behavior-based performance measure. Using the conceptual model shown in Figure 1, which is derived from the definitions provided earlier, the rationale for this measure can be discussed. The model is similar to that offered by Weitz,[14] but it constrains performance to be a behavior rather than an outcome measure.



Revised Conceptual Model

Figure 1-1

Review of standard texts in sales management[15,16] yields the enumeration of management decisions which affect the personal selling component of a firm's promotional mix shown in Figure 1-1. Among the listed decision areas, the recruitment and selection, employee training, and compensation variables represent the major cost concerns for sales management. Predictably, the variables which can be measured easily and relate to the macroenvironment, have gained the major share of the research to date.[17] For this reason, the Churchill, Ford, Hartley, and Walker 1985 meta-

analysis covering studies from 1918 to 1982, found predictor variables such as personality, personal characteristics, role, skill level, motivation, and organization/environment to be the key factors identified in the literature. Even where skill level has been used, it has typically been a latent construct with little direct application to sales interaction. The variables listed are useful for making salesforce hiring and compensation decisions, but do not provide the level of analysis required for evaluating sales interaction at the individual level.

1) Employee recruitment and selection
2) Employee evaluation and control
3) Training
4) Compensation
5) Organization

Management Decisions Affecting Sales Effectiveness

Figure 1-2

Not only have research efforts centered on the macro-environment of sales, but they have also tended to specify management strategy and policy rather than evaluation or training prescriptions relating to salesperson behaviors. Figure 1-3 provides a classification matrix for the 49 articles from five marketing journals dated May 1984 to April 1989. Review of these articles is not exhaustive, but provides useful analysis of the emphasis within the marketing discipline. The matrix provides classification

based on the macro vs. micro selling environment, and whether or not the article emphasizes evaluation and/or training. Details of the analysis are given in Appendix A.

Sales Environment	Evaluation and/or Training Related: No	Yes
Micro	2	5
Macro	36	6

Classification of Sales Related Marketing Articles
May 1984 - April 1989

Figure 1-3

Again, the assertion that academics have failed to adequately examine the relationship between performance and effectiveness is supported. A more thoroughly developed construction of the performance - effectiveness relationship would allow recommendation of evaluation and training measures and would also help identify situations where ineffectiveness is more related to environment or competition than it is to skill level.

Training is used to reinforce or alter behavior. If management recognizes a correlation between behavior and effectiveness, then training will be used to pattern the desired behavior. Despite the above-mentioned scarcity of academic research in training, and the absence of a

satisfactory theoretical model relating skills to performance in personal selling, the use of training in sales programs is extensive. Churchill, Ford and Walker (1985) cite statistics generated annually by Sales and Marketing Management that show average annual training costs for industrial salespersons to have been $24,600 in 1983. A more recent check of the same source reveals that the average annual expenditure was $27,569 in 1987.[18] Apparently management recognizes some correlation between patterns of salesperson behavior and sales outcomes. Analysis of current training content will provide relevant hypotheses for the relationship between performance and effectiveness.

In summary, the business situation is characterized by a recognized, but poorly specified, relationship between sales performance and sales effectiveness. A systematic means of advancing theory in relevant selling skills is warranted.

THE RESEARCH PURPOSE

The purpose of this dissertation is to increase understanding of the relationship between participant behavior in the sales microenvironment and sales outcomes. Weitz has described the sales microenvironment as the exchange process between the buyer and seller. Therefore, meaningful behavior in the context is communication. Improved understanding of the role of communication in determining sales outcomes should lead to improved evaluation and training techniques which have been presented

as important concerns for sales management.

There are three components to the purpose stated above. First, a conceptual model relating sales behavior to sales outcome within the dyadic buyer-seller exchange context is intended. To accomplish this purpose will require investigation of current managerial sales training notions and synthesis of theory developed in several disciplines. Included among the field of interest are social psychology, leadership, persuasion, negotiation, and communication. The second purpose is to provide a measure of relevant selling behavior so that adjustments to performance can be effected. Determination of appropriate measures will proceed from the theoretical model and will include appropriate measure validation techniques. The third research purpose involves application of the measurement instrument to a laboratory experiment for testing hypothesized relationships between personal selling behavior and sales outcomes.

There is precedent for application of communication and social psychology theory to the study of sales interaction.[19,20] The purposeful extension provided by this research is to create a theoretically based measurement instrument which is practically oriented. An instrument is intended which allows control manipulations. It must therefore provide measurement of participant behaviors which are ordinal. By providing ordinal or higher level data, theory generated hypotheses can guide at least the direction

of behavior modification and potentially provide some sense for its magnitude.

RESEARCH QUESTIONS

Three categories of research questions parallel the components of the research purpose. Question 1 deals with the conceptualization of the personal selling microenvironment. Question 2 is derived from question 1 and pertains to the measurement of sales interaction. Question 3 establishes the relationship between communication behavior in the sales interaction and outcomes of the interaction.

Question 1

What is the nature of the personal selling microenvironment?

An explicit answer to this question involves the determination of meaningful dimensions of the sales microenvironment. Within the relationship and communication processes that constitute the sales microenvironment, how do the parties engage, influence one another, and thereby effect various outcomes? Given the business problem which is concerned with controlling sales behavior, it is essential to identify the dimensions of behavior within the sales microenvironment which generate variations in two types of outcomes.

One outcome of interest is the economic outcome. Do the parties agree to the transaction and if so, what is its economic valuation? Price is frequently used as a

substitute for utility in evaluating this measure. A second outcome of interest is the attitude of the parties toward the sales interaction. This outcome is multifaceted and includes attitudes toward the other party, the economic result, the relationship, and the members' perceptions of their own performance.

Importance of the first outcome is apparent, and has been the object of many studies in sales effectiveness. Recently, more attention has been directed toward the long-term relationships required for many business activities and the need to increase emphasis on the second outcome is warranted. To maintain the performance orientation desired in this study, concentration will be on the relationship between relevant sales behaviors and variability in these two types of outcomes. Attempts at creating normative guidelines by evaluating the relationship between outcomes and effectiveness will be reserved for future studies.

Question 2

How should interaction in personal selling dyads be measured?

This question logically follows the creation of a conceptual model which elaborates the dimensions through which dyad members influence sales outcomes. Answering the question must go beyond the creation of the theoretical model to include consideration of operationalization requirements, validity assessment, reliability, and practicality in establishing evaluation and training

criteria. Review of the literature in sales and communication suggests the use of interaction analysis as the means through which this concept should be measured. A coding scheme is developed and tested for this purpose.

Question 3

What is the relationship between discernible communication patterns in the sales dyad and outcome measures?

Creation of a theoretical model and application of a measurement tool for communication processes between buyer and seller are the intended products of the first two research questions. By using a valid measurement instrument, differences among communication patterns will be sought. Of interest at this point is the relationship between these various patterns and the two types of outcomes identified earlier. Hypotheses regarding these relationships will be generated in the methodology chapter of this dissertation followed by analysis and results in subsequent chapters.

SCOPE OF THE RESEARCH

Although the business problem to which this research is addressed is the evaluation of sales performance and prescription of sales training, only the early stages of an adequate solution can be developed here. Following the development of a theoretical model of sales interaction and the creation and validation of a research measurement tool, the model was tested in a laboratory setting. The laboratory setting consisted of a university classroom, an

audio-videotape camera, and student subjects role playing the parts of buyer and seller in a used car case study which was used for the sake of familiarity. Student subjects were members of a course in personal selling taught by the researcher at a midwestern university.

POTENTIAL CONTRIBUTIONS

The major contributions of this research are the synthesis of theory from a number of disciplines to the personal selling context and the creation of an applied measure of buyer-seller interaction. Clarification of the distinction between performance and effectiveness has aided the recognition of the need for meaningful measures of performance as well as effectiveness.

Design of the measurement instrument itself has significant implications regarding the identification of important areas for training in sales interaction. Through continued testing and refinement of the theoretical concepts. A comprehensive training curriculum for personal selling can be developed.

The laboratory experiment will support or suggest modifications to the theory within the context of a laboratory environment. It should provide useful guidance for the training of undergraduate students.

RESEARCH LIMITATIONS

The laboratory setting and the inexperience of the subjects provide limits to generalization of the results of

this study. However, since the laboratory exercise and the course that it is a part of are actual sales training settings, evaluation of questions relating to the training of novice salespeople is meaningful.

An additional limitation is the selection of one sales environment rather than a cross-section of sales settings. For this reason results cannot be generalized across products or situations. There is also in this study a significant negotiation component as is the case for several types of selling. It was determined that this would allow for more detailed outcome measurement than a simple sale-no sale classification. Results may differ significantly in situations where the potential buyer does not have a negotiation option.

The research addresses preliminary questions in the nature of the sales interaction microenvironment. By identifying the relationships from a number of perspectives it suggests dimensions on which salesperson performance can be evaluated and potentially enhanced through training. It does not address the evaluation or training procedure themselves.

Finally, the research does not include all possible dimensions through which influences are exchanged between the seller and the buyer. Such considerations as non-verbal expressions, attraction, and stature are excluded from the study in order to retain manageability. These areas may provide enrichments in future research efforts.

Although the research does have these limitations, it does provide improvement of the critical conceptualization of the sales interaction process as well as a practical means for evaluating seller and buyer communication behaviors.[21]

ORGANIZATION

The remainder of this dissertation is organized in five chapters. Chapter II contains the literature review and conceptual development of buyer-seller exchange or the personal selling microenvironment. Review of literature in several neighboring disciplines is required for this effort. The most useful include social psychology, communications, negotiation, leadership and persuasion. Selected additions from such areas as linguistics, sociology, proxemics, and kinesics are also potentially useful.

Chapter III discusses the research methodology. A significant portion of the contribution of this research is the development of a research measurement instrument for evaluating the communicative exchange process in the sales dyad. The specifics regarding the development of this instrument and its validation are covered in this chapter. Statements of specific hypotheses tested and the data gathering process are also provided.

Chapter IV provides the statistical analysis of the research results. It also provides conclusions regarding the research effort.

Chapter V includes a review of the research hypotheses

and results with the perspective of providing research implications. Limitations of the research are more thoroughly discussed and the indications for future research efforts are examined.

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CHAPTER II

LITERATURE REVIEW

Chapter II provides a theoretical foundation for the research by reviewing the literature which relates to the three areas of research questions. Although a preliminary theoretical framework is presented in a revised form of Weitz's proposal in Chapter I, the effort here will be to incorporate additional theory from social influence and communication. These perspectives extend the relational component of influence in the sales dyad. To accomplish this objective, the literature review will be organized in three sections.

Section one reviews the literature in social psychology, communication, sales, and negotiation to formalize a model of the personal selling microenvironment. Rather than attempting to cover each of these fields comprehensively, the purpose is to begin with an examination of the buyer-seller dyad and then draw upon the most relevant theories from each of these areas to improve understanding of the sales exchange process.

Section two addresses the second major question of the research. The question involves determination of appropriate measures for sales interaction which are useful for exchange manipulation in the sales microenvironment. It is therefore dependent on the constructs provided in Section one and a review of research methods from sales, communication, and negotiation.

Section three is a concise review of recent calls for research in the sales interaction setting. Review of these articles provides the basis for asking the more specific research questions.

REVIEW OF RELATED LITERATURE AND DEVELOPMENT OF A MODEL OF THE SALES MICROENVIRONMENT

Weitz's contingency framework includes recognition of the buyer-seller exchange process as an important contributor to sales outcomes. Here a closer examination of the sales microenvironment will be presented. This effort will include reviews of literature from related disciplines and development of a revised model.

Foundations for the Study of Behavior in Dyads

The distinguished sociologist George Homans wrote in 1950 that "sociology has examined the characteristics and problems of communities, cities, regions, big organizations like factories, and even whole nations, but it has only begun to study the smaller social units that make up these giants."[1] He suggests that this approach is a reversal of experience since humans most commonly interact in small groups. Homan's recognition of the importance of interaction of small groups initiated a stream of research which provides useful insights for personal selling since a subset of small groups is the dyad. Whether we are studying groups large or small, the basic questions of social psychology remains the same. Why do people behave in groups the way they do?

Of course it would be simplistic to suggest that the first concern about human behavior in small groups began with Homans. As Homans points out, "the behavior of men, usually in small numbers, has inspired the largest part of human literature and eloquence.[2] We must therefore distinguish recent investigations into small group behavior from the historical perspective. Allport provided an explanation for the development of thought in social psychology. He stated that most earlier explanations of social behavior would fall into theological or metaphysical categories and that only recently would a positivist approach be considered.[3] In this review, he states that most social psychologists of the nineteenth century sought univariate explanations for behavior. For this reason, such explanations as hedonism (eg. Bentham, 1789), or egoism (eg. Hobbes, 1651), were frequently pursued.

Emphasis expanded to the investigation of such concepts as sympathy, imitation, and cognition. Allport paralleled these three motivations with Plato's institutions of the mind.[4]

> "For Plato, the abdomen was the seat of emotions or feeling; the breast the seat of striving or action; the head the seat of reason or thought."

Just as theories of hedonism and egoism tended to be univariate, early investigations by social psychologists in the areas of sympathy, imitation, and cognition tended to stress one motivational source at the expense of the others. It should, however, be stated that emphasis on single

explanandum in early investigations is a rule noted by Allport, and is not absolute. As Allport states:

> "Adam Smith, in his Wealth of Nations (1776), gave marked impetus to hedonism and to laissez-faire. Yet his total system of thought demanded an equal emphasis upon human sympathy."[5]

This historical perspective can be positioned with respect to the recent focus on empirical theory development using Homans' view. Homans describes three phases in the development of the discipline of social psychology.[6] The first stage, representing the work of what Homans calls the first (Comte and Spencer) and second (Pareto, Durkheim, and Max Weber) generations of social psychologists. Emphasis in this stage, as just stated, primarily sought general theoretical explanations often centered on one determinant. The second stage, according to Homans occurred between World War I and World War II. The emphasis at this stage was "detailed studies of particular social groups."[7] Homans initiated a third stage which is a renewed synthesis using the multitude of findings from the detailed studies. He did not attempt a general theory of group behavior, but was optimistic regarding the creation of an improved theory for the small group.

It is important to recognize at this point, that similarities exist between the development of theory in social psychology, as defined by Homans, and the current state of research in personal selling. Just as Homans described early efforts in social psychology as seeking univariate antecedents for human behavior, early efforts in

personal selling have sought independent variable influence on sales outcomes.[8] A new synthesis of these studies is required.

Traditional Research in Personal Selling

Studies in personal selling have historically centered on the identification of explanatory variables for the prediction of sales outcomes.[9] Churchill, Ford, Hartley, and Walker's 1985 meta-analysis of 116 articles written from 1918 to 1982, confirm that the emphasis throughout the literature in personal selling effectiveness is the determination of independent variables which affect sales performance. These variables were categorized in the analysis as relating to aptitude, skill level, motivation, role perceptions, personal (demographic), or organizational/ environmental factors. The striking outcome of this analysis was that "none of the predictors by themselves account for a great amount of variation in performance - less than 10% on average..."[10] While Churchill, et al. recognized a limitation in the use of "static" rather than interaction data, their explanation of low correlation centered on the measurement of performance and the need to recognize moderator variables such as type of customer or type of product.

The Churchill et al. meta-analysis identified six classes of variables studied in previous research. These are aptitude, skill level, motivation, role perceptions, personal variables and organizational/environmental factors.

Comparing this classification system with the one provided by Weitz underscores the absence of study of sales behaviors in the marketing literature. Weitz[11] identified three types of studies - those dealing either with behaviors, behavior predispositions, or capabilities. Since the Churchill study is comprehensive (1918-1982), yet provides no examination of sales behaviors themselves as predictors for sales outcomes, it is evident that empirical studies of sales behavior are extremely rare.

An exception is a 1979 study by Spiro and Perrault which investigated the influence strategies employed during sales calls. The study used Likert scale responses of 444 salespeople while recalling a recent sales call. Combinations of five influence strategies were generated from the analysis. The study found that influence strategy mixes did vary with situational variables. Although the study is based on self-report measures, it does provide what the authors claim to be "the first major empirical evaluation of industrial salesmen call behavior."[12] The study was restricted to identification of influence strategy mixes and did not relate strategy selection to sales outcomes.

Other studies of selling behavior include Olshavsky (1973), Pennington (1968), Taylor and Woodside (1968), and Willett and Pennington (1966). These studies are described by Weitz[13] as descriptive and not examining the effectiveness of sales behaviors. The conclusion of this

discussion is that very few sales studies have included examination of selling behavior within the buyer-seller microenvironment, and in those few instances where behavior has been studied, it has not been linked to selling effectiveness.

Recalling the analysis of recent sales literature provided in Chapter I, it is not surprising that little empirical investigation of the sales dyad is available. It was found that the majority of research emphasis has been on the sales macroenvironment. However, there has been a recent increase in the level of research relating to the sales microenvironment. For example, recent articles have examined the importance of client entertainment[14,15] and the use of humor in the industrial selling process.[16] These studies have included explicit consideration of the effect of these activities on the interactive relationship between the buyer and the seller. The shift of emphasis is the product of a stream of research which has been traced to the work of Evans.[17] Reviewing this stream of research will provide direction for study of the personal selling microenvironment.

The Dyadic Interaction Perspective in Personal Selling

Interest in examination of the customer-salesperson dyad is said to have been sparked by Evans.[18] He hypothesized that sales were more likely in instances where the salesperson was perceived to be similar to the customer. Although similarity theory has not been durable, Evans did

provide a precedent for the examination of customer-salesperson relationships at more than a content level.

Interaction theory as an approach to personal selling was more formally proposed by Webster.[19] He summarized three previous approaches as relating to 1) salesman's traits, 2) salesman's actions or 3) need satisfaction and confirmed that these are "important determinants...but incomplete for explaining and predicting the outcome of the sales interview."[20] Even where the buyer's needs had been considered, the buyer was still characterized as passive using these approaches.

Webster's most important assertion in his oft-cited paper was that "the outcome of the sales call depends on how well the salesman and the prospect have communicated with each other..." Despite this early recognition of the importance of two-way, face-to-face communications in personal selling, few efforts toward incorporation of communication theory have followed. Soldow and Thomas went so far as to say that "most studies have ignored Webster's admonition that researchers view personal selling as a dynamic, interactive communication process."[21]

Few researchers addressed dyadic interaction in personal selling from the time of Webster's prescription until the resurrection of the concept by Weitz.[22] Grikscheidt investigated interactive communication skill, specifically the ability on the part of the salesperson to monitor feedback leading to further insight into the

interpersonal communication process as it applies to personal selling.[23,24,25] For the most part however, dyadic interaction investigations of interpersonal influence processes had remained in the realm of social psychology.

Weitz's contingency framework has been referred to as an early outgrowth of the marketing exchange paradigm which recognizes the buyer-seller relationship as an important variable.[26] From Weitz's framework, two important streams of research have been developed, both of which must be considered in the current study. The first stream involves the implementation of persuasion strategy within the confines of the sale dyad. Writings within this area include those of Weitz (1981), Weitz, Sujan, and Sujan (1986), Szymanski (1988). Recognition of the dyad allows for assessment of the adaptiveness of the salesperson in developing persuasive strategy.

The second area of research following the contingency framework is in the field of relational communication. Soldow and Thomas (1984)[27] recognized that Weitz's framework stressed the content portion of the interaction between buyers and sellers with a resultant emphasis on adaptive strategy. They incorporated notions from communication in the sales dyad and introduced relational communication as a complementary consideration. Not only does successful selling require strategic (content) adaptiveness, but it also requires an ability to skillfully manipulate the relationship defined in the communication process. These

ideas will be developed more thoroughly in the review of communication contributions to the current study.

Another recent study which has focused on the relationship component has been provided by Dwyer, Schurr and Oh (1987). They also developed the buyer-seller relationship by recognizing the distinction between content and relational components of buyer-seller interaction. Although these authors suggest that relational interaction is a process and define stages that parallel courtship and marriage, no means for measuring the relational interaction is provided in their study.[28] As will be seen in the communication review, the components of relationship that relate most strongly to the maintenance of long-term relations are trust and intimacy. The present research relates to a one-time buyer-seller contact and is therefore restricted to the control component of communication. A more complete development of the contribution of relational communication is given in the next section. The contribution of adaptive strategy is included in the review of the negotiation literature which includes treatment of theories of compliance gaining.

Review of the Communication Literature

Any study of human social behavior involves communication. In fact, communication is central to the interaction of individuals, groups, organizations, and societies.[29] Because of the wide range of communication and the numerous theoretical approaches, it is necessary to

narrow the scope of this investigation to those theories most useful to the personal selling context. Littlejohn provides a useful taxonomy for this purpose. He uses a 4 x 4 classification of theoretical domains based on the communication context and the theoretical theme. Littlejohn's taxonomy is reproduced in Figure 2-1. Since personal selling has been defined as an interpersonal influence process,[30] the present review of communication theories will be restricted to those dealing with persuasion in the context of the dyad.

		Contextual Theories			
		Dyadic	Group	Organizational	Mass
Thematic Theories	Language				
	Meaning				
	Information				
	Persuasion				

(From Littlejohn)

Taxonomy of Communication Theories

Figure 2-1

Before focusing on persuasion, it is necessary to develop understanding of the nature of general communication processes in the dyad. This approach recognizes that the higher order theory (persuasion) is dependent on the underlying theories of language, meaning, and information. These ideals will be developed only briefly here. For a more thorough review of communication theories, the reader

is referred to Littlejohn.

Theories of Language

Every theory of communication recognizes that communication occurs through the use of symbols.[31] These symbols can take several forms including speech, writing, art, and symbolic action. The present research is constrained to an examination of the exchange of verbal symbols in the sales dyad. The presence of non-verbal expression has been well-recognized,[32] but it is not included in this study to provide focus and manageability.

Communication involves the transfer of an idea from one person to another. Examination of the root of the term contributes to such similar terms as commune and communion. The implication is that of a sharing in common of an idea. Since we are interested in studying the specific subset of dyadic persuasion, it is unnecessary to provide an inclusive definition of communication, but to provide an accurate, specific definition for the present context. Probably the most useful contribution is that of Miller (1966)...

> "In the main, communication has as its central interest those behavioral situations in which a source transmits a message to a receiver(s) with conscious intent to affect the latter's behaviors."[33]

The contribution of language is that it is one vehicle through which this process occurs. As was indicated in Chapter I, other recognized communication channels such as facial expression and body language will not be examined here, but offer promise for future efforts. Where

communication is two-way, as in the face-to-face selling situation, the ability to develop shared understanding is enhanced and the fullest development of interpersonal influence can be realized. As will be examined more thoroughly in the development of the research methods review, the most observable evidence of shared understanding is in the language of the dyad itself.

Theories of Meaning

Littlejohn states that meaning is "intimately intertwined" with the previously discussed topic of language.[34] The use of language is necessarily an abstraction of the idea it represents and the application of meaning is the process within the individual to the communication which fills in the discrepancies between the language and the idea. The sender of a message begins with meaning, converts to language which is received and then converted to meaning within the comprehension of the receiver. Several theories of meaning have been proposed. These include Langer's theory of speech acts, and Cassirer's philosophy of symbolic forms. A summary of these theoretical approaches is presented in Figure 2-2.

Of the three theoretical approaches to meaning presented in Figure 2-1, the most useful for the study of communication processes in the sales dyad is ordinary language theory. Although it has been criticized as being narrow in scope, this is not a problem if the field of study

Theoretical	Author(s)	Basic Concepts	Criticism
Representational	Richards Langer* Osgood	Symbols or words are used as vehicles for the conception of objects.* Words can therefore be used to infer meaning.	Overly simple. May miss meaning beyond the word level.
Ordinary Language	Wittgen-stein Austin Searle*	Language use more important than word reference. Defines the concept of a speech act.* The four speech acts (Searle) are: --Utterance Act - ex. voice exercise --Propositional Act- referential meaning only --Illocutionary Act- seeks understanding on part of the other --Perlocutionary Act- seeks a behavioral response to others. Leads to rule-based approaches.	Narrow in scope. Categories have been criticized as not meaningful/
Experiential Theory	Cassirer Sapir Whorf	Identifies stages of language development. --mimetic - one-to-one relationship with objects. --analogic - intermediate. --symbolic - use of grammar range of conceptions broadened.	More language/ meaning development than analytical. Inoperationed in the present study.

Review of Theories of Meaning

Figure 2-2

is narrowed to a specific buyer-seller setting. Instead of providing broad categories of speech acts such as those developed by Searle, the communication behaviors can be categorized in situation-relevant categories which are established on dimensions through which dyad participants attempt to influence interaction outcomes. The ordinary language approach is consistent with Miller's definition of communication because it recognizes that the messages of senders are "actions" designed to influence receivers' behaviors.

Theories of Information

"The essential feature of all messages is information, and people use the information in messages to reduce uncertainty and thereby adapt to the environment."[35] This introduction to theories of information by Littlejohn suggests that people combine language and meaning to produce information. For a message to qualify as containing information, it must provide reduction of uncertainty to the message receiver. The contribution of information theory to the present study is extremely difficult to operationalize. For this reason, the discussion of this topic will be brief and will center on criticisms of information theory as it relates to interpersonal communication.

The classic presentation of information theory is that provided by Shannon and Weaver.[36] Their construction includes such concepts as transmitter, signal, channel, noise, and receiver. Through the encoding and decoding of

the message, along with noise that can distort, mask, or replace the message, the transmission of information is effected. Distortions, which are created in the process of encoding or decoding or are introduced by the presence of noise, reduce the efficacy of information transfer.

Criticisms of information theory center on the fact that it does not represent a study of information that is most commonly associated with the term. Littlejohn provides three problems associated with "stretching the concept to alien domains."[37] He holds that information theory: 1) is based on statistical techniques not transferrable to human messages, 2) downplays the importance of meaning and, 3) does not deal with contextual or personal factors. In addition to Littlejohn's concerns, the theory defines information as only that portion of a message which contributes to uncertainty reduction in the receiver. Since we do not yet have ready access to hearer's internal uncertainty assessments, the theory is inoperational for the study of human interaction.

A more practical[38] extension of information theory is information processing theory. This study makes hypotheses about the internal processes that transform messages received into useful information. It includes concepts such as sensory data, central processing, storage, and recall. Much of this study in the area of communication is derived from theories of social psychology which attempt to explain the mental processes associated with behavior. Discussion

of these theories will occur in the review of negotiation/persuasion later in this chapter. The most significant development from the information processing theory approach is that "all cognitive processes are governed by organizing themes."[39] For members of the sales dyad, being able to detect the organizing schemes of the other dyad member is an important part of the communication process which leads to adaptation of strategies and tactics.

The greatest contribution of communication theory to the current study is in the area of methodology which will be reviewed in Section 2 of this chapter and established for this study in Chapter III. Communication approaches to the study of interpersonal interaction provide an alternative to standard sales research efforts described earlier. By examining personal selling within the context of dyadic interaction, units of analysis are changed to the reciprocated talking turns of the dyad participants hereafter referred to as an interact. At this level, the adaptation of the participants which have been recognized as important by Weitz[40] can be studied.

Relational Communication

Using a dyadic interaction approach to the study of sales provides an opportunity to view the actual manipulations made by dyad members in their influence efforts. Very recently there has been increasing interest in applying communication interaction to the sales context.[41,42] As discussed briefly in the review of the sales

literature, Soldow and Thomas (1984) provided recognition of an additional field in the communication literature for properly studying the interaction process. The field they introduced is relational communication.

Relational communication theory began with the work of anthropologist Gregory Bateson. He provided two propositions on which relational theory is founded in the 1930's while observing the Iatinul tribe of New Guinea.[43] First, he recognized that two messages are included in interpersonal exchange. Bateson's terms for these messages were "report" and "command". These concepts have since been referred to as content messages and relationship messages or communication and metacommunication.[44] Second, Bateson recognized that relationships can be either symmetrical or complementary. Complementary relationships are those in which dominant behavior is exhibited by one participant while the other responds submissively. Symmetrical relationships are those in which both participants exchange bids for submission or dominance in their communicative behavior.[45]

Theory in relational communication has been extended by authors such as Watzlawick, Beavin, and Jackson[46] who presented five axioms of communication, but more importantly operationalized by researchers beginning with Frank Millar and Edna Rogers.[47] They advance three dimensions to the relationship - control, trust, and intimacy. Control is the allocation of power to direct the interaction which in turn

defines the relationship. If a person changes the subject of conversation or asks a very specific question, they are sending a metacommunication (relational message) that they are in control of the interaction at that point. Trust is the complement of control. For trust to occur in the interaction, the one who relinquishes control must believe that the other will not exploit the position of dominance. Intimacy describes a bond in the relationship in which each member of the dyad receives self-confirmation from the other. The level of importance of this bond will vary not only between relationships, but will also vary between the dyad members within a relationship.

The study of relational communication has been enhanced by the introduction of a number of communication coding schemes which attempt to categorize relational messages along the dimensions of the relationship just discussed. Most of the attention in research has been focused on the control dimension.[48,49,50,51,52] Although some additional understanding of relationships would accrue to detailed examination of trust and intimacy, the present study will also concentrate on the control aspect of relational communication. The current research design includes examination of buyer-seller interaction in a one-time interaction in a used car sale and price negotiation. In such a setting, the contribution of intimacy is minimized and trust is conjointly measured with power since it has been presented as a parallel concept.

Review of the Compliance Gaining/Negotiation Literature

An underlying feature of buyer-seller interaction is the presence of conflicting motivations. The buyer and seller are engaged in a communicative interaction which contributes to the discovery of their respective interests in exchanging goods and/or services for economic consideration. Conflict and its resolution have been studied in a number of contexts and the results of these studies provide additional insight for the development of a model of buyer-seller interaction. A review of literature in conflict resolution and negotiation is provided including a discussion of their usefulness in developing the model for sales interaction. Emphasis will be on examination of bargaining behavior, which is face-to-face, rather than the more general concept of negotiation which includes all aspects of the process.[53]

The negotiation/conflict resolution component of interaction between buyer and seller is well-recognized in the sales literature. A search of the UMI data base from 1984-1989 yielded 293 journal articles which combined sales and negotiation as search terms. The independent variables studied with respect to negotiation outcomes have paralleled the previously discussed studies in sales performance. Seller and buyer characteristics, aptitude, role perceptions, and environmental variables have all been studied as partial determinants of negotiated outcomes in buyer-seller exchange.[54,55,56] Recently, however, some

attention to the area of negotiation using discourse analytic techniques has emerged.[57,58] Before focusing on the discourse analysis literature which provides a synthesis of conflict resolution and communication, a review of the development of research streams in conflict resolution/ negotiation is provided.

Like communication, the roots of negotiation/conflict resolution literature are in the field of social psychology. There are however, alternative perspectives from which conflict resolution has been addressed. In a comprehensive review of the literature of negotiation, Bazerman and Lewicki recognize a number of approaches to negotiation situations. Among these are economic approaches, social psychology approaches, and behavioral decision theory approaches.[59] They apply these orientations to the most commonly studied subset of negotiation settings - bilateral situations. In addition, they recognize game theoretic (a subset of the economic), social psychological, and political science approaches to more complex coalition negotiation settings. Since the current study involves a dyadic interaction, this review will be restricted to the former set of approaches.

Economic study of negotiation is described as either descriptive or prescriptive.[60] Descriptive studies compare the actual negotiation behavior of participants with rational-man economic models. Prescriptive models such as the one offered by Raiffa (1982), are contingency

approaches. They suggest appropriate responses given the behavior of the opponent.[61] The latter approach is founded on game theory and focuses on the strategic content of the negotiation process.

In providing early developmental work in the contribution of social psychology to negotiation, Walton and McKersie classified four distinct types of negotiation. These are distributive bargaining, integrative bargaining, attitudinal structuring, and intraorganizational bargaining. The Walton and McKersie framework references labor negotiations specifically. The fourth category, intraorganizational bargaining, is useful in intergroup negotiations, but does not apply to the dyad. Their third subprocess, attitudinal structuring is similar to the relational communication concept. "The attitudes of each party toward the other, taken together, define the relationship between them."[62] The only means of combining their mutual attitudes to define the relationship is in the communication process itself. Viewed this way, the concept is quite similar to that of relational communication. From this perspective, buyer-seller interaction can be categorized as either integrative or distributive in dealing with content, with a simultaneous process of relational negotiation.

Description of distributive and integrative types of bargaining can be given in terms relevant to the sales setting. In some instances, resolution of buyer-seller

conflict is constrained by barriers such as fixed prices or limitations to the adjustment by the customer to product features. Achieving successful sales outcome under these conditions is dependent on uncovering utilities for the exchange which are positive for both parties. Bargaining of this type will involve trade-offs and joint problem solving and is termed integrative bargaining. Distributive bargaining is contrasted as being a process whereby a fixed resource pool is divided between the parties. In the personal selling context, this occurs where mutual benefits for exchange have been recognized within a range, but exact position of settlement results in a relative loss of value to one of the parties.

The history of conflict resolution study has been divided into two primary topic areas.[63] These are the study of conflict in organizational theory and the study of conflict in industrial relations. Early studies in organizational theory are characterized as either rationalistic or normative.[64] In either case, the presence of conflict was seen as destructive and was therefore something to be avoided or eliminated expediently. Studies of conflict resolution in industrial relations have been somewhat different. Rather than viewing conflict as avoidable or intolerable, it is seen as an inevitable consequence of an inherent difference in motivation. Conflict in industrial relations is seen as a natural component of the relationship which can be effectively

managed. This view of conflict has led to the development of analytical schemes for the study of negotiation.

In addition to literature examining negotiator characteristics and environmental variables, research derived from the industrial relations perspective of conflict has examined the strategic content of conflict resolution and negotiation processes. Donohue (1981) provides a concise three category classification for this research.[65] These are content dimensions in bidding, compliance gaining research, and negotiation research.

Bidding dimensions research examines aspects of the bidding process that occurs in negotiation. The variables examined have included offers and concessions (Beuton et al., 1972; Chertkoff & Conley, 1967; Druckman et al., 1972; Esser & Komoriata, 1975; Hamner, 1974; Rubin & DiMatteo, 1972) inducing cooperation (Bixestine & Gaebelein, 1971; Chertkoff & Esser, 1976; Deutch et al., 1967; Wilson, 1971) and promises and threats (Michener & Suchner, 1971; Rubin & Brown, 1975; Chertkoff & Esser, 1976). These studies are credited for providing a foundation for study of bargaining tactics, but are criticized for not allowing unlimited communication or focusing on communication as a dependent variable. They study tactics as predictors of negotiation outcomes but do not recognize the <u>necessary</u> intervening variable of participant interaction. The value of this criticism is that it stresses the contribution of the interaction with its contingencies and adaptations in

determining negotiation (or sales interaction) outcomes. The most objective examination of the negotiation process is in the interactive communication itself, not in the strategies or perceptions of either of the parties separately.

Research relevant to discourse analysis in negotiation is described by Donohue as falling in the latter two categories cited above. Compliance gaining is the first of these and is divided into process studies (Marwell & Schmidt, 1967; Miller et al., 1977; McLaughlin et al., 1980) and compliance gaining in interpersonal settings (Clark, 1979; Fitzpatrick & Winke, 1979; Rogers & Farace, 1975). A second area of research that has led to the analysis of communication in negotiation/compliance gaining settings is the analysis of negotiation interaction. Bales (1950) interaction analysis has been used as the basis for study of bargaining interaction (Evan & McDougall, 1967; Stern et al., 1973, 1974).

Most relevant to marketing is the Angelmar and Stern (1978) study in the area of price negotiation. Though addressing the need to identify categories more negotiation specific than the Bales scheme, the Angelmar and Stern scheme has been criticized for failing to recognize the relational aspects of negotiation.[66] Citing the weaknesses in research in both the compliance gaining and negotiation literature, Donohue initiated the most recent stream of research in negotiation. These efforts have been toward

providing a negotiation-specific measurement instrument which recognizes both content and relational components of the negotiation process.

Utterances by members of the dyad are characterized as both responses to the previous speaker and cues for the subsequent speaker. (In the case of a dyad, previous and subsequent speakers are the same person.) The result of this recognition is a shift in the unit of analysis from the speaker's content to the outcome of the interact which must include both content and relational messages to capture the full meaning of the exchange. The term interact is defined as a reciprocated talking turn by the participants. Each utterance by a dyad member terminates one interact while initiating another.

Summary of the Contribution of Compliance Gaining/Negotiation Research

Compliance gaining and negotiation research effort provide two useful considerations in the development of a model of buyer-seller interaction. The first is the dual nature of negotiation efforts in sales interaction. Both integrative and distributive bargaining are common in the sales setting. Early stages of personal selling typically involve a great deal of integrative bargaining. Once common understanding of dyad members positions are established, the opportunity for distributive bargaining exists when prices or other conditions are negotiable. Measurement instruments and analysis techniques employed must be able to capture

both conditions. This suggests a different approach than supplied by Donohue (1981) since he focused on distributive bargaining exclusively.

Another requirement for the development of a model is the recognition of both content and relational aspects of communication in buyer-seller interaction. This recognition contributed to the research effort discussed earlier in the personal selling literature by Soldow and Thomas which was inspired by the introduction of the relational communication perspective to negotiation.

Synthesis of Theory and Presentation of a Dyadic Interaction Model

Recognition of the dyadic nature of buyer-seller interaction first by Evans[67] and subsequently by Webster[68] went virtually unheeded until Weitz proposed his contingency theory. Weitz's development of an interactive (contingency) model has primarily contributed to understanding of content manipulations in buyer-seller exchange relationships. Although Weitz recognized the relationship between the buyer and seller as an important variable impacting performance, most of the emphasis in adapting to the customer from his view relates to the formulation of strategic approaches which correspond to the content portion of communication.

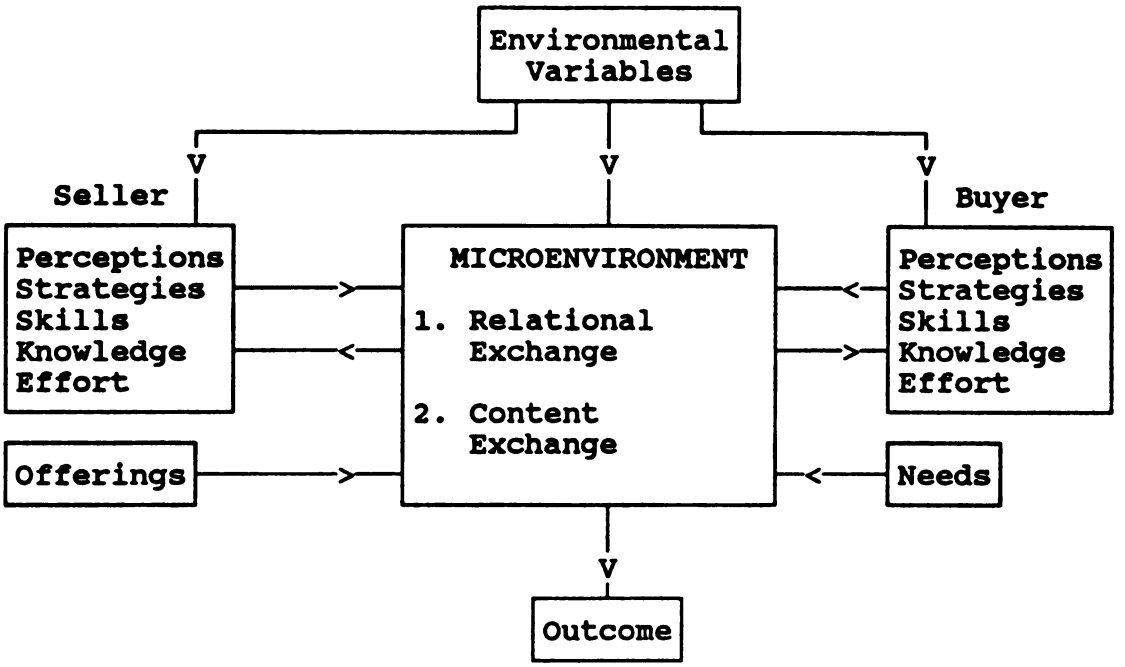
The contingency framework has been a critical step in the development of behavioral studies in the buyer-seller dyad. It has led to several studies which examine the influence strategy behavior on the part of salespeople.

Only one study of seller behavior in the sales microenvironment predated the contingency framework and that study[69] incorporated a self-report methodology that tend to support a uni-directional view of influence from seller to buyer.

The contribution of Soldow and Thomas in introducing the importance of relational communication in buyer-seller interactions is recognition of communication as the vehicle through which the buyer-seller dyadic relationship is operationalized. They apply the stream of research in relational communication to the sales context by including the dual nature of communication processes.

Reviewing Weitz's framework from the perspective of communication, there still appears to be a bias toward the influence process from seller to buyer rather than buyer to seller. Figure 2-3 illustrates an alternative model which views the personal selling microenvironment as the central, intervening variable in the outcome of buyer-seller relationships. It offers the logical perspective that dyad members contribute equally (or at least have the opportunity to contribute equally), to the relationship and its outcomes. Balance in the model is consistent with the exchange paradigm of marketing[70,71] which is based on the premise that participants to exchange must mutually perceive gain or the exchange will not occur. Elements of the model will be discussed briefly.

The model shown in Figure 2-3 includes many of the



An Exchange Model of Buyer-Seller Interaction

Figure 2-3

variables which have been used in previous personal selling research. These include environmental variables, strategies, skill, knowledge, effort, and the needs and offerings of the participants. Two primary differences of this model when compared to previous models are noteworthy. First, the model depicts a symmetrical relationship. Where previous models have focused on seller characteristics and buyer perceptions, this model recognizes that both parties possess characteristics, perceptions, skills, and a strategies which influence outcomes. Second, the model introduces the face-to-face interaction process as a mediating variable to sales outcomes.

Verification of this model can provide a partial

explanation for why previous models have been inadequate for predicting sales outcomes. Detailed description of the components of the model are provided in Chapter III where the model is operationalized for the current research. The primary emphasis here is the recognition of the centrality of communication processes in predicting or controlling sales outcomes.

Each of the elements of the model include the two aspects of communication which were introduced by Soldow and Thomas. The seller, for example, contributes knowledge and skills relating to both the content communication and relational (meta) communication that occurs in the microenvironment. Similarly, the buyer's needs can be both product-related and process-related. Process-related needs are satisfied by the seller's ability to provide need-satisfying relationship communications. This approach has become established through recent studies of personal selling, especially those of Dwyer, Schurr, and Oh[72] and Szymanski.[73]

Since communication has been described as central to all human interaction, any study of buyer-seller interaction must provide an examination of the communication that occurs between them. This communication has been described as behavior related to transmitting (and receiving) messages with "conscious intent to affect the latter's behavior."[74] To effectively examine selling communication <u>behaviors</u> therefore, measures of these behaviors which recognize

perceived meaning on both the content and relational levels are required. A research methodology tradition in communication which addresses this need is behavioral interaction. More specifically, lag sequential analysis techniques[75,76] have been developed which are designed to recognize the contingency of messages in communication processes on previously received messages. It also develops the idea of patterns in communication processes which provide variable impact on outcomes. This research stream and its application to the current research will be reviewed in the next section.

REVIEW OF LITERATURE IN RESEARCH METHODOLOGY

Introduction

Research methodology in the area of personal selling has recently included discourse analytic techniques as a result of recent calls for research investigating the dyadic interaction component of personal selling.[77,78] The use of these techniques, however, is still rare. Most studies in personal selling retain the non-interactive emphasis seen earlier in the Churchill et al. meta-analysis of the personal selling literature.[79] Another excellent review of the traditional search for non-interactive predictor variables is provided by Weitz (1978).

Examination of the methodological requirements for discourse analysis in sales will uncover reasons for the slow move toward research in this area. These requirements include: 1) recognition of the contribution of two-way

communication to influence processes, 2) creation of a formal theory on which to base research efforts, 3) development of an appropriate unit of analysis, 4) development of a reliable measurement instrument and 5) development of appropriate statistical analysis techniques.

Points 1 and 2 in the list of requirements have been addressed through the previous portions of the literature review. Recognition of two-way influence processes in sales interaction were first proposed by Evans[80] and then developed by Webster[81]. Soldow and Thomas recognized that researchers had ignored Webster's admonition regarding the appropriate focus of study in buyer-seller situations. This oversight is a result of the absence of an established theory on which to base research efforts.

Weitz's contingency framework has provided a good theoretical base from which to launch discourse analytic approaches to buyer-seller interaction. The shortcoming of the framework is its emphasis on content portions of interaction as is identified by Soldow and Thomas.[82] Elements of the Weitz framework such as relative power, quality of the relationship, anticipation of future interaction, and level of conflict/bargaining address the relational component of interaction, but no means of operationalizing these aspects of buyer-seller interaction was included in his study. The introduction of relational communication to the field by Soldow and Thomas has been an important contribution. The framework presented in the

previous section is intended to formalize the contribution of both content and relational face-to-face communication in determining sales outcomes.

Units of Analysis

Traditional research efforts in personal selling have looked at predictor variables such as personal characteristics or influence strategies and have used sales interviews as the unit of analysis. Variations in overall influence strategies have been examined across a number of interviews for corresponding variance in sales outcomes. This method fails to recognize the process characteristic of the sales interaction and is therefore not sensitive to buyer-seller adaptations in either content or relationship.

Recent emphasis on the exchange paradigm in marketing combined with the recognition that personal selling is a "process of influence"[83] have led researchers to introduce participant behaviors within the sales interview as appropriate units for study. Most of these have focused on salesperson behaviors and have missed the interactive characteristics of behavior between dyad members.

Of interest in this study is the identification of a unit-of-analysis which is relevant for studying ways in which buyers and sellers influence one another's behavior in sales communication. Research in communication, negotiation, and personal selling have recently used the communication "interact" as the appropriate unit of analysis. Rather than measuring "aggressive maneuvers,"[84]

the more subtle influence of sequential communication actions should be examined. Use of the interact recognizes the dual nature of messages in communication. Each message that a participant sends serves as a response to the previous participant and a cue to the subsequent participant. The interact defines the sequential relationship of these two types of messages.

A more careful definition of the concept of an interact is warranted. Content analysis of discourse originated with Bales (1950).[85] He described the unit of analysis:

> "The unit to be scored is the smallest discrimable segment of verbal or nonverbal behavior to which the observer, using the present set of categories after appropriate training, can assign a classification under conditions of continuous serial scoring."

Failure to recognize communication acts as the appropriate unit of analysis in sales interaction has slowed the development of understanding of influence processes in personal selling. Soldow and Thomas (1984) were the first to recognize the application of discourse analytic techniques to personal selling.[86] Since their 1984 introduction of an adapted coding scheme for the analysis of sales interaction, there has been no empirical application. This points to an existing need for a useful measurement instrument for the study of sales interaction using discourse analysis techniques.

Review of Measurement Instruments

Beginning with Bales' Interaction Process Analysis (1950), a number of category classification schemes have

been developed to aid in the analysis of interpersonal communications. In a very recent, unpublished dissertation which is the only empirical study employing discourse analysis in a sales context, Alexander identifies and critiques nine distinct coding schemes. The Soldow and Thomas classification scheme was not among the nine instruments explicitly reviewed by Alexander because it deals with a general selling situation whereas the Alexander study focuses on the negotiation/bargaining function of the selling situation and it involves teams of buyers and sellers rather than dyadic interaction.[87] He uses a modification of a coding scheme developed by Donohue et al.[88] which is very much based on the relationship messages delivered between negotiators. Rather than replicating the review of classification schemes provided by Alexander, it is provided in condensed form in Figure 2-4.

Review of existing coding schemes shown in Figure 2-4 leads to the following observations: 1) Coding schemes have generally been developed as measures of dependent variables. 2) Coding schemes can be classified as either recognizing or not recognizing the relational components of communication. 3) Coding schemes have been oriented toward labor relations, marketing negotiation, or interpersonal influence processes.

Implication from these observations are that coding schemes should be developed which provide a theoretical foundation for control of communicative interaction to affect outcomes rather than view the communication process

Coding Scheme	Description	Applications	Limitations	Relational Communication
Bales (1950) Interaction Process Analysis	12 Categories on a Single Dimension of Socio-Emotional Function; Positive - Neutral - Function	Lansberger - 1955 Manheim - 1960 Evan & McDougall - 1955 Sermat - 1970 Stern, Sternthal & Craig 1976 Theye & Seiler 1979	Not directly applicable to sales setting. Very limited in explanation.	No
Lewis & Fry (1977)	Verbal and non-verbal categories	Lewis & Fry - 1977	Categories not mutually exclusive.	No
Zeich-meister & Druckman (1973)	Classifi-cation of arguments	Zeich-meister & Druckman - 1973	Insufficient attention to instrumental communications.	No
Crowell & Scheidel (1961); Beisecker (1970)	18 cate-gories, 3 classes: - issue oriented - inter-personal communication - procedural communication	Crowell & Scheidel - 1961 Beisecker - 1970	Does not include relational aspects of communication.	No
Rogers & Farace (1975)	Focus on relational structure; Emphasis on control	Clark - 1979 Soldow & Thomas - 1984	Not directly applicable to sales setting. Soldow & Thomas effort to apply to sales subject to validity criticisms.	Yes

Review of Content Coding Schemes (Page 1 of 2)

Figure 2-4

Coding Scheme	Description	Applications	Limitations	Relational Communication
Angelmar & Stern (1978)	8 categories which relate specifically to marketing		Insufficiently sensitive to distributive negotiation processes. Does not include relational aspects of communication.	No
Walcott & Hopmann (1975) Bargaining Process Analysis	Identified 5 dimensions: Substantive, Strategic behavior, Task affective, and Procedural. Subsequent revision added a persuasion dimension.	Walcott & Hopmann - 1975 Hopmann - 1974 Hopmann & Walcott - 1976 Putnam & Jones - 1982	Not directly applicable to the sales setting. Restricted to distributive bargaining.	No
Morley & Stephenson (1977) Conference Process Analysis	Identified 3 dimensions: Mode of Information Exchange, "Resource" or type of information, "Referent" or the subject.	Morley & Stephenson, Putnam & Jones	Restricted to distributive bargaining.	No
Donohue (1981)	Response/cue dual nature of communications recognized	Donohue - 1981 Alexander - 1989	Limited to distributive bargaining interaction.	Yes

(Adapted from Alexander)

Review of Content Coding Schemes

Figure 2-4

as an outcome itself schemes should also recognize the importance of relational messages in establishing control and should be specifically designed for the communication setting being studied.

In most of the schemes developed, the communication processes developed have been viewed as outcomes of strategic variables. Using this approach, bargainers are seen as developing influence or negotiation strategies and send messages which reflect the nature of their strategy. In other words, whether one is using a persuasion, coercion, or problem-solving strategy[89] can be determined by examining the content of the communication. Restriction to this perspective fails to recognize that the communication is simultaneously a determinant of the actual strategy implemented. In fact, since strategy is internal to the dyad member, and is only introduced to the interaction through communication, it is less meaningful to the determination of interaction outcomes than is the communication process itself. For this reason, it is proposed that coding schemes should center on the accurate measurement of communication process variables and their impact on interaction outcomes rather than on classifying messages relative to any particular negotiation or influence strategy.

This is not intended to suggest that strategy is not an important contributing factor to the outcome of sales interaction. Development and adaptation of strategies have

been introduced as important considerations in much of the personal selling literature.[90,91] Instead, it is proposed that the coding scheme desired, is a measure of the sales microenvironment only, and that introduction of strategic components to this measure would represent a confounding of the model presented in Figure 2-3. The sales microenvironment in this model is the communication process between dyad members which includes content and relational messages. These have been developed in earlier sections of this dissertation. The sales microenvironment can be characterized as a fluid, dynamic process which should be measured along the appropriate dimensions for both content and relationship messages. Development of this measure will be provided in Chapter III of this dissertation.

With respect to the first observation stated above, it is proposed that coding schemes for sales interaction be considered latent measures of a dependent variable as depicted in the model presented in Figure 2-3. This measurement should be independent of the constructs which are linked to it in the theoretical model. It should also be theoretically based in a way that will contribute to the testing of hypotheses that are derived from the objectives for this research.

The second observation resulting from the review of existing coding schemes is that they differ in the inclusion or exclusion of the relational component. Since the research hypotheses to be examined in this research are

intended to test the contribution of relational communication in sales interaction, development or adoption of a coding scheme for this research must include measurement of this construct. Examination of appropriate measure will therefore be restricted to those offered by Rogers & Farace/Soldow & Thomas or Donohue/Alexander.

The final observation from the coding scheme review helps in determining what contributions from previous relational communication coding schemes should be included. Orientation toward the nature of personal selling interaction has differed given the various contexts in which it occurs. The approach taken by Soldow and Thomas is that sales interaction is an interpersonal influence process.[92] They provide an adaptation of the Rogers and Farace coding scheme. Alexander instead focuses on the negotiation aspects of personal selling.[93] His adaptation of Donohue's scheme to incorporate integrative forms of bargaining.

Nature of the bargaining situation is the underlying difference of these approaches. Donohue explicitly chooses to restrict his study to highly distributive bargaining situations. Although integrative bargaining is still required to reach any settlement, much of the communication process in such situations centers on the distributive strategies of attacking and defending which serve to set the structure in which concessions (integration) eventually can take place. Bargaining in this manner is contingent on a significant commitment on the part of both parties that a

settlement be reached.

The case used by Alexander[94] to generate data for his study fits the criteria for application of the Donohue framework. The study involves negotiation of contract details for purchase of a major industrial product. Such a setting would involve a significant stake by both parties in the interaction. Sales interaction is likely to follow the pattern of establishing an initial negotiating position, attacking and defending by both parties in an effort to alter the positions, followed by integrative bargaining once well-entrenched positions have been established.

Here it is contended that the personal influence approach offers a more general model. An example of this approach is the Soldow and Thomas adaptation of the Rogers and Farace coding scheme. Here, members of the dyad have less commitment to come to an agreement (where there are many substitutes and little prior investment), establishment of relationship is more dependent on the interaction process and less dependent on environmental factors. Use of a more general measure is subject to the same criticism that Donohue attributed to the Angelmar and Stern coding scheme[95] that it may be less sensitive to the strategies employed in either integrative or distributive bargaining situations. However, separation of the strategy and sales microenvironment variables diminishes the impact of this criticism.

Skillful interaction by participants can be viewed as

the implementation of successful influence or negotiation strategies while maintaining an appropriate contribution to the sales micro-environment. Just what constitutes "appropriate" contributions to the microenvironment requires empirical work based on theory that must include the contingency framework offered by Weitz. In Chapter III, which establishes the methodology for this dissertation, a revision of the Soldow and Thomas coding scheme is provided as the measurement tool for the sales microenvironment. It is intended to be a step toward understanding the concept of adaptiveness in the sales microenvironment.

Synthesis of the Literature Review Toward Development of a Coding Instrument

Review of the various approaches to the study of the personal selling process can be summarized in the following four observations. First, independent predictor variables studied to date have failed to adequately explain and predict sales outcomes. Second, sales interaction study through the use of discourse analytic techniques has begun, but requires extensive development. Third, an area within the study of compliance gaining labeled relational communication appears promising for additional understanding of the buyer/seller interaction process. Finally, a prerequisite for advancing the study of sales interaction through discourse analysis is the development of a valid and reliable measurement instrument for dyadic interaction in the personal selling context.

This section builds on these observations by establishing the rationale for control as the important dimension on which to measure the nature of the sales microenvironment. To do this, it is necessary to introduce control as the dynamic component of interpersonal relationships. It is also important to distinguish control from the related concept of power and to examine how dyad members manipulate their communication to jointly determine control in the interaction. In Chapter III, the existing measure for relational control in sales interaction developed by Soldow and Thomas is criticized. These criticisms lead to the development of a revised measurement instrument.

A review of coding schemes used in interaction analysis research is summarized in Figure 2-4. Conclusions reached in the review included the importance of coding relational messages as well as content messages,[96] the need to be able to examine both distributive and integrative aspects of the exchange process,[97] and the need to create a coding scheme with categories specifically relevant to the research setting.[98]

One option would be to adopt one of the existing coding schemes for application to this research. The review, however, provided reasons for developing a new coding scheme. Among the coding schemes reviewed, only those developed by Rogers and Farace,[99] as revised by Soldow and Thomas,[100] and Donohue[101] as revised by Alexander[102] addressed

the relational communication aspect of the sales microenvironment. The Donohue and Alexander schemes were specifically designed for analysis of distributive bargaining in negotiations and is therefore not considered sufficiently general for this purpose. The Soldow and Thomas scheme is a minor adaptation of the Rogers and Farace scheme. It is subject to methodological criticisms and also does not provide categories with specific sales relevance. In Chapter III a new coding scheme is developed. The scheme is used in this research and is proposed as a measurement instrument for refinement through future research efforts.

Rationale for Control as the Relevant Dimension

Miller's (1966)[103] definition for communication is particularly useful in the context of buyer-seller interaction (refer to p. 12, chapter II). Main aspects of his definition are that communication is "behavior" and that the intention of this behavior is to affect or influence others' behavior. The importance of the concept of control is connected to this communicative purpose. In the sales dyad, members share control of the conversation which in turn has an influence on the behaviors that proceed from the interaction. This study seeks to explore the means through which dyad members share power. By measuring power allocation through behavior, a means for affecting power allocation through behavior modification is anticipated.

Control is not the only aspect of the relationship between buyer and seller. Millar and Rogers (1976) have

identified three dimensions to relationship - control, trust, and intimacy.[104] Since control is the dimension which is used as the basis for analyzing relational interaction in this study, some rationale for selection of control is appropriate. Clarification of the sometimes confusing distinction between control and power and discussion of the contribution to relationship by each of these dimensions will aid in presenting this rationale.

Rogers-Millar and Millar (1979) describe the three domains of power previously suggested by Olson and Cromwell (1975).[105] These are power base, power process, and power outcomes. Power base refers to available resources ie. the potential for influencing social behavior. Power process refers to the exchange of messages and power outcomes refer to the "relational structure and reward allocations that have occurred."[106] Together these domains represent the potential (what may happen), interactive (what is happening), and historical (what happened) aspects of power in a relationship. Millar and Rogers (1976)[107] hold that power is that which exists in the resource base and that control refers to the allocation of power in the process domain.

Control is the means by which power is converted into outcomes. It is important to note that control is not a property assigned to either member of a dyad, but is jointly defined by them through sequential communicative interaction. For example, if one member of the dyad makes a

bid for dominance, control is established only through submission to the bid by the other party. In this way both parties determine where control is established. Control is dynamic and is continually being negotiated throughout the interaction. In some instances the seller may be dominant, in other instances the buyer may be dominant. How various control patterns affect sales outcomes is the subject of this research, and hypotheses will be developed based on the ability to discern relational control patterns through the measurement instrument presented here.

Rogers-Millar and Millar note the absence of study in the area of power process, stating that most emphasis has been in the power base and outcomes sectors.[108] For example, they recognize the French and Raven typology as a useful means for analyzing power bases. The limited study of interaction control processes parallels assessments made in the business problem section of this research, that most research in personal selling examines strategic and outcome variables rather than process variables in the sales microenvironment. For this reason, study of relational control in sales interaction can be deemed an important link between strategy and outcome. Improved ability to evaluate and train salespeople regarding appropriate sales communication behavior can result.

Trust and Intimacy

The other dimensions of relationship are more structurally oriented and less process oriented than the

concept of control. Although both trust and intimacy change over time, they will typically change more slowly whereas the control dimension changes with each utterance in the interaction. Trust refers to the "predictability of the other's behavior.[109] The importance of trust in buyer-seller relationships is well-established in the marketing literature. Trust is necessarily a meta-analytic process on the part of dyad members. Just as dominance and submission were suggested as determining of the control issue, measures of trust are jointly dependent on dyad members trusting and trustworthiness. Another aspect of trust is that is embedded in the perceptions of the individuals and may be more difficult to discern from the interaction process itself.

Millar and Rogers characterize the intimacy dimension of relationship in the following way: "...intimacy is based upon the degree to which each uses the other as a source of self-confirmation..."[110] Although used extensively in describing interpersonal relationships, the concept is less valuable in the particular setting used in this study. Since another means of describing the concept is the level of connectedness of the relationship,[111] and the one-shot sales interaction provides limited channels for connectedness, the range of intimacy perceived in the present study is likely very narrow.

Another way that intimacy has been described is that it is a measure of uniqueness of the relationship. As the

importance of the other's understanding of the individual increases in its contribution to the individual's self-concept, the more intimate the relationship is said to be. This dependence is a function of unique shared experiences. For this reason, a listing such as: mates, family members, friends, business associates would typically be descending in intimacy because the uniqueness of the shared experiences is greatest toward the beginning of the list.

This is not intended to suggest that intimacy is not an important aspect of the personal selling relationship. Salespeople frequently attempt to establish unique, enjoyable, shared experiences with clients through the use of entertainment and gifts[112,113] or by engaging them in an exchange of mutual interests and personal information. The rising incidence of long-term supplier/purchaser relationships has prompted Dwyer, Schurr, and Oh[114] to describe buyer-seller relationships as being analogous to marriage. For the particular buyer-seller setting used for this research, however, the level of intimacy is relatively low and not subject to extensive manipulation by either party.

Future studies developing the contribution of trust and intimacy to ongoing buyer-seller relationships are suggested by this presentation of theory. For the current study, selection of a buyer-seller setting in which trust and intimacy are relatively fixed. An effort is also made to account for these variables through the use of a pretest

instrument measuring attitudes toward buyers and sellers in the particular setting that are held by the subjects.

The central focus of this research is the control aspect of relationship in the sales dyad. Researchers in interpersonal communication have generally identified control as the central dimension of any communication system.[115,116,117] As demonstrated in this discussion, control is a dynamic construct which can be manipulated by both buyer and seller in the sales microenvironment. The other aspects of relationship, trust and intimacy, operate in the sales microenvironment, but are more frequently manipulated through long-term sales behaviors.

REVIEW OF STATISTICAL ANALYSIS TECHNIQUES

Use of a contingency framework also identifies the need to carefully consider different approaches to statistical analysis of data in sales interaction studies. When a contingency framework is combined with theories in communication which view communications as "acts" or "behaviors" designed to influence the behavior of another[118], these communication behaviors can be seen as sequentially dependent. The product of this approach is the ability to make hypotheses about the correlation between communication patterns in sales interaction and sales outcomes. Another way of stating this which classifies the connection with Weitz's framework is the contingency behaviors within the sales microenvironment affect the sales outcome. A tool for analyzing behavior and its contribution to outcome is

required.

Three methods have been used or offered in the analysis of sales interaction. These are qualitative case analysis, content analysis, and most recently sequential analysis. Each of these approaches have advantages and are particularly useful in addressing differing types of research questions.

Qualitative case analysis provides the clear advantages of savings in cost and time. It is also useful to many managers and salespeople because it requires little specialized training. Weaknesses are the inability to discern counterintuitive results and that the reliability of the technique will vary among researchers. Soldow and Thomas employ this method in the presentation of their coding scheme by employing a sample interaction to demonstrate the useful qualitative analysis their scheme allows.[119]

The most common means of analyzing sales interaction behavior has been content analysis. The means of analysis in most content analysis is a measurement of frequency of coded communication behavior. Holsti[120] is among those that propose the use of ordinal or interval scales which can provide a more accurate assessment of the impact of communication behaviors. Ordinal and interval scales have been criticized as being cumbersome[121] and therefore have not been used extensively. If use of higher order data can provide an increase in control of the manipulation of

communication as it relates to sales outcomes, however, it is likely that use of such coding schemes would increase.

Frequency analysis has provided some guidance to researchers, especially in the area of negotiation strategy formulation. Use of this statistical technique does not recognize the interdependency of communication processes or the dual nature of each message. Because each message is both a response to the previous speaker and a cue to the subsequent speaker, viewing communication content as independent contributions to outcome is incomplete. The appropriate level from which to view the relationship between the sales microenvironment and sales outcomes is in the sequential pattern of the communication between buyer and seller.

Most study of observational interaction data has employed statistical analysis without regard to sequence. For a review of available techniques, see Gottman, 1977.[122] Recently, efforts of researchers (particularly Sackett) have been focused on providing statistical means for analyzing sequential dependencies among observational data.[123] The method involves assessment of conditional probabilities for behavior which follows criterion behavior. Sackett warns that the use of large number of behaviors generates an "intellectually overwhelming" amount of data. Use of this analysis technique therefore requires a parsimonious behavior category scheme.

Summary of Research Methodology

Three types of methodological approaches have been identified in this review. Each have application to particular types of research questions. Since, in this research, we have a particular interest in examining the "process" of influence in sales interaction, methods of analyzing sequentially dependent behaviors is of great interest. Review of the literature has revealed that providing a parsimonious model of behavior is required.

REVIEW OF CALLS FOR RESEARCH IN BUYER-SELLER INTERACTION

Early moves toward research in sales interaction by Evans and Webster have not been pursued by researchers in personal selling. Although Davis and Silk[124] called for a "problem-oriented, programmatic approach to applying behavioral science notions to real world problems..." in their 1972 review of interaction and influence processes in the sales setting, no systematic program emerged until Weitz provided his contingency framework. Weitz was explicit in proposing a research program including three stages: hypothesis generation, hypothesis testing in a laboratory environment, and hypothesis testing in a field of study.

Observation of everyday use of contingency influence strategies was the primary means of generating research hypotheses according to Weitz.[125] While underscoring the Weitz emphasis on strategic content in communication, the method can also be applied to uncovering characteristics of buyer-seller relationship. The second stage of the proposed

research program is the use of laboratory experiment. Control of environmental variables and the opportunity to manipulate variables of interest provide useful testing of the research hypotheses. The primary limitation of the laboratory is its inability to provide external validity. Need for real world application of the results experiments leads to the third phase of the research program. Field testing is hampered by the absence of appropriate measurement tools. Weitz focuses the need for research as follows:

> "Thus, research must be directed toward developing measures of sales behaviors and moderating variables before contingency hypotheses can be tested in field settings." [126]

The current research is a response to this directive.

Soldow and Thomas (1984) apply an existing measurement instrument from communication to examine the relational aspect of buyer-seller exchange. They state that content aspects of sales interaction have been developed, but that relational communication has not. The current research is also a response to their call for additional research on the relational dimension of sales interaction.[127] The Soldow and Thomas work can be characterized as fitting the first stage of the Weitz research program. Here the measurement instrument they introduce is critiqued and revised, and a laboratory experiment is designed to advance the research stream following the Weitz directive.

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CHAPTER III

METHODOLOGY

Introduction

The model proposed in Figure 2-3 provides a theoretical basis for answering the first research question identified in Chapter I - i.e. What are the elements and relationships that are important for understanding face-to-face communication in personal selling? Review of literature in personal selling and related disciplines supports the idea that sales interaction consists of communication on two levels, content and relationship. It is influenced by a number of environmental and buyer-seller factors including the knowledge, skill, strategies and perceptions of the participants. Another important consideration is that the process is made up of sequential communicative interactions. Each utterance is contingent upon the previous message from the other participant and is simultaneously a partial determinant of the subsequent utterance by the other dyad member.

Using this conceptual framework, an instrument for classifying and evaluating communication between the buyer and the seller will be constructed and hypotheses will be generated regarding the relationship between communication patterns and relevant sales outcomes. Creation and validation of the measurement instrument addresses the second research question - i.e. How should interaction in personal selling dyads be measured? Hypotheses that are

developed and tested in the remainder of this research address the third research question regarding the relationship between communication patterns in sales dyads and sales outcomes.

The methodology used to generate and test hypotheses will be described in this chapter. To accomplish this, the chapter is organized in the following sections: 1) Model definition, 2) Construct definition and measures, 3) Reliability and validity assessment, 4) Hypotheses, 5) Research design and data collection, and 6) Statistical analysis approach.

MODEL DEFINITION

The revised model shown in Figure 3-1 is derived from the general model presented in Figure 2-3. It represents a refinement of the previous general model through selection of variables of primary interest and by formalizing hypothesized relationships among them.

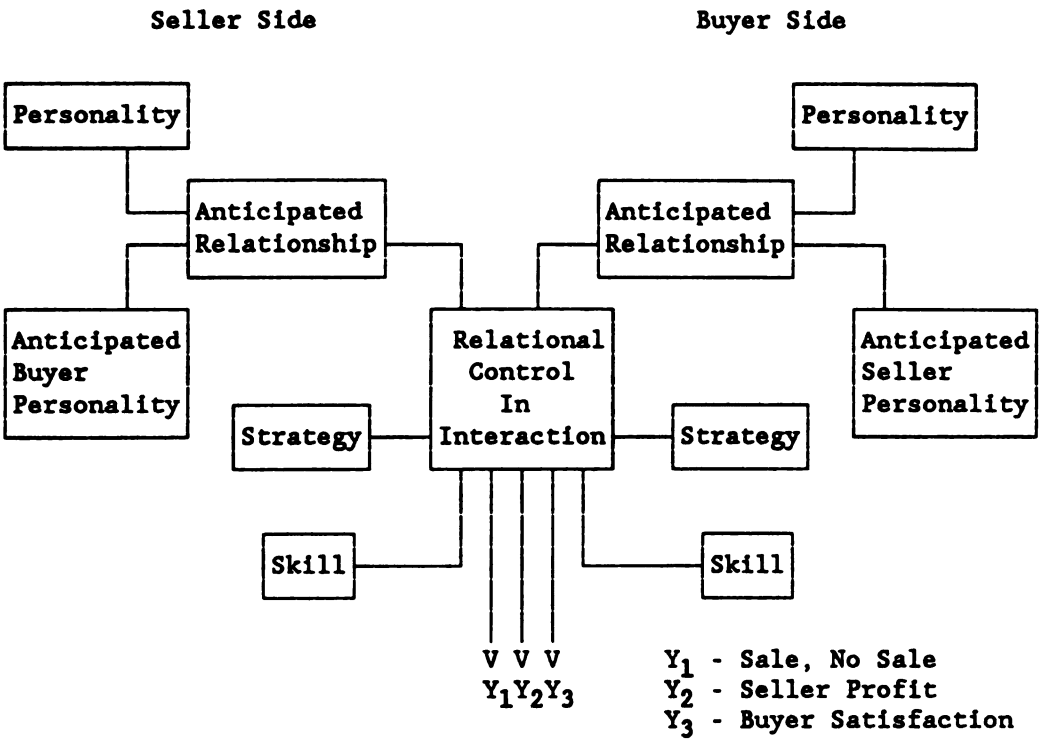
Three significant differences exist between this model and others introduced in personal selling. First, the symmetry of the exchange relationship is recognized by the model. Second, rather than modeling the impact of strategy, skill, and other variables directly on outcomes, here they are mediated by the relationship embedded in the communication process between buyer and seller. Finally, both the dyad members' personality and perceptions of the other's personality are linked to a construct labeled anticipated relationship. This construct has not been

included in previous models. Instead most models have focused on seller personality characteristics without considering personality of the buyer, and buyer perceptions of the salesperson without considering perceptions of the salesperson regarding buyer personality.

Explanation of the model in this section will be organized in four parts. First, the rationale for including an interaction construct will be discussed. Second, decisions regarding the inclusion and exclusion of other variables will be addressed. Finally the rationale for the hypothesized relationships among the constructs will be given. Of particular interest in the third part is the introduction of the construct of anticipated relationship which has not been included in previous models.

Interaction Analysis

As noted earlier, previous research has failed to identify predictor variables which adequately explain the variance observed in sales outcomes.[1] Most efforts have attempted to link variables such as personality, perceptions, situation, skill, knowledge, and strategy directly to sales outcomes. These efforts are consistent with observations made by Rogers-Millar and Millar. They contend that research has centered on power bases and power outcomes and has not adequately addressed the power process domain in the field of compliance gaining.[2] The model being tested in this research proposes that the predictor variables from previous study of personal selling operate



Revised Model

Figure 3-1

within the context of the relationship between the buyer and seller. As a result, the dyad relationship determined by the communication process, is the central mediating variable.

Choice of Variables

Variables which are included in this model are personality, anticipated personality of the other, anticipated relationship, strategy, skill, relational control and outcomes. Operational definitions for these constructs are provided in the next section of this chapter. Other variables which are recognized in the general framework include needs, offerings, knowledge, effort, and

environmental variables. In addition, other aspects of the relationship (trust and intimacy) are not included with control in the dyadic interaction construct. The decision to include or exclude variables from the formal model presentation requires explanation.

For situational variables which include environment, knowledge, needs and offerings, the design of the research provides some control. As will be discussed in the research design section of this chapter, all sample dyads are given the same roleplay information. By controlling for these variables, concentration can be placed on the variables of interest included in the model. Effort is controlled by random assignment of participants to both roles and dyads. However, it is possible that there could be some covariance of effort and relational control. For this reason, an item is included on the posttreatment questionnaire to check for the effects of effort, but the construct is not included in the formal model.

Control is the dynamic component of relationship according to Millar and Rogers.[3] The other aspects of relationship, trust and intimacy, are also important to sales outcomes, but are altered more slowly during the interaction process. For this reason, they are not included in the interaction construct of the model, but are investigated in the anticipated relationship component.

Rationale for Model Relationships

The introduction of relational control as the context within which the previously studied predictor variables operate to bring about sales outcomes has been discussed in both the preceding section and the literature review. The other distinction of the model in Figure 3-1 is the introduction of the anticipated relationship construct. This construct suggests that participants consider their own personality and the anticipated personality of the other dyad member to formulate their anticipated relationship.

CONSTRUCT DEFINITION AND MEASURES

Four types of constructs can be identified in the model. One group of constructs is those that have previously been studied as independent variables for predicting sales outcomes. Included in this group are personality, skill, and strategy. Anticipated personality of the other dyad member is also included in this group because it is a modification of the commonly studied construct often referred to as predisposition. A second group of constructs are sales outcomes. The third and fourth types of variables are introduced in this study. They are anticipated relationship and relational control in sales interaction. Each of these constructs will be defined in this section. Measures for these constructs will also be developed here.

Organization of this section is based on the two types of data collection used in the research. First, definitions

and measures which involve the use of questionnaires are presented. Then a definition for the buyer-seller communication process is presented along with development of the interaction coding scheme. Finally, reliability and validity assessment for the variables is addressed. Table 3-2 links each construct with items on the research questionnaires, the source for the scale (if appropriate) and previous reports of reliability.

Personality

A large number of personality measures have been used in the study of personal selling. Personality characteristics are a subset of the variable grouping referred to by Churchill, et al. as personal characteristics.[4] Here, the terms are theoretically defined as those psychological characteristics which affect interpersonal interaction. Since the definition is broad and researchers have generated measures for numerous dimensions for the construct, the operational definition will narrow the construct significantly.

Operationalization of the construct involves selection of existing personality scales which are relevant to personal selling. In a very recent study of seller adaptation, Spiro and Weitz used scales measuring self-monitoring, androgyny, empathy, openers, and locus of control to provide operationalization of the personality construct.[5] Application of these scales to the current research is appropriate for two reasons. First, reliability

for the measures is established. Second, using measures established in the literature allows for comparability of findings.

Anticipated Personality of the Other Dyad Members

This construct involves the predisposition of one dyad member regarding the other's personality. Operationalization of the construct requires use of the same set of scales used in the measurement of personality. The scales will be reworded to refer to the other party in the role they will possess in the interaction, either used car salesperson or used car buyer. The measure does not involve assessment of a known individual, but rather the anticipated personality of a generalized role. The respondent will however, be informed of the gender of the other dyad member for responding to these scales.

Anticipated Relationship

The conceptual framework of the model proposes that dyad members combine their own personality with an anticipated other personality to formulate an anticipated relationship. Anticipated relationship is to be measured on the dimensions proposed by Millar and Rogers-Millar. Theoretically defined, this construct is the expected pattern of communication in the interaction measured on the dimensions of control, trust, and intimacy.

A multiple item measurement instrument was developed to measure this construct. Twenty-eight items which assess

control, trust, and intimacy were given to a sample of 349 college students in a marketing management class. Responses to the 28 Likert scale items were factor analyzed to confirm or disconfirm the theory. The initial unconstrained factor analysis produced seven factors. Three of the factors included only two variables and it was difficult to assign factor names for comparison with the theory. Since it is unlikely that individuals generalize anticipated relationships on seven dimensions, a more concise factor solution was sought.

By constraining the factor analysis to a five factor solution, the factors listed Table 3-1 were observed. The first two factors include items which were anticipated to be control and intimacy items. They can be distinguished in that factor 1 items appear to provide bonding in the relationship whereas factor 2 items provide distancing. Factor 3 can be labeled trust and demonstrates that in the used car sales situation, trust is fairly rigid and based on the professional relationship. Factor 4 appears to provide a measure of closeness in the relationship. Factor 5 addresses the familiarity of the respondent with the sales setting.

Results of the factor analysis suggest that control in the interaction is the result of positive and negative forces which are embedded in the socialization process. This is consistent with theory in relational communication where communicative acts are evaluated on a dimension of

Table 3-1

Factor Analysis Results - Anticipated Relationship Pretest

Factor Name	Bonding	Distancing	Trust	Intimacy	Familiarity
REL 8	.703 Sociable				
REL 13	.686 Warm				
REL 5	.633 Friendly				
REL 23	.626 Free-Flowing				
REL 26	.584 Congenial				
REL 9	.582 Flexible				
REL 2	.568 Enjoyable				
REL 17	.550 Cooperative				
REL 1	.528 Open				
REL 3	.496 Intimate				
REL 14	.495 Relaxed				
REL 25		.719 Argumentative			
REL 24		.587 Uncertain			
REL 18		.568 Uncomfortable	.493		
REL 28		.551 Hostile			
REL 19		.509 Risky			
REL 21		.503 Irritating			
REL 27			.714 Professional		
REL 6			.706 Formal		
REL 22			.566 Straight-Forward		
REL 7			.552 Honest		
REL 10			.461 Rewarding		
REL 15				.767 One-Sided	
REL 16				.610 Distant	
REL 11					.718 Unemotional
REL 12					.650 Predictable
REL 20					.628 Ordinary

REL 1-28 refer to scale items found in Appendix B, items 1-28 for both buyer and seller questionnaires.

dominance. Symmetrical relationships where participants compete for dominance might well be described by the adjectives associated with factor 2. Complementary relationships, on the other hand, are more likely to be described by the adjectives associated with factor 1.

Outcome Variables

Three outcome variables are employed in the study. First is agreement vs. non-agreement to the sale. Second, in cases where agreement occurred, the profit level of the seller was measured. This measure includes the price, the cost to the dealer, and the cost of adjustments made in reaching an agreement. Finally, the satisfaction of the buyer was measured using Likert scale items which included satisfaction with the relationship, the attitude toward the salesperson, and the attitude toward their own performance. Satisfaction in this case is in relation to the transaction itself since no use of the product can be included. Likert scale items are used which measure the buyers self-appraisal of performance, satisfaction with the seller, and willingness to engage this seller in similar interactions in the future. The specific scales for measuring outcomes are items 1 through 10 on the posttreatment survey for both buyer and seller. They can be found in Appendix D.

Strategy

Whether the sales interaction approximates an integrative negotiation setting or a distributive one, both

parties will employ a strategic orientation in pursuit of their goals. Spiro and Perrault[6] investigated the nature of salesperson influence strategies. Their measure of strategic orientation is employed in this experiment to assess the strategic contribution to sales outcomes. Other investigations of negotiation settings have included a strategic component in the interaction coding scheme.[7,8] This research attempts instead to isolate the relational component of sales interaction and therefore provides a separate assessment of strategy. Items from the Spiro and Perrault measure have been adapted to assess buyer strategy manipulation as well. This is consistent with purchasing and channels literature which frequently employs the French and Raven framework in buying strategy.

Skill

A very recent study by Spiro and Weitz developed a measure for determining the degree to which salespeople practice adaptive behavior.[9] Although Spiro and Weitz recognized that adaptive selling behaviors can be either effective or ineffective, the contention here is that those who report adaptive tendencies will for the most part, be more likely to be successful than those who are less adaptive. For this reason, the measure is applied in this study as the skill component of the model. A test of this assumption will be included in the multiple regression analysis of sales outcomes for different levels of adaptiveness. The scales are also modified for use in

measuring the adaptiveness in buying behavior.

Relational Control

A major purpose for the research is the development of a measure most instrument to operationalize the construct labeled relational control. The literature review included studies in the field of relational communication. Millar and Rogers recognized three components of relational communication - control, trust and intimacy. They defined control as the allocation of power to direct the interaction which in turn defines the relationship.[10] This theoretical definition for relational control will provide the basis for the development of a coding scheme for operationalizing the construct. A coding scheme first developed by Rogers and Farace[11] and subsequently revised by Soldow and Thomas[12] serves as the starting point.

DEVELOPMENT OF CODING SCHEME

Inclusion of the salesperson-buyer interaction as a variable in determining sales outcomes in Weitz's structural model offers potential for explaining more of the variation in sales outcomes.[13] A reason for the absence of examinations of this structure in the sales literature, however, is the difficulty in measuring the nature of this relationship. Early schools of thought for measuring relationships focused on the perceptions of the individuals involved in the interaction. Gottman criticizes reliance on this "sociological tradition" because it fails to provide

an objective view of the phenomenon.[14] Interaction analysis provides the opportunity to objectively view the relational patterns between buyer and seller by categorizing the relational messages and evaluating discernible patterns' contribution to outcomes.

Although the coding scheme developed here is based on the work of Soldow and Thomas,[15] three significant modifications have been made. These modifications include:

1) Organization of coding along theoretically based continua for each coded dimension.

2) Reduction of relational response codes to a number that provide meaningful distinction with respect to measurement of relational control.

3) Units of analysis which are thought units rather than uninterrupted talking turns of the interview participants.

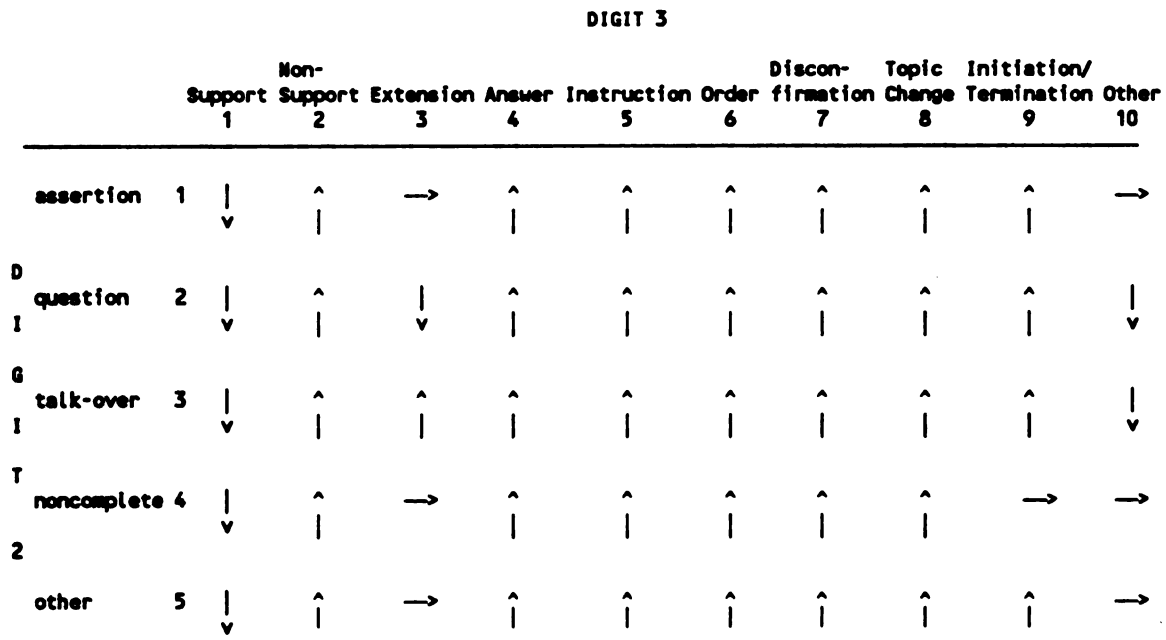
Following the presentation of the coding schemes and relational tables for both the Soldow and Thomas (Figures 3-2 and 3-3) and the proposed (Figure 3-4 and 3-5) schemes, a rationale for these differences is discussed.

Digit 1 Speaker	Digit 2 Grammatical Form	Digit 3 Response Mode
1. salesperson	1. assertion	1. support
2. buyer	2. question	2. nonsupport
	3. talk-over	3. extension
	4. noncomplete	4. answer
	5. other	5. instruction
		6. order
		7. disconfirmation
		8. topic change
		9. initiation/ termination
		0. other

(Adapted from Rogers and Farace, 1975)

Numerical Relational Control Coding System

Figure 3-2



(Adapted from Rogers and Farace, 1975, p. 232)

Relational Control Directions According to Message Type

Figure 3-3

Digit 1 Speaker	Digit 2 Grammatical Form	Digit 3 Response Mode
2 Buyer	7 Demand	6 Subject Change
1 Seller	6 Closed Question	5 Non-Support (Objection)
	5 Assertion of Fact	4 Subject Modification
	4 Assertion of Opinion	3 Extension
	3 Open Question	2 Acceptance
	2 Answer	1 Support
	1 Backchannel, Other	

Revised Numerical Relational Control Coding System

Figure 3-4

	Non-Support	Subject Change	Subject Modifctn	Extensn	Acceptnc	Support
Demand	7,6	7,5	7,4	7,3	7,2	7,1
Closed Question	6,6	6,5	6,4	6,3	6,2	6,1
Assertion of Fact	5,6	5,5	5,4	5,3	5,2	5,1
Assertion of Opinion	4,6	4,5	4,4	4,3	4,2	4,1
Open Question	3,6	3,5	3,4	3,3	3,2	3,1
Answer	2,6	2,5	2,4	2,3	2,2	2,1
Backchannel	1,6	1,5	1,4	1,3	1,2	1,1

1st Number - Grammatical form choice contribution to relational control.
2nd Number - Response mode contribution to relational control.

Relational Control Ratings By Message Type

Figure 3-5

THEORY-BASED CODING

Each of the three columns of Figure 3-5 represents a dimension of the thought units expressed in a sales interaction. To appropriately classify thought units, the categories provided should exhaust the relevant universe for that dimension and should be mutually exclusive. Since the relational control implications are of interest in this study, it is appropriate to generate classifications which cover the full range of control and which provide recognizable divisions that contribute meaning along that dimension. Providing a hierarchy in categorizing thought units helps to insure coverage of all potential thought units and provides a means for combining or expanding categories systematically. Combining or expanding categories may be required to improve the measurement capabilities of the instrument. Digit 1 is the speaker and is simply coded 1 or 2. There is no hierarchy in this coding since it is presumed that equality in relational control is the theoretical norm. There is a clear need to study the differences between roles on relational control, however.

In reviewing the Numerical Relational Control Coding System (Figure 3-2) provided by Soldow and Thomas, some problems in categorizing variables is noted. Digit 2, grammatical form, includes the concepts "talkover" and "noncomplete". Although these are important to the control issue, they belong in some evaluation of the speech

communication rules observance of the participants. Addition of a fourth digit in Figure 3-5 entitled "politeness" would address this issue. It has been omitted here for the sake of simplicity. Other types of grammatical form, such as instruction, answer, and order, are listed under digit 3, response mode. The mutual exclusivity problems are evident. A respondent can provide an answer that is supportive or non-supportive. Correctly sorting grammatical form from response mode will reduce these kinds of coding problems.

Numerical codes shown in Figure 3-5 demonstrate that grammatical form and response mode categories are each arranged relative to their contribution to relational control. It should be stressed that no interval value can be assigned, but the arrangement of variables on a continuum does improve the ability to examine patterns in relationships. Another area of disagreement with the Soldow and Thomas coding system is in interpreting the relational control characteristic of the "answer." Answering a question as a choice of grammatical form, recognizes the right of the questioner and defers to that right. Response modes such as support or non-support which are included may serve to strengthen or offset the deference.

Grammatical form includes various conventional speech structures for communicating with the other dyad member. Demands, which might include subcategories such as orders or instructions, are the most controlling form. Questions have

been divided between those which leave the questioner in a highly controlling position (closed questions) and those which tend to shift relational control to the respondent (open questions). The test for this distinction is the range of responses available to the respondent. "Do you want the red bicycle?" is an example of the former. "What are your long range goals?" is an example of the latter.

THOUGHT UNITS AS UNITS OF ANALYSIS

Complex messages are exchanged between buyer and seller in the sales interaction. Both content and relational messages must be recognized as well as the interactions which occur between them. Using thought units, rather than uninterrupted utterances, as units of analysis in the sales interaction provides the opportunity to examine the process in greater detail. An example of sales dialogue is given in Figure 3-6.

The buyer's sixth utterance asks how soon the new tire is coming out. The seller responds in two thought units. The first thought unit answers the question, which defers control to the buyer. The second thought unit, however, shifts the topic slightly to advertising for the new tires, which is an effort to regain or modify dominance. The combined effect of the two thought units is rather mild in dominance effort and the buyer gently shifts the topic again in his seventh utterance. Since the content of the messages are feature-centered (important content) it is hypothesized that participants are more cautious in their relational

GOODTYRE SALES INTERVIEW

B1 That was definitely an interesting game of bridge Saturday night.-
S1 [yeah
B2 I don't think it would have been as interesting if you and Tina hadn't been passing the cards under the table.
S2 Well...ha
B3 I think I'll buy my tires elsewhere for a little while. HaHaHaHa.
S3 We can try again Saturday night.
B4 So how are things this morning at the big Goodtyre company?/ Ya have any inside information for me?
S4 [Actually Gary, yes I do./ We found out about...uh...something very major happening-
B5 [Oh, good.
S5 We're gonna be introducing a steel-belted tire./ And we're all real excited about it because we're hoping for improved quality, improved performance, and improved customer satisfaction as well.
B6 How soon is that gonna...goin out?
S6 Four months,/ we're gonna start advertising in three months.
B7 Is this gonna take the place of something or is this going to be an addition?-
S7 [It's-
B8 For in the line....
S8 [It's gonna be an addition. It's going to be the L7...Seventy-eight fifteen tire that the bias tire is now,/ priced at a hundred dollars suggested retial, fifty dollars wholesale./ The steel belted is gonna take that price./..bias tire is going to be cut to sixty dollars suggested retail...
B9 [Oh great,/ that's a good selling tire for us.
S9 Yeah, uh,/ now we're gonna advertise for the steel belt in about three months/... up 'til that point we're gonna advertise the bias as being cut to sixty dollars to help fight recession/ and then after we introduce the steel tire we're going to keep the price of the bias tire at sixty dollars with advertising still./ So right now I have a hundred thousand bias tires that we need ta sell!/ To make room for the steel tires..uh./.we're not gonna make any more of these bias tires for six months./ Right no I can sell em to ya for thirty dollars,/ so basically I know you keep a three month inventory.
B10 [Yeah,/ that's what I've got right now.
S10 Uh Huh.
B11 I still have...

Figure 3-6

control manipulations than they would be in lower-order content interaction such as social talk.

Using buyer and seller utterances as units of analysis would yield a different analysis. The seller's response to the question would be classified as either a subject change or an answer, which would result in the loss of some of the meaning of the message. It is also useful to examine combinations of grammatical forms, response modes, and content shifts in the manipulation of relational messages by buyers and sellers.

Coding reliability is another important product of using thought units rather than utterances as units of analysis. In the example of sales dialogue shown in Figure 3-6, a difficult question was confronted when attempting to code the S6 utterance as a subject change or an extension. The first part of the utterance is a direct answer which would normally be an extension in response mode. The second part is a subtle subject change. (Here the seller shifts from product introduction to advertising support.) Such problems would result in the need for a sophisticated set of coding rules if whole utterance coding is used. Use of thought units reduces the need for these rules.

Application of the coding scheme to sales dialogue results in measures of grammatical form and response mode for each participant. The mean values for these two constructs for each of four equal time segments through the

interaction will be used as the variables for analysis in this study. As will be discussed more thoroughly in the analysis approach section, these variables allow the researcher to determine the dynamics of control in the sales interaction. Using these variables, dyads will be grouped according to relational control style for the testing of hypotheses which related relational control to sales outcomes.

RELIABILITY AND VALIDITY ASSESSMENT

Introduction

Each of the measures used in the research will be assessed for reliability and validity. Validity refers to the vertical correspondence between constructs which are made on a theoretical plane, and operational measures made of them on the plane of observation.

> "A necessary (but not sufficient) condition for validity of measures is that they are reliable. Reliability can be defined broadly as the degree to which measures are free from error and therefore yield consistent results."[16]

Efforts have been extended in this research to establish reliability and validity assessment for each of the measures employed.

There are two types of measures in this research which require different approaches to reliability and validity assessment. The first type of measure is the content-analytic coding for the sales dialogue. The second type of measure is the Likert scale data for the pretest and post-interview questionnaires. Reliability and validity

assessment for each of these two types of measures will be treated in the next two sections.

Reliability and Validity Assessment for Content-Analytic Measures

An excellent summary for reliability and validity assessment for these measures is outlined by Alexander.[17] Categories he identifies are unitizing reliability, coding reliability, content validity, and convergent/discriminant validity. Each of these areas will be discussed.

Unitizing reliability refers to the ability of multiple coders to identify the units of analysis in the dialogue. There are few problems with respect to unitizing reliability where unambiguous units are used such as time segments or talking turns. Earlier it has been argued that some loss of relational meaning results from the use of talking turns rather than thought units as units of analysis. For this reason, assessment of unitizing reliability is important to the validation of the coding scheme introduced in this research.

Two assessments of unitizing reliability are required. Guetzkow U provides a measure of agreement across a section of transcript:

$$U=(O_1-O_2)/O_1+O_2 \text{ where}$$

O_1=total # of units(coder 1) O_2=total # of units(coder 2)

This measure is a measure of disagreement for which a low value (eg., desireable = .10 or below).

A problem with Guetzkow U is that although coders may

agree closely on the number of units, the point at which breaks occur may be disparate. A unit-by-unit measure is also provided by selecting an objective unit (say 5 or 10 words) and measuring whether or not each coder assigns a break at that interval. A percentage of agreement using this method provides a unit-by-unit assessment of unitizing reliability.

Coding reliability measures the percentage agreement for assignment of coders to the units identified. In addition to a global agreement measure, Cohen's kappa will be applied to each classification (content, grammatical forms, and response mode) to adjust for chance agreement. A chi square test can be applied to assess the probability of observing the recorded difference between coders under a null hypothesis that there is no difference between coders.

Two means for assessing content validity can be provided. First is the evaluation of the representatives of the content coding scheme with respect to the existing literature. Consideration of the literature from a number of perspectives was included in the creation of the coding scheme developed in this research. Second, an index of the ability of coders to assign codes to thought units is an indication of the validity of the scheme. When combined with intercoder reliability, a case for content validity of the scheme is established.

To assess the convergent/discriminant validity of the measures, the Multitrait-Multimethod matrix offered by

Campbell and Fiske will be employed.[18] Alexander describes the procedure as follows:

> "...each coder served as a different measure with the tactical categories serving as different constructs. In effect, the reliability scores for an individual category should be higher than a score based ont he comparison of the category with any other category."[19]

Reliability and Validity Assessment for Likert Scale Measures

In developing measures for the current research, extensive use of established scales has been employed. The two exceptions are the measures for anticipated relationship by dyad members and the measure of buyer satisfaction. Cronbach's alpha reliability coefficient will be computed for both of these constructs. For existing measures, Cronbach's alpha is reported where available. A summary of these items is given in Table 3-2. The questionnaire items referenced in column three can be found in Appendix B. Cronbach's alpha reliability coefficient will also be computed using data in the current study for these measures and will be reported in Chapter IV.

Table 3-2

Reliability Coefficients for Questionnaire Scales

Personality Characteristic (Source)	Items	Pre-Roleplay Survey Item Numbers	Previously Reported Reliability (Cronbach's Alpha)
Self-Monitoring (Lennox and Wolfe, 1984)			
Ability to modify self-presentation	7	29-35	.79
Sensitivity to expressive behaviors in others	6	36-41	.81
Androgyny (Bem, 1981)	60	91-150	--
Empathy			
Perspective taking (Davis, 1980)	7	42, 44, 46, 48 50, 51, 53	.77
Empathetic concern	7	43, 45, 47, 49 52, 54, 55	.71
Social self-confidence (Johnson, Check, and Smither, 1983)	5	56-60	.79
Openers (Miller, Berg, and Archer, 1983)	10	61-70	.89
Locus of Control (Paulhaus, 1983)			
Personal efficacy	10	71-80	.68
Interpersonal control	10	81-90	.76
Other Measures			
Adaptive selling (Spiro and Weitz, 1990)	16	293-308	.85
Strategy (Spiro and Perrault, 1976)	20	273-292	--

*Items that are reverse scored are asterisked in the appendices.

(Adapted from Spiro and Weitz 1990)

HYPOTHESES

A need to investigate the contribution of buyer-seller interaction processes was identified in the literature review. A model has been presented which includes relational control interaction as a mediating variable between frequently studied predictor variables and sales outcomes. In this section the hypotheses that follow from the model specification are presented. Hypotheses can be grouped in two categories. The first group (Hypotheses 1-5) involves the testing of individual relationships in the model. The remaining set (Hypotheses 6-9) examine the relationships between relational control patterns in dyads and three types of sales outcomes.

The first set of relationships to be tested is between sets of personality variables and a newly introduced construct named anticipated relationship. The relationship is to be tested for both participant personality and their perceptions of the other personality. Relationships are tested for both buyer and seller. Using this approach, the contribution of personality and perceptions are measured for both dyad members rather than the common approach which has emphasized seller personality and buyer perceptions only.

H_{1A} Seller personality is positively correlated with anticipated relationship.

H_{1B} Buyer personality is positively correlated with anticipated relationship.

H_{2A} Seller's anticipated buyer personality is positively correlated with anticipated relationship.

H_{2B} Buyer's anticipated seller personality is positively correlated with anticipated relationship.

Hypotheses 3A and 3B assess the correlation between anticipated relationship and relational control. Strategy and skill variables are tested in Hypotheses 4 and 5 respectively. Each of these relationships will be examined from both the buyer and seller roles.

H_{3A} Seller's anticipated relationship is positively correlated with relational control in interaction.

H_{3B} Buyer's anticipated relationship is positively correlated with relational control in interaction.

H_{4A} Seller strategy is positively correlated with relational control in interaction.

H_{4B} Buyer strategy is positively correlated with relational control in interaction.

H_{5A} Seller adaptive skill is positively correlated with control in interaction.

H_{5B} Buyer adaptive skill is positively correlated with control in interaction.

Following examination of the fit of the model using the first set of hypotheses, a number of hypotheses regarding the impact of relational control patterns on outcomes will be addressed. An area where similar analysis techniques have been employed is marital interaction.[20,21] The primary outcomes of interest in the marriage setting are longevity, satisfaction, and the ability to resolve

conflict. Findings in the research in this area indicate that interaction patterns which are flexible, (i.e. allow for dominant bids by either party which are complemented by submission by the other), typically provide better problem solving capability. More rigid systems where one party tends to dominate while the other submits, have been found to be less effective in problem-solving, but do produce greater satisfaction if role expectations are met. Symmetrical relationships where parties compete unsuccessfully for dominance or submission have been found to be dysfunctional. These findings lead to questions regarding the contribution of relational communication patterns to personal selling.

In the area of personal selling, it is likely that patterns of complementary - but with one partner dominant, complementary-flexible; and symmetrical patterns will be observed. Salesperson dominant complementary patterns are hypothesized to produce higher negotiated price settlements, but lower customer satisfaction. They will also produce a larger percentage of no-agreement, low satisfaction and, where agreement is reached a lower negotiated price. Flexible patterns are hypothesized to produce price settlements which are not significantly lower than the seller dominant case, but will exhibit a higher percentage of agreement and greater customer satisfaction with the interaction. Hypotheses developed from these observations are given in H_6 through H_9.

H_{6A} Seller dominant dyads will result in lower incidence of sale than those which are not seller dominant.

H_{6B} Seller dominant dyads will result in higher seller profit than those that are not seller dominant.

H_{6C} Seller dominant dyads will result in lower buyer satisfaction than those that are not seller dominant.

H_{7A} Buyer dominant dyads will result in lower incidence of sale than those that are not buyer dominant.

H_{7B} Buyer dominant dyads will result in lower seller profit than those that are not buyer dominant.

H_{7C} Buyer dominant dyads will result in higher buyer satisfaction than those that are not buyer dominant.

H_{8A} Flexible dyads will result in higher incidence of sale than those that are not flexible.

H_{8B} Flexible dyads will result in seller profit that is not lower than those that are not flexible.

H_{8C} Flexible dyads will result in higher buyer satisfaction than those that are not flexible.

H_{9A} Symmetrical dyads which compete for dominance will result in lower incidence of sale than other dyads.

H_{9B} Symmetrical dyads which compete for dominance will result in seller profit which is not significantly different from other dyads.

H_{9C} Symmetrical dyads which compete for dominance will result in lower buyer satisfaction than other dyads.

RESEARCH DESIGN

Overview of the Research Steps

Research design and statistical analysis procedure is developed in the remainder of this chapter. An overview of the design is presented here to assist in organizing the

more detailed development.

A sample of students from a course in personal selling at a midwestern university were used in the experiment. Students were randomly assigned the buyer and seller role for a roleplay of a used car sales interaction. Assignment to roles was blocked to obtain equal numbers of same sex and mixed sex dyads, and the assignment of buyer or seller roles by sex were equally distributed for the mixed sex pairs.

Two weeks prior to videotaping of roleplays, each participant completed a pretreatment measurement instrument designed to assess anticipated relationship, personality, perceptions regarding the other's personality, skill, strategy, and demographic characteristics. The nature of scale items for each of these variables is discussed in a later section of this chapter.

Each dyad was given a roleplay case involving the potential purchase of a used car. The background data for all groups is the same. The dialogue was be videotaped and transcribed for coding of communicative interaction using the content coding schemes developed in this chapter. Following the roleplay taping, dyad members also completed a posttreatment questionnaire which measures the nature of the relationship, and member satisfaction regarding the process and outcomes of the sales interaction.

Business Problem, Research Purposes, and the Research Design

Specification of a research design is contingent on the purposes of the research effort. Calder et al. have

developed the distinction between theory-oriented research and effects-oriented research by discussing four issues that are affected by these alternate purposes.[22] These four issues are selection of research design, choice of research settings, operationalization of variables, and selection of respondents. This section will focus on the first of these four issues. First the nature of the business problem and purposes set out in this research will be reviewed. Based on this discussion, a research design will be presented.

The business problem concerns the needs of managers in the area of training and evaluation of salespeople regarding their communication behaviors in dealing face-to-face with customer. As indicated in the literature review, most of the attention of scholars has been directed toward sales activities other than those which occur in the face-to-face buyer-seller relationship. As a result, there has been little theory development in this area. The overall purpose expressed for this research is an investigation of the nature of the buyer-seller microenvironment. This research purpose can be described as an exploratory theory-building effort. Using background literature in social psychology, communication, and personal selling; a theoretical model for the contribution of communicative control in the sales dyad has been developed. The testing of this model can be characterized as a theory-oriented research effort as described in the Calder et al. framework. Calder et al. make the following prescription:

> "When the goal is theory application, and theory testing is being conducted, true experimental designs are preferred because they allow the strongest test."[23]

By "true" experimental designs they mean designs in which respondents are randomly assigned to treatments.[24] Unfortunately, in this instance a true experimental design is infeasible because "treatment" implies a sufficient understanding of variable relationships for a priori assignment of respondents to experimental groups. In this study the focal independent variable is the control allocation aspects of buyer-seller communication. Rather than attempting to predict relational control patterns using demographic or trait data, assignment to categories was achieved through use of the coding scheme described in the previous section. This methodology is consistent with the exploratory nature of the research effort.

Another way of looking at the research design provides clarification of this point. The desire in this research is to investigate the effect on sales outcome of manipulations of the independent variable which has been described as the relational control portion of dyadic interaction. Since one member of the dyad has only partial control of this variable and the experimenter has little unobtrusive control over either member, the most practical means of variable manipulation by the researcher is via sampling techniques.

The Sample

Recent debate in the marketing discipline has centered on the importance and nature of external validity and its

relationship to research design.[25,26,27,28,29,30] McGrath and Brinberg have pointed out that there is a significant basis of agreement between the sides of this debate.[31] The major parting of the ways occurs where Calder et al. maintain that external validity is not a concern for theory-oriented research efforts whereas Lynch contends that it is. One of the primary implications of this debate is the relevance of either convenience or statistically representative samples from a larger population. Homogeneous samples, such as those provided in many convenience samples are held by some[32,33] to provide a more rigorous test of theory. At the same time, criticism of convenience samples, especially college students have been made for two reasons. First, they are often inappropriate for the behavior of interest. Second, they do not provide a statistical basis for generalization.[34] Choice of a sample must address these issues.

This research effort is theory-oriented. It attempts to disconfirm a generalized null hypothesis (although more specific hypotheses are actually tested) that relationship between sales dyad members, as defined by the relational control component of communicative interaction, has no significant impact on sales outcomes. Like most research in marketing, however the eventual goal is application, as is related by the business problem discussed in Chapter I. It is therefore useful to consider the implications of sample selection with respect to generalizability. In this case

both a rigorous test of theory is desired, and an understanding of how the experiment fits in an extended research program.

Personal selling covers a wide range of settings from over-the-counter service at fast-food establishments to extensive, long-term, engineered installations of plant and equipment. The role of relational control in personal selling is likely to vary substantially across this continuum. Sampling across this continuum would not be productive for early development of theory because it would obfuscate variability in relational control among a myriad of other variables. What is desired is a homogeneous sample which can be blocked on relational control patterns and a limited number of other factors - such as gender, to provide a rigorous test of the contribution of relational control to sales outcome. A relatively homogeneous sample of students in a college level personal selling class was chosen to meet this criterion.

It is apparent that this convenience sample is subject to the criticisms presented by Ferber.[35] Selection of this sample can be defended regarding both of Ferber's criticisms. First, it is argued that the sample is relevant to the behavior under study since members of the class have both an interest in personal selling and, at the time of data collection, at least a moderate level of sales training. In addition, the selection of the used car setting was made because it is an area where most college

students have had some experience and can make realistic buyers.

Regarding Ferber's second criticism - that student samples do not provide a basis for statistical generalization, it can be argued that the sample does represent one of the groups of particular interest in the research program. Statement of the business problem showed that one area of interest to managers was the training of salespeople. If it can be demonstrated that relational control in the sales dyad explains variance in outcomes in this setting, and later is also applied to other sales settings, using other sets of subjects (such as experienced sales personnel), systematic application of theory to sales settings can result. This argument supports Lynch's point that, even for theory designs, one should not dismiss the external generalizability issue. Neither does it negate the Calder et al. argument that homogeneous samples are preferred.

Data Collection

Two weeks prior to simulations of sales interactions, an assessment of each subject's attitude toward anticipated relationships with sales people in the product class simulated in the experiment was taken. The measurement consisted of responses to 28 adjective statements about relationships with salespeople using a 7 point Likert Scale ranging from strongly agree to strongly disagree. The instrument was developed using Churchill's prescription for

developing better measures for marketing constructs.[36] The development of this measure was triggered by the absence in the sales literature of investigation of the buyer-seller relationships through perceptions of the relationship as an entity itself. Previous measures involved buyer assessment of salesperson characteristics as surrogates for anticipated relationship.[37] It is argued that assessment of salesperson attributes alone diminishes the contribution to the relationship provided by the buyer.

Following a two week interval, subjects were randomly assigned to dyadic pairs for simulation of a used-car negotiation between a salesperson and a college student. The pairs were blocked to allow for representative number of same-sex and mixed-sex pairs and an equal distribution of buyer-seller assignments among the mixed-sex pairs. Each member was randomly assigned the buyer or seller role and was given a one-page background description which included relevant attributes of the used automobile to be discussed. The background descriptions differed between the buyer and seller in that each was also given pertinent information regarding the needs of their character in the transaction. For the buyer these centered on budget constraints, required improvements to the vehicle's condition, and reduction of uncertainty regarding the vehicle performance. For the seller, information included profit requirements and the cost of possible adjustments. The buyer and seller cases are presented in Appendix C.

Each individual was given thirty minutes to familiarize themselves with the information given on a one-page case summary for each participant. This time was used to develop strategy for the sales interaction. The scenario indicated that the dyad members had no prior contact since the salesperson was busy with another customer while the buyer was allowed to "test-drive" the car alone. Information regarding the results of the test drive were provided to the buyer. Use of a 30 minute interval is consistent with suggestions provided by Graham[38] in conducting similar research.

Subjects then conducted the sales interaction. The interaction was videotaped using equipment and facilities with which the respondents had equal prior experience (two simulated interactions, one as buyer and one as seller). The previous experience is intended to both improve the level of realism, and dampen the effect of experimental bias introduced by taping the interaction. Buyers were encouraged to simulate real buying decisions based on their impressions of the automobile from the test-drive description provided. In addition, dyad members were given incentives for negotiating a favorable price agreement by assigning extra-credit class points which formed a zero-sum game between the dyad members.

To reduce the social accommodation of the two parties which would indicate that they should settle in a range where both parties would receive 10 points, two adjustments

were made. First, the calculation of profit for the salesperson and value for the buyer included consideration of price, and both cost and pricing of negotiated adjustments to the vehicle. This made the formulation of price vs. extra credit points sufficiently complex so as to prevent the buyer from having a definitive understanding of their point payoff without stopping to make calculations. Sellers generally had a clearer understanding of the payoff, which seems appropriate for the situation being simulated. Second, there was a bias in point allocation to favor the seller. This was intended to allow for a sufficient number of no-agreement cases.

For no-agreement cases, sellers are advised that they will be given 10 of the 20 extra-credit points so long as the researcher determines that they are pursuing the interests of their "employer" appropriately and provide a "realistic" simulation. Buyers are advised that they will be given 10 of the 20 extra-credit points so long as the researcher determines that they are providing a realistic simulation. Reporting of scores for subjects will be withheld until all subjects have completed the exercise so that information regarding the actual treatment of no-agreement dyads will not be passed between participants. All participants are, in fact, given a minimum of 10 extra-credit points, but this was be reported to them until all data was collected.

At the conclusion of each interaction, the dyad members

were asked to complete a second questionnaire which is shown in Appendix D. This questionnaire is a replication of the pretest regarding the member's perceptions of the relationship during the sales interaction. In addition, items which are intended to assess the dyad members' level of satisfaction with the sales outcome, the sales interaction, their own performance, and the other member's performance are included.

ANALYSIS APPROACH

Review of Analysis Techniques

Three methods have been used or offered in the analysis of sales interaction. These are qualitative case analysis, content analysis, and most recently sequential analysis. Each of these approaches have advantages and are particularly useful in addressing differing types of research questions.

Qualitative case analysis provides the clear advantages of savings in cost and time. It is also useful to many managers and salespeople because it requires little specialized training. Weaknesses are the inability to discern counterintuitive results and that the reliability of the technique will vary among researchers. Soldow and Thomas employ this method in the presentation of their coding scheme by employing a sample interaction to demonstrate the useful qualitative analysis their scheme allows.[39]

The most common means of analyzing sales interaction

behavior has been content analysis. The means of analysis in most content analysis is a measurement of frequency of coded communication behavior. Holsti[40] is among those that propose the use of ordinal or interval scales which can provide a more accurate assessment of the impact of communication behaviors. Ordinal and interval scales have been criticized as being cumbersome[41] and therefore have not been used extensively. If use of higher order data can provide an increase in control of the manipulation of communication as it relates to sales outcomes, however, it is likely that use of such coding schemes would increase.

Frequency analysis has provided some guidance to researchers, especially in the area of negotiation strategy formulation. Use of this statistical technique does not recognize the interdependency of communication processes or the dual nature of each message. Because each message is both a response to the previous speaker and a cue to the subsequent speaker, viewing communication content as independent contributions to outcome is incomplete. The appropriate level from which to view the relationship between the sales microenvironment and sales outcomes is in the sequential pattern of the communication between buyer and seller.

Most study of observational interaction data has employed statistical analysis without regard to sequence. For a review of available techniques, see Gottman, 1977.[42] Recently, efforts of researchers (particularly Sackett) have

been focused on providing statistical means for analyzing sequential dependencies among observational data.[43] The method involves assessment of conditional probabilities for behavior which follows use criterion behavior. Sackett warns that the use of large number of behaviors generates an "intellectually overwhelming" amount of data. Use of this analysis technique therefore requires a parsimonious behavior category scheme.

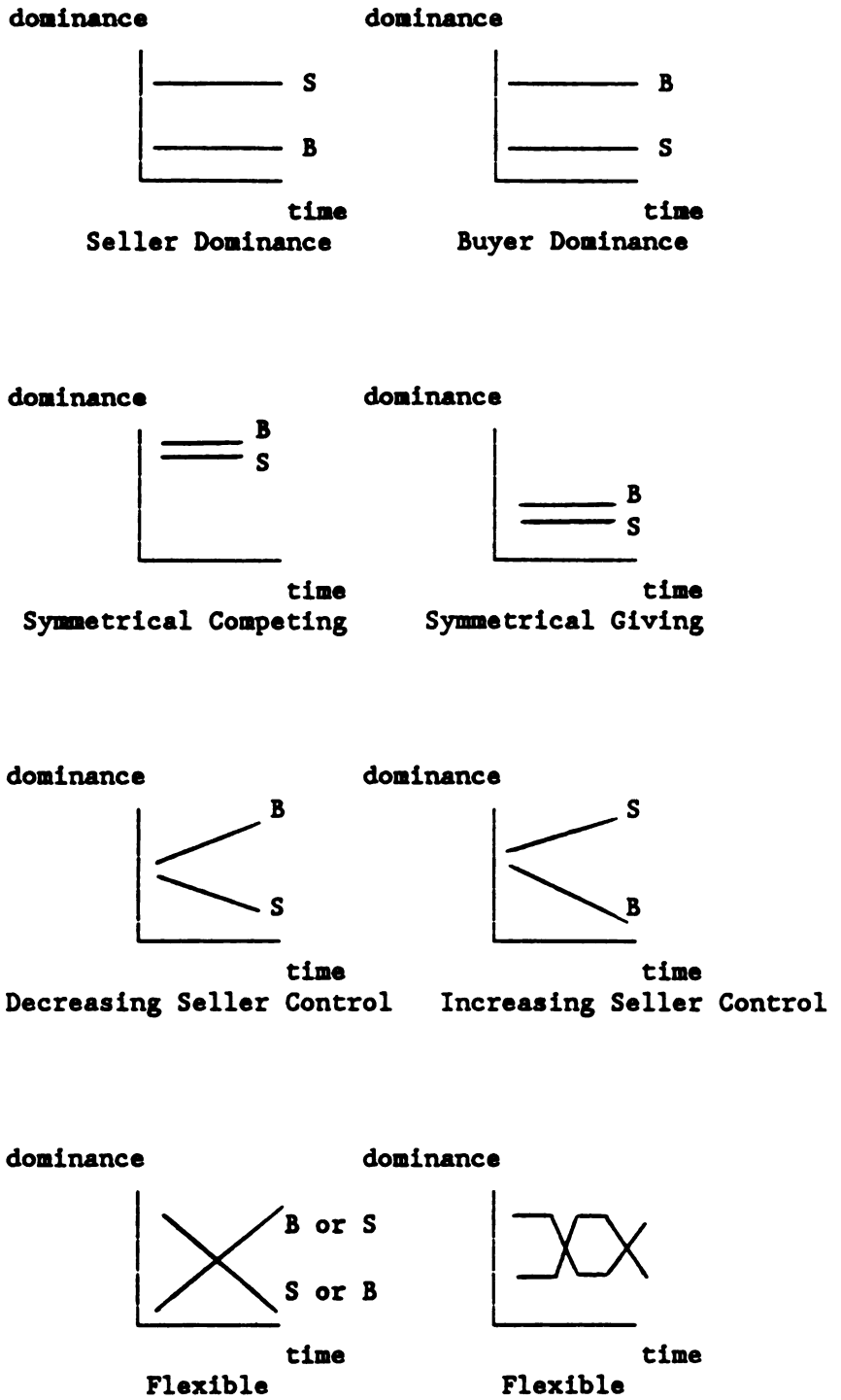
Three alternatives for analyzing the sales interaction data were presented in the literature review. These are qualitative case analysis, content analysis, and lag sequential analysis. Development of a theory-based coding scheme was intended to allow for statistical treatment of interaction data beyond qualitative case analysis. The scheme provided includes 2 variables with 5 and 6 categories for each respectively. This extensive category scheme makes the application of lag-sequential analysis impractical (see Sackett).

One can make the case that the inclusion of analysis of response mode captures the primary source of contingency since it measures the contribution to control at lag 1 in the interaction. A study by Putnam and Jones in the area of labor negotiation found significant reciprocity of communication behaviors at lag 1, but non-significance for lag 2 or higher.[44] Still, it would be useful to examine the relationship between relational control patterns across time in the sales interaction. To do this, the difference

between participant relational control moves will be calculated for four segments of each interaction. The segments will be determined simply by dividing the total number of talking turns in four equal sections. This creates a time-dependent adaptation to content analysis for determining the nature of control within sales interactions.

To capture the sequential dependence of the dyadic communication process, three variables will be used to measure the sales interaction. These variables are seller response mode dominance, seller grammatical form dominance and time. Response mode and grammatical form will be measured for each member during four equal time segments of the sales interaction. Multiple regression analysis will be used to analyze the relationship between these variables and two outcome variables, profit and buyer satisfaction.

Within each dyad, the nature of these variables will be used to assign the dyad to groups based on relational control. It is anticipated that as many as seven relational control style groups may be identified. If there is significant main effect for role, but not for time, then the dyad may be described as buyer dominant or seller dominant. If there is a significant main effect for time, but not for role, then the dyad may be described as symmetrical seeking control or symmetrical giving control depending on the values assigned to the relational control variables. If there are significant main effects for both role and time, but little interaction between these variables, then the



Potential Dyad Communication Patterns

Figure 3-7

group may be described as exhibiting increasing or decreasing control over time (taken from the perspective of one member). If there is significant interaction between role and time, then the dyad may be described as flexible. In this last type of group, either party may be exerting dominance, and that dominance is complemented by submission of the other dyad member. These relational control groups are depicted graphically in Figure 3-7.

Statistical Techniques for Hypothesis Testing

Statistical tests for hypotheses 1 through 5 for both the buyer and the seller involve the use of multiple regression analysis. Each of the dependent variables for these hypotheses is the mean of a multiple item scale. An F test of significance will be used for each analysis.

For hypotheses 6 through 9, the appropriate statistical technique is either ANOVA or a chi square test depending on the nature of the outcome variables. Two of the outcome measures are treated as interval, and one is nominal. Incidence of sale is a single dichotomous variable. Tests involving this variable will require analysis of the significance of the chi square statistic. For buyer satisfaction, which involves the mean of multiple scale items, and for profit, the appropriate technique is ANOVA.

CONCLUSION

The research design is intended to assess the relationship between face-to-face communication processes and sales outcomes. It is based on the premise that the product of the sales encounter is partially determined by the inputs from the buyer and the seller, but that the process itself also contributes to outcomes. In addition to personality, situational, perception, strategy, and skill variables, communication leading to relationship control is also an important determinant of sales outcomes.

Three research questions have been addressed. First, the nature of the personal selling microenvironment was sought. The theory-based investigation of this question is tested in the research design. Second, a means for measuring interaction in sales dyads was desired. Assessment of the validity and reliability of the instrument developed addresses this question. Finally, testing of the relationship between communication patterns and sales outcomes is desired. In the research design, patterns will be identified using the coding scheme and the impact of these patterns on outcomes will be tested.

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CHAPTER IV

ANALYSIS OF THE DATA

Data were collected during April, 1990, using the methodology described in the preceding chapter. This chapter reports the findings of the research. It is organized in the following sections: 1) Reliability and Validity Assessment of the Interaction Coding Scheme, 2) Reliability and Validity Assessment for Previously Developed Personality Scales, 3) Reliability Assessment for Strategy Scales, 4) Revision of Strategy Scales using Factor Analysis, 5) Reliability and Validity Assessment of Revised Strategy Scales, 6) Reliability and Validity Assessment of Anticipated Relationship Scale, 7) Reliability and Validity Assessment of Satisfaction Scales, and 8) Tests of Hypotheses.

RELIABILITY AND VALIDITY FOR THE INTERACTION CODING SCHEME

Following the transcription of sales interaction data, the initial analysis effort was the assessment of reliability and validity for the Revised Numerical Relational Control Coding System. This analysis assesses the degree to which separate coders who have been trained using a written code book (Appendix E) will identify the same thought units for analysis and apply the same codes for both grammatical form and response mode. The section includes two measures for unitizing reliability, assessment of intercoder reliability using Cohen's Kappa, and

evaluation of Campbell and Fiske criteria to assess validity.

Unitizing Reliability

Two measures for unitizing reliability are applied. First, Guetzkow U provides a measure of disagreement across a section of transcript - in this case, five dyads or approximately 70 minutes of taped conversation. This provided both a sufficient number of thought units with which to assess coding reliability and examined it across complete conversations to ensure that a cross-section of codes would be encountered. Coder 1 identified 914 thought units and Coder 2 identified 851 thought units.

$$\text{Guetzkow U} = (Q1 - Q2) / (Q1 + Q2)$$
$$= (914 - 851) / (914 + 851)$$
$$= .0357$$

A Guetzkow U below .10 is considered desirable. The measure obtained compares favorably with this standard.

Guetzkow U alone is insufficient for establishing unitizing reliability since thought units could be of the same number, but begin and end in disparate positions across coders. For this reason, a percentage agreement between coders was also calculated which measured agreement at regular intervals (5 words) throughout the five conversations. Of 1,564 breaks examined in this way, coders agreed (end of thought unit or not) on all but 46 instances. The percentage agreement using this method is 97.059%.

Unitizing reliability can be considered very favorable, especially when one considers the fact that codes for individual thought units are aggregated at the unambiguous talking turn level. If, for example, one coder identified four thought units in a talking turn and coded them 2,4,4,5 for grammatical form; the grammatical form code for the talking turn would be 3.75. Even if the other coder identified only two thought units and coded them 2 and 5 for grammatical form, the code for the talking turn would be 3.50. Since analysis will occur at the talking turn level, intercoder errors will be dampened from the levels reported here.

Intercoder Reliability

In addition to assessment of unitizing reliability, the sample was analyzed for intercoder reliability. The appropriate technique is the application of Cohen's Kappa. Cohen's Kappa is a measure of agreement which adjusts for the probability of chance agreement. Appendix F includes analyses related to the grammatical form dimension of relational interaction and Appendix G includes analyses related to the response mode dimension of relational interaction. Included in these analyses are assessment of Cohen's Kappa for each coding scheme generally, for each category as compared with all others, and for each dyad included in the sample. Combination of these analyses provides insight regarding the validity of the measures. Results of these analyses are summarized in Table 4-1.

The following guidelines have been developed for interpretation of Cohen's Kappa:

> "Landis and Koch (1977a) have characterized different ranges of values for kappa with respect to the degree of agreement they suggest. For most purposes, values greater than .75 or so may be taken to represent excellent agreement beyond chance, values below .40 or so may be taken to represent poor agreement beyond chance, and values between .40 and .75 may be taken to represent fair to good agreement beyond chance."

Given these guidelines, and referring to Table 4-1, the intercoder agreement for Grammatical Form as a whole appears very good and the intercoder agreement for Response Mode as a whole, appears fair.

Table 4-1

Cohen's Kappa for Interaction Coding

	GRAMMATICAL FORM	RESPONSE MODE
CODING SCHEME GENERALLY	.739	.472
EACH CATEGORY VS. ALL OTHERS		
CATEGORY 1	.888	.258
CATEGORY 2	.783	.785
CATEGORY 3	.716	.400
CATEGORY 4	.700	.342
CATEGORY 5	.532	.153
CATEGORY 6	.896	.538
CATEGORY 7	.150	-
CODING SCHEME - EACH DYAD		
DYAD 1	.624	.381
DYAD 2	.746	.455
DYAD 3	.826	.539
DYAD 4	.726	.422
DYAD 5	.718	.521

Analysis of the intercoder agreement matrix can augment the use of kappa by giving indications about the nature of

coder disagreements. This can provide guidance for both additional training required, and revision of the coding scheme.

Table 4-2 presents the agreement matrices for both grammatical form and response mode. Referring to the Response Mode portion of Table 4-2 for example, Coder B tends to vary the assignment of codes for those given a "3" by Coder A. The category is "extension" and is intended to identify those thought units which extend the subject without supplying either positive or negative evaluation of the previous speaker's statement. Analysis suggests that Coder A may be focusing only on subject extension and may not be including consideration of the support or non-support attributes of the communication.

One of two remedies may be appropriate; either the coder can be retrained, or the two dimensions included in the scale (subject and support/non-support) should be separated into different scales. This problem contributes to the somewhat lower reliability reported for the Response Mode scale. For the purposes of the current experiment, Coder B codings have been used in the analysis of data other than intercoder reliability.

Review of the matrix for grammatical form yields a concern for the relative infrequency and low reliability (see Appendix F) associated with category 7 - Demands. It is contended that the significant relational control meaning of this category warrants its retention in the category

Table 4-2

Intercoder Agreement Matrix Across 5 Dyads

Grammatical Form

Coder A \ Coder B	1	2	3	4	5	6	7
1	174	6	0	15	0	1	0
2	5	67	0	4	9	0	0
3	0	0	17	1	1	1	0
4	6	6	3	336	69	5	9
5	0	3	2	17	77	1	1
6	1	0	5	1	0	71	0
7	0	0	0	0	2	0	1

Response Mode

Coder A \ Coder B	1	2	3	4	5	6
1	12	7	4	1	0	0
2	7	192	11	2	2	0
3	32	38	247	105	32	6
4	9	7	40	92	18	14
5	0	0	3	1	6	2
6	0	0	4	3	0	18

scheme. Subjects role playing both buyers and sellers were enrolled in a personal selling course. Training related to the course may have contributed to the absence of "demands" in the dialogue. In real-life settings, it is likely that potential buyers and untrained salespeople will employ more demands than have been presented in this experiment.

VALIDITY ASSESSMENT FOR THE INTERACTION CODING SCHEME

Both unitizing reliability and intercoder reliability are viewed favorably in the present analysis. Reliability alone however, is insufficient for establishing the validity of measures.[1] The criteria established by Campbell and Fiske[2] are employed here to assess the issue of validity. Table 4-3 provides a multitrait-multimethod matrix involving the correlation of grammatical form and response mode (multiple traits) coding for each of the coders (multiple methods). Reliability diagonal entries(*) in this case are the Cohen's kappa reliabilities previously discussed.

Campbell and Fiske identify four aspects of the multitrait-multimethod matrix which bear on the issue of validity. First, validity diagonal values (A) are "significantly different from zero and sufficiently large to encourage further examination of validity."[3]

The second and third criteria identified by Campbell and Fiske are also met. The validity diagonal values are "higher than the values lying in its column and row in the

Table 4-3

Multitrait-Multimethod Matrix for Interaction Data

		Coder A		Coder B	
		Grammatical Form	Response Mode	Grammatical Form	Response Mode
Coder A	Grammatical Form	(.74)*			
	Response Mode	.5447(C)	(.47)*		
Coder B	Grammatical Form	.8543*(A)	.4912(B)	(.74)*	
	Response Mode	.4633(B)	.6213*(A)	.4679(C)	(.47)*

heterotrait-heteromethod triangles." (B) Also, the validity diagonal values are higher than the corresponding values in the heterotrait-monomethod triangles. (C) The fourth criterion involves comparison of patterns of trait interrelationships within all the heterotrait triangles. Since each "triangle" consists of a single value in this instance, this criterion cannot be evaluated. Addition of another trait (for example - content) and addition of a coder could provide for this assessment in future research.

An additional test for discriminant validity for nominal scales is the application of chi square. The chi square calculation for grammatical form coding and response mode coding are given in Appendix H. To adequately evaluate this measure, it is necessary to consolidate categories in both coding schemes to satisfy recommendations given by

Siegel.[4] For accurate application of chi square, no expected value for a cell should be less than 1, and less than 20% of the cells should have an expected value less than 5. For both category schemes, with 16 degrees of freedom following the combination of categories, values for chi square (2,003 for grammatical form and 235 for response mode) suggest a probability less than .001 that differences between observed and expected values occurred because of sampling variation. Discriminant validity for both coding schemes is supported.

Reliability and validity assessment are encouraging for the Revised Numerical Relational Control Coding System. Evaluation of these results should be made cautiously, however, because of the limited sample size and the experimental setting. It should also be recognized that different coders using the same coding scheme are used for assessing both reliability and validity. Since the objective of reliability (testing trait convergence of maximally similar methods) and validity (testing trait convergence using maximally different methods), are both tested in this case using the same methods, only modest support for validity is claimed. Additional development of the coding scheme and testing of its reliability and validity across a number of experimental and field settings is indicated.

RELIABILITY AND VALIDITY ASSESSMENT FOR PERSONALITY SCALE DATA

Operationalization of the model developed in Chapter III also included the use of a large set of questionnaire items. Since the central focus of this research is the introduction and development of the interaction coding scheme, the scales used to measure various aspects of personality, adaptive skill, and strategy were taken from previous research efforts in personal selling. Three advantages are seen for using this approach. First, the contribution of the interaction variable beyond previous examinations of personal selling can be evaluated. Second, previous assessments of reliability and validity can be employed. Finally, the appropriateness of the student sample can be evaluated by comparing reliability within this sample with previous estimates from a professional population.

As proposed in Chapter III, reliability estimates in the form of Cronbach's alpha are computed for each of the Likert scale measures and compared with previously reported estimates.[5] Table 4-4 presents the reliability estimates for each personality scale as responded to by both sellers and buyers. In addition, each respondent supplied responses to scale items both in anticipation of and in response to the other dyad member's personality. In most cases where reliability had been previously reported, the figures compare favorably.

For example, the alpha coefficient previously reported

Table 4-4

Reliability Coefficients for Personality Scales (Cronbach's Alpha)

See Appendix I for reference to survey item numbers included in each scale. Self refers to self-appraisal. Antic refers to anticipated other personality. Prcvd refers to perceived other personality following the sales interaction.

Scale Name	Previous Report	Seller			Buyer		
		Self	Antic	Prcvd	Self	Antic	Prcvd
Ability to Modify Self-Presentation	.79	.74	.78	.77	.84	.82	.87
Sensitivity to Expressive Behavior in Others	.81	.71	.65	.64	.81	.73	.74
Empathetic Concern	.71	.75	.71	.78	.73	.75	.82
Perspective Taking	.77	.72	.70	.74	.76	.76	.89
Social Self Confidence	.79	.78	.85	.86	.87	.78	.70
Openers (Ability to Elicit Self-Disclosure)	.89	.86	.76	.76	.86	.80	.85
Personal Efficacy	.68	.49	.57	.46	.61	.74	.78
Interpersonal Control	.76	.64	.52	.76	.75	.60	.82
Androgyny	--	.56	.49	.69	.53	.74	.82
ADAPTS*	.85	.77				.86	

*ADAPTS applied to self-appraisal only.

for self-modification (.79) is quite similar to the reliabilities reported here. In some instances where the reliabilities from the current study are moderately lower, (personal efficacy and interpersonal control for sellers), the inexperience of the respondents within the role will likely contribute to less reliable response patterns. The level of reliability for these measures is acceptable for use in this study. Details of the reliability data are reported in Appendix I.

VALIDITY OF QUESTIONNAIRE SCALES

As with the interaction data, reliability is a necessary but insufficient condition for validity. Three means for assessing the validity of the questionnaire data are employed. To varying degrees, these methods address the convergent validity, discriminant validity, and nomological validity of the scales. The most rigorous test for convergent/discriminant validity is the application of the multitrait-multimethod matrix. Campbell and Fiske note that rigorous examination of these criteria are seldom attempted.[6] A second means for assessing validity is the comparison of inter-scale correlations across divergent samples. Correlations of these scales within the present sample are compared with those from the study by Spiro and Weitz from which the scales are borrowed. A third approach to validation employed here is the factor analysis of all personality scale items and subsequent examination of the factors produced. The degree of similarity between the

factor structure generated, and the theoretical structure represented by the scales is a measure of support for validity of the constructs.

Multitrait-Multimethod Matrix

Prior to the sales interview, respondents answered personality scales for themselves and for their anticipated other. Following the sales interview, they responded to the same sets of items concerning their perceived personality for the other person. Both the personality self-appraisal and the appraisal by the other following the interview target the same sets of traits. It must be recognized, however, that the measure-construct combination from these two perspectives are different. Convergence of these significantly different measures would lend support to the construct validity of the traits as defined by the questionnaire scales.

In most efforts to apply Campbell and Fiske criteria, the "different" measures are markedly similar. For example, an investigation of reliability and validity for alternative measures of channel member satisfaction included Likert scale items for direct satisfaction reports, indirect reports, and single-item reports.[7] It is likely that more support for validity could be generated by rewriting Likert scale items in different ways for the current measures. However, the measures in the experiment include 247 items for each respondent, and providing alternatives would create questionnaires which are too lengthy to maintain

Table 4-5

Multitrait-Multimethod Matrix for Personality Characteristics

	SMOD	SSNS	SEC	SPT	SCNF	SOPN	SEFC	SCTL	SAGY	BP SMOD	BP SSNS	BP SEC	BP SPT	BP SCNF	BP SOPN	BP SEFC	BP SCTL	BP SAGY
SMOD	(.767)																	
SSNS	0.304	(.707)																
SEC	-0.169	0.219	(.759)															
SPT	-0.377	-0.068	0.395	(.724)														
SCNF	0.427	0.175	-0.101	-0.238	(.797)													
SOPN	-0.063	0.313	0.458	0.454	0.279	(.864)												
SEFC	0.326	0.157	0.085	0.011	0.176	0.255	(.553)											
SCTL	0.507	0.297	0.104	-0.342	0.652	0.286	0.586	(.612)										
SAGY	0.112	0.324	0.300	0.185	0.157	0.456	0.306	0.304	(.621)									
BPSMOD	-0.049	0.118	-0.003	-0.155	0.125	-0.066	0.047	0.081	-0.091	(.868)								
BPSSNS	0.038	0.283	0.436	0.084	0.205	0.306	0.071	0.269	0.098	0.382	(.741)							
BPSEC	-0.161	0.225	0.190	0.437	-0.014	0.431	-0.047	0.050	0.049	0.169	0.377	(.827)						
BPSPT	-0.128	0.102	0.306	0.438	-0.091	0.271	0.037	0.047	-0.053	0.099	0.341	0.870	(.896)					
BPSCNF	-0.018	-0.005	0.105	-0.102	0.285	-0.026	0.074	0.215	-0.006	0.437	0.486	0.210	0.158	(.708)				
BPSOPN	0.002	0.215	0.177	0.143	0.265	0.342	0.116	0.259	-0.070	0.401	0.493	0.651	0.664	0.262	(.857)			
BPSEFC	-0.128	0.037	0.378	0.327	0.141	0.310	0.235	0.265	0.063	0.140	0.180	0.412	0.460	0.324	0.396	(.782)		
BPSCTL	-0.041	0.148	0.335	0.205	0.297	0.292	0.011	0.139	0.049	0.354	0.552	0.308	0.400	0.555	0.527	0.486	(.827)	
BPSAGY	0.046	0.256	0.436	0.276	0.178	0.391	0.212	0.334	0.107	0.160	0.265	0.576	0.573	0.210	0.432	0.613	0.491	(.542)

SMOD Seller Self Modification
SSNS Seller Sensitivity to Expressive Behavior in Others
SEC Seller Empathetic Concern
SPT Seller Perspective Taking
SCNF Seller Social Self Confidence
SOPN Seller Openers (Ability to elicit self disclosure from others)
SEFC Seller Efficacy
SCTL Seller Interpersonal Control
SAGY Seller Androgyny

BPS refers to Buyer's Perceived Seller and the corresponding personality characteristic

See Appendix I for reference to specific questionnaire items included on each scale.

conscientious responses.

Table 4-5 provides a multitrait-multimethod matrix for the traits represented by the various personality scales employed in the study. The two "methods" are: 1) measurement of seller personality through introspection and, 2) measurement of seller personality using the perceptions of the buyer following the sales interaction. Weak correlation, in many instances significant, is reported between the two measures on most of the constructs. Clearly, the figures indicate that the two measures are addressing somewhat different constructs (self-perception and other-perception of these personality traits). Although the matrix does not make a case for convergent/discriminant validity, the pattern of correlations does support the notion that similar concepts are being considered.

Values in the validity diagonal provide little support for validity, but scale intercorrelations are intuitively sensible. For example, there are higher correlations between control, efficacy, confidence, and self-modification scales than between these scales and less-related scales such as sensitivity or perspective taking. Similarly, there is stronger correlation between such constructs as empathetic concern, perspective taking, and sensitivity, than between these constructs and the control-oriented scales. Openers (the ability to elicit self-disclosure from others) appears to be a construct which bridges the perceptual/sensory scales and the control/efficacy scales.

It should be noted that the correlations within the

heterotrait-monomethod triangles are quite different. Where perceptions about the other individual are measured (lower right triangle) the method interacts heavily with the constructs whereas the constructs are more differentiable within the self-perception monomethod triangle. Although the multitrait-multimethod analysis does not provide support for validity of the constructs, it is important to recognize that comparison of correlations using widely divergent measures does not serve to disconfirm validity either.

Comparison of Interscale Correlations Across Samples

A second analysis addressing validity involves comparison of interscale correlations with those uncovered in an earlier study using professional respondents. Construct validation has been described as "an ever-extending process of investigation and development."[8] Table 4-6 provides interscale correlations from both this study and one conducted earlier by Spiro and Weitz.[9] Observed correlations served to extend the validation reported earlier. Although the small sample size in the current study limits the number of correlations for which statistically significant correlations are identified, for a number of constructs, comparison of results tends to provide support for construct validity. For those correlations in the current study which were significant, the directionality and in most cases, the magnitude of the correlation were confirmed.

Table 4-6

Comparison of Inter-Scale Correlations from Current Study and From Spiro and Weitz (1990)

Current Study

1) Adaptive Behavior	1.00									
2) Self-Modification	0.46a	1.00								
3) Snstvty to Expresv Behavior in Others	0.19	0.22	1.00							
4) Androgyny	0.12	0.00	0.28b	1.00						
5) Perspective Taking	0.04	-0.17	0.11	0.19	1.00					
6) Empathetic Concern	0.12	-0.06	0.10	0.29b	0.40a	1.00				
7) Soc Slf-Confidence	0.31a	0.54a	0.29b	0.05	-0.06	-0.07	1.00			
8) Openers	0.21	0.08	0.41a	0.45a	0.35a	0.51a	-0.20	1.00		
9) Efficacy	0.24	0.12	0.25b	0.25b	0.01	0.00	0.12	0.15	1.00	
10) Intrprsonl Control	0.49a	0.61a	0.34a	0.25b	-0.09	0.10	0.68a	0.26b	0.37a	1.00

Spiro and Weitz (1990)

1) Adaptive Behavior	1.00									
2) Self-Modification	0.46a	1.00								
3) Snstvty to Expresv Behavior in Others	0.41a	0.52	1.00							
4) Androgyny	0.45a	0.32a	0.41a	1.00						
5) Perspective Taking	0.34a	0.29a	0.30a	0.46a	1.00					
6) Empathetic Concern	0.21a	0.10	0.27a	0.39a	0.46a	1.00				
7) Soc Slf-Confidence	0.36a	0.40a	0.31a	0.46a	0.24a	0.18b	1.00			
8) Openers	0.45a	0.40a	0.47a	0.48a	0.52a	0.46a	0.35a	1.00		
9) Efficacy	0.35a	0.23a	0.23a	0.35a	0.22a	0.04	0.23a	0.21a	1.00	
10) Intrprsonl Control	0.42a	0.49a	0.38a	0.42a	0.36a	0.15	0.53a	0.44a	0.44a	1.00

a p<.001 b p<.01

1. Adaptive Behavior
2. Self Modification
3. Sensitivity to Expresv Behavior in Others
4. Androgyny
5. Perspective Taking
6. Empathetic Concern
7. Social Self-Confidence
8. Ability to Elicit Self-Disclosure (OPENERS)
9. Efficacy
10. Interpersonal Control

Factor Analysis

A third analysis addressing validity of personality scales involved a factor analysis of personality data. Factors identified using this statistical technique strongly paralleled the theoretical constructs represented by the scales used in the study. In an initial run of the factor analysis, it was found that androgyny items loaded across other factors and did not group together as an identifiable factor. This is consistent with the definition from the study which developed the androgyny scale - that androgyny was a group of non-gender based, favorable personality traits. Use of the androgyny items does not appear to contribute sufficiently to the study to warrant their retention.

Following the removal of androgyny items, factor analyses for the personality self-appraisal for all respondents (buyers and sellers combined) were applied to the data. To address the analysis criteria that there be 4 or 5 times the number of observations than the number of variables[10], the analysis was split between sets of variables. Those items which are most similar were grouped together. Self-modification, sensitivity, perspective taking, and empathetic concern scale items were analyzed together. Similarly, locus of control, efficacy, social self-confidence, and openers scale items were analyzed together. The arrangement provided the most rigorous test of discrimination between scales, and improved the ratio of

observations to variables analyzed. The analyses, particularly the control/confidence portion should be interpreted cautiously since the number of variables analyzed were 27 and 35 respectively and the number of observations following non-response deletions were 88 in both cases.

Factor structures determined by the analysis are provided in Table 4-7. Common factor analysis and varimax othogonal rotation were applied to the data. The factor structure compares favorably to the theoretical structure represented by the scales although there is some overlap between confidence and control items and between control and efficacy items (see part B, Table 4-7). This interaction was anticipated since the scales are not intended to represent independent constructs. The analysis provides support for the validity of the constructs represented by the scales.

RELIABILITY AND VALIDITY ASSESSMENT - ADAPTS

Adaptive skill is represented in the study by the ADAPTS scale developed by Spiro and Weitz. The authors of the scale provided extensive validation of the scale. Reliability and validity assessment here serve to support their findings. For this study, however, the wording of the scale was also altered for application to buyer adaptive skill.

Table 4-7a

Factor Analysis for Seller Personality Scales

Rotated Factor Matrix:

	Factor 1	Factor 2	Factor 3	Factor 4
SMOD2	.71133			
SMOD3	.69935			
SMOD5	.67089			
SMOD4	.66862			
SMOD7	.65014			
SMOD1	.60120			
SMOD6	.42561			
SPT6		.83680		
SPT7		.71264		
SPT3		.67489		
SPT5		.57050		
SPT1		.48272		
SEC7		.47531		
SPT2	-.43423	.46952		
SPT4				
SSNS2			.76114	
SSNS3			.70331	
SSNS1			.65006	
SSNS6			.64402	
SSNS5			.58158	
SSNS4			.53381	
SEC6				.69780
SEC4				.66628
SEC3				.64548
SEC5				.59617
SEC1				.51083
SEC2				.50693

- Self Modification	Items Coded SMOD 1-7
- Sensitivity to Expressive Behavior in Others	Items Coded SSNS 1-6
- Empathetic Concern	Items Coded SEC 1-7
- Perspective Taking	Items Coded SPT 1-7

See Appendix I for reference to questionnaire item numbers.

Table 4-7b

Factor Analysis For Seller Personality Scales

Rotated Factor Matrix:

	Factor 1	Factor 2	Factor 3	Factor 4
SOPEN7	.83363			
SOPEN5	.76227			
SOPEN8	.71531			
SOPEN4	.70723			
SOPEN9	.67005			
SOPEN6	.65040			
SOPEN2	.58655			
SOPEN3	.58616			
SOPEN10	.47126			
SCNTL2	.44381			
SOPEN1	.42577			
SCNF3		.79074		
SCNF4		.78808		
SCNF5		.75344		
SCNF2		.73847		
SCNTL10		.64058		
SCNF1		.62990		
SCNTL4		.52377		
SCNTL7		.52167		
SCNTL5		.49890		
SCNTL3		.40985		
SEFC7			.66015	
SEFC10			.55347	
SCNTL6			.54787	
SCNTL1			.54284	
SEFC4			.51149	
SCNTL8			.50574	
SCNTL9			.50434	
SEFC3			.43526	
SEFC9				
SEFC8				
SEFC1				.69075
SEFC6				.58573
SEFC5				.58226
SEFC2				.50222

- Ability to Elicit Self-Disclosure (Openers)	Items Coded SOPEN 1-10
- Social Self Confidence	Items Coded SCNF 1-5
- Interpersonal Control	Items Coded SCNTL 1-10
- Personal Efficacy	Items Coded SEFC 1-10

See Appendix I for reference to questionnaire item numbers.

Reliability

Table 4-8 displays reliability computations for the ADAPTS scale for both sellers and buyers in the study. Cronbach's alpha is the reliability estimate used and is compared to the values reported by Spiro and Weitz.

Table 4-8

Reliability for ADAPTS Scale (Cronbach's Alpha)

	Current Study	Spiro & Weitz
ADAPTS-SELLER	.77	.85
ADAPTS-BUYER	.86	--

Details for reliability analysis and reference to questionnaire items are included in Appendix I.

It is interesting that the buyer reliability estimate matches the reliability estimate reported previously for sellers. Since the previous study employed professional salespeople and in this study only limited experience in unrelated product markets existed, it is not surprising that the reliability for seller responses is slightly lower. Sixty percent of buyers (28 of 46) in the study reported previous used car purchase experiences and virtually all had engaged in some type of bargaining as a buyer. Familiarity with the role should contribute to increased reliability of responses, and does so in this case.

Validity

Extensive nomological validation of the ADAPTS scale is provided in the article in which it is introduced[11]. It is

based on the correlation of the scale with a number of personality traits which are theoretically consistent with the construct. Table 4-6, which was used for investigation of personality scales validity, also provides a comparison of the correlation of the ADAPTS scale with the personality scales for both the Spiro and Weitz and current studies. The consistency of these correlations across these samples maintains a reasonable case for nomological validity.

RELIABILITY ASSESSMENT FOR THE STRATEGY VARIABLE

Strategy for both buyer and seller were measured using a scale developed by Spiro and Perrault[12]. Adaptation of the measure for the buyer role was required. No reliability estimates were provided for the measure when the scale was developed. The items for each of five subscales were selected to correspond to theoretical constructs, but were not factor analyzed to confirm the constructs. Reliabilities reported in Table 4-9 from the current study are not encouraging. These results suggest that the scales do not represent distinct constructs.

Reflection on the underlying theory for the scales reveals some weakness. First, the authors identified five components of strategy mixes that were partially based on the degree to which influence efforts are open (or "aboveboard") as opposed to closed or deceptive. It is contended that closed or open influence efforts can apply to any of the power bases. For example, a salesperson could attempt to "impression manage" the potential buyer's

perceptions of the level of expertise, the potential rewards, the level of friendship, or the legitimate power in the relationship. For this reason, the five components identified (expertise, legitimate, referent, impression management, and ingratiation), cannot be considered mutually exclusive. Second, the choice of influence mix components

Table 4-9

Reliability (Cronbach's Alpha) for Previously Developed Strategy Scales

Subscale	Buyer Anticipated Strategy	Seller Anticipated Strategy	Buyer Strategy	Seller Strategy
Expertise	.31	.66	.65	.55
Ingratiation	.61	.67	.28	.41
Referent	.22	.02	.06	.19
Legitimate	.58	.11	.10	.75
Impression Management	.24	-.12	.30	-.05

See Appendix J for details and reference to questionnaire item numbers.

omits aboveboard approaches to the reward power base. This is a significant oversight in the context of personal selling since most personal selling occurs in arenas where economic value is of central importance.

To address these shortcomings, factor analysis was applied to the data collected in this research on the strategy variables. It was found that closed and open approaches combined within factors based on the power base in most cases. The unconstrained factor solution revealed

seven factors for buyer strategy and eight factors for seller strategy. These solutions yielded several factors with only two questionnaire items. Constraint of the solution to four factors provided the best overall solution when considering the number of items per factor and the limited number of observations. Results of the rotated factor solution are given in Tables 4-10 and 4-11. Interpretation of the factor analyses should be made cautiously since 46 observations are employed in the evaluation of 28 variables.

Reliability was assessed for scales generated by the factor analysis. Results of these analyses are reported in Table 4-12. Items were used on factor scales only if factor loading exceeded .5 and loading on other factors was less than .4. Reliability coefficients are modest, but preferred to those generated from the use of the original strategy scales. Details for reliabilities for both the Spiro and Perrault and current scales are given in Appendix J.

Validity of Strategy Scales

Two means of assessing validity were employed. First, item to scale correlations for the original Spiro and Perrault study were compared to responses in the current study. Although the factors are different from those employed in the current study, similarity between these sets of data would support the notion that both sets of respondents were considering the same constructs when responding to each item. The second analysis involves

Table 4-10

Factor Analysis for Seller Strategy

Item	#Seller Post-Qstnre	Original Subscale (Spiro & Perrault)	Fctr 1	Fctr 2	Fctr 3	Fctr 4
SSTRAT						
2	162	Legitimate	.777			
13	173	Expertise	.707			
12	172	Ingratiation	.581			
15	175	Legitimate	.567			
16	176	Expertise	.552			
6	166	Impression	.402			
18	178	Expertise				
4	164	Impression Mgmt		.876		
5	165	Ingratiation		.843		
20	180	Impressions Mgmt		.709		
9	169	Ingratiation		.555		
1	161	Expertise			.695	
17	177	Impress Mgt	-.444		.601	
7	167	Referent			.593	
10	170	Legitimate			.523	
8	168	Expertise			.511	
3	163	Referent			.483	
14	174	Referent				.783
11	171	Referent				.726
19	179	Impression Mgmt				.647
		Eigen Value	3.331	2.888	2.022	1.828
		Cum % of Variation	16.7	31.1	41.2	50.3
Factor Label			Legitimate Reward		Expert	Referent

Table 4-11

Factor Analysis for Buyer Strategy

Item	# Buyer Post-Qstnre	Original Subscale (Spiro & Perrault)	Fctr 1	Fctr 2	Fctr 3	Fctr 4
BSTRAT						
16	176	Expertise	.733		.506	
1	161	Expertise	.680		-.402	
15	175	Legitimate	.572			
18	178	Expertise	.557			
12	172	Ingratiation	.528			
10	170	Legitimate	.495			
4	164	Impression Mgmt		.743		
9	169	Ingratiation		.701		
17	177	Impression Mgmt		.689		
14	174	Referent		.440		
20	180	Impression Mgmt		.440		.436
7	167	Referent			.694	
2	162	Legitimate			.667	
5	165	Ingratiation			.634	
8	168	Expertise			.539	
19	179	Ingratiation				.748
11	171	Referent		-.482		.708
6	166	Impression Mgmt				.588
13	173	Expertise				.416
3	163	Referent				
		Eigen Value	3.148	2.701	2.349	2.047
		Cum % of Variation	15.7	29.3	41.0	51.3
Factor Label			Expert	Reward	Legitimate	Referent

Table 4-12

Reliability for Factor Scales-Strategy

	Seller	Buyer
Expertise	.57	.49
Legitimate	.72	.64
Referent	.68	.60
Reward	.77	.67

Details and reference to questionnaire items are found in Appendix J.

examination of correlations between influence strategy components and personality and outcome measures. Intuitive consistency with these constructs provides support for external validity.

Table 4-13 displays the item to scale correlations for responses to strategy items for both the Spiro and Perrault and current studies. The scales used for this analysis are the ones employed by Spiro and Perrault. Revised scales were not used because the raw data from the prior study was not available. With few exceptions, the pattern of item-to-scale correlations is very much the same in both studies.

One exception is in the lack of correlation of item #172 with the ingratiation scale. In this item the term ingratiation is used which is apparently unfamiliar to the student respondents. Another difference is in the correlation of two items with the impression management scale. These two items (164 and 180) were controlled to a large degree by the experimental setting. One dealt with

Table 4-13

Comparison of Item to Scale Correlations Using Spiro and Perrault Strategy Scales

Qstnr Item	Expertise		Ingratiation		Referent		Legitimate		Impression Mgmt	
	S&P	L	S&P	L	S&P	L	S&P	L	S&P	L
168*	.55	.45a	.09	.11	.21	.12	.25	.16	-.09	.09
161*	.60	.62a	.11	.16	.11	.19	.51	.47a	-.07	-.12
173	.55	.64a	.10	.10	.13	-.03	.46	.33	-.01	-.01
176*	.73	.72a	.07	.12	.21	.25	.22	.30	.14	.11
178	.69	.54a	-.09	-.11	-.15	-.00	.07	.21	-.12	-.23
165*	.08	-.01	.76	.79a	.24	.17	.20	-.12	.16	.29
172	.05	.28	.59	.27	.35	-.01	.14	.32	.06	.17
169*	-.03	-.09	.53	.62a	.30	.08	.15	-.03	.28	.08
179*	.09	.17	.75	.68a	.41	.28	.12	.24	.03	.38b
163*	.05	.13	.11	-.05	.53	.37b	-.04	.15	.04	.07
167	.09	.16	.47	-.11	.73	.49a	.12	.15	.22	-.42b
174*	.11	.06	.28	.38b	.62	.63a	.28	.07	.20	.10
171	.11	.04	.35	.27	.75	.66a	.02	.02	.31	.09
162*	.31	.63a	.29	.11	.14	.07	.73	.83a	.02	.03
170	.42	.30	.14	-.08	.15	.18	.82	.77a	.03	-.05
175*	.25	.32	.09	.31	-.03	.17	.65	.85a	-.17	.08
164*	-.07	-.00	.19	.57a	.18	.02	-.10	-.12	.62	.36b
166*	.01	.10	.17	.13	.31	-.08	-.02	.20	.62	.65a
177*	-.02	.02	.18	.28	.37	-.19	.08	.01	.59	.69a
180	-.02	-.17	-.04	-.20	-.05	-.02	-.03	-.00	.68	.35b

Note: S&P refers to correlations from Spiro and Perrault study. L refers to correlations from present study. For Laughlin study data: a - $p < .001$ b - $p < .01$
* denotes items that are reverse coded

exaggerating the bending of policy and the other dealt with lack of authority. Less experienced sales people would have limited ability to exercise these influence strategies, especially in the controlled experimental setting.

Generally, the constructs represented by the scale items were responded to the same way by both sets of respondents. This serves to support the validity of the strategy components of the model although the reliability is improved by regrouping the items as was previously discussed.

Comparison of the scores on influence scales with other constructs such as personality scales and sales outcome is useful for establishing external validity for the scales. Table 4-14 provides correlations between buyer and seller strategy scales and these other variables. When interpreting the correlations, it is important to remember that the personality (including ADAPTS) characteristics for both the seller and buyer are self-appraisals which occurred two weeks prior to the sales interview. The satisfaction and strategy measures were taken immediately following the sales interview. Several of the measures are consistent with participant use of various sources of power for influencing others' behavior.

Correlations between the ADAPTS measure and influence is in some ways surprising. A strong and significant correlation ($.47, p<.001$) is revealed between buyer adaptive behavior and buyer use of reward influence. This seems

Table 4-14

Strategy Scale Correlations with ADAPTS, Personality Scales, and Outcomes

	Seller Use of Influence				Buyer Use of Influence			
	Reward	Referent	Expert	Legitimate	Reward	Referent	Expert	Legitimate
Seller								
ADAPTS	-.14	-.41b	.23d	.12	-.02	-.14	-.12	-.13
Self Modification	.04	-.23d	.32c	.04	-.07	-.19	.22d	.00
Sensitivity	-.16	-.32c	.09	-.01	.19	-.01	-.20d	.16
Empathetic Concern	-.17	-.26c	-.00	-.25c	.20d	.05	-.31c	-.10
Perspective Taking	.07	.08	.10	-.27c	.08	.07	-.09	.17
Social Self-Confid	-.06	-.01	.28c	.08	-.04	-.14	.03	.17
OPENERS	.10	-.01	.04	-.08	.03	-.11	.01	.16
Efficacy	-.07	-.08	.34c	.45a	-.20d	.02	.23d	-.01
Control	-.18	-.10	.26c	.30c	-.05	-.11	.05	.01
Androgyny	-.12	-.00	.09	.00	-.16	.01	-.12	.04
Buyer								
ADAPTS	-.06	.16	.20d	.03	.47a	.02	.01	.02
Self Modification	-.24d	.12	.23d	-.09	.39b	-.04	.24d	.07
Sensitivity	-.12	-.21d	-.01	.10	.14	.15	-.25c	.32c
Empathetic Concern	-.10	.00	.34c	.18	-.09	-.14	.09	-.16
Perspective Taking	.03	-.12	.03	-.03	.17	-.23d	-.15	-.01
Social Self-Confid	-.10	.06	-.04	.02	.31c	-.01	.12	.28c
OPENERS	-.09	-.25c	.05	.12	-.11	-.13	.01	-.07
Efficacy	-.06	-.00	.18	.22d	-.04	.06	-.06	.19
Control	-.09	.13	.13	.15	.45a	-.01	.09	.21d
Androgyny	-.23d	-.10	-.19	-.00	-.06	-.46a	-.04	.06
Outcomes								
Seller Satisfaction	-.29c	-.01	.47a	.05	-.03	.08	.02	.07
Buyer Satisfaction	.16	.07	.10	.19d	.13	.19	-.12	.27c
Sale	-.02	.09	.05	-.17	-.11	.26c	-.10	-.02
Profit	.03	-.07	.12	-.13	-.11	.18	-.06	.03

a p <.001 b p <.01 c p <.05 d p<.10

consistent with the idea that the salesperson's primary motivation in the interaction is his/her commission for the sale and therefore represents a strong source of power for the buyer. Adaptive buyers are seen perceiving and responding to salesperson needs through the use of reward influence. Seller adaptive behavior is negatively correlated with the use of referent influence, and shows a modest positive correlation with the use of expert power. Although at first surprising, reflection suggests that the stereotypical, rigid used car sales style is one with heavy emphasis on referent influence. This result indicates that more adaptive salespeople perceive and respond to use needs revealed by the buyer through the exercise of expert influence.

These observations are supportive of the external validity of the strategy scales determined using factor analysis. Also supportive are the correlations between seller efficacy and control measures and the use of expert and legitimate power bases. Another consistent and interesting observation is that sellers receive a significant degree of self satisfaction from the exercise of expert power ($.47, p<.001$). In general, the pattern of correlations given in Table 4-14 supports the nomological validity of the strategy constructs as represented by the questionnaire items. Again, the experimental setting and limited sample size serve to limit the generalizability of these results.

RELIABILITY AND VALIDITY FOR ANTICIPATED RELATIONSHIP

Factor Analysis of a pretest sample of 349 college students responding to Likert scale items for anticipated sales relationship yielded five factors discussed in Chapter III. Subjects in the experiment were given the same set of items with which to consider anticipated relationship. Reliability coefficients (Cronbach's alpha) were computed for each of these five scales and are displayed in Table 4-15. Reliability for the control dimensions (bonding and distancing) of anticipated relationship are favorable in three of four cases. Reliabilities for intimacy and familiarity measures are marginally supported by this data. The present study is designed to investigate the relational control contribution to variability in sales outcomes. For this reason only the control aspects of anticipated relationship are included in the model. Detailed reliability data is found in Appendix K. Lower reliability for sellers distancing may indicate that many novice sellers focus heavily on creating bonding characteristics of the relationship and do not focus heavily on distancing.

Table 4-15

Reliability Summary for Anticipated Relationship Measures

	Seller	Buyer
Bonding	.90	.79
Distancing	.51	.78
Trust	.45	.34
Intimacy	.52	.64
Familiarity	.64	.51

See Appendix K for details and reference to questionnaire item numbers.

Buyers, on the other hand, more reliably report the distancing component.

Validity assessment for anticipated relationship involved comparison of the control dimensions with aspects of buyer and seller personality relating to control and comparison with the interaction data which is also a measure of control. Measures other than those dealing with control have been removed from the remainder of the study because insufficient reliability was associated with these measures. This is consistent with the earlier contention that control is the most dynamic aspect of relationship whereas trust and intimacy are manipulated over long-term relationships.

Items which were used in the Anticipated Relationship scale were also asked of respondents following the sales interview. This measurement of "perceived relationship" for both buyer and seller are correlated with control aspects of self-appraised personality and with the two measures of control in the interaction, grammatical form and response mode. To achieve the general measures of grammatical form and response mode, the values of these variables for each of the four quarters of the interaction were averaged. In addition, correlations between relationship control measures and the direct measures of control by quarter of each interaction were examined. Correlations for this analysis are presented in Table 4-16.

Modest correlation is exhibited between anticipated relationship, and the personality scales most closely

associated with control. For the seller, social self-confidence and interpersonal control have modest positive correlations with bonding perceived in the relationship. For the buyer, social self-confidence and interpersonal control have modest negative correlations with distancing perceived in the relationship. These results are intuitively sensible and are interesting in that they suggest that buyers focus more attention on the distancing component of relationship than do sellers. The correlations between buyer traits and seller's perceptions of relationship are also interesting. The negative correlations between buyer efficacy and seller perceptions of distancing suggest that maintaining distance is an important buyer concern.

More direct measures of control interaction, those of grammatical form and response mode manipulations, demonstrated correlation with participant perceptions of relationship control. Seller dominance was perceived by buyers as being negatively correlated with bonding and positively correlated with distancing. Sellers also recorded a positive correlation between seller dominance and distancing, but did not perceive their dominance as reducing bonding in the interaction. This is particularly pronounced in the middle two quarters of the sales interaction. Apparently, sellers associate their dominance in the heart of the sales interview as bonding the relationship. The

Table 4-16

Correlations of Anticipated Relationship Control Scales With Personality and Relational Control Variables

	Seller Bonding	Seller Distancing	Buyer Bonding	Buyer Distancing
Seller Bonding	1.00			
Seller Distancing	.63a	1.00		
Buyer Bonding	-.02	.17	1.00	
Buyer Distancing	.16	.24d	.28c	1.00
General Grammatical Form	.26c	.43b	-.23d	.22d
General Response Mode	.16	.27c	-.24d	.19d
Seller Social Self-Confidence	.20d	-.13	.10	.12
Seller Interpersonal Control	.37b	.17	.19	.17
Seller Efficacy	.13	.02	.01	.03
Buyer Social Self-Confidence	.20d	.22d	.02	-.27c
Buyer Interpersonal Control	.04	.06	.07	-.21d
Buyer Efficacy	-.00	-.25c	-.09	-.04
Grammatical Form 1	1.04	.24c	-.24c	.19d
Grammatical Form 2	.32b	.36b	-.19d	.19
Grammatical Form 3	.31b	.36b	-.21d	.07
Grammatical Form 4	.06	.32b	-.07	.22d
Response Mode 1	.14	.08	-.24d	.10
Response Mode 2	.14	.16	-.16	.20d
Response Mode 3	.11	.23d	-.24d	.03
Response Mode 4	.03	.27c	.01	.20d

a ($p < .001$), b ($p < .01$), c ($p < .05$), d ($p < .10$)

consistency and directionality of the correlations seen in this analysis provide moderate support for the validity of the anticipated relationship construct as represented by the bonding and distancing scales.

RELIABILITY AND VALIDITY FOR SATISFACTION

A ten item scale for satisfaction was administered to respondents following the sales transaction simulation. Responses to these items were factor analyzed to determine the dimensionality of satisfaction. The unconstrained factor solution using varimax rotation yielded three factors as exhibited in Table 4-17a for sellers and Table 4-17b for buyers. The large step in eigenvalues from factors 1 to 2 for both constructs and the lower reliabilities reported for the second and third factors suggest that a single factor be used for reporting satisfaction. Cronbach's alpha reliability coefficient for the 10 item scale is .80 for both the seller and buyer scales. Details for reliability analysis can be found in Appendix I.

Although all items in the scale are used, review of the factor analysis results suggests that satisfaction as reported by sellers is primarily a report of relationship satisfaction and that satisfaction as reported by buyers is primarily a report of outcome satisfaction. Additional development of the satisfaction scale for future efforts is indicated. Validity for the satisfaction scale is evaluated in two ways. First, the most general satisfaction item on the scale (Question #1 on both the buyer and seller post

Table 4-17a

Varimax Rotated Factor Matrix for Seller Satisfaction Scale

Variables Item # on Seller Post Questionnaire	Factor 1 Relationship	Factor 2 Other	Factor 3 Outcome
4	.813		
8*	.787		
2	.687		.384
1	.614		.530
9*		.771	.304
10*	.303	.717	
6		.689	
5		.543	.534
3*			.758
7	.405	.372	.641
*Reverse Coded			
Eigenvalue	3.895	1.378	1.212
% of Variation	39.0	13.8	12.1

Items are included on subscale reliability analysis if correlations with other factors are less than .450.

Table 4-17b

Varimax Rotated Factor Matrix for Buyer Satisfaction

Variables Item # on Buyer Post Questionnaire	Factor 1 Outcome	Factor 2 Other	Factor 3 Relationship
7	.842		.402
5	.809		
4	.801		
1	.773		
6	.649	.394	
9*		.852	
10*		.804	
3*			.821
2	.465		.588
8*		.337	.574
Eigenvalue	4.084	1.567	1.138
% of Variation	40.8	15.7	11.4

Table 4-17c

Correlations of Satisfaction Scales

	Seller Single Item Scale	Seller 9 Item Scale	Buyer Single Item Scale	Buyer 9 Item Scale
Seller Single Item Scale	1.00			
Seller 9 Item Scale	.575a	1.00		
Buyer Single Item Scale	.120	.224	1.00	
Buyer 9 Item Scale	.073	.213	.646a	1.00

a $p<.001$

questionnaire) was used as a single-item measure of satisfaction and correlated with a combined measure of satisfaction and correlated with a combined measure composed of the remaining nine items. As reported in Table 4-17c, correlation between the single item measure and the nine item measure were significant and fairly strong while correlation between measures of buyer satisfaction and seller satisfaction in the same transaction while using the same measures was low. This result is indicative of a good degree of convergent/discriminant validity.

A second examination of validity for the satisfaction measures involves comparison of the factors with a related study made by Ruekert and Churchill[13]. In their investigation of channel member satisfaction, five factors were identified using factor analysis. These included

social interaction, product, financial, promotional support, and other assistance. These are consistent with the three factors identified in the current study if the product and financial factors combine on outcome, promotional support and other services combine on other's behavior, and social interaction corresponds to relationship. Examination of both convergent/discriminant validity and nomological validity support the 10 item scale as a measure of general satisfaction, although further development of the construct for future efforts is warranted.

TESTS OF HYPOTHESES

Personality and Anticipated Personality Effects on Anticipated Relationship

H_{1a} Seller personality is correlated with anticipated relationship

H_{1b} Buyer personality is correlated with anticipated relationship

H_{2a} Seller's anticipated buyer personality is correlated with anticipated relationship

H_{2b} Buyer's anticipated seller personality is correlated with anticipated relationship

Multiple Regression Analysis was employed in examining Hypotheses 1A through 2B. Means of responses to the two anticipated relationship scales (bonding and distancing) were regressed on mean responses to the eight personality scales. Results of the regressions appear in Table 4-18 and Table 4-19 for seller anticipated relationship and buyer anticipated relationship respectively. Null hypotheses for each of the personality and anticipated personality scales can be stated in the form:

H_0 Correlation of Personality Scale and Anticipated Relationship = 0

Of 32 tests (16 independent variables X 2 dependent variables), only five allow rejection of the null hypothesis using a confidence level of .05. Few of the personality scales correlate significantly with anticipated relationship. In those cases where correlation is significant, the R^2 value designating the portion of variance explained is modest, but consistent with examinations of personal selling using personality characteristics.[14]

None of the personality scales correlated significantly with anticipated distancing for either dyad member. This outcome suggests that participants focus on bonding aspects of the relationship rather than distancing. Seller's predictions about buyer self modification and confidence correlated with the anticipated bonding variable, while none of their self-perceptions of personality did. For buyers, anticipated seller empathetic concern and sensitivity to expressive behavior in others correlated with anticipated bonding. In addition, buyers self-appraisal of perspective taking ability correlated with anticipated bonding.

Analysis of the data suggests that certain personality characteristics help to explain variances seen in anticipated relationship by sales dyad members. For the data in the current study, these center primarily on projections of the other personality. They also center on the bonding component of the relationship, however lack of

Table 4-18

Seller Anticipated Relationship Regressed on Personality

R, R squared, F, and significance of F statistics reported only where sig F is less than .05.

Independent Variables - Seller Personality

DEPENDENT VARIABLE		ISOPEN	ISMOD	ISSNS	ISEFC	ISCNF	ISEC	ISPT	ISCNTL
	R	-	-	-	-	-	-	-	-
SELLER	Rsqr	-	-	-	-	-	-	-	-
ANTIC	F	-	-	-	-	-	-	-	-
BONDNG	sigF	-	-	-	-	-	-	-	-
	BETA	-	-	-	-	-	-	-	-
	T	-	-	-	-	-	-	-	-
	sigT	-	-	-	-	-	-	-	-

Independent Variables - Seller Personality

DEPENDENT VARIABLE		ISEFC	ISPT	ISSNS	ISCNF	ISEC	ISMOD	ISOPEN	ISCNTL
	R	-	-	-	-	-	-	-	-
SELLER	Rsqr	-	-	-	-	-	-	-	-
ANTIC	F	-	-	-	-	-	-	-	-
DSTCNG	sigF	-	-	-	-	-	-	-	-
	BETA	-	-	-	-	-	-	-	-
	T	-	-	-	-	-	-	-	-
	sigT	-	-	-	-	-	-	-	-

Independent Variables - Seller's Anticipated Buyer Personality

DEPENDENT VARIABLE		ISAB MOD	ISAB CNF	ISAB PT	ISAB SNS	ISAB OPEN	ISAB CNTL	ISAB EC	ISAB EFC
	R	0.424	0.514	-	-	-	-	-	-
SELLER	Rsqr	0.180	0.264	-	-	-	-	-	-
ANTIC	F	8.977	7.186	-	-	-	-	-	-
BONDNG	sigF	0.005	0.002	-	-	-	-	-	-
	BETA	0.514	-0.304	-	-	-	-	-	-
	T	3.620	-2.142	-	-	-	-	-	-
	sigT	0.001	0.038	-	-	-	-	-	-

Independent Variables - Seller's Anticipated Buyer Personality

DEPENDENT VARIABLE		ISAB EFC	ISAB EC	ISAB SNS	ISAB OPEN	ISAB MOD	ISAB PT	ISAB CNTL	ISAB CNF
	R	-	-	-	-	-	-	-	-
SELLER	Rsqr	-	-	-	-	-	-	-	-
ANTIC	F	-	-	-	-	-	-	-	-
DSTNCG	sigF	-	-	-	-	-	-	-	-
	BETA	-	-	-	-	-	-	-	-
	T	-	-	-	-	-	-	-	-
	sigT	-	-	-	-	-	-	-	-

Values for Beta, T, and SigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr and F measure the variance explained at the step indicated.

Keys for abbreviations included Appendix I.

Table 4-19

Buyer Anticipated Relationship Regressed on Personality

Independent Variables - Buyer Personality

DEPENDENT VARIABLE		IBPT	IBEFC	IBCNF	IBOPEN	IBSNS	IBMOD	IBEC	IBCNTL
	R	0.390	-	-	-	-	-	-	-
BUYER	Rsqr	0.152	-	-	-	-	-	-	-
ANTIC	F	7.552	-	-	-	-	-	-	-
BONDNG	sigF	0.009	-	-	-	-	-	-	-
	BETA	0.390	-	-	-	-	-	-	-
	T	2.748	-	-	-	-	-	-	-
	sigT	0.009	-	-	-	-	-	-	-

Independent Variables - Buyer Personality

DEPENDENT VARIABLE		IBSNS	IBEC	IBEFC	IBMOD	IBPT	IBCNF	IBOPEN	IBCNTL
	R	-	-	-	-	-	-	-	-
BUYER	Rsqr	-	-	-	-	-	-	-	-
ANTIC	F	-	-	-	-	-	-	-	-
DSTCNG	sigF	-	-	-	-	-	-	-	-
	BETA	-	-	-	-	-	-	-	-
	T	-	-	-	-	-	-	-	-
	sigT	-	-	-	-	-	-	-	-

Independent Variables - Buyer's Anticipated Seller Personality

DEPENDENT VARIABLE		IBAS EC	IBAS SNS	IBAS CNF	IBAS MOD	IBAS EFC	IBAS OPEN	IBAS PT	IBAS CNTL
	R	0.375	0.469	-	-	-	-	-	-
BUYER	Rsqr	0.141	0.220	-	-	-	-	-	-
ANTIC	F	7.210	6.072	-	-	-	-	-	-
BONDNG	sigF	0.010	0.005	-	-	-	-	-	-
	BETA	0.416	0.285	-	-	-	-	-	-
	T	3.055	2.093	-	-	-	-	-	-
	sigT	0.004	0.042	-	-	-	-	-	-

Independent Variables - Buyer's Anticipated Seller Personality

DEPENDENT VARIABLE		IBAS OPEN	IBAS MOD	IBAS EC	IBAS CNF	IBAS SNS	IBAS EFC	IBAS PT	IBAS CNTL
	R	-	-	-	-	-	-	-	-
BUYER	Rsqr	-	-	-	-	-	-	-	-
ANTIC	F	-	-	-	-	-	-	-	-
BONDNG	sigF	-	-	-	-	-	-	-	-
	BETA	-	-	-	-	-	-	-	-
	T	-	-	-	-	-	-	-	-
	sigT	-	-	-	-	-	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Keys for abbreviations included in Appendix I.

reliability in measuring anticipated distancing must also be considered when evaluating non-correlation between personality characteristics and distancing. Dependent on examination of the contribution of anticipated relationship to sales interaction and sales outcomes, additional development of specific personality trait contributions should be considered.

Anticipated Relationship Effects on Relational Control in Interaction

H_{3a} Seller's anticipated relationship is positively correlated with relational control in interaction.

H_{3b} Buyer's anticipated relationship is positively correlated with relational control in interaction.

Hypotheses 3a and 3b posit that anticipated relationship for both buyers and sellers are positively correlated with relational control in interaction. Initial reflection might suggest that these two hypotheses should be opposite in sign because relational control in interaction is recorded as a positive number for seller dominance and a negative number for buyer dominance. It should be recalled, however, that the anticipated relationship measure assesses only the nature of the relationship as a unit. It does not provide a reference to which member is dominant. Hypotheses of positive correlation are based on an assumption that the norm for buyer-seller interaction is overall seller dominance.

Refinement of the anticipated relationship measure, and restriction of it to two seemingly dichotomous control

dimensions - bonding and distancing, require some adjustment to the hypotheses. Bonding may be seen by the buyer as diminishing the seller's dominance whereas distancing may be related to increased seller dominance. Seller's are more likely to see both bonding and distancing as enhancing the overall dominance. For this reason, the hypotheses can be restated as follows:

H_{3a1} Seller's anticipated bonding is positively correlated with relational control in interaction.

H_{3a2} Seller's anticipated distancing is positively correlated with relational control in interaction.

H_{3b1} Buyer's anticipated bonding is negatively correlated with relational control in interaction.

H_{3b2} Buyer's anticipated distancing is positively correlated with relational control in interaction.

Multiple regression analysis was employed to test these hypotheses. The two attributes for relational control, grammatical form and response mode, were regressed on the bonding and distancing measures for the seller and separately for the buyer. Tests were performed both for general measures of relational control and for the relational control measures for each of the four quarters of the interaction. The general measures of grammatical form and response mode are the means of the four quarterly measures. Results of these regressions are given in Tables 4-20 through 4-22.

In all cases there was no significant correlation between anticipated relationship constructs and relational control in the sales interaction. As will be discussed in

Chapter 5, initial reaction is that the anticipated relationship does not provide value for the model. An additional analysis, however, is revealing. Following the sales interaction, respondents again answered the same set of questions measuring the nature of the relationship. Regression of relational control measures (grammatical form and response mode) on these "actual" rather than "anticipated" relationship measures did demonstrate significant correlation. Results of these analyses are included in Appendix L. The results demonstrate some convergence of the two sets of relationship measures. For the data observed, it is possible to conclude only that anticipated relationship does not affect relational control between novice respondents in a one-time sales interaction.

Participant Strategy Effects on Relational Control

H_{4a} Seller strategy is positively correlated with relational control in interaction.

H_{4b} Buyer strategy is negatively correlated with relational control in interaction.

Multiple regression analysis was employed to test these hypotheses. Grammatical form and response mode were regressed on the participants strategy components. Again both the general scores for each of the dependent variables was used for one set of analyses, and scores for each quarter of the interaction were used to determine if differences were found over time.

Table 4-20

General Relational Control Regressed on Anticipated Relationship

Independent Variables - Seller Anticipated Relationship

DEPENDENT VARIABLE		SELLER ANTICIPATED DISTANCING	SELLER ANTICIPATED BONDING
	R	-	-
GENERAL	Rsqr	-	-
GRAMMATICAL	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		SELLER ANTICIPATED DISTANCING	SELLER ANTICIPATED BONDING
	R	-	-
GENERAL	Rsqr	-	-
RESPONSE	F	-	-
MODE	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Independent Variables - Buyer Anticipated Relationship

DEPENDENT VARIABLE		BUYER ANTICIPATED DISTANCING	BUYER ANTICIPATED BONDING
	R	-	-
GENERAL	Rsqr	-	-
GRAMMATICAL	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		BUYER ANTICIPATED DISTANCING	BUYER ANTICIPATED BONDING
	R	-	-
GENERAL	Rsqr	-	-
RESPONSE	F	-	-
MODE	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-21

Relational Control Regressed on Seller Anticipated Relationship

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
GRAMMATICAL	F	-	-
FORM 1	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
RESPONSE	F	-	-
MODE 1	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
GRAMMATICAL	F	-	-
FORM 2	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
RESPONSE	F	-	-
MODE 2	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
GRAMMATICAL	F	-	-
FORM 3	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
RESPONSE	F	-	-
MODE 3	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
GRAMMATICAL	F	-	-
FORM 4	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		Independent Variables SDIST	SBOND
	R	-	-
	Rsqr	-	-
RESPONSE	F	-	-
MODE 4	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

SDIST - Seller Anticipated Distancing

SBOND - Seller Anticipated Bonding

Table 4-22

Relational Control Regressed on Buyer Anticipated Relationship

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
GRAMMATICAL FORM 1	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
RESPONSE MODE 1	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
GRAMMATICAL FORM 2	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
RESPONSE MODE 2	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
GRAMMATICAL FORM 3	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
RESPONSE MODE 3	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
GRAMMATICAL FORM 4	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

	Independent Variables		
DEPENDENT VARIABLE		SDIST	SBOND
RESPONSE MODE 4	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

BDIST - Buyer Anticipated Distancing

BBOND - Buyer Anticipated Bonding

Results of the regression of general measures for grammatical form and response mode are given in Table 4-23. No significant correlation was identified for seller strategy variables with either general grammatical form or general response mode. Referent and legitimate strategy variables for the buyer, however, did exhibit a significant correlation with response mode. Together these variables accounted for .22 of the variation with a significance of p=.004. The beta coefficient is negatively signed which is consistent with the hypothesis although buyer referent influence efforts contribute to seller dominance. These findings lead to acceptance of the null hypothesis associated with H_{4a} that the correlation between seller strategy and relational control is zero. The null hypothesis associated with H_{4b} can be rejected for the response mode dimension of relational control.

Examination of the time dependent variables, results for which are displayed in Tables 4-24 and 4-25, provides additional insight. The significant correlation between buyer legitimate influence and response mode centered on the third quarter of the interaction while the significant correlation between referent influence and response mode occurred during the fourth quarter. For seller strategy, a significant correlation with both response mode and grammatical form was revealed for the last half of the interview. An increase in seller dominance is associated with the use of legitimate influence for the second half of

Table 4-23

General Relational Control Regressed on Participant Strategy

Independent Variables - Seller Strategy

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GENERAL	Rsqr	-	-	-	-
GRAMMATICAL	F	-	-	-	-
FORM	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables - Seller Strategy

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GENERAL	Rsqr	-	-	-	-
RESPONSE	F	-	-	-	-
FORM	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables - Buyer Strategy

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GENERAL	Rsqr	-	-	-	-
GRAMMATICAL	F	-	-	-	-
FORM	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables - Buyer Strategy

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GENERAL	Rsqr	-	-	-	-
RESPONSE	F	-	-	-	-
FORM	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-24A

Relational Control Regressed on Seller Strategy

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 1	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 2	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		LEGITIMATE	REWARD	REFERENT	EXPERT
	R	0.314	-	-	-
GRAMMATICAL	Rsqr	0.098	-	-	-
FORM 3	F	4.794	-	-	-
	sigF	0.034	-	-	-
	BETA	0.313	-	-	-
	T	2.190	-	-	-
	sigT	0.034	-	-	-

Independent Variables

DEPENDENT VARIABLE		LEGITIMATE	REWARD	REFERENT	EXPERT
	R	0.307	-	-	-
GRAMMATICAL	Rsqr	0.094	-	-	-
FORM 4	F	4.574	-	-	-
	sigF	0.038	-	-	-
	BETA	0.307	-	-	-
	T	2.139	-	-	-
	sigT	0.038	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-248

Relational Control Regressed on Seller Strategy

R, R squared, F and significance of F statistics reported only where sigF is less than .05.

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
RESPONSE	Rsqr	-	-	-	-
MODE 1	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
RESPONSE	Rsqr	-	-	-	-
MODE 2	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		LEGITIMATE	REWARD	REFERENT	EXPERT
	R	0.300	-	-	-
RESPONSE	Rsqr	0.090	-	-	-
MODE 3	F	4.342	-	-	-
	sigF	0.043	-	-	-
	BETA	0.300	-	-	-
	T	2.084	-	-	-
	sigT	0.043	-	-	-

Independent Variables

DEPENDENT VARIABLE		LEGITIMATE	REWARD	REFERENT	EXPERT
	R	0.373	-	-	-
RESPONSE	Rsqr	0.139	-	-	-
MODE 4	F	7.129	-	-	-
	sigF	0.011	-	-	-
	BETA	0.373	-	-	-
	T	2.670	-	-	-
	sigT	0.011	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-25A

Relational Control Regressed on Buyer Strategy

R, R squared, F and significance of F statistics reported only where sigF is less than .05.

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 1	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 2	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 3	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
GRAMMATICAL	Rsqr	-	-	-	-
FORM 4	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-25B

Relational Control Regressed on Buyer Strategy

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
RESPONSE	Rsqr	-	-	-	-
MODE 1	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		REWARD	LEGITIMATE	REFERENT	EXPERT
	R	-	-	-	-
RESPONSE	Rsqr	-	-	-	-
MODE 2	F	-	-	-	-
	sigF	-	-	-	-
	BETA	-	-	-	-
	T	-	-	-	-
	sigT	-	-	-	-

Independent Variables

DEPENDENT VARIABLE		LEGITIMATE	EXPERT	REFERENT	REWARD
	R	0.328	-	-	-
RESPONSE	Rsqr	0.108	-	-	-
MODE 3	F	5.313	-	-	-
	sigF	0.026	-	-	-
	BETA	-0.328	-	-	-
	T	-2.305	-	-	-
	sigT	0.026	-	-	-

Independent Variables

DEPENDENT VARIABLE		REFERENT	EXPERT	LEGITIMATE	REWARD
	R	0.345	-	-	-
GRAMMATICAL	Rsqr	0.119	-	-	-
FORM 4	F	5.948	-	-	-
	sigF	0.019	-	-	-
	BETA	0.345	-	-	-
	T	2.439	-	-	-
	sigT	0.019	-	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

the sales interview.

Participant Adaptive Skill Effects on Relational Control

H_{5a} Seller adaptive skill is correlated with relational control in interaction

H_{5b} Buyer adaptive skill is correlated with relational control in interaction.

Regression analysis was employed for hypothesis testing. In this instance the dependent variables for relational control were regressed on the ADAPTS scale which serves as a single measure for skill. General scores for grammatical form and response mode were used as were the time dependent measures for these constructs. Analysis results are presented in Tables 4-26 through 4-28.

Significant correlation between adapts and relational control was found in only one of 20 tests reported. Buyer ADAPTS and grammatical form in the final quarter of the interaction were significantly correlated but explained only 10% of the variance (R^2=.099). Null hypotheses associated with H_{5a} and H_{5b} cannot be rejected.

Two potential explanations for the lack of correlation between the adaptive skill measure and relational control in interaction will be developed in Chapter 5. One explanation is that the student sample supplied insufficient variability in adaptive skill for testing the contribution of this variable to control in interaction. A second possibility is that constraints provided by the experimental setting did not allow appropriate testing. A third plausible explanation is that adaptive skill as measured by the ADAPTS

Table 4-26

Relational Control Regressed on Seller Adaptive Skill

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
GENERAL	F	-
GRAMMATICAL	sigF	-
FORM	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
GENERAL	F	-
RESPONSE	sigF	-
MODE	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		BUYER ADAPTS
	R	-
	Rsqr	-
GENERAL	F	-
GRAMMATICAL	sigF	-
FORM	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		BUYER ADAPTS
	R	-
	Rsqr	-
GENERAL	F	-
RESPONSE	sigF	-
MODE	BETA	-
	T	-
	sigT	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-27

Relational Control Regressed on Seller Adaptive Skill

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 1	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 1	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 2	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 2	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 3	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 3	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 4	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 4	BETA	-
	T	-
	sigT	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Table 4-28

Relational Control Regressed on Buyer Adaptive Skill

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 1	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 1	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 2	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 2	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
GRAMMATICAL	sigF	-
FORM 3	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 3	BETA	-
	T	-
	sigT	-

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	0.315
	Rsqr	0.099
	F	4.732
GRAMMATICAL	sigF	0.035
FORM 4	BETA	-0.315
	T	-2.175
	sigT	0.035

Independent Variable

DEPENDENT VARIABLE		SELLER ADAPTS
	R	-
	Rsqr	-
	F	-
RESPONSE	sigF	-
MODE 4	BETA	-
	T	-
	sigT	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

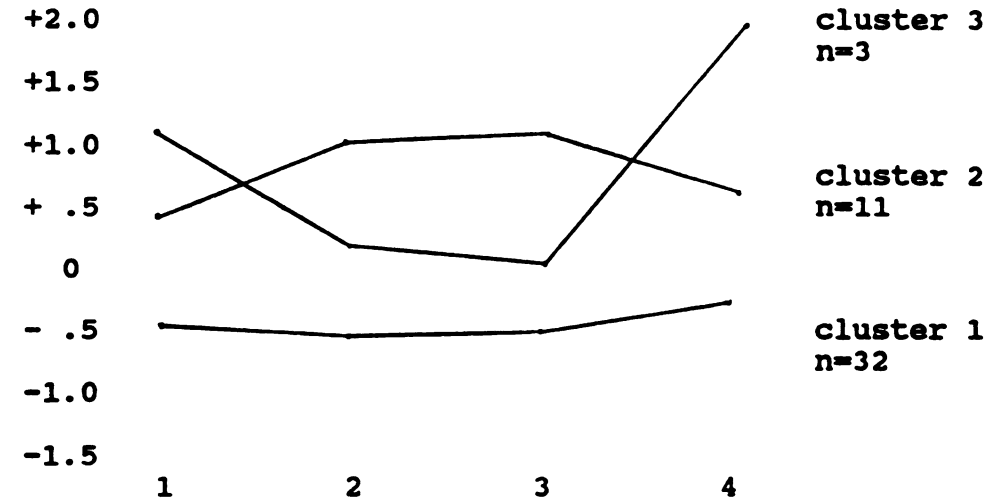
scale addresses strategic adaptations rather than the tactical adaptations associated with interpersonal communication.

Contribution of Relational Control to Sales Outcomes

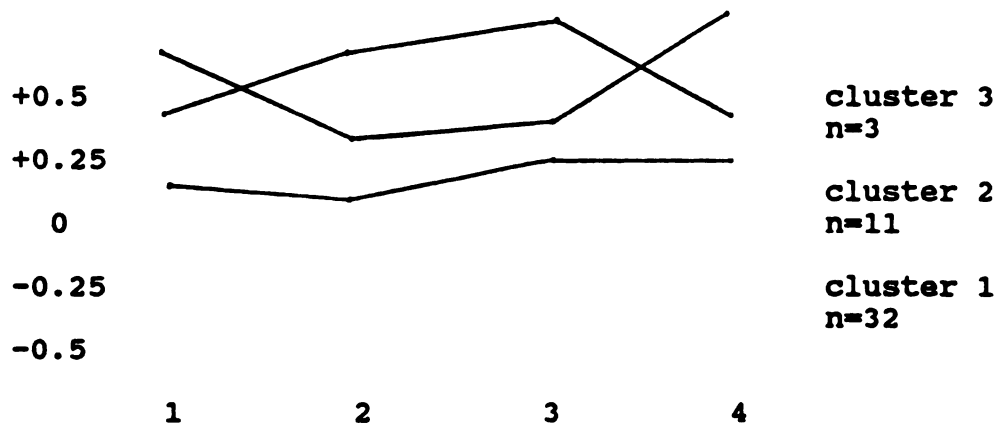
A second area of hypothesis testing is the examination of the contribution of relational control to sales outcomes. It was anticipated that several groups of relational communication patterns between buyers and sellers would be observed. These included seller dominant, buyer dominant, flexible, and symmetrical competitive dyads. Limitations in sample size coupled with constraints imposed by laboratory control, however, limited the number of observed relational patterns.

Cluster analysis using average linkage between groups was employed to determine the appropriate grouping of interaction types. The variables used for clustering were the time-dependent values for grammatical form and response mode. Criteria for selection of the number of groups was based on achieving relatively equal distribution among groups, and providing a maximum number of groups while maintaining sufficient sample size within groups. A three cluster solution achieved these objectives, but does not allow testing for all hypotheses related in the research design in Chapter III. Figure 4-1 provides a graphical representation of the clusters identified.

Cluster patterns are consistent with two of the groups identified in the research design. Cluster 1 can be



A. Relational Control Clusters vs. Grammatical Form



B. Relational Control Clusters vs. Response Mode

Relational Control Clusters

Figure 4-1

described as buyer dominant and comprises 70% of the sample. Both clusters 2 and 3 are seller dominant, but exhibit different patterns. Cluster 3 dyads are strongly seller dominant in the first and fourth quarters whereas cluster 2 dyads demonstrate strong seller dominance through the second and third quarters of the interaction.

Two statistical procedures were applied for testing hypotheses. ANOVA was used to examine the relationship between cluster membership and both the profit and buyer satisfaction outcome measures. A chi square test was performed to examine the effect of cluster membership on incidence of sale. Profit is an interval measure and means for multiple items scales have commonly been analyzed as interval. These variables are examined using ANOVA. The chi square test is used to examine the relationship between group membership and the nominal variable SALE.

Table 4-29 includes chi square results for incidence of

Table 4-29

Chi Square Test - Relational Control vs. Incidence of Sale

Relational Control Cluster	Sale	No Sale
1	9	23
2	3	8
3	3	0

Chi Square	6.64
Degrees of Freedom	2
Significance	.0362

sale. The three levels for the sale variable (no sale, extended, and sale) have been reduced to two (no sale and sale) by including the extended category with no sale. This is required to meet minimum cell observation criteria for chi square as recommended by Siegel.[15]

Results of the analysis allow rejection of a null hypothesis that there is no relationship between relational control and incidence of sale. Hypothesis 6^a, that seller dominant dyads will result in lower incidence of sale is not supported. Hypothesis 7^a, that buyer dominant dyads will result in lower incidence of sale is supported. ANOVA results are presented in Table 4-30.

Table 4-30

ANOVA Results - Outcomes by Relational Control Cluster

Relational Control Cluster	Mean Profit	Buyer Satisfaction
1 Buyer Dominant	674.53	5.58
2 Seller Dominant	696.82	5.36
3 Seller Dominant	0.00	5.26
	R^2 .13	R^2 .027
	F 3.16	F .607
	sigF .052	sigF .550

Results of the ANOVA for seller profit suggest that there is a relationship between relational control cluster and profit although the results are fully supportive of the hypotheses as stated. Seller dominant group 2 does have a significantly (though modestly) higher profit than do the

buyer dominant groups. Results of the ANOVA for buyer satisfaction do not support the hypotheses regarding satisfaction. Very little of the variance is explained by cluster membership and the results are not significant.

Of the four sets of hypotheses relating to sales outcomes, only two can be examined using the data generated from the experiment. These hypotheses test the contribution of dominance to sales outcomes. Since insufficient sample size did not allow the identification of significant cluster groups for either flexible or symmetrical dyads, tests for hypotheses 8 and 9 are not included in the results. Examination of communication patterns for each dyad, however, does suggest that these types of patterns are observed. Layer sample sizes in future research efforts will allow the testing of hypotheses 8 and 9.

Of the six hypotheses, three were supported:

H_{6B} Seller dominant dyads will result in higher seller profit than those that are not seller dominant.

H_{7A} Buyer dominant dyads will result in lower incidence of sale than those that are not buyer dominant.

H_{7B} Buyer dominant dyads will result in lower seller profit than those that are not buyer dominant.

The hypotheses that seller dominance will results in lower incidence of sale (H_{6A}), that buyer dominant dyads will result in higher buyer satisfaction (H_{7C}), and that seller dominant dyads will result in lower buyer satisfaction (H_{6C}), were not supported.

SUMMARY OF ANALYSIS

Chapter IV involved reliability and validity assessment for measures of constructs and tests of hypotheses. Acceptable levels of reliability were established for most constructs employed in the study. Intercoder reliability for grammatical form was very good, and intercoder reliability for response mode was fair. Reliability for previously employed personality scales was consistent with earlier reports. Newly created construct measures were developed using a multiple item, factor scale reduction process which yielded reasonable levels of reliability. One set of scales for which low reliability was reported is strategy. Revision of the scales contributed to modest increases in reliability reported.

Results of hypothesis tests were mixed. Several personality scales were found to explain modest portions of variance in the two aspects of anticipated relationship studied. Little correlation between anticipated relationship and control in interaction was found. This was also true for tests regarding the contribution of strategy scales and adaptive skill to relational control. Of the three central hypotheses linking relational control with sales outcomes, two were supported by hypothesis testing. Profit demonstrated modest significant response to relational control as did incidence of sale. Buyer satisfaction was not significantly affected by relational control. Conclusions which are drawn from these results are

developed in Chapter V.

ENDNOTES

[1] Peter, J. Paul (1981), "Construct Validity: A Review of Basic Issues and Marketing Practices," Journal of Marketing Research, 18 (May), 133-145.

[2] Campbell, Donald T. and Donald W. Fiske (1959), "Convergent and Discriminant Validity by the Multitrait-Multimethod Matrix," Psychological Bulletin, 56 (March), 81-105.

[3] ibid., p. 82

[4] Siegel, Sidney (1956), Nonparametric Statistics for the Behavioral Sciences, New York; McGraw-Hill, 110.

[5] Spiro, Rosann L. and Barton A. Weitz (1990), "Adaptive Selling: Conceptualization, Measurement, and Nomological Validity," Journal of Marketing Research, 27 (February), 61-69.

[6] Campbell and Fiske, op. cit.

[7] Ruekert, Robert W. and Gilbert A. Churchill, Jr. (1984), Reliability and Validity of Alternative Measures of Channel Member Satisfaction," Journal of Marketing Research, 21 (May), 226-233.

[8] Peter, op. cit.

[9] Spiro and Weitz, op. cit.

[10] Hair, Joseph F. Jr., Ralph E. Anderson, and Ronald L. Tatham (1987), Multivariate Data Analysis with Readings, 2nd Edition, New York: Macmillan.

[11] Spiro and Weitz, op. cit.

[12] Spiro, Rosann L. and William D. Perrault, Jr. (1979), "Influence Use by Industrial Salesmen: Influence-Strategy Mixes and Situational Determinants," Journal of Business, 52 (3), p. 435-455.

[13] Ruekert and Churchill, op. cit.

[14] Churchill, Gilbert A. Jr., Neil M. Ford, Steven W. Hartley and Orville C. Walker, Jr. (1985), "The Determinants of Salesperson Performance: A Meta-Analysis," Journal of Marketing Research, 22, 2 (May), 103-118.

[15] Siegel, op. cit.

Chapter V

CONCLUSIONS

In Chapter I, a business problem concerning buyer-seller interaction was identified and developed. Subsequently, a research project was designed, implemented, and the proceeds were analyzed. Results of the analyses were reported in Chapter IV. This chapter summarizes the research findings. First, a review of the business problem and a brief summary of the literature review will be provided. Second, the research design will be reviewed and limitations of the design will be discussed. Third, conclusions regarding measurement reliability, validity and the specific research hypotheses will be presented. Next, analysis of four areas of contribution by the research will be developed. These areas are development of theory, development of measures, research design, and the introduction of new data. Finally, the managerial implications of research results will be discussed and recommendations for future research will be explored.

BUSINESS PROBLEM AND LITERATURE REVIEW

Managers desire identification and improved understanding of variables which impact sales effectiveness. Additional understanding would facilitate decision making in the areas of recruitment, selection, organization, evaluation, training, and compensation of salespeople. Often overlooked in the study of personal selling is the

separation of performance and effectiveness. Success is contingent, not only upon seller attributes and behaviors, but upon buyer attributes and responses as well. As a result of this oversight, the contribution of face-to-face buyer and seller interaction to sales effectiveness has been inadequately explored.

Review of the literature for addressing the business problem centered on the recent development of a contingency framework for the study of personal selling.[1] The Weitz framework provides a structure that formalizes earlier recognition that face-to-face (or microenvironment) behaviors can contribute to prediction in sales outcomes.[2,3] Survey of a number of disciplines also contributed to the development of a model for predicting sales outcomes. These included personal selling, communication, negotiation and compliance gaining, and social psychology.

Synthesis of the literature review included recognition that interpersonal influence processes operate within the relationship between dyad members and that communication is the basis for relationship. Theory also suggests that communication occurs simultaneously on two levels, content and relationship.[4] Study of strategic behavior on the part of salespeople has been more common than study of relationship management behavior. Recently however, increased attention to management of sales relationships has resulted from longer term manufacturer-supplier agreements.[5]

Three revisions to the contingency framework were

presented as a result of the literature review. First, introduction of a relationship component to the model of buyer-seller interaction. Second, the buyer side of the model was developed to allow more complete recognition of buyer contributions to the selling process. Finally, measurement of relational communication behavior was included as the context within which sales participants implement strategy through the exercise of adaptive behavior.

RESEARCH DESIGN AND LIMITATIONS

Simulation of used car sales interviews by students enrolled in a personal selling class at a midwestern university were videotaped, transcribed, and coded using the relational control coding scheme developed in Chapter III. Two weeks prior to the interaction, respondents were randomly assigned to buyer and seller roles and completed questionnaires which included well-established personality scales and a new scale intended to measure anticipated relationship. The anticipated relationship scale had been developed using a pretest of 349 college students enrolled in a marketing management class.

A sample of 94 students were used. The sample was blocked to provide a proportionate number of same-sex and mixed-sex dyads. For mixed-sex dyads, the roles of buyer and seller were equally divided between the sexes. Following the roleplay, respondents completed questionnaires to assess the perceived personality of the other

participant, the participant's own strategy, and satisfaction. A total of 46 dyads completed the experiment.

Although the use of a laboratory setting has particular advantages in the development of theory,[6] limitations of the research design need to be recognized. The sample of undergraduate students is limited in experience. It cannot be considered representative of the population of sales professionals to which it would be desirable to generalize the findings. Two factors mitigate this limitation in this instance. First, the respondents were enrolled in a personal selling course and most have an interest in sales. Second, the university was in an urban setting and a fair number of non-traditional students were a part of the sample. The mean age of respondents was 21.59 years.

Limitations presented by sample size should also be recognized. Requirements of time and money to implement the research design placed limitations on the sample size which could be included in the research. Although only 46 dyads were included in the study, almost ten hours of dialogue are recorded and close to 500 pages of transcription were produced for analysis of interaction data. Training of coders and coding of the data also involved significant resources. This limitation highlights the value of laboratory research, however, since application of the design to a field setting would increase cost. Should relational interaction analysis prove useful in the laboratory, funding for more expensive field research is

possible.

CONCLUSIONS DRAWN FROM RELIABILITY AND VALIDITY ASSESSMENT

Not only are analyses of reliability and validity prerequisite to drawing conclusions regarding hypotheses, but conclusions separate from the tests of the hypotheses are also generated from them. For the current study, three areas will be examined. These are: validity of the interaction coding scheme, appropriateness of previously developed construct measures, and development of newly introduced construct measures.

Relational Control Interaction Coding

Introduction of relational communication to the sales setting is an important contribution made by Soldow and Thomas.[7] Effort was made in this study to facilitate the examination of relational control in interaction by criticizing and revising their category scheme which was based on work by Rogers and Farace.[8] Reliability and validity analyses suggest that this effort has been partially successful. Encouragement is provided for additional revision and testing.

For the grammatical form variable of the relational control construct, intercoder reliability as measured by Cohen's kappa was very favorable. Lower reliability for the response mode measure is likely a result of the mixing of two dimensions on the same measure. Both support/non-support and subject change/extension are recorded in this

variable. If a coder emphasizes one dimension over the other, errors in coding occur and lower inter-coder reliability results.

Validity assessment for the relational control coding scheme demonstrated that the grammatical form measure and the response mode measure are significantly correlated. Examination of the cluster means for these variables in Figure 4-3 also reveals covariation.

Previously Developed Construct Measures

Three sets of constructs used in the model developed in this study were operationalized using previously applied measures. Several personality scales, a strategy scale, and an adaptive skill measure were borrowed from previous research efforts. Two questions pertain to the use of these scales. First, do reliability and validity assessments support the use of these scales in the current research setting? Second, is the adaptation of the measures for elaborating the buyer side of the model justified?

Analysis of reliability and validity assessments for both the ADAPTS measure and most of the personality scales support the use of the scales in the experiment and their modification for buyer characteristic measurement. Results of reliability and validity assessment for the strategy variables are less encouraging. Reexamination of the strategy construct is indicated which will separate the dimensions of influence power base mixes from decisions about the use of closed or open approaches to influence.

Factor analysis was employed in this research effort in attempting to reexamine the strategy component, but was limited to the set of strategy items from the original study.[9] Additional items should be included in future efforts to properly address the use of open and closed strategy approaches across all of the influence power bases. There remains little understanding of how strategy intentions are translated into the sequentially dependent control efforts by participants in sales interaction.

Newly Introduced Construct Measures

Two versions of two Likert scale measures were introduced in this research. One set measures the anticipated relationship for both sales dyad participants. The other set measures the satisfaction of the participants following the sales interview. Each of these measures were developed in accordance with the procedure prescribed by Churchill for the development of improved measures in Marketing.[10] Factor analysis was used to determine the dimensions of each construct identified in participant responses.

For anticipated relationship, respondents identified five rather than three dimensions which had been proposed by Millar and Rogers.[11] These included two aspects of control which were named bonding and distancing. In addition to the dimensions of trust and intimacy identified by Millar and Rogers, the respondents also exhibited a response pattern on a fifth dimension labeled familiarity. Reliability

estimations for three of these constructs were disappointing. Contribution to the understanding of how sales relationships affect sales outcomes could be made through additional development of this theory.

A general satisfaction measure was originally intended for estimation of the contribution of relational control to sales outcomes. Factor analysis of the original ten item scale demonstrated that satisfaction for sales dyad members is a multidimensional construct. The dimensions identified by factor analysis were similar to those identified in a study of channel member satisfaction.[12] An insufficient number of items on the original scale responses contributed to low reliability estimations for individual dimensions. For this reason, the construct remained a general measure in the hypothesis testing. Development of reliable satisfaction scales in future research efforts may identify contributions of relational control for particular aspects of satisfaction.

CONCLUSIONS DRAWN FROM HYPOTHESIS TESTS

Inferences drawn from the data analysis in Chapter IV can be extended to neither professional sales settings nor particular types of selling beyond the used car sales simulation investigated. Use of the laboratory experiment is designed to provide a rigorous test of proposed theory before attempting to extend its application to field settings. Despite these limitations, results of the tests of the hypotheses provide several interesting observations

which can be used for formulating revisions to theory.

Initial hypotheses concerned antecedents to the new construct titled anticipated relationship. Tests of hypotheses found that few of the dyad members' personality or anticipated other personality were significantly correlated with anticipated relationship. In the operationalization of anticipated relationship, however, only two of the five identified dimensions of anticipated relationship were included. It is possible that some personality characteristics contribute to other dimensions of anticipated relationship such as trust or intimacy.

Personality variables that were found to load significantly on anticipated bonding and anticipated distancing by participants are intuitively sensible. For example, buyers' anticipated bonding is affected by the buyers' anticipated seller sensitivity to expressive behavior and empathetic concern. From the results of this study, these variables jointly explained 25% of the variance in buyer anticipated bonding. This finding suggests that if firms desire to increase the level of anticipated bonding in a sales relationship, impressions of salespersons' empathy and sensitivity should be addressed. Hiring criteria, training, and advertising are all vehicles through which this might be achieved. Continued investigation of the relationship of personality characteristics with anticipated relationship is encouraged.

A second area of hypothesis testing involved the

regression of interaction control variables on anticipated relationship variables for both participants. Using the general form of the interaction variables, only seller's anticipated distancing demonstrated significant contribution to variance in the grammatical form variable. No significant contribution to response mode was exhibited by either party's anticipated relationship. Examination of time-dependent relational control shows that seller anticipated distancing explained 10 to 13 percent of the variance for the final three quarters of the interview.

While at first the results of the regression of interaction on anticipated relationship constructs does not support inclusion of anticipated relationship in the model, recognition of the non-generalizability of results suggests continued examination of the construct. In this experiment, novice subjects were given no information from which to base anticipated relationship. Such variables as previous interactions with the other participant, advertising, or testimonials may significantly alter the formation of anticipated relationship and contribute variance to relational control in sales interaction.

All that can be concluded from the results are that for novice subjects with no information, anticipated relationship provides little meaningful impact on sales dialogue. Experiments conditioning anticipated relationship would be useful for providing additional insight. Consistent with the contingency approach is that sales

microenvironment interactions operate within the context of several contingencies which include environmental variables, needs and offerings provided by the participants (often referred to as the buying situation), the capabilities of the participants, and the perceptions of the participants. Results are consistent with the model expressed in Figure 2-3.

A third area of hypothesis testing investigated the contribution of strategy to relational control. Only buyer exercise of referent and legitimate power explained variation in the general response mode measure. The portion of variance explained was 22 percent, with legitimate buyer influence loading negatively on relational control and referent buyer influence loading positively. No strategy scales had significant effects on the general measure for grammatical form.

Time-dependent examination found that legitimate influence efforts by buyers significantly affected relational control in the third quarter of the interaction while their referent influence efforts were found in the fourth quarter. For sellers, legitimate influence efforts varied both dimensions of relational control modestly, but significantly, in the second half of the sales interview even though the general measure did not significantly correlate with strategy.

For the subject data, influence strategy translated into modest variations in the response mode portion of

relational control for the latter half of the sales interview. No formal investigation of the contribution of strategy to sales outcomes was undertaken in this study. Both control of the setting and participant experience limit the variability in strategy implemented. The identification of a relationship between strategy and relational control in the controlled setting indicates that study of strategy should consider not only contributions to sales and profits, but also to ongoing buyer-seller relationship.

Adaptive skill was measured by the ADAPTS scale, which was the most carefully developed, reliable, and well-validated measurement instrument employed in the study.[13] It contributed almost no explanation of the variance observed in relational communication in the interaction. The scale addresses the ability of respondents to adapt across other dyad members rather than within the course of a sales interview. This result is useful because it highlights the need to investigate adaptive behavior both across sales settings and within the ongoing sales interaction. The skill that is required for the second type of adaptive behavior is the ability to perceive, analyze, and skillfully respond to both content and relational messages in the sales interaction.

A final area for hypothesis testing was the contribution of relational control to sales outcomes. Three types of outcomes were specified in the research design. These are incidence of sale, seller profit, and buyer

satisfaction. To test hypotheses, relational control variables for each of the four quarters of the interview were clustered using average linkage between groups. Hypotheses were tested using ANOVA for the profit and satisfaction measures and a Chi square test for the incidence of sale. Significant contribution of relational control patterns to sales outcome were found for profit and incidence of sale.

Relational control patterns explained 13 percent of the variance in seller profit. Although this seems modest, it is consistent with the examination of many variables in personal selling.[14] This finding indicates that for the research setting and within the level of confidence indicated, one of two conditions exists. Either relational control couples with other antecedents to predict profit or other antecedent variables simultaneously predict profit and relational control and that the relationship between relational control and profit is spurious. A third explanation, that profit predicts relational control, is eliminated because it violates conditions of temporal antecedence.

CONTRIBUTIONS OF THE RESEARCH

Four areas of contribution to the study of personal selling can be identified for the research reported. These are development of theory, development of measures, specification of research design, and the introduction of new data.

Review of various literatures which relate to selling and persuasion has led to elaboration of the buyer side of the buyer-seller relationship, introduction of the anticipated relationship construct and the subsequent development of the dimensions of relationship in sales interaction. Based on Millar and Rogers' identification of control, trust, and intimacy as the dimensions of relationship[15], a five factor construct is introduced. In the current study, two of these factors, bonding and distancing were examined.

A second area of contribution for the research is the development of measures for three variables. New measures were developed for relational control in sales interaction, anticipated relationship, and participant satisfaction. The revised relational control coding scheme is based on earlier work by Soldow and Thomas,[16] but clarifies the definitions of grammatical form and response mode. Reliability and validity assessment for the measure provide encouragement for additional development of the measure, as do hypothesis test results which support a link between the measure and sales outcomes.

Specification of the research design is a third contribution of the research. A controlled laboratory experiment which can be repeated across different samples is presented. By controlling many of the variables identified in the model using the roleplay developed, other variables' impact on sales interaction can be examined more closely.

Data collected in the research represent a fourth contribution to research in the area of personal selling. Measurement of many of the constructs were repeated following the sales interview and provide and opportunity to examine many questions which were not specifically addressed in the research reported here. For example, the intentions of respondents for implementing strategy before the roleplay interaction were measured in addition to the report of strategy following the sales interview simulation. Study of differences can contribute understanding regarding the ability to implement strategy.

MANAGERIAL IMPLICATIONS OF RESEARCH RESULTS

Results of the experiment can also be related to the managerial concerns driving the research. The research found that for the sample, patterns of relational control did produce statistically significant differences in profit and incidence of sale. If this result is extended to professional sales settings (which requires additional research), several promising implications can be drawn. Implications regarding several of the managerial variables presented in Figure 1-2 will be discussed. Supporting the discussion are the contribution of relational control to sales outcome and other findings which give some support to the model developed in this research.

Employee Recruitment and Selection

Previous research has indicated that personality

characteristics contribute only modest explanation of variation in sales outcomes.[17] In this research, personality characteristics are extremely useful (at least within a normal range) for making managerial decisions regarding recruitment or hiring of sales personnel.

More promising implications for employee recruitment and selection are indicated by the contribution of relational communication to sales outcomes. Marketing authors frequently contend that the personal interview is the "most important selection tool" for hiring decisions.[18] Although the specific reasons for this assessment are seldom discussed, the findings in this research provide support for it. The employment interview is a specialized form of the sales interview. In the employment interview, the interviewer can experience the capabilities of the candidate for managing relational communication in a personal persuasion process. Application of the Revised Numerical Relational Control Coding System to the selection process would allow a more objective assessment of candidates for personal selling positions.

Employee Evaluation and Control/Training

Although direct application of the Revised Numerical Relational Control Coding System to evaluation would be impractical, evaluation and control of salesperson behaviors could be monitored if combined with a training program. Following further development of desireable sales interaction patterns and means for salesperson influence of

patterns, training programs for the development of salesperson skills can be designed. Periodic training review simulations could be used for evaluating the development of these skills across a number of simulation settings. It is recommended that these evaluations be an element of a multiple measure approach for assessing skill in relational control interaction.

Organization

Development of the nature of relationship in sales interaction provides managerial implications for organization of sales efforts. In those sales settings which require long-term development of sales relationships, the findings suggest that stability considerations be included in the development of organizational structure. All facets of relationship - trust, intimacy, bonding control, distancing control, and familiarity will be enhanced by increased stability. Transitions from one sales representative to the next for important, ongoing account relationships should be chronologically overlapping. This would allow for a smooth, continuous relationship.

Strategy Development

Findings from the research indicate that additional development of the strategy components for personal selling is required. By creating a more comprehensive and reliable assessment of the use of power bases by dyad participants, additional understanding of the translation of intended

strategy to sales behaviors can be sought. It is unclear from the results of this study whether the lack of correlation between strategy and subsequent model constructs is caused by weak measurement, insufficient variability that results from experimental controls, or simply that there is no relationship between strategy and the behaviors measured.

IMPLICATIONS FOR FUTURE RESEARCH

As is the case for much research, findings identify more interesting additional research questions than conclusions. In this study, seven areas for additional research can be identified. These are:

1) Additional development of relational control measures.
2) Examination of the joint contribution of content and relational communication.
3) Elaboration of the relationship construct.
4) Enhancement of measures of satisfaction in personal selling.
5) Redevelopment of strategy measures.
6) Extension of the study to professional laboratory exercises and field settings.
7) Development of a measure similar to ADAPTS for predicting participant adaptive skill within the communication process.

Each of these areas will be discussed.

Development of Relational Control Measures

Two aspects of relational control were included in the measurement of the construct. Both grammatical form and response mode had been offered as mechanisms through which participants manipulate control in interaction.[19] A number

of other dimensions for consideration have been offered which require investigation. These include non-verbal expressiveness such as facial expression, eye contact, gestures, and kinesics. Results from the current research also indicate that refinement of the response mode construct is required. Separation of the support-nonsupport dimension from subject control likely improve intercoder reliability. Politeness and voice inflection also contribute to the transfer of relational meaning and require investigation. In sum, a rich and relatively unexplored field of research has been identified through the introduction of relational communication by Soldow and Thomas.

Joint Contribution of Content and Relational Communication

The model presented in Figure 2-3 recognized the dual nature of communication processes. This research was constrained to an investigation of relational aspects of communication. The support for the contribution of relational control to sales outcomes then leads to additional inquiry about how content and relational messages interact to influence outcomes. For example, do the relational meanings of various grammatical form choices vary across different content messages? Instruments for identifying salient content categories for sales interaction should be developed and included in future investigations.

Elaboration of the Relationship Construct

Only two of the five dimensions of relationship that

were identified in the research were included in the investigation. These were the two aspects of control in interaction. Familiarity, trust, and intimacy have been supported as variables of interest in the investigation of sales interaction and are appropriate targets for future research efforts. Importance of relationship management has been recently recognized in the marketing literature. A development process for relationship as a general construct has been introduced previously.[20] Examination of the components of relationship is a promising contribution in the study of personal selling.

Enhancement of Measures of Satisfaction

Reliability estimates and validity assessment in this research found that the satisfaction measure employed was an adequate measure of general satisfaction but did not fully develop the dimensionality of satisfaction in the sales interaction. Additional development of this construct is indicated by research results. This may have been a partial reason for finding no significant differences in satisfaction across relational control patterns. Certain aspects of satisfaction may be affected by relational control which have been inadequately explored. A reasonable explanation for non-significance of satisfaction differences is that student satisfaction with completion of the exercise served to mask variability in satisfaction that resulted from the interaction itself.

Redevelopment of Strategy Measures

Research results led to the criticism of a previously developed measure for strategy development by salespersons. Inadequate attention to the reward power base and mixing of power base selection and openness were the two primary criticisms. Although an effort was made to use existing measures by employing factor analysis, results were disappointing. A reexamination of strategy is indicated by these research results.

Extension to Professional Laboratory and Field Settings

The experimental design allowed preliminary testing of the model offered and its major constructs. Results are not generalizable as was discussed in the limitations section. Extension of the study to laboratory settings which employ professional respondents and to field settings are indicated by the results of this research. Some difficulty will be encountered in attempting to extend the study to the field. Access will be limited because of the confidential nature of many personal selling transactions and even where access is granted, the research methodology presents the opportunity for experimental error.

Prediction of Adaptive Skill Within Communication

A conclusion reached in the hypothesis section was that the recently developed ADAPTS measure reflects participant adaptation across other dyad members and situational variables. The measure was not intended to detect

adaptability within communication processes. Because the methodology provided in this research for measuring relational control adaptation is cumbersome, a concise predictor of relational control adaption is desireable. Such a measure would facilitate managerial decisions regarding hiring and evaluation.

SUMMARY

Stimulated by a managerial concern for improved understanding of face-to-face sales interaction, an experiment was designed within the context of an ongoing research program. Included in this program was a review of previous academic research in personal selling, review of related fields of study, and development of a theoretical model for the examination of relational communication in sales dyads.

To operationalize the experiment, measurement instruments for relational control, anticipated relationship, and satisfaction were developed. In addition, previously developed instruments for personality, strategy, and adaptive skill were borrowed. A sample of personal selling students was selected and data was collected surrounding the roleplay interactions of a used car sales setting.

Analysis of the results were mixed, but encouraging for the contribution of relational control interactions in the sales microenvironment. Encouragement is provided in three ways. First, the assessment of reliability and validity for

measures is generally favorable. Second, hypothesized responses of outcomes to relational control measures (though modest) were confirmed in two of three cases. Finally, and most important, a number of managerial implications were supported and a large number of additional research questions were uncovered. Soldow and Thomas introduced the concept of relational communication to the study of sales interaction. The research concluded here serves to place the concept within a dyadic exchange model, improve the measurement scheme, and more carefully examine the contribution of relational communication to the study of personal selling.

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AN INVESTIGATION OF BUYER-SELLER INTERACTION: THE ROLE OF RELATIONAL CONTROL IN A MODEL OF FACE-TO-FACE COMMUNICATION BEHAVIOR

Volume II

By

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APPENDIX A

CLASSIFICATION OF SALES RELATED ARTICLES

Detail for classification of sales related articles in Marketing Journals May 1984 - April 1989 shown in Figure I-3.

Journals included in search were: Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Industrial Marketing Management, and the Journal of Retailing.

ARTICLES CATEGORIZED IN CELL 1

Those primarily dealing with face-to-face behaviors, but not training/evaluation of salespeople.

Finn, David W. and William C. Moncrief (1985), "Salesforce Entertainment Activities," Industrial Marketing Management, 14 (4), 227-234.

Hite, Robert E. and Joseph A. Bellizzi (1987), "Salespeople's Use of Entertainment and Gifts," Industrial Marketing Management, 16 (4), 279-285.

ARTICLES CATEGORIZED IN CELL 2

Those primarily dealing with both face-to-face behaviors, and training/evaluation of salespeople.

Michaels, Ronald E. and Ralph L. Day (1985), "Measuring Customer Orientation of Salespeople: A Replication with Industrial Buyers," Journal of Marketing Research, 22 (4), 443-446.

Schurr, Paul H., Louis H. Stone, and Lee Ann Beller (1985), "Effective Selling Approaches to Buyers' Objections," Industrial Marketing Management, 14 (3), 195-202.

Swan, John E., Frederick I. Trawick, and David W. Silva (1985), "How Industrial Salespeople Gain Customer Trust," Industrial Marketing Management, 14 (3), 203-211.

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ARTICLES CATEGORIZED IN CELL 3

Those primarily dealing with neither face-to-face behaviors nor training/evaluation of salespeople.

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Cron, William L. and John W. Slocum, Jr. (1986), "The Influence of Career Stages on Salespeople's Job Attitudes, Work Perceptions, and Performance," Journal of Marketing Research, 23 (2), 119-129.

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ARTICLES CATEGORIZED IN CELL 4

Those not primarily dealing with face-to-face behavior, but concerned with training/evaluation of salespeople.

Bellizzi, Joseph A. and Christine Glacken (1986), "Building a More Successful Rep Organization," Industrial Marketing Management, 15 (3), 207-213.

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APPENDIX B

SELLER QUESTIONNAIRE

Section I

Consider that you are about to engage in a personal selling interview with a used car buyer. Assume that they are interested in purchasing a car, and have particular interest in a car that they have seen at this dealership. Dealing may involve serious bargaining with the buyer.

Please provide your impressions of your anticipated conversation with the buyer by circling the number on each scale which corresponds to the level of agreement or disagreement with the adjective describing the conversation. Please respond to all items.

Circle the number to each item which represents your expectations regarding the conversation.

The conversation will be:

	Strongly Agree			Neutral			Strongly Disagree
1. Open	7	6	5	4	3	2	1
2. Enjoyable	7	6	5	4	3	2	1
3. Intimate	7	6	5	4	3	2	1
4. Equal	7	6	5	4	3	2	1
5. Friendly	7	6	5	4	3	2	1
6. Formal	7	6	5	4	3	2	1
7. Honest	7	6	5	4	3	2	1
8. Sociable	7	6	5	4	3	2	1
9. Flexible	7	6	5	4	3	2	1
10. Personally Rewarding	7	6	5	4	3	2	1
11. Unemotional	7	6	5	4	3	2	1
12. Predictable	7	6	5	4	3	2	1
13. Warm	7	6	5	4	3	2	1
14. Relaxed	7	6	5	4	3	2	1
15. One-Sided	7	6	5	4	3	2	1
16. Distant	7	6	5	4	3	2	1
17. Cooperative	7	6	5	4	3	2	1
18. Uncomfortable	7	6	5	4	3	2	1
19. Risky	7	6	5	4	3	2	1
20. Ordinary	7	6	5	4	3	2	1
21. Irritating	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
22. Straightforward	7	6	5	4	3	2	1
23. Free-flowing	7	6	5	4	3	2	1
24. Uncertain	7	6	5	4	3	2	1
25. Argumentative	7	6	5	4	3	2	1
26. Congenial	7	6	5	4	3	2	1
27. Professional	7	6	5	4	3	2	1
28. Hostile	7	6	5	4	3	2	1

Section II

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering your own personality.

	Strongly Agree			Neutral			Strongly Disagree
29. In social situations, I have the ability to alter my behavior if I feel that something else is called for.	7	6	5	4	3	2	1
30. I have the ability to control the way I come across to people, depending on the impression I wish to give them.	7	6	5	4	3	2	1
31. When I feel that the image I am portraying isn't working, I can readily change it to something that does.	7	6	5	4	3	2	1
32. I have trouble changing my behavior to suit different people and different situations.	7	6	5	4	3	2	1
33. I have found that I can adjust my behavior to meet the requirements of any situation I find myself in.	7	6	5	4	3	2	1
34. Even when it is to my advantage, I have difficulty putting up a good front.	7	6	5	4	3	2	1
35. Once I know what the situation calls for, it's easy for me to regulate my actions accordingly.	7	6	5	4	3	2	1
36. I am often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
37. In conversations, I am sensitive to even the slightest change in the facial expression of the person I'm conversing with.	7	6	5	4	3	2	1
38. My powers of intuition are quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
39. I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.	7	6	5	4	3	2	1
40. I can usually tell when I've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
41. If someone is lying to me, I usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
42. I often have tender feelings for people less fortunate than me.	7	6	5	4	3	2	1
43. I sometimes find it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
44. Sometimes I don't feel very sorry for other people when they are having problems.	7	6	5	4	3	2	1
45. I try to look at everybody's side of a disagreement before I make a decision.	7	6	5	4	3	2	1
46. When I see someone being taken advantage of, I feel kind of protective towards them.	7	6	5	4	3	2	1
47. I sometimes try to understand my friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1
48. Other people's misfortunes do not usually disturb me a great deal.	7	6	5	4	3	2	1
49. If I'm sure I'm right about something, I don't waste much time listening to other peoples' arguments.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
50. When I see someone being treated unfairly, I sometimes don't feel very much pity for them.	7	6	5	4	3	2	1
51. I am often quite touched by things that I see happen.	7	6	5	4	3	2	1
52. I believe that there are two sides to every question and try to look at them both.	7	6	5	4	3	2	1
53. I would describe myself as a pretty soft-hearted person.	7	6	5	4	3	2	1
54. When I'm upset at someone, I usually try to "put myself in their shoes" for a while.	7	6	5	4	3	2	1
55. Before criticizing somebody, I try to imagine how I would feel if I were in their place.	7	6	5	4	3	2	1
56. I usually take an active part in the entertainment at parties.	7	6	5	4	3	2	1
57. I am a good mixer.	7	6	5	4	3	2	1
58. I have a natural talent for influencing people.	7	6	5	4	3	2	1
59. I think I am usually a leader in my group.	7	6	5	4	3	2	1
60. I like to talk before groups of people.	7	6	5	4	3	2	1
61. People frequently tell me about themselves.	7	6	5	4	3	2	1
62. I've been told that I'm a good listener.	7	6	5	4	3	2	1
63. I'm very accepting of others.	7	6	5	4	3	2	1
64. People trust me with their secrets.	7	6	5	4	3	2	1
65. I easily get people to "open up."	7	6	5	4	3	2	1
66. People feel relaxed around me.	7	6	5	4	3	2	1
67. I enjoy listening to people.	7	6	5	4	3	2	1
68. I'm sympathetic to people's problems.	7	6	5	4	3	2	1
69. I encourage people to tell me how they are feeling.	7	6	5	4	3	2	1
70. I can keep people talking about themselves.	7	6	5	4	3	2	1

	Strongly Agree						Strongly Disagree
				Neutral			
71. When I get what I want it's usually because I worked hard for it.	7	6	5	4	3	2	1
72. When I make plans I am almost certain to make them work.	7	6	5	4	3	2	1
73. I prefer games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
74. I can learn almost anything if I set my mind to it.	7	6	5	4	3	2	1
75. My major accomplishments are entirely due to my hard work and ability.	7	6	5	4	3	2	1
76. I usually don't set goals because I have a hard time following through on them.	7	6	5	4	3	2	1
77. Competition discourages excellence.	7	6	5	4	3	2	1
78. Often people get ahead just by being lucky.	7	6	5	4	3	2	1
79. On any sort of exam or competition I like to know how well I do relative to everyone else.	7	6	5	4	3	2	1
80. It's pointless to keep working on something that's too difficult for me.	7	6	5	4	3	2	1
81. Even when I'm feeling self-confident about most things, I still seem to lack the ability to control social situations.	7	6	5	4	3	2	1
82. I have no trouble making and keeping friends.	7	6	5	4	3	2	1
83. I'm not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
84. I can usually establish a close personal relationship with someone I find attractive.	7	6	5	4	3	2	1
85. When being interviewed I can usually steer the interviewer toward the topics I want to talk about and away from those I wish to avoid.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
86. If I need help in carrying off a plan of mine, it's usually difficult to get others to help.	7	6	5	4	3	2	1
87. If there's someone I want to meet I can usually arrange it.	7	6	5	4	3	2	1
88. I often find it hard to get my point of view across to others.	7	6	5	4	3	2	1
89. In attempting to smooth over a disagreement I usually make it worse.	7	6	5	4	3	2	1
90. I find it easy to play an important part in most group situations.	7	6	5	4	3	2	1
Precede items 91 - 150 with the phrase I am:							
91. Self-reliant	7	6	5	4	3	2	1
92. Yielding	7	6	5	4	3	2	1
93. Helpful	7	6	5	4	3	2	1
94. Defensive of my beliefs	7	6	5	4	3	2	1
95. Cheerful	7	6	5	4	3	2	1
96. Moody	7	6	5	4	3	2	1
97. Independent	7	6	5	4	3	2	1
98. Shy	7	6	5	4	3	2	1
99. Conscientious	7	6	5	4	3	2	1
100. Athletic	7	6	5	4	3	2	1
101. Affectionate	7	6	5	4	3	2	1
102. Theatrical	7	6	5	4	3	2	1
103. Assertive	7	6	5	4	3	2	1
104. Flatterable	7	6	5	4	3	2	1
105. Happy	7	6	5	4	3	2	1
106. One who has a strong personality	7	6	5	4	3	2	1
107. Loyal	7	6	5	4	3	2	1
108. Unpredictable	7	6	5	4	3	2	1
109. Forceful	7	6	5	4	3	2	1
110. Feminine	7	6	5	4	3	2	1
111. Reliable	7	6	5	4	3	2	1
112. Analytical	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
113. Sympathetic	7	6	5	4	3	2	1
114. Jealous	7	6	5	4	3	2	1
115. One who has leadership abilities	7	6	5	4	3	2	1
116. Sensitive to the needs of others	7	6	5	4	3	2	1
117. Truthful	7	6	5	4	3	2	1
118. Willing to take risks	7	6	5	4	3	2	1
119. Understanding	7	6	5	4	3	2	1
120. Secretive	7	6	5	4	3	2	1
121. Decisive	7	6	5	4	3	2	1
122. Compassionate	7	6	5	4	3	2	1
123. Sincere	7	6	5	4	3	2	1
124. Self-sufficient	7	6	5	4	3	2	1
125. Eager to soothe hurt feelings	7	6	5	4	3	2	1
126. Conceited	7	6	5	4	3	2	1
127. Dominate	7	6	5	4	3	2	1
128. Soft-spoken	7	6	5	4	3	2	1
129. Likable	7	6	5	4	3	2	1
130. Masculine	7	6	5	4	3	2	1
131. Warm	7	6	5	4	3	2	1
132. Solemn	7	6	5	4	3	2	1
133. Willing to take a stand	7	6	5	4	3	2	1
134. Tender	7	6	5	4	3	2	1
135. Friendly	7	6	5	4	3	2	1
136. Aggressive	7	6	5	4	3	2	1
137. Gullible	7	6	5	4	3	2	1
138. Inefficient	7	6	5	4	3	2	1
139. Able to act as a leader	7	6	5	4	3	2	1
140. Childlike	7	6	5	4	3	2	1
141. Adaptable	7	6	5	4	3	2	1
142. Individualistic	7	6	5	4	3	2	1
143. Unlikely to use harsh language	7	6	5	4	3	2	1
144. Unsystematic	7	6	5	4	3	2	1
145. Competitive	7	6	5	4	3	2	1
146. One who loves children	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
147. Tactful	7	6	5	4	3	2	1
148. Ambitious	7	6	5	4	3	2	1
149. Gentle	7	6	5	4	3	2	1
150. Conventional	7	6	5	4	3	2	1

Section III

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering a used car buyer.

	Strongly Agree			Neutral			Strongly Disagree
151. In social situations, used car buyers have the ability to alter their behavior if they feel that something else is called for.	7	6	5	4	3	2	1
152. Used car buyers have the ability to control the way they come across to people, depending on the impression they wish to give.	7	6	5	4	3	2	1
153. When used car buyers feel that the image they are portraying isn't working, they can readily change it to something that does.	7	6	5	4	3	2	1
154. Used car buyers have trouble changing their behavior to suit different people and different situations.	7	6	5	4	3	2	1
155. Used car buyers can adjust their behavior to meet the requirements of any situation they find themselves in.	7	6	5	4	3	2	1
156. Even when it is to their advantage, used car buyers have difficulty putting up a good front.	7	6	5	4	3	2	1
157. Once they know what the situation calls for, it's easy for used car buyers to regulate their actions accordingly.	7	6	5	4	3	2	1
158. Used car buyers are often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
159. In conversations, used car buyers are sensitive to even the slightest change in the facial expression of the person they're conversing with.	7	6	5	4	3	2	1
160. Used car buyers' powers of intuition are quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
161. Used car buyers can usually tell when customers consider a joke to be in bad taste, even though the customer may laugh convincingly.	7	6	5	4	3	2	1
162. Used car buyers can usually tell when they've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
163. If someone is lying to a used car buyer, they usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
164. Used car buyers often have tender feelings for people less fortunate than themselves.	7	6	5	4	3	2	1
165. Used car buyers sometimes find it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
166. Sometimes used car buyers don't feel for other people when they are having problems.	7	6	5	4	3	2	1
167. Used car buyers try to look at everybody's side of a disagreement before they make a decision.	7	6	5	4	3	2	1
168. When used car buyers see someone being taken advantage of, they fell kind of protective towards them.	7	6	5	4	3	2	1
169. Used car buyers sometimes try to understand their friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1
170. Other people's misfortunes do not usually disturb used car buyers a great deal.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
171. If used car buyers are sure they're right about something, they don't waste much time listening to other people's arguments.	7	6	5	4	3	2	1
172. When used car buyers see someone being treated unfairly, they sometimes don't feel very much pity for them.	7	6	5	4	3	2	1
173. Used car buyers are often quite touched by things that they see happen.	7	6	5	4	3	2	1
174. Used car buyers believe that there are two sides to every question and try to look at them both.	7	6	5	4	3	2	1
175. Used car buyers would describe themselves as being soft-hearted.	7	6	5	4	3	2	1
176. When used car buyers are upset at someone, they usually try to "put themselves in the other's shoes" for a while.	7	6	5	4	3	2	1
177. Before criticizing somebody, used car buyers try to imagine how they would feel if they were in their place.	7	6	5	4	3	2	1
178. Used car buyers take an active part in the entertainment at parties.	7	6	5	4	3	2	1
179. Used car buyers are good mixers.	7	6	5	4	3	2	1
180. Used car buyers have a natural talent for influencing people.	7	6	5	4	3	2	1
181. I think used car buyers are usually leaders in their groups.	7	6	5	4	3	2	1
182. Used car buyers like to talk before groups of people.	7	6	5	4	3	2	1
183. People frequently tell used car buyers about themselves.	7	6	5	4	3	2	1
184. Most used car buyers have been told that they're good listeners.	7	6	5	4	3	2	1
185. Used car buyers are very accepting of others.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
186. People trust used car buyers with their secrets.	7	6	5	4	3	2	1
187. Used car buyers get people to "open up."	7	6	5	4	3	2	1
188. People feel relaxed around used car buyers.	7	6	5	4	3	2	1
189. Used car buyers enjoy listening to people.	7	6	5	4	3	2	1
190. Used car buyers are sympathetic to people's problems.	7	6	5	4	3	2	1
191. Used car buyers encourage customers to tell how they are feeling.	7	6	5	4	3	2	1
192. Used car buyers can keep people talking about themselves.	7	6	5	4	3	2	1
193. When used car buyers get what they want it's usually because they worked hard for it.	7	6	5	4	3	2	1
194. When used car buyers make plans they are almost certain to make them work.	7	6	5	4	3	2	1
195. Used car buyers prefer games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
196. Used car buyers can learn almost anything if they set their mind to it.	7	6	5	4	3	2	1
197. Used car buyers' major accomplishments are entirely due to hard work and ability.	7	6	5	4	3	2	1
198. Used car buyers usually don't set goals because they have a hard time following through on them.	7	6	5	4	3	2	1
199. Used car buyers think that competition discourages excellence.	7	6	5	4	3	2	1
200. Used car buyers think that people often get ahead just by being lucky.	7	6	5	4	3	2	1
201. On any sort of exam or competition used car buyers like to know how well they do relative to everyone else.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
202. Used car buyers think it's pointless to keep working on something that's too difficult for them.	7	6	5	4	3	2	1
203. Even when they're feeling self-confident about most things, used car buyers still seem to lack the ability to control social situations.	7	6	5	4	3	2	1
204. Used car buyers have no trouble making and keeping friends.	7	6	5	4	3	2	1
205. Used car buyers are not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
206. Used car buyers can usually establish a close personal relationship with someone they find attractive.	7	6	5	4	3	2	1
207. When being interviewed, used car buyers can usually steer the interviewer toward the topics they want to talk about and away from those they wish to avoid.	7	6	5	4	3	2	1
208. If used car buyers need help in carrying off a plan, it's usually difficult to get others to help.	7	6	5	4	3	2	1
209. If there's someone used car buyers want to meet, they can usually arrange it.	7	6	5	4	3	2	1
210. Used car buyers often find it hard to get their point of view across to others.	7	6	5	4	3	2	1
211. In attempting to smooth over a disagreement used car buyers usually make it worse.	7	6	5	4	3	2	1
212. Used car buyers find it easy to play an important part in most group situations.	7	6	5	4	3	2	1

Used car buyers are:

	Strongly Agree			Neutral			Strongly Disagree
213. Self-reliant	7	6	5	4	3	2	1
214. Yielding	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
215. Helpful	7	6	5	4	3	2	1
216. Defensive of their own beliefs	7	6	5	4	3	2	1
217. Cheerful	7	6	5	4	3	2	1
218. Moody	7	6	5	4	3	2	1
219. Independent	7	6	5	4	3	2	1
220. Shy	7	6	5	4	3	2	1
221. Conscientious	7	6	5	4	3	2	1
222. Athletic	7	6	5	4	3	2	1
223. Affectionate	7	6	5	4	3	2	1
224. Theatrical	7	6	5	4	3	2	1
225. Assertive	7	6	5	4	3	2	1
226. Flatterable	7	6	5	4	3	2	1
227. Happy	7	6	5	4	3	2	1
228. Ones possessing strong personality	7	6	5	4	3	2	1
229. Loyal	7	6	5	4	3	2	1
230. Unpredictable	7	6	5	4	3	2	1
231. Forceful	7	6	5	4	3	2	1
232. Feminine	7	6	5	4	3	2	1
233. Reliable	7	6	5	4	3	2	1
234. Analytical	7	6	5	4	3	2	1
235. Sympathetic	7	6	5	4	3	2	1
236. Jealous	7	6	5	4	3	2	1
237. Those with leadership abilities	7	6	5	4	3	2	1
238. Sensitive to the needs of others	7	6	5	4	3	2	1
239. Truthful	7	6	5	4	3	2	1
240. Willing to take risks	7	6	5	4	3	2	1
241. Understanding	7	6	5	4	3	2	1
242. Secretive	7	6	5	4	3	2	1
243. Decisive	7	6	5	4	3	2	1
244. Compassionate	7	6	5	4	3	2	1
245. Sincere	7	6	5	4	3	2	1
246. Self-sufficient	7	6	5	4	3	2	1
247. Eager to soothe hurt feelings	7	6	5	4	3	2	1
248. Conceited	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
249. Dominate	7	6	5	4	3	2	1
250. Soft-spoken	7	6	5	4	3	2	1
251. Likable	7	6	5	4	3	2	1
252. Masculine	7	6	5	4	3	2	1
253. Warm	7	6	5	4	3	2	1
254. Solemn	7	6	5	4	3	2	1
255. Willing to take a stand	7	6	5	4	3	2	1
256. Tender	7	6	5	4	3	2	1
257. Friendly	7	6	5	4	3	2	1
258. Aggressive	7	6	5	4	3	2	1
259. Gullible	7	6	5	4	3	2	1
260. Inefficient	7	6	5	4	3	2	1
261. Able to act as a leader	7	6	5	4	3	2	1
262. Childlike	7	6	5	4	3	2	1
263. Adaptable	7	6	5	4	3	2	1
264. Individualistic	7	6	5	4	3	2	1
265. Unlikely to use harsh language	7	6	5	4	3	2	1
266. Unsystematic	7	6	5	4	3	2	1
267. Competitive	7	6	5	4	3	2	1
268. Those who loves children	7	6	5	4	3	2	1
269. Tactful	7	6	5	4	3	2	1
270. Ambitious	7	6	5	4	3	2	1
271. Gentle	7	6	5	4	3	2	1
272. Conventional	7	6	5	4	3	2	1

Section IV

Please respond to the following items which assess your intended selling strategy in the used car sales situation.

	Strongly Agree			Neutral			Strongly Disagree
273. I will try to influence the buyer by drawing on my expertise concerning the product.	7	6	5	4	3	2	1
274. I will stress the general quality of my products and service relative to that of other suppliers.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
275. Even when talking about important business topics, I will be very friendly and personal.	7	6	5	4	3	2	1
276. I will likely exaggerate the extent to which I will have to bend company policy to help the buyer.	7	6	5	4	3	2	1
277. I will go out of my way to do personal favors for the buyer so that they will be indebted to me.	7	6	5	4	3	2	1
278. Some of my comments will appear to be made casually, but are actually "planted" with the intent of gaining favorable impressions.	7	6	5	4	3	2	1
279. I will not use my congenial relationship with this buyer to my advantage.	7	6	5	4	3	2	1
280. I will try to demonstrate my knowledge of how my product will be useful to the buyer.	7	6	5	4	3	2	1
281. I will imply to them that I am doing special favors that I generally do not for other buyers.	7	6	5	4	3	2	1
282. I will not stress my reputation or how my experience will help this buyer.	7	6	5	4	3	2	1
283. I will not use my friendship with this buyer to get him to purchase.	7	6	5	4	3	2	1
284. I probably will not make any effort to ingratiate this buyer.	7	6	5	4	3	2	1
285. I will not compare the technical characteristics of my product with those of my competitors.	7	6	5	4	3	2	1
286. This buyer will likely be aware that I expect special consideration because of our friendship.	7	6	5	4	3	2	1
287. I will stress my company's reputation to this buyer.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
288. I will discuss quite a bit of technical information.	7	6	5	4	3	2	1
289. He will probably think that my activities on his behalf will require more effort than they really do.	7	6	5	4	3	2	1
290. I will use more general than detailed facts in discussing the used car.	7	6	5	4	3	2	1
291. I will make efforts to entertain or provide him with promotional items so that he feels an obligation to me.	7	6	5	4	3	2	1
292. It will be useful to give the impression that I do not have full authority to act on one of his requests.	7	6	5	4	3	2	1

Section V

Please respond to the following items regarding used car buyers.

	Strongly Agree			Neutral			Strongly Disagree
293. Each buyer requires a unique approach.	7	6	5	4	3	2	1
294. When I feel that my sales approach is not working, I can easily change to another approach.	7	6	5	4	3	2	1
295. I like to experiment with different sales approaches.	7	6	5	4	3	2	1
296. I am very flexible in the selling approach I use.	7	6	5	4	3	2	1
297. I feel that most buyers can be dealt with in pretty much the same manner.	7	6	5	4	3	2	1
298. I don't change my approach from one buyer to another.	7	6	5	4	3	2	1
299. I can easily use a wide variety of selling approaches.	7	6	5	4	3	2	1
300. I use a set sales approach.	7	6	5	4	3	2	1
301. It is easy for me to modify my sales presentation if the situation calls for it.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
302. Basically, I use the same approach with most buyers.	7	6	5	4	3	2	1
303. I am very sensitive to the needs of my customers.	7	6	5	4	3	2	1
304. I find it difficult to adapt my presentation style to certain buyers.	7	6	5	4	3	2	1
305. I vary my sales style from situation to situation.	7	6	5	4	3	2	1
306. I try to understand how one customer differs from another.	7	6	5	4	3	2	1
307. I feel confident that I can effectively change my planned presentation when necessary.	7	6	5	4	3	2	1
308. I treat all of my buyers pretty much the same.	7	6	5	4	3	2	1

Section VI

Demographic Information

Age____ Major_____

Sex (circle) Male Female

Academic Standing Fr So Jr Sr Grad

Marital Status (circle) Single Married Divorced

Experience in buying a car from a professional used car salesperson.

Never	Helped Parent or Other	Self But With Help	Self Only Once	Self Only ≥2 Times

BUYER QUESTIONNAIRE

Section I

Consider that you are about to engage in a personal selling interview with a used car salesperson. Assume that you are interested in purchasing a car, and have particular interest in a car that you have seen at this dealership. Dealing may involve serious bargaining with the salesperson.

Please provide your impressions of your anticipated conversation with the salesperson by circling the number on each scale which corresponds to the level of agreement or disagreement with the adjective describing the conversation.

Please respond to all items.

Circle the number to each item which represents your expectations regarding the conversation.

The conversation will be:

	Strongly Agree			Neutral			Strongly Disagree
1. Open	7	6	5	4	3	2	1
2. Enjoyable	7	6	5	4	3	2	1
3. Intimate	7	6	5	4	3	2	1
4. Equal	7	6	5	4	3	2	1
5. Friendly	7	6	5	4	3	2	1
6. Formal	7	6	5	4	3	2	1
7. Honest	7	6	5	4	3	2	1
8. Sociable	7	6	5	4	3	2	1
9. Flexible	7	6	5	4	3	2	1
10. Personally Rewarding	7	6	5	4	3	2	1
11. Unemotional	7	6	5	4	3	2	1
12. Predictable	7	6	5	4	3	2	1
13. Warm	7	6	5	4	3	2	1
14. Relaxed	7	6	5	4	3	2	1
15. One-Sided	7	6	5	4	3	2	1
16. Distant	7	6	5	4	3	2	1
17. Cooperative	7	6	5	4	3	2	1
18. Uncomfortable	7	6	5	4	3	2	1
19. Risky	7	6	5	4	3	2	1
20. Ordinary	7	6	5	4	3	2	1
21. Irritating	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
22. Straightforward	7	6	5	4	3	2	1
23. Free-flowing	7	6	5	4	3	2	1
24. Uncertain	7	6	5	4	3	2	1
25. Argumentative	7	6	5	4	3	2	1
26. Congenial	7	6	5	4	3	2	1
27. Professional	7	6	5	4	3	2	1
28. Hostile	7	6	5	4	3	2	1

Section II

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering your own personality.

	Strongly Agree			Neutral			Strongly Disagree
29. In social situations, I have the ability to alter my behavior if I feel that something else is called for.	7	6	5	4	3	2	1
30. I have the ability to control the way I come across to people, depending on the impression I wish to give them.	7	6	5	4	3	2	1
31. When I feel that the image I am portraying isn't working, I can readily change it to something that does.	7	6	5	4	3	2	1
32. I have trouble changing my behavior to suit different people and different situations.	7	6	5	4	3	2	1
33. I have found that I can adjust my behavior to meet the requirements of any situation I find myself in.	7	6	5	4	3	2	1
34. Even when it is to my advantage, I have difficulty putting up a good front.	7	6	5	4	3	2	1
35. Once I know what the situation calls for, it's easy for me to regulate my actions accordingly.	7	6	5	4	3	2	1
36. I am often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
37. In conversations, I am sensitive to even the slightest change in the facial expression of the person I'm conversing with.	7	6	5	4	3	2	1
38. My powers of intuition are quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
39. I can usually tell when others consider a joke to be in bad taste, even though they may laugh convincingly.	7	6	5	4	3	2	1
40. I can usually tell when I've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
41. If someone is lying to me, I usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
42. I often have tender feelings for people less fortunate than me.	7	6	5	4	3	2	1
43. I sometimes find it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
44. Sometimes I don't feel very sorry for other people when they are having problems.	7	6	5	4	3	2	1
45. I try to look at everybody's side of a disagreement before I make a decision.	7	6	5	4	3	2	1
46. When I see someone being taken advantage of, I feel kind of protective towards them.	7	6	5	4	3	2	1
47. I sometimes try to understand my friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1
48. Other people's misfortunes do not usually disturb me a great deal.	7	6	5	4	3	2	1
49. If I'm sure I'm right about something, I don't waste much time listening to other people's arguments.	7	6	5	4	3	2	1
50. When I see someone being treated unfairly, I sometimes don't feel very much pity for them.	7	6	5	4	3	2	1

	Strongly Agree				Neutral		Strongly Disagree
51. I am often quite touched by things that I see happen.	7	6	5	4	3	2	1
52. I believe that there are two sides to every question and try to look at them both.	7	6	5	4	3	2	1
53. I would describe myself as a pretty soft-hearted person.	7	6	5	4	3	2	1
54. When I'm upset at someone, I usually try to "put myself in their shoes" for a while.	7	6	5	4	3	2	1
55. Before criticizing somebody, I try to imagine how I would feel if I were in their place.	7	6	5	4	3	2	1
56. I usually take an active part in the entertainment at parties.	7	6	5	4	3	2	1
57. I am a good mixer.	7	6	5	4	3	2	1
58. I have a natural talent for influencing people.	7	6	5	4	3	2	1
59. I think I am usually a leader in my group.	7	6	5	4	3	2	1
60. I like to talk before groups of people.	7	6	5	4	3	2	1
61. People frequently tell me about themselves.	7	6	5	4	3	2	1
62. I've been told that I'm a good listener.	7	6	5	4	3	2	1
63. I'm very accepting of others.	7	6	5	4	3	2	1
64. People trust me with their secrets.	7	6	5	4	3	2	1
65. I easily get people to "open up."	7	6	5	4	3	2	1
66. People feel relaxed around me.	7	6	5	4	3	2	1
67. I enjoy listening to people.	7	6	5	4	3	2	1
68. I'm sympathetic to people's problems.	7	6	5	4	3	2	1
69. I encourage people to tell me how they are feeling.	7	6	5	4	3	2	1
70. I can keep people talking about themselves.	7	6	5	4	3	2	1
71. When I get what I want it's usually because I worked hard for it.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
72. When I make plans I am almost certain to make them work.	7	6	5	4	3	2	1
73. I prefer games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
74. I can learn almost anything if I set my mind to it.	7	6	5	4	3	2	1
75. My major accomplishments are entirely due to my hard work and ability.	7	6	5	4	3	2	1
76. I usually don't set goals because I have a hard time following through on them.	7	6	5	4	3	2	1
77. Competition discourages excellence.	7	6	5	4	3	2	1
78. Often people get ahead just by being lucky.	7	6	5	4	3	2	1
79. On any sort of exam or competition I like to know how well I do relative to everyone else.	7	6	5	4	3	2	1
80. It's pointless to keep working on something that's too difficult for me.	7	6	5	4	3	2	1
81. Even when I'm feeling self-confident about most things, I still seem to lack the ability to control social situations.	7	6	5	4	3	2	1
82. I have no trouble making and keeping friends.	7	6	5	4	3	2	1
83. I'm not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
84. I can usually establish a close personal relationship with someone I find attractive.	7	6	5	4	3	2	1
85. When being interviewed I can usually steer the interviewer toward the topics I want to talk about and away from those I wish to avoid.	7	6	5	4	3	2	1
86. If I need help in carrying off a plan of mine, it's usually difficult to get others to help.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
87. If there's someone I want to meet I can usually arrange it.	7	6	5	4	3	2	1
88. I often find it hard to get my point of view across to others.	7	6	5	4	3	2	1
89. In attempting to smooth over a disagreement I usually make it worse.	7	6	5	4	3	2	1
90. I find it easy to play an important part in most group situations.	7	6	5	4	3	2	1

Precede items 91 - 150 with the phrase I am:

	Strongly Agree			Neutral			Strongly Disagree
91. Self-reliant	7	6	5	4	3	2	1
92. Yielding	7	6	5	4	3	2	1
93. Helpful	7	6	5	4	3	2	1
94. Defensive of my beliefs	7	6	5	4	3	2	1
95. Cheerful	7	6	5	4	3	2	1
96. Moody	7	6	5	4	3	2	1
97. Independent	7	6	5	4	3	2	1
98. Shy	7	6	5	4	3	2	1
99. Conscientious	7	6	5	4	3	2	1
100. Athletic	7	6	5	4	3	2	1
101. Affectionate	7	6	5	4	3	2	1
102. Theatrical	7	6	5	4	3	2	1
103. Assertive	7	6	5	4	3	2	1
104. Flatterable	7	6	5	4	3	2	1
105. Happy	7	6	5	4	3	2	1
106. One who has a strong personality	7	6	5	4	3	2	1
107. Loyal	7	6	5	4	3	2	1
108. Unpredictable	7	6	5	4	3	2	1
109. Forceful	7	6	5	4	3	2	1
110. Feminine	7	6	5	4	3	2	1
111. Reliable	7	6	5	4	3	2	1
112. Analytical	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
113. Sympathetic	7	6	5	4	3	2	1
114. Jealous	7	6	5	4	3	2	1
115. One who has leadership abilities	7	6	5	4	3	2	1
116. Sensitive to the needs of others	7	6	5	4	3	2	1
117. Truthful	7	6	5	4	3	2	1
118. Willing to take risks	7	6	5	4	3	2	1
119. Understanding	7	6	5	4	3	2	1
120. Secretive	7	6	5	4	3	2	1
121. Decisive	7	6	5	4	3	2	1
122. Compassionate	7	6	5	4	3	2	1
123. Sincere	7	6	5	4	3	2	1
124. Self-sufficient	7	6	5	4	3	2	1
125. Eager to soothe hurt feelings	7	6	5	4	3	2	1
126. Conceited	7	6	5	4	3	2	1
127. Dominate	7	6	5	4	3	2	1
128. Soft-spoken	7	6	5	4	3	2	1
129. Likable	7	6	5	4	3	2	1
130. Masculine	7	6	5	4	3	2	1
131. Warm	7	6	5	4	3	2	1
132. Solemn	7	6	5	4	3	2	1
133. Willing to take a stand	7	6	5	4	3	2	1
134. Tender	7	6	5	4	3	2	1
135. Friendly	7	6	5	4	3	2	1
136. Aggressive	7	6	5	4	3	2	1
137. Gullible	7	6	5	4	3	2	1
138. Inefficient	7	6	5	4	3	2	1
139. Able to act as a leader	7	6	5	4	3	2	1
140. Childlike	7	6	5	4	3	2	1
141. Adaptable	7	6	5	4	3	2	1
142. Individualistic	7	6	5	4	3	2	1
143. Unlikely to use harsh language	7	6	5	4	3	2	1
144. Unsystematic	7	6	5	4	3	2	1
145. Competitive	7	6	5	4	3	2	1
146. One who loves children	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
147. Tactful	7	6	5	4	3	2	1
148. Ambitious	7	6	5	4	3	2	1
149. Gentle	7	6	5	4	3	2	1
150. Conventional	7	6	5	4	3	2	1

Section III

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering a used car salesperson.

	Strongly Agree			Neutral			Strongly Disagree
151. In social situations, used car salespeople have the ability to alter their behavior if they feel that something else is called for.	7	6	5	4	3	2	1
152. Used car salespeople have the ability to control the way they come across to people, depending on the impression they wish to give.	7	6	5	4	3	2	1
153. When used car salespeople feel that the image they are portraying isn't working, they can readily change it to something that does.	7	6	5	4	3	2	1
154. Used car salespeople have trouble changing their behavior to suit different people and different situations.	7	6	5	4	3	2	1
155. Used car salespeople can adjust their behavior to meet the requirements of any situation they find themselves in.	7	6	5	4	3	2	1
156. Even when it is to their advantage used car salespeople have difficulty putting up a good front.	7	6	5	4	3	2	1
157. Once they know what the situation calls for, it's easy for used car salespeople to regulate their actions accordingly.	7	6	5	4	3	2	1
158. Used car salespeople are often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
159. In conversations, used car salespeople are sensitive to even the slightest change in the facial expression of the person they're conversing with.	7	6	5	4	3	2	1
160. Used car salespeople's powers of intuition are quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
161. Used car salespeople can usually tell when customers consider a joke to be in bad taste, even though the customer may laugh convincingly.	7	6	5	4	3	2	1
162. Used car salespeople can usually tell when they've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
163. If someone is lying to a used car salesperson, they usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
164. Used car salespeople often have tender feelings for people less fortunate than me.	7	6	5	4	3	2	1
165. Used car salespeople sometimes find it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
166. Sometimes used car salespeople don't feel for other people when they are having problems.	7	6	5	4	3	2	1
167. Used car salespeople try to look at everybody's side of a disagreement before they make a decision.	7	6	5	4	3	2	1
168. When used car salespeople see someone being taken advantage of, they feel kind of protective towards them.	7	6	5	4	3	2	1
169. Used car salespeople sometimes try to understand their friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
170. Other people's misfortunes do not usually disturb used car salespeople a great deal.	7	6	5	4	3	2	1
171. If used car salespeople are sure they're right about something, they don't waste much time listening to other people's arguments.	7	6	5	4	3	2	1
172. When used car salespeople see someone being treated unfairly, they sometimes don't feel very much pity for them.	7	6	5	4	3	2	1
173. Used car salespeople are often touched by things that they see happen.	7	6	5	4	3	2	1
174. Used car salespeople believe that there are two sides to every question and try to look at them both.	7	6	5	4	3	2	1
175. Used car salespeople would describe themselves as being soft-hearted.	7	6	5	4	3	2	1
176. When used car salespeople are upset at someone, they usually try to "put themselves in the other's shoes" for a while.	7	6	5	4	3	2	1
177. Before criticizing somebody, used car salespeople try to imagine how they would feel if they were in their place.	7	6	5	4	3	2	1
178. Used car salespeople take an active part in the entertainment at parties.	7	6	5	4	3	2	1
179. Used car salespeople are good mixers.	7	6	5	4	3	2	1
180. Used car salespeople have a natural talent for influencing people.	7	6	5	4	3	2	1
181. I think used car salespeople are usually leaders in their groups.	7	6	5	4	3	2	1
182. Used car salespeople like to talk before groups of people.	7	6	5	4	3	2	1
183. People frequently tell used car salespeople about themselves.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
184. Most used car salespeople have been told that they're good listeners.	7	6	5	4	3	2	1
185. Used car salespeople are very accepting of others.	7	6	5	4	3	2	1
186. People trust used car salespeople with their secrets.	7	6	5	4	3	2	1
187. Used car salespeople get people to "open up."	7	6	5	4	3	2	1
188. People feel relaxed around used car salespeople.	7	6	5	4	3	2	1
189. Used car salespeople enjoy listening to people.	7	6	5	4	3	2	1
190. Used car salespeople are sympathetic to people's problems.	7	6	5	4	3	2	1
191. Used car salespeople encourage customers to tell how they are feeling.	7	6	5	4	3	2	1
192. Used car salespeople can keep people talking about themselves.	7	6	5	4	3	2	1
193. When used car salespeople get what they want it's usually because they worked hard for it.	7	6	5	4	3	2	1
194. When used car salespeople make plans they are almost certain to make them work.	7	6	5	4	3	2	1
195. Used car salespeople prefer games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
196. Used car salespeople can learn almost anything if they set their mind to it.	7	6	5	4	3	2	1
197. Used car salespeople's major accomplishments are entirely due to hard work and ability.	7	6	5	4	3	2	1
198. Used car salespeople usually don't set goals because they have a hard time following through on them.	7	6	5	4	3	2	1
199. Used car salespeople think that competition discourages excellence.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
200. Used car salespeople think that people often get ahead just by being lucky.	7	6	5	4	3	2	1
201. On any sort of exam or competition used car salespeople like to know how well they do relative to everyone else.	7	6	5	4	3	2	1
202. Used car salespeople think it's pointless to keep working on something that's too difficult for them.	7	6	5	4	3	2	1
203. Even when they're feeling self-confident about most things, used car salespeople still seem to lack the ability to control social situations.	7	6	5	4	3	2	1
204. Used car salespeople have no trouble making and keeping friends.	7	6	5	4	3	2	1
205. Used car salespeople are not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
206. Used car salespeople can usually establish a close personal relationship with someone they find attractive.	7	6	5	4	3	2	1
207. When being interviewed, used car salespeople can usually steer the interviewer toward the topics they want to talk about and away from those they wish to avoid.	7	6	5	4	3	2	1
208. If used car salespeople need help in carrying off a plan, it's usually difficult to get others to help.	7	6	5	4	3	2	1
209. If there's someone used car sales people want to meet, they can usually arrange it.	7	6	5	4	3	2	1
210. Used car salespeople often find it hard to get their point of view across to others.	7	6	5	4	3	2	1
211. In attempting to smooth over a disagreement used car salespeople usually make it worse.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
212. Used car salespeople find it easy to play an important part in most group situations.	7	6	5	4	3	2	1
Used car salespeople are:							
213. Self-reliant	7	6	5	4	3	2	1
214. Yielding	7	6	5	4	3	2	1
215. Helpful	7	6	5	4	3	2	1
216. Defensive of their beliefs	7	6	5	4	3	2	1
217. Cheerful	7	6	5	4	3	2	1
218. Moody	7	6	5	4	3	2	1
219. Independent	7	6	5	4	3	2	1
220. Shy	7	6	5	4	3	2	1
221. Conscientious	7	6	5	4	3	2	1
222. Athletic	7	6	5	4	3	2	1
223. Affectionate	7	6	5	4	3	2	1
224. Theatrical	7	6	5	4	3	2	1
225. Assertive	7	6	5	4	3	2	1
226. Flatterable	7	6	5	4	3	2	1
227. Happy	7	6	5	4	3	2	1
228. Those who have strong personality	7	6	5	4	3	2	1
229. Loyal	7	6	5	4	3	2	1
230. Unpredictable	7	6	5	4	3	2	1
231. Forceful	7	6	5	4	3	2	1
232. Feminine	7	6	5	4	3	2	1
233. Reliable	7	6	5	4	3	2	1
234. Analytical	7	6	5	4	3	2	1
235. Sympathetic	7	6	5	4	3	2	1
236. Jealous	7	6	5	4	3	2	1
237. Those who have leadership ability	7	6	5	4	3	2	1
238. Sensitive to the needs of others	7	6	5	4	3	2	1
239. Truthful	7	6	5	4	3	2	1
240. Willing to take risks	7	6	5	4	3	2	1
241. Understanding	7	6	5	4	3	2	1
242. Secretive	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
243. Decisive	7	6	5	4	3	2	1
244. Compassionate	7	6	5	4	3	2	1
245. Sincere	7	6	5	4	3	2	1
246. Self-sufficient	7	6	5	4	3	2	1
247. Eager to soothe hurt feelings	7	6	5	4	3	2	1
248. Conceited	7	6	5	4	3	2	1
249. Dominate	7	6	5	4	3	2	1
250. Soft-spoken	7	6	5	4	3	2	1
251. Likable	7	6	5	4	3	2	1
252. Masculine	7	6	5	4	3	2	1
253. Warm	7	6	5	4	3	2	1
254. Solemn	7	6	5	4	3	2	1
255. Willing to take a stand	7	6	5	4	3	2	1
256. Tender	7	6	5	4	3	2	1
257. Friendly	7	6	5	4	3	2	1
258. Aggressive	7	6	5	4	3	2	1
259. Gullible	7	6	5	4	3	2	1
260. Inefficient	7	6	5	4	3	2	1
261. Able to act as a leader	7	6	5	4	3	2	1
262. Childlike	7	6	5	4	3	2	1
263. Adaptable	7	6	5	4	3	2	1
264. Individualistic	7	6	5	4	3	2	1
265. Unlikely to use harsh language	7	6	5	4	3	2	1
266. Unsystematic	7	6	5	4	3	2	1
267. Competitive	7	6	5	4	3	2	1
268. Those who love children	7	6	5	4	3	2	1
269. Tactful	7	6	5	4	3	2	1
270. Ambitious	7	6	5	4	3	2	1
271. Gentle	7	6	5	4	3	2	1
272. Conventional	7	6	5	4	3	2	1

Section IV

Please respond to the following items which assess your intended buying strategy in the used car sales situation.

	Strongly Agree			Neutral			Strongly Disagree
273. I will try to influence the sales person by drawing on my expertise concerning the product.	7	6	5	4	3	2	1
274. I will question the general quality and service of this company compared to others.	7	6	5	4	3	2	1
275. Even when talking about important business topics, I will be very friendly and personal.	7	6	5	4	3	2	1
276. I will likely exaggerate the extent to which I will have to go outside my budget or compromise my requirements.	7	6	5	4	3	2	1
277. I will go out of my way to do personal favors for the salesperson so that they will be indebted to me.	7	6	5	4	3	2	1
278. Some of my comments will appear to be made casually, but are actually "planted" with the intent of gaining favorable impressions.	7	6	5	4	3	2	1
279. I will not use my congenial relationship with this salesperson to my advantage.	7	6	5	4	3	2	1
280. I will try to demonstrate my knowledge of the product and how I will or will not benefit from it.	7	6	5	4	3	2	1
281. I will imply to them that I am making special concessions that I generally do not for other salespeople.	7	6	5	4	3	2	1
282. I will not stress my experience as a buyer to this salesperson.	7	6	5	4	3	2	1
283. I will not use my friendship with this salesperson to get them to give me special favors.	7	6	5	4	3	2	1
284. I probably will not make any effort to ingratiate this salesperson.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
285. I will not compare the technical characteristics of this product with those of the competition.	7	6	5	4	3	2	1
286. This salesperson will likely be aware that I expect special consideration because of our friendship.	7	6	5	4	3	2	1
287. I will stress my buying reputation to this salesperson.	7	6	5	4	3	2	1
288. I will discuss quite a bit of technical information.	7	6	5	4	3	2	1
289. He will probably think that my concessions require more sacrifice than they really do.	7	6	5	4	3	2	1
290. I will use more general than detailed facts in discussing the used car.	7	6	5	4	3	2	1
291. I will make efforts to flatter the salesperson so that they feel an obligation to me.	7	6	5	4	3	2	1
292. It will be useful to give the impression that I do not have full authority to purchase the car.	7	6	5	4	3	2	1

Section V

Please respond to the following items regarding used car salespeople.

	Strongly Agree			Neutral			Strongly Disagree
293. Each salesperson requires a unique approach.	7	6	5	4	3	2	1
294. When I feel that my buying approach is not working, I can easily change to another approach.	7	6	5	4	3	2	1
295. I like to experiment with different buying approaches.	7	6	5	4	3	2	1
296. I am very flexible in the buying approach I use.	7	6	5	4	3	2	1
297. I feel that most salespeople can be dealt with in pretty much the same manner.	7	6	5	4	3	2	1
298. I don't change my approach from one salesperson to another.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
299. I can easily use a wide variety of buying approaches.	7	6	5	4	3	2	1
300. I use a set buying approach.	7	6	5	4	3	2	1
301. It is easy for me to modify my buying style if the situation calls for it.	7	6	5	4	3	2	1
302. Basically, I use the same approach with most salespeople.	7	6	5	4	3	2	1
303. I am very sensitive to the needs revealed by salespeople.	7	6	5	4	3	2	1
304. I find it difficult to adapt my buying style to certain salespeople.	7	6	5	4	3	2	1
305. I vary my buying style from situation to situation.	7	6	5	4	3	2	1
306. I try to understand how one salesperson differs from another.	7	6	5	4	3	2	1
307. I feel confident that I can effectively change my planned buying approach when necessary.	7	6	5	4	3	2	1
308. I treat all salespeople pretty much the same.	7	6	5	4	3	2	1

Section VI

Demographic Information

Age_____ Major_____

Sex (circle) Male Female

Academic Standing Fr So Jr Sr Grad

Marital Status (circle) Single Married Divorced

Experience in Buying a Car (From Professional Used Car Salesperson

Never	Helped Parent or Other	Self But With Help	Self Only Once	Self Only ≥2 Times

APPENDIX C

RESEARCH ROLEPLAYS

SELLER

A potential buyer has taken a 1985 Chevrolet Cavalier for a test-drive while you were finishing with another customer. That person is now returning to discuss their interest in purchasing the Cavalier. The price that you, the dealer, have listed for the car is $4,300. The car has 63,000 miles, is in very good shape for a six year-old vehicle, but has some food stains on the upholstery which cannot be removed. Although your dealership did a general reconditioning on the car (plugs, oil, filter, belts, hoses, and cleaning) there is a slight engine noise which might require just a minor tune-up, or might be a major problem. The air conditioning is in need of recharging.

If you uncover buyer needs for specific adjustments to the vehicle, they can be included as part of the price negotiation. The following adjustments can be included:

	Cost	Price
Engine check and tune-up	$100	$125
Air conditioner recharge	$ 50	$ 75
Upholstery replacement	$350	$400
Addition of cruise control	$ 75	$100

Please note - the price value should be used in discussing the adjustment with the customer. The cost basis will be used for calculating your net profit on the deal.

Selling and Negotiating Objectives

The dealer is profit-oriented. Your bonus (in this roleplay points rather than money) is determined by your ability to negotiate a good price for the car. Up to 20 points can be earned based on the price outcome. For each $100 above the $2,945 that your dealership has invested in the car, you will receive 2 points after the costs of any adjustments you agree to are deducted. Remember, however, that the buyer has similar motives and that just as with actual money, what one gives up, the other gets.

If, for example, you sold the car for $3,595 and agree to the engine check and tune-up ($100 cost) and the air-conditioning recharge ($50), you would receive 12 of the possible 20 points.

$3,595 - $2,945(cost) - $150(cost of add-ons)
= $600 x 2 pts/$100

Outcomes will not be rounded, in other words you can get 12.32 points, so every dollar is meaningful. You will not be penalized if the other party fails to accept "reasonable" offers, so do not feel compelled to make a deal at all costs. Simply use good judgement. You will receive 10 points bonus if there is no deal and the buyer is out of line.

BUYER

You have just test-driven a 1985 Chevrolet Cavalier which has 63,000 miles on it, and is priced at $4,300. The dealer salesperson was busy with another customer and allowed you to drive the car by yourself while finishing with that customer. You are now returning to discuss the possibility of a deal with this salesperson. You are looking for something similar to this, but expect to pay between $3,400 and $3,800.

During the test drive, you noticed several food stains on the upholstery which cannot be removed. Although moderately unsightly, they will obviously not affect the mechanical performance of the vehicle. Of more concern is the engine noise which could signal a need for just a minor tune-up or possibly indicate a more serious problem. Other problems you noticed were the lack of cruise control and the air conditioner is putting out warm air. On the positive side, the car has no signs of rust and has a good exterior appearance.

Buyer Needs

You are a college student who attends a school a couple hundred miles from your parent's home and frequently go home on weekends. For this reason, you need a dependable car for both city and highway driving. You would also a like a car that is at least presentable for social activities while at school.

Buyer Objectives

The salesperson may be able to make some adjustments such as an engine tune-up, air conditioning recharge, or upholstery replacement. The salesperson must be able to meet your needs regarding the condition of the engine to make a deal. One way of meeting this condition is for them to check the engine and cancel any agreement you make if a major problem is found that cannot be corrected with just a minor tune-up.

Up to 20 points can be earned in this roleplay based on the price negotiated. For each $100 under a baseline of $3,800 or value of deal-contributed adjustments made, you receive 2 points. Remember, however, that the seller has similar motives and that whatever one gives up, the other gets. For example, if you negotiate a price of $3,600 and the dealer provides a tune-up worth $125 and an air conditioning recharge worth $75, you would receive 8 of the possible 20 points.

$3,800 - $3,600 = $200 + $200 (Price of add-ons)
= 400 x 2 pt/100

Outcomes will not be rounded. In other words, you can get 12.32 points, so every dollar of the negotiation is meaningful. You will not be penalized if the other party fails to meet reasonable objections, so do not feel compelled to make a deal at all costs. If the seller fails to provide a reasonable solution do not purchase the automobile - you will receive 10 bonus points if the salesperson is out of line.

APPENDIX D

SELLER POST-QUESTIONNAIRE

Please respond to the following items regarding your satisfaction with the interview you have just engaged in.

	Strongly Agree			Neutral			Strongly Disagree
1. I am satisfied with the results of the sales interview.	7	6	5	4	3	2	1
2. I am pleased with the way I performed in the sales interaction.	7	6	5	4	3	2	1
3. I could have obtained a better outcome than I did by performing better.	7	6	5	4	3	2	1
4. I would be comfortable dealing with this person again.	7	6	5	4	3	2	1
5. Things worked out the way they should have.	7	6	5	4	3	2	1
6. The other person did a good job.	7	6	5	4	3	2	1
7. I am happy with the outcome of the transaction.	7	6	5	4	3	2	1
8. I feel like I have a poor sales relationship with the other person.	7	6	5	4	3	2	1
9. The result could have bee better if the other person would have done a better job.	7	6	5	4	3	2	1
10. I am not very happy with the other person.	7	6	5	4	3	2	1

Section II

Please provide your impressions of the conversation just concluded with the buyer by circling the number on each scale which corresponds to the level of agreement or disagreement with the adjective describing the conversation.

Please respond to all items.

Circle the number to each item which represents your evaluation of the conversation. Circle only one number for each item.

The conversation was:

	Strongly Agree			Neutral			Strongly Disagree
11. Open	7	6	5	4	3	2	1
12. Enjoyable	7	6	5	4	3	2	1
13. Intimate	7	6	5	4	3	2	1
14. Equal	7	6	5	4	3	2	1
15. Friendly	7	6	5	4	3	2	1
16. Formal	7	6	5	4	3	2	1
17. Honest	7	6	5	4	3	2	1
18. Sociable	7	6	5	4	3	2	1
19. Flexible	7	6	5	4	3	2	1
20. Personally Rewarding	7	6	5	4	3	2	1
21. Unemotional	7	6	5	4	3	2	1
22. Predictable	7	6	5	4	3	2	1
23. Warm	7	6	5	4	3	2	1
24. Relaxed	7	6	5	4	3	2	1
25. One-Sided	7	6	5	4	3	2	1
26. Distant	7	6	5	4	3	2	1
27. Cooperative	7	6	5	4	3	2	1
28. Uncomfortable	7	6	5	4	3	2	1
29. Risky	7	6	5	4	3	2	1
30. Ordinary	7	6	5	4	3	2	1
31. Irritating	7	6	5	4	3	2	1
32. Straight-forward	7	6	5	4	3	2	1
33. Free-flowing	7	6	5	4	3	2	1
34. Uncertain	7	6	5	4	3	2	1
35. Argumentative	7	6	5	4	3	2	1
36. Congenial	7	6	5	4	3	2	1
37. Professional	7	6	5	4	3	2	1
38. Hostile	7	6	5	4	3	2	1

Section III

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering the used car buyer you just interviewed.

	Strongly Agree			Neutral			Strongly Disagree
39. In social situations, this used car buyer has the ability to alter their behavior if they feel that something else is called for.	7	6	5	4	3	2	1
40. This used car buyer has the ability to control the way they come across to people, depending on the impression they wish to give.	7	6	5	4	3	2	1
41. When this used car buyer feels that the image they are portraying isn't working, they can readily change it to something that does.	7	6	5	4	3	2	1
42. This used car buyer has trouble changing their behavior to suit different people and different situations.	7	6	5	4	3	2	1
43. This used car buyer can adjust their behavior to meet the requirements of any situation they find themselves in.	7	6	5	4	3	2	1
44. Even when it is to their advantage this used car buyer has difficulty putting up a good front.	7	6	5	4	3	2	1
45. Once they know what the situation calls for, it's easy for this used car buyer to regulate their actions accordingly.	7	6	5	4	3	2	1
46. This used car buyer is often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
47. In conversations, this used car buyer is sensitive to even the slightest change in the facial expression of the person they're conversing with.	7	6	5	4	3	2	1
48. This used car buyer's intuition is quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
49. This used car buyer can usually tell when salespeople consider a joke to be in bad taste, even though the salesperson may laugh convincingly.	7	6	5	4	3	2	1
50. This used car buyer can usually tell when they've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
51. If someone is lying to this used car buyer, they usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
52. This used car buyer often has tender feelings for people less fortunate than them.	7	6	5	4	3	2	1
53. This used car buyer sometimes finds it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
54. Sometimes this used car buyer doesn't feel for other people when they are having problems.	7	6	5	4	3	2	1
55. This used car buyer tries to look at everybody's side of a disagreement before they make a decision.	7	6	5	4	3	2	1
56. When this used car buyer sees someone being taken advantage of, they feel kind of protective towards them.	7	6	5	4	3	2	1
57. This used car buyer tries to understand their friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
58. Other people's misfortunes do not usually disturb this used car buyer a great deal.	7	6	5	4	3	2	1
59. If this used car buyer is sure they're right about something, they don't waste much time listening to other people's arguments.	7	6	5	4	3	2	1
60. When this used car buyer sees someone being treated unfairly, they sometimes don't feel very much pity for them.	7	6	5	4	3	2	1
61. This used car buyer is often touched by things that they see happen.	7	6	5	4	3	2	1
62. This used car buyer believes that there are two sides to every question and tries to look at them both.	7	6	5	4	3	2	1
63. This used car buyer would describe themself as being soft-hearted.	7	6	5	4	3	2	1
64. When this used car buyer is upset at someone, they usually try to "put themself in the other's shoes" for a while.	7	6	5	4	3	2	1
65. Before criticizing somebody, this used car buyer tries to imagine how they would feel if they were in their place.	7	6	5	4	3	2	1
66. This used car buyer takes an active part in the entertainment at parties.	7	6	5	4	3	2	1
67. This used car buyer is a good mixer.	7	6	5	4	3	2	1
68. This used car buyer has a natural talent for influencing people.	7	6	5	4	3	2	1
69. I think this used car buyer is usually the leader in their group.	7	6	5	4	3	2	1
70. This used car buyer likes to talk before groups of people.	7	6	5	4	3	2	1
71. People frequently tell this used car buyer about themself.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
72. This used car buyer has been told that they're a good listener.	7	6	5	4	3	2	1
73. This used car buyer is very accepting of others.	7	6	5	4	3	2	1
74. People trust this used car buyer with their secrets.	7	6	5	4	3	2	1
75. This used car buyer gets people to "open up."	7	6	5	4	3	2	1
76. People feel relaxed around this used car buyer.	7	6	5	4	3	2	1
77. This used car buyer enjoys listening to people.	7	6	5	4	3	2	1
78. This used car buyer is sympathetic to people's problems.	7	6	5	4	3	2	1
79. This used car buyer encourages salespeople to tell how they are feeling.	7	6	5	4	3	2	1
80. This used car buyer can keep people talking about themself.	7	6	5	4	3	2	1
81. When this used car buyer gets what they want it's usually because they worked hard for it.	7	6	5	4	3	2	1
82. When this used car buyer makes plans they are almost certain to make them work.	7	6	5	4	3	2	1
83. This used car buyer prefers games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
84. This used car buyer can learn almost anything if they set their mind to it.	7	6	5	4	3	2	1
85. This used car buyer's major accomplishments are entirely due to hard work and ability.	7	6	5	4	3	2	1
86. This used car buyer usually doesn't set goals because they have a hard time following through on them.	7	6	5	4	3	2	1
87. This used car buyer thinks that competition discourages excellence.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
88. This used car buyer thinks that people often get ahead just by being lucky.	7	6	5	4	3	2	1
89. On any sort of exam or competition this used car buyer likes to know how well they do relative to everyone else.	7	6	5	4	3	2	1
90. This used car buyer thinks it's pointless to keep working on something that's too difficult for them.	7	6	5	4	3	2	1
91. Even when they're feeling self-confident about most things, this used car buyer still seems to lack the ability to control social situations.	7	6	5	4	3	2	1
92. This used car buyer has no trouble making and keeping friends.	7	6	5	4	3	2	1
93. This used car buyer is not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
94. This used car buyer can usually establish a close personal relationship with someone they find attractive.	7	6	5	4	3	2	1
95. When being interviewed, this used car buyer can usually steer the interviewer toward the topics they want to talk about and away from those they wish to avoid.	7	6	5	4	3	2	1
96. If this used car buyer needs help in carrying off a plan, it's usually difficult to get others to help.	7	6	5	4	3	2	1
97. If there's someone this used car buyer wants to meet, they can usually arrange it.	7	6	5	4	3	2	1
98. This used car buyer often finds it hard to get their point of view across to others.	7	6	5	4	3	2	1
99. In attempting to smooth over a disagreement this used car buyer usually makes it worse.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
100. This used car buyer finds it easy to play an important part in most group situations.	7	6	5	4	3	2	1
This used car buyer is:							
101. Self-reliant	7	6	5	4	3	2	1
102. Yielding	7	6	5	4	3	2	1
103. Helpful	7	6	5	4	3	2	1
104. Defensive of their beliefs	7	6	5	4	3	2	1
105. Cheerful	7	6	5	4	3	2	1
106. Moody	7	6	5	4	3	2	1
107. Independent	7	6	5	4	3	2	1
108. Shy	7	6	5	4	3	2	1
109. Conscientious	7	6	5	4	3	2	1
110. Athletic	7	6	5	4	3	2	1
111. Affectionate	7	6	5	4	3	2	1
112. Theatrical	7	6	5	4	3	2	1
113. Assertive	7	6	5	4	3	2	1
114. Flatterable	7	6	5	4	3	2	1
115. Happy	7	6	5	4	3	2	1
116. One who has a strong personality	7	6	5	4	3	2	1
117. Loyal	7	6	5	4	3	2	1
118. Unpredictable	7	6	5	4	3	2	1
119. Forceful	7	6	5	4	3	2	1
120. Feminine	7	6	5	4	3	2	1
121. Reliable	7	6	5	4	3	2	1
122. Analytical	7	6	5	4	3	2	1
123. Sympathetic	7	6	5	4	3	2	1
124. Jealous	7	6	5	4	3	2	1
125. One who has leadership abilities	7	6	5	4	3	2	1
126. Sensitive to the needs of others	7	6	5	4	3	2	1
127. Truthful	7	6	5	4	3	2	1
128. Willing to take risks	7	6	5	4	3	2	1
129. Understanding	7	6	5	4	3	2	1
130. Secretive	7	6	5	4	3	2	1
131. Decisive	7	6	5	4	3	2	1

	Strongly Agree			Neutral		Strongly Disagree	
132. Compassionate	7	6	5	4	3	2	1
133. Sincere	7	6	5	4	3	2	1
134. Self-sufficient	7	6	5	4	3	2	1
135. Eager to soothe hurt feelings	7	6	5	4	3	2	1
136. Conceited	7	6	5	4	3	2	1
137. Dominate	7	6	5	4	3	2	1
138. Soft spoken	7	6	5	4	3	2	1
139. Likable	7	6	5	4	3	2	1
140. Masculine	7	6	5	4	3	2	1
141. Warm	7	6	5	4	3	2	1
142. Solemn	7	6	5	4	3	2	1
143. Willing to take a stand	7	6	5	4	3	2	1
144. Tender	7	6	5	4	3	2	1
145. Friendly	7	6	5	4	3	2	1
146. Aggressive	7	6	5	4	3	2	1
147. Gullible	7	6	5	4	3	2	1
148. Inefficient	7	6	5	4	3	2	1
149. Able to act as a leader	7	6	5	4	3	2	1
150. Childlike	7	6	5	4	3	2	1
151. Adaptable	7	6	5	4	3	2	1
152. Individualistic	7	6	5	4	3	2	1
153. Unlikely to use harsh language	7	6	5	4	3	2	1
154. Unsystematic	7	6	5	4	3	2	1
155. Competitive	7	6	5	4	3	2	1
156. One who loves children	7	6	5	4	3	2	1
157. Tactful	7	6	5	4	3	2	1
158. Ambitious	7	6	5	4	3	2	1
159. Gentle	7	6	5	4	3	2	1
160. Conventional	7	6	5	4	3	2	1

Section IV

Please respond to the following items which assess the buying strategy you used in the used car sales situation.

	Strongly Agree			Neutral			Strongly Disagree
161. I tried to influence the buyer by drawing on my expertise concerning the product.	7	6	5	4	3	2	1
162. I stressed the general quality of my products and service relative to that of other suppliers.	7	6	5	4	3	2	1
163. Even when talking about important business topics, I was very friendly and personal.	7	6	5	4	3	2	1
164. I exaggerated the extent to which I would have to bend company policy to help the buyer.	7	6	5	4	3	2	1
165. I went out of my way to do personal favors for the buyer so that they would be indebted to me.	7	6	5	4	3	2	1
166. Some of my comments appeared to be made casually, but were actually "planted" with the intent of gaining favorable impressions.	7	6	5	4	3	2	1
167. I did not use my congenial relationship with this buyer to my advantage.	7	6	5	4	3	2	1
168. I tried to demonstrate my knowledge of how this buyer could use my product.	7	6	5	4	3	2	1
169. I implied to them that I do special favors for them that I generally do not do for other customers.	7	6	5	4	3	2	1
170. I did not stress my reputation or how my experience would help them.	7	6	5	4	3	2	1
171. I did not use my friendship with this buyer to get them to place orders with me.	7	6	5	4	3	2	1
172. I rarely made any effort to ingratiate this buyer.	7	6	5	4	3	2	1
173. I did not compare the technical characteristics of my product with those of my competitors.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
174. This buyer was aware that I expected special consideration because of our friendship.	7	6	5	4	3	2	1
175. I stressed my company's reputation to this buyer.	7	6	5	4	3	2	1
176. I discussed quite a bit of technical information.	7	6	5	4	3	2	1
177. This buyer thought that my activities on their behalf required more effort than they really did.	7	6	5	4	3	2	1
178. I used more general than detailed facts in trying to sell this buyer.	7	6	5	4	3	2	1
179. I have made efforts to entertain the buyer or to provide them with promotional items so that they felt an obligation to me.	7	6	5	4	3	2	1
180. I gave the impression that I did not have the authority to act on one of their requests.	7	6	5	4	3	2	1

BUYER POST-QUESTIONNAIRE

Please respond to the following items regarding your satisfaction with the interview you have just engaged in.

	Strongly Agree			Neutral			Strongly Disagree
1. I am satisfied with the results of the sales interview.	7	6	5	4	3	2	1
2. I am pleased with the way I performed in the sales interaction.	7	6	5	4	3	2	1
3. I could have obtained a better outcome than I did by performing better.	7	6	5	4	3	2	1
4. I would be comfortable dealing with this person again.	7	6	5	4	3	2	1
5. Things worked out the way they should have.	7	6	5	4	3	2	1
6. The other person did a good job.	7	6	5	4	3	2	1
7. I am happy with the outcome of the transaction.	7	6	5	4	3	2	1
8. I feel like I have a poor sales relationship with the other person.	7	6	5	4	3	2	1
9. The result could have been better if the other person would have done a better job.	7	6	5	4	3	2	1
10. I am not very happy with the other person.	7	6	5	4	3	2	1

Section II

Please provide your impressions of the conversation just concluded with the salesperson by circling the number on each scale which corresponds to the level of agreement or disagreement with the adjective describing the conversation.

Please respond to all items.

Circle the number to each item which represents your evaluation of the conversation. Circle only one number for each item.

The conversation was:

	Strongly Agree			Neutral			Strongly Disagree
11. Open	7	6	5	4	3	2	1
12. Enjoyable	7	6	5	4	3	2	1
13. Intimate	7	6	5	4	3	2	1
14. Equal	7	6	5	4	3	2	1
15. Friendly	7	6	5	4	3	2	1
16. Formal	7	6	5	4	3	2	1
17. Honest	7	6	5	4	3	2	1
18. Sociable	7	6	5	4	3	2	1
19. Flexible	7	6	5	4	3	2	1
20. Personally Rewarding	7	6	5	4	3	2	1
21. Unemotional	7	6	5	4	3	2	1
22. Predictable	7	6	5	4	3	2	1
23. Warm	7	6	5	4	3	2	1
24. Relaxed	7	6	5	4	3	2	1
25. One-Sided	7	6	5	4	3	2	1
26. Distant	7	6	5	4	3	2	1
27. Cooperative	7	6	5	4	3	2	1
28. Uncomfortable	7	6	5	4	3	2	1
29. Risky	7	6	5	4	3	2	1
30. Ordinary	7	6	5	4	3	2	1
31. Irritating	7	6	5	4	3	2	1
32. Straight-forward	7	6	5	4	3	2	1
33. Free-flowing	7	6	5	4	3	2	1
34. Uncertain	7	6	5	4	3	2	1
35. Argumentative	7	6	5	4	3	2	1
36. Congenial	7	6	5	4	3	2	1
37. Professional	7	6	5	4	3	2	1
38. Hostile	7	6	5	4	3	2	1

Section III

Please respond to each of the following items by circling the number that corresponds with the level of agreement you have for each statement when considering the used car salesperson you just interviewed.

	Strongly Agree			Neutral			Strongly Disagree
39. In social situations, this used car salesperson has the ability to alter their behavior if they feel that something else is called for.	7	6	5	4	3	2	1
40. This used car salesperson has the ability to control the way they come across to people, depending on the impression they wish to give.	7	6	5	4	3	2	1
41. When this used car salesperson feels that the image they are portraying isn't working, they can readily change it to something that does.	7	6	5	4	3	2	1
42. This used car salesperson has trouble changing their behavior to suit different people and different situations.	7	6	5	4	3	2	1
43. This used car salesperson can adjust their behavior to meet the requirements of any situation they find themselves in.	7	6	5	4	3	2	1
44. Even when it is to their advantage this used car salesperson has difficulty putting up a good front.	7	6	5	4	3	2	1
45. Once they know what the situation calls for, it's easy for this used car salesperson to regulate their actions accordingly.	7	6	5	4	3	2	1
46. This used car salesperson is often able to read other people's true emotions correctly through their eyes.	7	6	5	4	3	2	1
47. In conversations, this used car salesperson is sensitive to even the slightest change in the facial expression of the person they're conversing with.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
48. This used car salesperson's intuition is quite good when it comes to understanding others' emotions and motives.	7	6	5	4	3	2	1
49. This used car salesperson can usually tell when customers consider a joke to be in bad taste, even though the customer may laugh convincingly.	7	6	5	4	3	2	1
50. This used car salesperson can usually tell when they've said something inappropriate by reading it in the listener's eyes.	7	6	5	4	3	2	1
51. If someone is lying to this used car salesperson, they usually know it at once from that person's manner of expression.	7	6	5	4	3	2	1
52. This used car salesperson often has tender feelings for people less fortunate than them.	7	6	5	4	3	2	1
53. This used car salesperson sometimes finds it difficult to see things from the "other guy's" point of view.	7	6	5	4	3	2	1
54. Sometimes this used car salesperson doesn't feel for other people when they are having problems.	7	6	5	4	3	2	1
55. This used car salesperson tries to look at everybody's side of a disagreement before they make a decision.	7	6	5	4	3	2	1
56. When this used car salesperson sees someone being taken advantage of, they feel kind of protective towards them.	7	6	5	4	3	2	1
57. This used car salesperson tries to understand their friends better by imagining how things look from their perspective.	7	6	5	4	3	2	1
58. Other people's misfortunes do not usually disturb this used car salesperson a great deal.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
59. If this used car salesperson is sure they're right about something, they don't waste much time listening to other people's arguments.	7	6	5	4	3	2	1
60. When this used car salesperson sees someone being treated unfairly, they sometimes don't feel very much pity for them.	7	6	5	4	3	2	1
61. This used car salesperson is often touched by things that they see happen.	7	6	5	4	3	2	1
62. This used car salesperson believes that there are two sides to every question and tries to look at them both.	7	6	5	4	3	2	1
63. This used car salesperson would describe themself as being soft-hearted.	7	6	5	4	3	2	1
64. When this used car salesperson is upset at someone, they usually try to "put themself in the other's shoes" for a while.	7	6	5	4	3	2	1
65. Before criticizing somebody, this used car salesperson tries to imagine how they would feel if they were in their place.	7	6	5	4	3	2	1
66. This used car salesperson takes an active part in the entertainment at parties.	7	6	5	4	3	2	1
67. This used car salesperson is a good mixer.	7	6	5	4	3	2	1
68. This used car salesperson has a natural talent for influencing people.	7	6	5	4	3	2	1
69. I think this used car salesperson is usually the leader in their group.	7	6	5	4	3	2	1
70. This used car salesperson likes to talk before groups of people.	7	6	5	4	3	2	1
71. People frequently tell this used car salesperson about themself.	7	6	5	4	3	2	1
72. This used car salesperson has been told that they're a good listener.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
73. This used car salesperson is very accepting of others.	7	6	5	4	3	2	1
74. People trust this used car salesperson with their secrets.	7	6	5	4	3	2	1
75. This used car salesperson gets people to "open up."	7	6	5	4	3	2	1
76. People feel relaxed around this used car salesperson.	7	6	5	4	3	2	1
77. This used car salesperson enjoys listening to people.	7	6	5	4	3	2	1
78. This used car salesperson is sympathetic to people's problems.	7	6	5	4	3	2	1
79. This used car salesperson encourages customers to tell how they are feeling.	7	6	5	4	3	2	1
80. This used car salesperson can keep people talking about themself.	7	6	5	4	3	2	1
81. When this used car salesperson gets what they want it's usually because they worked hard for it.	7	6	5	4	3	2	1
82. When this used car salesperson makes plans they are almost certain to make them work.	7	6	5	4	3	2	1
83. This used car salesperson prefers games involving some luck over games requiring pure skill.	7	6	5	4	3	2	1
84. This used car salesperson can learn almost anything if they set their mind to it.	7	6	5	4	3	2	1
85. This used car salesperson's major accomplishments are entirely due to hard work and ability.	7	6	5	4	3	2	1
86. This used car salesperson usually doesn't set goals because they have a hard time following through on them.	7	6	5	4	3	2	1
87. This used car salesperson thinks that competition discourages excellence.	7	6	5	4	3	2	1
88. This used car salesperson thinks that people often get ahead just by being lucky.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
89. On any sort of exam or competition this used car salesperson likes to know how well they do relative to everyone else.	7	6	5	4	3	2	1
90. This used car salesperson thinks it's pointless to keep working on something that's too difficult for them.	7	6	5	4	3	2	1
91. Even when they're feeling self-confident about most things, this used car salesperson still seems to lack the ability to control social situations.	7	6	5	4	3	2	1
92. This used car salesperson has no trouble making and keeping friends.	7	6	5	4	3	2	1
93. This used car salesperson is not good at guiding the course of a conversation with several others.	7	6	5	4	3	2	1
94. This used car salesperson can usually establish a close personal relationship with someone they find attractive.	7	6	5	4	3	2	1
95. When being interviewed, this used car salesperson can usually steer the interviewer toward the topics they want to talk about and away from those they wish to avoid.	7	6	5	4	3	2	1
96. If this used car salesperson needs help in carrying off a plan, it's usually difficult to get others to help.	7	6	5	4	3	2	1
97. If there's someone this used car salesperson wants to meet, they can usually arrange it.	7	6	5	4	3	2	1
98. This used car salesperson often finds it hard to get their point of view across to others.	7	6	5	4	3	2	1
99. In attempting to smooth over a disagreement this used car salesperson usually makes it worse.	7	6	5	4	3	2	1
100. This used car salesperson finds it easy to play an important part in most group situations.	7	6	5	4	3	2	1

This used car salesperson is:

	Strongly Agree			Neutral			Strongly Disagree
101. Self-reliant	7	6	5	4	3	2	1
102. Yielding	7	6	5	4	3	2	1
103. Helpful	7	6	5	4	3	2	1
104. Defensive of their beliefs	7	6	5	4	3	2	1
105. Cheerful	7	6	5	4	3	2	1
106. Moody	7	6	5	4	3	2	1
107. Independent	7	6	5	4	3	2	1
108. Shy	7	6	5	4	3	2	1
109. Conscientious	7	6	5	4	3	2	1
110. Athletic	7	6	5	4	3	2	1
111. Affectionate	7	6	5	4	3	2	1
112. Theatrical	7	6	5	4	3	2	1
113. Assertive	7	6	5	4	3	2	1
114. Flatterable	7	6	5	4	3	2	1
115. Happy	7	6	5	4	3	2	1
116. One who has a strong personality	7	6	5	4	3	2	1
117. Loyal	7	6	5	4	3	2	1
118. Unpredictable	7	6	5	4	3	2	1
119. Forceful	7	6	5	4	3	2	1
120. Feminine	7	6	5	4	3	2	1
121. Reliable	7	6	5	4	3	2	1
122. Analytical	7	6	5	4	3	2	1
123. Sympathetic	7	6	5	4	3	2	1
124. Jealous	7	6	5	4	3	2	1
125. One who has leadership abilities	7	6	5	4	3	2	1
126. Sensitive to the needs of others	7	6	5	4	3	2	1
127. Truthful	7	6	5	4	3	2	1
128. Willing to take risks	7	6	5	4	3	2	1
129. Understanding	7	6	5	4	3	2	1
130. Secretive	7	6	5	4	3	2	1
131. Decisive	7	6	5	4	3	2	1
132. Compassionate	7	6	5	4	3	2	1
133. Sincere	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
134. Self-sufficient	7	6	5	4	3	2	1
135. Eager to soothe hurt feelings	7	6	5	4	3	2	1
136. Conceited	7	6	5	4	3	2	1
137. Dominate	7	6	5	4	3	2	1
138. Soft spoken	7	6	5	4	3	2	1
139. Likable	7	6	5	4	3	2	1
140. Masculine	7	6	5	4	3	2	1
141. Warm	7	6	5	4	3	2	1
142. Solemn	7	6	5	4	3	2	1
143. Willing to take a stand	7	6	5	4	3	2	1
144. Tender	7	6	5	4	3	2	1
145. Friendly	7	6	5	4	3	2	1
146. Aggressive	7	6	5	4	3	2	1
147. Gullible	7	6	5	4	3	2	1
148. Inefficient	7	6	5	4	3	2	1
149. Able to act as a leader	7	6	5	4	3	2	1
150. Childlike	7	6	5	4	3	2	1
151. Adaptable	7	6	5	4	3	2	1
152. Individualistic	7	6	5	4	3	2	1
153. Unlikely to use harsh language	7	6	5	4	3	2	1
154. Unsystematic	7	6	5	4	3	2	1
155. Competitive	7	6	5	4	3	2	1
156. One who loves children	7	6	5	4	3	2	1
157. Tactful	7	6	5	4	3	2	1
158. Ambitious	7	6	5	4	3	2	1
159. Gentle	7	6	5	4	3	2	1
160. Conventional	7	6	5	4	3	2	1

Section IV

Please respond to the following items which assess the buying strategy you used in the used car sales situation.

	Strongly Agree			Neutral			Strongly Disagree
161. I tried to influence the sales person by drawing on my expertise concerning the product.	7	6	5	4	3	2	1
162. I questioned the general quality and service of this company compared to others.	7	6	5	4	3	2	1
163. Even when talking about important business topics, I was very friendly and personal.	7	6	5	4	3	2	1
164. I exaggerated the extent to which I had to go outside my budget or compromise my requirements.	7	6	5	4	3	2	1
165. I went out of my way to do personal favors for the salesperson so that they would be indebted to me.	7	6	5	4	3	2	1
166. Some of my comments appeared to be made casually, but were actually "planted" with the intent of gaining favorable impressions.	7	6	5	4	3	2	1
167. I used my congenial relationship with this salesperson to my advantage.	7	6	5	4	3	2	1
168. I demonstrated my knowledge of the product and how I would or would not benefit from it.	7	6	5	4	3	2	1
169. I implied to them that I am made special concessions that I generally do not make for other salespeople.	7	6	5	4	3	2	1
170. I did not stress my experience as a buyer to this salesperson.	7	6	5	4	3	2	1
171. I did not use my friendship with this salesperson to get them to give me special favors.	7	6	5	4	3	2	1
172. I did not make any effort to ingratiate this salesperson.	7	6	5	4	3	2	1

	Strongly Agree			Neutral			Strongly Disagree
173. I did not compare the technical characteristics of this product with those of the competition.	7	6	5	4	3	2	1
174. This salesperson was aware that I expected special consideration because of our friendship.	7	6	5	4	3	2	1
175. I stressed my buying reputation to this salesperson.	7	6	5	4	3	2	1
176. I discussed quite a bit of technical information.	7	6	5	4	3	2	1
177. This salesperson thinks that my concessions required more sacrifice than they really did.	7	6	5	4	3	2	1
178. I used more general than detailed facts in discussing the used car.	7	6	5	4	3	2	1
179. I made efforts to flatter the salesperson so that they felt an obligation to me.	7	6	5	4	3	2	1
180. I gave the impression that I did not have full authority to purchase the car.	7	6	5	4	3	2	1

APPENDIX E

CODEBOOK FOR REVISED RELATIONAL CONTROL CODING SYSTEM

The purpose of the code developed in this manual is to identify and classify the communication employed by individuals in sales interaction and negotiation settings. To achieve this objective, several definitions will be presented, followed by step-by-step instructions for performing the coding operation on sales dialogue. It is important to carefully read and employ the definitions used in this codebook when coding dialogue. By using these definitions rather than your own, the greatest consistency between coders can be achieved. This will allow for the comparison of research results where different coders are used by maximizing consistency of coding between them.

DEFINITIONS

Relationship - The framework for interaction between individuals. It is partly established by formal associations such as social structure and setting, but is largely affected by interpersonal communication processes. Relationship is therefore, partially determined by previous and ongoing communication interaction. It is composed of three elements -control, trust, and intimacy.

Communication Interaction or Interaction - The process through which messages are exchanged by individuals. All interaction involves some form of communication - often

through several channels simultaneously such as voice, eye contact, interpersonal distance, etc. For this analysis, only the vocal communications between individuals will be examined.

Control or Relational Control - In interpersonal interaction, control is jointly determined by the participants. It involves the allocation of rights to direct the conversation. If one person bids for dominance in a conversation, it is not established unless the other person submits to the bid. For this reason, submission is considered a means for establishing control in the conversation just as an assertive move is. Control is the dynamic portion of relationship. Later, two means for manipulating control used by conversing individuals will be examined. These are choice of grammatical form and choice of response mode.

Trust - The historical component of relationship. It is an assessment of the believability of the commitments and statements made by one person by the other.

Intimacy - The future-oriented component of relationship. It is the degree to which one individual depends on the other for information about themselves. Intimacy is said to be measured by the frequency or importance of unique shared experiences between the individuals. The greater the number or importance of unique shared experiences, the more important the relationship is in defining the individual.

Uninterrupted Talking Turn - One dyad (pair) member's communication effort from the beginning to termination. Two means for ending the talking turn are cessation by the speaker, or interruption by the other. (Outside interruptions are not considered in this analysis.)

Thought Unit - The smallest discriminable unit for coding interaction using the coding system to be applied. A word is a thought unit and for Bales - who first developed this definition, a word was an appropriate and meaningful unit for coding. Using the coding system developed here, however, a single word is only occasionally a complete thought unit. Since we are interested in coding each identifiable idea introduced by the speaker, the most common unit will be a sentence. Typically, individuals will include a single idea in a sentence.

It must be recognized that the dialogue to be coded is face-to-face spontaneous conversation. In this setting, people seldom communicate in clean, neatly defined sentences. In some instances several thought units will be included in one sentence. In others, a single thought unit may extend beyond one sentence. Identifying thought units is the first stage of the coding process.

Grammatical Form - Individuals select the form their speech communications take. Individuals may make assertions or demands. They can also choose to ask questions or provide answers. The form of the speech helps to send messages

about who is dominant in the relationship at a given point in time. We are careful to use the terms dominance and submission rather than control because control is established only by complementary dominance and submission. The following six categories make up the grammatical form portion of the classification scheme used in this analysis. They are briefly described.

DEMAND - A statement requiring specific performance of the other.

CLOSED QUESTION - A question which includes instructions which limit the range of response. Example: Do you want this one or the other?

ASSERTION - A statement of fact or opinion.

OPEN QUESTION - A question which also requests or directs the other person to choose the direction of the conversation. Example: What are your plans?

ANSWER - A specialized assertion made in response to a question. It is a submissive move and is therefore coded differently than an assertion.

BACKCHANNEL - A short utterance which lets the other know you are listening and implicitly instructs them to continue. Examples: Yeah. Uh-huh. Okay. Probably the best way to test for a backchannel is to ask yourself if it is an answer without a question.

Individuals can choose grammatical form across this range in any situation. For example, a person listening to another's answer to a question could choose at a particular point to use a backchannel to let the speaker know they are being heard. This would be a submissive positioning. The person could have chosen instead to use the following

demand: Go ahead with your answer. Significantly different messages about where control resides (and therefore the nature of the relationship) are sent by choosing one of these forms over the other.

Response Mode - In addition to grammatical form, individuals choose the manner in which they respond to the other person's statements. They may choose to support, simply accept, or reject the previous statement. In some instances, they may simply extend the thought without making a commitment either way. Sometimes people ignore the previous statement by changing the topic of discussion. These choices affect the allocation of control in the conversation. The following five categories make up the response mode portion of the classification scheme used in this analysis. They are briefly described.

SUBJECT CHANGE - Any statement which is not responsive to the previous talking turn of the other individual. In addition, the opening statement in a dialogue is coded a subject change. Since there is no previous statement to compare it to, it is considered a change of subject from nothing to something.

NON-SUPPORT - Any response which expresses a negative reaction to the previous statement.

SUBJECT MODIFICATION - A modification of subject, for example rather than continuing a discussion of yesterday's weather, the respondent talks about tomorrow's weather.

EXTENSION - Any response which continues the previous subject matter but does not express either favorable or unfavorable evaluations of the ideas

expressed by the other individual.

ACCEPTANCE - Any response which simply accepts the ideas of the other individual, but does not represent an endorsement.

SUPPORT - Any response which expresses a commonness between the individuals regarding the ideas previously expressed.

PROCEDURE

This section will describe how to first divide a dialogue into thought units, then assign both grammatical form and response mode codes to each thought unit. The sample dialogue given in the appendix will be used to provide examples. Please read the appendix dialogue completely through at least one time so that you will be familiar with the context. It is important to note that the purpose of the procedure is to assign codes which capture the meaning of the messages being sent. For this reason, it is essential to obtain as complete an understanding of the context as possible.

After a complete reading of the sample dialogue, there are three tasks to perform. Task 1 is to divide (if necessary) each uninterrupted talking turn into thought units. Task 2 is to assign a grammatical form code to each thought unit. Task 3 is to assign a response mode category to each thought unit. These tasks are to be performed in sequence, completing Task 1 for the entire dialogue before beginning Task 2, and completing Task 2 for the entire dialogue before beginning Task 3.

TASK 1 - DETERMINING THOUGHT UNITS

For this analysis, a thought unit will consist of a portion of an uninterrupted talking turn which includes one subject (although the subject may be compound or plural) and a single predicate. If either the subject or predicate or both change, then a new thought unit is initiated. The process will be similar to that of diagramming sentences. You will, after some practice, be able to do this mentally.

Each of the talking turns is a single thought unit until the buyers 4th utterance (B4). Note that the S1 utterance is simply a backchannel. In B4, the buyer first asks how things are at the seller's company, then introduces a second thought unit. The subject changes from "things at the big Goodtyre Company" to the other person herself. The key point in making these distinctions is how the thought unit can be diagrammed as a sentence. In S5, "We" are the subjects in both thought units, however the action changes from introducing the tire to being really excited about it and why.

Examine the breakdown of thought units in the sample dialogue carefully. If you have any questions about the way this was done, discuss them with the research administrator for your project. One special area that needs attention is how to treat exclamations such as the one (Oh, great) which appears in the B9 utterance. Exclamations like this should be a separate thought unit from the assertion which follows it because very different messages about the relationship

are being sent by these thought units. Saying "Oh, great" is a very submissive move. The speaker realizes this and then chooses to temper their submission by offering a logical reason for supporting the previous statement in order to balance the control in the relationship somewhat.

TASK 2 - ASSIGNING GRAMMATICAL FORM CODES

Once the entire dialogue is divided into thought units, grammatical form codes are assigned. Most of the grammatical forms are fairly easy to recognize. Demands require actions or commitments on the part of the other individual. Assertions offer facts or opinions. You should always check to see if the statement is made in response to a question which appears in the immediately preceding talking turn of the other dyad member. If so, the statement should be coded as an answer.

The most difficult call in assigning grammatical form codes is making the distinction between open questions - which are submissive moves and closed questions - which are dominance moves. Every question has an element of dominance because it requests an answer. The difference we are looking for is the form of the answer requested. Open questions request the other individual to take the dominant role in their response. Closed questions are intended to gather information but also to maintain the dominance of the questioner. For this analysis, closed questions are those that require either a yes/no response or a specific number or classification. Open questions are all others.

In the sample dialogue, statement B4 includes both types of questions. The first question is open, it allows the respondent to introduce any type of information. The second question requires a yes or no response. Statement B6 demonstrates a closed question which requires a specific number. Statement B7 is closed because it requires a specific classification. For a question to be closed, the classification requested must either be supplied by the person asking the question, or it must be commonly understood - such as color.

When coding grammatical form, always consider each thought unit against the categories from submissiveness (backchannel) to dominance (demand) rather than from dominance to submissiveness. By having all coders consider the categories in the same sequence, errors in coding will be minimized. Any statements which do not fit in any categories will be included in the backchannel category. Unintelligible statements will also be included in the backchannel category.

TASK 3 - CODING RESPONSE MODE

To classify response mode, consider each thought unit as it responds to the immediately preceding talking turn of the other individual. One reason for performing the coding in the manner instructed is that by the time you are ready to code response mode you will be reading the material for the fourth time. This will allow you to have a good understanding of the discussion context. This is very

important because context can significantly alter the meaning of response mode. The sample dialogue provides a good example.

In the sample dialogue, it is evident that the buyer and seller are also friends. For this reason, the banter about card cheating at the beginning of the interview has a very different meaning than it might in other settings. The first speaker picks the subject and the second speaker's backchannel is simply an extension to let the original speaker know that it's an okay topic. B2 and S2 are also extensions of the topic, but at the B3 statement, the buyer directs the conversation to the business at hand by changing the subject to the purchase of tires. This is an interesting and subtle manipulation since he is still in the social interaction, but is directing it toward business. The seller picks up the subtle cue and provides a good termination to the card discussion on her next turn. This is also coded a subject change since we are evaluating it against the buyer's (joking) threat to buy elsewhere.

Each thought unit is coded relative to the previous speaker's talking turn. For example, the S4 statement has 2 thought units. The first thought unit is an answer to the buyer's closed question. It both extends the subject and also demonstrates acceptance of the buyer's question, so it could reasonably be coded either acceptance or extension. The rule will be to choose the most submissive coding, so in this instance it is coded acceptance. The second thought

unit is an extension of the open question asked by the buyer in the previous talking turn. The combination of closed and open questions asked has allowed the seller to elaborate on what is happening. For this reason, the second thought unit is coded a subject change since the buyer had asked for new information.

Two useful rules follow from the previous discussion. First, a response to a closed question (assuming it is an appropriate response) will at least be coded an acceptance. In some instances it may be coded support - for example if the respondent says "I'm really glad you asked that question." Second, a response to an open question will almost always be a subject change. The person asking the question has asked for the other person to direct the conversation. This points out how submissive moves help to determine where control is established in the relationship and why the terms dominance and submission are used rather than control. An individual can, in fact, be in control by being submissive - especially when the individual they are dealing with is unable to skillfully adapt their communication style.

As with the grammatical form coding, it is helpful to require each coder to consider each statement in the same manner. Again coders should consider the categories from most submissive (support) to most dominant (subject change). Consistency in coding will result from this discipline.

APPENDIX F

INTERCODER RELIABILITY ANALYSIS - GRAMMATICAL FORM

Intercoder Agreement Matrix Across 5 Dyads

Grammatical Form

		CODER B							
		1	2	3	4	5	6	7	
CODER A	1	174	6	0	15	0	1	0	196
	2	5	67	0	4	9	0	0	85
	3	0	0	17	1	1	1	0	20
	4	6	6	3	336	69	5	9	434
	5	0	3	2	17	77	1	1	101
	6	1	0	5	1	0	71	0	78
	7	0	0	0	0	2	0	1	3
		186	82	27	374	158	79	11	

UNITS 917

AGREE 743

Cohen's Kappa = .7394775
Probability of Observed Agreement = .8102508
Probability of Chance Agreement = .2716589
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .778626
Probability of Observed Agreement = .8102508
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 1 VS ALL OTHERS

CODER B

CODER A		1	Oth	
	1	174	22	196
	Oth	12	709	721
		186	731	917 Units
				883 Agree

Cohen's Kappa = .8875991
Probability of Observed Agreement = .9629226
Probability of Chance Agreement = .6701325
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .9258451
Probability of Observed Agreement = .9629226
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 2 VS ALL OTHERS

CODER B

CODER A		2	OTH	
	2	67	18	85
	OTH	15	817	832
		82	835	917 Units
				884 Agree

Cohen's Kappa = .7826062
Probability of Observed Agreement = .9640131
Probability of Chance Agreement = .8344621
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .9280262
Probability of Observed Agreement = .9640131
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 3 VS ALL OTHERS

CODER B

CODER A		3	OTH	
3		17	3	20
OTH		10	887	897
		27	890	917 Units
				904 Agree

Cohen's Kappa = .7162949
Probability of Observed Agreement = .9858233
Probability of Chance Agreement = .9500303
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .9716467
Probability of Observed Agreement = .9858233
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 4 VS ALL OTHERS

CODER B

CODER A		4	OTH	
4		336	98	434
OTH		38	445	483
		374	543	917 Units
				781 Agree

Cohen's Kappa = .7004305
Probability of Observed Agreement = .8516903
Probability of Chance Agreement = .5049239
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .7033806
Probability of Observed Agreement = .8516903
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 5 VS ALL OTHERS

CODER B

CODER A		5	OTH	
	5	77	24	101
	OTH	81	735	816
		158	759	917 Units
				812 Agree

Cohen's Kappa = .5316582
Probability of Observed Agreement = .8854962
Probability of Chance Agreement = .7555123
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .7709924
Probability of Observed Agreement = .8854962
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 6 VS ALL OTHERS

CODER B

CODER A		6	OTH	
	6	71	7	78
	OTH	8	831	839
		79	838	917 Units
				902 Agree

Cohen's Kappa = .8955147
Probability of Observed Agreement = .9836423
Probability of Chance Agreement = .8434454
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .9672847
Probability of Observed Agreement = .9836423
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
BY CATEGORY - CATEGORY 7 VS ALL OTHERS

CODER B

CODER A		7	OTH	
	7	1	2	3
	OTH	9	905	914
		10	907	917 Units
				906 Agree

Cohen's Kappa = .1495681
Probability of Observed Agreement = .9880044
Probability of Chance Agreement = .9858947
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .9760088
Probability of Observed Agreement = .9880044
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
DYAD 2

		CODER B							
		1	2	3	4	5	6	7	
	1	18	1	0	4	0	0	0	23
	2	3	9	0	0	3	0	0	15
C	3	0	0	6	1	0	0	0	7
O									
D	4	0	0	1	47	17	0	5	70
E									
R	5	0	0	0	0	7	0	0	7
A	6	1	0	0	0	0	8	0	9
	7	0	0	0	0	0	0	0	0
		22	10	7	52	27	8	5	

UNITS 131

AGREE 95

Cohen's Kappa = .6243727
Probability of Observed Agreement = .7251908
Probability of Chance Agreement = .2683993
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .6793893
Probability of Observed Agreement = .7251908
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
DYAD 3

CODER B

CODER A	1	2	3	4	5	6	7	
1	76	0	0	4	0	0	0	80
2	2	7	0	1	2	0	0	12
3	0	0	3	0	0	0	0	3
4	4	1	1	118	27	0	1	152
5	0	1	0	3	22	0	1	27
6	0	0	1	0	0	12	0	13
7	0	0	0	0	0	0	1	1
	82	9	5	126	51	12	3	

UNITS 288

AGREE 239

Cohen's Kappa = .7460637
Probability of Observed Agreement = .8298611
Probability of Chance Agreement = .3299937
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .8015046
Probability of Observed Agreement = .8298611
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
DYAD 4

CODER B

CODER A	1	2	3	4	5	6	7	
1	16	0	0	2	0	1	0	19
2	0	18	0	0	2	0	0	20
3	0	0	2	0	1	0	0	3
4	0	2	0	75	8	0	1	86
5	0	0	0	3	33	0	0	36
6	0	0	1	0	0	17	0	18
7	0	0	0	0	2	0	0	2
	16	20	3	80	46	18	1	

UNITS 184

AGREE 161

Cohen's Kappa = .8257073
Probability of Observed Agreement = .875
Probability of Chance Agreement = .2828155
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .8541667
Probability of Observed Agreement = .875
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
DYAD 5

CODER B

CODER A	1	2	3	4	5	6	7	
1	17	1	0	1	0	0	0	19
2	0	13	0	0	1	0	0	14
3	0	0	3	0	0	1	0	4
4	1	1	1	42	8	2	2	57
5	0	1	0	4	8	0	0	13
6	0	0	1	0	0	14	0	15
7	0	0	0	0	0	0	0	0
	18	16	5	47	17	17	2	

UNITS 122

AGREE 97

Cohen's Kappa = .7262856
Probability of Observed Agreement = .795082
Probability of Chance Agreement = .2513437
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .760929
Probability of Observed Agreement = .795082
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX GRAMMATICAL FORM
DYAD 6

CODER B

CODER A	1	2	3	4	5	6	7	
1	47	4	0	4	0	0	0	55
2	0	20	0	3	1	0	0	24
3	0	0	3	0	0	0	0	3
4	1	2	0	54	9	3	0	69
5	0	1	2	7	7	1	0	18
6	0	0	2	1	0	20	0	23
7	0	0	0	0	0	0	0	0
	48	27	7	69	17	24	0	

UNITS 192

AGREE 151

Cohen's Kappa = .718213
Probability of Observed Agreement = .7864583
Probability of Chance Agreement = .2421875
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .750868
Probability of Observed Agreement = .7864583
Probability of Chance Agreement = .1428571
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

APPENDIX G

INTERCODER RELIABILITY ANALYSIS - RESPONSE MODE

Intercoder Agreement Matrix Across 5 Dyads

Response Mode

		CODER B						
		1	2	3	4	5	6	
CODER A	1	12	7	4	1	0	0	24
	2	7	192	11	2	2	0	214
	3	32	38	247	105	32	6	460
	4	9	7	40	92	18	14	180
	5	0	0	3	1	6	2	12
	6	0	0	4	3	0	18	25
		60	244	309	204	58	40	

UNITS 915

AGREE 567

Cohen's Kappa = .4719517
Probability of Observed Agreement = .6196721
Probability of Chance Agreement = .279748
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .5436065
Probability of Observed Agreement = .6196721
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 1 VS ALL OTHERS

CODER B

CODER A		1	Oth	
	1	12	12	24
	Oth	48	843	891
		60	855	915 Units
				855 Agree

Cohen's Kappa	=	.2579078
Probability of Observed Agreement	=	.9344262
Probability of Chance Agreement	=	.9116367

Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa	=	.8688525
Probability of Observed Agreement	=	.9344262
Probability of Chance Agreement	=	.5

Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 2 VS ALL OTHERS

CODER B

CODER A		2	OTH	
	2	192	52	244
	OTH	22	649	671
		214	701	915 Units
				841 Agree

Cohen's Kappa	=	.7848003
Probability of Observed Agreement	=	.9191257
Probability of Chance Agreement	=	.6241894

Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa	=	.8382514
Probability of Observed Agreement	=	.9191257
Probability of Chance Agreement	=	.5

Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 3 VS ALL OTHERS

CODER B

CODER A	3	OTH	
3	247	62	309
OTH	213	393	606
	460	455	915 Units
			640 Agree

Cohen's Kappa = .3999713
Probability of Observed Agreement = .6994535
Probability of Chance Agreement = .4991131
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .3989071
Probability of Observed Agreement = .6994535
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 4 VS ALL OTHERS

CODER B

CODER A	4	OTH	
4	92	112	204
OTH	88	623	711
	180	735	915 Units
			715 Agree

Cohen's Kappa = .3415371
Probability of Observed Agreement = .7814208
Probability of Chance Agreement = .6680462
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .5628415
Probability of Observed Agreement = .7814208
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 5 VS ALL OTHERS

CODER B

CODER A		5	OTH	
5		6	52	58
OTH		6	851	857
		12	903	915 Units
				857 Agree

Cohen's Kappa = .1530207
Probability of Observed Agreement = .936612
Probability of Chance Agreement = .9251599
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .873224
Probability of Observed Agreement = .936612
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE BY CATEGORY - CATEGORY 6 VS ALL OTHERS

CODER B

CODER A		6	OTH	
6		18	22	40
OTH		7	868	875
		25	890	915 Units
				886 Agree

Cohen's Kappa = .538321
Probability of Observed Agreement = .968306
Probability of Chance Agreement = .9313506
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .936612
Probability of Observed Agreement = .968306
Probability of Chance Agreement = .5
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE
DYAD 2

CODER B

CODER A	1	2	3	4	5	6	
1	1	0	1	0	0	0	2
2	1	22	1	0	1	0	25
3	10	9	29	22	4	1	75
4	0	1	4	16	0	4	25
5	0	0	0	1	0	0	1
6	0	0	0	0	0	3	3
	12	32	35	39	5	8	

UNITS 131

AGREE 71

Cohen's Kappa = .381492
Probability of Observed Agreement = .5419847
Probability of Chance Agreement = .2594837
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .4503817
Probability of Observed Agreement = .5419847
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE
DYAD 3

CODER B

CODER A	1	2	3	4	5	6	
1	4	1	1	0	0	0	6
2	4	74	0	0	0	0	78
3	8	14	75	34	6	4	141
4	7	2	13	15	7	5	49
5	0	0	2	0	2	2	6
6	0	0	1	2	0	4	7
	23	91	92	51	15	15	

UNITS 287

AGREE 174

Cohen's Kappa = .4546387
Probability of Observed Agreement = .6062718
Probability of Chance Agreement = .2780415
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .5275261
Probability of Observed Agreement = .6062718
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE
DYAD 4

CODER B

CODER A	1	2	3	4	5	6	
1	4	2	2	0	0	0	8
2	2	24	7	1	1	0	35
3	3	4	56	15	6	1	85
4	0	0	5	28	8	2	43
5	0	0	1	0	4	0	5
6	0	0	1	0	0	6	7
	9	30	72	44	19	9	

UNITS 183

AGREE 122

Cohen's Kappa = .5386619
Probability of Observed Agreement = .6666667
Probability of Chance Agreement = .2774642
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .6
Probability of Observed Agreement = .6666667
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE
DYAD 5

		CODER B						
		1	2	3	4	5	6	
CODER A	1	2	1	0	0	0	0	3
	2	0	19	1	0	0	0	20
	3	5	2	34	18	9	0	68
	4	1	2	8	14	1	1	27
	5	0	0	0	0	0	0	0
	6	0	0	0	1	0	3	4
		8	24	43	33	10	4	

UNITS 122

AGREE 72

Cohen's Kappa = .4217462
Probability of Observed Agreement = .5901639
Probability of Chance Agreement = .2912523
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .5081967
Probability of Observed Agreement = .5901639
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

INTERCODER AGREEMENT MATRIX RESPONSE MODE
DYAD 6

		CODER B						
		1	2	3	4	5	6	
CODER A	1	1	3	0	1	0	0	5
	2	0	53	2	1	0	0	56
	3	6	9	53	16	7	0	91
	4	1	2	10	19	2	2	36
	5	0	0	0	0	0	0	0
	6	0	0	2	0	0	2	4
		8	67	67	37	9	4	

UNITS 192

AGREE 128

Cohen's Kappa = .5205058
Probability of Observed Agreement = .6666667
Probability of Chance Agreement = .3048231
Cohen's Kappa Assumes Unequal Probability of Chance for Each Coding Category

Hewes, Folger and Poole Kappa = .6
Probability of Observed Agreement = .6666667
Probability of Chance Agreement = .1666667
Hewes, Folger and Poole Kappa Assumes Equal Probability of Chance for Each Coding Category

APPENDIX H

CHI SQUARE CALCULATION - GRAMMATICAL FORM

Collapsed Categories to Meet Siegel Criteria

174	6	15	0	1	196
39.7	23.2	79.9	33.7	19.2	
91.9	1.52	21.5	5.81	1.69	122
5	84	5	10	1	105
21.2	12.4	42.8	18.0	10.03	
3.12	60.1	16.8	0.77	1.01	81.9
6	9	336	69	14	434
88.0	51.5	177.	74.7	42.5	
336.	90.6	1263	1.66	40.8	1733
0	5	17	77	2	101
20.4	12.0	41.1	17.4	9.91	
0.96	0.11	1.34	8.18	0.14	10.7
1	5	1	2	72	81
16.4	9.62	33.0	13.9	7.94	
2.35	0.21	10.1	1.41	40.6	54.7
186	109	374	158	90	917

CHI SQ = 2003

With 16 degrees of freedom. Probability that differences between the observed and expected values occurred because of sampling variation <.001.

CHI SQUARE CALCULATION - RESPONSE MODE

Collapsed Categories to Meet Siegel Criteria

12	7	4	1	0	24
1.57	6.4	8.10	5.35	2.57	
4.52	0.01	0.70	0.78	0.27	6.31
7	192	11	2	2	214
14.0	57.0	72.2	47.7	22.9	
0.23	85.0	17.5	9.76	2.04	114.
32	38	247	105	38	460
30.1	122.	155.	102.	49.2	
0.00	15.5	18.2	0.01	0.27	34.1
9	7	40	92	32	180
11.8	48	60.7	40.1	19.2	
0.04	9.33	2.40	14.9	0.89	27.6
0	0	7	4	26	37
2.42	9.86	12.4	8.24	3.96	
0.49	8.11	2.51	1.50	40.4	53.0
60	244	309	204	98	915

CHI SQ = 235.

With 16 degrees of freedom. Probability that differences between the observed and expected values occurred because of sampling variation <.001.

APPENDIX I

DETAIL FOR RELIABILITY ANALYSIS FOR PERSONALITY VARIABLES, ADAPTS, AND SATISFACTION

RELIABILITY ANALYSIS - SCALE (SSELFMOD)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SMOD1	29	
2.	SMOD2	30	
3.	SMOD3	31	
4.	SMOD4	32	*
5.	SMOD5	33	
6.	SMOD6	34	*
7.	SMOD7	35	

Seller Self-Modification

		MEAN	STD DEV	CASES
1.	SMOD1	6.0870	.8648	46.0
2.	SMOD2	5.8043	1.1474	46.0
3.	SMOD3	5.0000	1.3663	46.0
4.	SMOD4	5.0652	1.5692	46.0
5.	SMOD5	5.2609	1.1242	46.0
6.	SMOD6	4.8913	1.3861	46.0
7.	SMOD7	5.3478	.8998	46.0

COVARIANCE MATRIX

	SMOD1	SMOD2	SMOD3	SMOD4	SMOD5	SMOD6	SMOD7
SMOD1	.7478						
SMOD2	.5285	1.3164					
SMOD3	.2889	.6000	1.8667				
SMOD4	.5498	.5686	.6444	2.4623			
SMOD5	.2213	.3411	.8222	.9159	1.2638		
SMOD6	.0986	.0005	-.0667	.7628	.3179	1.9213	
SMOD7	.4580	.4029	.3111	.6435	.5517	.1942	.8097

CORRELATION MATRIX

	SMOD1	SMOD2	SMOD3	SMOD4	SMOD5	SMOD6	SMOD7
SMOD1	1.0000						
SMOD2	.5327	1.0000					
SMOD3	.2445	.3828	1.0000				
SMOD4	.4051	.3158	.3006	1.0000			
SMOD5	.2276	.2644	.5353	.5192	1.0000		
SMOD6	.0822	.0003	-.0352	.3507	.2040	1.0000	
SMOD7	.5886	.3903	.2531	.4557	.5454	.1557	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S S E L F M O D)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	37.4565	28.6981	5.3571	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	184.4876	45	4.0997		
WITHIN PEOPLE	336.8571	276	1.2205		
BETWEEN MEASURES	53.8882	6	8.9814	8.5697	.0000
RESIDUAL	282.9689	270	1.0480		
NONADDITIVITY	3.0068	1	3.0068	2.8891	.0903
BALANCE	279.9621	269	1.0408		
TOTAL	521.3447	321	1.6241		

GRAND MEAN = 5.3509

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.6699

HOTELLINGS T-SQUARED = 73.3643 F = 10.8688 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7444 STANDARDIZED ITEM ALPHA = .7671

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S S N S T V T Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SSNS1	36	
2.	SSNS2	37	
3.	SSNS3	38	
4.	SSNS4	39	
5.	SSNS5	40	
6.	SSNS6	41	

Seller Sensitivity

		MEAN	STD DEV	CASES
1.	SSNS1	5.0217	1.3415	46.0
2.	SSNS2	5.3696	1.1992	46.0
3.	SSNS3	5.5652	1.2230	46.0
4.	SSNS4	5.5000	1.1499	46.0
5.	SSNS5	5.7391	1.1042	46.0
6.	SSNS6	5.0217	1.2559	46.0

COVARIANCE MATRIX

	SSNS1	SSNS2	SSNS3	SSNS4	SSNS5	SSNS6
SSNS1	1.7995					
SSNS2	.4140	1.4382				
SSNS3	.7652	.4309	1.4957			
SSNS4	.2556	.0778	.6444	1.3222		
SSNS5	.4502	.0986	.4618	.5556	1.2193	
SSNS6	.3551	.3251	.4319	.3889	.6502	1.5773

CORRELATION MATRIX

	SSNS1	SSNS2	SSNS3	SSNS4	SSNS5	SSNS6
SSNS1	1.0000					
SSNS2	.2574	1.0000				
SSNS3	.4664	.2938	1.0000			
SSNS4	.1657	.0564	.4583	1.0000		
SSNS5	.3040	.0744	.3420	.4375	1.0000	
SSNS6	.2108	.2159	.2812	.2693	.4689	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S S N S T V T Y)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	32.2174	21.4628	4.6328	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	160.9710	45	3.5771		
WITHIN PEOPLE	257.3333	230	1.1188		
BETWEEN MEASURES	19.9565	5	3.9913	3.7832	.0026
RESIDUAL	237.3768	225	1.0550		
NONADDITIVITY	.1591	1	.1591	.1502	.6987
BALANCE	237.2177	224	1.0590		
TOTAL	418.3043	275	1.5211		

GRAND MEAN = 5.3696

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.6278

HOTELLINGS T-SQUARED = 26.0593 F = 4.7486 PROB. = .0016

DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 41

RELIABILITY COEFFICIENTS 6 ITEMS

ALPHA = .7051 STANDARDIZED ITEM ALPHA = .7070

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S E M P A T H Y)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SEC1	42	
2.	SEC2	44*	
3.	SEC3	46	
4.	SEC4	48*	Seller Empathy
5.	SEC5	50*	
6.	SEC6	51	
7.	SEC7	53	

		MEAN	STD DEV	CASES
1.	SEC1	5.3261	1.7134	46.0
2.	SEC2	4.8261	1.6774	46.0
3.	SEC3	5.3261	1.3342	46.0
4.	SEC4	5.0000	1.4142	46.0
5.	SEC5	5.4565	1.2773	46.0
6.	SEC6	5.5217	1.1103	46.0
7.	SEC7	5.1522	1.4752	46.0

COVARIANCE MATRIX

	SEC1	SEC2	SEC3	SEC4	SEC5	SEC6	SEC7
SEC1	2.9357						
SEC2	.4580	2.8135					
SEC3	.9135	.6580	1.7802				
SEC4	1.0444	.3333	.6000	2.0000			
SEC5	.1145	1.1256	.4034	.3778	1.6314		
SEC6	.9372	.5816	.6483	1.0000	.4232	1.2329	
SEC7	.6604	1.1382	.3048	.3556	.2623	.6300	2.1763

CORRELATION MATRIX

	SEC1	SEC2	SEC3	SEC4	SEC5	SEC6	SEC7
SEC1	1.0000						
SEC2	.1594	1.0000					
SEC3	.3996	.2940	1.0000				
SEC4	.4310	.1405	.3180	1.0000			
SEC5	.0523	.5254	.2367	.2091	1.0000		
SEC6	.4926	.3123	.4376	.6368	.2984	1.0000	
SEC7	.2613	.4600	.1549	.1704	.1392	.3846	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S E M P A T H Y)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	36.6087	40.5101	6.3648	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	260.4224	45	5.7872		
WITHIN PEOPLE	412.5714	276	1.4948		
BETWEEN MEASURES	17.3416	6	2.8903	1.9745	.0695
RESIDUAL	395.2298	270	1.4638		
NONADDITIVITY	2.1036	1	2.1036	1.4394	.2313
BALANCE	393.1263	269	1.4614		
TOTAL	672.9938	321	2.0966		

GRAND MEAN = 5.2298

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.0254

HOTELLINGS T-SQUARED = 22.2900 F = 3.3022 PROB. = .0098
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7471 STANDARDIZED ITEM ALPHA = .7589

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P R S P T K G)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SPT1	43*	
2.	SPT2	45	
3.	SPT3	47	
4.	SPT4	49*	
5.	SPT5	52	
6.	SPT6	54	
7.	SPT7	55	

Seller Perspective Taking

		MEAN	STD DEV	CASES
1.	SPT1	5.0435	1.5196	46.0
2.	SPT2	5.3696	1.2712	46.0
3.	SPT3	5.5435	1.2240	46.0
4.	SPT4	4.1304	1.7076	46.0
5.	SPT5	5.5652	.8341	46.0
6.	SPT6	4.0870	1.6710	46.0
7.	SPT7	4.3913	1.3901	46.0

COVARIANCE MATRIX

	SPT1	SPT2	SPT3	SPT4	SPT5	SPT6	SPT7
SPT1	2.3092						
SPT2	.3614	1.6159					
SPT3	.6203	.4169	1.4981				
SPT4	.9053	.3952	.3942	2.9159			
SPT5	.1082	.2976	.1749	.2580	.6957		
SPT6	.8184	.7894	.9072	.7440	.3720	2.7923	
SPT7	.2493	.2744	.8048	.6145	.3295	1.2986	1.9324

CORRELATION MATRIX

	SPT1	SPT2	SPT3	SPT4	SPT5	SPT6	SPT7
SPT1	1.0000						
SPT2	.1871	1.0000					
SPT3	.3335	.2680	1.0000				
SPT4	.3489	.1820	.1886	1.0000			
SPT5	.0854	.2807	.1713	.1811	1.0000		
SPT6	.3223	.3716	.4436	.2607	.2669	1.0000	
SPT7	.1180	.1553	.4730	.2589	.2842	.5590	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P R S P T K G)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	34.1304	36.0271	6.0023	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	231.6025	45	5.1467		
WITHIN PEOPLE	507.4286	276	1.8385		
BETWEEN MEASURES	119.8571	6	19.9762	13.9163	.0000
RESIDUAL	387.5714	270	1.4354		
NONADDITIVITY	15.5245	1	15.5245	11.2246	.0009
BALANCE	372.0469	269	1.3831		
TOTAL	739.0311	321	2.3023		

GRAND MEAN = 4.8758

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.0691

HOTELLINGS T-SQUARED = 81.0225 F = 12.0033 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7211 STANDARDIZED ITEM ALPHA = .7247

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S S O C C O N F)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SCNF1	56	
2.	SCNF2	57	
3.	SCNF3	58	
4.	SCNF4	59	
5.	SCNF5	60	

Seller Social Self-Confidence

		MEAN	STD DEV	CASES
1.	SCNF1	4.6739	1.6473	46.0
2.	SCNF2	5.2391	1.2682	46.0
3.	SCNF3	4.8913	1.1781	46.0
4.	SCNF4	5.1304	1.2756	46.0
5.	SCNF5	4.0435	1.8373	46.0

COVARIANCE MATRIX

	SCNF1	SCNF2	SCNF3	SCNF4	SCNF5
SCNF1	2.7135				
SCNF2	1.1242	1.6082			
SCNF3	.3638	.6710	1.3879		
SCNF4	.6435	.6348	.7478	1.6271	
SCNF5	.8145	1.1449	1.3382	1.5275	3.3758

CORRELATION MATRIX

	SCNF1	SCNF2	SCNF3	SCNF4	SCNF5
SCNF1	1.0000				
SCNF2	.5381	1.0000			
SCNF3	.1874	.4491	1.0000		
SCNF4	.3062	.3924	.4976	1.0000	
SCNF5	.2691	.4914	.6182	.6518	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S S O C C O N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	23.9783	28.7329	5.3603	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	258.5957	45	5.7466		
WITHIN PEOPLE	264.8000	184	1.4391		
BETWEEN MEASURES	41.3304	4	10.3326	8.3227	.0000
RESIDUAL	223.4696	180	1.2415		
NONADDITIVITY	9.9840	1	9.9840	8.3712	.0043
BALANCE	213.4856	179	1.1927		
TOTAL	523.3957	229	2.2856		

GRAND MEAN = 4.7957

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.2229

HOTELLINGS T-SQUARED = 43.4987 F = 10.1497 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .7840 STANDARDIZED ITEM ALPHA = .7972

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S O P E N E R S)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	SOPEN1	61	
2.	SOPEN2	62	
3.	SOPEN3	63	
4.	SOPEN4	64	
5.	SOPEN5	65	
6.	SOPEN6	66	
7.	SOPEN7	67	
8.	SOPEN8	68	
9.	SOPEN9	69	
10.	SOPEN10	70	

Seller Openers

		MEAN	STD DEV	CASES
1.	SOPEN1	5.6087	1.0848	46.0
2.	SOPEN2	5.5652	1.2410	46.0
3.	SOPEN3	5.4130	1.1270	46.0
4.	SOPEN4	6.1087	.9482	46.0
5.	SOPEN5	5.7174	1.0470	46.0
6.	SOPEN6	5.8913	.9244	46.0
7.	SOPEN7	5.5652	1.1861	46.0
8.	SOPEN8	5.5870	1.0451	46.0
9.	SOPEN9	5.3261	1.2659	46.0
10.	SOPEN10	5.4565	1.0265	46.0

COVARIANCE MATRIX

	SOPEN1	SOPEN2	SOPEN3	SOPEN4	SOPEN5	SOPEN6	SOPEN7	SOPEN8	SOPEN9	SOPEN10
SOPEN1	1.1768									
SOPEN2	.8483	1.5401								
SOPEN3	.2097	.2280	1.2700							
SOPEN4	.5324	.5150	.3097	.8990						
SOPEN5	.7536	.4966	.1638	.5647	1.0961					
SOPEN6	.3787	.1961	.0903	.3010	.6353	.8546				
SOPEN7	.4705	.5179	.6947	.2705	.5188	.4184	1.4068			
SOPEN8	.4348	.6386	.4855	.2014	.3918	.3541	.9498	1.0923		
SOPEN9	.4415	.9005	.3734	.5638	.5609	.3473	.7671	.8488	1.6024	
SOPEN10	.4493	.4696	.0072	.4604	.6208	.2729	.3140	.3261	.5812	1.0536

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S O P E N E R S)

CORRELATION MATRIX

	SOPEN1	SOPEN2	SOPEN3	SOPEN4	SOPEN5	SOPEN6	SOPEN7	SOPEN8	SOPEN9	SOPEN10
SOPEN1	1.0000									
SOPEN2	.6301	1.0000								
SOPEN3	.1715	.1630	1.0000							
SOPEN4	.5176	.4376	.2898	1.0000						
SOPEN5	.6635	.3822	.1388	.5689	1.0000					
SOPEN6	.3777	.1710	.0867	.3434	.6564	1.0000				
SOPEN7	.3657	.3518	.5197	.2406	.4178	.3816	1.0000			
SOPEN8	.3835	.4924	.4122	.2033	.3581	.3665	.7662	1.0000		
SOPEN9	.3215	.5732	.2618	.4697	.4232	.2968	.5110	.6416	1.0000	
SOPEN10	.4035	.3686	.0063	.4730	.5776	.2876	.2579	.3040	.4473	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	56.2391	53.7415	7.3309	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	241.8370	45	5.3742		
WITHIN PEOPLE	320.1000	414	.7732		
BETWEEN MEASURES	22.3065	9	2.4785	3.3708	.0005
RESIDUAL	297.7935	405	.7353		
NONADDITIVITY	1.3485	1	1.3485	1.8377	.1760
BALANCE	296.4450	404	.7338		
TOTAL	561.9370	459	1.2243		

GRAND MEAN = 5.6239

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.9071

HOTELLINGS T-SQUARED = 52.3472 F = 4.7823 PROB. = .0003
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S O P E N E R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .8632 STANDARDIZED ITEM ALPHA = .8640

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S E F F I C C Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SEFC1	71	
2.	SEFC2	72	
3.	SEFC3	73*	
4.	SEFC4	74	
5.	SEFC5	75	
6.	SEFC6	76*	
7.	SEFC7	77*	
8.	SEFC8	78*	
9.	SEFC9	79	
10.	SEFC10	80*	

Seller Efficacy

		MEAN	STD DEV	CASES
1.	SEFC1	5.7333	.9630	45.0
2.	SEFC2	5.6000	1.0954	45.0
3.	SEFC3	4.0000	1.6652	45.0
4.	SEFC4	5.9333	.9630	45.0
5.	SEFC5	5.5556	1.3908	45.0
6.	SEFC6	5.1111	1.4017	45.0
7.	SEFC7	6.0667	1.3038	45.0
8.	SEFC8	3.4889	1.9143	45.0
9.	SEFC9	5.2667	1.6293	45.0
10.	SEFC10	5.1333	1.4863	45.0

COVARIANCE MATRIX

	SEFC1	SEFC2	SEFC3	SEFC4	SEFC5	SEFC6	SEFC7	SEFC8	SEFC9	SEFC10
SEFC1	.9273									
SEFC2	.3227	1.2000								
SEFC3	.2273	-.2273	2.7727							
SEFC4	.2091	.2227	-.2500	.9273						
SEFC5	.5606	-.0455	-.2955	.4697	1.9343					
SEFC6	.1894	.4318	.4091	.4394	.0051	1.9646				
SEFC7	-.0273	.0500	.4091	.6864	.2803	.8788	1.7000			
SEFC8	.1561	-.1409	.5227	-.3985	-.5505	.5581	.5803	3.6646		
SEFC9	-.0182	.2909	.0909	.3136	.8485	.3333	.4136	-.7697	2.6545	
SEFC10	.1727	.0318	.1136	.2136	.0379	.0076	.2182	.2970	-.4682	2.2091

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
7:21:24 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S E F F I C C Y)

CORRELATION MATRIX

	SEFC1	SEFC2	SEFC3	SEFC4	SEFC5	SEFC6	SEFC7	SEFC8	SEFC9	SEFC10
SEFC1	1.0000									
SEFC2	.3059	1.0000								
SEFC3	.1417	-.1246	1.0000							
SEFC4	.2255	.2111	-.1559	1.0000						
SEFC5	.4186	-.0298	-.1276	.3507	1.0000					
SEFC6	.1403	.2812	.1753	.3255	.0026	1.0000				
SEFC7	-.0217	.0350	.1884	.5467	.1546	.4809	1.0000			
SEFC8	.0847	-.0672	.1640	-.2162	-.2068	.2080	.2325	1.0000		
SEFC9	-.0116	.1630	.0335	.1999	.3744	.1460	.1947	-.2468	1.0000	
SEFC10	.1207	.0195	.0459	.1493	.0183	.0036	.1126	.1044	-.1933	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	51.8889	35.5556	5.9628	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	156.4444	44	3.5556		
WITHIN PEOPLE	1002.5000	405	2.4753		
BETWEEN MEASURES	280.9444	9	31.2160	17.1318	.0000
RESIDUAL	721.5556	396	1.8221		
NONADDITIVITY	.2907	1	.2907	.1592	.6901
BALANCE	721.2649	395	1.8260		
TOTAL	1158.9444	449	2.5812		

GRAND MEAN = 5.1889

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.2831

HOTELLINGS T-SQUARED = 168.7285 F = 15.3390 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 36

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S E F F I C C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .4875 STANDARDIZED ITEM ALPHA = .5532

RELIABILITY ANALYSIS - SCALE (SCONTROL)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	SCNTL1	81*
2.	SCNTL2	82
3.	SCNTL3	83*
4.	SCNTL4	84
5.	SCNTL5	85
6.	SCNTL6	86*
7.	SCNTL7	87
8.	SCNTL8	88*
9.	SCNTL9	89*
10.	SCNTL10	90

Seller Control

		MEAN	STD DEV	CASES
1.	SCNTL1	4.5111	1.3420	45.0
2.	SCNTL2	5.6889	1.4589	45.0
3.	SCNTL3	4.4000	1.6432	45.0
4.	SCNTL4	5.4667	1.1599	45.0
5.	SCNTL5	4.3333	1.2060	45.0
6.	SCNTL6	5.2000	1.2898	45.0
7.	SCNTL7	4.8444	1.1669	45.0
8.	SCNTL8	5.1556	1.4764	45.0
9.	SCNTL9	5.4000	1.1160	45.0
10.	SCNTL10	4.9111	1.2760	45.0

COVARIANCE MATRIX

	SCNTL1	SCNTL2	SCNTL3	SCNTL4	SCNTL5	SCNTL6	SCNTL7	SCNTL8	SCNTL9	SCNTL10
SCNTL1	1.8010									
SCNTL2	.4808	2.1283								
SCNTL3	-.0045	.6045	2.7000							
SCNTL4	.0742	.3758	-.0091	1.3455						
SCNTL5	.2576	-.0303	-.2727	.2727	1.4545					
SCNTL6	.2364	.3364	-.2182	.0636	-.2955	1.6636				
SCNTL7	.6268	.5869	.3136	.3924	-.0606	-.0364	1.3616			
SCNTL8	.3960	.2313	.4591	.0621	-.1894	.6500	.3429	2.1798		
SCNTL9	.5182	.9000	-.1182	.0136	.1591	.4409	.2682	.3455	1.2455	
SCNTL10	.2737	.7899	.7636	-.1167	.2576	.5182	.3722	.5596	.3773	1.6283

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
7:21:24 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S C O N T R O L)

CORRELATION MATRIX

	SCNTL1	SCNTL2	SCNTL3	SCNTL4	SCNTL5	SCNTL6	SCNTL7	SCNTL8	SCNTL9	SCNTL10
SCNTL1	1.0000									
SCNTL2	.2456	1.0000								
SCNTL3	-.0021	.2522	1.0000							
SCNTL4	.0477	.2221	-.0048	1.0000						
SCNTL5	.1591	-.0172	-.1376	.1950	1.0000					
SCNTL6	.1366	.1788	-.1029	.0425	-.1899	1.0000				
SCNTL7	.4002	.3447	.1636	.2899	-.0431	-.0242	1.0000			
SCNTL8	.1998	.1074	.1892	.0363	-.1064	.3413	.1991	1.0000		
SCNTL9	.3460	.5528	-.0644	.0105	.1182	.3063	.2059	.2097	1.0000	
SCNTL10	.1598	.4243	.3642	-.0788	.1674	.3148	.2500	.2970	.2649	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	49.9111	41.4465	6.4379	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	182.3644	44	4.1446		
WITHIN PEOPLE	677.6000	405	1.6731		
BETWEEN MEASURES	89.6089	9	9.9565	6.7055	.0000
RESIDUAL	587.9911	396	1.4848		
NONADDITIVITY	2.2949	1	2.2949	1.5477	.2142
BALANCE	585.6962	395	1.4828		
TOTAL	859.9644	449	1.9153		

GRAND MEAN = 4.9911

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.2547

HOTELLINGS T-SQUARED = 63.0655 F = 5.7332 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 36

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
7:21:24 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S C O N T R O L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .6417 STANDARDIZED ITEM ALPHA = .6471

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A N D R G N Y)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	SADGY3	93	
2.	SADGY6	96	
3.	SADGY9	99	
4.	SADGY12	102	Seller Androgyny
5.	SADGY15	105	
6.	SADGY18	108	
7.	SADGY21	111	
8.	SADGY24	114	
9.	SADGY27	117	
10.	SADGY30	120	
11.	SADGY33	123	
12.	SADGY36	126	
13.	SADGY39	129	
14.	SADGY42	132	
15.	SADGY45	135	
16.	SADGY48	138	
17.	SADGY51	141	
18.	SADGY54	144	
19.	SADGY57	147	
20.	SADGY60	150	

		MEAN	STD DEV	CASES
1.	SADGY3	6.0000	.7237	43.0
2.	SADGY6	3.8605	1.7400	43.0
3.	SADGY9	5.6279	.9518	43.0
4.	SADGY12	3.7674	1.6452	43.0
5.	SADGY15	5.7674	.9719	43.0
6.	SADGY18	3.4884	1.2794	43.0
7.	SADGY21	6.0233	.8014	43.0
8.	SADGY24	3.5814	1.5619	43.0
9.	SADGY27	6.1163	.9312	43.0
10.	SADGY30	3.4186	1.3841	43.0
11.	SADGY33	5.9302	1.0094	43.0
12.	SADGY36	5.1860	1.5001	43.0
13.	SADGY39	5.8372	.8432	43.0
14.	SADGY42	3.5581	1.2593	43.0
15.	SADGY45	6.0930	.8678	43.0
16.	SADGY48	5.6744	1.0402	43.0
17.	SADGY51	5.5349	.8823	43.0
18.	SADGY54	4.7442	1.4490	43.0
19.	SADGY57	5.3953	1.1576	43.0
20.	SADGY60	3.1860	1.0747	43.0

RELIABILITY ANALYSIS - SCALE (SANDRGNY)

COVARIANCE MATRIX

	SADGY3	SADGY6	SADGY9	SADGY12	SADGY15	SADGY18	SADGY21	SADGY24	SADGY27	SADGY30
SADGY3	.5238									
SADGY6	-.1429	3.0277								
SADGY9	.2143	-.4817	.9059							
SADGY12	-.1667	.0858	-.2791	2.7065						
SADGY15	.2619	.1811	.1019	-.7220	.9446					
SADGY18	-.1429	-.2398	.1146	.4496	-.3599	1.6368				
SADGY21	.1429	-.2348	.3184	-.0421	.0293	.0360	.6423			
SADGY24	.0952	.7973	.1501	-.0997	.1860	.0426	-.0853	2.4396		
SADGY27	.1190	-.3167	.3538	.0515	.1229	.2038	.2353	.1451	.8671	
SADGY30	.1190	.3455	.0404	.0282	-.1146	-.0426	.0853	-.0349	.2835	1.9158
SADGY33	.2857	-.1052	.3544	-.3738	.3167	-.0127	.3588	.4463	.5083	.0775
SADGY36	.2857	.2171	.4280	.8300	-.1224	.2403	.1146	.7226	.3588	-.1274
SADGY39	.2857	-.0233	.2237	-.3721	.4136	.1766	.1229	.2874	.2575	-.1445
SADGY42	-.0952	.1512	-.2159	.4186	-.2957	.0543	.0105	.0725	-.0188	.5465
SADGY45	.2619	-.1534	-.0122	-.1445	.2841	.0487	.0692	.3018	.1318	-.2780
SADGY48	.2143	.3821	.2569	.0653	.2320	-.3610	.2697	.0271	.2054	.2824
SADGY51	.0952	-.2569	.3228	-.1822	.0083	-.0293	.2254	-.0089	.0554	-.0626
SADGY54	.1905	-.9889	.1406	.0343	.0105	.1755	.1966	-.2049	.3638	.4430
SADGY57	.2143	.2231	.1268	-.0249	.2370	.2785	.1811	.2409	.0958	-.3123
SADGY60	-.2381	.4790	-.3101	.0205	-.3605	-.0692	-.1473	.0083	-.1412	.4441

	SADGY33	SADGY36	SADGY39	SADGY42	SADGY45	SADGY48	SADGY51	SADGY54	SADGY57	SADGY60
SADGY33	1.0188									
SADGY36	.4181	2.2503								
SADGY39	.3693	.0786	.7110							
SADGY42	-.1982	-.3920	-.2165	1.5858						
SADGY45	.1971	.0775	.5155	-.2436	.7530					
SADGY48	.2148	.3239	.1124	.0194	-.0404	1.0819				
SADGY51	.3001	.0886	-.0299	.0039	-.0509	.2021	.7785			
SADGY54	.3865	.0963	.2669	.2176	-.0709	.2957	.2829	2.0997		
SADGY57	.5282	.7342	.2802	-.0831	.0576	.2984	.4264	.4369	1.3400	
SADGY60	-.2962	-.5354	-.2071	.5604	-.3272	-.2713	-.3638	-.1417	-.4563	1.1550

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A N D R G N Y)

CORRELATION MATRIX

	SADGY3	SADGY6	SADGY9	SADGY12	SADGY15	SADGY18	SADGY21	SADGY24	SADGY27	SADGY30
SADGY3	1.0000									
SADGY6	-.1134	1.0000								
SADGY9	.3111	-.2909	1.0000							
SADGY12	-.1400	.0300	-.1782	1.0000						
SADGY15	.3723	.1071	.1101	-.4516	1.0000					
SADGY18	-.1543	-.1077	.0941	.2136	-.2894	1.0000				
SADGY21	.2463	-.1684	.4174	-.0319	.0377	.0351	1.0000			
SADGY24	.0842	.2934	.1009	-.0388	.1226	.0213	-.0681	1.0000		
SADGY27	.1766	-.1955	.3992	.0336	.1358	.1710	.3153	.0997	1.0000	
SADGY30	.1188	.1435	.0307	.0124	-.0852	-.0241	.0769	-.0161	.2200	1.0000
SADGY33	.3911	-.0599	.3689	-.2251	.3228	-.0099	.4435	.2831	.5408	.0555
SADGY36	.2632	.0832	.2998	.3363	-.0839	.1252	.0953	.3084	.2569	-.0613
SADGY39	.4682	-.0159	.2787	-.2682	.5047	.1637	.1819	.2182	.3279	-.1238
SADGY42	-.1045	.0690	-.1802	.2021	-.2416	.0337	.0104	.0369	-.0161	.3135
SADGY45	.4170	-.1016	-.0147	-.1012	.3368	.0439	.0995	.2226	.1631	-.2314
SADGY48	.2846	.2111	.2595	.0382	.2295	-.2713	.3235	.0167	.2121	.1961
SADGY51	.1491	-.1673	.3844	-.1255	.0097	-.0260	.3187	-.0064	.0674	-.0512
SADGY54	.1816	-.3922	.1020	.0144	.0075	.0947	.1693	-.0905	.2696	.2209
SADGY57	.2558	.1108	.1151	-.0131	.2106	.1881	.1952	.1332	.0889	-.1949
SADGY60	-.3061	.2561	-.3031	.0116	-.3451	-.0503	-.1710	.0049	-.1411	.2985

	SADGY33	SADGY36	SADGY39	SADGY42	SADGY45	SADGY48	SADGY51	SADGY54	SADGY57	SADGY60
SADGY33	1.0000									
SADGY36	.2761	1.0000								
SADGY39	.4339	.0622	1.0000							
SADGY42	-.1560	-.2075	-.2039	1.0000						
SADGY45	.2250	.0595	.7045	-.2229	1.0000					
SADGY48	.2046	.2076	.1282	.0148	-.0448	1.0000				
SADGY51	.3370	.0669	-.0402	.0035	-.0665	.2202	1.0000			
SADGY54	.2642	.0443	.2184	.1193	-.0564	.1962	.2213	1.0000		
SADGY57	.4521	.4228	.2871	-.0570	.0573	.2479	.4174	.2605	1.0000	
SADGY60	-.2731	-.3321	-.2285	.4140	-.3509	-.2427	-.3836	-.0910	-.3667	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
7:21:25 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A N D R G N Y)

OF CASES = 43.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	98.7907	60.2171	7.7600	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	126.4558	42	3.0109		
WITHIN PEOPLE	2052.4000	817	2.5121		
BETWEEN MEASURES	986.7163	19	51.9324	38.8878	.0000
RESIDUAL	1065.6837	798	1.3354		
NONADDITIVITY	1.2874	1	1.2874	.9640	.3265
BALANCE	1064.3964	797	1.3355		
TOTAL	2178.8558	859	2.5365		

GRAND MEAN = 4.9395

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.5347

HOTELLINGS T-SQUARED = 468.2796 F = 14.0836 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 24

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .5565 STANDARDIZED ITEM ALPHA = .6285

RELIABILITY ANALYSIS - SCALE (SABSLFMD)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SABMOD1	151	
2.	SABMOD2	152	
3.	SABMOD3	153	
4.	SABMOD4	154*	
5.	SABMOD5	155	
6.	SABMOD6	156*	
7.	SABMOD7	157	

Seller's Anticipated Buyer Self-Modification

		MEAN	STD DEV	CASES
1.	SABMOD1	5.3913	1.2198	46.0
2.	SABMOD2	5.2609	1.2371	46.0
3.	SABMOD3	4.6522	1.2861	46.0
4.	SABMOD4	4.7391	1.1242	46.0
5.	SABMOD5	4.2609	1.1242	46.0
6.	SABMOD6	4.5435	1.2240	46.0
7.	SABMOD7	4.7609	.9234	46.0

COVARIANCE MATRIX

	SABMOD1	SABMOD2	SABMOD3	SABMOD4	SABMOD5	SABMOD6	SABMOD7
SABMOD1	1.4879						
SABMOD2	.4957	1.5304					
SABMOD3	.5614	.5150	1.6541				
SABMOD4	.7043	.7585	.6406	1.2638			
SABMOD5	.5623	.7082	.6928	.9140	1.2638		
SABMOD6	.1382	.0329	-.1179	.1894	.1884	1.4981	
SABMOD7	.2734	.3971	.5372	.6473	.5971	.1329	.8527

CORRELATION MATRIX

	SABMOD1	SABMOD2	SABMOD3	SABMOD4	SABMOD5	SABMOD6	SABMOD7
SABMOD1	1.0000						
SABMOD2	.3285	1.0000					
SABMOD3	.3578	.3237	1.0000				
SABMOD4	.5136	.5454	.4431	1.0000			
SABMOD5	.4101	.5092	.4791	.7232	1.0000		
SABMOD6	.0925	.0217	-.0749	.1376	.1369	1.0000	
SABMOD7	.2428	.3476	.4523	.6236	.5752	.1175	1.0000

RELIABILITY ANALYSIS - SCALE (SABSLFMD)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.6087	28.6879	5.3561	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	184.4224	45	4.0983		
WITHIN PEOPLE	288.8571	276	1.0466		
BETWEEN MEASURES	43.4969	6	7.2495	7.9775	.0000
RESIDUAL	245.3602	270	.9087		
NONADDITIVITY	.0753	1	.0753	.0826	.7741
BALANCE	245.2850	269	.9118		
TOTAL	473.2795	321	1.4744		

GRAND MEAN = 4.8012

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.7361

HOTELLINGS T-SQUARED = 57.5688 F = 8.5287 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7783 STANDARDIZED ITEM ALPHA = .7888

RELIABILITY ANALYSIS - SCALE (SABSNSTV)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SABSNS1	158	
2.	SABSNS2	159	
3.	SABSNS3	160	
4.	SABSNS4	161	
5.	SABSNS5	162	
6.	SABSNS6	163	

Seller's Anticipated Buyer Sensitivity

		MEAN	STD DEV	CASES
1.	SABSNS1	3.8696	1.1664	46.0
2.	SABSNS2	4.5000	.9369	46.0
3.	SABSNS3	4.3913	1.1051	46.0
4.	SABSNS4	4.8261	1.0177	46.0
5.	SABSNS5	4.6087	1.2014	46.0
6.	SABSNS6	3.8043	1.1855	46.0

COVARIANCE MATRIX

	SABSNS1	SABSNS2	SABSNS3	SABSNS4	SABSNS5	SABSNS6
SABSNS1	1.3604					
SABSNS2	.2889	.8778				
SABSNS3	.1855	.0000	1.2213			
SABSNS4	.3324	-.0222	.3140	1.0357		
SABSNS5	.6812	.0444	.3121	.5971	1.4435	
SABSNS6	.3295	.3000	.5227	.1874	.3217	1.4053

CORRELATION MATRIX

	SABSNS1	SABSNS2	SABSNS3	SABSNS4	SABSNS5	SABSNS6
SABSNS1	1.0000					
SABSNS2	.2644	1.0000				
SABSNS3	.1439	.0000	1.0000			
SABSNS4	.2800	-.0233	.2792	1.0000		
SABSNS5	.4861	.0395	.2350	.4883	1.0000	
SABSNS6	.2383	.2701	.3990	.1554	.2259	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B S N S T V)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	26.0000	16.1333	4.0166	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	121.0000	45	2.6889		
WITHIN PEOPLE	248.3333	230	1.0797		
BETWEEN MEASURES	38.8551	5	7.7710	8.3468	.0000
RESIDUAL	209.4783	225	.9310		
NONADDITIVITY	1.0316	1	1.0316	1.1086	.2935
BALANCE	208.4466	224	.9306		
TOTAL	369.3333	275	1.3430		

GRAND MEAN = 4.3333

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.0664

HOTELLINGS T-SQUARED = 46.5228 F = 8.4775 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 41

RELIABILITY COEFFICIENTS 6 ITEMS
ALPHA = .6538 STANDARDIZED ITEM ALPHA = .6446

RELIABILITY ANALYSIS - SCALE (SABEMPTH)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SABEC1	164	
2.	SABEC2	166	*
3.	SABEC3	168	
4.	SABEC4	170	*
5.	SABEC5	172	*
6.	SABEC6	173	
7.	SABEC7	175	

Seller Anticipated Buyer Empathy

		MEAN	STD DEV	CASES
1.	SABEC1	3.8889	1.1124	45.0
2.	SABEC2	3.9111	1.1246	45.0
3.	SABEC3	4.2000	1.2541	45.0
4.	SABEC4	4.2444	1.2641	45.0
5.	SABEC5	4.3556	1.0693	45.0
6.	SABEC6	4.4444	1.0125	45.0
7.	SABEC7	3.6222	1.1137	45.0

COVARIANCE MATRIX

	SABEC1	SABEC2	SABEC3	SABEC4	SABEC5	SABEC6	SABEC7
SABEC1	1.2374						
SABEC2	.1944	1.2646					
SABEC3	.7727	.0636	1.5727				
SABEC4	.6187	.4995	.4500	1.5980			
SABEC5	.1995	.1914	.3364	.5020	1.1434		
SABEC6	.2551	.0177	.2045	.6616	.5429	1.0253	
SABEC7	.3662	.0566	.5318	.3217	.0010	.2399	1.2404

CORRELATION MATRIX

	SABEC1	SABEC2	SABEC3	SABEC4	SABEC5	SABEC6	SABEC7
SABEC1	1.0000						
SABEC2	.1554	1.0000					
SABEC3	.5539	.0451	1.0000				
SABEC4	.4400	.3514	.2839	1.0000			
SABEC5	.1677	.1592	.2508	.3714	1.0000		
SABEC6	.2264	.0155	.1611	.5169	.5014	1.0000	
SABEC7	.2956	.0452	.3808	.2285	.0008	.2127	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B E M P T H)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	28.6667	23.1364	4.8100	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	145.4286	44	3.3052		
WITHIN PEOPLE	277.7143	270	1.0286		
BETWEEN MEASURES	23.5429	6	3.9238	4.0755	.0006
RESIDUAL	254.1714	264	.9628		
NONADDITIVITY	.6313	1	.6313	.6549	.4191
BALANCE	253.5401	263	.9640		
TOTAL	423.1429	314	1.3476		

GRAND MEAN = 4.0952

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.0130

HOTELLINGS T-SQUARED = 23.8368 F = 3.5213 PROB. = .0070
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 39

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7087 STANDARDIZED ITEM ALPHA = .7060

RELIABILITY ANALYSIS - SCALE (SABPSPTK)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SABPT1	165*	
2.	SABPT2	167	
3.	SABPT3	169	
4.	SABPT4	171*	
5.	SABPT5	174	
6.	SABPT6	176	
7.	SABPT7	177	

Seller's Anticipated Buyer Perspective Taking

		MEAN	STD DEV	CASES
1.	SABPT1	3.8478	1.2643	46.0
2.	SABPT2	3.7609	1.2326	46.0
3.	SABPT3	4.5870	.9086	46.0
4.	SABPT4	3.0217	1.0433	46.0
5.	SABPT5	4.3696	1.2176	46.0
6.	SABPT6	3.5870	.9086	46.0
7.	SABPT7	3.8696	1.0668	46.0

COVARIANCE MATRIX

	SABPT1	SABPT2	SABPT3	SABPT4	SABPT5	SABPT6	SABPT7
SABPT1	1.5986						
SABPT2	.3850	1.5193					
SABPT3	.3135	.1213	.8256				
SABPT4	.4034	.0498	.0536	1.0884			
SABPT5	.4575	.9570	.3783	.2362	1.4826		
SABPT6	.5357	.3435	.1812	.3425	.3783	.8256	
SABPT7	.3797	.0792	.2116	.0473	.0937	.3005	1.1382

CORRELATION MATRIX

	SABPT1	SABPT2	SABPT3	SABPT4	SABPT5	SABPT6	SABPT7
SABPT1	1.0000						
SABPT2	.2471	1.0000					
SABPT3	.2729	.1083	1.0000				
SABPT4	.3058	.0387	.0566	1.0000			
SABPT5	.2972	.6376	.3419	.1860	1.0000		
SABPT6	.4664	.3067	.2194	.3613	.3419	1.0000	
SABPT7	.2815	.0602	.2183	.0425	.0721	.3100	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:55:42 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B P S P T K)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	27.0435	20.9758	4.5799	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	134.8447	45	2.9965		
WITHIN PEOPLE	319.1429	276	1.1563		
BETWEEN MEASURES	72.4658	6	12.0776	13.2196	.0000
RESIDUAL	246.6770	270	.9136		
NONADDITIVITY	.2744	1	.2744	.2996	.5846
BALANCE	246.4026	269	.9160		
TOTAL	453.9876	321	1.4143		

GRAND MEAN = 3.8634

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.6326

HOTELLINGS T-SQUARED = 78.3721 F = 11.6107 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .6951 STANDARDIZED ITEM ALPHA = .6958

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B S S C N F)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SABCNF1	178	
2.	SABCNF2	179	
3.	SABCNF3	180	
4.	SABCNF4	181	
5.	SABCNF5	182	

Seller's Anticipated Buyer Social Self-Confidence

		MEAN	STD DEV	CASES
1.	SABCNF1	4.1522	.9420	46.0
2.	SABCNF2	4.5652	1.0034	46.0
3.	SABCNF3	4.2826	1.1674	46.0
4.	SABCNF4	4.0435	1.1147	46.0
5.	SABCNF5	4.1304	1.0024	46.0

COVARIANCE MATRIX

	SABCNF1	SABCNF2	SABCNF3	SABCNF4	SABCNF5
SABCNF1	.8874				
SABCNF2	.4899	1.0068			
SABCNF3	.4894	.5700	1.3628		
SABCNF4	.5488	.4638	.8763	1.2425	
SABCNF5	.4464	.6802	.6512	.7275	1.0048

CORRELATION MATRIX

	SABCNF1	SABCNF2	SABCNF3	SABCNF4	SABCNF5
SABCNF1	1.0000				
SABCNF2	.5182	1.0000			
SABCNF3	.4450	.4867	1.0000		
SABCNF4	.5226	.4147	.6734	1.0000	
SABCNF5	.4727	.6763	.5565	.6511	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:55:42 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B S S C N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	21.1739	17.3913	4.1703	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	156.5217	45	3.4783		
WITHIN PEOPLE	98.8000	184	.5370		
BETWEEN MEASURES	7.6261	4	1.9065	3.7639	.0058
RESIDUAL	91.1739	180	.5065		
NONADDITIVITY	.1296	1	.1296	.2548	.6144
BALANCE	91.0443	179	.5086		
TOTAL	255.3217	229	1.1149		

GRAND MEAN = 4.2348

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.6691

HOTELLINGS T-SQUARED = 16.7706 F = 3.9131 PROB. = .0087
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .8544 STANDARDIZED ITEM ALPHA = .8553

RELIABILITY ANALYSIS - SCALE (SABOPNRS)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SABOPN1	183	
2.	SABOPN2	184	
3.	SABOPN3	185	
4.	SABOPN4	186	
5.	SABOPN5	187	
6.	SABOPN6	188	
7.	SABOPN7	189	
8.	SABOPN8	190	
9.	SABOPN9	191	
10.	SABOPN10	192	

Seller's Anticipated Buyer Openers

		MEAN	STD DEV	CASES
1.	SABOPN1	4.0217	.9773	46.0
2.	SABOPN2	4.5000	1.0055	46.0
3.	SABOPN3	4.3261	.8706	46.0
4.	SABOPN4	4.0652	1.0414	46.0
5.	SABOPN5	4.4783	1.0901	46.0
6.	SABOPN6	4.2609	1.2006	46.0
7.	SABOPN7	4.6739	.8447	46.0
8.	SABOPN8	4.2826	.9583	46.0
9.	SABOPN9	4.6087	.8558	46.0
10.	SABOPN10	4.5870	.8838	46.0

COVARIANCE MATRIX

	SABOPN1	SABOPN2	SABOPN3	SABOPN4	SABOPN5	SABOPN6	SABOPN7	SABOPN8	SABOPN9	SABOPN10
SABOPN1	.9551									
SABOPN2	.1222	1.0111								
SABOPN3	-.1184	.3444	.7580							
SABOPN4	.0208	.3889	.4671	1.0845						
SABOPN5	.3227	.0667	.2184	.5014	1.1884					
SABOPN6	.3053	.4222	.4019	.6715	.4280	1.4415				
SABOPN7	.1406	.5000	.4198	.3551	.4039	.5092	.7135			
SABOPN8	-.2507	.0556	.2169	.4034	-.0493	.3691	.0720	.9184		
SABOPN9	.1643	.1333	.2193	.1150	.1691	.1266	.2696	.0464	.7324	
SABOPN10	.4314	.1889	.1155	.0275	.2019	.1990	.2179	-.1473	.3681	.7812

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B O P N R S)

CORRELATION MATRIX

	SABOPN1	SABOPN2	SABOPN3	SABOPN4	SABOPN5	SABOPN6	SABOPN7	SABOPN8	SABOPN9	SABOPN10
SABOPN1	1.0000									
SABOPN2	.1244	1.0000								
SABOPN3	-.1391	.3935	1.0000							
SABOPN4	.0204	.3714	.5152	1.0000						
SABOPN5	.3029	.0608	.2301	.4417	1.0000					
SABOPN6	.2602	.3497	.3845	.5370	.3270	1.0000				
SABOPN7	.1703	.5887	.5708	.4036	.4386	.5021	1.0000			
SABOPN8	-.2677	.0577	.2600	.4042	-.0472	.3208	.0889	1.0000		
SABOPN9	.1964	.1549	.2944	.1290	.1812	.1232	.3729	.0565	1.0000	
SABOPN10	.4995	.2125	.1500	.0299	.2096	.1876	.2918	-.1740	.4867	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	43.8043	30.6942	5.5402	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	138.1239	45	3.0694		
WITHIN PEOPLE	314.3000	414	.7592		
BETWEEN MEASURES	21.1413	9	2.3490	3.2452	.0008
RESIDUAL	293.1587	405	.7238		
NONADDITIVITY	.0477	1	.0477	.0658	.7977
BALANCE	293.1110	404	.7255		
TOTAL	452.4239	459	.9857		

GRAND MEAN = 4.3804

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.3799

HOTELLINGS T-SQUARED = 40.3457 F = 3.6859 PROB. = .0022
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B O P N R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7642 STANDARDIZED ITEM ALPHA = .7655

RELIABILITY ANALYSIS - SCALE (SABEFFCY)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SABEFC1	193	
2.	SABEFC2	194	
3.	SABEFC3	195*	
4.	SABEFC4	196	
5.	SABEFC5	197	
6.	SABEFC6	198*	
7.	SABEFC7	199*	
8.	SABEFC8	200*	
9.	SABEFC9	201	
10.	SABEFC10	202*	

Seller's Anticipated Buyer Efficacy

		MEAN	STD DEV	CASES
1.	SABEFC1	4.9565	1.1539	46.0
2.	SABEFC2	4.6304	1.1227	46.0
3.	SABEFC3	3.5217	1.2063	46.0
4.	SABEFC4	4.9130	1.0290	46.0
5.	SABEFC5	4.6739	1.0122	46.0
6.	SABEFC6	4.6739	1.1557	46.0
7.	SABEFC7	4.7174	1.3277	46.0
8.	SABEFC8	3.6087	1.3577	46.0
9.	SABEFC9	4.9783	1.1053	46.0
10.	SABEFC10	4.2174	1.2634	46.0

COVARIANCE MATRIX

	SABEFC1	SABEFC2	SABEFC3	SABEFC4	SABEFC5	SABEFC6	SABEFC7	SABEFC8	SABEFC9	SABEFC10
SABEFC1	1.3314									
SABEFC2	.5836	1.2604								
SABEFC3	-.3990	.0193	1.4551							
SABEFC4	.2850	.4338	-.2647	1.0589						
SABEFC5	.5188	.1213	-.4261	.5266	1.0246					
SABEFC6	.1633	.2990	.2184	.5266	.1802	1.3357				
SABEFC7	.3652	.4043	.0841	-.1140	.0614	.2391	1.7628			
SABEFC8	.0493	.1633	.3643	-.2348	-.1527	.2251	.5758	1.8435		
SABEFC9	.4657	.6807	-.0329	.3981	-.0072	.2150	.1715	-.4309	1.2217	
SABEFC10	.1652	.1488	.0396	-.1362	-.1498	.2280	.3961	.3758	.0493	1.5961

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B E F F C Y)

CORRELATION MATRIX

	SABEFC1	SABEFC2	SABEFC3	SABEFC4	SABEFC5	SABEFC6	SABEFC7	SABEFC8	SABEFC9	SABEFC10
SABEFC1	1.0000									
SABEFC2	.4505	1.0000								
SABEFC3	-.2867	.0143	1.0000							
SABEFC4	.2400	.3755	-.2133	1.0000						
SABEFC5	.4442	.1067	-.3490	.5055	1.0000					
SABEFC6	.1224	.2305	.1566	.4428	.1540	1.0000				
SABEFC7	.2384	.2713	.0525	-.0834	.0457	.1558	1.0000			
SABEFC8	.0315	.1071	.2224	-.1680	-.1111	.1435	.3194	1.0000		
SABEFC9	.3651	.5485	-.0246	.3500	-.0065	.1683	.1169	-.2871	1.0000	
SABEFC10	.1133	.1049	.0260	-.1048	-.1171	.1562	.2362	.2191	.0353	1.0000

\# OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	44.8913	28.6768	5.3551	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	129.0457	45	2.8677		
WITHIN PEOPLE	613.9000	414	1.4829		
BETWEEN MEASURES	117.8804	9	13.0978	10.6944	.0000
RESIDUAL	496.0196	405	1.2247		
NONADDITIVITY	3.2263	1	3.2263	2.6449	.1047
BALANCE	492.7933	404	1.2198		
TOTAL	742.9457	459	1.6186		

GRAND MEAN = 4.4891

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.4022

HOTELLINGS T-SQUARED = 54.6453 F = 4.9923 PROB. = .0002
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:55:42 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B E F F C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .5729 STANDARDIZED ITEM ALPHA = .5830

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B C N T R L)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	SABCNT1	203*
2.	SABCNT2	204
3.	SABCNT3	205*
4.	SABCNT4	206
5.	SABCNT5	207
6.	SABCNT6	208*
7.	SABCNT7	209
8.	SABCNT8	210*
9.	SABCNT9	211*
10.	SABCNT10	212

Seller's Anticipated Buyer Control

		MEAN	STD DEV	CASES
1.	SABCNT1	3.5435	1.0479	46.0
2.	SABCNT2	4.6957	.8912	46.0
3.	SABCNT3	4.5652	1.0253	46.0
4.	SABCNT4	4.8261	.9731	46.0
5.	SABCNT5	4.6304	1.1227	46.0
6.	SABCNT6	4.4783	1.1497	46.0
7.	SABCNT7	4.7609	1.1389	46.0
8.	SABCNT8	4.8696	1.2929	46.0
9.	SABCNT9	4.3261	1.0122	46.0
10.	SABCNT10	4.5217	.9601	46.0

COVARIANCE MATRIX

	SABCNT1	SABCNT2	SABCNT3	SABCNT4	SABCNT5	SABCNT6	SABCNT7	SABCNT8	SABCNT9	SABCNT10
SABCNT1	1.0981									
SABCNT2	-.0087	.7942								
SABCNT3	-.5585	-.1353	1.0512							
SABCNT4	-.1478	.3459	.1005	.9469						
SABCNT5	.0942	-.0039	.1913	.0454	1.2604					
SABCNT6	-.1990	.2377	.2570	.3739	.3140	1.3217				
SABCNT7	-.2449	-.1188	.5382	.2686	.3541	.0947	1.2971			
SABCNT8	-.5942	.1594	.4754	.2213	-.1159	-.0251	.1237	1.6715		
SABCNT9	-.4256	.0570	.3671	.3691	.1232	.5961	.1908	.5768	1.0246	
SABCNT10	-.2676	-.1932	.1430	.2039	.1527	.0783	.5053	.1140	.3372	.9217

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B C N T R L)

CORRELATION MATRIX

	SABCNT1	SABCNT2	SABCNT3	SABCNT4	SABCNT5	SABCNT6	SABCNT7	SABCNT8	SABCNT9	SABCNT10
SABCNT1	1.0000									
SABCNT2	-.0093	1.0000								
SABCNT3	-.5198	-.1480	1.0000							
SABCNT4	-.1450	.3989	.1007	1.0000						
SABCNT5	.0801	-.0039	.1662	.0416	1.0000					
SABCNT6	-.1652	.2320	.2180	.3342	.2433	1.0000				
SABCNT7	-.2052	-.1171	.4609	.2424	.2769	.0723	1.0000			
SABCNT8	-.4386	.1384	.3586	.1759	-.0799	-.0169	.0840	1.0000		
SABCNT9	-.4012	.0632	.3538	.3747	.1084	.5123	.1655	.4408	1.0000	
SABCNT10	-.2660	-.2258	.1453	.2182	.1416	.0709	.4621	.0919	.3470	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	45.2174	21.3295	4.6184	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	95.9826	45	2.1329		
WITHIN PEOPLE	476.8000	414	1.1517		
BETWEEN MEASURES	60.3478	9	6.7053	6.5209	.0000
RESIDUAL	416.4522	405	1.0283		
NONADDITIVITY	19.5508	1	19.5508	19.9005	.0000
BALANCE	396.9014	404	.9824		
TOTAL	572.7826	459	1.2479		

GRAND MEAN = 4.5217

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -4.6343

HOTELLINGS T-SQUARED = 59.4605 F = 5.4322 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:55:42 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B C N T R L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .5179 STANDARDIZED ITEM ALPHA = .5187

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B A N D G Y)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	SABAGY3	215	
2.	SABAGY6	218	
3.	SABAGY9	221	
4.	SABAGY12	224	
5.	SABAGY15	227	
6.	SABAGY18	230	
7.	SABAGY21	233	
8.	SABAGY24	236	
9.	SABAGY27	239	
10.	SABAGY30	242	
11.	SABAGY33	245	
12.	SABAGY36	248	
13.	SABAGY39	251	
14.	SABAGY42	254	
15.	SABAGY45	257	
16.	SABAGY48	260	
17.	SABAGY51	263	
18.	SABAGY54	266	
19.	SABAGY57	269	
20.	SABAGY60	272	

Seller's Anticipated Buyer Androgyny

		MEAN	STD DEV	CASES
1.	SABAGY3	4.5581	1.0534	43.0
2.	SABAGY6	3.6047	1.1157	43.0
3.	SABAGY9	4.8837	1.1590	43.0
4.	SABAGY12	3.5349	1.1619	43.0
5.	SABAGY15	4.9070	1.0870	43.0
6.	SABAGY18	3.1163	1.2575	43.0
7.	SABAGY21	4.0698	.9101	43.0
8.	SABAGY24	3.9302	.9610	43.0
9.	SABAGY27	3.9535	1.3793	43.0
10.	SABAGY30	3.9302	1.2611	43.0
11.	SABAGY33	4.1628	1.1938	43.0
12.	SABAGY36	4.0000	.9512	43.0
13.	SABAGY39	4.6047	.9294	43.0
14.	SABAGY42	4.0465	1.0225	43.0
15.	SABAGY45	5.2791	.7344	43.0
16.	SABAGY48	4.2791	.9342	43.0
17.	SABAGY51	4.9767	.8861	43.0
18.	SABAGY54	4.4419	1.0534	43.0
19.	SABAGY57	4.3953	1.2562	43.0
20.	SABAGY60	3.3023	.8601	43.0

RELIABILITY ANALYSIS - SCALE (SABANDGY)

COVARIANCE MATRIX

	SABAGY3	SABAGY6	SABAGY9	SABAGY12	SABAGY15	SABAGY18	SABAGY21	SABAGY24	SABAGY27	SABAGY30
SABAGY3	1.1096									
SABAGY6	-.1074	1.2447								
SABAGY9	.3045	-.2137	1.3433							
SABAGY12	-.3056	.3355	-.3411	1.3499						
SABAGY15	.5293	-.0853	.4413	-.4729	1.1816					
SABAGY18	-.3522	.2137	.1567	.3887	-.2032	1.5814				
SABAGY21	.4363	-.2337	.3654	-.3477	.3638	-.0321	.8283			
SABAGY24	.1589	.2337	.1584	-.0570	.2315	-.0393	.0050	.9236		
SABAGY27	.4075	.0764	.1611	-.4983	.0908	-.2087	.6700	.2110	1.9025	
SABAGY30	.0875	.3289	-.6035	.1573	-.2209	-.7298	-.2331	-.2907	-.2652	1.5903
SABAGY33	.7165	-.2674	.4241	-.2796	.3250	-.1860	.6312	.1783	.6506	-.1074
SABAGY36	.0476	.1905	.1905	-.2619	.1429	.2381	.3571	.4286	.7143	-.4286
SABAGY39	.5116	-.1838	.3577	-.4025	.4147	-.0482	.4568	.1860	.5288	-.1235
SABAGY42	-.4790	.3998	-.3278	.4983	-.4003	.1373	-.4795	.0271	-.7121	.2890
SABAGY45	.3405	-.0775	.2237	-.2243	.4790	-.0570	.0991	.0676	-.1058	-.0039
SABAGY48	-.0166	.1368	.2713	-.1290	-.1163	.2525	-.0199	.2342	-.0105	-.1229
SABAGY51	.2990	-.0808	-.0742	-.2730	.0930	.0028	.0731	.1412	.1417	-.0731
SABAGY54	-.0620	.0836	-.0903	-.0277	-.1008	.1617	-.0792	.3887	-.0742	.0792
SABAGY57	.2979	.1838	.2137	.0454	.3234	.1672	-.0282	.2187	-.1240	-.1860
SABAGY60	-.1013	-.1395	-.0116	.1916	-.2093	.1783	-.0692	-.0260	-.2475	-.0022

	SABAGY33	SABAGY36	SABAGY39	SABAGY42	SABAGY45	SABAGY48	SABAGY51	SABAGY54	SABAGY57	SABAGY60
SABAGY33	1.4252									
SABAGY36	.2381	.9048								
SABAGY39	.5897	.4048	.8638							
SABAGY42	-.6030	-.2381	-.5050	1.0454						
SABAGY45	.2630	-.0714	.3272	-.1800	.5393					
SABAGY48	.0011	.1667	.0891	.2724	-.0797	.8726				
SABAGY51	.2182	.0952	.2049	-.1417	.0781	.2685	.7852			
SABAGY54	.0216	.3810	.1550	.1456	-.1501	.5404	.2724	1.1096		
SABAGY57	.2198	-.0952	.1600	-.0903	.2680	.3394	-.0382	.1545	1.5781	
SABAGY60	-.0504	-.0714	-.1872	.0094	-.1340	-.0864	-.0404	-.0891	-.5033	.7398

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B A N D G Y)

CORRELATION MATRIX

	SABAGY3	SABAGY6	SABAGY9	SABAGY12	SABAGY15	SABAGY18	SABAGY21	SABAGY24	SABAGY27	SABAGY30
SABAGY3	1.0000									
SABAGY6	-.0914	1.0000								
SABAGY9	.2494	-.1653	1.0000							
SABAGY12	-.2497	.2589	-.2533	1.0000						
SABAGY15	.4623	-.0703	.3503	-.3744	1.0000					
SABAGY18	-.2658	.1523	.1075	.2660	-.1487	1.0000				
SABAGY21	.4551	-.2301	.3464	-.3288	.3677	-.0281	1.0000			
SABAGY24	.1570	.2179	.1422	-.0511	.2216	-.0325	.0057	1.0000		
SABAGY27	.2805	.0497	.1008	-.3110	.0606	-.1203	.5337	.1591	1.0000	
SABAGY30	.0659	.2338	-.4129	.1073	-.1612	-.4602	-.2031	-.2399	-.1525	1.0000
SABAGY33	.5697	-.2008	.3065	-.2016	.2505	-.1239	.5809	.1554	.3951	-.0714
SABAGY36	.0475	.1795	.1728	-.2370	.1382	.1991	.4125	.4688	.5444	-.3573
SABAGY39	.5226	-.1773	.3321	-.3728	.4105	-.0412	.5400	.2083	.4125	-.1054
SABAGY42	-.4447	.3505	-.2766	.4195	-.3602	.1068	-.5153	.0276	-.5049	.2242
SABAGY45	.4402	-.0946	.2628	-.2628	.6000	-.0618	.1483	.0957	-.1044	-.0042
SABAGY48	-.0169	.1312	.2506	-.1189	-.1145	.2149	-.0234	.2609	-.0082	-.1043
SABAGY51	.3203	-.0818	-.0722	-.2652	.0966	.0025	.0906	.1658	.1160	-.0654
SABAGY54	-.0559	.0711	-.0739	-.0226	-.0880	.1221	-.0826	.3840	-.0511	.0596
SABAGY57	.2251	.1312	.1468	.0311	.2368	.1059	-.0247	.1812	-.0716	-.1174
SABAGY60	-.1118	-.1454	-.0117	.1917	-.2239	.1648	-.0884	-.0315	-.2086	-.0020

	SABAGY33	SABAGY36	SABAGY39	SABAGY42	SABAGY45	SABAGY48	SABAGY51	SABAGY54	SABAGY57	SABAGY60
SABAGY33	1.0000									
SABAGY36	.2097	1.0000								
SABAGY39	.5315	.4579	1.0000							
SABAGY42	-.4940	-.2448	-.5314	1.0000						
SABAGY45	.3000	-.1023	.4795	-.2397	1.0000					
SABAGY48	.0010	.1876	.1027	.2852	-.1162	1.0000				
SABAGY51	.2062	.1130	.2488	-.1565	.1200	.3244	1.0000			
SABAGY54	.0172	.3802	.1584	.1352	-.1940	.5492	.2919	1.0000		
SABAGY57	.1466	-.0797	.1371	-.0703	.2905	.2892	-.0343	.1167	1.0000	
SABAGY60	-.0491	-.0873	-.2341	.0107	-.2121	-.1075	-.0530	-.0984	-.4658	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:55:42 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A B A N D G Y)

OF CASES = 43.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	83.9767	42.8804	6.5483	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	90.0488	42	2.1440		
WITHIN PEOPLE	1138.9500	817	1.3941		
BETWEEN MEASURES	266.3942	19	14.0207	12.8227	.0000
RESIDUAL	872.5558	798	1.0934		
NONADDITIVITY	8.8055	1	8.8055	8.1250	.0045
BALANCE	863.7503	797	1.0838		
TOTAL	1228.9988	859	1.4307		

GRAND MEAN = 4.1988

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -1.3591

HOTELLINGS T-SQUARED = 317.9518 F = 9.5625 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 24

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .4900 STANDARDIZED ITEM ALPHA = .5248

RELIABILITY ANALYSIS - SCALE (SPBSLFMD)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SPBMOD1	39	
2.	SPBMOD2	40	
3.	SPBMOD3	41	
4.	SPBMOD4	42*	
5.	SPBMOD5	43	
6.	SPBMOD6	44*	
7.	SPBMOD7	45	

Seller's Perceived Buyer Self-Modification

		MEAN	STD DEV	CASES
1.	SPBMOD1	4.9783	1.1830	46.0
2.	SPBMOD2	4.9783	1.0217	46.0
3.	SPBMOD3	4.5870	1.2923	46.0
4.	SPBMOD4	4.7826	1.0523	46.0
5.	SPBMOD5	4.6087	.9995	46.0
6.	SPBMOD6	4.5870	1.2574	46.0
7.	SPBMOD7	4.6522	1.2150	46.0

COVARIANCE MATRIX

	SPBMOD1	SPBMOD2	SPBMOD3	SPBMOD4	SPBMOD5	SPBMOD6	SPBMOD7
SPBMOD1	1.3995						
SPBMOD2	.7106	1.0440					
SPBMOD3	.9242	.7464	1.6700				
SPBMOD4	.1507	.2618	.1749	1.1072			
SPBMOD5	.6580	.7246	.7459	.3575	.9990		
SPBMOD6	.3908	.4797	.5145	.3527	.3903	1.5812	
SPBMOD7	-.0077	.0812	.5198	.2560	.2609	.3420	1.4763

CORRELATION MATRIX

	SPBMOD1	SPBMOD2	SPBMOD3	SPBMOD4	SPBMOD5	SPBMOD6	SPBMOD7
SPBMOD1	1.0000						
SPBMOD2	.5879	1.0000					
SPBMOD3	.6045	.5653	1.0000				
SPBMOD4	.1211	.2435	.1286	1.0000			
SPBMOD5	.5565	.7096	.5775	.3399	1.0000		
SPBMOD6	.2627	.3734	.3166	.2665	.3106	1.0000	
SPBMOD7	-.0054	.0654	.3310	.2003	.2148	.2239	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B S L F M D)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.1739	27.3469	5.2294	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	175.8012	45	3.9067		
WITHIN PEOPLE	250.2857	276	.9068		
BETWEEN MEASURES	8.6087	6	1.4348	1.6029	.1464
RESIDUAL	241.6770	270	.8951		
NONADDITIVITY	.1312	1	.1312	.1461	.7026
BALANCE	241.5458	269	.8979		
TOTAL	426.0870	321	1.3274		

GRAND MEAN = 4.7391

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.7918

HOTELLINGS T-SQUARED = 18.4205 F = 2.7290 PROB. = .0257
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7709 STANDARDIZED ITEM ALPHA = .7776

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B S N S T V)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SPBSNS1	46	
2.	SPBSNS2	47	
3.	SPBSNS3	48	
4.	SPBSNS4	49	
5.	SPBSNS5	50	
6.	SPBSNS6	51	

Seller's Perceived Buyer Sensitivity

		MEAN	STD DEV	CASES
1.	SPBSNS1	4.2667	.9145	45.0
2.	SPBSNS2	4.4889	1.1205	45.0
3.	SPBSNS3	4.8889	.8318	45.0
4.	SPBSNS4	4.6444	.9331	45.0
5.	SPBSNS5	4.9778	.9412	45.0
6.	SPBSNS6	4.4667	.9909	45.0

COVARIANCE MATRIX

	SPBSNS1	SPBSNS2	SPBSNS3	SPBSNS4	SPBSNS5	SPBSNS6
SPBSNS1	.8364					
SPBSNS2	.3439	1.2556				
SPBSNS3	.4394	.3283	.6919			
SPBSNS4	.1424	-.0268	.2323	.8707		
SPBSNS5	.1652	.1020	.2020	.4010	.8859	
SPBSNS6	.1227	.0848	.0985	.1924	.3061	.9818

CORRELATION MATRIX

	SPBSNS1	SPBSNS2	SPBSNS3	SPBSNS4	SPBSNS5	SPBSNS6
SPBSNS1	1.0000					
SPBSNS2	.3356	1.0000				
SPBSNS3	.5776	.3522	1.0000			
SPBSNS4	.1669	-.0256	.2993	1.0000		
SPBSNS5	.1919	.0967	.2580	.4566	1.0000	
SPBSNS6	.1354	.0764	.1195	.2081	.3282	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B S N S T V)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	27.7333	11.7909	3.4338	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	86.4667	44	1.9652		
WITHIN PEOPLE	173.0000	225	.7689		
BETWEEN MEASURES	16.4889	5	3.2978	4.6355	.0005
RESIDUAL	156.5111	220	.7114		
NONADDITIVITY	.0039	1	.0039	.0055	.9410
BALANCE	156.5072	219	.7146		
TOTAL	259.4667	269	.9646		

GRAND MEAN = 4.6222

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.8740

HOTELLINGS T-SQUARED = 38.6588 F = 7.0289 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 6 ITEMS
ALPHA = .6380 STANDARDIZED ITEM ALPHA = .6526

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E M P T H)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	SPBEC1	52	
2.	SPBEC2	54*	
3.	SPBEC3	56	
4.	SPBEC4	58*	
5.	SPBEC5	60*	
6.	SPBEC6	61	
7.	SPBEC7	63	

Seller's Perceived Buyer Empathy

		MEAN	STD DEV	CASES
1.	SPBEC1	4.8261	.8770	46.0
2.	SPBEC2	4.6522	1.0795	46.0
3.	SPBEC3	4.7609	.8739	46.0
4.	SPBEC4	4.8043	1.1855	46.0
5.	SPBEC5	5.0000	.8944	46.0
6.	SPBEC6	4.7609	.8990	46.0
7.	SPBEC7	4.4348	1.2936	46.0

COVARIANCE MATRIX

	SPBEC1	SPBEC2	SPBEC3	SPBEC4	SPBEC5	SPBEC6	SPBEC7
SPBEC1	.7691						
SPBEC2	.2715	1.1652					
SPBEC3	.4908	.1816	.7638				
SPBEC4	.3652	.6193	.2188	1.4053			
SPBEC5	.4222	.1778	.2889	.2889	.8000		
SPBEC6	.4686	.2483	.3193	.5300	.4000	.8082	
SPBEC7	.3217	.5546	.1285	.5758	.2222	.4618	1.6734

CORRELATION MATRIX

	SPBEC1	SPBEC2	SPBEC3	SPBEC4	SPBEC5	SPBEC6	SPBEC7
SPBEC1	1.0000						
SPBEC2	.2868	1.0000					
SPBEC3	.6404	.1925	1.0000				
SPBEC4	.3513	.4840	.2112	1.0000			
SPBEC5	.5383	.1841	.3696	.2725	1.0000		
SPBEC6	.5944	.2559	.4064	.4973	.4975	1.0000	
SPBEC7	.2836	.3972	.1137	.3755	.1921	.3971	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E M P T H)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.2391	22.4971	4.7431	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	144.6242	45	3.2139		
WITHIN PEOPLE	196.0000	276	.7101		
BETWEEN MEASURES	8.2981	6	1.3830	1.9894	.0674
RESIDUAL	187.7019	270	.6952		
NONADDITIVITY	1.4050	1	1.4050	2.0288	.1555
BALANCE	186.2968	269	.6926		
TOTAL	340.6242	321	1.0611		

GRAND MEAN = 4.7484

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.9155

HOTELLINGS T-SQUARED = 8.8577 F = 1.3122 PROB. = .2741
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7837 STANDARDIZED ITEM ALPHA = .7968

RELIABILITY ANALYSIS - SCALE (SPBPSPTK)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SPBPT1	53*	
2.	SPBPT2	55	
3.	SPBPT3	57	
4.	SPBPT4	59*	
5.	SPBPT5	62	
6.	SPBPT6	64	
7.	SPBPT7	65	

Seller's Perceived Buyer Perspective Taking

		MEAN	STD DEV	CASES
1.	SPBPT1	4.7778	1.0636	45.0
2.	SPBPT2	4.8667	1.0787	45.0
3.	SPBPT3	5.1333	.8146	45.0
4.	SPBPT4	3.9333	1.3382	45.0
5.	SPBPT5	5.1556	.8245	45.0
6.	SPBPT6	4.4667	1.0996	45.0
7.	SPBPT7	4.7556	.9331	45.0

COVARIANCE MATRIX

	SPBPT1	SPBPT2	SPBPT3	SPBPT4	SPBPT5	SPBPT6	SPBPT7
SPBPT1	1.1313						
SPBPT2	.1970	1.1636					
SPBPT3	.1212	.3136	.6636				
SPBPT4	.2121	.0136	.0318	1.7909			
SPBPT5	.3763	.4076	.2288	.2379	.6798		
SPBPT6	.4242	.4727	.2318	.1000	.4030	1.2091	
SPBPT7	.2626	.7848	.3061	.2561	.3798	.6394	.8707

CORRELATION MATRIX

	SPBPT1	SPBPT2	SPBPT3	SPBPT4	SPBPT5	SPBPT6	SPBPT7
SPBPT1	1.0000						
SPBPT2	.1717	1.0000					
SPBPT3	.1399	.3569	1.0000				
SPBPT4	.1490	.0094	.0292	1.0000			
SPBPT5	.4291	.4583	.3406	.2156	1.0000		
SPBPT6	.3627	.3985	.2588	.0680	.4445	1.0000	
SPBPT7	.2646	.7797	.4026	.2051	.4937	.6232	1.0000

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B P S P T K)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.0889	20.3101	4.5067	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	127.6635	44	2.9014		
WITHIN PEOPLE	250.8571	270	.9291		
BETWEEN MEASURES	48.1206	6	8.0201	10.4436	.0000
RESIDUAL	202.7365	264	.7679		
NONADDITIVITY	.2667	1	.2667	.3464	.5567
BALANCE	202.4699	263	.7698		
TOTAL	378.5206	314	1.2055		

GRAND MEAN = 4.7270

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.5527

HOTELLINGS T-SQUARED = 56.9551 F = 8.4138 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 39

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7353 STANDARDIZED ITEM ALPHA = .7624

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B S S C N F)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SPBCNF1	66	
2.	SPBCNF2	67	
3.	SPBCNF3	68	
4.	SPBCNF4	69	
5.	SPBCNF5	70	

Seller's Perceived Buyer Social Self-Confidence

		MEAN	STD DEV	CASES
1.	SPBCNF1	4.6957	1.1713	46.0
2.	SPBCNF2	4.9348	1.2000	46.0
3.	SPBCNF3	4.4565	1.2773	46.0
4.	SPBCNF4	4.3043	1.2801	46.0
5.	SPBCNF5	4.0652	1.4048	46.0

COVARIANCE MATRIX

	SPBCNF1	SPBCNF2	SPBCNF3	SPBCNF4	SPBCNF5
SPBCNF1	1.3720				
SPBCNF2	1.1353	1.4401			
SPBCNF3	.6087	.7415	1.6314		
SPBCNF4	.8058	.6870	1.0135	1.6386	
SPBCNF5	.8203	.6266	.9251	1.4019	1.9734

CORRELATION MATRIX

	SPBCNF1	SPBCNF2	SPBCNF3	SPBCNF4	SPBCNF5
SPBCNF1	1.0000				
SPBCNF2	.8077	1.0000			
SPBCNF3	.4069	.4838	1.0000		
SPBCNF4	.5374	.4472	.6199	1.0000	
SPBCNF5	.4985	.3717	.5156	.7796	1.0000

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B S S C N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	22.4565	25.5870	5.0584	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	230.2826	45	5.1174		
WITHIN PEOPLE	153.2000	184	.8326		
BETWEEN MEASURES	20.9826	4	5.2457	7.1414	.0000
RESIDUAL	132.2174	180	.7345		
NONADDITIVITY	1.5523	1	1.5523	2.1265	.1465
BALANCE	130.6651	179	.7300		
TOTAL	383.4826	229	1.6746		

GRAND MEAN = 4.4913

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.2208

HOTELLINGS T-SQUARED = 16.5580 F = 3.8635 PROB. = .0092
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .8565 STANDARDIZED ITEM ALPHA = .8578

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B O P N R S)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	SPBOPN1	71	
2.	SPBOPN2	72	
3.	SPBOPN3	73	
4.	SPBOPN4	74	
5.	SPBOPN5	75	
6.	SPBOPN6	76	
7.	SPBOPN7	77	
8.	SPBOPN8	78	
9.	SPBOPN9	79	
10.	SPBOPN10	80	

Seller's Perceived Buyer Openers

		MEAN	STD DEV	CASES
1.	SPBOPN1	4.5652	.9581	46.0
2.	SPBOPN2	4.8261	.9731	46.0
3.	SPBOPN3	5.1087	.7668	46.0
4.	SPBOPN4	4.6739	.8958	46.0
5.	SPBOPN5	4.6304	.9033	46.0
6.	SPBOPN6	5.3913	.7447	46.0
7.	SPBOPN7	5.1304	1.0243	46.0
8.	SPBOPN8	4.8043	.9802	46.0
9.	SPBOPN9	3.9565	1.1147	46.0
10.	SPBOPN10	4.1522	1.1149	46.0

COVARIANCE MATRIX

	SPBOPN1	SPBOPN2	SPBOPN3	SPBOPN4	SPBOPN5	SPBOPN6	SPBOPN7	SPBOPN8	SPBOPN9	SPBOPN10
SPBOPN1	.9179									
SPBOPN2	.2783	.9469								
SPBOPN3	.0039	.3082	.5879							
SPBOPN4	.2329	.3420	.2807	.8024						
SPBOPN5	.1246	.0899	.1744	.2324	.8159					
SPBOPN6	.0850	.3140	.1787	.2193	.2145	.5546				
SPBOPN7	.0135	.4232	.2966	.1324	.2048	.2145	1.0493			
SPBOPN8	-.1092	.2763	.1995	.2903	.0150	.1005	.4261	.9609		
SPBOPN9	-.1749	.2589	.2937	.1411	.3836	.1729	.5614	.3913	1.2425	
SPBOPN10	-.2657	.0937	.2275	.0063	.1464	.0502	.6464	.4971	.6957	1.2430

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B O P N R S)

CORRELATION MATRIX

	SPBOPN1	SPBOPN2	SPBOPN3	SPBOPN4	SPBOPN5	SPBOPN6	SPBOPN7	SPBOPN8	SPBOPN9	SPBOPN10
SPBOPN1	1.0000									
SPBOPN2	.2985	1.0000								
SPBOPN3	.0053	.4131	1.0000							
SPBOPN4	.2713	.3924	.4086	1.0000						
SPBOPN5	.1440	.1022	.2518	.2872	1.0000					
SPBOPN6	.1192	.4333	.3130	.3288	.3189	1.0000				
SPBOPN7	.0138	.4246	.3777	.1443	.2214	.2812	1.0000			
SPBOPN8	-.1163	.2897	.2655	.3307	.0169	.1376	.4243	1.0000		
SPBOPN9	-.1638	.2387	.3437	.1413	.3810	.2083	.4916	.3581	1.0000	
SPBOPN10	-.2488	.0864	.2662	.0063	.1453	.0605	.5660	.4549	.5598	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	47.2391	28.4971	5.3383	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	128.2370	45	2.8497		
WITHIN PEOPLE	361.7000	414	.8737		
BETWEEN MEASURES	79.4804	9	8.8312	12.6732	.0000
RESIDUAL	282.2196	405	.6968		
NONADDITIVITY	.7450	1	.7450	1.0692	.3017
BALANCE	281.4746	404	.6967		
TOTAL	489.9370	459	1.0674		

GRAND MEAN = 4.7239

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.8662

HOTELLINGS T-SQUARED = 142.0512 F = 12.9775 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B O P N R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7555 STANDARDIZED ITEM ALPHA = .7594

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E F F C Y)

		POST QSTNR ITEM #	(*)REVERSE CODED
1.	SPBEFC1	81	
2.	SPBEFC2	82	
3.	SPBEFC3	83*	
4.	SPBEFC4	84	
5.	SPBEFC5	85	
6.	SPBEFC6	86*	
7.	SPBEFC7	87*	
8.	SPBEFC8	88*	
9.	SPBEFC9	89	
10.	SPBEFC10	90*	

Seller's Perceived Buyer Efficacy

		MEAN	STD DEV	CASES
1.	SPBEFC1	4.7826	1.0309	46.0
2.	SPBEFC2	4.7391	.9760	46.0
3.	SPBEFC3	3.8696	1.2580	46.0
4.	SPBEFC4	5.1522	.8424	46.0
5.	SPBEFC5	4.9130	.9387	46.0
6.	SPBEFC6	5.0217	.8816	46.0
7.	SPBEFC7	4.8043	1.0877	46.0
8.	SPBEFC8	4.2609	1.2371	46.0
9.	SPBEFC9	4.9783	1.0217	46.0
10.	SPBEFC10	4.6957	1.0300	46.0

COVARIANCE MATRIX

	SPBEFC1	SPBEFC2	SPBEFC3	SPBEFC4	SPBEFC5	SPBEFC6	SPBEFC7	SPBEFC8	SPBEFC9	SPBEFC10
SPBEFC1	1.0628									
SPBEFC2	.2976	.9527								
SPBEFC3	.3266	.0986	1.5826							
SPBEFC4	.0338	.1072	-.3797	.7097						
SPBEFC5	.2029	.3324	.3662	.1246	.8812					
SPBEFC6	-.0618	.0058	.1807	.1966	.1130	.7773				
SPBEFC7	.0010	-.1855	.2406	-.1251	-.1729	.1821	1.1831			
SPBEFC8	-.3420	.0918	-.0763	.0039	.0454	.3053	.0300	1.5304		
SPBEFC9	-.0271	.1720	.2860	-.2633	.3758	-.2662	-.0932	-.0831	1.0440	
SPBEFC10	.3101	.4077	.1372	-.0415	.1729	.0957	.0058	.4812	.1710	1.0609

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E F F C Y)

CORRELATION MATRIX

	SPBEFC1	SPBEFC2	SPBEFC3	SPBEFC4	SPBEFC5	SPBEFC6	SPBEFC7	SPBEFC8	SPBEFC9	SPBEFC10
SPBEFC1	1.0000									
SPBEFC2	.2957	1.0000								
SPBEFC3	.2518	.0803	1.0000							
SPBEFC4	.0389	.1304	-.3583	1.0000						
SPBEFC5	.2097	.3628	.3101	.1576	1.0000					
SPBEFC6	-.0680	.0067	.1629	.2647	.1366	1.0000				
SPBEFC7	.0009	-.1747	.1758	-.1366	-.1694	.1899	1.0000			
SPBEFC8	-.2682	.0760	-.0490	.0037	.0391	.2799	.0223	1.0000		
SPBEFC9	-.0257	.1725	.2225	-.3059	.3919	-.2955	-.0839	-.0657	1.0000	
SPBEFC10	.2921	.4056	.1059	-.0479	.1789	.1053	.0052	.3776	.1625	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	47.2174	18.3517	4.2839	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	82.5826	45	1.8352		
WITHIN PEOPLE	463.8000	414	1.1203		
BETWEEN MEASURES	61.0783	9	6.7865	6.8249	.0000
RESIDUAL	402.7217	405	.9944		
NONADDITIVITY	5.2386	1	5.2386	5.3245	.0215
BALANCE	397.4831	404	.9839		
TOTAL	546.3826	459	1.1904		

GRAND MEAN = 4.7217

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 4.2636

HOTELLINGS T-SQUARED = 64.9609 F = 5.9347 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E F F C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .4582 STANDARDIZED ITEM ALPHA = .4626

RELIABILITY ANALYSIS - SCALE (SPBCNTRL)

		POSTQSTNR ITEM # (*)
1.	SPBCNT1	91*
2.	SPBCNT2	92
3.	SPBCNT3	93*
4.	SPBCNT4	94
5.	SPBCNT5	95
6.	SPBCNT6	96*
7.	SPBCNT7	97
8.	SPBCNT8	98*
9.	SPBCNT9	99*
10.	SPBCNT10	100

Seller's Perceived Buyer Control

		MEAN	STD DEV	CASES
1.	SPBCNT1	4.4348	1.3275	46.0
2.	SPBCNT2	5.4783	.8364	46.0
3.	SPBCNT3	4.4130	1.3756	46.0
4.	SPBCNT4	4.9783	.9065	46.0
5.	SPBCNT5	4.7174	1.3930	46.0
6.	SPBCNT6	4.7391	1.1242	46.0
7.	SPBCNT7	4.8043	.9573	46.0
8.	SPBCNT8	5.0870	1.0714	46.0
9.	SPBCNT9	5.1522	.9881	46.0
10.	SPBCNT10	4.6087	1.1051	46.0

COVARIANCE MATRIX

	SPBCNT1	SPBCNT2	SPBCNT3	SPBCNT4	SPBCNT5	SPBCNT6	SPBCNT7	SPBCNT8	SPBCNT9	SPBCNT10
SPBCNT1	1.7623									
SPBCNT2	-.1459	.6995								
SPBCNT3	.9498	-.0464	1.8923							
SPBCNT4	-.2348	.3440	-.0797	.8217						
SPBCNT5	.4812	.1159	.8082	.3271	1.9406					
SPBCNT6	.2048	.0386	-.2232	-.1836	-.1198	1.2638				
SPBCNT7	.1981	.2068	.2604	.4845	.6768	-.3188	.9164			
SPBCNT8	.6058	.1130	.7188	.1797	.6473	.2676	.5729	1.1478		
SPBCNT9	.3101	.1700	.4913	.0034	.3773	.1739	.3415	.3643	.9763	
SPBCNT10	.5961	.0357	.8541	.2357	1.0870	-.2155	.6995	.7459	.4609	1.2213

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B C N T R L)

CORRELATION MATRIX

	SPBCNT1	SPBCNT2	SPBCNT3	SPBCNT4	SPBCNT5	SPBCNT6	SPBCNT7	SPBCNT8	SPBCNT9	SPBCNT10
SPBCNT1	1.0000									
SPBCNT2	-.1314	1.0000								
SPBCNT3	.5201	-.0403	1.0000							
SPBCNT4	-.1951	.4537	-.0639	1.0000						
SPBCNT5	.2602	.0995	.4218	.2590	1.0000					
SPBCNT6	.1373	.0411	-.1443	-.1801	-.0765	1.0000				
SPBCNT7	.1559	.2582	.1977	.5584	.5075	-.2963	1.0000			
SPBCNT8	.4259	.1262	.4878	.1850	.4337	.2222	.5586	1.0000		
SPBCNT9	.2364	.2058	.3615	.0038	.2741	.1566	.3611	.3441	1.0000	
SPBCNT10	.4063	.0387	.5618	.2353	.7061	-.1734	.6612	.6300	.4221	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	48.4130	39.8034	6.3090	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	179.1152	45	3.9803		
WITHIN PEOPLE	436.3000	414	1.0539		
BETWEEN MEASURES	46.5239	9	5.1693	5.3712	.0000
RESIDUAL	389.7761	405	.9624		
NONADDITIVITY	10.0205	1	10.0205	10.6602	.0012
BALANCE	379.7556	404	.9400		
TOTAL	615.4152	459	1.3408		

GRAND MEAN = 4.8413

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 4.6007

HOTELLINGS T-SQUARED = 84.1101 F = 7.6841 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B C N T R L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7582 STANDARDIZED ITEM ALPHA = .7553

RELIABILITY ANALYSIS - SCALE (SPBANDGY)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SPBAGY3	103	
2.	SPBAGY6	106	
3.	SPBAGY9	109	
4.	SPBAGY12	112	
5.	SPBAGY15	115	
6.	SPBAGY18	118	
7.	SPBAGY21	121	
8.	SPBAGY24	124	
9.	SPBAGY27	127	
10.	SPBAGY30	130	
11.	SPBAGY33	133	
12.	SPBAGY36	136	
13.	SPBAGY39	139	
14.	SPBAGY42	142	
15.	SPBAGY45	145	
16.	SPBAGY48	148	
17.	SPBAGY51	151	
18.	SPBAGY54	154	
19.	SPBAGY57	157	
20.	SPBAGY60	160	

Seller's Perceived Buyer Androgyny

		MEAN	STD DEV	CASES
1.	SPBAGY3	5.3778	.8059	45.0
2.	SPBAGY6	5.1111	1.1913	45.0
3.	SPBAGY9	5.1556	1.2784	45.0
4.	SPBAGY12	4.3333	1.3143	45.0
5.	SPBAGY15	5.4000	1.1160	45.0
6.	SPBAGY18	4.6222	1.2484	45.0
7.	SPBAGY21	5.2444	.8831	45.0
8.	SPBAGY24	4.6444	1.0478	45.0
9.	SPBAGY27	5.6222	1.1340	45.0
10.	SPBAGY30	4.4444	1.0347	45.0
11.	SPBAGY33	5.3333	1.0000	45.0
12.	SPBAGY36	5.4889	1.1798	45.0
13.	SPBAGY39	5.8000	.8146	45.0
14.	SPBAGY42	3.7333	1.0954	45.0
15.	SPBAGY45	5.7778	.9017	45.0
16.	SPBAGY48	5.2444	1.1313	45.0
17.	SPBAGY51	5.4444	.8675	45.0
18.	SPBAGY54	4.6222	1.2301	45.0
19.	SPBAGY57	5.0222	.8391	45.0
20.	SPBAGY60	3.1556	.8516	45.0

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B A N D G Y)

COVARIANCE MATRIX

	SPBAGY3	SPBAGY6	SPBAGY9	SPBAGY12	SPBAGY15	SPBAGY18	SPBAGY21	SPBAGY24	SPBAGY27	SPBAGY30
SPBAGY3	.6495									
SPBAGY6	.1616	1.4192								
SPBAGY9	.3490	.1869	1.6343							
SPBAGY12	-.2424	.5076	-.0985	1.7273						
SPBAGY15	.3682	.1591	.5045	-.1364	1.2455					
SPBAGY18	.0096	.2929	-.1444	.2652	-.0727	1.5586				
SPBAGY21	.2919	.1540	.3475	-.1970	.1955	.1172	.7798			
SPBAGY24	.1601	.5177	-.2843	.5758	.1227	.4990	-.0020	1.0980		
SPBAGY27	.4869	.2475	.2419	-.2121	.3136	.4904	.4808	.0899	1.2859	
SPBAGY30	.0328	.0177	-.1843	-.2652	-.2045	.2399	-.0657	.2071	.0354	1.0707
SPBAGY33	.2576	.2803	.4924	.1136	.4545	.3333	.3258	.0303	.6061	-.0606
SPBAGY36	.2884	.6035	.1722	.1742	.4364	.1662	.2187	.4278	.1889	-.0177
SPBAGY39	.3955	.1364	.2136	-.1364	.5364	.1273	.2091	.1318	.5591	.0000
SPBAGY42	-.2833	-.5152	-.2530	-.2955	-.2318	.1015	-.2061	-.2333	-.2848	.0076
SPBAGY45	.3131	.1843	.3308	-.1515	.6364	-.0631	.2374	-.1035	.3687	.0556
SPBAGY48	.1328	.2677	.1429	-.0152	.1500	-.2465	.3480	.1571	.3444	.1616
SPBAGY51	.3737	.2677	.4747	-.2424	.4318	-.1237	.3889	.0025	.4217	.1162
SPBAGY54	-.2631	-.3662	-.0990	.1970	-.3909	.1495	-.0419	.1126	.0586	.2626
SPBAGY57	.1051	-.0934	.0419	-.4394	.0136	.0313	.1081	.0535	.3268	.2626
SPBAGY60	-.1965	-.0177	-.0929	.2424	.0045	.2192	-.0616	-.1025	-.1672	-.1389

	SPBAGY33	SPBAGY36	SPBAGY39	SPBAGY42	SPBAGY45	SPBAGY48	SPBAGY51	SPBAGY54	SPBAGY57	SPBAGY60
SPBAGY33	1.0000									
SPBAGY36	.1288	1.3919								
SPBAGY39	.3864	.3727	.6636							
SPBAGY42	-.3182	-.1621	-.2591	1.2000						
SPBAGY45	.3712	.4066	.4545	-.1742	.8131					
SPBAGY48	.0758	.4232	.3227	-.2288	.2828	1.2798				
SPBAGY51	.3712	.1641	.3409	-.3333	.4419	.2980	.7525			
SPBAGY54	-.0076	-.0838	-.1455	.5106	-.0404	.3899	-.0328	1.5131		
SPBAGY57	.1515	-.0111	.1409	.0515	.0732	.3354	.0354	.3040	.7040	
SPBAGY60	.1970	-.2369	-.1955	.0424	.0354	-.4253	-.0480	.0601	-.3217	.7253

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
20:57:40 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B A N D G Y)

CORRELATION MATRIX

	SPBAGY3	SPBAGY6	SPBAGY9	SPBAGY12	SPBAGY15	SPBAGY18	SPBAGY21	SPBAGY24	SPBAGY27	SPBAGY30
SPBAGY3	1.0000									
SPBAGY6	.1683	1.0000								
SPBAGY9	.3387	.1227	1.0000							
SPBAGY12	-.2289	.3242	-.0586	1.0000						
SPBAGY15	.4094	.1197	.3536	-.0930	1.0000					
SPBAGY18	.0095	.1970	-.0905	.1616	-.0522	1.0000				
SPBAGY21	.4102	.1464	.3078	-.1697	.1983	.1063	1.0000			
SPBAGY24	.1896	.4147	-.2123	.4181	.1049	.3814	-.0022	1.0000		
SPBAGY27	.5328	.1832	.1669	-.1423	.2478	.3464	.4802	.0757	1.0000	
SPBAGY30	.0394	.0143	-.1394	-.1950	-.1771	.1857	-.0719	.1910	.0301	1.0000
SPBAGY33	.3196	.2353	.3852	.0865	.4073	.2670	.3689	.0289	.5345	-.0586
SPBAGY36	.3033	.4294	.1142	.1124	.3314	.1128	.2099	.3460	.1412	-.0145
SPBAGY39	.6023	.1405	.2051	-.1274	.5900	.1251	.2907	.1544	.6052	.0000
SPBAGY42	-.3209	-.3948	-.1807	-.2052	-.1896	.0742	-.2130	-.2033	-.2293	.0067
SPBAGY45	.4309	.1716	.2870	-.1278	.6324	-.0561	.2981	-.1096	.3606	.0595
SPBAGY48	.1457	.1986	.0988	-.0102	.1188	-.1745	.3483	.1325	.2685	.1381
SPBAGY51	.5346	.2590	.4281	-.2126	.4460	-.1143	.5077	.0028	.4287	.1294
SPBAGY54	-.2654	-.2499	-.0629	.1218	-.2848	.0973	-.0386	.0874	.0420	.2063
SPBAGY57	.1554	-.0935	.0391	-.3985	.0146	.0299	.1459	.0609	.3434	.3025
SPBAGY60	-.2863	-.0174	-.0854	.2166	.0048	.2062	-.0819	-.1149	-.1731	-.1576

	SPBAGY33	SPBAGY36	SPBAGY39	SPBAGY42	SPBAGY45	SPBAGY48	SPBAGY51	SPBAGY54	SPBAGY57	SPBAGY60
SPBAGY33	1.0000									
SPBAGY36	.1092	1.0000								
SPBAGY39	.4743	.3878	1.0000							
SPBAGY42	-.2905	-.1254	-.2903	1.0000						
SPBAGY45	.4117	.3822	.6188	-.1764	1.0000					
SPBAGY48	.0670	.3171	.3502	-.1846	.2773	1.0000				
SPBAGY51	.4279	.1604	.4824	-.3508	.5649	.3036	1.0000			
SPBAGY54	-.0062	-.0578	-.1452	.3789	-.0364	.2802	-.0308	1.0000		
SPBAGY57	.1806	-.0112	.2061	.0560	.0968	.3533	.0486	.2946	1.0000	
SPBAGY60	.2313	-.2358	-.2817	.0455	.0460	-.4414	-.0649	.0574	-.4502	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B A N D G Y)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	99.5778	65.0222	8.0636	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	143.0489	44	3.2511		
WITHIN PEOPLE	1243.5500	855	1.4544		
BETWEEN MEASURES	396.0656	19	20.8456	20.5631	.0000
RESIDUAL	847.4844	836	1.0137		
NONADDITIVITY	37.4271	1	37.4271	38.5795	.0000
BALANCE	810.0573	835	.9701		
TOTAL	1386.5989	899	1.5424		

GRAND MEAN = 4.9789

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = -2.8390

HOTELLINGS T-SQUARED = 331.0378 F = 10.2954 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 26

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .6882 STANDARDIZED ITEM ALPHA = .7125

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B S E L F M O D)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BMOD1	29	
2.	BMOD2	30	
3.	BMOD3	31	
4.	BMOD4	32*	
5.	BMOD5	33	
6.	BMOD6	34*	
7.	BMOD7	35	

Buyer Self-Modification

		MEAN	STD DEV	CASES
1.	BMOD1	5.9130	1.0504	46.0
2.	BMOD2	5.8261	1.1216	46.0
3.	BMOD3	4.7174	1.3109	46.0
4.	BMOD4	4.8696	1.6681	46.0
5.	BMOD5	5.2826	1.2765	46.0
6.	BMOD6	4.8913	1.5236	46.0
7.	BMOD7	5.5435	1.0689	46.0

COVARIANCE MATRIX

	BMOD1	BMOD2	BMOD3	BMOD4	BMOD5	BMOD6	BMOD7
BMOD1	1.1034						
BMOD2	.5401	1.2580					
BMOD3	.5749	.8386	1.7184				
BMOD4	.5440	.9990	1.4068	2.7826			
BMOD5	.4918	.7836	.9705	1.3043	1.6295		
BMOD6	.5681	.8473	.8130	.6077	.8536	2.3213	
BMOD7	.3150	.6522	.6459	.6502	.4430	.7048	1.1425

CORRELATION MATRIX

	BMOD1	BMOD2	BMOD3	BMOD4	BMOD5	BMOD6	BMOD7
BMOD1	1.0000						
BMOD2	.4584	1.0000					
BMOD3	.4175	.5704	1.0000				
BMOD4	.3104	.5340	.6433	1.0000			
BMOD5	.3668	.5473	.5800	.6126	1.0000		
BMOD6	.3550	.4959	.4071	.2391	.4389	1.0000	
BMOD7	.2805	.5440	.4610	.3647	.3247	.4328	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B S E L F M O D)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	37.0435	43.0647	6.5624	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	276.8447	45	6.1521		
WITHIN PEOPLE	325.7143	276	1.1801		
BETWEEN MEASURES	64.5590	6	10.7598	11.1242	.0000
RESIDUAL	261.1553	270	.9672		
NONADDITIVITY	8.5104	1	8.5104	9.0613	.0029
BALANCE	252.6449	269	.9392		
TOTAL	602.5590	321	1.8771		

GRAND MEAN = 5.2919

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.0721

HOTELLINGS T-SQUARED = 71.8765 F = 10.6484 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .8428 STANDARDIZED ITEM ALPHA = .8497

RELIABILITY ANALYSIS - SCALE (BSNSTVTY)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BSNS1	36	
2.	BSNS2	37	
3.	BSNS3	38	
4.	BSNS4	39	
5.	BSNS5	40	
6.	BSNS6	41	

Buyer Sensitivity

		MEAN	STD DEV	CASES
1.	BSNS1	4.8261	1.5536	46.0
2.	BSNS2	5.1087	1.3371	46.0
3.	BSNS3	5.1304	1.4393	46.0
4.	BSNS4	5.6522	1.3370	46.0
5.	BSNS5	5.6739	1.0552	46.0
6.	BSNS6	5.1304	1.2580	46.0

COVARIANCE MATRIX

	BSNS1	BSNS2	BSNS3	BSNS4	BSNS5	BSNS6
BSNS1	2.4135					
BSNS2	.9971	1.7879				
BSNS3	1.2899	1.0300	2.0715			
BSNS4	.5826	.5942	.3130	1.7874		
BSNS5	.9198	.5473	.3546	.9729	1.1135	
BSNS6	1.0454	.7411	1.1159	.2908	.1990	1.5826

CORRELATION MATRIX

	BSNS1	BSNS2	BSNS3	BSNS4	BSNS5	BSNS6
BSNS1	1.0000					
BSNS2	.4800	1.0000				
BSNS3	.5769	.5352	1.0000			
BSNS4	.2805	.3324	.1627	1.0000		
BSNS5	.5611	.3879	.2335	.6896	1.0000	
BSNS6	.5349	.4405	.6163	.1729	.1499	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B S N S T V T Y)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	31.5217	32.7440	5.7222	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	245.5797	45	5.4573		
WITHIN PEOPLE	264.6667	230	1.1507		
BETWEEN MEASURES	26.2029	5	5.2406	4.9447	.0003
RESIDUAL	238.4638	225	1.0598		
NONADDITIVITY	7.4911	1	7.4911	7.2650	.0076
BALANCE	230.9726	224	1.0311		
TOTAL	510.2464	275	1.8554		

GRAND MEAN = 5.2536

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.9779

HOTELLINGS T-SQUARED = 22.6075 F = 4.1196 PROB. = .0040
DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 41

RELIABILITY COEFFICIENTS 6 ITEMS
ALPHA = .8058 STANDARDIZED ITEM ALPHA = .8067

RELIABILITY ANALYSIS - SCALE (BEMPATHY)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	BEC1	42	
2.	BEC2	44*	
3.	BEC3	46	
4.	BEC4	48*	
5.	BEC5	50*	
6.	BEC6	51	
7.	BEC7	53	

Buyer Empathy

		MEAN	STD DEV	CASES
1.	BEC1	5.5217	1.1688	46.0
2.	BEC2	4.8043	1.5147	46.0
3.	BEC3	5.6957	.9158	46.0
4.	BEC4	5.1522	1.1149	46.0
5.	BEC5	5.3478	1.4176	46.0
6.	BEC6	5.4130	1.0868	46.0
7.	BEC7	5.3043	1.4433	46.0

COVARIANCE MATRIX

	BEC1	BEC2	BEC3	BEC4	BEC5	BEC6	BEC7
BEC1	1.3662						
BEC2	.3266	2.2942					
BEC3	.6734	.5614	.8386				
BEC4	.5411	.3860	.2918	1.2430			
BEC5	.0145	.9807	.3749	.5681	2.0097		
BEC6	.4464	.3715	.4396	.1135	.3420	1.1812	
BEC7	.9043	.1053	.5169	.5082	.1362	.4937	2.0831

CORRELATION MATRIX

	BEC1	BEC2	BEC3	BEC4	BEC5	BEC6	BEC7
BEC1	1.0000						
BEC2	.1845	1.0000					
BEC3	.6291	.4047	1.0000				
BEC4	.4152	.2286	.2858	1.0000			
BEC5	.0087	.4567	.2888	.3595	1.0000		
BEC6	.3514	.2257	.4417	.0937	.2220	1.0000	
BEC7	.5361	.0482	.3911	.3158	.0666	.3148	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B E M P A T H Y)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	37.2391	29.2082	5.4045	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	187.7671	45	4.1726		
WITHIN PEOPLE	330.2857	276	1.1967		
BETWEEN MEASURES	22.3354	6	3.7226	3.2638	.0041
RESIDUAL	307.9503	270	1.1406		
NONADDITIVITY	1.0898	1	1.0898	.9553	.3292
BALANCE	306.8605	269	1.1407		
TOTAL	518.0528	321	1.6139		

GRAND MEAN = 5.3199

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.5388

HOTELLINGS T-SQUARED = 26.9672 F = 3.9951 PROB. = .0032
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7267 STANDARDIZED ITEM ALPHA = .7487

RELIABILITY ANALYSIS - SCALE (BPRSPTKG)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BPT1	43*
2.	BPT2	45
3.	BPT3	47
4.	BPT4	49*
5.	BPT5	52
6.	BPT6	54
7.	BPT7	55

Buyer Perspective Taking

		MEAN	STD DEV	CASES
1.	BPT1	5.0889	1.7032	45.0
2.	BPT2	5.3111	1.2760	45.0
3.	BPT3	5.4667	1.0357	45.0
4.	BPT4	4.1778	1.8252	45.0
5.	BPT5	5.0667	1.2136	45.0
6.	BPT6	4.2222	1.6081	45.0
7.	BPT7	4.4444	1.4547	45.0

COVARIANCE MATRIX

	BPT1	BPT2	BPT3	BPT4	BPT5	BPT6	BPT7
BPT1	2.9010						
BPT2	.5626	1.6283					
BPT3	.9576	.5333	1.0727				
BPT4	.7111	-.0111	.2561	3.3313			
BPT5	.8121	.5924	.4909	.4424	1.4727		
BPT6	.5934	1.0202	.9394	.6869	1.0530	2.5859	
BPT7	.8005	.5631	.8106	.1237	.6515	1.3081	2.1162

CORRELATION MATRIX

	BPT1	BPT2	BPT3	BPT4	BPT5	BPT6	BPT7
BPT1	1.0000						
BPT2	.2589	1.0000					
BPT3	.5428	.4035	1.0000				
BPT4	.2287	-.0048	.1355	1.0000			
BPT5	.3929	.3826	.3906	.1997	1.0000		
BPT6	.2167	.4972	.5640	.2340	.5396	1.0000	
BPT7	.3231	.3034	.5380	.0466	.3691	.5592	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P R S P T K G)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.7778	42.9040	6.5501	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	269.6825	44	6.1291		
WITHIN PEOPLE	471.7143	270	1.7471		
BETWEEN MEASURES	76.6413	6	12.7735	8.5357	.0000
RESIDUAL	395.0730	264	1.4965		
NONADDITIVITY	2.5807	1	2.5807	1.7292	.1897
BALANCE	392.4923	263	1.4924		
TOTAL	741.3968	314	2.3611		

GRAND MEAN = 4.8254

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.9570

HOTELLINGS T-SQUARED = 70.5377 F = 10.4203 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 39

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7558 STANDARDIZED ITEM ALPHA = .7822

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B S O C C O N F)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BCNF1	56	
2.	BCNF2	57	
3.	BCNF3	58	
4.	BCNF4	59	
5.	BCNF5	60	

Buyer Social Self-Confidence

		MEAN	STD DEV	CASES
1.	BCNF1	4.9783	1.4831	46.0
2.	BCNF2	5.4130	1.2923	46.0
3.	BCNF3	4.8478	1.3328	46.0
4.	BCNF4	5.0652	1.3064	46.0
5.	BCNF5	3.9348	1.8185	46.0

COVARIANCE MATRIX

	BCNF1	BCNF2	BCNF3	BCNF4	BCNF5
BCNF1	2.1995				
BCNF2	1.2314	1.6700			
BCNF3	1.2855	.9531	1.7763		
BCNF4	1.2237	.8836	1.2768	1.7068	
BCNF5	1.3097	1.4053	1.3010	1.4266	3.3068

CORRELATION MATRIX

	BCNF1	BCNF2	BCNF3	BCNF4	BCNF5
BCNF1	1.0000				
BCNF2	.6425	1.0000			
BCNF3	.6504	.5534	1.0000		
BCNF4	.6316	.5233	.7333	1.0000	
BCNF5	.4856	.5980	.5368	.6005	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B S O C C O N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	24.2391	35.2527	5.9374	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	317.2739	45	7.0505		
WITHIN PEOPLE	218.4000	184	1.1870		
BETWEEN MEASURES	56.0000	4	14.0000	15.5172	.0000
RESIDUAL	162.4000	180	.9022		
NONADDITIVITY	4.8633	1	4.8633	5.5259	.0198
BALANCE	157.5367	179	.8801		
TOTAL	535.6739	229	2.3392		

GRAND MEAN = 4.8478

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.2164

HOTELLINGS T-SQUARED = 54.8968 F = 12.8092 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .8720 STANDARDIZED ITEM ALPHA = .8804

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B O P E N E R S)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	BOPEN1	61	
2.	BOPEN2	62	
3.	BOPEN3	63	Buyer Openers
4.	BOPEN4	64	
5.	BOPEN5	65	
6.	BOPEN6	66	
7.	BOPEN7	67	
8.	BOPEN8	68	
9.	BOPEN9	69	
10.	BOPEN10	70	

		MEAN	STD DEV	CASES
1.	BOPEN1	5.6957	1.0928	46.0
2.	BOPEN2	5.7391	1.3406	46.0
3.	BOPEN3	5.7609	.9930	46.0
4.	BOPEN4	6.1087	1.1001	46.0
5.	BOPEN5	5.6304	1.1806	46.0
6.	BOPEN6	5.8478	.9181	46.0
7.	BOPEN7	5.4565	1.3284	46.0
8.	BOPEN8	5.5652	.9810	46.0
9.	BOPEN9	5.4783	1.4413	46.0
10.	BOPEN10	5.4565	1.2420	46.0

COVARIANCE MATRIX

	BOPEN1	BOPEN2	BOPEN3	BOPEN4	BOPEN5	BOPEN6	BOPEN7	BOPEN8	BOPEN9	BOPEN10
BOPEN1	1.1942									
BOPEN2	.3633	1.7971								
BOPEN3	.2812	.3807	.9860							
BOPEN4	.3227	.7179	.4488	1.2101						
BOPEN5	.3517	.8792	.6208	.7744	1.3937					
BOPEN6	.1971	.2928	.4517	.5725	.6092	.8430				
BOPEN7	.1420	.8551	.6449	1.0382	1.0391	.6266	1.7647			
BOPEN8	-.2242	.2618	.4271	.5816	.6357	.3768	.9140	.9623		
BOPEN9	.3043	.5498	.6947	.5913	.8696	.2966	1.1101	.7681	2.0773	
BOPEN10	.3420	.4106	.2227	.3271	.5058	.2043	.5203	.2918	.8435	1.5425

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B O P E N E R S)

CORRELATION MATRIX

	BOPEN1	BOPEN2	BOPEN3	BOPEN4	BOPEN5	BOPEN6	BOPEN7	BOPEN8	BOPEN9	BOPEN10
BOPEN1	1.0000									
BOPEN2	.2480	1.0000								
BOPEN3	.2591	.2860	1.0000							
BOPEN4	.2684	.4868	.4109	1.0000						
BOPEN5	.2726	.5556	.5296	.5963	1.0000					
BOPEN6	.1964	.2379	.4954	.5668	.5620	1.0000				
BOPEN7	.0978	.4802	.4889	.7104	.6626	.5137	1.0000			
BOPEN8	-.2091	.1991	.4384	.5390	.5490	.4184	.7014	1.0000		
BOPEN9	.1932	.2845	.4854	.3729	.5111	.2241	.5798	.5433	1.0000	
BOPEN10	.2520	.2466	.1806	.2394	.3450	.1792	.3153	.2395	.4712	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	56.7391	60.6415	7.7873	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	272.8870	45	6.0642		
WITHIN PEOPLE	364.2000	414	.8797		
BETWEEN MEASURES	17.3913	9	1.9324	2.2566	.0180
RESIDUAL	346.8087	405	.8563		
NONADDITIVITY	1.5632	1	1.5632	1.8292	.1770
BALANCE	345.2455	404	.8546		
TOTAL	637.0870	459	1.3880		

GRAND MEAN = 5.6739

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.2085

HOTELLINGS T-SQUARED = 31.0292 F = 2.8348 PROB. = .0121
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B O P E N E R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .8588 STANDARDIZED ITEM ALPHA = .8611

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B E F F I C C Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BEFC1	71	
2.	BEFC2	72	
3.	BEFC3	73*	
4.	BEFC4	74	
5.	BEFC5	75	
6.	BEFC6	76*	
7.	BEFC7	77*	
8.	BEFC8	78*	
9.	BEFC9	79	
10.	BEFC10	80*	

Buyer Efficacy

		MEAN	STD DEV	CASES
1.	BEFC1	5.6667	1.0871	45.0
2.	BEFC2	5.5556	1.1192	45.0
3.	BEFC3	4.2222	1.5939	45.0
4.	BEFC4	5.9333	.8893	45.0
5.	BEFC5	5.5778	1.0551	45.0
6.	BEFC6	5.4000	1.2321	45.0
7.	BEFC7	5.7778	1.3633	45.0
8.	BEFC8	3.7111	1.8293	45.0
9.	BEFC9	5.3111	1.4274	45.0
10.	BEFC10	4.9778	1.3897	45.0

COVARIANCE MATRIX

	BEFC1	BEFC2	BEFC3	BEFC4	BEFC5	BEFC6	BEFC7	BEFC8	BEFC9	BEFC10
BEFC1	1.1818									
BEFC2	.6894	1.2525								
BEFC3	-.1288	-.1490	2.5404							
BEFC4	.2045	.3106	.4470	.7909						
BEFC5	.6061	.6263	-.0859	.3348	1.1131					
BEFC6	.2727	.6591	-.1136	.1864	.4682	1.5182				
BEFC7	-.0985	-.0556	.9596	.3712	-.1414	.1364	1.8586			
BEFC8	.0379	.1414	.3157	.1621	.0571	.5045	-.1111	3.3465		
BEFC9	.1742	.1869	.2702	.2258	-.0020	.2364	.3434	-.1808	2.0374	
BEFC10	.0379	.3081	.5051	.5212	.0586	.0091	.5177	.2207	.5525	1.9313

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B E F F I C C Y)

CORRELATION MATRIX

	BEFC1	BEFC2	BEFC3	BEFC4	BEFC5	BEFC6	BEFC7	BEFC8	BEFC9	BEFC10
BEFC1	1.0000									
BEFC2	.5666	1.0000								
BEFC3	-.0743	-.0835	1.0000							
BEFC4	.2116	.3121	.3153	1.0000						
BEFC5	.5284	.5304	-.0511	.3569	1.0000					
BEFC6	.2036	.4780	-.0579	.1701	.3601	1.0000				
BEFC7	-.0665	-.0364	.4416	.3062	-.0983	.0812	1.0000			
BEFC8	.0190	.0691	.1083	.0997	.0296	.2238	-.0446	1.0000		
BEFC9	.1123	.1170	.1188	.1778	-.0013	.1344	.1765	-.0692	1.0000	
BEFC10	.0251	.1981	.2280	.4217	.0400	.0053	.2732	.0868	.2785	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	52.1333	38.7545	6.2253	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	170.5200	44	3.8755		
WITHIN PEOPLE	811.0000	405	2.0025		
BETWEEN MEASURES	208.4089	9	23.1565	15.2176	.0000
RESIDUAL	602.5911	396	1.5217		
NONADDITIVITY	1.8705	1	1.8705	1.2299	.2681
BALANCE	600.7206	395	1.5208		
TOTAL	981.5200	449	2.1860		

GRAND MEAN = 5.2133

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.8023

HOTELLINGS T-SQUARED = 120.1497 F = 10.9227 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 36

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B E F F I C C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .6074 STANDARDIZED ITEM ALPHA = .6566

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B C O N T R O L)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	BCNTL1	81*	
2.	BCNTL2	82	
3.	BCNTL3	83*	
4.	BCNTL4	84	Buyer Control
5.	BCNTL5	85	
6.	BCNTL6	86*	
7.	BCNTL7	87	
8.	BCNTL8	88*	
9.	BCNTL9	89*	
10.	BCNTL10	90	

		MEAN	STD DEV	CASES
1.	BCNTL1	5.0000	1.5055	46.0
2.	BCNTL2	5.3478	1.6762	46.0
3.	BCNTL3	5.0000	1.3499	46.0
4.	BCNTL4	5.6087	1.3246	46.0
5.	BCNTL5	4.5435	1.2773	46.0
6.	BCNTL6	5.2174	1.0523	46.0
7.	BCNTL7	5.3043	1.2269	46.0
8.	BCNTL8	5.1304	1.4849	46.0
9.	BCNTL9	5.2609	1.2725	46.0
10.	BCNTL10	5.2826	1.2232	46.0

COVARIANCE MATRIX

	BCNTL1	BCNTL2	BCNTL3	BCNTL4	BCNTL5	BCNTL6	BCNTL7	BCNTL8	BCNTL9	BCNTL10
BCNTL1	2.2667									
BCNTL2	.4667	2.8097								
BCNTL3	1.0222	.6222	1.8222							
BCNTL4	.4222	.8058	.3111	1.7546						
BCNTL5	.2444	.2290	.5111	.6841	1.6314					
BCNTL6	.3778	.0560	.2000	.1981	.1903	1.1072				
BCNTL7	.2222	.5807	.2000	1.1440	.7198	-.0454	1.5053			
BCNTL8	.4889	-.0464	.3778	.8077	.1275	.6599	.5594	2.2048		
BCNTL9	.3111	.7517	.2000	.4377	-.0116	.0754	.2966	.3874	1.6193	
BCNTL10	.5778	.3662	.7333	.6242	.8874	.2705	.5343	.3401	.1913	1.4961

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B C O N T R O L)

CORRELATION MATRIX

	BCNTL1	BCNTL2	BCNTL3	BCNTL4	BCNTL5	BCNTL6	BCNTL7	BCNTL8	BCNTL9	BCNTL10
BCNTL1	1.0000									
BCNTL2	.1849	1.0000								
BCNTL3	.5030	.2750	1.0000							
BCNTL4	.2117	.3629	.1740	1.0000						
BCNTL5	.1271	.1070	.2964	.4043	1.0000					
BCNTL6	.2385	.0318	.1408	.1421	.1416	1.0000				
BCNTL7	.1203	.2824	.1208	.7039	.4593	-.0352	1.0000			
BCNTL8	.2187	-.0186	.1885	.4107	.0672	.4223	.3071	1.0000		
BCNTL9	.1624	.3524	.1164	.2597	-.0071	.0563	.1900	.2050	1.0000	
BCNTL10	.3137	.1786	.4441	.3852	.5680	.2102	.3560	.1873	.1229	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	51.6957	56.4386	7.5126	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	253.9739	45	5.6439		
WITHIN PEOPLE	598.8000	414	1.4464		
BETWEEN MEASURES	32.9913	9	3.6657	2.6239	.0059
RESIDUAL	565.8087	405	1.3971		
NONADDITIVITY	.5940	1	.5940	.4246	.5150
BALANCE	565.2147	404	1.3990		
TOTAL	852.7739	459	1.8579		

GRAND MEAN = 5.1696

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.0665

HOTELLINGS T-SQUARED = 40.5232 F = 3.7021 PROB. = .0022
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B C O N T R O L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7525 STANDARDIZED ITEM ALPHA = .7570

RELIABILITY ANALYSIS - SCALE (BANDRGNY)

		PREQSTNR	ITEM # (*)REVERSE CODED
1.	BADGY3	93	
2.	BADGY6	96	
3.	BADGY9	99	
4.	BADGY12	102	Buyer Androgyny
5.	BADGY15	105	
6.	BADGY18	108	
7.	BADGY21	111	
8.	BADGY24	114	
9.	BADGY27	117	
10.	BADGY30	120	
11.	BADGY33	123	
12.	BADGY36	126	
13.	BADGY39	129	
14.	BADGY42	132	
15.	BADGY45	135	
16.	BADGY48	138	
17.	BADGY51	141	
18.	BADGY54	144	
19.	BADGY57	147	
20.	BADGY60	150	

		MEAN	STD DEV	CASES
1.	BADGY3	6.0238	.8111	42.0
2.	BADGY6	3.9286	1.7585	42.0
3.	BADGY9	5.0714	1.2763	42.0
4.	BADGY12	3.9286	1.6586	42.0
5.	BADGY15	6.0238	.9750	42.0
6.	BADGY18	3.3810	1.5919	42.0
7.	BADGY21	6.3810	.7949	42.0
8.	BADGY24	3.9524	1.9248	42.0
9.	BADGY27	6.0714	.7775	42.0
10.	BADGY30	3.4286	1.7128	42.0
11.	BADGY33	5.9048	.9321	42.0
12.	BADGY36	5.0476	1.7384	42.0
13.	BADGY39	6.0000	.8264	42.0
14.	BADGY42	3.8333	1.2672	42.0
15.	BADGY45	6.1667	.6595	42.0
16.	BADGY48	5.6667	1.1825	42.0
17.	BADGY51	5.7381	.8281	42.0
18.	BADGY54	4.5952	1.3078	42.0
19.	BADGY57	5.1905	1.3111	42.0
20.	BADGY60	3.2381	1.4619	42.0

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A N D R G N Y)

COVARIANCE MATRIX

	BADGY3	BADGY6	BADGY9	BADGY12	BADGY15	BADGY18	BADGY21	BADGY24	BADGY27	BADGY30
BADGY3	.6580									
BADGY6	-.1446	3.0923								
BADGY9	.3153	-.0436	1.6289							
BADGY12	.0261	.7997	.2491	2.7509						
BADGY15	.1458	.6115	.2178	.2700	.9506					
BADGY18	.2834	.4913	.3868	.5889	.0639	2.5343				
BADGY21	.3322	-.1672	.1672	.1254	.1370	-.0023	.6318			
BADGY24	-.1208	.3868	-.1672	.2404	-.0964	.5064	-.1765	3.7050		
BADGY27	.2178	.5174	-.0296	.0052	.1690	.2160	.0697	-.1672	.6045	
BADGY30	-.2544	1.3728	-.6655	1.0557	.1603	.4913	-.1916	.2892	.2369	2.9338
BADGY33	.3438	.5052	.2021	.1150	.3194	.1347	.1591	-.6144	.4216	-.0314
BADGY36	.1940	.1254	.3136	.5157	.2184	.4204	.3961	.0999	.0209	-.0697
BADGY39	.2683	.2927	.0000	-.0488	.3659	.0976	.1463	.1951	.1463	.2683
BADGY42	-.0691	.0854	-.1585	-.4756	.1992	-.3008	-.3496	-.1057	-.0854	.3415
BADGY45	.2154	-.0366	.2317	-.2073	.2154	.1545	.0325	.2033	.0122	-.0488
BADGY48	.1057	.3659	-.0732	.6098	-.3333	.5447	.0569	.6179	.0000	.5610
BADGY51	.1771	.0296	.1655	-.4094	.1283	-.2636	.0290	.2311	.0436	-.3972
BADGY54	-.1365	-.3711	-.4338	.1167	-.4779	.4750	.0848	.6632	-.2387	.2265
BADGY57	.1417	-.0592	.1324	-.2544	.1417	-.2207	.0476	.0581	.1080	.1847
BADGY60	-.2009	-.1289	-.6760	-.5923	-.1521	-.6295	-.3856	.5482	-.0418	.3345

	BADGY33	BADGY36	BADGY39	BADGY42	BADGY45	BADGY48	BADGY51	BADGY54	BADGY57	BADGY60
BADGY33	.8688									
BADGY36	.2485	3.0221								
BADGY39	.1220	.1951	.6829							
BADGY42	-.0163	-.1382	.0732	1.6057						
BADGY45	.0650	.1870	.3171	.1992	.4350					
BADGY48	-.0813	.1138	.0244	-.1301	-.0407	1.3984				
BADGY51	.1696	.1835	.1463	.1504	.1911	-.1870	.6858			
BADGY54	-.4053	-.0778	-.1220	.0772	-.1260	.5691	.0865	1.7102		
BADGY57	.1649	.4053	.1951	.1789	.2114	-.0325	.2218	-.0674	1.7189	
BADGY60	-.1963	-.7677	.1951	.7236	-.0894	-.2358	.0883	-.0964	-.0465	2.1370

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A N D R G N Y)

CORRELATION MATRIX

	BADGY3	BADGY6	BADGY9	BADGY12	BADGY15	BADGY18	BADGY21	BADGY24	BADGY27	BADGY30
BADGY3	1.0000									
BADGY6	-.1014	1.0000								
BADGY9	.3046	-.0194	1.0000							
BADGY12	.0194	.2742	.1177	1.0000						
BADGY15	.1843	.3567	.1750	.1670	1.0000					
BADGY18	.2195	.1755	.1904	.2230	.0412	1.0000				
BADGY21	.5152	-.1197	.1649	.0951	.1768	-.0018	1.0000			
BADGY24	-.0774	.1143	-.0681	.0753	-.0514	.1653	-.1154	1.0000		
BADGY27	.3453	.3784	-.0298	.0041	.2229	.1745	.1128	-.1118	1.0000	
BADGY30	-.1831	.4558	-.3044	.3716	.0960	.1802	-.1408	.0877	.1779	1.0000
BADGY33	.4547	.3082	.1699	.0744	.3515	.0908	.2148	-.3425	.5818	-.0196
BADGY36	.1376	.0410	.1413	.1789	.1288	.1519	.2866	.0299	.0155	-.0234
BADGY39	.4002	.2014	.0000	-.0356	.4541	.0742	.2228	.1227	.2278	.1895
BADGY42	-.0672	.0383	-.0980	-.2263	.1612	-.1491	-.3471	-.0433	-.0866	.1573
BADGY45	.4027	-.0315	.2753	-.1895	.3350	.1471	.0620	.1601	.0238	-.0432
BADGY48	.1102	.1759	-.0485	.3109	-.2891	.2894	.0605	.2715	.0000	.2770
BADGY51	.2637	.0203	.1566	-.2981	.1589	-.2000	.0441	.1450	.0676	-.2800
BADGY54	-.1287	-.1614	-.2599	.0538	-.3748	.2282	.0816	.2635	-.2347	.1011
BADGY57	.1332	-.0257	.0791	-.1170	.1108	-.1057	.0457	.0230	.1060	.0822
BADGY60	-.1694	-.0501	-.3623	-.2443	-.1067	-.2705	-.3318	.1948	-.0368	.1336

	BADGY33	BADGY36	BADGY39	BADGY42	BADGY45	BADGY48	BADGY51	BADGY54	BADGY57	BADGY60
BADGY33	1.0000									
BADGY36	.1534	1.0000								
BADGY39	.1583	.1358	1.0000							
BADGY42	-.0138	-.0627	.0699	1.0000						
BADGY45	.1058	.1631	.5818	.2383	1.0000					
BADGY48	-.0738	.0554	.0250	-.0868	-.0521	1.0000				
BADGY51	.2197	.1275	.2138	.1433	.3498	-.1909	1.0000			
BADGY54	-.3325	-.0342	-.1128	.0466	-.1461	.3680	.0799	1.0000		
BADGY57	.1350	.1778	.1801	.1077	.2445	-.0210	.2043	-.0393	1.0000	
BADGY60	-.1441	-.3021	.1615	.3906	-.0928	-.1364	.0729	-.0504	-.0242	1.0000

26-JAN-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
8:35:41 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A N D R G N Y)

OF CASES = 42.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	99.5714	68.5436	8.2791	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	140.5143	41	3.4272		
WITHIN PEOPLE	2187.1000	798	2.7407		
BETWEEN MEASURES	943.6619	19	49.6664	31.1155	.0000
RESIDUAL	1243.4381	779	1.5962		
NONADDITIVITY	9.7516	1	9.7516	6.1497	.0134
BALANCE	1233.6865	778	1.5857		
TOTAL	2327.6143	839	2.7743		

GRAND MEAN = 4.9786

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.2374

HOTELLINGS T-SQUARED = 622.4173 F = 18.3769 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 23

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .5343 STANDARDIZED ITEM ALPHA = .5996

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S L F M D)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BASMOD1	151	
2.	BASMOD2	152	
3.	BASMOD3	153	
4.	BASMOD4	154*	
5.	BASMOD5	155	
6.	BASMOD6	156*	
7.	BASMOD7	157	

Buyer's Anticipated Seller Self-Modification

		MEAN	STD DEV	CASES
1.	BASMOD1	5.9565	.8153	46.0
2.	BASMOD2	5.7826	1.1336	46.0
3.	BASMOD3	5.3913	1.0430	46.0
4.	BASMOD4	5.0435	1.5342	46.0
5.	BASMOD5	5.0652	.9753	46.0
6.	BASMOD6	5.5870	1.0236	46.0
7.	BASMOD7	5.5000	.8367	46.0

COVARIANCE MATRIX

	BASMOD1	BASMOD2	BASMOD3	BASMOD4	BASMOD5	BASMOD6	BASMOD7
BASMOD1	.6647						
BASMOD2	.5237	1.2850					
BASMOD3	.3729	.5536	1.0879				
BASMOD4	.5353	.5208	.6271	2.3536			
BASMOD5	.2473	.2145	.5072	.3304	.9512		
BASMOD6	.5372	.4638	.3874	.7961	.3609	1.0478	
BASMOD7	.3778	.3111	.5111	.6222	.3889	.5667	.7000

CORRELATION MATRIX

	BASMOD1	BASMOD2	BASMOD3	BASMOD4	BASMOD5	BASMOD6	BASMOD7
BASMOD1	1.0000						
BASMOD2	.5666	1.0000					
BASMOD3	.4386	.4682	1.0000				
BASMOD4	.4279	.2994	.3919	1.0000			
BASMOD5	.3111	.1940	.4986	.2208	1.0000		
BASMOD6	.6437	.3997	.3629	.5070	.3615	1.0000	
BASMOD7	.5538	.3280	.5857	.4848	.4766	.6617	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S L F M D)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	38.3261	27.6024	5.2538	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	177.4441	45	3.9432		
WITHIN PEOPLE	218.8571	276	.7930		
BETWEEN MEASURES	32.2360	6	5.3727	7.7731	.0000
RESIDUAL	186.6211	270	.6912		
NONADDITIVITY	1.3297	1	1.3297	1.9304	.1659
BALANCE	185.2914	269	.6888		
TOTAL	396.3012	321	1.2346		

GRAND MEAN = 5.4752

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.4980

HOTELLINGS T-SQUARED = 46.2575 F = 6.8530 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .8247 STANDARDIZED ITEM ALPHA = .8447

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S N S T V)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BASSNS1	158	
2.	BASSNS2	159	
3.	BASSNS3	160	
4.	BASSNS4	161	
5.	BASSNS5	162	
6.	BASSNS6	163	

Buyer's Anticipated Seller Sensitivity

		MEAN	STD DEV	CASES
1.	BASSNS1	4.4348	1.1285	46.0
2.	BASSNS2	4.6522	1.2332	46.0
3.	BASSNS3	4.4565	1.1097	46.0
4.	BASSNS4	4.6739	1.1557	46.0
5.	BASSNS5	4.9348	.9522	46.0
6.	BASSNS6	3.4783	1.0486	46.0

COVARIANCE MATRIX

	BASSNS1	BASSNS2	BASSNS3	BASSNS4	BASSNS5	BASSNS6
BASSNS1	1.2734					
BASSNS2	.7546	1.5208				
BASSNS3	.2193	.4957	1.2314			
BASSNS4	.5227	.5729	.3300	1.3357		
BASSNS5	.4512	.3768	.5638	.6449	.9068	
BASSNS6	.3652	.0589	.0657	.2039	.0763	1.0995

CORRELATION MATRIX

	BASSNS1	BASSNS2	BASSNS3	BASSNS4	BASSNS5	BASSNS6
BASSNS1	1.0000					
BASSNS2	.5422	1.0000				
BASSNS3	.1751	.3622	1.0000			
BASSNS4	.4008	.4020	.2573	1.0000		
BASSNS5	.4199	.3209	.5335	.5860	1.0000	
BASSNS6	.3086	.0456	.0565	.1682	.0764	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S N S T V)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	26.6304	18.7715	4.3326	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	140.7862	45	3.1286		
WITHIN PEOPLE	249.1667	230	1.0833		
BETWEEN MEASURES	58.4094	5	11.6819	13.7789	.0000
RESIDUAL	190.7572	225	.8478		
NONADDITIVITY	3.7096	1	3.7096	4.4425	.0362
BALANCE	187.0476	224	.8350		
TOTAL	389.9529	275	1.4180		

GRAND MEAN = 4.4384

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.5661

HOTELLINGS T-SQUARED = 56.3461 F = 10.2675 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 41

RELIABILITY COEFFICIENTS 6 ITEMS
ALPHA = .7290 STANDARDIZED ITEM ALPHA = .7297

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S E M P T H)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BASEC1	164
2.	BASEC2	166*
3.	BASEC3	168
4.	BASEC4	170*
5.	BASEC5	172*
6.	BASEC6	173
7.	BASEC7	175

Buyer's Anticipated Seller Empathy

		MEAN	STD DEV	CASES
1.	BASEC1	2.9348	1.3233	46.0
2.	BASEC2	3.4565	1.0895	46.0
3.	BASEC3	2.6739	1.3508	46.0
4.	BASEC4	3.3261	1.3342	46.0
5.	BASEC5	3.4130	1.2574	46.0
6.	BASEC6	3.6957	1.0723	46.0
7.	BASEC7	3.1522	1.2287	46.0

COVARIANCE MATRIX

	BASEC1	BASEC2	BASEC3	BASEC4	BASEC5	BASEC6	BASEC7
BASEC1	1.7512						
BASEC2	.0527	1.1870					
BASEC3	1.0449	.1966	1.8246				
BASEC4	.3773	.6478	.7087	1.7802			
BASEC5	.2942	.8517	.4932	.9734	1.5812		
BASEC6	.7130	.3643	.7208	.3237	.3952	1.1498	
BASEC7	.1213	.2401	.4507	.2382	.1357	.3140	1.5097

CORRELATION MATRIX

	BASEC1	BASEC2	BASEC3	BASEC4	BASEC5	BASEC6	BASEC7
BASEC1	1.0000						
BASEC2	.0365	1.0000					
BASEC3	.5846	.1336	1.0000				
BASEC4	.2137	.4457	.3932	1.0000			
BASEC5	.1768	.6217	.2904	.5802	1.0000		
BASEC6	.5025	.3118	.4976	.2262	.2931	1.0000	
BASEC7	.0746	.1794	.2716	.1453	.0879	.2383	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S E M P T H)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	22.6522	30.0986	5.4862	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	193.4907	45	4.2998		
WITHIN PEOPLE	324.5714	276	1.1760		
BETWEEN MEASURES	32.8012	6	5.4669	5.0590	.0001
RESIDUAL	291.7702	270	1.0806		
NONADDITIVITY	1.0885	1	1.0885	1.0073	.3165
BALANCE	290.6817	269	1.0806		
TOTAL	518.0621	321	1.6139		

GRAND MEAN = 3.2360

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.7605

HOTELLINGS T-SQUARED = 37.0982 F = 5.4960 PROB. = .0003
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7487 STANDARDIZED ITEM ALPHA = .7502

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S P S P T K)

	PREQSTNR	ITEM # (*)REVERSE CODED
1. BASPT1	165*	
2. BASPT2	167	
3. BASPT3	169	Buyer's Anticipated Seller Perspective Taking
4. BASPT4	171*	
5. BASPT5	174	
6. BASPT6	176	
7. BASPT7	177	

	MEAN	STD DEV	CASES
1. BASPT1	3.7826	1.1721	46.0
2. BASPT2	3.3913	1.1446	46.0
3. BASPT3	3.7826	.9641	46.0
4. BASPT4	3.5217	1.2245	46.0
5. BASPT5	3.9565	1.3326	46.0
6. BASPT6	3.3261	1.1557	46.0
7. BASPT7	3.5435	1.3451	46.0

COVARIANCE MATRIX

	BASPT1	BASPT2	BASPT3	BASPT4	BASPT5	BASPT6	BASPT7
BASPT1	1.3739						
BASPT2	.1536	1.3101					
BASPT3	.4406	.5981	.9295				
BASPT4	.5604	.3024	.2048	1.4995			
BASPT5	.5903	.5507	.4570	.2676	1.7758		
BASPT6	.2502	.3362	.4058	.2261	.9034	1.3357	
BASPT7	.3652	.2715	.4986	.1768	.7797	.8633	1.8092

CORRELATION MATRIX

	BASPT1	BASPT2	BASPT3	BASPT4	BASPT5	BASPT6	BASPT7
BASPT1	1.0000						
BASPT2	.1145	1.0000					
BASPT3	.3899	.5420	1.0000				
BASPT4	.3904	.2158	.1735	1.0000			
BASPT5	.3779	.3611	.3557	.1640	1.0000		
BASPT6	.1847	.2542	.3642	.1597	.5866	1.0000	
BASPT7	.2316	.1763	.3845	.1073	.4350	.5553	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S P S P T K)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	25.3043	28.4386	5.3328	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	182.8199	45	4.0627		
WITHIN PEOPLE	283.4286	276	1.0269		
BETWEEN MEASURES	14.7267	6	2.4545	2.4663	.0244
RESIDUAL	268.7019	270	.9952		
NONADDITIVITY	.6419	1	.6419	.6441	.4229
BALANCE	268.0600	269	.9965		
TOTAL	466.2484	321	1.4525		

GRAND MEAN = 3.6149

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.0016

HOTELLINGS T-SQUARED = 24.7942 F = 3.6732 PROB. = .0053
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .7550 STANDARDIZED ITEM ALPHA = .7593

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S S C N F)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BASCNF1	178	
2.	BASCNF2	179	
3.	BASCNF3	180	
4.	BASCNF4	181	
5.	BASCNF5	182	

Buyer's Anticipated Seller Social Self-Confidence

		MEAN	STD DEV	CASES
1.	BASCNF1	4.9130	1.0290	46.0
2.	BASCNF2	5.3696	.9512	46.0
3.	BASCNF3	5.6739	1.0340	46.0
4.	BASCNF4	4.7174	1.3770	46.0
5.	BASCNF5	5.2391	1.0151	46.0

COVARIANCE MATRIX

	BASCNF1	BASCNF2	BASCNF3	BASCNF4	BASCNF5
BASCNF1	1.0589				
BASCNF2	.6329	.9048			
BASCNF3	.3043	.2787	1.0691		
BASCNF4	.5527	.3512	.7947	1.8961	
BASCNF5	.5546	.4430	.3908	.6024	1.0304

CORRELATION MATRIX

	BASCNF1	BASCNF2	BASCNF3	BASCNF4	BASCNF5
BASCNF1	1.0000				
BASCNF2	.6465	1.0000			
BASCNF3	.2860	.2834	1.0000		
BASCNF4	.3900	.2681	.5582	1.0000	
BASCNF5	.5309	.4588	.3724	.4310	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S S S C N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	25.9130	15.7700	3.9712	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	141.9304	45	3.1540		
WITHIN PEOPLE	152.4000	184	.8283		
BETWEEN MEASURES	26.1565	4	6.5391	9.3236	.0000
RESIDUAL	126.2435	180	.7014		
NONADDITIVITY	2.7193	1	2.7193	3.9406	.0487
BALANCE	123.5242	179	.6901		
TOTAL	294.3304	229	1.2853		

GRAND MEAN = 5.1826

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.1272

HOTELLINGS T-SQUARED = 40.6066 F = 9.4749 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .7776 STANDARDIZED ITEM ALPHA = .7853

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S O P N R S)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BASOPN1	183	
2.	BASOPN2	184	
3.	BASOPN3	185	
4.	BASOPN4	186	
5.	BASOPN5	187	
6.	BASOPN6	188	
7.	BASOPN7	189	
8.	BASOPN8	190	
9.	BASOPN9	191	
10.	BASOPN10	192	

Buyer's Anticipated Seller Openers

		MEAN	STD DEV	CASES
1.	BASOPN1	4.6087	1.5417	46.0
2.	BASOPN2	4.3043	1.3641	46.0
3.	BASOPN3	4.4130	1.1465	46.0
4.	BASOPN4	2.2391	1.2856	46.0
5.	BASOPN5	4.0217	1.4062	46.0
6.	BASOPN6	2.7826	1.2277	46.0
7.	BASOPN7	4.1304	1.3434	46.0
8.	BASOPN8	3.3696	1.0405	46.0
9.	BASOPN9	4.7609	1.3693	46.0
10.	BASOPN10	4.8913	1.1968	46.0

COVARIANCE MATRIX

	BASOPN1	BASOPN2	BASOPN3	BASOPN4	BASOPN5	BASOPN6	BASOPN7	BASOPN8	BASOPN9	BASOPN10
BASOPN1	2.3768									
BASOPN2	1.1217	1.8609								
BASOPN3	.4319	.8271	1.3145							
BASOPN4	.6290	.5478	.0990	1.6527						
BASOPN5	.2087	.4377	.4575	.7280	1.9773					
BASOPN6	.7575	.7787	.5140	.9420	.9826	1.5072				
BASOPN7	.2077	.8483	.7671	.3459	.6638	.3179	1.8048			
BASOPN8	.4145	.6184	.4217	.2874	.7251	.3488	.7507	1.0826		
BASOPN9	.1043	.6522	.6787	.0362	.3164	.2580	.9874	.5348	1.8749	
BASOPN10	.5565	.1894	-.0652	.1599	.3357	.3536	-.0744	.0855	.2623	1.4324

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S O P N R S)

CORRELATION MATRIX

	BASOPN1	BASOPN2	BASOPN3	BASOPN4	BASOPN5	BASOPN6	BASOPN7	BASOPN8	BASOPN9	BASOPN10
BASOPN1	1.0000									
BASOPN2	.5334	1.0000								
BASOPN3	.2443	.5288	1.0000							
BASOPN4	.3174	.3124	.0672	1.0000						
BASOPN5	.0963	.2282	.2838	.4027	1.0000					
BASOPN6	.4002	.4650	.3652	.5969	.5692	1.0000				
BASOPN7	.1003	.4629	.4981	.2003	.3514	.1927	1.0000			
BASOPN8	.2584	.4357	.3535	.2149	.4956	.2730	.5371	1.0000		
BASOPN9	.0494	.3492	.4324	.0206	.1643	.1535	.5368	.3754	1.0000	
BASOPN10	.3016	.1160	-.0475	.1039	.1995	.2407	-.0463	.0687	.1601	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	39.5217	59.9884	7.7452	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	269.9478	45	5.9988		
WITHIN PEOPLE	811.0000	414	1.9589		
BETWEEN MEASURES	321.1652	9	35.6850	29.5047	.0000
RESIDUAL	489.8348	405	1.2095		
NONADDITIVITY	.1576	1	.1576	.1301	.7186
BALANCE	489.6771	404	1.2121		
TOTAL	1080.9478	459	2.3550		
GRAND MEAN =	3.9522				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.1143

HOTELLINGS T-SQUARED = 296.1417 F = 27.0549 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S O P N R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7984 STANDARDIZED ITEM ALPHA = .8018

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S E F F C Y)

Buyer's Anticipated Seller Efficacy

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BASEFC1	193
2.	BASEFC2	194
3.	BASEFC3	195*
4.	BASEFC4	196
5.	BASEFC5	197
6.	BASEFC6	198*
7.	BASEFC7	199*
8.	BASEFC8	200*
9.	BASEFC9	201
10.	BASEFC10	202*

		MEAN	STD DEV	CASES
1.	BASEFC1	4.7174	1.1088	46.0
2.	BASEFC2	4.5000	.8097	46.0
3.	BASEFC3	3.6522	1.3033	46.0
4.	BASEFC4	4.3261	1.0965	46.0
5.	BASEFC5	4.2391	1.3693	46.0
6.	BASEFC6	4.8913	.9713	46.0
7.	BASEFC7	5.1304	1.3922	46.0
8.	BASEFC8	4.1957	1.2757	46.0
9.	BASEFC9	5.1957	1.1666	46.0
10.	BASEFC10	4.3478	1.4939	46.0

COVARIANCE MATRIX

	BASEFC1	BASEFC2	BASEFC3	BASEFC4	BASEFC5	BASEFC6	BASEFC7	BASEFC8	BASEFC9	BASEFC10
BASEFC1	1.2295									
BASEFC2	.1667	.6556								
BASEFC3	.5217	-.0444	1.6986							
BASEFC4	.4498	.3889	.2048	1.2024						
BASEFC5	.8024	.3444	.2184	.7647	1.8749					
BASEFC6	.3242	.1889	.4947	.3696	.3377	.9435				
BASEFC7	.1266	.2000	.0464	.4899	.3903	.3478	1.9382			
BASEFC8	.2343	.1889	.9585	.0681	.2411	.3773	.3295	1.6275		
BASEFC9	.3010	.2556	.3362	.4681	.5966	.3329	.3739	.2720	1.3609	
BASEFC10	-.0551	.0667	-.0097	.3729	.2039	.5053	.7758	.0193	.0860	2.2319

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S E F F C Y)

CORRELATION MATRIX

	BASEFC1	BASEFC2	BASEFC3	BASEFC4	BASEFC5	BASEFC6	BASEFC7	BASEFC8	BASEFC9	BASEFC10
BASEFC1	1.0000									
BASEFC2	.1856	1.0000								
BASEFC3	.3610	-.0421	1.0000							
BASEFC4	.3699	.4380	.1433	1.0000						
BASEFC5	.5285	.3107	.1224	.5093	1.0000					
BASEFC6	.3010	.2402	.3908	.3470	.2539	1.0000				
BASEFC7	.0820	.1774	.0256	.3209	.2048	.2572	1.0000			
BASEFC8	.1656	.1829	.5765	.0487	.1380	.3045	.1855	1.0000		
BASEFC9	.2327	.2706	.2212	.3659	.3735	.2937	.2302	.1828	1.0000	
BASEFC10	-.0332	.0551	-.0050	.2277	.0997	.3482	.3730	.0101	.0493	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	45.1957	43.6275	6.6051	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	196.3239	45	4.3628		
WITHIN PEOPLE	560.5000	414	1.3539		
BETWEEN MEASURES	92.4978	9	10.2775	8.8940	.0000
RESIDUAL	468.0022	405	1.1556		
NONADDITIVITY	.0099	1	.0099	.0085	.9264
BALANCE	467.9923	404	1.1584		
TOTAL	756.8239	459	1.6489		

GRAND MEAN = 4.5196

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.0715

HOTELLINGS T-SQUARED = 108.6314 F = 9.9244 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S E F F C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7351 STANDARDIZED ITEM ALPHA = .7509

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S C N T R L)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BASCNT1	203*
2.	BASCNT2	204
3.	BASCNT3	205*
4.	BASCNT4	206
5.	BASCNT5	207
6.	BASCNT6	208*
7.	BASCNT7	209
8.	BASCNT8	210*
9.	BASCNT9	211*
10.	BASCNT10	212

Buyer's Anticipated Seller Control

		MEAN	STD DEV	CASES
1.	BASCNT1	4.9783	1.0217	46.0
2.	BASCNT2	4.1739	1.2702	46.0
3.	BASCNT3	5.3043	1.0300	46.0
4.	BASCNT4	4.4130	1.2396	46.0
5.	BASCNT5	5.4348	.7790	46.0
6.	BASCNT6	4.3696	1.1616	46.0
7.	BASCNT7	4.8261	.8513	46.0
8.	BASCNT8	5.3261	1.2833	46.0
9.	BASCNT9	4.4783	1.1302	46.0
10.	BASCNT10	4.5435	1.3116	46.0

COVARIANCE MATRIX

	BASCNT1	BASCNT2	BASCNT3	BASCNT4	BASCNT5	BASCNT6	BASCNT7	BASCNT8	BASCNT9	BASCNT10
BASCNT1	1.0440									
BASCNT2	.0483	1.6135								
BASCNT3	.0290	.3459	1.0609							
BASCNT4	.0758	.5932	.2937	1.5367						
BASCNT5	.1430	.1449	.3092	.1720	.6068					
BASCNT6	.1193	.6676	.1517	.4662	.0802	1.3493				
BASCNT7	-.0039	.1198	.3430	.4957	.2551	.2657	.7246			
BASCNT8	.2295	.0976	.3652	-.0932	.2106	.0546	.2357	1.6469		
BASCNT9	-.0560	.2483	.0512	.2647	-.1237	.0860	.2628	.1517	1.2773	
BASCNT10	.3899	-.1188	-.1691	-.1184	-.0860	.0391	.0522	-.2923	.4676	1.7203

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S C N T R L)

CORRELATION MATRIX

	BASCNT1	BASCNT2	BASCNT3	BASCNT4	BASCNT5	BASCNT6	BASCNT7	BASCNT8	BASCNT9	BASCNT10
BASCNT1	1.0000									
BASCNT2	.0372	1.0000								
BASCNT3	.0275	.2644	1.0000							
BASCNT4	.0599	.3767	.2300	1.0000						
BASCNT5	.1797	.1465	.3854	.1781	1.0000					
BASCNT6	.1005	.4525	.1268	.3238	.0886	1.0000				
BASCNT7	-.0044	.1108	.3912	.4697	.3847	.2687	1.0000			
BASCNT8	.1750	.0599	.2763	-.0586	.2107	.0366	.2158	1.0000		
BASCNT9	-.0485	.1730	.0440	.1890	-.1405	.0655	.2732	.1046	1.0000	
BASCNT10	.2909	-.0713	-.1252	-.0728	-.0842	.0257	.0467	-.1736	.3155	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	47.8478	27.1097	5.2067	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	121.9935	45	2.7110		
WITHIN PEOPLE	529.7000	414	1.2795		
BETWEEN MEASURES	85.5848	9	9.5094	8.6719	.0000
RESIDUAL	444.1152	405	1.0966		
NONADDITIVITY	2.9474	1	2.9474	2.6991	.1012
BALANCE	441.1678	404	1.0920		
TOTAL	651.6935	459	1.4198		

GRAND MEAN = 4.7848

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.7242

HOTELLINGS T-SQUARED = 59.9247 F = 5.4746 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:18 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S C N T R L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .5955 STANDARDIZED ITEM ALPHA = .6206

RELIABILITY ANALYSIS - SCALE (BASANDGY)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	BASAGY3	215	
2.	BASAGY6	218	
3.	BASAGY9	221	
4.	BASAGY12	224	
5.	BASAGY15	227	
6.	BASAGY18	230	
7.	BASAGY21	233	
8.	BASAGY24	236	
9.	BASAGY27	239	
10.	BASAGY30	242	
11.	BASAGY33	245	
12.	BASAGY36	248	
13.	BASAGY39	251	
14.	BASAGY42	254	
15.	BASAGY45	257	
16.	BASAGY48	260	
17.	BASAGY51	263	
18.	BASAGY54	266	
19.	BASAGY57	269	
20.	BASAGY60	272	

Buyer's Anticipated Seller Androgyny

		MEAN	STD DEV	CASES
1.	BASAGY3	4.8667	1.1794	45.0
2.	BASAGY6	4.0222	1.2701	45.0
3.	BASAGY9	3.8444	1.5515	45.0
4.	BASAGY12	2.3778	1.3192	45.0
5.	BASAGY15	5.0222	1.2338	45.0
6.	BASAGY18	3.6444	1.5834	45.0
7.	BASAGY21	3.5778	1.3054	45.0
8.	BASAGY24	3.7556	1.0904	45.0
9.	BASAGY27	2.8444	1.4609	45.0
10.	BASAGY30	3.1556	1.3973	45.0
11.	BASAGY33	3.3111	1.3284	45.0
12.	BASAGY36	2.9778	1.0973	45.0
13.	BASAGY39	3.9778	1.3733	45.0
14.	BASAGY42	4.4889	1.1000	45.0
15.	BASAGY45	5.5778	.9167	45.0
16.	BASAGY48	4.3778	1.0507	45.0
17.	BASAGY51	5.3333	1.1078	45.0
18.	BASAGY54	4.1556	1.2784	45.0
19.	BASAGY57	4.8444	1.3477	45.0
20.	BASAGY60	3.5556	1.0347	45.0

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S A N D G Y)

COVARIANCE MATRIX

	BASAGY3	BASAGY6	BASAGY9	BASAGY12	BASAGY15	BASAGY18	BASAGY21	BASAGY24	BASAGY27	BASAGY30
BASAGY3	1.3909									
BASAGY6	.5030	1.6131								
BASAGY9	1.0242	.2308	2.4071							
BASAGY12	.2106	.1732	-.3263	1.7404						
BASAGY15	.7758	.3859	.5717	-.0768	1.5222					
BASAGY18	.0879	.3490	-.2838	.2965	.0990	2.5071				
BASAGY21	.6697	.4641	.9101	-.1551	.4641	.0965	1.7040			
BASAGY24	-.0106	.5965	-.4025	.3217	-.0399	.4338	-.0828	1.1889		
BASAGY27	.8879	.3899	1.2025	.0601	.6854	-.3520	1.2283	-.0389	2.1343	
BASAGY30	.7030	.1101	.9566	.4626	.1328	.1247	.8399	.0162	1.0020	1.9525
BASAGY33	.6561	.6520	1.1404	.1753	.6066	-.0005	1.2253	.0323	1.5040	.9278
BASAGY36	.0879	.2732	.0646	.4859	-.3631	-.0081	.1495	.5854	.4056	.6172
BASAGY39	.7697	.2505	.8146	-.2187	.7732	-.1217	1.1949	-.4374	.9056	.4808
BASAGY42	-.4333	.0116	-.5359	-.4843	-.2611	.3596	-.1298	.2131	-.2404	-.3278
BASAGY45	.5561	.0778	.4556	-.0414	.6460	-.2444	.3631	-.3556	.3192	.1354
BASAGY48	.1197	-.1677	.0146	-.0551	-.1904	-.3854	.1859	.0717	.2646	.4172
BASAGY51	.2045	.2197	.2803	-.3788	.4470	-.0152	.3258	-.1439	.1667	.3939
BASAGY54	.5667	.8146	.1611	.5081	.1556	.0566	.2263	.3571	.2293	.2707
BASAGY57	.5924	-.3601	.0434	.1510	.4126	-.1247	.2283	.0520	.2934	-.0434
BASAGY60	-.3333	-.2399	-.0025	-.3056	-.3535	-.4116	-.1237	.0025	-.0025	.1843

	BASAGY33	BASAGY36	BASAGY39	BASAGY42	BASAGY45	BASAGY48	BASAGY51	BASAGY54	BASAGY57	BASAGY60
BASAGY33	1.7646									
BASAGY36	.3253	1.2040								
BASAGY39	.8707	-.3187	1.8859							
BASAGY42	-.1556	.0111	-.2389	1.2101						
BASAGY45	.2934	-.2596	.7859	-.1980	.8404					
BASAGY48	.1071	-.0369	.1449	.1747	.0495	1.1040				
BASAGY51	.1894	-.4697	.3258	.1288	.2121	.0303	1.2273			
BASAGY54	.5187	.2535	.1854	.3540	.3172	.3490	.1742	1.6343		
BASAGY57	-.1778	-.2081	.0419	-.1722	.2283	.3328	.5985	.1157	1.8162	
BASAGY60	-.0631	.1717	-.2828	.0859	-.1919	.3308	-.1212	-.0884	-.2071	1.0707

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:19 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S A N D G Y)

CORRELATION MATRIX

	BASAGY3	BASAGY6	BASAGY9	BASAGY12	BASAGY15	BASAGY18	BASAGY21	BASAGY24	BASAGY27	BASAGY30
BASAGY3	1.0000									
BASAGY6	.3358	1.0000								
BASAGY9	.5598	.1171	1.0000							
BASAGY12	.1354	.1034	-.1594	1.0000						
BASAGY15	.5331	.2462	.2987	-.0472	1.0000					
BASAGY18	.0471	.1735	-.1155	.1419	.0507	1.0000				
BASAGY21	.4350	.2799	.4494	-.0900	.2882	.0467	1.0000			
BASAGY24	-.0082	.4307	-.2379	.2237	-.0297	.2513	-.0582	1.0000		
BASAGY27	.5153	.2101	.5305	.0312	.3802	-.1522	.6441	-.0244	1.0000	
BASAGY30	.4266	.0620	.4412	.2510	.0770	.0564	.4605	.0106	.4908	1.0000
BASAGY33	.4188	.3865	.5533	.1000	.3701	-.0002	.7066	.0223	.7750	.4998
BASAGY36	.0679	.1961	.0380	.3356	-.2682	-.0047	.1044	.4892	.2530	.4025
BASAGY39	.4752	.1436	.3824	-.1207	.4564	-.0560	.6666	-.2921	.4514	.2506
BASAGY42	-.3340	.0083	-.3140	-.3337	-.1924	.2065	-.0904	.1777	-.1496	-.2132
BASAGY45	.5143	.0668	.3203	-.0342	.5711	-.1684	.3034	-.3557	.2383	.1057
BASAGY48	.0966	-.1256	.0090	-.0397	-.1469	-.2316	.1355	.0626	.1724	.2841
BASAGY51	.1566	.1561	.1631	-.2592	.3270	-.0086	.2253	-.1192	.1030	-.2545
BASAGY54	.3758	.5017	.0812	.3013	.0986	.0279	.1356	.2562	.1228	.1515
BASAGY57	.3727	-.2104	.0208	.0849	.2482	-.0585	.1298	.0354	.1490	-.0231
BASAGY60	-.2731	-.1825	-.0016	-.2238	-.2769	-.2512	-.0916	.0022	-.0017	.1275

	BASAGY33	BASAGY36	BASAGY39	BASAGY42	BASAGY45	BASAGY48	BASAGY51	BASAGY54	BASAGY57	BASAGY60
BASAGY33	1.0000									
BASAGY36	.2231	1.0000								
BASAGY39	.4773	-.2115	1.0000							
BASAGY42	-.1065	.0092	-.1581	1.0000						
BASAGY45	.2410	-.2581	.6242	-.1963	1.0000					
BASAGY48	.0767	-.0320	.1005	.1512	.0514	1.0000				
BASAGY51	.1287	-.3864	.2141	.1057	.2089	.0260	1.0000			
BASAGY54	.3054	.1807	.1056	.2518	.2706	.2598	.1230	1.0000		
BASAGY57	-.0993	-.1407	.0227	-.1162	.1848	.2350	.4009	.0671	1.0000	
BASAGY60	-.0459	.1512	-.1990	.0754	-.2023	.3043	-.1057	-.0668	-.1485	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
10:21:19 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A S A N D G Y)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	79.7111	107.7556	10.3805	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	237.0622	44	5.3878		
WITHIN PEOPLE	1795.7500	855	2.1003		
BETWEEN MEASURES	628.4122	19	33.0743	23.6865	.0000
RESIDUAL	1167.3378	836	1.3963		
NONADDITIVITY	2.8551	1	2.8551	2.0473	.1529
BALANCE	1164.4826	835	1.3946		
TOTAL	2032.8122	899	2.2612		
GRAND MEAN =	3.9856				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.5234

HOTELLINGS T-SQUARED = 482.6172 F = 15.0096 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 26

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .7408 STANDARDIZED ITEM ALPHA = .7275

RELIABILITY ANALYSIS - SCALE (BPSSLFMD)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BPSMOD1	39	
2.	BPSMOD2	40	
3.	BPSMOD3	41	
4.	BPSMOD4	42*	
5.	BPSMOD5	43	
6.	BPSMOD6	44*	
7.	BPSMOD7	45	

Buyer's Perceived Seller Self-Modification

		MEAN	STD DEV	CASES
1.	BPSMOD1	5.0870	1.2619	46.0
2.	BPSMOD2	5.1087	1.2152	46.0
3.	BPSMOD3	4.6087	1.1639	46.0
4.	BPSMOD4	4.6957	1.2626	46.0
5.	BPSMOD5	4.7391	1.2190	46.0
6.	BPSMOD6	5.1957	1.1278	46.0
7.	BPSMOD7	4.9348	1.1624	46.0

COVARIANCE MATRIX

	BPSMOD1	BPSMOD2	BPSMOD3	BPSMOD4	BPSMOD5	BPSMOD6	BPSMOD7
BPSMOD1	1.5923						
BPSMOD2	1.0792	1.4768					
BPSMOD3	.8348	.8435	1.3546				
BPSMOD4	.6937	.5894	.8783	1.5942			
BPSMOD5	.7343	.9179	.9401	.8522	1.4860		
BPSMOD6	.7159	.6449	.5449	.7720	.4966	1.2720	
BPSMOD7	.2725	.4961	.6628	.6019	.7826	.3908	1.3512

CORRELATION MATRIX

	BPSMOD1	BPSMOD2	BPSMOD3	BPSMOD4	BPSMOD5	BPSMOD6	BPSMOD7
BPSMOD1	1.0000						
BPSMOD2	.7038	1.0000					
BPSMOD3	.5684	.5964	1.0000				
BPSMOD4	.4354	.3841	.5977	1.0000			
BPSMOD5	.4774	.6196	.6626	.5537	1.0000		
BPSMOD6	.5031	.4706	.4151	.5421	.3612	1.0000	
BPSMOD7	.1858	.3512	.4899	.4101	.5523	.2981	1.0000

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
21:45:06 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S S L F M D)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	34.3696	39.6159	6.2941	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	254.6739	45	5.6594		
WITHIN PEOPLE	215.7143	276	.7816		
BETWEEN MEASURES	14.6708	6	2.4451	3.2838	.0039
RESIDUAL	201.0435	270	.7446		
NONADDITIVITY	.6339	1	.6339	.8508	.3572
BALANCE	200.4096	269	.7450		
TOTAL	470.3882	321	1.4654		

GRAND MEAN = 4.9099

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.1476

HOTELLINGS T-SQUARED = 17.3479 F = 2.5701 PROB. = .0336
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .8684 STANDARDIZED ITEM ALPHA = .8681

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S S N S T V)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BPSSNS1	46	
2.	BPSSNS2	47	
3.	BPSSNS3	48	
4.	BPSSNS4	49	
5.	BPSSNS5	50	
6.	BPSSNS6	51	

Buyer's Perceived Seller Sensitivity

		MEAN	STD DEV	CASES
1.	BPSSNS1	3.7391	1.3239	46.0
2.	BPSSNS2	4.0217	1.1641	46.0
3.	BPSSNS3	4.9130	.9387	46.0
4.	BPSSNS4	4.6304	.9743	46.0
5.	BPSSNS5	4.6957	.9158	46.0
6.	BPSSNS6	3.6304	1.1616	46.0

COVARIANCE MATRIX

	BPSSNS1	BPSSNS2	BPSSNS3	BPSSNS4	BPSSNS5	BPSSNS6
BPSSNS1	1.7527					
BPSSNS2	.8725	1.3551				
BPSSNS3	.4879	.4242	.8812			
BPSSNS4	.3903	.6082	.1227	.9493		
BPSSNS5	.5855	.4512	.2841	.4406	.8386	
BPSSNS6	.6570	.0082	.1449	.0159	.2184	1.3493

CORRELATION MATRIX

	BPSSNS1	BPSSNS2	BPSSNS3	BPSSNS4	BPSSNS5	BPSSNS6
BPSSNS1	1.0000					
BPSSNS2	.5661	1.0000				
BPSSNS3	.3926	.3882	1.0000			
BPSSNS4	.3026	.5363	.1342	1.0000		
BPSSNS5	.4829	.4233	.3304	.4938	1.0000	
BPSSNS6	.4272	.0061	.1329	.0141	.2053	1.0000

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
21:45:06 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S S N S T V)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	25.6304	18.5493	4.3069	6

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	139.1196	45	3.0915		
WITHIN PEOPLE	249.5000	230	1.0848		
BETWEEN MEASURES	67.9457	5	13.5891	16.8410	.0000
RESIDUAL	181.5543	225	.8069		
NONADDITIVITY	3.1626	1	3.1626	3.9711	.0475
BALANCE	178.3918	224	.7964		
TOTAL	388.6196	275	1.4132		

GRAND MEAN = 4.2717

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.2981

HOTELLINGS T-SQUARED = 79.8413 F = 14.5489 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 5 DENOMINATOR = 41

RELIABILITY COEFFICIENTS 6 ITEMS
ALPHA = .7390 STANDARDIZED ITEM ALPHA = .7406

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S E M P T H)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	BPSEC1	52	
2.	BPSEC2	54*	
3.	BPSEC3	56	
4.	BPSEC4	58*	
5.	BPSEC5	60*	
6.	BPSEC6	61	
7.	BPSEC7	63	

Buyer's Perceived Seller Empathy

		MEAN	STD DEV	CASES
1.	BPSEC1	4.3043	1.2626	46.0
2.	BPSEC2	4.7391	1.2190	46.0
3.	BPSEC3	3.9348	1.0199	46.0
4.	BPSEC4	4.6087	1.1639	46.0
5.	BPSEC5	4.6087	1.0641	46.0
6.	BPSEC6	4.6304	.9743	46.0
7.	BPSEC7	4.8696	1.1664	46.0

COVARIANCE MATRIX

	BPSEC1	BPSEC2	BPSEC3	BPSEC4	BPSEC5	BPSEC6	BPSEC7
BPSEC1	1.5942						
BPSEC2	.8145	1.4860					
BPSEC3	.5981	.2493	1.0401				
BPSEC4	.8329	.5401	.5295	1.3546			
BPSEC5	.6551	.3401	.6184	.7990	1.1324		
BPSEC6	.7150	.4348	.5531	.7633	.5411	.9493	
BPSEC7	.3295	.4541	.1246	.1923	.1923	.3729	1.3604

CORRELATION MATRIX

	BPSEC1	BPSEC2	BPSEC3	BPSEC4	BPSEC5	BPSEC6	BPSEC7
BPSEC1	1.0000						
BPSEC2	.5292	1.0000					
BPSEC3	.4645	.2005	1.0000				
BPSEC4	.5667	.3807	.4461	1.0000			
BPSEC5	.4876	.2622	.5698	.6452	1.0000		
BPSEC6	.5812	.3661	.5567	.6731	.5219	1.0000	
BPSEC7	.2237	.3194	.1048	.1416	.1549	.3282	1.0000

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
21:45:06 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S E M P T H)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	31.6957	30.2164	5.4969	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	194.2484	45	4.3166		
WITHIN PEOPLE	234.0000	276	.8478		
BETWEEN MEASURES	26.9876	6	4.4979	5.8665	.0000
RESIDUAL	207.0124	270	.7667		
NONADDITIVITY	.2306	1	.2306	.3000	.5844
BALANCE	206.7818	269	.7687		
TOTAL	428.2484	321	1.3341		

GRAND MEAN = 4.5280

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.5389

HOTELLINGS T-SQUARED = 39.1514 F = 5.8002 PROB. = .0002
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 40

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .8224 STANDARDIZED ITEM ALPHA = .8271

RELIABILITY ANALYSIS - SCALE (BPSPSPTK)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	BPSPT1	53*	
2.	BPSPT2	55	
3.	BPSPT3	57	
4.	BPSPT4	59*	
5.	BPSPT5	62	
6.	BPSPT6	64	
7.	BPSPT7	65	

Buyer's Perceived Seller Perspective Taking

		MEAN	STD DEV	CASES
1.	BPSPT1	4.9556	1.2424	45.0
2.	BPSPT2	4.7333	1.2136	45.0
3.	BPSPT3	4.8667	.9677	45.0
4.	BPSPT4	4.7556	1.1313	45.0
5.	BPSPT5	4.9778	1.0764	45.0
6.	BPSPT6	4.6000	1.0313	45.0
7.	BPSPT7	4.7111	1.0362	45.0

COVARIANCE MATRIX

	BPSPT1	BPSPT2	BPSPT3	BPSPT4	BPSPT5	BPSPT6	BPSPT7
BPSPT1	1.5434						
BPSPT2	1.1015	1.4727					
BPSPT3	.7894	.7818	.9364				
BPSPT4	.5343	.4333	.4439	1.2798			
BPSPT5	.7263	.7894	.7015	.4717	1.1586		
BPSPT6	.6636	.7318	.7636	.4227	.6500	1.0636	
BPSPT7	.6687	.7167	.6652	.3823	.6980	.7455	1.0737

CORRELATION MATRIX

	BPSPT1	BPSPT2	BPSPT3	BPSPT4	BPSPT5	BPSPT6	BPSPT7
BPSPT1	1.0000						
BPSPT2	.7306	1.0000					
BPSPT3	.6566	.6658	1.0000				
BPSPT4	.3802	.3156	.4055	1.0000			
BPSPT5	.5431	.6043	.6735	.3874	1.0000		
BPSPT6	.5180	.5847	.7652	.3623	.5855	1.0000	
BPSPT7	.5194	.5699	.6634	.3261	.6258	.6976	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S P S P T K)

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	33.6000	36.2909	6.0242	7

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	228.1143	44	5.1844		
WITHIN PEOPLE	152.2857	270	.5640		
BETWEEN MEASURES	5.1556	6	.8593	1.5418	.1647
RESIDUAL	147.1302	264	.5573		
NONADDITIVITY	.3191	1	.3191	.5716	.4503
BALANCE	146.8111	263	.5582		
TOTAL	380.4000	314	1.2115		

GRAND MEAN = 4.8000

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.4032

HOTELLINGS T-SQUARED = 12.0085 F = 1.7740 PROB. = .1300
DEGREES OF FREEDOM: NUMERATOR = 6 DENOMINATOR = 39

RELIABILITY COEFFICIENTS 7 ITEMS
ALPHA = .8925 STANDARDIZED ITEM ALPHA = .8959

RELIABILITY ANALYSIS - SCALE (BPSSSCNF)

	POST QSTNR ITEM #	(*)REVERSE CODED
1.	BPSCNF1 66	
2.	BPSCNF2 67	
3.	BPSCNF3 68	
4.	BPSCNF4 69	
5.	BPSCNF5 70	

Buyer's Perceived Seller Social Self-Confidence

		MEAN	STD DEV	CASES
1.	BPSCNF1	4.4783	1.0053	46.0
2.	BPSCNF2	4.9565	.9418	46.0
3.	BPSCNF3	4.2826	1.2938	46.0
4.	BPSCNF4	4.2174	1.2095	46.0
5.	BPSCNF5	4.1739	1.3712	46.0

COVARIANCE MATRIX

	BPSCNF1	BPSCNF2	BPSCNF3	BPSCNF4	BPSCNF5
BPSCNF1	1.0106				
BPSCNF2	.6435	.8870			
BPSCNF3	.1952	.2570	1.6739		
BPSCNF4	.1159	.2097	1.1372	1.4628	
BPSCNF5	.3150	.4522	.4609	.6280	1.8802

CORRELATION MATRIX

	BPSCNF1	BPSCNF2	BPSCNF3	BPSCNF4	BPSCNF5
BPSCNF1	1.0000				
BPSCNF2	.6797	1.0000			
BPSCNF3	.1501	.2109	1.0000		
BPSCNF4	.0954	.1841	.7267	1.0000	
BPSCNF5	.2285	.3501	.2598	.3787	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S S S C N F)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	22.1087	15.7435	3.9678	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	141.6913	45	3.1487		
WITHIN PEOPLE	188.4000	184	1.0239		
BETWEEN MEASURES	18.9391	4	4.7348	5.0292	.0007
RESIDUAL	169.4609	180	.9414		
NONADDITIVITY	3.7153	1	3.7153	4.0124	.0467
BALANCE	165.7456	179	.9260		
TOTAL	330.0913	229	1.4414		

GRAND MEAN = 4.4217

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 3.4952

HOTELLINGS T-SQUARED = 32.4488 F = 7.5714 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .7010 STANDARDIZED ITEM ALPHA = .7078

RELIABILITY ANALYSIS - SCALE (BPSOPNRS)

	POST QSTNR ITEM #	(*)REVERSE CODED
1. BPSOPN1	71	
2. BPSOPN2	72	
3. BPSOPN3	73	
4. BPSOPN4	74	
5. BPSOPN5	75	
6. BPSOPN6	76	
7. BPSOPN7	77	
8. BPSOPN8	78	
9. BPSOPN9	79	
10. BPSOPN10	80	

Buyer's Perceived Seller Openers

	MEAN	STD DEV	CASES
1. BPSOPN1	4.5652	1.1672	46.0
2. BPSOPN2	5.1087	.8493	46.0
3. BPSOPN3	5.3478	.7664	46.0
4. BPSOPN4	4.3043	1.3477	46.0
5. BPSOPN5	4.7609	1.1583	46.0
6. BPSOPN6	5.4565	1.2420	46.0
7. BPSOPN7	5.0435	1.0741	46.0
8. BPSOPN8	4.8478	1.2466	46.0
9. BPSOPN9	4.5870	1.1657	46.0
10. BPSOPN10	4.3696	1.1227	46.0

COVARIANCE MATRIX

	BPSOPN1	BPSOPN2	BPSOPN3	BPSOPN4	BPSOPN5	BPSOPN6	BPSOPN7	BPSOPN8	BPSOPN9	BPSOPN10
BPSOPN1	1.3623									
BPSOPN2	.3150	.7213								
BPSOPN3	.2213	.2502	.5874							
BPSOPN4	.2686	.3884	.3807	1.8164						
BPSOPN5	.3382	.4710	.4184	1.0522	1.3415					
BPSOPN6	.1140	.4382	.3043	.9691	.7116	1.5425				
BPSOPN7	.0638	.4396	.4068	.8309	.7440	.7797	1.1536			
BPSOPN8	.0657	.5280	.2986	1.0473	.9406	1.0710	.9623	1.5541		
BPSOPN9	.3498	.4903	.1913	.6174	.8546	.2372	.4850	.7580	1.3589	
BPSOPN10	.4087	.3367	.0908	.1739	.4681	.0275	.1169	.1019	.5560	1.2604

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
21:45:06 JAY L. LAUGHLIN

RELIABILITY ANALYSIS - SCALE (BPSOPNRS)

CORRELATION MATRIX

	BPSOPN1	BPSOPN2	BPSOPN3	BPSOPN4	BPSOPN5	BPSOPN6	BPSOPN7	BPSOPN8	BPSOPN9	BPSOPN10
BPSOPN1	1.0000									
BPSOPN2	.3178	1.0000								
BPSOPN3	.2473	.3844	1.0000							
BPSOPN4	.1707	.3393	.3685	1.0000						
BPSOPN5	.2501	.4788	.4713	.6740	1.0000					
BPSOPN6	.0786	.4154	.3197	.5789	.4947	1.0000				
BPSOPN7	.0509	.4819	.4941	.5740	.5980	.5845	1.0000			
BPSOPN8	.0452	.4987	.3125	.6234	.6514	.6917	.7187	1.0000		
BPSOPN9	.2571	.4953	.2141	.3930	.6329	.1638	.3874	.5216	1.0000	
BPSOPN10	.3119	.3532	.1055	.1149	.3600	.0197	.0970	.0728	.4249	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	48.3913	54.8657	7.4071	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	246.8957	45	5.4866		
WITHIN PEOPLE	389.2000	414	.9401		
BETWEEN MEASURES	64.6609	9	7.1845	8.9658	.0000
RESIDUAL	324.5391	405	.8013		
NONADDITIVITY	.3986	1	.3986	.4968	.4813
BALANCE	324.1405	404	.8023		
TOTAL	636.0957	459	1.3858		

GRAND MEAN = 4.8391

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.5186

HOTELLINGS T-SQUARED = 81.8258 F = 7.4754 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S O P N R S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .8539 STANDARDIZED ITEM ALPHA = .8567

RELIABILITY ANALYSIS - SCALE (BPSEFFCY)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BPSEFC1	81	
2.	BPSEFC2	82	
3.	BPSEFC3	83*	
4.	BPSEFC4	84	
5.	BPSEFC5	85	
6.	BPSEFC6	86*	
7.	BPSEFC7	87*	
8.	BPSEFC8	88*	
9.	BPSEFC9	89	
10.	BPSEFC10	90*	

Buyer's Perceived Seller Efficacy

		MEAN	STD DEV	CASES
1.	BPSEFC1	4.9783	1.0850	46.0
2.	BPSEFC2	4.5870	1.1071	46.0
3.	BPSEFC3	4.1087	1.2513	46.0
4.	BPSEFC4	4.9565	.7290	46.0
5.	BPSEFC5	4.8913	1.1001	46.0
6.	BPSEFC6	5.1087	1.0377	46.0
7.	BPSEFC7	5.0000	1.1155	46.0
8.	BPSEFC8	4.2826	1.3443	46.0
9.	BPSEFC9	4.9783	.9773	46.0
10.	BPSEFC10	4.7391	1.2371	46.0

COVARIANCE MATRIX

	BPSEFC1	BPSEFC2	BPSEFC3	BPSEFC4	BPSEFC5	BPSEFC6	BPSEFC7	BPSEFC8	BPSEFC9	BPSEFC10
BPSEFC1	1.1773									
BPSEFC2	.6575	1.2256								
BPSEFC3	.3802	-.2208	1.5657							
BPSEFC4	.2213	.4928	-.0841	.5314						
BPSEFC5	.9309	.5763	.3232	.3507	1.2101					
BPSEFC6	.4913	.6903	-.2121	.4493	.5899	1.0768				
BPSEFC7	.4667	.1778	.1111	.0222	.4000	.2444	1.2444			
BPSEFC8	.6952	.4304	.6353	.2570	.8092	.5908	.5111	1.8072		
BPSEFC9	.1773	.0797	.2024	-.1121	.0643	.0469	.1556	-.0382	.9551	
BPSEFC10	.5498	.5343	.1179	.3217	.4377	.5179	-.0667	.4087	-.0280	1.5304

26-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
21:45:06 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S E F F C Y)

CORRELATION MATRIX

	BPSEFC1	BPSEFC2	BPSEFC3	BPSEFC4	BPSEFC5	BPSEFC6	BPSEFC7	BPSEFC8	BPSEFC9	BPSEFC10
BPSEFC1	1.0000									
BPSEFC2	.5474	1.0000								
BPSEFC3	.2800	-.1594	1.0000							
BPSEFC4	.2797	.6106	-.0922	1.0000						
BPSEFC5	.7799	.4732	.2348	.4374	1.0000					
BPSEFC6	.4364	.6009	-.1633	.5939	.5167	1.0000				
BPSEFC7	.3855	.1440	.0796	.0273	.3260	.2112	1.0000			
BPSEFC8	.4766	.2892	.3777	.2623	.5472	.4235	.3408	1.0000		
BPSEFC9	.1672	.0737	.1655	-.1573	.0598	.0462	.1427	-.0290	1.0000	
BPSEFC10	.4096	.3901	.0761	.3568	.3216	.4034	-.0483	.2457	-.0232	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	47.6304	41.0382	6.4061	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	184.6717	45	4.1038		
WITHIN PEOPLE	416.5000	414	1.0060		
BETWEEN MEASURES	46.5848	9	5.1761	5.6670	.0000
RESIDUAL	369.9152	405	.9134		
NONADDITIVITY	.4036	1	.4036	.4412	.5069
BALANCE	369.5116	404	.9146		
TOTAL	601.1717	459	1.3097		

GRAND MEAN = 4.7630

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.6997

HOTELLINGS T-SQUARED = 62.4747 F = 5.7076 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S E F F C Y)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7774 STANDARDIZED ITEM ALPHA = .7817

RELIABILITY ANALYSIS - SCALE (BPSCNTRL)

	POSTQSTNR ITEM #	(*)REVERSE CODED
1. BPSCNT1	91*	
2. BPSCNT2	92	
3. BPSCNT3	93*	
4. BPSCNT4	94	
5. BPSCNT5	95	
6. BPSCNT6	96*	
7. BPSCNT7	97	
8. BPSCNT8	98*	
9. BPSCNT9	99*	
10. BPSCNT10	100	

Buyer's Perceived Seller Control

	MEAN	STD DEV	CASES
1. BPSCNT1	4.7111	1.1604	45.0
2. BPSCNT2	5.0444	1.1862	45.0
3. BPSCNT3	4.5778	1.3398	45.0
4. BPSCNT4	4.8000	1.0135	45.0
5. BPSCNT5	4.4222	1.2701	45.0
6. BPSCNT6	4.6667	1.1677	45.0
7. BPSCNT7	4.7333	.9630	45.0
8. BPSCNT8	5.0444	1.1069	45.0
9. BPSCNT9	5.1556	1.2605	45.0
10. BPSCNT10	4.5333	1.2541	45.0

COVARIANCE MATRIX

	BPSCNT1	BPSCNT2	BPSCNT3	BPSCNT4	BPSCNT5	BPSCNT6	BPSCNT7	BPSCNT8	BPSCNT9	BPSCNT10
BPSCNT1	1.3465									
BPSCNT2	.4222	1.4071								
BPSCNT3	.7389	.0874	1.7949							
BPSCNT4	.4409	.6909	.3227	1.0273						
BPSCNT5	.4202	-.0192	.7051	.4045	1.6131					
BPSCNT6	.5379	.2197	.6742	.3182	.1439	1.3636				
BPSCNT7	.6030	.3530	.4985	.6955	.7970	.1818	.9273			
BPSCNT8	.3086	.1343	.9056	.2364	.3899	.7197	.2621	1.2253		
BPSCNT9	.5232	.2884	.6126	.2364	.1146	.8939	.2242	.9702	1.5889	
BPSCNT10	.3621	.5212	.4121	.3364	.7924	.0909	.5318	.4303	.1652	1.5727

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S C N T R L)

CORRELATION MATRIX

	BPSCNT1	BPSCNT2	BPSCNT3	BPSCNT4	BPSCNT5	BPSCNT6	BPSCNT7	BPSCNT8	BPSCNT9	BPSCNT10
BPSCNT1	1.0000									
BPSCNT2	.3068	1.0000								
BPSCNT3	.4753	.0550	1.0000							
BPSCNT4	.3749	.5747	.2377	1.0000						
BPSCNT5	.2851	-.0127	.4143	.3143	1.0000					
BPSCNT6	.3970	.1586	.4310	.2688	.0970	1.0000				
BPSCNT7	.5397	.3091	.3864	.7126	.6516	.1617	1.0000			
BPSCNT8	.2403	.1023	.6106	.2107	.2773	.5568	.2459	1.0000		
BPSCNT9	.3577	.1929	.3628	.1850	.0716	.6073	.1847	.6953	1.0000	
BPSCNT10	.2488	.3504	.2453	.2646	.4975	.0621	.4404	.3100	.1045	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	47.6889	53.2646	7.2983	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	234.3644	44	5.3265		
WITHIN PEOPLE	399.6000	405	.9867		
BETWEEN MEASURES	23.8311	9	2.6479	2.7905	.0035
RESIDUAL	375.7689	396	.9489		
NONADDITIVITY	.2821	1	.2821	.2967	.5863
BALANCE	375.4868	395	.9506		
TOTAL	633.9644	449	1.4119		

GRAND MEAN = 4.7689

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.7189

HOTELLINGS T-SQUARED = 23.7638 F = 2.1603 PROB. = .0492
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 36

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S C N T R L)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .8218 STANDARDIZED ITEM ALPHA = .8271

RELIABILITY ANALYSIS - SCALE (BPSANDGY)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	BPSAGY3	103	
2.	BPSAGY6	106	
3.	BPSAGY9	109	
4.	BPSAGY12	112	
5.	BPSAGY15	115	
6.	BPSAGY18	118	
7.	BPSAGY21	121	
8.	BPSAGY24	124	
9.	BPSAGY27	127	
10.	BPSAGY30	130	
11.	BPSAGY33	133	
12.	BPSAGY36	136	
13.	BPSAGY39	139	
14.	BPSAGY42	142	
15.	BPSAGY45	145	
16.	BPSAGY48	148	
17.	BPSAGY51	151	
18.	BPSAGY54	154	
19.	BPSAGY57	157	
20.	BPSAGY60	160	

Buyer's Perceived Seller Androgyny

		MEAN	STD DEV	CASES
1.	BPSAGY3	5.5349	.7351	43.0
2.	BPSAGY6	4.9302	1.2798	43.0
3.	BPSAGY9	4.9302	1.1831	43.0
4.	BPSAGY12	4.5349	1.3336	43.0
5.	BPSAGY15	5.3488	.7523	43.0
6.	BPSAGY18	5.0233	1.1231	43.0
7.	BPSAGY21	5.1628	.9742	43.0
8.	BPSAGY24	4.9070	1.2308	43.0
9.	BPSAGY27	5.2326	1.2313	43.0
10.	BPSAGY30	4.4884	1.2223	43.0
11.	BPSAGY33	4.9767	1.1441	43.0
12.	BPSAGY36	5.2558	1.3468	43.0
13.	BPSAGY39	5.5349	.9599	43.0
14.	BPSAGY42	3.7209	1.2785	43.0
15.	BPSAGY45	5.7674	.8684	43.0
16.	BPSAGY48	5.4651	1.1201	43.0
17.	BPSAGY51	5.0930	1.1087	43.0
18.	BPSAGY54	4.7907	1.1032	43.0
19.	BPSAGY57	5.2326	.8684	43.0
20.	BPSAGY60	3.1163	1.0050	43.0

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S A N D G Y)

COVARIANCE MATRIX

	BPSAGY3	BPSAGY6	BPSAGY9	BPSAGY12	BPSAGY15	BPSAGY18	BPSAGY21	BPSAGY24	BPSAGY27	BPSAGY30
BPSAGY3	.5404									
BPSAGY6	.0620	1.6379								
BPSAGY9	.2287	.0188	1.3998							
BPSAGY12	.1833	.5382	.3239	1.7785						
BPSAGY15	.3090	.0725	.0249	-.0006	.5659					
BPSAGY18	.1301	.7159	-.0936	.4635	.2536	1.2614				
BPSAGY21	.3870	-.0360	.3688	.4109	.2752	.2818	.9491			
BPSAGY24	.3367	.8505	.1362	.7652	.2713	.6451	.4441	1.5150		
BPSAGY27	.4441	-.0548	.5642	.5631	.2741	.3992	.7708	.4983	1.5161	
BPSAGY30	-.1008	.4635	-.1794	.0897	.0161	.3455	-.0576	.3322	-.1163	1.4939
BPSAGY33	.4651	-.0493	.6888	.5604	.3178	.3815	.7658	.5692	1.1722	-.2741
BPSAGY36	.4075	.5659	.5897	.4790	.3134	.7796	.6240	1.0482	1.0343	-.0089
BPSAGY39	.3976	.1096	.2287	.2785	.3328	.4158	.4109	.4557	.3965	-.1960
BPSAGY42	-.0615	.5515	.0515	-.1329	.3140	.0543	-.2630	-.1456	-.4812	.2348
BPSAGY45	.1512	-.0880	.0548	-.1107	.2497	.1722	.1816	-.0698	.0792	.1401
BPSAGY48	.3643	-.0144	.2951	.3882	.2625	.3461	.6844	.4491	.7940	-.3516
BPSAGY51	.2110	-.4457	.0543	.1633	.1811	-.0975	.4369	-.0388	.3826	-.6656
BPSAGY54	.2099	.2708	-.0388	.4956	.3605	.3383	.4873	.6467	.5022	-.2049
BPSAGY57	.0155	-.0310	.3261	.0631	.1312	-.0055	.2470	.0460	.3732	-.2829
BPSAGY60	-.0875	.2702	-.2536	-.5161	-.2082	-.0266	-.4003	-.0604	-.4324	.2276

	BPSAGY33	BPSAGY36	BPSAGY39	BPSAGY42	BPSAGY45	BPSAGY48	BPSAGY51	BPSAGY54	BPSAGY57	BPSAGY60
BPSAGY33	1.3090									
BPSAGY36	1.0775	1.8140								
BPSAGY39	.5604	.6932	.9214							
BPSAGY42	-.2924	-.1888	-.0138	1.6346						
BPSAGY45	.1849	.2514	.4369	.2431	.7542					
BPSAGY48	.7492	.8544	.5072	-.2243	.2060	1.2547				
BPSAGY51	.5260	.2137	.4014	-.1163	.1412	.6700	1.2292			
BPSAGY54	.5426	.5072	.3289	.2259	.0692	.7901	.5199	1.2171		
BPSAGY57	.4579	.3915	.3012	.0664	.1506	.3654	.4779	.3117	.7542	
BPSAGY60	-.3306	-.1019	-.1351	.1285	.0753	-.3887	-.2016	-.3322	-.1229	1.0100

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S A N D G Y)

CORRELATION MATRIX

	BPSAGY3	BPSAGY6	BPSAGY9	BPSAGY12	BPSAGY15	BPSAGY18	BPSAGY21	BPSAGY24	BPSAGY27	BPSAGY30
BPSAGY3	1.0000									
BPSAGY6	.0659	1.0000								
BPSAGY9	.2629	.0124	1.0000							
BPSAGY12	.1869	.3153	.2053	1.0000						
BPSAGY15	.5587	.0753	.0280	-.0006	1.0000					
BPSAGY18	.1576	.4981	-.0704	.3094	.3002	1.0000				
BPSAGY21	.5404	-.0289	.3199	.3162	.3755	.2576	1.0000			
BPSAGY24	.3721	.5399	.0935	.4662	.2930	.4666	.3703	1.0000		
BPSAGY27	.4906	-.0348	.3873	.3429	.2959	.2887	.6426	.3288	1.0000	
BPSAGY30	-.1122	.2963	-.1241	.0550	.0175	.2517	-.0484	.2208	-.0773	1.0000
BPSAGY33	.5530	-.0337	.5089	.3673	.3693	.2969	.6871	.4042	.8321	-.1960
BPSAGY36	.4116	.3283	.3701	.2667	.3093	.5154	.4756	.6323	.6237	-.0054
BPSAGY39	.5634	.0892	.2014	.2176	.4609	.3857	.4394	.3857	.3354	-.1671
BPSAGY42	-.0654	.3371	.0340	-.0779	.3264	.0378	-.2112	-.0925	-.3057	.1502
BPSAGY45	.2368	-.0792	.0534	-.0956	.3823	.1766	.2147	-.0653	.0741	.1320
BPSAGY48	.4425	-.0100	.2227	.2598	.3115	.2751	.6272	.3257	.5757	-.2568
BPSAGY51	.2588	-.3141	.0414	.1105	.2171	-.0783	.4045	-.0284	.2803	-.4911
BPSAGY54	.2588	.1918	-.0297	.3368	.4344	.2731	.4534	.4763	.3697	-.1519
BPSAGY57	.0243	-.0279	.3174	.0545	.2009	-.0057	.2919	.0430	.3490	-.2666
BPSAGY60	-.1184	.2101	-.2133	-.3850	-.2754	-.0235	-.4089	-.0488	-.3495	.1853

	BPSAGY33	BPSAGY36	BPSAGY39	BPSAGY42	BPSAGY45	BPSAGY48	BPSAGY51	BPSAGY54	BPSAGY57	BPSAGY60
BPSAGY33	1.0000									
BPSAGY36	.6993	1.0000								
BPSAGY39	.5102	.5362	1.0000							
BPSAGY42	-.1999	-.1097	-.0113	1.0000						
BPSAGY45	.1861	.2149	.5241	.2189	1.0000					
BPSAGY48	.5846	.5663	.4717	-.1566	.2118	1.0000				
BPSAGY51	.4147	.1431	.3772	-.0820	.1466	.5395	1.0000			
BPSAGY54	.4299	.3414	.3106	.1602	.0722	.6394	.4251	1.0000		
BPSAGY57	.4609	.3347	.3614	.0598	.1997	.3757	.4963	.3254	1.0000	
BPSAGY60	-.2875	-.0753	-.1401	.1000	.0863	-.3453	-.1809	-.2997	-.1408	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B P S A N D G Y)

OF CASES = 43.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	99.0465	111.7597	10.5716	20

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	234.6953	42	5.5880		
WITHIN PEOPLE	1114.3500	817	1.3640		
BETWEEN MEASURES	317.6965	19	16.7209	16.7491	.0000
RESIDUAL	796.6535	798	.9983		
NONADDITIVITY	23.2036	1	23.2036	23.9101	.0000
BALANCE	773.4498	797	.9705		
TOTAL	1349.0453	859	1.5705		
GRAND MEAN =	4.9523				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -1.5620

HOTELLINGS T-SQUARED = 575.2855 F = 17.3018 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 19 DENOMINATOR = 24

RELIABILITY COEFFICIENTS 20 ITEMS
ALPHA = .8213 STANDARDIZED ITEM ALPHA = .8293

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A D A P T S)

		PREQSTNR ITEM #	(*)REVERSE CODED
1.	SADP1	293	
2.	SADP2	294	
3.	SADP3	295	
4.	SADP4	296	Seller ADAPTS
5.	SADP5	297*	
6.	SADP6	298*	
7.	SADP7	299	
8.	SADP8	300*	
9.	SADP9	301	
10.	SADP10	302*	
11.	SADP11	303	
12.	SADP12	304*	
13.	SADP13	305	
14.	SADP14	306	
15.	SADP15	307	
16.	SADP16	308*	

		MEAN	STD DEV	CASES
1.	SADP1	6.3333	.7977	45.0
2.	SADP2	5.4222	1.1178	45.0
3.	SADP3	5.0889	1.2581	45.0
4.	SADP4	5.2889	1.0362	45.0
5.	SADP5	4.4667	1.5166	45.0
6.	SADP6	5.1778	1.1926	45.0
7.	SADP7	4.9778	.8916	45.0
8.	SADP8	4.6889	1.2399	45.0
9.	SADP9	4.9556	.9760	45.0
10.	SADP10	4.2444	1.3843	45.0
11.	SADP11	5.5778	.9412	45.0
12.	SADP12	4.4000	1.1160	45.0
13.	SADP13	5.2889	.9682	45.0
14.	SADP14	5.6444	.9806	45.0
15.	SADP15	5.2222	.9508	45.0
16.	SADP16	4.2000	1.5166	45.0

RELIABILITY ANALYSIS - SCALE (SADAPTS)

COVARIANCE MATRIX

	SADP1	SADP2	SADP3	SADP4	SADP5	SADP6	SADP7	SADP8	SADP9	SADP10
SADP1	.6364									
SADP2	.1970	1.2495								
SADP3	.1742	.5525	1.5828							
SADP4	.3106	.6025	.4737	1.0737						
SADP5	.2955	-.2924	.0030	-.3197	2.3000					
SADP6	.3712	.1051	-.0616	.2884	.8015	1.4222				
SADP7	.1667	.3732	.5247	.3702	-.0803	.3222	.7949			
SADP8	.0379	-.1157	.3010	-.0444	.8303	.5338	.3793	1.5374		
SADP9	-.0758	.4737	-.0187	.2404	-.2288	.1217	.0899	-.0369	.9525	
SADP10	.2121	-.1737	.2732	-.0268	1.2697	.6374	.3010	.8960	-.4434	1.9162
SADP11	.0303	.1369	.0157	.1475	.3379	.2131	.1495	.2520	.1626	.0374
SADP12	-.0682	.2364	-.0591	.2682	-.2591	.2909	.2136	-.0091	.1545	-.0318
SADP13	.1742	.2843	.4510	.3465	.0894	.1747	.2111	-.0444	.2404	.2005
SADP14	.0758	.3581	.3051	.2641	.3970	.0192	.1737	.5687	.0975	.2480
SADP15	.0606	.3131	.2298	.2298	-.0833	.0732	.3687	.2980	.4192	.0126
SADP16	.3864	.1409	.4364	.2818	.9045	.6682	.4136	.9045	.1000	.8818

	SADP11	SADP12	SADP13	SADP14	SADP15	SADP16
SADP11	.8859					
SADP12	.1955	1.2455				
SADP13	-.0571	-.0273	.9374			
SADP14	.4601	.1909	.1051	.9616		
SADP15	.2096	.2727	.3662	.3990	.9040	
SADP16	-.3227	-.3545	.6682	.1182	.1818	2.3000

RELIABILITY ANALYSIS - SCALE (SADAPTS)

CORRELATION MATRIX

	SADP1	SADP2	SADP3	SADP4	SADP5	SADP6	SADP7	SADP8	SADP9	SADP10
SADP1	1.0000									
SADP2	.2209	1.0000								
SADP3	.1736	.3929	1.0000							
SADP4	.3758	.5202	.3634	1.0000						
SADP5	.2442	-.1725	.0016	-.2034	1.0000					
SADP6	.3902	.0788	-.0411	.2334	.4432	1.0000				
SADP7	.2343	.3745	.4678	.4007	-.0594	.3030	1.0000			
SADP8	.0383	-.0834	.1930	-.0346	.4416	.3610	.3431	1.0000		
SADP9	-.0973	.4342	-.0152	.2377	-.1546	.1046	.1033	-.0305	1.0000	
SADP10	.1921	-.1123	.1569	-.0187	.6048	.3861	.2439	.5220	-.3282	1.0000
SADP11	.0404	.1301	.0132	.1512	.2367	.1899	.1781	.2160	.1770	.0287
SADP12	-.0766	.1895	-.0421	.2319	-.1531	.2186	.2147	-.0066	.1419	-.0206
SADP13	.2256	.2627	.3703	.3453	.0609	.1513	.2446	-.0370	.2544	.1496
SADP14	.0968	.3267	.2473	.2599	.2669	.0164	.1987	.4677	.1018	.1827
SADP15	.0799	.2946	.1921	.2332	-.0578	.0646	.4349	.2528	.4517	.0096
SADP16	.3194	.0831	.2287	.1793	.3933	.3694	.3059	.4810	.0676	.4200

	SADP11	SADP12	SADP13	SADP14	SADP15	SADP16
SADP11	1.0000					
SADP12	.1861	1.0000				
SADP13	-.0626	-.0252	1.0000			
SADP14	.4985	.1744	.1106	1.0000		
SADP15	.2342	.2570	.3978	.4279	1.0000	
SADP16	-.2261	-.2095	.4551	.0795	.1261	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	80.9778	74.5222	8.6326	16

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S A D A P T S)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	204.9361	44	4.6576		
WITHIN PEOPLE	924.3750	675	1.3694		
BETWEEN MEASURES	218.5111	15	14.5674	13.6209	.0000
RESIDUAL	705.8639	660	1.0695		
NONADDITIVITY	5.2820	1	5.2820	4.9685	.0262
BALANCE	700.5819	659	1.0631		
TOTAL	1129.3111	719	1.5707		
GRAND MEAN =	5.0611				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.4749

HOTELLINGS T-SQUARED = 276.0742 F = 12.5488 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 15 DENOMINATOR = 30

RELIABILITY COEFFICIENTS 16 ITEMS
ALPHA = .7704 STANDARDIZED ITEM ALPHA = .7794

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A D A P T S)

		PREQSTNR ITEM # (*)REVERSE CODED
1.	BADP1	293
2.	BADP2	294
3.	BADP3	295
4.	BADP4	296
5.	BADP5	297*
6.	BADP6	298*
7.	BADP7	299
8.	BADP8	300*
9.	BADP9	301
10.	BADP10	302*
11.	BADP11	303
12.	BADP12	304*
13.	BADP13	305
14.	BADP14	306
15.	BADP15	307
16.	BADP16	308*

Buyer ADAPTS

		MEAN	STD DEV	CASES
1.	BADP1	5.6000	.9391	45.0
2.	BADP2	4.7778	1.2772	45.0
3.	BADP3	4.6444	1.2996	45.0
4.	BADP4	4.8667	1.1201	45.0
5.	BADP5	4.0667	1.5580	45.0
6.	BADP6	4.5556	1.3238	45.0
7.	BADP7	4.6889	1.1246	45.0
8.	BADP8	4.8667	1.2898	45.0
9.	BADP9	4.9556	1.1669	45.0
10.	BADP10	4.4222	1.2338	45.0
11.	BADP11	3.8444	1.2239	45.0
12.	BADP12	4.0222	1.2152	45.0
13.	BADP13	4.8444	1.1472	45.0
14.	BADP14	4.8000	1.1794	45.0
15.	BADP15	4.8222	1.0721	45.0
16.	BADP16	4.0889	1.1643	45.0

RELIABILITY ANALYSIS - SCALE (BADAPTS)

COVARIANCE MATRIX

	BADP1	BADP2	BADP3	BADP4	BADP5	BADP6	BADP7	BADP8	BADP9	BADP10
BADP1	.8818									
BADP2	.4318	1.6313								
BADP3	.6273	1.0328	1.6889							
BADP4	.4227	.6970	.6788	1.2545						
BADP5	.3000	.0379	.3197	.0773	2.4273					
BADP6	.0455	.5126	.1793	.4621	1.0530	1.7525				
BADP7	.3045	.7702	.7960	.5485	.4076	.3131	1.2646			
BADP8	.2182	.4242	.2924	.6864	.5773	.8258	.6848	1.6636		
BADP9	.2091	.5354	.4157	.6530	.3439	.6843	.6449	.4258	1.3616	
BADP10	.1045	.5278	.2899	.5121	.8576	1.0328	.6798	1.1030	.6101	1.5222
BADP11	.4136	.1010	.2843	.1606	.2833	.2020	-.2540	.1152	-.2116	-.1828
BADP12	-.0136	.3460	.3035	.3212	-.1152	.4419	.5525	.6621	.4556	.4222
BADP13	.0727	.2601	.2389	.5242	.7606	.5657	.2914	.7061	.3566	.5899
BADP14	.4182	.2500	.4727	.0864	.2864	.4091	.1182	.1545	.3545	.3364
BADP15	.1318	.4823	.2990	.4303	.3985	.7146	.6934	.4303	.9237	.6449
BADP16	.1500	.4520	.3278	.3758	.4258	.6768	.4601	.5348	.5722	.7343

	BADP11	BADP12	BADP13	BADP14	BADP15	BADP16
BADP11	1.4980					
BADP12	-.0646	1.4768				
BADP13	.2253	.2990	1.3162			
BADP14	.4682	-.0409	.0136	1.3909		
BADP15	-.0965	.5722	.2672	.3500	1.1495	
BADP16	-.1904	.4071	.0141	.3364	.4934	1.3556

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A D A P T S)

CORRELATION MATRIX

	BADP1	BADP2	BADP3	BADP4	BADP5	BADP6	BADP7	BADP8	BADP9	BADP10
BADP1	1.0000									
BADP2	.3600	1.0000								
BADP3	.5140	.6222	1.0000							
BADP4	.4019	.4872	.4663	1.0000						
BADP5	.2051	.0190	.1579	.0443	1.0000					
BADP6	.0366	.3032	.1042	.3117	.5106	1.0000				
BADP7	.2884	.5362	.5446	.4354	.2326	.2103	1.0000			
BADP8	.1801	.2575	.1745	.4751	.2873	.4836	.4722	1.0000		
BADP9	.1908	.3592	.2741	.4996	.1892	.4430	.4915	.2829	1.0000	
BADP10	.0902	.3349	.1808	.3706	.4461	.6323	.4900	.6931	.4238	1.0000
BADP11	.3599	.0646	.1788	.1172	.1486	.1247	-.1846	.0729	-.1482	-.1211
BADP12	-.0119	.2229	.1922	.2360	-.0608	.2747	.4043	.4224	.3213	.2816
BADP13	.0675	.1775	.1602	.4080	.4255	.3724	.2259	.4772	.2664	.4168
BADP14	.3776	.1660	.3084	.0654	.1559	.2620	.0891	.1016	.2576	.2312
BADP15	.1309	.3522	.2146	.3583	.2386	.5035	.5751	.3112	.7384	.4876
BADP16	.1372	.3040	.2166	.2881	.2347	.4391	.3514	.3562	.4212	.5112

	BADP11	BADP12	BADP13	BADP14	BADP15	BADP16
BADP11	1.0000					
BADP12	-.0435	1.0000				
BADP13	.1604	.2145	1.0000			
BADP14	.3243	-.0285	.0101	1.0000		
BADP15	-.0735	.4392	.2172	.2768	1.0000	
BADP16	-.1336	.2877	.0106	.2450	.3953	1.0000

OF CASES = 45.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	73.8667	119.2545	10.9204	16

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B A D A P T S)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	327.9500	44	7.4534		
WITHIN PEOPLE	844.2500	675	1.2507		
BETWEEN MEASURES	132.2444	15	8.8163	8.1723	.0000
RESIDUAL	712.0056	660	1.0788		
NONADDITIVITY	.2767	1	.2767	.2562	.6129
BALANCE	711.7288	659	1.0800		
TOTAL	1172.2000	719	1.6303		
GRAND MEAN =	4.6167				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.6871

HOTELLINGS T-SQUARED = 233.5594 F = 10.6163 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 15 DENOMINATOR = 30

RELIABILITY COEFFICIENTS 16 ITEMS
ALPHA = .8553 STANDARDIZED ITEM ALPHA = .8580

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S L R S A T I S)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSAT1	1	
2.	SSAT2	2	
3.	SSAT3	3*	
4.	SSAT4	4	
5.	SSAT5	5	
6.	SSAT6	6	
7.	SSAT7	7	
8.	SSAT8	8*	
9.	SSAT9	9*	
10.	SSAT10	10*	

Seller Satisfaction

		MEAN	STD DEV	CASES
1.	SSAT1	5.2826	1.4401	46.0
2.	SSAT2	5.3696	1.0616	46.0
3.	SSAT3	3.4783	1.8707	46.0
4.	SSAT4	6.0870	.8117	46.0
5.	SSAT5	5.2174	1.1336	46.0
6.	SSAT6	6.0652	.7119	46.0
7.	SSAT7	5.1087	1.4020	46.0
8.	SSAT8	5.8261	1.1795	46.0
9.	SSAT9	5.6957	.9631	46.0
10.	SSAT10	6.2391	.8481	46.0

COVARIANCE MATRIX

	SSAT1	SSAT2	SSAT3	SSAT4	SSAT5	SSAT6	SSAT7	SSAT8	SSAT9	SSAT10
SSAT1	2.0739									
SSAT2	.7599	1.1271								
SSAT3	.5729	.5082	3.4995							
SSAT4	.4415	.3227	-.0870	.6589						
SSAT5	.7594	.4290	.6048	.2473	1.2850					
SSAT6	.2478	.0643	-.0319	.1053	.1855	.5068				
SSAT7	1.5242	.5589	.7024	.3237	.9981	.2372	1.9657			
SSAT8	.8947	.6435	.6184	.5043	.2386	.1449	.6860	1.3913		
SSAT9	.3546	.1594	.3710	.1159	.4454	.3092	.5671	.3014	.9275	
SSAT10	.1976	.1097	.1053	.3121	.4580	.1396	.3068	.3092	.3633	.7193

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S L R S A T I S)

CORRELATION MATRIX

	SSAT1	SSAT2	SSAT3	SSAT4	SSAT5	SSAT6	SSAT7	SSAT8	SSAT9	SSAT10
SSAT1	1.0000									
SSAT2	.4970	1.0000								
SSAT3	.2127	.2559	1.0000							
SSAT4	.3777	.3745	-.0573	1.0000						
SSAT5	.4652	.3565	.2852	.2688	1.0000					
SSAT6	.2417	.0850	-.0239	.1822	.2299	1.0000				
SSAT7	.7549	.3755	.2678	.2844	.6280	.2377	1.0000			
SSAT8	.5267	.5139	.2802	.5267	.1785	.1726	.4148	1.0000		
SSAT9	.2557	.1559	.2059	.1483	.4080	.4510	.4200	.2654	1.0000	
SSAT10	.1618	.1218	.0664	.4533	.4763	.2312	.2580	.3091	.4448	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	54.3696	50.4159	7.1004	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	226.8717	45	5.0416		
WITHIN PEOPLE	672.3000	414	1.6239		
BETWEEN MEASURES	262.1935	9	29.1326	28.7699	.0000
RESIDUAL	410.1065	405	1.0126		
NONADDITIVITY	15.6968	1	15.6968	16.0785	.0001
BALANCE	394.4097	404	.9763		
TOTAL	899.1717	459	1.9590		

GRAND MEAN = 5.4370

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.8943

HOTELLINGS T-SQUARED = 107.1583 F = 9.7898 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S L R S A T I S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7991 STANDARDIZED ITEM ALPHA = .8147

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B Y R S A T I S)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	BSAT1	1	
2.	BSAT2	2	
3.	BSAT3	3*	
4.	BSAT4	4	Buyer Satisfaction
5.	BSAT5	5	
6.	BSAT6	6	
7.	BSAT7	7	
8.	BSAT8	8*	
9.	BSAT9	9*	
10.	BSAT10	10*	

		MEAN	STD DEV	CASES
1.	BSAT1	5.7391	1.0839	46.0
2.	BSAT2	5.9130	.8901	46.0
3.	BSAT3	3.6304	1.7044	46.0
4.	BSAT4	5.7826	1.3810	46.0
5.	BSAT5	5.3913	1.2198	46.0
6.	BSAT6	5.8696	.9335	46.0
7.	BSAT7	5.5217	1.2603	46.0
8.	BSAT8	5.8261	1.0393	46.0
9.	BSAT9	5.5870	1.1846	46.0
10.	BSAT10	5.8478	1.3979	46.0

COVARIANCE MATRIX

	BSAT1	BSAT2	BSAT3	BSAT4	BSAT5	BSAT6	BSAT7	BSAT8	BSAT9	BSAT10
BSAT1	1.1749									
BSAT2	.2879	.7923								
BSAT3	.5014	.5449	2.9048							
BSAT4	.7198	.4251	.1845	1.9072						
BSAT5	.9266	.5459	.3700	.8870	1.4879					
BSAT6	.4541	.1440	.2396	.6377	.3855	.8715				
BSAT7	1.0947	.6686	.6860	.9604	1.2357	.6473	1.5884			
BSAT8	.3314	.1845	.4676	.2502	.3807	.1546	.4928	1.0802		
BSAT9	.4676	-.0367	.0217	.2860	.3430	.5005	.5092	.3710	1.4034	
BSAT10	.1594	.0087	.1870	.0329	.0831	.2464	.2589	.1952	.8691	1.9541

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B Y R S A T I S)

CORRELATION MATRIX

	BSAT1	BSAT2	BSAT3	BSAT4	BSAT5	BSAT6	BSAT7	BSAT8	BSAT9	BSAT10
BSAT1	1.0000									
BSAT2	.2984	1.0000								
BSAT3	.2714	.3592	1.0000							
BSAT4	.4809	.3458	.0784	1.0000						
BSAT5	.7008	.5028	.1780	.5265	1.0000					
BSAT6	.4488	.1733	.1506	.4946	.3385	1.0000				
BSAT7	.8013	.5960	.3194	.5518	.8038	.5502	1.0000			
BSAT8	.2942	.1995	.2640	.1743	.3003	.1593	.3762	1.0000		
BSAT9	.3642	-.0348	.0108	.1748	.2374	.4526	.3410	.3013	1.0000	
BSAT10	.1052	.0070	.0785	.0170	.0487	.1888	.1470	.1343	.5248	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	55.1087	53.7879	7.3340	10

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	242.0457	45	5.3788		
WITHIN PEOPLE	632.9000	414	1.5287		
BETWEEN MEASURES	192.5326	9	21.3925	19.6744	.0000
RESIDUAL	440.3674	405	1.0873		
NONADDITIVITY	2.0183	1	2.0183	1.8601	.1734
BALANCE	438.3491	404	1.0850		
TOTAL	874.9457	459	1.9062		

GRAND MEAN = 5.5109

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.7778

HOTELLINGS T-SQUARED = 140.7781 F = 12.8612 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 9 DENOMINATOR = 37

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B Y R S A T I S)

RELIABILITY COEFFICIENTS 10 ITEMS
ALPHA = .7978 STANDARDIZED ITEM ALPHA = .8162

APPENDIX J

DETAIL FOR RELIABILITY ANALYSIS FOR STRATEGY VARIABLES

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S E X P T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSTRAT1	161*	
2.	SSTRAT8	168*	
3.	SSTRAT13	173	
4.	SSTRAT18	178	
5.	SSTRAT16	176*	

Seller Expert Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	SSTRAT1	4.8696	1.5145	46.0
2.	SSTRAT8	5.0870	1.1121	46.0
3.	SSTRAT13	3.3043	1.7996	46.0
4.	SSTRAT18	2.6304	1.2357	46.0
5.	SSTRAT16	3.9130	1.7362	46.0

COVARIANCE MATRIX

	SSTRAT1	SSTRAT8	SSTRAT13	SSTRAT18	SSTRAT16
SSTRAT1	2.2937				
SSTRAT8	.6116	1.2367			
SSTRAT13	.3517	.0396	3.2386		
SSTRAT18	.2396	.0106	.6261	1.5271	
SSTRAT16	.6995	.3411	.9604	.6116	3.0145

CORRELATION MATRIX

	SSTRAT1	SSTRAT8	SSTRAT13	SSTRAT18	SSTRAT16
SSTRAT1	1.0000				
SSTRAT8	.3631	1.0000			
SSTRAT13	.1290	.0198	1.0000		
SSTRAT18	.1280	.0077	.2815	1.0000	
SSTRAT16	.2660	.1766	.3074	.2851	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S E X P T)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	19.8043	20.2942	4.5049	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	182.6478	45	4.0588		
WITHIN PEOPLE	524.0000	184	2.8478		
BETWEEN MEASURES	197.6696	4	49.4174	27.2580	.0000
RESIDUAL	326.3304	180	1.8129		
NONADDITIVITY	.9686	1	.9686	.5329	.4664
BALANCE	325.3619	179	1.8177		
TOTAL	706.6478	229	3.0858		

GRAND MEAN = 3.9609

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.3111

HOTELLINGS T-SQUARED = 109.1082 F = 25.4586 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .5533 STANDARDIZED ITEM ALPHA = .5500

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S I N G R)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1. SSTRAT5	165*		
2. SSTRAT12	172		
3. SSTRAT9	169*		
4. SSTRAT19	179*		

Seller Ingratiation Influence - Spiro and Perrault

	MEAN	STD DEV	CASES
1. SSTRAT5	3.5000	1.5741	46.0
2. SSTRAT12	3.6739	1.3342	46.0
3. SSTRAT9	4.0870	1.5610	46.0
4. SSTRAT19	3.4783	1.6699	46.0

COVARIANCE MATRIX

	SSTRAT5	SSTRAT12	SSTRAT9	SSTRAT19
SSTRAT5	2.4778			
SSTRAT12	-.0111	1.7802		
SSTRAT9	1.1333	-.4377	2.4367	
SSTRAT19	.9778	.0039	.4242	2.7884

CORRELATION MATRIX

	SSTRAT5	SSTRAT12	SSTRAT9	SSTRAT19
SSTRAT5	1.0000			
SSTRAT12	-.0053	1.0000		
SSTRAT9	.4612	-.2101	1.0000	
SSTRAT19	.3720	.0017	.1627	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	14.7391	13.6638	3.6965	4

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S I N G R)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	153.7174	45	3.4159		
WITHIN PEOPLE	284.0000	138	2.0580		
BETWEEN MEASURES	10.9783	3	3.6594	1.8095	.1484
RESIDUAL	273.0217	135	2.0224		
NONADDITIVITY	1.2112	1	1.2112	.5971	.4410
BALANCE	271.8105	134	2.0284		
TOTAL	437.7174	183	2.3919		
GRAND MEAN =	3.6848				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.3391

HOTELLINGS T-SQUARED = 6.5993 F = 2.1020 PROB. = .1140
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .4080 STANDARDIZED ITEM ALPHA = .3749

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S R E F)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSTRAT3	163*	
2.	SSTRAT7	167	
3.	SSTRAT14	174*	
4.	SSTRAT11	171	

Seller Referent Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	SSTRAT3	5.8696	.9800	46.0
2.	SSTRAT7	3.6739	1.6063	46.0
3.	SSTRAT14	2.5000	1.3458	46.0
4.	SSTRAT11	2.6739	1.4307	46.0

COVARIANCE MATRIX

	SSTRAT3	SSTRAT7	SSTRAT14	SSTRAT11
SSTRAT3	.9604			
SSTRAT7	.2899	2.5802		
SSTRAT14	-.1111	-.3000	1.8111	
SSTRAT11	-.0657	-.2643	1.0778	2.0469

CORRELATION MATRIX

	SSTRAT3	SSTRAT7	SSTRAT14	SSTRAT11
SSTRAT3	1.0000			
SSTRAT7	.1841	1.0000		
SSTRAT14	-.0842	-.1388	1.0000	
SSTRAT11	-.0469	-.1150	.5598	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	14.7174	8.6517	2.9414	4

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S R E F)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	97.3315	45	2.1629		
WITHIN PEOPLE	566.7500	138	4.1069		
BETWEEN MEASURES	331.1467	3	110.3822	63.2487	.0000
RESIDUAL	235.6033	135	1.7452		
NONADDITIVITY	8.3205	1	8.3205	4.9056	.0285
BALANCE	227.2827	134	1.6961		
TOTAL	664.0815	183	3.6289		
GRAND MEAN =	3.6793				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.8019

HOTELLINGS T-SQUARED = 230.5351 F = 73.4297 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .1931 STANDARDIZED ITEM ALPHA = .2029

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S L E G T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSTRAT2	162*	
2.	SSTRAT10	170	
3.	SSTRAT15	175*	

Seller Legitimate Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	SSTRAT2	4.7174	1.6147	46.0
2.	SSTRAT10	3.0217	1.5274	46.0
3.	SSTRAT15	3.7174	1.9167	46.0

COVARIANCE MATRIX

	SSTRAT2	SSTRAT10	SSTRAT15
SSTRAT2	2.6072		
SSTRAT10	1.2063	2.3329	
SSTRAT15	1.7184	1.3396	3.6739

CORRELATION MATRIX

	SSTRAT2	SSTRAT10	SSTRAT15
SSTRAT2	1.0000		
SSTRAT10	.4891	1.0000	
SSTRAT15	.5552	.4576	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	11.4565	17.1425	4.1404	3

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P S L E G T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	257.1377	45	5.7142		
WITHIN PEOPLE	197.3333	92	2.1449		
BETWEEN MEASURES	66.8406	2	33.4203	23.0498	.0000
RESIDUAL	130.4928	90	1.4499		
NONADDITIVITY	.2874	1	.2874	.1965	.6587
BALANCE	130.2053	89	1.4630		
TOTAL	454.4710	137	3.3173		
GRAND MEAN =	3.8188				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.8165

HOTELLINGS T-SQUARED = 54.1962 F = 26.4959 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 44

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .7463 STANDARDIZED ITEM ALPHA = .7505

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E X P T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT1	161*	
2.	BSTRAT8	168*	
3.	BSTRAT13	173	
4.	BSTRAT18	178	
5.	BSTRAT16	176*	

Buyer Expert Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	BSTRAT1	4.5870	1.5857	46.0
2.	BSTRAT8	5.3043	1.1327	46.0
3.	BSTRAT13	3.7174	2.2077	46.0
4.	BSTRAT18	3.1522	1.7252	46.0
5.	BSTRAT16	3.7174	1.6555	46.0

COVARIANCE MATRIX

	BSTRAT1	BSTRAT8	BSTRAT13	BSTRAT18	BSTRAT16
BSTRAT1	2.5145				
BSTRAT8	.9952	1.2831			
BSTRAT13	.8807	-.2454	4.8739		
BSTRAT18	.9309	.3082	.7773	2.9763	
BSTRAT16	1.3696	.3768	1.4739	1.0217	2.7406

CORRELATION MATRIX

	BSTRAT1	BSTRAT8	BSTRAT13	BSTRAT18	BSTRAT16
BSTRAT1	1.0000				
BSTRAT8	.5540	1.0000			
BSTRAT13	.2516	-.0981	1.0000		
BSTRAT18	.3403	.1577	.2041	1.0000	
BSTRAT16	.5217	.2009	.4033	.3577	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B E X P T)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	20.4783	30.1662	5.4924	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	271.4957	45	6.0332		
WITHIN PEOPLE	508.4000	184	2.7630		
BETWEEN MEASURES	132.4174	4	33.1043	15.8486	.0000
RESIDUAL	375.9826	180	2.0888		
NONADDITIVITY	11.3448	1	11.3448	5.5692	.0194
BALANCE	364.6378	179	2.0371		
TOTAL	779.8957	229	3.4057		

GRAND MEAN = 4.0957

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.1034

HOTELLINGS T-SQUARED = 65.6981 F = 15.3296 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .6538 STANDARDIZED ITEM ALPHA = .6706

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B I N G R)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT5	165*	
2.	BSTRAT12	172	
3.	BSTRAT9	169*	
4.	BSTRAT19	179*	

Buyer Ingratiation Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	BSTRAT5	2.8478	1.5487	46.0
2.	BSTRAT12	3.1739	1.4032	46.0
3.	BSTRAT9	3.4348	1.5151	46.0
4.	BSTRAT19	2.8478	1.1541	46.0

COVARIANCE MATRIX

	BSTRAT5	BSTRAT12	BSTRAT9	BSTRAT19
BSTRAT5	2.3986			
BSTRAT12	.0493	1.9691		
BSTRAT9	.3565	-.1662	2.2957	
BSTRAT19	.0874	.3159	.4010	1.3319

CORRELATION MATRIX

	BSTRAT5	BSTRAT12	BSTRAT9	BSTRAT19
BSTRAT5	1.0000			
BSTRAT12	.0227	1.0000		
BSTRAT9	.1519	-.0782	1.0000	
BSTRAT19	.0489	.1951	.2293	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	12.3043	10.0831	3.1754	4

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B I N G R)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	113.4348	45	2.5208		
WITHIN PEOPLE	257.5000	138	1.8659		
BETWEEN MEASURES	11.1522	3	3.7174	2.0372	.1117
RESIDUAL	246.3478	135	1.8248		
NONADDITIVITY	.1839	1	.1839	.1001	.7522
BALANCE	246.1640	134	1.8370		
TOTAL	370.9348	183	2.0270		
GRAND MEAN =	3.0761				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.4970

HOTELLINGS T-SQUARED = 8.2449 F = 2.6262 PROB. = .0625
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .2761 STANDARDIZED ITEM ALPHA = .2956

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B L E G T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT2	162*	
2.	BSTRAT10	170	
3.	BSTRAT15	175*	

Buyer Legitimate Influence - Spiro and Perrault

		MEAN	STD DEV	CASES
1.	BSTRAT2	4.1304	1.5721	46.0
2.	BSTRAT10	3.4130	1.7960	46.0
3.	BSTRAT15	3.1087	1.5525	46.0

COVARIANCE MATRIX

	BSTRAT2	BSTRAT10	BSTRAT15
BSTRAT2	2.4715		
BSTRAT10	.3227	3.2256	
BSTRAT15	-.3923	.3541	2.4101

CORRELATION MATRIX

	BSTRAT2	BSTRAT10	BSTRAT15
BSTRAT2	1.0000		
BSTRAT10	.1143	1.0000	
BSTRAT15	-.1607	.1270	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	10.6522	8.6763	2.9456	3

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S P B L E G T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	130.1449	45	2.8921		
WITHIN PEOPLE	260.0000	92	2.8261		
BETWEEN MEASURES	25.3188	2	12.6594	4.8549	.0099
RESIDUAL	234.6812	90	2.6076		
NONADDITIVITY	.3523	1	.3523	.1338	.7154
BALANCE	234.3289	89	2.6329		
TOTAL	390.1449	137	2.8478		
GRAND MEAN =	3.5507				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.4313

HOTELLINGS T-SQUARED = 8.9664 F = 4.3836 PROB. = .0184
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 44

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .0984 STANDARDIZED ITEM ALPHA = .0765

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R E X P T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSTRAT1	161*	
2.	SSTRAT7	167	
3.	SSTRAT10	170	
4.	SSTRAT8	168*	

Seller Expert Influence - Laughlin

		MEAN	STD DEV	CASES
1.	SSTRAT1	4.8696	1.5145	46.0
2.	SSTRAT7	3.6739	1.6063	46.0
3.	SSTRAT10	3.0217	1.5274	46.0
4.	SSTRAT8	5.0870	1.1121	46.0

COVARIANCE MATRIX

	SSTRAT1	SSTRAT7	SSTRAT10	SSTRAT8
SSTRAT1	2.2937			
SSTRAT7	.5121	2.5802		
SSTRAT10	1.0251	.2961	2.3329	
SSTRAT8	.6116	.4068	.3314	1.2367

CORRELATION MATRIX

	SSTRAT1	SSTRAT7	SSTRAT10	SSTRAT8
SSTRAT1	1.0000			
SSTRAT7	.2105	1.0000		
SSTRAT10	.4432	.1207	1.0000	
SSTRAT8	.3631	.2277	.1951	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	16.6522	14.8097	3.8483	4

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R E X P T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	166.6087	45	3.7024		
WITHIN PEOPLE	346.5000	138	2.5109		
BETWEEN MEASURES	133.1522	3	44.3841	28.0849	.0000
RESIDUAL	213.3478	135	1.5804		
NONADDITIVITY	.8066	1	.8066	.5086	.4770
BALANCE	212.5412	134	1.5861		
TOTAL	513.1087	183	2.8039		

GRAND MEAN = 4.1630

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.3405

HOTELLINGS T-SQUARED = 98.5779 F = 31.3989 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .5732 STANDARDIZED ITEM ALPHA = .5843

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R L E G T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	SSTRAT2	162*	
2.	SSTRAT13	173	
3.	SSTRAT12	172	
4.	SSTRAT15	175*	
5.	SSTRAT16	176*	

Seller Legitimate Influence - Laughlin

		MEAN	STD DEV	CASES
1.	SSTRAT2	4.7174	1.6147	46.0
2.	SSTRAT13	3.3043	1.7996	46.0
3.	SSTRAT12	3.6739	1.3342	46.0
4.	SSTRAT15	3.7174	1.9167	46.0
5.	SSTRAT16	3.9130	1.7362	46.0

COVARIANCE MATRIX

	SSTRAT2	SSTRAT13	SSTRAT12	SSTRAT15	SSTRAT16
SSTRAT2	2.6072				
SSTRAT13	1.4657	3.2386			
SSTRAT12	.6169	.7459	1.7802		
SSTRAT15	1.7184	.9324	.7725	3.6739	
SSTRAT16	1.0860	.9604	.5488	.7527	3.0145

CORRELATION MATRIX

	SSTRAT2	SSTRAT13	SSTRAT12	SSTRAT15	SSTRAT16
SSTRAT2	1.0000				
SSTRAT13	.5044	1.0000			
SSTRAT12	.2863	.3106	1.0000		
SSTRAT15	.5552	.2703	.3021	1.0000	
SSTRAT16	.3874	.3074	.2369	.2262	1.0000

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R L E G T)

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	19.3261	33.5135	5.7891	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	301.6217	45	6.7027		
WITHIN PEOPLE	393.2000	184	2.1370		
BETWEEN MEASURES	50.6696	4	12.6674	6.6567	.0001
RESIDUAL	342.5304	180	1.9029		
NONADDITIVITY	.3792	1	.3792	.1984	.6566
BALANCE	342.1512	179	1.9115		
TOTAL	694.8217	229	3.0342		

GRAND MEAN = 3.8652

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.7080

HOTELLINGS T-SQUARED = 43.5553 F = 10.1629 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 42

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .7161 STANDARDIZED ITEM ALPHA = .7191

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R R W R D)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1. SSTRAT4	164*		
2. SSTRAT5	165*		Seller Reward Influence - Laughlin
3. SSTRAT20	180*	(NOTE- NOT REVERSE CODED ON SPIRO & PERRAULT SCALE)	
4. SSTRAT9	169*		

	MEAN	STD DEV	CASES
1. SSTRAT4	4.3043	1.8119	46.0
2. SSTRAT5	3.5000	1.5741	46.0
3. SSTRAT20	3.3478	1.8405	46.0
4. SSTRAT9	4.0870	1.5610	46.0

COVARIANCE MATRIX

	SSTRAT4	SSTRAT5	SSTRAT20	SSTRAT9
SSTRAT4	3.2831			
SSTRAT5	2.1111	2.4778		
SSTRAT20	1.6251	1.2444	3.3874	
SSTRAT9	1.1507	1.1333	.5469	2.4367

CORRELATION MATRIX

	SSTRAT4	SSTRAT5	SSTRAT20	SSTRAT9
SSTRAT4	1.0000			
SSTRAT5	.7402	1.0000		
SSTRAT20	.4873	.4295	1.0000	
SSTRAT9	.4068	.4612	.1903	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	15.2391	27.2082	5.2161	4

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:04 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R R W R D)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	306.0924	45	6.8021		
WITHIN PEOPLE	244.2500	138	1.7699		
BETWEEN MEASURES	29.0163	3	9.6721	6.0666	.0007
RESIDUAL	215.2337	135	1.5943		
NONADDITIVITY	.1043	1	.1043	.0650	.7992
BALANCE	215.1294	134	1.6054		
TOTAL	550.3424	183	3.0073		

GRAND MEAN = 3.8098

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.8229

HOTELLINGS T-SQUARED = 27.9200 F = 8.8931 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .7656 STANDARDIZED ITEM ALPHA = .7678

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R R F N T)

		POSTQSTNR ITEM #	(*)REVERSE CODED
1.	SSTRAT14	174*	
2.	SSTRAT11	171	
3.	SSTRAT19	179*	

Seller Referent Influence - Laughlin

		MEAN	STD DEV	CASES
1.	SSTRAT14	2.5000	1.3458	46.0
2.	SSTRAT11	2.6739	1.4307	46.0
3.	SSTRAT19	3.4783	1.6699	46.0

COVARIANCE MATRIX

	SSTRAT14	SSTRAT11	SSTRAT19
SSTRAT14	1.8111		
SSTRAT11	1.0778	2.0469	
SSTRAT19	.8444	.8039	2.7884

CORRELATION MATRIX

	SSTRAT14	SSTRAT11	SSTRAT19
SSTRAT14	1.0000		
SSTRAT11	.5598	1.0000	
SSTRAT19	.3758	.3365	1.0000

OF CASES = 46.0

STATISTICS FOR SCALE	MEAN	VARIANCE	STD DEV	# OF VARIABLES
	8.6522	12.0986	3.4783	3

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R R F N T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	181.4783	45	4.0329		
WITHIN PEOPLE	142.6667	92	1.5507		
BETWEEN MEASURES	25.0580	2	12.5290	9.5878	.0002
RESIDUAL	117.6087	90	1.3068		
NONADDITIVITY	.9701	1	.9701	.7402	.3919
BALANCE	116.6386	89	1.3105		
TOTAL	324.1449	137	2.3660		

GRAND MEAN = 2.8841

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.5052

HOTELLINGS T-SQUARED = 15.2283 F = 7.4450 PROB. = .0016
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 44

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .6760 STANDARDIZED ITEM ALPHA = .6883

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R T O T L)

		POSTQSTNR	ITEM # (*)REVERSE CODED
1.	SSTRAT1	161*	
2.	SSTRAT2	162*	
3.	SSTRAT4	164*	
4.	SSTRAT5	165*	
5.	SSTRAT7	167	
6.	SSTRAT8	168*	
7.	SSTRAT9	169*	
8.	SSTRAT10	170	
9.	SSTRAT11	171	
10.	SSTRAT12	172	
11.	SSTRAT13	173	
12.	SSTRAT14	174*	
13.	SSTRAT15	175*	
14.	SSTRAT16	176*	
15.	SSTRAT19	179*	
16.	SSTRAT20	180*	(NOTE - NOT REVERSE CODED ON SPIRO AND PERRAULT SCALE)

Total Strategy Scale - Laughlin

		MEAN	STD DEV	CASES
1.	SSTRAT1	4.8696	1.5145	46.0
2.	SSTRAT2	4.7174	1.6147	46.0
3.	SSTRAT4	4.3043	1.8119	46.0
4.	SSTRAT5	3.5000	1.5741	46.0
5.	SSTRAT7	3.6739	1.6063	46.0
6.	SSTRAT8	5.0870	1.1121	46.0
7.	SSTRAT9	4.0870	1.5610	46.0
8.	SSTRAT10	3.0217	1.5274	46.0
9.	SSTRAT11	2.6739	1.4307	46.0
10.	SSTRAT12	3.6739	1.3342	46.0
11.	SSTRAT13	3.3043	1.7996	46.0
12.	SSTRAT14	2.5000	1.3458	46.0
13.	SSTRAT15	3.7174	1.9167	46.0
14.	SSTRAT16	3.9130	1.7362	46.0
15.	SSTRAT19	3.4783	1.6699	46.0
16.	SSTRAT20	3.3478	1.8405	46.0

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R T O T L)

COVARIANCE MATRIX

	SSTRAT1	SSTRAT2	SSTRAT4	SSTRAT5	SSTRAT7	SSTRAT8	SSTRAT9	SSTRAT10	SSTRAT11	SSTRAT12
SSTRAT1	2.2937									
SSTRAT2	1.0068	2.6072								
SSTRAT4	-.1594	-.1343	3.2831							
SSTRAT5	.2889	-.3667	2.1111	2.4778						
SSTRAT7	.5121	.3502	-.3430	-.1444	2.5802					
SSTRAT8	.6116	.3140	.0396	-.0444	.4068	1.2367				
SSTRAT9	.0116	-.2860	1.1507	1.1333	-.3488	-.0300	2.4367			
SSTRAT10	1.0251	1.2063	-.6290	-.5667	.2961	.3314	-.4686	2.3329		
SSTRAT11	.0232	-.0720	-.0986	.2333	-.2643	-.2377	.2957	.0961	2.0469	
SSTRAT12	.3565	.6169	-.1208	-.0111	.1135	.2068	-.4377	.3628	.0691	1.7802
SSTRAT13	.3517	1.4657	.0831	-.1111	.3459	.0396	-.3826	.0377	-.0763	.7459
SSTRAT14	-.0222	-.0556	.3333	.5889	-.3000	-.0222	.6222	.1444	1.0778	-.1889
SSTRAT15	.9179	1.7184	-.1121	.1222	.3725	.1140	.5585	1.3396	.1058	.7725
SSTRAT16	.6995	1.0860	.2715	.2444	.0821	.3411	-.2589	.2908	.5488	.5488
SSTRAT19	.2415	.7159	.6957	.9778	-.2628	.3130	.4242	.2116	.8039	.0039
SSTRAT20	.0686	.2560	1.6251	1.2444	.7826	-.1643	.5469	-.2744	-.3729	-.1729

	SSTRAT13	SSTRAT14	SSTRAT15	SSTRAT16	STRAT19	SSTRAT20
SSTRAT13	3.2386					
SSTRAT14	-.0667	1.8111				
SSTRAT15	.9324	.2778	3.6739			
SSTRAT16	.9604	.2222	.7527	3.0145		
SSTRAT19	.4068	.8444	.7382	.2425	2.7884	
SSTRAT20	.8029	-.2889	.0560	.4087	-.2812	3.3874

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R T O T L)

CORRELATION MATRIX

	SSTRAT1	SSTRAT2	SSTRAT4	SSTRAT5	SSTRAT7	SSTRAT8	SSTRAT9	SSTRAT10	SSTRAT11	SSTRAT12
SSTRAT1	1.0000									
SSTRAT2	.4117	1.0000								
SSTRAT4	-.0581	-.0459	1.0000							
SSTRAT5	.1212	-.1443	.7402	1.0000						
SSTRAT7	.2105	.1350	-.1178	-.0571	1.0000					
SSTRAT8	.3631	.1749	.0197	-.0254	.2277	1.0000				
SSTRAT9	.0049	-.1135	.4068	.4612	-.1391	-.0173	1.0000			
SSTRAT10	.4432	.4891	-.2273	-.2357	.1207	.1951	-.1965	1.0000		
SSTRAT11	.0107	-.0312	-.0380	.1036	-.1150	-.1494	.1324	.0440	1.0000	
SSTRAT12	.1764	.2863	-.0500	-.0053	.0530	.1393	-.2101	.1780	.0362	1.0000
SSTRAT13	.1290	.5044	.0255	-.0392	.1197	.0198	-.1362	.0137	-.0296	.3106
SSTRAT14	-.0109	-.0256	.1367	.2780	-.1388	-.0148	.2962	.0703	.5598	-.1052
SSTRAT15	.3162	.5552	-.0323	.0405	.1210	.0535	.1866	.4576	.0386	.3021
SSTRAT16	.2660	.3874	.0863	.0894	.0294	.1766	-.0955	.1097	.2209	.2369
SSTRAT19	.0955	.2655	.2299	.3720	-.0980	.1686	.1627	.0830	.3365	.0017
SSTRAT20	.0246	.0862	.4873	.4295	.2647	-.0802	.1903	-.0976	-.1416	-.0704

	SSTRAT13	SSTRAT14	SSTRAT15	SSTRAT16	SSTRAT19	SSTRAT20
SSTRAT13	1.0000					
SSTRAT14	-.0275	1.0000				
SSTRAT15	.2703	.1077	1.0000			
SSTRAT16	.3074	.0951	.2262	1.0000		
SSTRAT19	.1354	.3758	.2306	.0836	1.0000	
SSTRAT20	.2424	-.1166	.0159	.1279	-.0915	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	59.8696	114.0271	10.6783	16

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L S L R T O T L)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	320.7011	45	7.1267		
WITHIN PEOPLE	1900.2500	690	2.7540		
BETWEEN MEASURES	376.4293	15	25.0953	11.1163	.0000
RESIDUAL	1523.8207	675	2.2575		
NONADDITIVITY	1.2534	1	1.2534	.5549	.4566
BALANCE	1522.5672	674	2.2590		
TOTAL	2220.9511	735	3.0217		

GRAND MEAN = 3.7418

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.6729

HOTELLINGS T-SQUARED = 231.0717 F = 10.6122 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 15 DENOMINATOR = 31

RELIABILITY COEFFICIENTS 16 ITEMS
ALPHA = .6832 STANDARDIZED ITEM ALPHA = .6772

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R E X P T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT16	176*	
2.	BSTRAT18	178	
3.	BSTRAT12	172	

Buyer Expert Influence - Laughlin

		MEAN	STD DEV	CASES
1.	BSTRAT16	3.7174	1.6555	46.0
2.	BSTRAT18	3.1522	1.7252	46.0
3.	BSTRAT12	3.1739	1.4032	46.0

COVARIANCE MATRIX

	BSTRAT16	BSTRAT18	BSTRAT12
BSTRAT16	2.7406		
BSTRAT18	1.0217	2.9763	
BSTRAT12	.6725	.1729	1.9691

CORRELATION MATRIX

	BSTRAT16	BSTRAT18	BSTRAT12
BSTRAT16	1.0000		
BSTRAT18	.3577	1.0000	
BSTRAT12	.2895	.0714	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	10.0435	11.4203	3.3794	3

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R E X P T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	171.3043	45	3.8068		
WITHIN PEOPLE	184.0000	92	2.0000		
BETWEEN MEASURES	9.4348	2	4.7174	2.4321	.0936
RESIDUAL	174.5652	90	1.9396		
NONADDITIVITY	2.1354	1	2.1354	1.1022	.2966
BALANCE	172.4298	89	1.9374		
TOTAL	355.3043	137	2.5935		
GRAND MEAN =	3.3478				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.4295

HOTELLINGS T-SQUARED = 5.9686 F = 2.9180 PROB. = .0646
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 44

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .4905 STANDARDIZED ITEM ALPHA = .4859

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R L E G T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT7	167	
2.	BSTRAT5	165*	
3.	BSTRAT2	162*	
4.	BSTRAT8	168*	

Buyer Legitimate Influence - Laughlin

		MEAN	STD DEV	CASES
1.	BSTRAT7	4.2391	1.4013	46.0
2.	BSTRAT5	2.8478	1.5487	46.0
3.	BSTRAT2	4.1304	1.5721	46.0
4.	BSTRAT8	5.3043	1.1327	46.0

COVARIANCE MATRIX

	BSTRAT7	BSTRAT5	BSTRAT2	BSTRAT8
BSTRAT7	1.9638			
BSTRAT5	.6816	2.3986		
BSTRAT2	.8570	.5536	2.4715	
BSTRAT8	.6145	.4696	.6039	1.2831

CORRELATION MATRIX

	BSTRAT7	BSTRAT5	BSTRAT2	BSTRAT8
BSTRAT7	1.0000			
BSTRAT5	.3141	1.0000		
BSTRAT2	.3890	.2274	1.0000	
BSTRAT8	.3871	.2677	.3391	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	16.5217	15.6773	3.9595	4

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R L E G T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	176.3696	45	3.9193		
WITHIN PEOPLE	328.5000	138	2.3804		
BETWEEN MEASURES	139.6087	3	46.5362	33.2593	.0000
RESIDUAL	188.8913	135	1.3992		
NONADDITIVITY	1.6675	1	1.6675	1.1935	.2766
BALANCE	187.2238	134	1.3972		
TOTAL	504.8696	183	2.7589		
GRAND MEAN =	4.1304				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.4611

HOTELLINGS T-SQUARED = 106.4908 F = 33.9193 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 3 DENOMINATOR = 43

RELIABILITY COEFFICIENTS 4 ITEMS
ALPHA = .6430 STANDARDIZED ITEM ALPHA = .6538

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R R W R D)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT4	164*	
2.	BSTRAT9	169*	
3.	BSTRAT17	177	

Buyer Reward Influence - Laughlin
(NOTE - REVERSE CODED ON SPIRO & PERRAULT SCALE)

		MEAN	STD DEV	CASES
1.	BSTRAT4	4.6304	1.9817	46.0
2.	BSTRAT9	3.4348	1.5151	46.0
3.	BSTRAT17	4.3913	1.3413	46.0

COVARIANCE MATRIX

	BSTRAT4	BSTRAT9	BSTRAT17
BSTRAT4	3.9271		
BSTRAT9	1.0754	2.2957	
BSTRAT17	1.5700	.6261	1.7990

CORRELATION MATRIX

	BSTRAT4	BSTRAT9	BSTRAT17
BSTRAT4	1.0000		
BSTRAT9	.3582	1.0000	
BSTRAT17	.5907	.3081	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	12.4565	14.5647	3.8164	3

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R R W R D)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	218.4710	45	4.8549		
WITHIN PEOPLE	179.3333	92	1.9493		
BETWEEN MEASURES	36.8261	2	18.4130	11.6287	.0000
RESIDUAL	142.5072	90	1.5834		
NONADDITIVITY	5.8505	1	5.8505	3.8102	.0541
BALANCE	136.6568	89	1.5355		
TOTAL	397.8043	137	2.9037		
GRAND MEAN =	4.1522				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -0.3153

HOTELLINGS T-SQUARED = 18.9512 F = 9.2650 PROB. = .0004
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 44

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .6739 STANDARDIZED ITEM ALPHA = .6839

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R R F N T)

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT19	179*	
2.	BSTRAT6	166*	

Buyer Referent Influence - Laughlin

	MEAN	STD DEV	CASES
1. BSTRAT19	2.8478	1.1541	46.0
2. BSTRAT6	4.4783	1.4718	46.0

COVARIANCE MATRIX

	BSTRAT19	BSTRAT6
BSTRAT19	1.3319	
BSTRAT6	.7411	2.1662

CORRELATION MATRIX

	BSTRAT19	BSTRAT6
BSTRAT19	1.0000	
BSTRAT6	.4363	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	7.3261	4.9802	2.2316	2

27-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
16:17:05 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R R F N T)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	112.0543	45	2.4901		
WITHIN PEOPLE	106.5000	46	2.3152		
BETWEEN MEASURES	61.1413	1	61.1413	60.6578	.0000
RESIDUAL	45.3587	45	1.0080		
NONADDITIVITY	3.1447	1	3.1447	3.2778	.0771
BALANCE	42.2140	44	.9594		
TOTAL	218.5543	91	2.4017		

GRAND MEAN = 3.6630

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.2473

HOTELLINGS T-SQUARED = 60.6578 F = 60.6578 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 1 DENOMINATOR = 45

RELIABILITY COEFFICIENTS 2 ITEMS
ALPHA = .5952 STANDARDIZED ITEM ALPHA = .6075

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R T O T L)

Buyer Total Strategy Scale - Laughlin

	POSTQSTNR	ITEM #	(*)REVERSE CODED
1.	BSTRAT2	162*	
2.	BSTRAT4	164*	
3.	BSTRAT5	165*	
4.	BSTRAT6	166*	
5.	BSTRAT7	167	
6.	BSTRAT8	168*	
7.	BSTRAT9	169*	
8.	BSTRAT12	172	
9.	BSTRAT16	176*	
10.	BSTRAT17	177	(NOTE - REVERSE CODED ON SPIRO & PERRAULT SCALE)
11.	BSTRAT18	178	
12.	BSTRAT19	179*	

		MEAN	STD DEV	CASES
1.	BSTRAT2	4.1304	1.5721	46.0
2.	BSTRAT4	4.6304	1.9817	46.0
3.	BSTRAT5	2.8478	1.5487	46.0
4.	BSTRAT6	4.4783	1.4718	46.0
5.	BSTRAT7	4.2391	1.4013	46.0
6.	BSTRAT8	5.3043	1.1327	46.0
7.	BSTRAT9	3.4348	1.5151	46.0
8.	BSTRAT12	3.1739	1.4032	46.0
9.	BSTRAT16	3.7174	1.6555	46.0
10.	BSTRAT17	4.3913	1.3413	46.0
11.	BSTRAT18	3.1522	1.7252	46.0
12.	BSTRAT19	2.8478	1.1541	46.0

COVARIANCE MATRIX

	BSTRAT2	BSTRAT4	BSTRAT5	BSTRAT6	BSTRAT7	BSTRAT8	BSTRAT9	BSTRAT12	BSTRAT16	BSTRAT17
BSTRAT2	2.4715									
BSTRAT4	.1604	3.9271								
BSTRAT5	.5536	.0981	2.3986							
BSTRAT6	-.1971	.2029	-.3256	2.1662						
BSTRAT7	.8570	.0903	.6816	.1942	1.9638					
BSTRAT8	.6039	.4261	.4696	-.4599	.6145	1.2831				
BSTRAT9	.4531	1.0754	.3565	.2986	-.0618	-.0464	2.2957			
BSTRAT12	-.4454	-.7565	.0493	-.1517	-.4203	.0126	-.1662	1.9691		
BSTRAT16	.0599	-.3734	.2227	-.1952	-.0420	.3768	.0367	.6725	2.7406	
BSTRAT17	.1478	1.5700	-.2280	.2531	-.0290	-.0106	.6261	-.3585	-.1536	1.7990
BSTRAT18	-.1314	-.7425	.6237	-.3855	.0295	.3082	-.1565	.1729	1.0217	-.0831
BSTRAT19	-.4686	.1425	.0874	.7411	.0150	-.2193	.4010	.3159	-.0662	.0609

	BSTRAT18	BSTRAT19
BSTRAT18	2.9763	

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R T O T L)

COVARIANCE MATRIX

	BSTRAT18	BSTRAT19
BSTRAT19	-.1763	1.3319

CORRELATION MATRIX

	BSTRAT2	BSTRAT4	BSTRAT5	BSTRAT6	BSTRAT7	BSTRAT8	BSTRAT9	BSTRAT12	BSTRAT16	BSTRAT17
BSTRAT2	1.0000									
BSTRAT4	.0515	1.0000								
BSTRAT5	.2274	.0320	1.0000							
BSTRAT6	-.0852	.0696	-.1428	1.0000						
BSTRAT7	.3890	.0325	.3141	.0942	1.0000					
BSTRAT8	.3391	.1898	.2677	-.2759	.3871	1.0000				
BSTRAT9	.1902	.3582	.1519	.1339	-.0291	-.0270	1.0000			
BSTRAT12	-.2019	-.2721	.0227	-.0734	-.2137	.0079	-.0782	1.0000		
BSTRAT16	.0230	-.1138	.0869	-.0801	-.0181	.2009	.0146	.2895	1.0000	
BSTRAT17	.0701	.5907	-.1098	.1282	-.0154	-.0070	.3081	-.1905	-.0692	1.0000
BSTRAT18	-.0484	-.2172	.2334	-.1518	.0122	.1577	-.0599	.0714	.3577	-.0359
BSTRAT19	-.2583	.0623	.0489	.4363	.0093	-.1678	.2293	.1951	-.0346	.0393

	BSTRAT18	BSTRAT19
BSTRAT18	1.0000	
BSTRAT19	-.0886	1.0000

OF CASES = 46.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	46.3478	43.7874	6.6172	12

R E L I A B I L I T Y A N A L Y S I S - S C A L E (L B Y R T O T L)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	164.2029	45	3.6490		
WITHIN PEOPLE	1377.3333	506	2.7220		
BETWEEN MEASURES	312.0145	11	28.3650	13.1798	.0000
RESIDUAL	1065.3188	495	2.1522		
NONADDITIVITY	.5791	1	.5791	.2687	.6045
BALANCE	1064.7398	494	2.1553		
TOTAL	1541.5362	551	2.7977		

GRAND MEAN = 3.8623

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.6949

HOTELLINGS T-SQUARED = 220.5470 F = 15.5942 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 11 DENOMINATOR = 35

RELIABILITY COEFFICIENTS 12 ITEMS
ALPHA = .4102 STANDARDIZED ITEM ALPHA = .4201

APPENDIX K

DETAIL FOR RELIABILITY ANALYSIS FOR ANTICIPATED RELATIONSHIP VARIABLES

RELIABILITY ANALYSIS - SCALE (SBOND)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SANTRL8	8	
2.	SANTRL13	13	
3.	SANTRL5	5	
4.	SANTRL23	23	
5.	SANTRL26	26	
6.	SANTRL9	9	
7.	SANTRL2	2	
8.	SANTRL17	17	
9.	SANTRL1	1	
10.	SANTRL3	3	
11.	SANTRL14	14	

Seller Anticipated Bonding

		MEAN	STD DEV	CASES
1.	SANTRL8	5.0000	1.4142	38.0
2.	SANTRL13	4.2632	1.2452	38.0
3.	SANTRL5	5.6842	1.2104	38.0
4.	SANTRL23	4.7368	1.2452	38.0
5.	SANTRL26	4.3684	.9704	38.0
6.	SANTRL9	5.0789	1.0999	38.0
7.	SANTRL2	4.3947	1.3664	38.0
8.	SANTRL17	5.0263	1.2837	38.0
9.	SANTRL1	4.9737	1.4975	38.0
10.	SANTRL3	2.9737	1.5154	38.0
11.	SANTRL14	4.2895	1.5580	38.0

COVARIANCE MATRIX

	SANTRL8	SANTRL13	SANTRL5	SANTRL23	SANTRL26	SANTRL9	SANTRL2	SANTRL17	SANTRL1	SANTRL3
SANTRL8	2.0000									
SANTRL13	.7297	1.5505								
SANTRL5	1.2162	.8151	1.4651							
SANTRL23	1.1622	.7738	.8065	1.5505						
SANTRL26	.7568	.5491	.6871	.5050	.9417					
SANTRL9	.8649	.5462	.6743	.6430	.5107	1.2098				
SANTRL2	.9459	.8122	.9388	.8094	.8506	.7248	1.8670			
SANTRL17	.6486	.4523	.7383	.4395	.3684	.6465	.6110	1.6479		
SANTRL1	1.0270	.3855	.7482	1.0740	.5235	.6778	1.1458	.2710	2.2425	
SANTRL3	1.0000	1.0071	.8563	1.0740	.7397	.6508	1.0647	.8385	.8912	2.2966
SANTRL14	1.1351	.9758	.9317	1.1323	.6202	.9225	1.1799	.6949	.8457	1.1159

	SANTRL14
SANTRL14	2.4275

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (S B O N D)

CORRELATION MATRIX

	SANTRL8	SANTRL13	SANTRL5	SANTRL23	SANTRL26	SANTRL9	SANTRL2	SANTRL17	SANTRL1	SANTRL3
SANTRL8	1.0000									
SANTRL13	.4144	1.0000								
SANTRL5	.7105	.5408	1.0000							
SANTRL23	.6600	.4991	.5351	1.0000						
SANTRL26	.5514	.4544	.5849	.4179	1.0000					
SANTRL9	.5560	.3988	.5064	.4694	.4784	1.0000				
SANTRL2	.4895	.4774	.5676	.4757	.6415	.4822	1.0000			
SANTRL17	.3573	.2830	.4751	.2750	.2957	.4579	.3483	1.0000		
SANTRL1	.4850	.2067	.4128	.5760	.3602	.4115	.5600	.1410	1.0000	
SANTRL3	.4666	.5337	.4668	.5691	.5030	.3904	.5142	.4310	.3927	1.0000
SANTRL14	.5152	.5030	.4940	.5836	.4102	.5383	.5543	.3474	.3625	.4726

	SANTRL14
SANTRL14	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	50.7895	106.7112	10.3301	11

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	358.9378	37	9.7010		
WITHIN PEOPLE	535.8182	380	1.4100		
BETWEEN MEASURES	184.3876	10	18.4388	19.4130	.0000
RESIDUAL	351.4306	370	.9498		
NONADDITIVITY	1.0050	1	1.0050	1.0583	.3043
BALANCE	350.4256	369	.9497		
TOTAL	894.7560	417	2.1457		

GRAND MEAN = 4.6172

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.3679

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S B O N D)

HOTELLINGS T-SQUARED = 169.2353 F = 12.8070 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 10 DENOMINATOR = 28

RELIABILITY COEFFICIENTS 11 ITEMS
ALPHA = .9021 STANDARDIZED ITEM ALPHA = .9055

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
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R E L I A B I L I T Y A N A L Y S I S - S C A L E (S D I S T)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SANTRL25	25*	
2.	SANTRL24	24*	
3.	SANTRL28	28*	
4.	SANTRL19	19*	
5.	SANTRL21	21*	

Seller Anticipated Distancing

		MEAN	STD DEV	CASES
1.	SANTRL25	4.4211	1.6543	38.0
2.	SANTRL24	3.7105	1.5051	38.0
3.	SANTRL28	5.9474	1.6431	38.0
4.	SANTRL19	4.0789	1.4404	38.0
5.	SANTRL21	5.1579	1.5339	38.0

COVARIANCE MATRIX

	SANTRL25	SANTRL24	SANTRL28	SANTRL19	SANTRL21
SANTRL25	2.7368				
SANTRL24	.6657	2.2653			
SANTRL28	-.0313	-.9075	2.6999		
SANTRL19	.3983	.5370	.4637	2.0747	
SANTRL21	.5263	.5334	1.1977	.7440	2.3528

CORRELATION MATRIX

	SANTRL25	SANTRL24	SANTRL28	SANTRL19	SANTRL21
SANTRL25	1.0000				
SANTRL24	.2674	1.0000			
SANTRL28	-.0115	-.3670	1.0000		
SANTRL19	.1671	.2477	.1959	1.0000	
SANTRL21	.2074	.2311	.4752	.3367	1.0000

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (S D I S T)

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	23.3158	20.3841	4.5149	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	150.8421	37	4.0768		
WITHIN PEOPLE	419.6000	152	2.7605		
BETWEEN MEASURES	121.6526	4	30.4132	15.1072	.0000
RESIDUAL	297.9474	148	2.0132		
NONADDITIVITY	.1992	1	.1992	.0983	.7543
BALANCE	297.7482	147	2.0255		
TOTAL	570.4421	189	3.0182		

GRAND MEAN = 4.6632

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.7882

HOTELLINGS T-SQUARED = 38.5416 F = 8.8542 PROB. = .0001
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 34

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .5062 STANDARDIZED ITEM ALPHA = .5147

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S T R U S T)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SANTRL27	27	
2.	SANTRL6	6	*
3.	SANTRL22	22	
4.	SANTRL7	7	
5.	SANTRL10	10	

Seller Anticipated Trust

		MEAN	STD DEV	CASES
1.	SANTRL27	5.8947	.8634	38.0
2.	SANTRL6	4.2368	1.6013	38.0
3.	SANTRL22	4.9211	1.3433	38.0
4.	SANTRL7	4.7105	1.6425	38.0
5.	SANTRL10	4.5263	1.2678	38.0

COVARIANCE MATRIX

	SANTRL27	SANTRL6	SANTRL22	SANTRL7	SANTRL10
SANTRL27	.7454				
SANTRL6	.4580	2.5640			
SANTRL22	.3428	-.5213	1.8044		
SANTRL7	.7255	-.3350	.7333	2.6977	
SANTRL10	.1650	.0882	.2589	.7240	1.6074

CORRELATION MATRIX

	SANTRL27	SANTRL6	SANTRL22	SANTRL7	SANTRL10
SANTRL27	1.0000				
SANTRL6	.3313	1.0000			
SANTRL22	.2956	-.2424	1.0000		
SANTRL7	.5116	-.1274	.3324	1.0000	
SANTRL10	.1507	.0434	.1520	.3477	1.0000

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R E L I A B I L I T Y A N A L Y S I S - S C A L E (S T R U S T)

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	24.2895	14.6977	3.8338	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	108.7632	37	2.9395		
WITHIN PEOPLE	300.4000	152	1.9763		
BETWEEN MEASURES	60.6632	4	15.1658	9.3625	.0000
RESIDUAL	239.7368	148	1.6198		
NONADDITIVITY	.1622	1	.1622	.0995	.7529
BALANCE	239.5747	147	1.6298		
TOTAL	409.1632	189	2.1649		

GRAND MEAN = 4.8579

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 1.3320

HOTELLINGS T-SQUARED = 139.5553 F = 32.0600 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 34

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .4489 STANDARDIZED ITEM ALPHA = .5224

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S I N T I M C Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SANTRL15	15*	
2.	SANTRL16	16*	

Seller Anticipated Intimacy

		MEAN	STD DEV	CASES
1.	SANTRL15	4.6053	1.2636	38.0
2.	SANTRL16	5.1053	1.4666	38.0

COVARIANCE MATRIX

	SANTRL15	SANTRL16
SANTRL15	1.5967	
SANTRL16	.6643	2.1508

CORRELATION MATRIX

	SANTRL15	SANTRL16
SANTRL15	1.0000	
SANTRL16	.3585	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	9.7105	5.0761	2.2530	2

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S I N T I M C Y)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	93.9079	37	2.5381		
WITHIN PEOPLE	49.5000	38	1.3026		
BETWEEN MEASURES	4.7500	1	4.7500	3.9274	.0550
RESIDUAL	44.7500	37	1.2095		
NONADDITIVITY	1.1188	1	1.1188	.9231	.3431
BALANCE	43.6312	36	1.2120		
TOTAL	143.4079	75	1.9121		
GRAND MEAN =	4.8553				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -1.1198

HOTELLINGS T-SQUARED = 3.9274 F = 3.9274 PROB. = .0550
DEGREES OF FREEDOM: NUMERATOR = 1 DENOMINATOR = 37

RELIABILITY COEFFICIENTS 2 ITEMS
ALPHA = .5235 STANDARDIZED ITEM ALPHA = .5278

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S F M L R T Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	SANTRL11	11	
2.	SANTRL12	12	
3.	SANTRL20	20	

Seller Anticipated Familiarity

		MEAN	STD DEV	CASES
1.	SANTRL11	3.3421	1.0724	38.0
2.	SANTRL12	3.7895	1.5624	38.0
3.	SANTRL20	3.8684	1.2980	38.0

COVARIANCE MATRIX

	SANTRL11	SANTRL12	SANTRL20
SANTRL11	1.1501		
SANTRL12	.5875	2.4410	
SANTRL20	.5327	.8364	1.6849

CORRELATION MATRIX

	SANTRL11	SANTRL12	SANTRL20
SANTRL11	1.0000		
SANTRL12	.3506	1.0000	
SANTRL20	.3827	.4124	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	11.0000	9.1892	3.0314	3

R E L I A B I L I T Y A N A L Y S I S - S C A L E (S F M L R T Y)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	113.3333	37	3.0631		
WITHIN PEOPLE	88.0000	76	1.1579		
BETWEEN MEASURES	6.1228	2	3.0614	2.7669	.0694
RESIDUAL	81.8772	74	1.1064		
NONADDITIVITY	3.1309	1	3.1309	2.9024	.0927
BALANCE	78.7463	73	1.0787		
TOTAL	201.3333	113	1.7817		

GRAND MEAN = 3.6667

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -1.6297

HOTELLINGS T-SQUARED = 6.6351 F = 3.2279 PROB. = .0514
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 36

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .6388 STANDARDIZED ITEM ALPHA = .6496

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B D I S T)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BANTRL25	25*
2.	BANTRL24	24*
3.	BANTRL28	28*
4.	BANTRL19	19*
5.	BANTRL21	21*

Buyer Anticipated Distancing

		MEAN	STD DEV	CASES
1.	BANTRL25	3.8421	1.7786	38.0
2.	BANTRL24	3.2105	1.3786	38.0
3.	BANTRL28	5.7368	1.3692	38.0
4.	BANTRL19	4.0526	1.8446	38.0
5.	BANTRL21	4.4474	1.7037	38.0

COVARIANCE MATRIX

	BANTRL25	BANTRL24	BANTRL28	BANTRL19	BANTRL21
BANTRL25	3.1636				
BANTRL24	.7098	1.9004			
BANTRL28	1.5789	.7326	1.8748		
BANTRL19	1.0085	.7454	1.2575	3.4026	
BANTRL21	1.1266	.7952	1.1209	1.7596	2.9026

CORRELATION MATRIX

	BANTRL25	BANTRL24	BANTRL28	BANTRL19	BANTRL21
BANTRL25	1.0000				
BANTRL24	.2895	1.0000			
BANTRL28	.6483	.3881	1.0000		
BANTRL19	.3074	.2931	.4979	1.0000	
BANTRL21	.3718	.3386	.4805	.5599	1.0000

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B D I S T)

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	21.2895	34.9139	5.9088	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	258.3632	37	6.9828		
WITHIN PEOPLE	366.0000	152	2.4079		
BETWEEN MEASURES	134.3368	4	33.5842	21.4556	.0000
RESIDUAL	231.6632	148	1.5653		
NONADDITIVITY	.4473	1	.4473	.2844	.5946
BALANCE	231.2158	147	1.5729		
TOTAL	624.3632	189	3.3035		

GRAND MEAN = 4.2579

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS MUST BE RAISED TO ACHIEVE ADDITIVITY = 0.7893

HOTELLINGS T-SQUARED = 173.3343 F = 39.8200 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 34

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .7758 STANDARDIZED ITEM ALPHA = .7818

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B T R U S T)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BANTRL27	27	
2.	BANTRL6	6*	
3.	BANTRL22	22	
4.	BANTRL7	7	
5.	BANTRL10	10	

Buyer Anticipated Trust

		MEAN	STD DEV	CASES
1.	BANTRL27	5.6579	.7807	38.0
2.	BANTRL6	4.4737	1.3703	38.0
3.	BANTRL22	4.5526	1.4649	38.0
4.	BANTRL7	3.9737	1.7780	38.0
5.	BANTRL10	4.7368	1.2233	38.0

COVARIANCE MATRIX

	BANTRL27	BANTRL6	BANTRL22	BANTRL7	BANTRL10
BANTRL27	.6095				
BANTRL6	.0853	1.8777			
BANTRL22	-.0491	.5420	2.1458		
BANTRL7	.2610	-.4196	1.2041	3.1615	
BANTRL10	-.1465	-.4936	.1223	.6145	1.4964

CORRELATION MATRIX

	BANTRL27	BANTRL6	BANTRL22	BANTRL7	BANTRL10
BANTRL27	1.0000				
BANTRL6	.0798	1.0000			
BANTRL22	-.0429	.2700	1.0000		
BANTRL7	.1880	-.1722	.4623	1.0000	
BANTRL10	-.1534	-.2945	.0683	.2825	1.0000

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B T R U S T)

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	23.3947	12.7319	3.5682	5

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	94.2158	37	2.5464		
WITHIN PEOPLE	307.2000	152	2.0211		
BETWEEN MEASURES	57.6526	4	14.4132	8.5481	.0000
RESIDUAL	249.5474	148	1.6861		
NONADDITIVITY	22.0316	1	22.0316	14.2349	.0002
BALANCE	227.5157	147	1.5477		
TOTAL	401.4158	189	2.1239		

GRAND MEAN = 4.6789

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 5.1075

HOTELLINGS T-SQUARED = 64.8998 F = 14.9094 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 4 DENOMINATOR = 34

RELIABILITY COEFFICIENTS 5 ITEMS
ALPHA = .3378 STANDARDIZED ITEM ALPHA = .2697

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B I N T M C Y)

	PREQSTNR	ITEM # (*)REVERSE CODED
1.	BANTRL15	15*
2.	BANTRL16	16*

Buyer Anticipated Intimacy

		MEAN	STD DEV	CASES
1.	BANTRL15	4.6579	1.5117	38.0
2.	BANTRL16	4.9474	1.2723	38.0

COVARIANCE MATRIX

	BANTRL15	BANTRL16
BANTRL15	2.2852	
BANTRL16	.9275	1.6188

CORRELATION MATRIX

	BANTRL15	BANTRL16
BANTRL15	1.0000	
BANTRL16	.4822	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	9.6053	5.7589	2.3998	2

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B I N T M C Y)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	106.5395	37	2.8794		
WITHIN PEOPLE	39.5000	38	1.0395		
BETWEEN MEASURES	1.5921	1	1.5921	1.5540	.2204
RESIDUAL	37.9079	37	1.0245		
NONADDITIVITY	1.4267	1	1.4267	1.4079	.2432
BALANCE	36.4812	36	1.0134		
TOTAL	146.0395	75	1.9472		

GRAND MEAN = 4.8026

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 4.8399

HOTELLINGS T-SQUARED = 1.5540 F = 1.5540 PROB. = .2204
DEGREES OF FREEDOM: NUMERATOR = 1 DENOMINATOR = 37

RELIABILITY COEFFICIENTS 2 ITEMS
ALPHA = .6442 STANDARDIZED ITEM ALPHA = .6507

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B F M L R T Y)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BANTRL11	11	
2.	BANTRL12	12	Buyer Anticipated Familiarity
3.	BANTRL20	20	

		MEAN	STD DEV	CASES
1.	BANTRL11	3.7895	1.5096	38.0
2.	BANTRL12	3.8684	1.4736	38.0
3.	BANTRL20	3.7632	1.1725	38.0

COVARIANCE MATRIX

	BANTRL11	BANTRL12	BANTRL20
BANTRL11	2.2788		
BANTRL12	.9716	2.1714	
BANTRL20	.2191	.3193	1.3748

CORRELATION MATRIX

	BANTRL11	BANTRL12	BANTRL20
BANTRL11	1.0000		
BANTRL12	.4368	1.0000	
BANTRL20	.1238	.1848	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	11.4211	8.8450	2.9740	3

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:18:31 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B F M L R T Y)

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	109.0877	37	2.9483		
WITHIN PEOPLE	106.6667	76	1.4035		
BETWEEN MEASURES	.2281	2	.1140	.0793	.9239
RESIDUAL	106.4386	74	1.4384		
NONADDITIVITY	3.2055	1	3.2055	2.2668	.1365
BALANCE	103.2331	73	1.4142		
TOTAL	215.7544	113	1.9093		
GRAND MEAN =	3.8070				

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = -13.5903

HOTELLINGS T-SQUARED = .1726 F = .0840 PROB. = .9196
DEGREES OF FREEDOM: NUMERATOR = 2 DENOMINATOR = 36

RELIABILITY COEFFICIENTS 3 ITEMS
ALPHA = .5121 STANDARDIZED ITEM ALPHA = .4979

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B B O N D)

	PREQSTNR	ITEM #	(*)REVERSE CODED
1.	BANTRL8	8	
2.	BANTRL13	13	
3.	BANTRL5	5	
4.	BANTRL23	23	
5.	BANTRL26	26	
6.	BANTRL9	9	
7.	BANTRL2	2	
8.	BANTRL17	17	
9.	BANTRL1	1	
10.	BANTRL3	3	
11.	BANTRL14	14	

Buyer Anticipated Bonding

		MEAN	STD DEV	CASES
1.	BANTRL8	5.0789	.8817	38.0
2.	BANTRL13	3.7368	1.3692	38.0
3.	BANTRL5	5.6842	1.0162	38.0
4.	BANTRL23	5.1579	1.1514	38.0
5.	BANTRL26	4.5000	1.0591	38.0
6.	BANTRL9	5.0789	1.2166	38.0
7.	BANTRL2	4.5000	1.0067	38.0
8.	BANTRL17	5.0526	1.1843	38.0
9.	BANTRL1	5.1316	1.1894	38.0
10.	BANTRL3	3.0526	1.5058	38.0
11.	BANTRL14	4.5000	1.4094	38.0

COVARIANCE MATRIX

	BANTRL8	BANTRL13	BANTRL5	BANTRL23	BANTRL26	BANTRL9	BANTRL2	BANTRL17	BANTRL1	BANTRL3
BANTRL8	.7774									
BANTRL13	.1024	1.8748								
BANTRL5	.3770	.5903	1.0327							
BANTRL23	.2575	.5832	.5917	1.3257						
BANTRL26	.3649	.1351	.3243	.2703	1.1216					
BANTRL9	-.0334	.7511	.5121	.4467	-.0135	1.4801				
BANTRL2	.1486	.6216	.3784	.1622	.3378	.4189	1.0135			
BANTRL17	.1038	.2304	.2873	.1536	.2162	.1579	.2703	1.4026		
BANTRL1	.2055	.6031	.4481	.1679	.4730	.4488	.5270	.5064	1.4147	
BANTRL3	.0768	1.2304	.5576	.6401	.1892	.6444	.6757	.3485	.5605	2.2674
BANTRL14	.0946	.3514	.2432	.2162	.4459	.4459	.4189	.1892	-.0405	.5676

	BANTRL14
BANTRL14	1.9865

28-Jan-91 RELATIONAL CONTROL CONTRIBUTION TO BUYER-SELLER INTERACTION
9:47:24 JAY L. LAUGHLIN

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B B O N D)

CORRELATION MATRIX

	BANTRL8	BANTRL13	BANTRL5	BANTRL23	BANTRL26	BANTRL9	BANTRL2	BANTRL17	BANTRL1	BANTRL3
BANTRL8	1.0000									
BANTRL13	.0848	1.0000								
BANTRL5	.4207	.4243	1.0000							
BANTRL23	.2536	.3699	.5057	1.0000						
BANTRL26	.3907	.0932	.3013	.2216	1.0000					
BANTRL9	-.0312	.4509	.4142	.3189	-.0105	1.0000				
BANTRL2	.1675	.4510	.3698	.1399	.3169	.3420	1.0000			
BANTRL17	.0994	.1421	.2388	.1127	.1724	.1096	.2267	1.0000		
BANTRL1	.1960	.3703	.3707	.1226	.3755	.3102	.4401	.3595	1.0000	
BANTRL3	.0579	.5968	.3644	.3692	.1186	.3517	.4457	.1954	.3129	1.0000
BANTRL14	.0761	.1821	.1698	.1332	.2988	.2601	.2952	.1133	-.0242	.2674

	BANTRL14
BANTRL14	1.0000

OF CASES = 38.0

STATISTICS FOR	MEAN	VARIANCE	STD DEV	# OF VARIABLES
SCALE	51.4737	55.6615	7.4607	11

ANALYSIS OF VARIANCE

SOURCE OF VARIATION	SUM OF SQ.	DF	MEAN SQUARE	F	PROB.
BETWEEN PEOPLE	187.2249	37	5.0601		
WITHIN PEOPLE	603.8182	380	1.5890		
BETWEEN MEASURES	210.2536	10	21.0254	19.7665	.0000
RESIDUAL	393.5646	370	1.0637		
NONADDITIVITY	6.1403	1	6.1403	5.8483	.0161
BALANCE	387.4243	369	1.0499		
TOTAL	791.0431	417	1.8970		

GRAND MEAN = 4.6794

TUKEY ESTIMATE OF POWER TO WHICH OBSERVATIONS
MUST BE RAISED TO ACHIEVE ADDITIVITY = 2.1949

R E L I A B I L I T Y A N A L Y S I S - S C A L E (B B O N D)

HOTELLINGS T-SQUARED = 172.9333 F = 13.0868 PROB. = .0000
DEGREES OF FREEDOM: NUMERATOR = 10 DENOMINATOR = 28

RELIABILITY COEFFICIENTS 11 ITEMS
ALPHA = .7898 STANDARDIZED ITEM ALPHA = .7933

APPENDIX L

RELATIONAL CONTROL REGRESSED ON PERCEIVED RELATIONSHIP

General Relational Control Regressed on Perceived Relationship

Independent Variables - Seller Perceived Relationship

DEPENDENT VARIABLE		SELLER PERCEIVED DISTANCING	SELLER PERCEIVED BONDING
	R	0.430	-
GENERAL	Rsqr	0.184	-
	F	9.725	-
GRAMMATICAL	sigF	0.003	-
	BETA	0.429	-
	T	3.118	-
	sigT	0.003	-

DEPENDENT VARIABLE		SELLER PERCEIVED DISTANCING	SELLER PERCEIVED BONDING
	R	-	-
GENERAL	Rsqr	-	-
RESPONSE	F	-	-
MODE	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Independent Variables - Buyer Perceived Relationship

DEPENDENT VARIABLE		BUYER PERCEIVED DISTANCING	BUYER PERCEIVED BONDING
	R	-	-
GENERAL	Rsqr	-	-
GRAMMATICAL	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE		BUYER PERCEIVED DISTANCING	BUYER PERCEIVED BONDING
	R	-	-
GENERAL	Rsqr	-	-
RESPONSE	F	-	-
MODE	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

Relational Control Regressed on Seller Perceived Relationship

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
GRAMMATICAL FORM 1	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
RESPONSE MODE 1	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
GRAMMATICAL FORM 2	R	0.362	-
	Rsqr	0.131	-
	F	6.485	-
	sig F	0.015	-
	BETA	0.362	-
	T	2.547	-
	sigT	0.015	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
RESPONSE MODE 2	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
GRAMMATICAL FORM 3	R	0.358	-
	Rsqr	0.128	-
	F	6.306	-
	sig F	0.016	-
	BETA	-.358	-
	T	2.511	-
	sigT	0.016	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
RESPONSE MODE 3	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
GRAMMATICAL FORM 4	R	0.320	-
	Rsqr	0.102	-
	F	4.897	-
	sig F	0.032	-
	BETA	0.320	-
	T	2.213	-
	sigT	0.343	-

DEPENDENT VARIABLE	Independent Variables	SDIST	SBOND
RESPONSE MODE 4	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

SBOND - Seller Perceived Bonding SDIST - Seller Perceived Distancing

Relational Control Regressed on Buyer Perceived Relationship

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
GRAMMATICAL FORM 1	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
RESPONSE MODE 1	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
GRAMMATICAL FORM 2	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
RESPONSE MODE 2	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
GRAMMATICAL FORM 3	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
RESPONSE MODE 3	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
GRAMMATICAL FORM 4	R	-	-
	Rsqr	-	-
	F	-	-
	sig F	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

DEPENDENT VARIABLE	Independent Variables	BDIST	BBOND
RESPONSE MODE 4	R	-	-
	Rsqr	-	-
	F	-	-
	sigF	-	-
	BETA	-	-
	T	-	-
	sigT	-	-

Values for Beta, T, and sigT are the values reported with all variables included which contribute significantly ($p < .05$) using a stepwise procedure.

R, Rsqr, and F measure the variance explained at the step indicated.

BBOND - Buyer Perceived Bonding BDIST - Buyer Perceived Distancing