1988

The Effects of Open and Dominant Communication Styles on Perceptions of the Sales Interaction

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THE EFFECTS OF OPEN AND DOMINANT COMMUNICATION
STYLES ON PERCEPTIONS OF THE
SALES INTERACTION

BY
ELAINE M. NOTARANTONIO

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS
IN
PSYCHOLOGY

UNIVERSITY OF RHODE ISLAND

1988

ABSTRACT

This study empirically tests whether or not different communication styles affect sales effectiveness using the Open and Dominant styles from Norton's (1978) dimensions.

It was hypothesized that the more Open a salesperson is, the more effective the individual will be in selling the product. It was also hypothesized that the more Dominant the salesperson is the more effective s/he will be.

Four groups of students saw videotapes of a sales interaction. Each tape depicted one of the four communicator style types (combinations of high and low levels of Dominance and Openness). The tapes were first pretested on small groups of subjects to ensure the adequacy of the manipulation. The experiment involved 80 subjects viewing the tape after which they completed a 42-item questionnaire. Six composite scores were identified from groups of questions that were a priori related. Separate two-way ANOVAs for each measure were run with Openness and Dominance as independent variables for the measures of openness and dominance and the six composite measures. Four of these composites showed significance; perceptions of the product being sold, the interaction between the salesperson and customer in the tape, probability of purchase of the product in the tape and perceptions of the salesperson being depicted in the tape.

For the open construct, subjects in the high Dominant group saw the salesperson as more open than those in the low

Dominant group. For the dominant measure, subjects in the high Open condition viewed the salesperson as significantly more dominant than those in the low Open condition. Likewise, subjects in the high Dominant condition viewed the salesperson as more dominant than those in the low Dominant condition. Respondents, in general, rated the high Dominant/low Open and low Dominant/high Open conditions more favorable than the high Dominant/high Open or low Dominant/low Open.

Since communication style in a marketing context remains a new field of investigation, there are several directions in which future research can move.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude and appreciation to the members of my Thesis committee; Dr. Jerry Cohen, Dr. Greg Lessne, Dr. Paul Florin and Dr. Norman Coates for their support during the preparation and defense of this thesis.

Dr. Cohen, my major professor has been most outstanding in his patience, teaching, listening, flexibility and understanding during one of the most difficult periods of my life. The learning which I've gained as a result of working under his direction is incomparable.

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The Effects of Open and Dominant Communication Styles on Perceptions of the Sales Interaction

Norton (1978) has established a foundation for a "communicator style" construct. He defines communicator style as the way in which a person verbally and paraverbally interacts to signal how literal meaning should be taken, interpreted, filtered or understood. He operationally defines the communicator style domain in terms of ten independent variables and one dependent variable. The independent variables or subconstructs are: (1) impression-leaving, (2) contentious, (3) open, (4) dramatic, (5) dominant, (6) precise, (7) relaxed, (8) friendly, (9) attentive, and (10) animated. The dependent variable, also a subconstruct, is communicator image and is included in the domain as an overall assessment of communicator ability. Communicator style is assumed to be different from personality in that it can be deliberately manipulated by the communicator (Norton and Nussbaum 1980).

Two primary lines of research have produced substantial empirical evidence for the reliability and validity of the communicator style construct (Bednar, 1982). One has focused upon the detailed analysis of each of the eleven components which comprise the style domain. To date, four of these have been explicated in some detail: the dramatic (Norton, Clarke, Sypher, and Brady, 1977; Norton, Baker, Bednar, Salyer, and McGough, 1978), the open (Norton and Montgomery, 1979), the relaxed (Emery, Norton and Plain, 1980), and the

attentive (Norton and Pettegrew, 1977). The second line of research has focused upon relationships between communicator style and various perceptual processes and interpersonal consequences. Some topics that have been addressed include: teacher effectiveness (Norton, 1977; Norton and Nussbaum, 1980), dyadic perception of communicator style (Norton and Miller, 1975), the personnel selection interview (Norton and Bednar, 1979; Norton and Robinson, 1980), communicator style as an effective determinant of attraction (Norton and Pettegrew, 1977), sex differences in self-reported communicator style (Montgomery and Norton, 1979, Staley & Cohen, 1988), the impact of communicator style in therapeutic relationships (Pettegrew, 1977), and relationships between communicator style and managerial performance (Bednar, 1982). All of these studies are characterized by the use of Norton's construct as a guiding framework.

In the selling process, exchange is typically initiated, maintained and terminated on a person-to-person basis. The salesperson's most basic activity during this exchange is communication. In the competitive marketplace, effective communication is of paramount importance. It is no exaggeration to say that the salesperson is the most important communicator in the entire organization. All other efforts are of no avail if the salesperson is unable to communicate in a manner that induces purchase. For the firm to achieve full promotional impact in the marketplace, the salesperson must be an effective communicator. Insight into

the communication process is therefore of vital importance. In spite of this, communication has received little attention in personal selling research (Capon, Holbrook, and Hulbert, 1977).

Most of the early empirical work related to personal selling examined the personal characteristics of the salesperson. Several later studies have examined communication content followed by communication code, rules and to some extent style. In marketing, those studies that have considered communication style have done so indirectly.

Pace (1961) examined the relationship between oral communication and sales effectiveness. An objective observer rated two groups of salespeople who had been differentiated into an effective "high" group and a less effective "low" group. These groups were compared in terms of selected aspects of their sales behavior. The results show that the more effective salespeople were rated higher than the less effective ones in terms of overall impression of communication skill. This suggests that oral communication skill is likely to be a reliable criterion for differentiating superior from inferior salespeople. Also, sales methods such as using "emotional appeals" and "dramatizing" distinguished between the more effective and the less effective salespeople.

Sheth (1976) suggests a paradigm where customers and salespeople can be characterized according to their communication styles as task-oriented, interaction-oriented

or self-oriented. Sheth's conceptualization of the customer/salesperson communication style is based on a framework of leadership style suggested by Bass (1960, 1967). Accordingly, this model presumes communication style to be three dimensional, consisting of a task orientation, a self orientation, and an interaction orientation. The task-oriented style is highly goal oriented and purposeful. The salesperson using this style is concerned with efficiency and minimizing time, cost and effort. The self-oriented salesperson is preoccupied with him or herself in an interaction, and more concerned about his own welfare and less empathetic toward the other person.

Williams and Spiro (1985) conducted an exploratory study which first developed scales to measure the communication style variable in personal selling and then tested whether the styles affected sales outcome. Williams and Spiro draw on Sheth's (1976) model of the buyer/seller interaction; the scale items developed were more specific to the sales interaction context than those from the general Bass inventory. Importantly, like the questionnaire items used in the present study, Williams & Spiro's items measured each person's perception of the other's style. Most studies of salesperson and/or customer behavior have used self-report measures.

The results of the Williams & Spiro (1985) study show that communication styles as measured by task, self and interaction orientation scores were significant in terms of

explaining sales variance. This finding supports the notion that communication style be considered as one of the dimensions affecting sales outcome. Second, this study highlights the overriding importance of the customer's orientation. This suggests that the salesperson who recognizes different customer styles and adapts his or her communication style accordingly, is more likely to be successful.

The present study utilizes Norton's communication style dimensions in terms of perceived communicator style and sales effectiveness. These dimensions somewhat parallel those used by Sheth (1976); the specific dimensions employed were Dominance and Openness. Respondents were independent observers of a sales interaction. A number of studies (e.g. Pace (1961)) of communicator style have taken this approach (i.e. utilizing independent observers in order to examine perceptions).

Bednar (1982) looked at the degree to which perceived communicator style characteristics of organizational managers and supervisors systematically covary with their performance. Independent evaluations of communicator style and performance were obtained for 105 managers from two different organizations. "Outstanding" and "definitely above average" managers in terms of performance, were perceived by superiors, subordinates and peers as qualitatively different in certain aspects of their communicator style.

Graetz (1974) also used independent observers in a study

of relationships between aspects of verbal behavior of supermarket store managers and their managerial effectiveness. Since communicator style is something that is assumed to be deliberately manipulated by the communicator; it is postulated that, in a sales situation, a salesperson can manipulate his/her style to provide for maximum sales effectiveness. The Dominance and Openness dimensions are believed to be applicable to a sales situation and were closest to those described by Williams and Spiro (1985). In addition, Bushard (1959) observed that enlisted men in small military units (eight to ten man squads) after brief exposures and limited interactions could be differentiated by communication patterns. The most dominant persons were quite talkative, outgoing, and aggressive. These individuals possessed the greatest social skill and as a result maintained prominent positions.

Hayes and Meltzer (1972) found that persons who talk a great deal or very little are rated unfavorably and they are described as having predominantly unpleasant attributes. They contend that the most favorable evaluations are given to persons who contribute somewhat more than their share to the conversation and that there probably is an optimal level of talkativeness in which the person is perceived by the others in the most favorable light. Talkativeness seems to be analogous to Norton's Openness dimension.

The dominant salesperson responds longer and louder with less compliance and more requests for the other (customer) to

change his or her behavior. S/he appears to be more competitive, confident, enthusiastic, forceful (Norton 1978). This seems very closely aligned with the task-oriented salesperson as described by Williams and Spiro (1985). In addition, Bass (1960) describes the task-oriented leader as one who is goal-oriented, who overcomes barriers and who persists.

The open communicator is characterized by styles that are conversational, gregarious, unsecretive and frank. The communicator reveals personal information about him or herself. The self-oriented salesperson is also preoccupied with self during an interaction.

Accordingly, our research empirically tests whether or not different communication styles affect sales effectiveness. The present study attempts to examine this using the Open and Dominant styles from Norton's dimensions. Four combinations of communicator style were generated by combining the Dominant and Open subconstructs. The four unique combinations of style variables used to operationally define the types of communicator style were: high Dominant/high Open, high Dominant/low Open, low Dominant/high Open, and low Dominant/low Open. It was hypothesized that the more open a salesperson is, the more effective the individual will be in selling the product and the more positively s/he will be perceived by others. It was also hypothesized that the more dominant the salesperson, the more effective s/he

will be. These variables may also interact but no specific effects are predicted.

Method

Subjects

Subjects consisted of undergraduate Business Administration students enrolled at Bryant College. Eighty subjects participated in the study. A demographic analysis revealed that 41.3% of the respondents were male and 58.7% were female. Students ranged in age from 17 to 21 years with 73% of subjects being 18 years of age. Freshman accounted for 92.1% of the sample.

Apparatus

Four videotapes were produced. Openness was manipulated by varying the degree to which the salesperson talked about himself. Dominance was manipulated by varying the degree of persuasiveness and monopolizing of the conversation. Communication content did not differ among the conditions (See Appendix A for scripts of the tape). Each of the tapes depicts one of the four communicator style types. The hypothetical product being sold in all tapes was a programmable stereo system where one can punch in a 5-digit code corresponding to a desired song. The tape simulated a trade show in which a booth was manned by the salesperson. The scenario involved the customer approaching the booth to view the product after which the sales interaction began and was varied depending upon the condition. The customer in the tape remained neutral and did not vary his style among

conditions. It was the salesperson whose style was manipulated. Both actors were male and approximately twenty years of age. The salesperson was above average in height and the customer below average. Each tape was approximately four minutes in length.

Each of the four videotapes were pretested by showing them to small groups of subjects ($n=10$). Respondents were then asked to complete a communicator style measure which included measures of openness and dominance. These measures were seven-point scales of agreement with the value of 7 indicating strong agreement of possessing the trait. This was done in order to ensure that the communicator style being depicted on the tape was actually being perceived by the subjects.

A two-way analysis of variance (low-high Openness x low-high Dominance) was performed for each of these two measures. For the measure of openness, a significant main effect between the low Openness ($M=2.31$) and the high Openness ($M=4.60$) groups, $F(1,36) = 18.56$, $p < .05$, was found. For the measure of dominance, a significant main effect was found between the low Dominance ($M=2.90$) and the high Dominance ($M=6.42$) groups, $F(1,36) = 71.63$, $p < .05$. The openness groups also were significantly different (low = 3.84, high = 5.35) on the dominance measure, $F(1,36) = 11.46$, $p < .05$.

These results indicate that the tapes were perceived as intended. Subjects perceived the salesperson in terms of Openness and Dominance as manipulated.

Procedure

Subjects were randomly assigned to conditions. In addition, within each condition, time of day and day of week were randomized. Groups of five and six subjects were run at a time.

Subjects were first asked to complete a self-report of Norton's communicator style measure after which they were shown a videotape of the sales presentation (See Appendix B for instructions and response questionnaire).

After viewing the tape, subjects were asked to complete a questionnaire consisting of a series of Likert-type items. The questionnaire consisted of 42 items containing communicator style measures, items measuring attraction to the communicator, perceptions of the product being sold in the tape as well as customer's and respondents' judgments of the probability of purchasing from the communicator. Several of the questions were examining the same concept and we identified groups of questions that were a priori related. As a result, a composite score was calculated from these questions by combining the individual question responses and finding a mean value. Six composite scores were identified: (1) general attitude toward salespeople (GSAT), (2) perceptions of the product being sold in the tape (PROD), (3) interaction between the salesperson and customer in the tape (INTER), (4) general buying behavior of the respondent (BUYB), (5) probability of purchase of the product in the tape (BUYPRO), and (6) perceptions of the salesperson being

depicted in the tape (PERSON). See Table 1 for the individual items and the mean responses.

Insert Table 1 about here

Results

Separate two-way ANOVAS for each measure were run with Openness and Dominance as independent variables for the measures of openness, dominance, and the six composite measures. All measures ranged from 1 (strongly disagree) to 7 (strongly agree).

The analyses for the measures of general attitude toward salespeople attitude (GSAT) and observer buying behavior (BUYB) did not yield any significant effects. Both of these measure an overall attitude and general behavioral intentions totally unrelated to the specific situation depicted on the tape.

For the open construct, there were significant main effects for the Dominant condition. Subjects in the high Dominant group saw the salesperson as more open ($\bar{M}=4.74$) than those in the low Dominant group ($\bar{M}=4.02$) $F(1,75) = 5.105, p<.05$. The proportion of variation explained by the manipulation of Dominance as measured by omega squared (w^2) for the open variable was equal to .049.

For the dominant measure, both main effects as well as the interaction were significant. Subjects in the high Open condition viewed the salesperson as significantly more

dominant ($\bar{M}=5.56$) than those in the low Open condition ($\bar{M}=4.16$) $F(1,75) = 12.972$, $p<.01$, $w^2 = .1011$. Likewise, subjects in the high Dominant condition viewed the salesperson as more dominant ($\bar{M}=5.77$) than those in the low Dominant condition ($\bar{M}=4.02$) $F(1,75) = 19.861$, $p<.001$, $w^2 = .1593$. In terms of the interaction, respondents in the low Dominant condition rated the salesperson as more dominant in the high Open than in the low Open condition; whereas in the high Dominant condition, subjects' distinctions between low Open and high Open were not as clear. $F(1,75) = 9.893$, $p<.01$, $w^2 = .0751$. See Table 2 for the individual cell means.

 Insert Table 2 about here

The PROD factor referred to the respondents' perceptions of the product being sold in the tape. There was a significant main effect for Dominance. Subjects rated the product in the tape significantly higher in the high Dominant condition ($\bar{M} = 4.82$) than in the low Dominant condition ($\bar{M} = 4.24$) $F(1,74) = 6.705$, $p<.05$, $w^2 = .0644$. There was also a significant interaction between Openness and Dominance. In the low Dominant condition, subjects who saw the high Open tape rated the product more favorably than did subjects who saw the low Open tape. The opposite was the case for the high Dominant condition however. Here, subjects in the low Open condition rated the product higher than subjects in the high Open condition $F(1,74) = 6.036$, $p<.05$, $w^2 = .0568$. See

Table 3 for the individual cells for the interaction.

Insert Table 3 about here

The INTER variable which represented the interaction between the customer and the salesperson, produced a significant main effect for Openness where subjects in the low Open condition rated the salesperson/customer interaction higher ($\bar{M} = 4.41$) than those in the high Open condition ($\bar{M} = 3.56$) $F(1,74) = 19.781, p < .001, w^2 = .1927$

The BUYPRO factor referred to respondents' probability of hypothetically buying the product being sold in the tape. Both main effects showed significance. In the Open conditions, the low Open communicator produced more favorable responses ($\bar{M} = 3.79$) than did the high Open communicator ($\bar{M} = 2.86$) $F(1,74) = 9.766, p < .01$. However, in the Dominant condition, high Dominance elicited more favorable responses in terms of probability of buying the product ($\bar{M} = 3.62$) than did the low Dominance ($\bar{M} = 3.00$) $F(1,74) = 4.388, p < .05, w^2 = .066$.

Finally, the PERSON variable, referring to the specific salesperson in the tape, showed a significant main effect for dominance only. Again, the high dominant salesperson was rated more favorably ($\bar{M} = 4.17$) than was the low dominant salesperson ($\bar{M} = 3.72$) $F(1,75) = 6.765, p < .05$.

Discussion

It is interesting to note that there were no significant differences among conditions for the GSAT, general attitude toward salespeople and the BUYB, observer buying behavior composite measures. These findings were consistent with expectations of no differences among the sample groups. One would not expect to see significant differences among conditions since these two measures are examining factors that were extraneous to the manipulations.

The four composite measures which showed significant effects were PROD, INTER, BUYPRO and PERSON. All four of these factors examine specific aspects or perceptions of what was taking place on the tape.

For the PROD variable, it seems that subjects see a product in a more positive way when a salesperson displays a certain degree of dominance. Perhaps the dominant salesperson, in his or her appeal to customers, is more persuasive and convincing about the positive attributes of the product.

The interaction between the customer and salesperson in the tape, the INTER variable, was seen in a more positive way when the salesperson displayed less Openness. A salesperson who is very open may not allow much opportunity for a two-way interaction to occur, i.e. the conversation may be one-sided. In addition, since the open salesperson talks about him/herself, and not much about the product or its attributes, the interaction may appear to be an inequitable

one. Usually, in a sales interaction, the customer's goal is to seek information about the product. This is especially true for an innovative product. High openness on the part of the salesperson may preclude the customer from obtaining the information s/he wants.

For the BUYPRO variable which referred to the likelihood or probability of the respondent buying the product that was being sold in the tape, main effects for both Dominance and Openness were found to be significant. The more Open the salesperson was, the less likely respondents were to indicate that they would buy the product. Conversely, for Dominance, subjects in the High Dominant condition indicated that they would be more likely to buy the product than did subjects in the low Dominant condition. These results parallel those for the other composite measures. Again, when a salesperson demonstrates high Openness, his/her side of the conversation focuses on him or herself and therefore, the observer or customer may feel that s/he doesn't have enough information about the product to make a buying decision. The high Dominant salesperson, in monopolizing the conversation, may have disseminated enough information about the product for the observer/customer to make a buying decision. This is indicated by the greater likelihood of buying the product by those in the high Dominant condition.

This notion that it is the Dominance characteristic that is enhancing the probability of purchase is further supported by the results of the ANOVA for the PERSON composite where

main effects were significant for Dominance: The high Dominant salesperson was rated more positively than the low Dominant salesperson.

Respondents, in general, rated the high Dominant/low Open and low Dominant/high Open conditions higher than the high Dominant/high Open or low Dominant/low Open conditions. A certain amount of dominance on the part of a salesperson seems to be desired as indicated by observers of a sales interaction. However, it seems that if this is the case, customers do not like a salesperson who is also very Open as manipulated on the tape. It appears that respondents were mistaking Dominance for Openness. Openness may have been confused with dominance since openness involves much talking about oneself. Thus, customers may perceive the high Dominant/high Open salesperson as overly dominant therefore accounting for the lower ratings on many questions for this condition. This finding is also consistent with the findings of the Hayes and Meltzer (1972) study described earlier.

Apparently, consumers prefer to do business with and generally perceive in a more positive way, salespeople who (1) do not talk much about themselves and who are not conversational, gregarious or frank. and (2) are somewhat confident, enthusiastic and forceful.

Perhaps with limited free time available to them, shoppers prefer not to waste time listening to conversation which is unrelated to the task at hand. This notion may be further influenced by the fact that the product being sold in

the tape was an innovative one requiring much information dissemination. The customer, therefore, may not be tolerant of conversation which is not directly related to the product. Furthermore, it seems that not only are people's perceptions of salespeople affected by the communicator style of the salesperson, but so are people's perceptions of the product being sold.

Pearson product moment correlation coefficients were calculated to assess the relationships among the composite measures (see table 4). The four correlations which were

Insert Table 4 about here

significant were PROD x BUYPRO ($r=.43$), INTER x BUYPRO ($r=.44$), INTER x PERSON ($r=.48$) and PERSON x BUYPRO ($r=.40$). Again, this shows that the factors that are relating are only those which are specific to the interaction on the tape. In thinking about the PERSON x INTER correlation it may be difficult to separate out perceptions about one person in the tape (i.e. salesperson) from perceptions about the interaction that is taking place between the customer and salesperson. The BUYPRO x INTER correlation also makes intuitive sense. It seems logical that the observer would or would not be willing to buy the product being sold in the tape based upon his/her perceptions of the interaction in a positive or negative way. The interaction is viewed more negatively when there is a greater degree of Openness on the

part of the salesperson. Perhaps a talkative salesperson precludes a customer from becoming involved in the interaction. It seems that a better approach might be for a salesperson to invite conversation from the customer and to get the customer involved. An individual who is a "take charge" type person and who involves the customer in the sales interaction as much as possible without being overly talkative, may possess the ideal communicator style for maximum sales effectiveness. It is important to note again that this particular study utilized observers and before any definitive conclusions can be drawn, one may want to obtain the same type of information from those who are part of the sales interaction (e.g. actual customers). Nevertheless, the findings of this study may have important implications for sales managers in terms of designing sales training programs.

Future research

Since communication style in a marketing context remains a new field of investigation, there are several directions in which future research can move.

Norton style dimensions other than Dominance and Openness should be examined to determine their role in the sales situation. For example, the Dramatic and Animated style dimensions seem appropriate to a sales situation in terms of possibly affecting sales outcome: Dramatizing influences popularity, status, self-esteem and attraction (Norton 1978). These are all qualities that appear to be directly related to sales effectiveness. The Animated communicator provides

frequent and sustained eye contact, and uses many facial expressions and gestures often (Norton 1978). It would be interesting to examine how these qualities are perceived by an observer of a sales interaction. In addition, the Friendly communicator confirms, strokes and positively recognizes the other. Norton (1978) states that this style dimension is a solid predictor of attraction, leadership, socialability and social status.

The product in the present study was an innovative one. When shopping for a product that they've had no experience with, such as the one being sold in the tapes, customers seek out as much information as possible. Therefore, respondents tended to see the Dominant salesperson who, in monopolizing the conversation also provided information about the product, in a positive way. Perhaps if the product were an imitative one or an adaptive replacement where minimal product information is needed, the customer would be tolerant of general conversation.

Finally, a field study that utilizes the Norton style measure would aid in increasing the external validity of this study, as would utilizing as subjects those actually involved in the sales interaction, i.e. customers.

Table 1

Composite Measures and Questionnaire Items

Composite measures		Questionnaire item	
<u>M</u> ,	<u>SD</u>	<u>M</u> ,	<u>SD</u>
<hr/>			
GSAT		- Sales people are basically deceptive.*	
4.440,	.872	4.65,	1.433
		- Salespeople are usually helpful.	
		5.49,	.860
		- I like a salesperson who tells me a lot about a product.	
		4.33,	1.838
		- I like a salesperson who engages in general conversation.	
		4.28,	1.783
		- I like when a salesperson takes a personal interest in me.	
		5.12,	1.453
		- I prefer not to have a salesperson help me in evaluating a product.*	
		3.92,	1.711
PROD		- This product at this price is a bargain.	
4.535,	1.054	4.28,	1.577
		- This product represents a true innovation for the music industry.	
		5.06,	1.651
		- Many people will want to buy this product.	
		4.65,	1.494
		- This product is especially appropriate for college students.	
		4.15,	1.610
INTER		- This salesperson tended to monopolize the conversation.*	
3.958,	.939	4.95,	1.999
		- The salesperson was animated.	
		4.86,	1.700
		- The interaction between the salesperson and the customer in the tape was very friendly.	
		3.95,	1.724
		- The interaction between the salesperson and the customer was very strained.*	
		4.29,	1.868

Table 1 (continued)

		- The interaction between the salesperson and the customer in the tape was very relaxed. 3.32, 1.743
		- The salesperson in the tape was direct in answering the customer's questions. 4.32, 1.684
		- The customer in the tape was interested in what the salesperson had to say. 4.75, 1.498
BUYB		- I always shop for the lowest price product available. 3.39, 1.628
3.785, 1.015		- When purchasing high ticket items, I usually value a salesperson's opinion. 4.177, 1.639
BUYPRO		- The likelihood that the customer in the tape bought the product is: 4.04, 1.864
3.30, 1.428		- Once this product is introduced in stores I will probably purchase one. 3.392, 1.815
		- The likelihood that I would have bought this product from this salesperson is: 2.47, 1.647
PERSON		- This salesperson was honest. 4.03, 1.544
3.943, .801		- This salesperson was an effective communicator. 3.44, 1.730
		- This salesperson was nervous.* 3.18, 1.831
		- The salesperson is usually the type that I like to do business with. 2.41, 1.613
		- The salesperson was relaxed. 4.15, 1.902
		- This salesperson was competent. 4.41, 1.565
		- The salesperson was dramatic. 4.04, 1.843
		- The salesperson was intelligent. 4.04, 1.265
		- The salesperson in the tape left me with a positive impression. 2.77, 1.569
		- The salesperson was precise. 4.20, 1.418

Table 1 (continued)

- The salesperson was friendly.	4.32,	1.614
- The salesperson was open.	4.38,	1.444
- The salesperson was contentious.*	4.20,	.897
- The salesperson in the tape was approachable.	4.15,	1.747
- The salesperson in the tape was dominant.	4.89,	2.154
- The salesperson in the tape was impression-leaving.	4.46,	1.738
- The salesperson in the tape was attentive.	4.11,	1.585

Note. Scales ranged from (7) strongly agree to (1) strongly disagree.

* Scores on these items were reversed because of negative wording.

Table 2

Cell Means for the Measure of Dominance in the
Dominant x Openness Interaction

Open	Dominant	
	low	high
low	2.63	5.68
high	5.29	5.85

Table 3

Cell Means for the Composite of PROD in the Dominant x
Openness Interaction

	Dominant	
	low	high
Open		
low	4.07	5.22
high	4.39	4.45

Table 4

Pearson Product Moment Correlation Coefficients for Composite Measures

Composite	PROD	INTER	BUYB	BUYPRO	PERSON
GSAT	.1193	-.0337	.1903	-.0965	-.0643
PROD		-.0068	-.1127	.4315**	-.0325
INTER			-.0076	.4444**	.4788**
BUYB				-.1850	-.0732
BUYPRO					.4024**

*p<.01. **p<.001.

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Appendix A

Scripts

High Dominant - High Open Communicator style

(type 1)

Tendency to come on strong. Taking charge of thing. Speaks very frequently. Self disclosing. Expresses feelings and emotions. Other people generally know the emotional state.

S - SALESPERSON
C - CUSTOMER

S: (observing customer looking at stereo unit) Good morning, is this the first time that you're seeing one of these units?

C: yes, I've...

S: Well you've come to the right place, we're the pioneers in the area. Did you know that we began carrying these before they were even advertised to the general public?

C: No, I didn't realize that

S: Furthermore, I'm the person that everyone can thank for it - I just love to listen to good music and so I'm constantly reading up on new innovations in the industry. As a matter of fact my wife (husband) sometimes gets upset with me because I subscribe to so many trade magazines - I spend nearly all night reading them. Well if this is the first time you're hearing about the _____, let me tell you all you want to know.

C: Why is everyone making such a big deal about them? What is supposed to be so tremendous?

S: Everything is tremendous about the _____. The unit is available in both a home and portable model. There are various modules available in different music varieties. Modules are available for hard rock, soft rock, jazz, classical and country and western. What type of music do you prefer to listen to?

C: Usually jazz.

S: (rather excited) You have excellent taste! Jazz is my favorite also. As a matter of fact that's practically all I listen to. I was in a jazz band for several years - we won many awards. I still dream about playing with the group but I had to leave when they began traveling. I was still in school then and, although it was

a difficult decision, I know that I needed to make my commitment to finishing school. Anyway, once the module is hooked in, you simply program in the songs that you want by punching in a 6-digit code. The unit has a capacity to store up to 500 songs at one time.

Here, put these earphones on (S hands C a set of earphones,)
I guess you know that this is the best way to evaluate the unit - listen for yourself. I'm going to punch in my favorite song. Listen to the clarity of the instruments, especially the sax, that's what I used to play.

(after a few minutes C takes the earphones off)

S: How do you like it? Isn't that the most superb-sounding music you've ever heard?

C: It's good (a somewhat negative inflection in voice)

S: Every song sounds that good even years from now because there are no records to scratch or tapes to break. You may also subscribe to the update service which consists of a monthly listing of new song releases for your module along with their code numbers. Last week when I received my newsletter I was up until 3:00 am. just punching in codes and listening to new releases.

C: How much does the unit cost?

S: Are you ready for this? Just \$199.95 and we are offering an introductory special . For this price you will receive one free module plus six months subscription to the newsletter. I could take your order today.

C: I want a little time to think it over.

S: My job is to help you think it over - are there any additional questions I can answer for you?

C: No, but will you be here tomorrow.

S: Only during the day, I've ~~got tickets to a jazz concert at night.~~
~~A friend who I haven't seen for four years is coming in from out~~
of town, I've had these tickets for two months, I...

C: I'll make a decision by tomorrow.

S: Do you have a charge account with us?

C: No

S: Here is an application form. If you'll complete it now, I can
have it approved by tomorrow. All you need to do is to call and
I'll have your unit delivered.

(They shake hands and camera fades out)

High Dominant - Low Open Communicator Style
(type 2)

Tendency to come on strong. Takes charge of things. Speaks very frequently. Does not disclose much about self when with others. Does not express feelings and emotion.

HIGH DOMINANT - LOW OPEN

S - SALESPERSON

C - CUSTOMER

S: (Observing customer looking at stereo unit) Good morning, is this the first time that you're seeing one of these units?

C: yes, I've...

S: Well you've come to the right place, we're pioneers in the area. Did you know that we began carrying these before they were even advertised to the general public?

C: No, I didn't realize that. Why is everyone making such a big deal about them? That is supposed to be so tremendous?

S: Everything is tremendous about the _____. The unit is available in both a home and portable model. There are various modules available in different music varieties. Modules are available for hard rock, soft rock, jazz, classical and country & western. What type of music do you prefer to listen to?

C: Usually Jazz.

S: You have excellent taste. Anyway, once the module is hooked in, you simply program in the songs that you want by punching in a 6-digit code. The unit has a capacity to store up to 500 songs at one time.

Here, put these earphones on (S hands C a set of earphones). I guess you know that this is the best way to evaluate the unit - listen for yourself. I'm going to punch in a song that's everyone's favorite. Listen to the clarity of the instruments.

(after a few minutes C takes the earphones off)

S: How do you like it? Isn't that the most superb-sounding music you've ever heard?

C: It's good (a somewhat negative inflection in voice)

S: Every song sounds that good even years from now because there are no records to scratch or tapes to break. You may also subscribe to the update service which consists of a monthly listing of new song releases for your module along with their code numbers. My last customer told me he was up until 3:00 am just punching in codes and listening to new releases when he received his first update.

C: How much does the unit cost?

S: Are you ready for this? Just \$199.95 and we are offering an introductory special. For this price you will receive one free module plus six months subscription to the newsletter. I could take your order today.

C: I want a little time to think it over.

S: My job is to help you think it over - are there any additional questions I can answer for you?

C: No, but will you be here tomorrow?

S: Only during the day. I don't want you to miss the offer which is good only through tomorrow. I want to to receive the best service so be sure to get back to me before 5:00.

C: I'll make a decision by tomorrow.

C: Do you have a charge account with us?

C: No.

S: Here is an application form. If you'll complete it now, I can have it approved by tomorrow. All you need to do is to call and I'll have your unit delivered.

(They shake hands and camera fades out)

Low Dominant - High Open Communicator Style
(type 3)

Does not come on strong. Is rather submissive when with others.
Speaks only when necessary. Does not disclose much about self
when with others. Does not express feelings and emotion.

LOW DOMINANT - HIGH OPEN

S - SALESPERSON

C - CUSTOMER

S: (Observing customer looking at stereo unit) Good morning.

C: Good morning (waits for S to respond, S does not respond)

Is this the new stereo unit that can be programmed?

S: Yes, it is, have you seen it before?

C: No, I haven't but I'd be interested in knowing more about it.

S: I can certainly tell you that, I just bought one for myself. The _____ is available in both a home and a portable model. It operates on a module that is programmed for a particular music type. What type of music do you listen to?

C: Jazz

S: You have excellent taste! Jazz is my favorite also. As a matter of fact that's practically all I listen to. I was in a jazz band for several years.

C: Really, was it a local band?

S: Yes, we won many awards. I still dream about playing with the group but I had to leave when they began traveling. I was still in school then and, although it was a difficult decision, I know that I needed to make my commitment to finishing school. Anyway, once the module is hooked in, you simply program in the songs that you want by punching in a 6-digit code. The unit has a capacity to store up to 500 songs at one time.

C: Could I listen to it?

S: Sure, it's the best way to evaluate the unit. That's what sold me on it. Here, put these earphones on (S hands C a set of earphones). I'm going to punch in my favorite song. Listen to the clarity of the instruments, especially the sax, that's what I used to play.

(after a few minutes C takes the earphones off)

S: How do you like it?

C: It sounds good.

S: You'll find that every song sounds that good even years from now because there are no records to scratch or tapes to break.

C: What about new songs that are released, how will I find out their program codes?

S: You may subscribe to the update service. This consists of a monthly listing of new song releases for your module along with their code numbers.

C: Did you subscribe to the service.

S: Yes, as a matter of fact last week when I received my newsletter I was up until 3:00 am just punching in codes and listening to new releases.

C: How much does the unit cost?

S: The price is \$199.95. Included in that price is one module and six months subscription to the newsletter.

C: How soon will you be taking orders?

S: I can take orders today.

C: I want a little time to think it over.

S: Of course, I agree, it took me several days to make my decision even though I knew I really wanted the unit. After listening to my favorite jazz recordings at home again, I knew I had to have it.

S: Are there any additional questions I can answer for you?

C: No, but I'll make a decision by tomorrow, will you be here then?

S: Only during the day. (I've got tickets to a jazz concert at night. A friend who I haven't seen for four years is coming in from out of town, I've had these tickets for two months. If you decide that you want the unit, just call and I can arrange to have it delivered whenever you want.)

. (They shake hands and camera fades out)

Low Dominant - Low Open Communicator Style
(type 4)

Does not come on strong. Is rather submissive when with others.
Speaks only when necessary. Does not disclose much about self
when with others. Does not express feelings and emotion.

S: (observing customer looking at stereo unit). Good morning.

C: Good morning (waits for S to respond, S does not respond)
Is this ~~the~~ new stereo unit that can be programmed.

S: Yes, it is, have you seen it before?

C: No, I haven't but I'd be interested in know more about it.

S: Certainly, the _____ is available in both a home and a portable model. It operates on a module that is programmed for a particular music type.

C: What music varieties are available

S: Hard rock, soft rock, jazz, classical and country & western.

C: How does the module work?

S: Once the module is hooked in, you can program in the songs that you want by punching in a 6-digit code.

C: How many songs can the _____ store at one time.

S: It has a capacity to store up to 500 songs at one tome.

C: Could I listen to it?

S: Sure, it's the best way to evaluate the unit - what type of music to you prefer?

C: Jazz

(after a few minutes C takes the earphones off)

C: How do you like it?

C: It sounds good.

S: You'll find that every song sounds that good even years from now because there are no records to scratch or tapes to break.

C: What about new songs that are released, how will I find out their program codes?

S: You may subscribe to the update service. This consists of a monthly listing of new song releases for your module along with their code numbers.

C: How much does the unit cost?

S: The price is \$199.95. Included in that price is one module and six months subscription to the newsletter.

C: How soon will you be taking orders?

S: I could take orders today.

C: I want a little time to think it over.

S: Certainly, are there any additional questions I can answer for you?

C: No, but I'll make a decision by tomorrow, will you be here then?

S: Yes, but only during the day.

C: I'll get in touch with you then, should I call first.

S: If you decide that you want the unit, just call and I can arrange to have it delivered whenever you want.

(They shake hands and camera fades out)

Appendix B
Instructions and Response Questionnaire

COMMUNICATOR STYLE MEASURE

You have impressions of yourself as a communicator. Those impressions include your sense of the way you communicate. This measure focuses on your sensitivity to the way you communicate or what is called your communicator style.

The questions are not designed to look at what is communicated; rather, they explore the way you communicate.

Because there is no such thing as a "correct" style of communication, none of the following items have right or wrong answers.

Some questions will be difficult to answer because you honestly do not know. For these questions, however, please try to determine which way you are leaning and answer in the appropriate direction.

The following scale is used for each item:

YES!	=	strong agreement with the statement
yes	=	agreement with the statement
?	=	neither agreement or disagreement with the statement
no	=	disagreement with the statement
NO!	=	strong disagreement with the statement

For example, if you agree with the following statement, "I dislike the coldness of winter," then you would circle the "yes" as indicated:

NO! no ? yes YES!

Some of the items will be similarly stated. But each item has a slightly different orientation. Try to answer each question as though it were the only question being asked.

Finally, answer each item as it relates to a general face-to-face communication situation...namely, the type of communicator you are most often.

COMMUNICATOR STYLE

My age is _____. My major is _____.
 I am M/F (circle one). I am a: Fr So Jr Sr (circle one)

1. I am comfortable with all varieties of people.
 NO! no ? yes YES!
2. I laugh easily.
 NO! no ? yes YES!
3. I readily express admiration for others.
 NO! no ? yes YES!
4. What I say usually leaves an impression on people.
 NO! no ? yes YES!
5. I leave people with an impression of myself which they definitely tend to remember.
 NO! no ? yes YES!
6. To be friendly, I habitually acknowledge verbally other's contributions.
 NO! no ? yes YES!
7. I am a very good communicator.
 NO! no ? yes YES!
8. I have some nervous mannerisms in my speech.
 NO! no ? yes YES!
9. I am a very relaxed communicator.
 NO! no ? yes YES!
10. When I disagree with somebody, I am very quick to challenge them.
 NO! no ? yes YES!
11. I can always repeat back to a person exactly what was meant.
 NO! no ? yes YES!
12. The sound on my voice is very easy to recognize.
 NO! no ? yes YES!
13. I am a very precise communicator.
 NO! no ? yes YES!
14. I leave a definite impression on people.
 NO! no ? yes YES!
15. The rhythm or flow of my speech is sometimes affected by my nervousness.
 NO! no ? yes YES!
16. Under pressure I come across as a relaxed speaker.
 NO! no ? yes YES!
17. My eyes reflect exactly what I am feeling when I communicate.
 NO! no ? yes YES!
18. I dramatize a lot.
 NO! no ? yes YES!
19. I always find it very easy to communicate on a one-to-one basis with strangers.
 NO! no ? yes YES!
20. Usually, I deliberately react in such a way that people know that I am listening to them.
 NO! no ? yes YES!
21. Usually I do not tell people much about myself until I get to know them well.
 NO! no ? yes YES!
22. Regularly I tell jokes, anecdotes and stories when I communicate.
 NO! no ? yes YES!
23. I tend to constantly gesture when I communicate.
 NO! no ? yes YES!
24. I am an extremely open communicator.
 NO! no ? yes YES!

25. I am vocally a loud communicator.
NO! no ? yes YES
26. In a small group of strangers I am a very good communicator.
NO! no ? yes YES
27. In arguments I insist upon very precise definitions.
NO! no ? yes YES
28. In most social situations I generally speak very frequently.
NO! no ? yes YES
29. I find it extremely easy to maintain a conversation with a member of the opposite sex whom I have just met.
NO! no ? yes YES
30. I like to be strictly accurate when I communicate.
NO! no ? yes YES
31. Because I have a loud voice I can easily break into a conversation.
NO! no ? yes YES
32. Often I physically and vocally act out what I want to communicate.
NO! no ? yes YES
33. I have an assertive voice.
NO! no ? yes YES
34. I readily reveal personal things about myself.
NO! no ? yes YES
35. I am dominant in social situations.
NO! no ? yes YES
36. I am very argumentative.
NO! no ? yes YES
37. Once I get wound up in a heated discussion, I have a hard time stopping myself.
NO! no ? yes YES
38. I am always an extremely friendly communicator.
NO! no ? yes YES
39. I really like to listen very carefully to people.
NO! no ? yes YES
40. Very often I insist that other people document or present some kind of proof for what they are arguing.
NO! no ? yes YES
41. I try to take charge of things when I am with people.
NO! no ? yes YES
42. It bothers me to drop an argument that is not resolved.
NO! no ? yes YES
43. In most social situations I tend to come on strong.
NO! no ? yes YES
44. I am very expressive nonverbally in social situations.
NO! no ? yes YES
45. The way I say something usually leaves an impression on people.
NO! no ? yes YES
46. Whenever I communicate, I tend to be very encouraging to people.
NO! no ? yes YES
47. I actively use a lot of facial expressions when I communicate.
NO! no ? yes YES
48. I very frequently verbally exaggerate to emphasize a point.
NO! no ? yes YES
49. I am an extremely attentive communicator.
NO! no ? yes YES
50. As a rule, I openly express my feelings and emotions.
NO! no ? yes YES

Out of a random group of six people, including myself, I would probably have a better communicator style than (circle one choice):

5 4 3 2 1
of them of them of them of them of them

PLEASE STOP HERE! YOU WILL BE SHOWN A VIDEOTAPE BEFORE
PROCEEDING

You have just been shown a tape depicting an interaction between a salesperson and a customer. In what follows, we are trying to obtain your true reactions to what you have just seen. Please read each statement carefully before checking the category that best describes your reactions.

PLEASE PLACE A CHECKMARK () ON EACH OF THE SCALES BELOW AT THAT PLACE WHICH BEST REFLECTS YOUR REACTIONS IN GENERAL.

1. Salespeople are basically deceptive:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

2. Salespeople are usually helpful:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

3. I always shop for the lowest price product available:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

4. When purchasing high ticket items, I usually value a salesperson's opinion

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
DISAGREE	DISAGREE	DISAGREE	NOR DISAGREE	AGREE	AGREE	AGREE

5. I like a salesperson who tells me a lot about a product even if I don't ask for the information.

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

6. I like a salesperson who engages in general conversation:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
DISAGREE	DISAGREE	DISAGREE	NOR DISAGREE	AGREE	AGREE	AGREE

7. This product at this price is a bargain:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
DISAGREE	DISAGREE	DISAGREE	NOR DISAGREE	AGREE	AGREE	AGREE

8. This salesperson tended to monopolize the conversation:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

9. The salesperson was animated:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

10. This salesperson was honest:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

11. This product represents a true innovation for the music industry:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
DISAGREE	DISAGREE	DISAGREE	NOR DISAGREE	AGREE	AGREE	AGREE

12. Many people will want to buy this product:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

13. This salesperson was an effective communicator:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
DISAGREE	DISAGREE	DISAGREE	NOR DISAGREE	AGREE	AGREE	AGREE

14. Salespeople are basically helpful:

STRONGLY	Moderately	SLIGHTLY	NEITHER AGREE	SLIGHTLY	Moderately	STRONGLY
AGREE	AGREE	AGREE	NOR DISAGREE	DISAGREE	DISAGREE	DISAGREE

15. The likelihood that the customer in the tape bought the product is:

VERY LIKELY	MODERATELY LIKELY	SLIGHTLY LIKELY	NEITHER NOR	LIKELY UNLIKELY	SLIGHTLY UNLIKELY	MODERATELY UNLIKELY	STRONGLY UNLIKELY
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16. The interaction between the salesperson and the customer in the tape was very friendly.

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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17. The interaction between the salesperson and the customer was very strained

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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18. The interaction between the salesperson and the customer in the tape was very relaxed:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
-------------------	---------------------	-------------------	----------------	-------------------	----------------------	------------------------	----------------------

19. The salesperson tended to monopolize the conversation:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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20. Once this product is introduced in stores I will probably purchase one:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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21. This product is especially appropriate for college students:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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22. This salesperson was nervous:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
-------------------	---------------------	-------------------	----------------	-------------------	----------------------	------------------------	----------------------

23. The salesperson is usually the type that I like to do business with:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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24. The salesperson was relaxed:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
-------------------	---------------------	-------------------	----------------	-------------------	----------------------	------------------------	----------------------

25. The likelihood that I would have bought this product from this salesperson is:

VERY HIGH	MODERATELY HIGH	SLIGHTLY HIGH	NEITHER NOR	HIGH LOW	SLIGHTLY LOW	MODERATELY LOW	VERY LOW
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26. The salesperson in the tape was direct in answering the customer's questions.

STRONGLY DISAGREE	MODERATELY DISAGREE	SLIGHTLY DISAGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY AGREE	MODERATELY AGREE	STRONGLY AGREE
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27. This salesperson was competent:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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28. The salesperson was dramatic:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER NOR	AGREE DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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29. This salesperson was intelligent:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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30. The salesperson in the tape left me with a positive impression:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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31. Once this product is in stores I will probably purchase one:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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32. The salesperson was precise:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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33. This salesperson was friendly:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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34. The customer in the tape was interested in what the salesperson had to say:

STRONGLY DISAGREE	MODERATELY DISAGREE	SLIGHTLY DISAGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY AGREE	MODERATELY AGREE	STRONGLY AGREE
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35. The salesperson was open:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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36. The salesperson was conscientious:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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37. The salesperson in the tape was approachable:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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38. The salesperson in the tape was dominant:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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39. The salesperson in the tape was impression leaving:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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40. The salesperson in the tape was attentive:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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41. I like when salesperson takes a personal interest in me:

STRONGLY AGREE	MODERATELY AGREE	SLIGHTLY AGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY DISAGREE	MODERATELY DISAGREE	STRONGLY DISAGREE
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42. I prefer to have a salesperson help me in evaluating a product:

STRONGLY DISAGREE	MODERATELY DISAGREE	SLIGHTLY DISAGREE	NEITHER AGREE NOR DISAGREE	SLIGHTLY AGREE	MODERATELY AGREE	STRONGLY AGREE
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