



OBSERVABLE COGNITIVE FUNCTION IN THE PURCHASING PROCESS OF TVs, HIGH-END ELECTRONICS

A Study of Identifying
Impulse Buying Behaviors in Consumers

**Contact: Chuck Martin
(603) 750-3020**

THE STUDY

This study was conducted by student-researchers at The Whittemore School of Business and Economics at the University of New Hampshire (UNH) to determine whether certain cognitive functions or Executive Skills associated with impulse behavior could be accurately observed in consumers during the process of purchasing televisions and high-end electronics.

BACKGROUND

With today's economy, what if marketing and sales people were able to precisely identify the consumers who will or will not make the purchase without wasting time or resources? This study found that researchers could quickly and effortlessly recognize impulse and non-impulse buyers during the process of buying televisions and other expensive electronics.

For the study, 41 student-researchers (Appendix A) of The Whittemore School of Business and Economics at the University of New Hampshire were divided into six teams of six students on average. The student-researchers began with a learned personal understanding of cognitive functions or, Executive Skills, and how they might manifest themselves in consumers during the purchasing process.

Executive Skills are "brain functions or cognitive functions that neuroscientists have located in specific regions of the brain...they are hardwired into every individual" (Martin, *Smarts* pg 1). There are twelve Executive Skills: Self-Restraint, Working Memory, Emotion Control, Focus, Task Initiation, Planning/Prioritizing, Organization, Time Management, Defining and Achieving Goals, Flexibility, Observation, and Stress Tolerance (Appendix B). Each person typically has two to three Executive Skills that are their highest and two to three that are their lowest, and they are not changeable after a person reaches adulthood. From the twelve skills, the researchers ultimately determined that Self-Restraint and Flexibility were the two skills that would most likely be observable during the purchasing process of televisions and other high-end electronics. The accuracy of the observations would be determined by a series of questions answered by the subjects that identified specific high and low Executive Skills in the individuals. The

student-researchers based the questions from a similar but more general study performed during the Fall 2007, in which the researchers refined the questions until effective in the field.

The research teams initially speculated that the following Executive Skills might be most observable: Flexibility, Focus, Organization, Planning/Prioritization, Self-Restraint, and Time Management. After a first set of field observations, the research teams determined that Self-Restraint and Flexibility had a potentially significant and highly observable part of buyer behavior. The teams went into the field and observed consumers' behaviors. After a specific skill was identified and the consumer left the store, the researcher asked the individual questions based on cognitive functions. The questions (Appendix C) would be used to validate their observations, based on a scale of 1 to 5, 1 being low and 5 being high. The questions were designed to measure specific cognitive capabilities in an individual, specifically to validate whether they were high or low in the observed Executive Skills of Self-Restraint or Flexibility. Validation rates improved significantly over time.

A previous study, *Observable Cognitive Function in the Purchasing Process*, was done by student researchers at the Whittemore School of Business and Economics in the Fall of 2007. The study was done to determine whether specific cognitive functions or Executive Skills associated with impulse behavior could be accurately observed in consumers during the purchasing process. It was determined that the cognitive functions of Self Restraint and Flexibility could be observed. Building on that study, the student researchers decided to look at the market of televisions and high-end electronics and see if there would be a similar result. Their hypothesis was that in the purchasing process of televisions and high-end electronics, the cognitive functions of Self-Restraint and Flexibility could be observed, through actions of the customer and conversations between customers and salespeople.

By law, television stations nationwide will have to stop transmitting television signals known as analog and begin broadcasting exclusively in a digital format on February 17, 2009. Digital television is an innovative type of broadcasting technology that will provide clear picture and sound, with more programming choices than ever before. Digital television technology can also be used to provide future interactive video and data services that are not possible with analog technology. While the benefits of digital television will be significant, millions of households risk losing reception unless they take the proper steps to receive a digital signal. Older analog television sets will have to be replaced by newer digital television sets, or else consumers will have to purchase a digital television converter box. This is important to note for this study because in the next year, there is potential for a surge in digital television sales. The researchers sought to determine if this study might be of some benefit to those selling replacement, digital televisions, as well as other high-end (\$500 or more) electronics.

THE FIELD STUDY

Seven teams of six students on average each were created. With Executive Skills questions determined (Appendix C), the teams went out to the field and conducted observations. The groups visited various retail stores that sold television sets and other high-end electronics in the Greater Portsmouth Area of New Hampshire. These retailers included Circuit City, Target, Sears, Best Buy, Wal-Mart, and Tweeter. To conduct the observations, the researchers watched consumers throughout the purchasing process, from the time they entered the store, to when a purchase was or was not made. Based on the consumers' actions, the research teams perceived whether the consumer was high or low in either of the two Executive Skills. The term "actions" implies that body language, physical reactions or interactions with employees could be related to a point of purchase and was clearly observable. For example, one researcher observed a consumer who appeared to be interested in televisions. The teams noticed that the customer quickly became agitated when told the model in which he was interested was not in stock. From this observation, the researcher perceived the customer to be low in Flexibility.

OBSERVATION VALIDATIONS

To validate their observations, the researchers asked the consumer specific questions pertaining to the Executive Skill that the research teams created in advance (Appendix C). From their answers, it could be determined whether the observation was validated. (For list of all observations, see Appendix D.) The study achieved a validation rate of 97 percent, meaning the identification of a specific cognitive function, based on the behaviors the researchers observed, were shown to be correct 97 percent of the time, based on answers to the high/low cognitive function questions.

The following is an example of a validation for the Executive Skill of high Flexibility.

Observed: High Flexibility

Location: Sears (Newington, NH)

Observation: A woman entered the entertainment section of Sears and began browsing the back wall of TVs. Soon after she went to a sales associate and explained that she was looking for a 40" Toshiba Super Narrow LCD. She was reluctant to find that it was out of stock, but could be ordered. The sales associate then suggested a few alternative TVs with similar options of the TV she desired. The woman was particularly fond of the 42" LG LCD. She decided to purchase that one instead of the one she originally desired.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 4

3) How easily can you adapt to unexpected change?

Answer: 5

This woman's observation was an example of high Flexibility. From the observation she clearly was open to suggestions after finding out that her desired model was out of stock. After the associate guided her to other options she found one that

could fill the place of the previous model. From the answers given by the women, this shows that the observation was correct and the consumer was in fact high in Flexibility.

The following is an example of a validation for the Executive Skill of low Flexibility.

Observed: Low Flexibility

Location: Tweeter (Newington, NH)

Observation: A man came into Tweeter Etc by himself and immediately approached a sales associate. He asked to be pointed in the direction of the plasma TVs and said that he would need assistance. He told the salesperson the model he was looking for and the sales person told the customer that they were currently out of stock on the model but would be receiving a shipment later this week. The sales person asked if he wanted to look at other models but the customer said no and that he would come back later.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5 how likely are you to buy substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

This was an example of low Flexibility, the man entered the store specifically looking for one model of a television. He would not be satisfied by purchasing another brand of television and showed his resistance by not accepting the suggestions of the sales person. After answering the accompanying questions, the gentleman validated the observation.

The following is an example of a validation for the Executive Skill of high Self-Restraint.

Observed: High Self-Restraint

Location: Circuit City (Nashua, NH)

Observation: Notice a man in his 40s, closely examining each and every TV in the big screen department. He slowly goes around to each one and seems very disciplined. The man leaves the TV section and continues to browse around until he finally leaves the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) Do you often act on impulse?

Answer: 2

2) Do you have all the facts before you make decision?

Answer: 5

3) Do you often think before you speak?

Answer: 4

This was an example of the observation of a consumer with high Self-Restraint. The consumer showed interest in the expensive televisions but after viewing them the consumer left the area to continue browsing. This observation offers a clear example of Self-Restraint because even though he was interested in the televisions enough to do some research he held back and continued to move on to other products in the store. After asking the three questions outside the store the consumer's answers validated the researcher's observation.

The following is an example of a validation for the Executive Skill of low Self-Restraint.

Observed: Low Self-Restraint

Location: Sears (Newington, NH)

Observation: An older woman probably in her mid sixties walked into the store and looked around for about five minutes, then walked over to a salesman that was speaking with a younger couple. The woman stepped in without even waiting and says, "Excuse me, I just have a quick question." The younger couple almost looked disgusted, and backed up a little. The woman then looked at them and says thank you, then asked her question. The salesman said he would be with her in one moment, and the woman asked him if he could just point her in the right direction. The salesman pointed over in the back. She went back and appeared to find what she was looking for.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How often do you act on impulse?

Answer: 4

2) Do you have all the facts before you make decisions?

Answer: 2

3) Do you often think before you speak?

Answer: 2

Validated: Yes

This was an example of a consumer with low Self-Restraint. The woman interrupted the sales associate who was working with another couple. After the sales associate asked for one moment to finish helping the couple, the woman again interrupted and asked one more question. This woman had a difficult time resisting the urge to interrupt to find what she was looking for. After the woman was interviewed outside the store, her answers validated the observation.

HIGH SELF-RESTRAINT

Researchers found that during the purchasing process, a consumer high in the Executive Skill of Self-Restraint exhibits a distinct body language and knows exactly what he/she is initially entering a store for. An analogy might be a horse race, in which

the horse essentially has blinders on to block distractions. Its main goal is to arrive to the finish line not minding all the noise and traffic that's around, maintaining its focus at the task at hand. Another identifiable characteristic is relative to a sales associate. The subject high in Self-Restraint may listen to advice and consider it, but will most likely not change his/her mind unless the associate can convince or provide enough facts to overturn the subject's viewpoint based on their cognitive function. The consumer exhibiting this skill also does not respond well to sales or gimmicks and is usually not worth pursuing for long periods of time.

LOW SELF-RESTRAINT

A person low in this Executive Skill could be ideal for marketers to target because the shopper is likely to act on impulse. To recognize a person demonstrating signs of low Self-Restraint it is important to know how to recognize the body language associated with the complemented skill. (An example of a subject portraying this cognitive function can be seen in the following exhibit.)

Observation: A young woman came into Wal-Mart and was looking for a Blue Ray DVD player. Once she settled on which one she was going to purchase, she made her way to the check-out. On the way she stopped and looked at several DVDs. After putting some in the carriage and then taking some out she just purchased the Blue Ray player.

This will tend to happen based on a person low in the Executive Skill of Self-Restraint. Another example of actions relating to this skill is abrupt stopping. This is when a shopper witnesses a product that catches their eye, thus changing their pace and motivation.

HIGH FLEXIBILITY

The researchers found that a subject who is high in the cognitive function of Flexibility can be recognized by certain actions or body language, as noted in the following exhibit.

Observation: Man walks around looking at all different TV sizes and makes. He does not look partial to a particular brand. A sales representative approaches the man and offers a few suggestions. The rep then asked if the man had something in mind and the man replied "Pretty good quality, pretty good price." After that, the salesperson told the man to buy a certain TV. The man agreed.

After observing this interaction, this shows that the man really just wants an overall good value. He does not have a particular brand preference and is open to all forms of suggestions. These characteristics are consistent in consumers that are high in Flexibility.

LOW FLEXIBILITY

Shoppers who are low in the Executive Skill of Flexibility appear to be somewhat strong-minded when it pertains to buying behavior. This is signaled when the consumer refuses to alter their predetermined item. If are inconvenienced because the specific model they want is unavailable, they will not accept substitutions. Their Executive Skill does not allow them to divert from plans easily. For example, a subject walks into a

store with a piece of paper with specifications written down. After discovering that this item is not available the subject refuses to switch and try another substitutable product. At that moment the final stage of actions was exhibited, recognizable, and a sale was lost. Another example of identifiable actions attributed to low Flexibility pertains to a subject's refusal of receiving help from a sales associate. Many researchers have witnessed a consumer abruptly interrupting a sales person to say that they are not interested and continue further with their shopping. Recognition of this action is implied by a subject's belief in not changing their attitude based on others' opinions including their own.

OBSERVABLE BEHAVIORS

The following observable behaviors have been grouped by skill and strength of cognitive functions since these Executive Skills can be observed in a buying situation. Following are descriptions of observations noted by the researchers (in order of frequency) based on the field study. One or more of these observed in one person are likely to be good indicators of the specific high or low cognitive function noted.

HIGH FLEXIBILITY

Open to Suggestions

- Open to suggestions from salesperson
- Open to suggestions by the salespeople
- Listens to sales associates for help
- Asked for the sales associates preference
- Coming into the store with a particular item in mind, and buying a different one recommended by salesperson
- Open to recommendations made by salesperson
- When going into a store, looking to purchase a particular product (television) and then approached by a salesperson who suggests other products and the customer is open to it.
- Looking at all types of TVs and then asking a sales associate which one they recommend and they decide to purchase the recommended model
- Customers take the advice of a salesperson.
- Seeks out help of salespeople, seeks advice
- Chooses a product based on what the sales representative tells them
- An older woman with a piece of paper of the television she desired. The sales person makes a suggestion. The woman changes her mind
- A woman browsed first then went to a sales person. The television model she wanted wasn't in stock. The sales person suggested a few alternative TVs and the woman like one of them.
- Open to suggestions, listen to sales associates help
- Asked a lot of questions, asked for the sales associates preference
- Open to suggestions by the salespeople, lacked knowledge, and seemed laid back
- Open to suggestions with sales associate
- Asks questions
- Allows salesman to give advice and then takes it
- Listens to salespersons opinions

- Open for suggestions/take advice from sales person
- Takes advice from salesman

Lack of Brand Loyalty

- Brand doesn't matter for purchase
- Looks at all different selections of type of product
- Looks at more than one item
- Purchasing a different item because the one they wanted was not in stock
- Looking around at a variety of different models and brands of a product (television).
- Going into the electronics department to look at a particular group of products (televisions) and give them all equal attention and interest.
- Walks around looking at multiple products
- Easily changes their mind about a product—possibly multiple times
- Open to alternative options, curious about similar products
- Will go from one item to another, sometimes spending a large amount of time at both items
- Purchases substitute product
- Willing to look at several products

Interactive

- Asked for the sales associate's preference
- Asked a lot of questions
- Takes time to talk to the sales person about the type of product they are looking for
- Will approach the sales person and ask questions about the product.
- Customer asks employees a lot of questions about a number of different products implying they don't have a particular item in mind.
- At first, refuses help from sales representative then, after some browsing, asks the sales representative for help
- An older gentleman, with the help from a sales person, looked at several different models of televisions and asked questions about each.
- High interaction with sales associate
- Asks help from the sales associate
- Asks a lot of questions for sales person

LOW FLEXIBILITY

Brand Loyalty

- Determined about a product and energetic about it
Customer will only consider electronic they came in for
- If the store is out of what they want they leave
- Are not interested in anything else except for what they came in for specifically
- If item they were looking for isn't available, leaves store immediately
- Left immediately after finding out that product is not available
- A middle-aged woman looking for a video camera. The sales person came to her, but the woman only wanted a newer version of the previous camera she owned.

- Determined on a product and energetic about it
- Will be looking for one specific brand
- Looking for one item
- Leaves if product is unavailable

Stubborn

- Won't listen to sales person's suggestions
- Ignores salespersons recommendations
- Only interested in particular product, and not open to looking at different ones
- Go into a store wanting to purchase a particular product (television) and when approached with suggestions to look at other products, they shrug off the associate.
- Not persuaded to purchase by sales person
- Focuses on one product, even though salesperson tries to show them another one
- Keeps focus on certain products, doesn't need help from sales associates
- Resistant to tactics by sales people to sell different brands
- Doesn't take advice from salesman

Non Interactive

- Usually does not want to speak to anyone that works for the store
- Does not speak to salesperson at all
- Not wanting help from the sales associate
- Usually will not approach a sales person
- Customer is approached by a salesman and says "No I'm alright I'm just looking".
- "Just browsing"
- Turns salesperson away

Apprehensive

- Apprehensive to different brands
- Lists of preferred features
- Does not browse a variety of items, only looks at a few
- Apprehensive to different brands, lists of preferred features
- Has a list with them with specific items on it
- Listening to salesperson but doesn't take advice

HIGH SELF- RESTRAINT

Not Influenced by Sales Representative

- Will listen to sales person but will be reserved about the actual idea of purchasing
- Salesperson pushing to sell a certain item and consumer not giving into advice
- Not giving into salespeople
- Not taking advice/recommendations from salesperson
- Not convinced by sales people, won't speak with them
- Telling the salesperson they are just browsing

Researches Before Making Purchase

- May ask a lot of questions to get the deal that fits them best
- Asking several questions
- Asks a lot of questions
- Research prior to shopping
- Doesn't purchase product until they compare different prices/consults with spouse
- Leaving the store without a product but with information

Hesitant to Make Purchase

- Talk to an associate about particular features they are looking for but choose not to purchase even when they find a model that has everything they are looking for.
- Even after deciding on a specific TV they like, they wait to purchase it
- Can have something in their hand the whole time but not end of buying
- Asking a lot of questions and comparing models and not purchasing anything
- Browsing at products, and not purchasing anything

Strong Product Preference

- Go into a store looking for a particular product (television) and when they don't have the one they want, they walk out of the store without purchasing a substitute
- Go into a store intending to buy a product (television) and when they don't have a particular one, they go to another store to purchase it.

LOW SELF RESTRAINT

Buying on Impulse

- Impulse purchases
- Impulse buy
- Quick purchase
- Makes quick decisions
- Quick decision
- Will pick up and buy
- Will pick up items on their way out
- Picking up more items on their way out
- When approaching the cash registers, the customer picks up additional items without an original intent
- Go into the store with the intent to purchase a product (television) and then purchase it and pick up other goods when cashing out
- Leaves with item that they didn't intend to buy
- If they see a product they like they will buy it
- Easily sidetracked by other not-so-high-end electronics
- Has an original product in mind and buys something else instead
- Looking at sale items and purchasing them
- Spending more money than originally planned

Easily persuaded by Sales Representative

- If they do speak to a sales person they may be easily sold into a product they didn't want or need, but they just couldn't help it
- Salesperson can talk customer into buying things
- Asking salesperson for advice, and purchasing item salesperson was trying to sell

Unsure of Purchase

- Consumer browsing products for a while, then continues to go back and forth between products, and eventually going back and purchasing product
- Looking hesitant, picking up products and walking away, then changing mind and going back to product, eventually purchasing it
- Return items because they feel guilty

POTENTIAL BENEFITS IN BUSINESS

Since the study showed that Executive Skills are observable in the purchasing process of televisions and expensive electronics, it is possible that salespeople could be trained to observe specific behaviors that are associated with high and low Self-Restraint and Flexibility. Once trained, these representatives could be better able to help customers in their purchasing process and potentially increase a salesperson's efficiency and effectiveness. The salesperson could be trained to focus more on customers who are predisposed to listen to their advice.

Training sales staff would involve training the salesperson to identify certain actions by the consumer, those identified in the study. For example, if a consumer low in Self-Restraint comes in to a store, the salesperson notices the consumer picking up different products seemingly at random. This consumer could be approached by the sales representative to help the consumer to make the decisions on which products to choose in the category in which the consumer is looking. For example, if a customer is looking at television sets, the salesperson could tell them about complementary products that could enhance their enjoyment of the purchase.

Another example would be for a consumer high in Self-Restraint. Contrary to this customer, consumers who are high in Self-Restraint can be approached in a different manner. In this case, based on seeing actions as described in the study, a salesperson can know that the consumer is not likely to make a purchasing decision immediately. The salesperson should either wait to approach the consumer or leave that consumer alone to concentrate on another consumer who might be low in Self-Restraint. If the salesperson decides to approach this consumer, they should back off if the consumer says that they do not want any assistance, it is not worth the time giving a consumer something they do not want, especially on an item as expensive as a TV. If the consumer does want suggestions, the salesperson should be limited in scope and price as a person high in Self-Restraint is not likely to deviate greatly from the original product.

A person low in Flexibility might be a consumer who has come to a store looking for a specific product. The person knows what product they want and goes directly to the area the product will be in. Once they find the product is not there they will look around the area, look at other substitute products, but often leave without purchasing a substitute product. When a sales representative notices this behavior, they should not approach this person, unless they have a product that has the exact same or better features than the product sought. A more productive approach might be to focus on the high Flexibility or low Self-Restraint consumers who are willing to listen to advice and who can be persuaded to change their purchase.

Based on the study, it was determined that some external influences can affect what appear to be an Executive Skill behavior. For example, when making a purchase for someone else, customers might appear to be more impulsive than if making a similar purchase for themselves. Couples also are excluded from this study. Consumers can act differently when they are purchasing something with a companion and opinions can contrast. Another external factor is a holiday season. An example of this might be what may appear to be an impulse purchase of a gift for a family member.

CONCLUSION/SUMMARY

The researchers conducted a study to determine whether Executive Skills could be observed in the purchasing process of televisions and high-end electronics. It was determined that the cognitive functions of high and low Flexibility and Self-Restraint could be observed in this purchasing process. The study showed that 97 percent of the observations were validated accurately.

APPENDIX A

The Research Team

Theodore Bahtsevanos*
Alex Belaidi*
Garrett Callahan
Ian Cox
Danielle Crepeau
Jessica DeGeorge*
Morgan Dorval
Mallory Dufresne
Meaghan Estes
Samantha Gregerson*
Phillip Hannafin
Sarah Harvey
Andrew Hatch*
Drew Healey
Lauren Herman
Patrick Hussey
Rachael Kane
Stephen Kelley
Ashley Kelloway*
Lisa Kemp*
Kelli LaPerch

Nathan Levesque
Maria Linares
Tyler Loopley
Trevor Messineo
Kellie Norris
Ryan O'Hara
Nikki Oliveri
Craig Parsons
Katelyn Peters
Kathryn Rohlicek
Devon Roy*
Christopher Rush
John Sawyer
Michael Segreti*
Julie Stevens
Marisa Sullivan
Lindsay Thibeault
Danielle Travaglini
Meghan Tylec
Kevin Wood-Friend

*Contributed to paper

Faculty: Chuck Martin (chuck.martin@unh.edu)

Appendix B

1. **Self-Restraint:** The ability to think before you act. It is the ability to resist the urge to say or do something to allow time to evaluate the situation and how a behavior might affect it.
2. **Working Memory:** The ability to hold information in memory while performing complex tasks. It involves drawing on past learning or experience to apply to the situation at hand or to project into the future.
3. **Emotion Control:** The ability to manage emotions in order to achieve goals, complete tasks, or control and direct behavior.
4. **Focus:** The capacity to maintain attention to a situation or task in spite of distractibility, fatigue, or boredom.
5. **Task Initiation:** The ability to begin projects or tasks without undue procrastination.
6. **Planning/Prioritization:** The capacity to develop a road map to arrive at a destination or goal, and knowing which are the most important signposts along the way.
7. **Organization:** The ability to arrange or place according to a system.
8. **Time Management:** The capacity to estimate how much time one has, to allocate it effectively, and to stay within time limits and deadlines. It involves a sense that time is important.
9. **Defining and Achieving Goals:** The capacity to have a goal, follow through to the completion of the goal, and not be put off or distracted by competing interests along the way.
10. **Flexibility:** The ability to revise plans in the face of obstacles, setbacks, new information, or mistakes. It relates to adaptability to changing conditions.
11. **Observation:** The capacity to stand back and take a birds-eye view of yourself in a situation and to be able to understand and make changes in the ways that you solve problems.
12. **Stress Tolerance:** The ability to thrive in stressful situations and to cope with uncertainty, change, and performance demands.

Appendix C

Self-Restraint:

1. On a scale of 1-5 do you often act on impulse?
2. On a scale of 1-5 do you have all the facts before you make decision?
3. On a scale of 1-5 do you often think before you speak?

Flexibility:

1. On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?
2. On a scale of 1-5 how likely are you to buy substitute product, if the one you want isn't available?
3. On a scale of 1-5 how easily can you adapt to unexpected changes?

Appendix D

High Flexibility

Observed: High Flexibility

Location: Tweeter (Newington, NH)

Observation: A middle aged man came in and was greeted by a salesperson. He asked him if he needed any help with anything. He told the salesperson he needed a GPS system for his car. They proceeded to that section of the building and compared the different features and price ranges of all the models for a while. The customer asked a lot of questions and based his purchase on the advice of the salesperson. He ended up buying an average costing GPS system.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open are you to suggestions and recommendations are you when making a purchase?

Answer: 4

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 4

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Tweeter (Newington, NH)

Observation: An older man came into Tweeter looking for a new television. As he was looking at the different models a sales associate approached him telling him of the features of the television. The man seemed interested and asked a lot of questions about if it was HD capable, etc. The sales associate then suggested a different television which was a bit bigger but better quality and the man quickly became interested.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 5

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Sears (Newington, NH)

Observation: A gentleman in his late sixties came into the store and appeared to have his mind pretty set on a Toshiba 36', but as the saleswoman started to show him some of the other televisions he sounded extremely interested with a 40' Sony. The man then began to ask about a Panasonic 46' and then looked around for a little bit longer and left the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 5

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 3

3) How easily can you adapt to unexpected change?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Sears (Newington, NH)

Observation: An older woman came into the store with a paper that had the type of television set she wanted. The salesperson said they didn't have it available but explained they had a similar model from a different brand. The woman said she would take a look at it and after 5 minutes the woman decided to purchase the television set.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 4

3) How easily can you adapt to unexpected chance?

Answer: 3

Validated: Yes

Observed: High Flexibility

Location: Target (Somersworth, NH)

Observation: A middle aged man was looking at the television sets and speaking with a salesperson. He mentioned that his only requirement was that the television had to be a 42 inch TV or smaller because it had to be able to fit in a specific spot in his house, other than that, he was open to suggestions. The salesperson showed him three

different HD TVs, explaining the benefits of each. After about a half hour, the man decided on a TV and purchased it.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 5

2) On a scale of 1-5 how likely are you to buy substitute product, if the one you want isn't available?

Answer: 4

3) On a scale of 1-5 how easily you can adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: High Flexibility

Location: Target (Somersworth, NH)

Observation: A middle-aged woman came in and asked a salesman for help in finding a new television. She asked which television was the most common. She also asked the salesman which he thought was considered the most reliable television. She specifically said to him that she didn't really care what television it was as long as it lasts a long time. The salesman showed her about three different televisions that he thought were the best and she ended up buying one of those three.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 4

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 5

Validated: Yes

Observed: High Flexibility

Location: Wal-Mart (Newington, NH)

Observation: A young female came into the electronics department and began to browse through the televisions. When a sales associate approached her and asked if she needed help, she stated no thank you. After browsing a few more minutes, she asked the sales associate for help on choosing between a few different TV's. The sales associate answered her questions and she chose the TV the associate recommended.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 3

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Wal-Mart (Newington, NH)

Observation: Man walks around looking at all different TV sizes and makes. He does not look partial to a particular brand. A sales representative approaches the man and offers a few suggestions. The rep then asked if the man had something in mind and the man replied "Pretty good quality, pretty good price." After that, the rep told the man to buy a certain TV. The man agreed.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 5

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 4

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Circuit City (Newington, NH)

Observation: Younger woman came into the store and went over to look at the new DVD's and CD's. She then made her way over to the smaller flat panel television section where a sales associate asked if she needed any help. She said she was interested in buying a television for her bedroom but had no idea what brand. The sales associate showed her a few different models that were on sale and she thanked him and left.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 3

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 3

Validated: Yes

Skill Observed: High Flexibility

Location: Best Buy (Newington, NH)

Observation Details: A women walked in to the store and quickly headed to the computer section. She took time to look at every model, reading the details and giving the unit and overall review. After some time, a sales assistant asked if she needed any help. She explained to him that she was looking for a new computer, but did not have any brand and type in mind. She paid close attention to the assistant's suggestions and advice. After about 20 minutes, she headed toward the TV sections, also taking her time to browse the majority of the available models.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 5

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 4

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 4

Validated: Yes

Observed: High Flexibility

Location: Sears (Newington, NH)

Observation: A woman entered the entertainment section of Sears and began browsing the back wall of TVs. Soon after she went to a sales associate and explained that she was looking for a 40" Toshiba Super Narrow LCD. She was reluctant to find that it was out of stock, but could be ordered. The sales associate then suggested a few alternative TVs with similar options of the TV she desired. The woman was particularly fond of the 42" LG LCD. She decided to purchase that one instead of the one she originally desired.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 4

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 4

3) How easily can you adapt to unexpected change?

Answer: 5

Validated: Yes

Low Flexibility

Observed: Low Flexibility

Location: Sears (Newington, NH)

Observation: A middle aged man walked into the electronics department, and went straight to a certain section of televisions. He looked at it for a moment, and then looked around. It appeared he was looking for help from a salesperson, and when he saw two sales associates both helping customers, and then he walked to the register and stood at the counter for about five minutes. When no one came to help him, he turned around and left the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 1

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 3

3) How easily can you adapt to unexpected change?

Answer: 1

Validated: Yes

Observed: Low Flexibility

Location: Tweeter (Newington, NH)

Observation: A woman came in with a piece of paper in her hand. She went right over the entertainment systems and began looking for the item that was on her list as she continuously looked at the description and then back down at her paper. The sales associate approached her and she asked if they had a specific kind, they did not and he offered to show her other similar kinds. She kindly said no and left the store.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: Low Flexibility

Location: Sears (Newington, NH)

Observation: A woman in her forties entered the store and went directly to the digital camera section. She was looking at a particular model that was in the mid five hundred dollar range. When a salesman went over to her and asked if she was looking for something particular, she said she was only interested in this particular model. The salesman asked what about the model she was interested in; she responded that she had previously owned the earlier model of the camera but it broke and she just wanted to get the newest version of it. She then asked him if she could purchase the camera she was talking about and then left the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) How likely are you to buy a substitute product if the one you want is unavailable?

Answer: 2

3) How easily can you adapt to unexpected change?

Answer: 1

Validated: Yes

Observed: Low Flexibility

Location: Target (Somersworth, NH)

Observation: A middle aged man went into the electronic section to look at cameras. He had a yellow slip of paper in his hand that had an exact camera model that he wanted. He looked around at the cameras to see if they had it. A Target employee then approached the man for assistance. The man asked if they had the camera model in stock. The employee checked the computer and said that they did not carry that exact model. The man then left the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 1

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 3

Validated: Yes

Observed: Low Flexibility

Location: Target (Somersworth, NH)

Observation: A woman in her twenties came into the store and asked the salesman right away for help with a television. She told him she didn't know much about televisions but that she wanted a HD TV that wasn't too expensive. The salesman showed her a few different HDs, but she said she couldn't afford any of them, so he showed her some cheaper ones but she still wasn't satisfied so she left the store.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 1

Validated: Yes

Observed: Low Flexibility

Location: Target (Somersworth, NH)

Observation: A young woman was looking at laptops unsure of what she wanted to buy. A salesperson came over and helped her by describing the different features of the models. She said she only needed a basic model for using the internet and writing papers for school. After looking at several models she was unable to make up her mind. She said she was going to think it over because she still didn't know what she wanted. She said she would likely return to purchase a laptop.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) On a scale of 1-5 how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: Low Flexibility

Location: Circuit City (Newington, NH)

Observation: Notice a guy in his late 40's looking at surround sound entertainment systems. He then asks the sales guy if a particular system comes with a discount on it,

as he also says he wouldn't buy it if it didn't come with one. The sales guy looks it up on the computer and then calls the manager to confirm the discount. The man does get the discount and buys the product.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 3

Validated: Yes

Observed: Low Flexibility

Location: Circuit City (Newington, NH)

Observation: A woman in her 20's was looking at one specific laptop. She played around with the computer for about 20 minutes and checked out all of its features. When approached by a salesperson she said she was all set, but continued to play around with the computer. She left without purchasing anything.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: Low Flexibility

Location: Circuit City (Newington, NH)

Observation: A man in his 30s was looking at a Panasonic TV. A sales man approached him, and asked if he wanted to see another brand. He insisted on learning more about the Panasonic and ended up purchasing the TV.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Skill Observed: Low Flexibility

Location: Best Buy (Newington, NH)

Observation Details: An older gentleman walks into Best Buy with a piece of paper and heads straight to the television section. A salesperson approaches him and he unfolds the piece of paper. After asking for a specific size (50") flat screen television, which he was told was unavailable; the man left the store without purchasing anything.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Skill Observed: Low Flexibility

Location: Best Buy (Newington, NH)

Observation Details: A woman in her 40's was looking at PCs. She then proceeded into the Apple computer section; she seems to be very unfamiliar with the computer brand. She started playing on it and quickly became confused and asked for help. Even after a little explanation she was not satisfied or willing to consider purchasing the brand. She returned to the PC section and after talking to a sales assistant for a short period of time, she informed him that she would have to wait for her son to make a purchase.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: Low Flexibility

Location: Tweeter (Newington, NH)

Observation: A man came in with a piece of paper. A sales person asked him if he needed help. He asked for a price. Then he told the sales person he didn't need to look at other TV's. We observed low Flexibility.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 3

2) On a scale of 1-5 how likely are you to buy substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 3

Validated: Yes

Observed: Low Flexibility

Location: Tweeter (Newington, NH)

Observation: A man came into Tweeter Etc by himself and immediately approached a sales associate. He asked to be pointed in the direction of the plasma TVs and said that he would need assistance. He told the salesperson the model he was looking for and the sales person told the customer that they were currently out of stock on the model but would be receiving a shipment later this week. The sales person asked if he wanted to look at other models but the customer said no and that he would come back later.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how open to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5 how likely are you to buy substitute product, if the one you want isn't available?

Answer: 1

3) On a scale of 1-5 how easily can you adapt to unexpected changes?

Answer: 2

Validated: Yes

Observed: Low Flexibility

Location: Tweeter (Newington, NH)

Observation: A man came into Tweeter and went to look a certain laptop. He spent most of his time looking at a particular one. He seemed like he had researched the laptop before. After a salesperson came to assist him he said he was all set and went with the laptop.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how open are you to suggestions and recommendations are you when making a purchase?

Answer: 2

2) On a scale of 1-5, how likely are you to buy a substitute product, if the one you want isn't available?

Answer: 2

3) On a scale of 1-5, how easily can you adapt to unexpected changes?

Answer: 3

Validated: Yes

High Self-Restraint

Observed: High Self-Restraint

Location: Tweeter (Newington, NH)

Observation: A young girl came in looking for an iPod stereo. She pondered back and forth refusing assistance until she was done looking. She asked a few questions and then left the store after receiving her answers.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 do you often act on impulse?

Answer: 4

2) On a scale of 1-5 do you have all the facts before you make a decision?

Answer: 5

3) On a scale of 1-5 do you often think before you speak?

Answer: 4

Validated: Yes

Observed: High Self-Restraint

Location: Sears (Newington, NH)

Observation: A woman about thirty years old is browsing for a television for her new home. She asked for help from a sales associate as soon as she entered the TV area. They did a lap around the store, and she asked questions about several televisions.

She finally decided she liked a 32' plasma Panasonic. She wrote down all the information, then left.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How often do you act on impulse?

Answer: 1

2) Do you have all the facts before you make decisions?

Answer: 4

3) Do you often think before you speak?

Answer: 4

Validated: Yes

Observed: High Self-Restraint

Location: Target (Somersworth, NH)

Observation: A woman came into the store, looking around at different televisions. She was approached by a salesperson, and she talked to the salesperson for a very long time. She would spend at least 5 minutes at each TV, but she would continue to find one little thing about the TV that she didn't really like, so she'd move on to another TV. She looked at 5 televisions total, and left without buying anything.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how often do you act on impulse?

Answer: 2

2) On a scale of 1-5 do you have all the facts before you make decisions?

Answer: 5

3) On a scale of 1-5 do you often think before you speak?

Answer: 3

Validated: Yes

Observed: High Self-Restraint

Location: Wal-Mart (Newington, NH)

Observation: An older woman was walking around with an empty shopping cart. She turned into the TV section of Wal-Mart and started to browse the TV's. When a sales person came up to help her, she asked multiple questions about all the TV's. She told the sales person that she liked the Sony one and when he asked her if she wanted help with it, she said "No not today, thank you, I have to think about it."

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how often do you act on impulse?

Answer: 1

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 5

3) On a scale of 1-5, do you often think before you speak?

Answer: 4

Validated: Yes

Observed: High Self-Restraint

Location: Wal-Mart (Newington, NH)

Observation: A female shopper entered the electronics section looking at a variety of televisions. After selecting a 32' LCD television, a salesperson asked her if she would like a DVD player that was on special that week to go with her new television. After taking some time to look at the DVD player, the woman said that she did not want to purchase the DVD because she had one that worked just fine at home.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how often do you act on impulse?

Answer: 2

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 4

3) On a scale of 1-5, do you often think before you speak?

Answer: 5

Validated: Yes

Observed: High Self-restraint

Location: Circuit City (Newington, NH)

Observation: A man walks into the store and goes straight to the digital camera section. After a few minutes browsing and testing out the cameras, he leaves and heads for the computer section. At this point he is checking out many different Laptop computers. After another couple minutes of studying these laptops he leaves for another section of the store. The next items he is checking out is the stereo systems and after that to the Televisions.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 do you often act on impulse?

Answer: 1

2) On a scale of 1-5 do you have all the facts before you make decision?

Answer: 4.9

3) On a scale of 1-5 do you often think before you speak?

Answer: 4

Validation: Yes

Skill Observed: High Self-Restraint

Location: Best Buy (Manchester, NH)

Observation Details: A female in her early 30's is looking at several laptops She looks at them for 20 minutes; she picks them up and plays with them and then reads about how different ones have different features. She then walks away and comes back and looks for another 5 minutes then leaves.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how often do you act on impulse?

Answer: 2

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 4

3) On a scale of 1-5, do you often think before you speak?

Answer: 4

Validated: Yes

Skill Observed: High Self-Restraint

Location: Best Buy (Newington, NH)

Observation Details: Female customer entered television section and immediately approached Best Buy employee. She was talking to him about quality and price. The customer mentioned that she wanted to make the purchase today, but eventually ended up leaving empty handed.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5, how often do you act on impulse?

Answer: 2

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 4

3) On a scale of 1-5, do you often think before you speak?

Answer: 5

Validated: Yes

Low Self-Restraint

Observed: Low Self-Restraint

Location: Wal-Mart (Newington, NH)

Observation: A young male customer came into the electronics department looking at the HD televisions that Wal-Mart had available, looking as if he was interested in purchasing one of them. After looking at the televisions for about twenty minutes and not seeming to find a model that peaked his interest, he moved into the video games isle and picked out two video games for the Wii gaming system and purchased them.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how often do you act on impulse?

Answer: 4

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 3

3) On a scale of 1-5, do you often think before you speak?

Answer: 2

Validated: Yes

Observed: Low Self-Restraint

Location: Wal-Mart (Newington, NH)

Observation: A young woman came into Wal-Mart and was looking for a blue ray DVD player. Once she settled on which one she was going to purchase, she made her way to the check out on the way she stopped and looked at several DVDs. After putting some in the carriage and then taking them out she just purchased the blue ray player.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) On a scale of 1-5 how often do you act on impulse?

Answer: 2

2) On a scale of 1-5, do you have all the facts before making decisions?

Answer: 1

3) On a scale of 1-5, do you often think before you speak?

Answer: 1

Validated: Yes

Observed: Low Self-Restraint

Location: Sears (Newington, NH)

Observation: An older woman probably in her mid sixties walked into the store and looked around for about five minutes, then walked over to a salesman that was speaking with a younger couple. The woman stepped in without even waiting and says, "Excuse me, I just have a quick question." The younger couple almost looked disgusted, and backed up a little. The woman then looked at them and says thank you, then asked her question. The salesman said he would be with her in one moment, and the woman asked him if he could just point her in the right direction. The salesman pointed over in the back. She went back and appeared to find what she was looking for.

Questions & Answers:

For the following questions, on a scale of 1-5, 1 means low and 5 means high.

1) How often do you act on impulse?

Answer: 4

2) Do you have all the facts before you make decisions?

Answer: 2

3) Do you often think before you speak?

Answer: 2

Validated: Yes