CONSUMER INTIMIDATION:
SCALED AND MODELED IN A RETAIL SETTING

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Executive Summary

Despite the ongoing trend of in-store marketing innovation, spurred on by organizations trying to differentiate themselves in yet another way, some individuals may actually prefer the customary, as they are intimidated by such new-fangled settings and therefore avoid approaching them. This paper explores the phenomenon of Consumer Intimidation (CI) in retail settings, developing and validating a self-report measure for its future measurement, and attempting to model the various explanatory factors that underlie.

The initial scale was developed in an exploratory Study 1 (N=9), where personal interviews were conducted with six laymen and three experts, in order to generate and judge possible scale content areas and specific item statements. This approach, in tandem with careful delineation of the construct, and thoughtful and proportionate use of items across dimensions ensured the validity of the content employed. The result, a 10-item 6-point Likert-scale. Study 2 (N = 151), took the shape of an online scenario-based survey, with the objective of both testing the constructed scale and elucidating a model of consumer intimidation. This uncovered a uni-dimensional CI construct, albeit with a social sub-component. The Cronbach alpha measure of internal consistency (0.925) indicated that the scale was reliable and finally construct validity was supported through the confirmation of our expected relations with other measures of emotional states.

Towards the modeling objective, Study 2 evinced a cause partiality in favor of internal factors, elucidating the significance of consumer store and product familiarity, openness, extraversion and agreeableness for their 'intimidatability'. Most explanatory were store and product familiarity, explaining 25.5% and 23.8% of variation in Consumer Intimidation levels. Intimidated consumers were also clearly shown to elicit avoidance type behaviors, in particular that of exploratory avoidance, this establishing criterion validity of our scale. In light of the negative impact, from a marketer's perspective, that intimidation has on consumer behavior, we provide several pointers as to how the emotional state might be moderated, but given the narrow scope of the empirical work that was conducted on store stimuli, these are at best instinctive recommendations. Accordingly, several research directions are also outlined, that may be pursued to progress our understanding of the phenomenon, and how to tackle it practically, further.

Overall, findings provide support for the existence of a Consumer Intimidation construct with attention-worthy implications, and furthermore that a reliable and valid scale with which to measure it, has been developed.

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1 Introduction

The last decades have born witness to considerable progress in both marketing literature and practice. As such, the fields of retail management and consumer behavior are no exceptions, with academics eager to expand our knowledge in these areas and practitioners looking to innovate in-store marketing, as an opportunity for market differentiation. A testament to the efforts in these areas is the attention they have received from geographers, architects as well as interior designers, and moreover the extensive research that has been done on the effects of a multitude of store stimuli and personal characteristics, on consumer behavior in retail environments.

Mainly attributed to the involvement of psychologists in the field, investigation into retail environment-behavior relationships has also increased its awareness for consumer personality traits as well as emotional states, as the intervening variables between the environment stimuli and the elicited response behavior. In view of that, so-called environmental psychologists have presented what is widely considered a valuable theoretical model for studying the effects of different retail environment stimuli on shopping behavior. This, in the form of the Mehrabian-Russell (M-R), which is based on the Stimuli-Organism-Response (S-O-R) paradigm. However, notwithstanding widespread interest in the application of this model as well as diligent research on scattered topics within the model, the retail management field, particularly regarding the mediating variables, is not without its shortages.

One such perforated strand of research concerns the influence of emotional states on consumer behavior. Evidently, the emotional nature of shopping has been acknowledged by researchers for some time, with Oxenfeldt already in 1974 indicating that customers will have both opinions and feelings toward certain stores that will influence their perceptions (Oxenfeldt, 1974). And perhaps more significantly, with Mehrabian and Russell attaching considerable weight to emotions in their model, by accentuating three emotional dimensions, as the most influential factors on responses in any environment. Accordingly this has prompted the study of certain emotional experiences, not to mention their effect on a range of different response taxonomies. Surprisingly though, the study of negative emotional consumer experiences has been quite narrow in scope, and that which has been undertaken has focused mostly on single discrete, positive and negative emotions, for example anger and disappointment.

This dissertation contends that a regretful omission to existing consumer and psychological research in retail environments is the topic of intimidation. Although

intimidation has been taken notice of in research of in-store settings, it has to-date been treated exclusively as a salesperson tactic theme, i.e. investigating how salespersons may intimidate (force or persuade) consumers into making a purchase (Clawar, 1977). Quite the opposite to this advance, our curiosity for and anticipated contribution of intimidation is contingent on viewing it from the consumer's perspective; i.e. consumer intimidation (CI).

In our minds intimidation is a common occurrence, both in and out of the shopping (retail) setting. In general, it is one that may be brought on by a range of dissimilar situations. Consider the following examples: meeting a celebrity, driving in a foreign country, talking to an attractive member of the opposite sex, being introduced to an unfamiliar crowd; all different factors which have at some stage intimidated someone, but probably not everyone. Although imposing a retail setting does constrain the presented dissimilarity, the intimidation of consumers or rather shoppers is still likely to stem from quite different stimuli and personal characteristics. In that sense, intimidation entails a subjective sense of insecurity, of inadequacy and discomforted self-consciousness. Our general aspiration with this dissertation is to shed light on the topic of intimidation, its subjectivity, and its relevance for consumer behavior and the research thereof. This, by developing the invaluable measurement scale with which it may be more truthfully measured, allowing for greater depth in its future scrutiny, and moreover investigating what store environment factors tend to cause intimidation, and with what effect on consumer behavior.

1.1 Why Intimidation?

Prior to elaborating on the intended contributions of intimidation to both practice and theory, a word or two concerning the initial motivations in pursuing this theme are appropriate. The most coherent way of doing this is by recollecting the research 'path' and train of thought that resulted in it materializing, and thereafter elaborating on our motivations.

1.2 Research Path

The path to the chosen field of research and resulting topic was somewhat unconventional, seeing as a conscious approach was taken to identifying a gap in the retail management and consumer behavior theory. Initial research thus commenced at the most general level, exploring the causal relationship between a variety of store characteristics on consumer behavior. This uncovered the below categories of in-store stimuli:

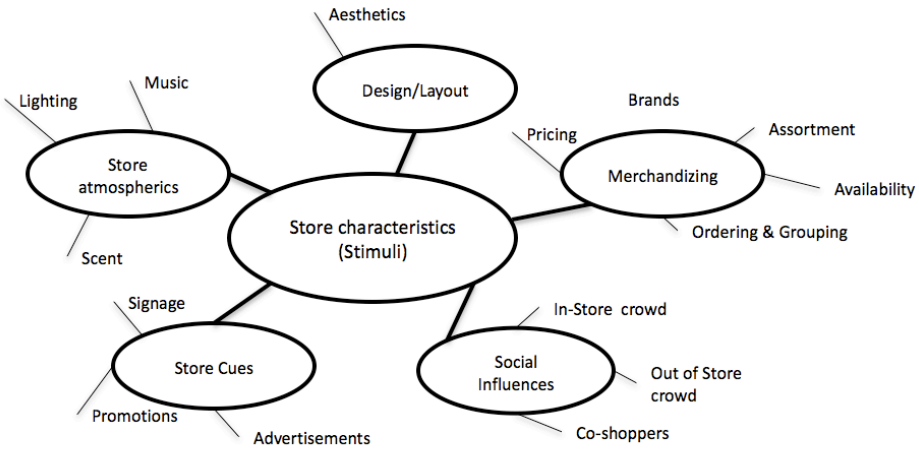


Diagram 1: Initial overview of retailing research (Own development)

As the prospective literature review will neatly summarize (see section 4), research along these lines revealed that the majority of these stimuli categories had all been explored to convincing depths, with especially the effect of store atmospherics and social store influences on consumer behavior drawing considerable interest. In light of this, it was decided to alter the focus somewhat, to look more at the intervening factors between retail environment stimuli and the consumer's behavior. As such, the topic was to become one more focused on the humanistic and psychological aspects of consumer behavior in retailing, seeing as these intervening factors included issues such as consumer personality traits, moods and emotions. Consequently the change of focus brought about a closer look at a range of experiences consumers had had under varied store conditions, including there moods and emotions, and how their tendencies and behavior correlated with different personality traits. Following a comprehensive read up of this type of literature, especially that pertaining to negative emotional experiences (e.g. anxiety, embarrassment), the idea of consumer intimidation came to mind.

1.3 Motivations

Various motivating factors can be said to be behind our interest in, and view of consumer intimidation as a valid and significant topic for retail management literature and practice. Below is an account of the personal, theoretical, and practical motivations, or justifications if you like, underlying this choice of topic. First and foremost, our curiosity for consumer intimidation in retail settings stems from a personal interest in the topic. Having both encountered what we coin, intimidating experiences, as well as observing others who appeared to be experiencing it, we are convinced of its presence as well as its relevance in consumer behavior research.

From a theoretical perspective, considerable research along the lines of negative emotional experiences in retail settings revealed that the existing theoretical orientation was deficient on several fronts. Regarding negative emotional consumer experiences in general, it came to our attention that the majority of the 'experiences' studied were done so independently of other negative feelings and sentiments (e.g. embarrassment), and were therefore quite narrow in their focus. Furthermore, the already studied negative emotional experiences also had in common that they originated from social influences, and consequently required a high degree of 'public' exposure to exist; one which we do not feel is a prerequisite for a negative emotional experience. Finally, we also took notice to the fact that the limited revelation that the intimidation phenomenon has had within retail management theory has been restricted to that of a sales tactic, applied by salesperson, as a means of persuading the consumer to make a purchase; thereby irrationally overlooking the concept from the consumer's perspective.

The theoretical motivations behind introducing the concept of consumer intimidation thus pertain to tackling these deficiencies in several ways. Firstly, we envision that it will provide a more general construct of negative emotional experience to the field, and thereby allow for a much more comprehensive study of negative emotional consumer experiences in retail environments. Secondly, we see the introduction of intimidation as one that will enable exploring negative emotional experiences that do not depend solely on the existence of, or rather originate from social influences. Thirdly, given the limited theoretical attention that intimidation has received, from the consumer's point of view, the greatest motivation for our paper was to take the initial steps in developing consumer intimidation theory. This by conceiving the conceptual framework of Consumer Intimidation, in retail settings, and perhaps more importantly as it is a prerequisite for the prior, establishing the existence of the construct and developing a scale with which to measure it. Moreover, as these steps will be taken with the consumer at its focal point, this will inevitably lead to a more balanced Intimidation theory, from its current partiality toward the store perspective.

Also the practical implications of elucidating intimidation were motivating factors in proceeding with the topic. Firstly, the promising implications for in-store practices were a major factor. Should CI prove to have a noteworthy negative impact on consumer shopping behavior, it will be useful in enabling marketers and store managers to fabricate a shopping environment, which to a lesser extent have such intimidating influences on their customers. Moreover, knowledge of other more personal factors, that impact CI, may provide salespersons an increased ability to identify easily intimidated personalities earlier on, and

acting accordingly. Secondly, also the practical implications relating to marketers' abilities to measure and study intimidation was a significant one. Developing an intimidation scale, as we intend to accomplish, will hopefully provide marketers with an easy to use instrument for the survey research of intimidation in their stores, which they may then use to independently evaluate their store environments.

1.4 Problem Statement

The above introduction and motivations will have provided a general sense of the direction of our research. Nevertheless, for the purpose of focus and clarity in our paper, the objectives of our study are more concisely presented below.

A. Develop a Consumer Intimidation Scale

The primary focus and objective of our dissertation will be to develop an x-item Intimidation Scale. Specifically, this objective entails the development of a self-report measure of general intimidation (i.e. not related to a specific factor) that may be used to estimate whether a person or consumer's is intimidated at a given point in time. This, as opposed to constructing scales that may be used to measure a specific type of intimidation (e.g. social intimidation), or alternatively, a person's general level of 'intimidatability'. The construction of this scale will essentially entail the generation of a list of items, through both theoretical reasoning and explorative research amongst experts and lay persons, from which the items most associated with by consumer intimidation will be selected and used to formulate an initial intimidation scale.

Naturally, our aspiration with the development of such a scale is that it will eventually lead to the addition of an intimidation scale to the Handbook of Marketing Scales. This handbook being a compilation of multi-item self-report measures, developed and often used in consumer behavior and marketing research. In order to be included in this handbook, the authors/compilers lay out several criteria for inclusion that must be met. These are as follows:

a) The measure has a reasonable theoretical base and/or conceptual definition.
b) The measure is composed of several (i.e. at least three) items or questions.
c) The measure is developed within the marketing or consumer behavior literature and used in, or relevant to, the marketing or consumer behavior literature.
d) At least some scaling procedures are employed in scale development.
e) Estimates of reliability and/or validity exist.

(by William O. Bearden & Richard G. Netemeyer. 1999 in Handbook of Marketing Scales. Multi-measures for Marketing and Consumer Behavior Research. (2nd ed.). Sage Publications, CA).

Conveniently, these general criteria may then be used as a checklist for the construction of our Intimidation Scale; where this particular objective will look to satisfy the first four of these criteria.

B. Outline & Test a Conceptual Framework of Consumer Intimidation in Retail settings

This objective serves four purposes. The first purpose and perhaps more comprehensive one, entails the identification and categorization of the store environment factors that intimidate consumers, and other variables that mediate or moderate this intimidation, as well as the influence of such intimidation on consumer behavior. This will take place primarily in the form of a series of hypotheses. The reason being that our work will inevitably uncover a sizeable number of factors and relationships that bear relevance for our construct, and thus empirical investigation of these influences and the significance of each of them is unfeasible. Nevertheless, by identifying and hypothesizing on the majority of such variables we hope to provide a thorough and useful framework of consumer intimidation.

The second purpose of conceiving this theoretical framework, or 'nomological net' (Cronbach & Meehl, 1955) of intimidation, is that it is of utmost importance in establishing its place and relevance in retail management and consumer behavior theory. As Netemeyer, Bearden & Sharma contend, "a latent construct's relevance to social sciences depends greatly on the theories in which it is couched" (Netemeyer, Bearden & Sharma, 2003).

The third purpose of such a framework will be to 'showcase' how consumer intimidation may be studied in retail environments; from hypothesis, to research conduct and result interpretation. To accomplish this, of the most influential store stimuli, out of the series of factors about which will be hypothesized, one or two will be selected to create a certain store environment. A number of respondents will then be exposed to this environment, and subsequently questioned about it in the appropriate manner with regards to its intimidation effects. By doing so, we are providing an example of how the intimidating abilities of factors may be studied in the future, and a more complete and verified framework of consumer intimidation in retail settings may be assembled.

Finally, in the same fashion, outlining the framework and identifying one or more store environmental conditions with 'intimidating abilities' will also enable us to ultimately construct a final explanatory model of Consumer Intimidation, identifying the most influential causing, mediating and/or moderating factors.

C. Testing the Intimidation Scale

As is indicated in the above scale inclusion criteria, a crucial aspect of scale development is the construction of a valid and reliable scale. For this reason, the final objective of our work will be to quantify and reflect on the dimensionality, reliability and validity of the scale that is developed, as was pointed to in objective A. To that effect, this objective entails the judgment and substantiation of each of the items included and furthermore ensuring that the scale as a whole provides a truthful measure of intimidation.

To the avail of objectives, A through C, the problem statement of our dissertation is as follows; *how may the explanatory framework, or model, and scale of Consumer Intimidation (CI) be constructed, and tested, in a retail environment, to elucidate the field of Consumer Intimidation for both theory and practice?*

1.5 Research philosophy & Methodology

Given the varied nature of the above-described objectives, our research will be conducted along two separate studies of quite different orientations. The first study is aimed at discovering both the store stimuli as well as the more personal mediating variables behind consumer intimidation, and thus primarily serves an explorative purpose. Appropriately the study adopts a qualitative approach seeing as it looks to uncover different consumers' feelings, behaviors, concerns and attitudes behind intimidation (Blumberg, 2008). To this end, it takes on a subjective perspective, and what is more, follows an interpretive research philosophy, as meaning will have to be 'extracted' from the responses collected (Blumberg, 2008). The second study in contrast, is of a quantitative nature, being set out to test the validity of the Intimidation Scale developed, at the same time as quantifying the influence of a set of selected store conditions that were unveiled and stressed by respondents in the exploratory research.

In line with this two-folded research agenda, our work encompasses both inductive and deductive traits, setting out to form and evaluate a series of explanatory hypotheses of intimidation in retail settings (Blumberg, 2008). More correctly though, our reasoning process may be described as one of abduction, which is distinctly different from both induction and deduction. This because abduction generally entails the reasoning from effects to causes rather than from cause to effect (Bryman & Bell, 2003). Similar to the provision of a medical diagnosis, we unintentionally observed intimidation amongst consumers, i.e. the illness, and from there intend to explain the symptoms. Moreover, abduction also sets itself apart in the way that the result of such reasoning is usually a

hypothesis, in our case the intimidation scale, that if true, could explain the occurrence of the observed facts; i.e. Consumer Intimidation.

1.6 Paper Structure

The paper is organized as follows. Section two proceeds with an introduction to scales, scale terminology and scale development, which will provide the overall structure for our paper and guide both our theoretical and empirical efforts to come. Appropriately section three then establishes the phenomenon of interest, dissecting the general and more traditional meaning and application of intimidation, then to discuss the premises under which we see and will study intimidation. In light of these, the section concludes with our 'formal' definition of Consumer Intimidation.

Section four, with the purpose of elucidating and placing our construct within existing theory provides a comprehensive review of existing theory and empirical work on the cause and effect relationships in retail management. Structured by means of the S-O-R model, it identifies the most relevant typologies and factors in retail management, and determines intimidation's relationship with the likes. Section five then entails an initial exploratory study, based on personal interviews with both the general population and expert within various fields, elucidating the Consumer Intimidation phenomenon, various implicated factors as well as an array of pertinent content areas and item statements.

Based on work up to this point, section six then progresses to propose a comprehensive CI model in retail settings through a series of hypotheses; specifically hypothesizing and justifying relationships between store environment factors and intervening organism variables with intimidation, and moreover proposing our initial hypotheses and proposal for an Intimidation Scale.

From here, section seven continues with an account for our research method and design, including the question formulation, and sampling strategy for our quantitative study 2. Subsequently the results section summarizes and discusses the results of this study, establishing any support for the previously made hypotheses. Section eight concludes the paper, modeling and scaling Consumer Intimidation, followed by a discussion of the implications the proposed model and scale has for management as well as some suggestions for future research, which can contribute to both retail management and consumer behavior literature.

2 Scaling and Scale Development

Despite mankind's continuous pursuit of knowledge and wisdom, many of the world's everyday phenomena still go unnoticed or are not fully comprehended. An explanation for this is that many of such occurrences are of an abstract nature and thus not visible to the naked eye; this being especially true within social sciences and those phenomena related to consumer behavior. Over the years this has brought about a massive surge in the interest for the measurement of such phenomena in these fields and the process behind developing measures that effectively accomplish this. We consider our topic of intimidation to be yet another of such latent phenomena, in need of elucidation and a measure with which to substantiate and assess its occurrence.

Measures as such are typically referred to as scales. And scales, in their most general form, are sets of measureable indicator factors that allow for the indirect assessment and measurement of otherwise immeasurable and elusive phenomena (DeVellis, 2003). Perhaps for this reason effective measurement has been announced the "cornerstone of scientific research" (Netemeyer, Bearden & Sharma, 2003). As a testament to this thriving activity that scale development has become we performed a PsycINFO (EBSCOhost) database search, for related material produced over the last 20 years (1989 to 2009), using the key words "scale development" and "test construction." This yielded 13,994 'hits' in the form of published academic articles as well as doctoral dissertations. Given the theoretical and complex nature of scales and effective measurement, a revisit to measurement and marketing scales literature will be critical for the development of our own Intimidation scale. For this reason, this section provides a detailed review of scales and scale development theory, covering reoccurring terms and definitions, perspectives, and finally an established step-by-step scale development guide that is used to construct the overall approach and assignment structure for our paper.

2.1 Scale Development Terminology and Perspectives

2.1.1 Defining Constructs, Scales and Items

At this point various terms deriving from the scale development field have already been put to considerable use. Nevertheless, we find it necessary to clarify these terms, as our definition of the likes may vary slightly from those of others, and moreover several of them may be used interchangeably throughout the remainder of the paper.

Conceivably the most important subject matter and term in scale development is that of the construct. The *construct* is the actual "phenomenon of interest that a scale is

intended to reflect" (DeVellis, 2003, p. 14). Many times the construct is also referred to as the latent construct or the latent variable; the latent descriptor referring to its inherent characteristic of not being directly observable, and the association with a variable, stressing that they tend to vary in strength and magnitude over time, as well as in different situations (Netemeyer, Bearden & Sharma, 2003). We will use these terms interchangeably.

Needless to say, the term *scale* is of equal importance. Formally, scales, also called measures, are "measurement instruments that are collections of items combined into a composite score, and intended to reveal levels of theoretical variables not readily observable by direct means" (DeVellis, 2003, p. 8). Commonly, they are developed when it is desired to measure a construct that is believed to exist theoretically, but cannot be observed directly (e.g. anxiety), and as such are the are very much links between theory and observation. In the narrower definition, scales do differentiate themselves from other types of measures that yield an overall score, i.e. indexes. According to DeVellis, scales and indexes differ essentially on the causality that exists between the phenomenon or construct of interest, and the items within the measure. In both cases, *items* are what we consider, the 'core' of the measure, and thus provide "a means to the end of construct assessment" (DeVellis, 2003, p. 14). The difference though, as Bollen (1989) points out, is that in scales, the causality may be described as one where items are "effect indicators." That is to mean, that their values are caused by the underlying construct; or put differently, responses to scale items share a common cause. In indexes however, the causal relationship is on where the items are "cause indicators", meaning that they are no longer the result of a specific phenomenon but rather determinants of the phenomenon (DeVellis, 2003, p. 10). We intend to construct a scale in which the items are effect indicators, and intimidation is the common cause that they share. Should the above-mentioned terminology not have been clear, perhaps the below diagram will aid the understanding of how we view their relation.

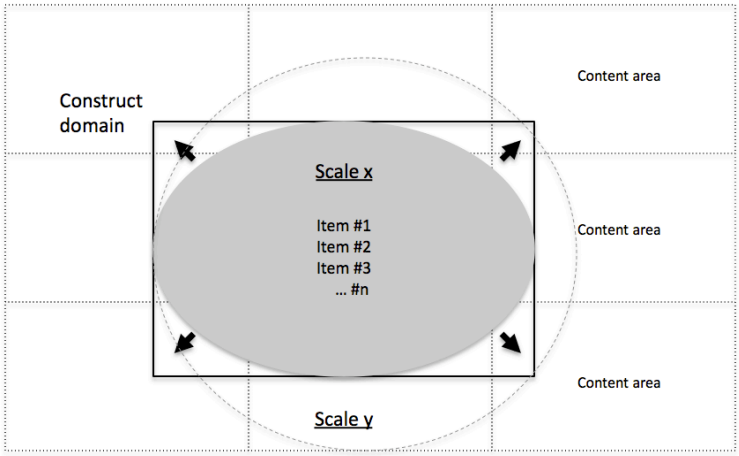


Diagram 2: Clarifying scaling terminology (Own Development)

As shown in the simplistic diagram above, the goal of scale development is ultimately to construct a scale, which provides a reliable and valid representation of the intended construct (the inner box), by covering as much of its domain as possible, through the selection of a list of items from all the content areas of the construct. Dimensionality, reliability and validity though, which will be discussed in greater detail in the following section, is also an issue of the adequacy of a scale as a measure of a *specific* construct. In that sense, a scale (scale x) may be more appropriate although covering less of a construct domain than an alternative scale (scale y), which covers a greater area of the construct domain but simultaneously 'invades' the content areas or domains of other constructs (e.g. the dashed circle above).

2.1.2 Dimensionality, Reliability and Validity

The three measurement properties, which are very much at the heart of scale development, are dimensionality, reliability and validity. Generally scale developers agree that a scale is of little use without substantial consideration for each of these issues during the scale development process itself, as well as the inclusion of some final quantitative and or qualitative reflection of how well the scale 'performs' on these indicators. Reliability and validity are, one might say, the primary goals in scale development. For this reason we find it imperative to explain and compare the concepts (See diagram concluding section 2.1.2), and their significance for the scale development process, as well as how we intend on determining, measuring and calculating them.

Dimensionality

It is thought by many that it is almost impossible to develop a good measure of a construct without rigorous consideration for and assessment of its dimensionality. This especially since uni-dimensionality is often considered a "prerequisite to reliability and validity" (Cortina, 1993). So what is this dimensionality all about? Most basically, it regards the homogeneity of the items that a scale is made up of (Netemeyer, Bearden & Sharma, 2003). As such, a uni-dimensional measure consists of items that draw on a single construct, whereas a multidimensional scale consists of items that tap into more than one construct, or cause. The assessment of a construct's dimensionality is thus concerned with establishing the number of constructs or common causes that are needed to account for the relatedness that is found between the items in the scale (Netemeyer, Bearden & Sharma, 2003).

With regards to how a scale's dimensionality is determined, much debate has taken place. In the past, the Cronbach alpha coefficient was the most widely used measure of item

relatedness, however, as of late it has become accepted that coefficient alpha is meaningful only for a uni-dimensional set of items (Clark & Watson, 1995); and thus redundant in determining a scales dimensionality. Instead a factor analysis has become the popular method for assessing the dimensionality of constructs. The exact process involved in such an analysis is described in section 7.3.1.

Reliability

In comparison to the dimensionality of a scale, scale *reliability* is generally concerned with "the portion of measurement that is due to permanent effects that persist from sample to sample" (Netemeyer, Bearden & Sharma, 2003, p. 10). Reliability as such can be split into two types of reliability, namely, test-retest reliability (concerning the reliability over time of a scale) and internal consistency reliability, of which our considerations and estimations will primarily concern the latter.

The reliability of a scale is often referred to as its internal consistency, because it fundamentally regards the interrelatedness of items in the scale. The underlying logic being that correlation among items may exist for two reasons; (1) that the items causally affect each other, and (2) that the items share a common cause. For this reason the goal in scale development is to construct a scale that is made up of items that show high levels of internal consistency, or rather high inter-item correlation, as this implies strong links between its items and the latent variable, and most importantly a reliable scale (Netemeyer, Bearden & Sharma, 2003).

As opposed to the evaluation of dimensionality, the measurement or rather quantification of a scale's reliability is most commonly done via the Cronbach's alpha coefficient, the most widely used internal consistency reliability coefficient. Appropriately we will thus use this alpha to test the internal consistency of our scale and moreover construct the most reliable measure of our construct of intimidation. The process and statistics behind is more clearly explained in section 7.4, prior to the conduct of the necessary empirical work.

Validity

As was briefly touched upon earlier, validity most generally concerns how well a measure actually measures the construct it is intended to measure. More specifically though, validity may be split into three quite different types: Translation validity, Criterion-related validity, and Construct validity (Netemeyer, Bearden & Sharma, 2003).

Translation (Content) Validity

Translation validity entails two sub-types of validity that "reflect the extent to which a construct is 'translated' into the operationalization of a construct" (Trochim, 2002), namely content validity and face validity. *Content validity* is conventionally defined as the "degree to which elements of an assessment instrument are relevant to and representative of the targeted construct for a particular assessment purpose" (Haynes et al, 1995, p. 238). In laymen's terms, it thus concerns the extent to which a scale's items are a proper sample of the theorized construct domain; requiring that items 'tap into' the appropriate content areas and moreover that they do so proportionally to the content areas' representativeness of the construct (Netemeyer, Bearden & Sharma, 2003). With this in mind it is evident that content validity is one that is manifested in the initial stages of scale development, those generating and judging items, in order to ensure such item appropriateness and representativeness.

The content validity of a scale is considered quite difficult to evaluate, and is typically accomplished more qualitatively than quantitatively. For this reason, in order to develop a 'content valid' scale, and finally be able to reflect on this content validity we shall thus attempt to follow the below Content Validation Guidelines for psychological assessment, that was put forward by Haynes, Richard and Kubany (1995).

Table 4.1 Content Validation Guidelines

1. Carefully define the domain and the dimensions of the construct.
2. Use population and expert sampling for the initial generation of items.
3. Use multiple judges of content validity and quantify judgments using formalized scaling procedures.
4. Examine the proportional representation of items across the various dimensions.
5. Report the results of content validation efforts as indices for researchers to use in evaluating the relevance and representativeness of measurement items.

SOURCE: Adapted from "Content Validity in Psychological Assessment: A Functional Approach to Concepts and Methods," *Psychological Assessment*, 7(3), pp. 244-245, Haynes, Richard, and Kubany, copyright © 1995 by the American Psychological Association.

These guidelines provide us with a checklist towards scale validity, which may be used throughout the scale development process, as well as a benchmark that we may use in our final reflections on, and determination of the our content validity (see section 9).

F*ace validity* very differently looks at whether a scale appears to be a good measure of the construct 'on its face.' This however will not receive much attention in our work, mainly because of the vast disagreement that exists concerning its usefulness. As DeVellis (2003) eloquently puts it; whether or not an instrument is constructed so that its intent is evident from its appearance "has little or nothing to do with validity".

Criterion-related Validity

Criterion-related validity by contrast is more of a practical issue rather than a scientific one (DeVellis, 2003), in that such validity requires that a scale have only an empirical association with some criterion. Put differently, to have this type of validity, it must be shown that an empirical relationship exists between the scale and some criterion. This type of validity may thus be shown in various manners, because the criterion to which an association exists may; follow, precede or coincides with the scaled construct. Criterion-related validity is therefore also referred to as predictive, post-dictive and concurrent validity (DeVellis, 2003), depending on the causality of the association.

In general, efforts to demonstrate criterion validity are said to involve studies in which measures external to the proposed measurement instrument are employed (Nunally & Bernstein, 1994). More specifically though, the criterion related validity of a scale tends to be measured and verified by the size of the correlation between the scale and a preceding, subsequent, or simultaneous measured criterion (e.g. intimidation and consumer avoidance behavior) (DeVellis, 2003).

Construct Validity

Lastly, *construct validity*, also called nomological validity, concerns the theoretical relationship between a construct to other constructs. "It is the extent to which a scale behaves the way that the construct it purports to measure should behave with regard to established measures of other constructs " (DeVellis, 2003).

Again, this form of validity is a difficult one to evaluate quantitatively, and instead tends to be evaluated based on investigations of formal hypotheses derived through theory. Specifically, Cronbach and Meehl (1955) suggest that one formulate and subsequently test a series of hypotheses on the pattern of relationships between the construct of interest and other existing constructs. The extent to which the hypothesized patterns of relationships match the empirical correlations between measures thus provides evidence of its construct validity. This process will be further explored and applied in sections 6.1.3 (hypotheses) and 7.3.1 (testing).

Below is a recap of the above described measurement properties, and the respective questions they look to answer about the CI scale we will attempt to develop.

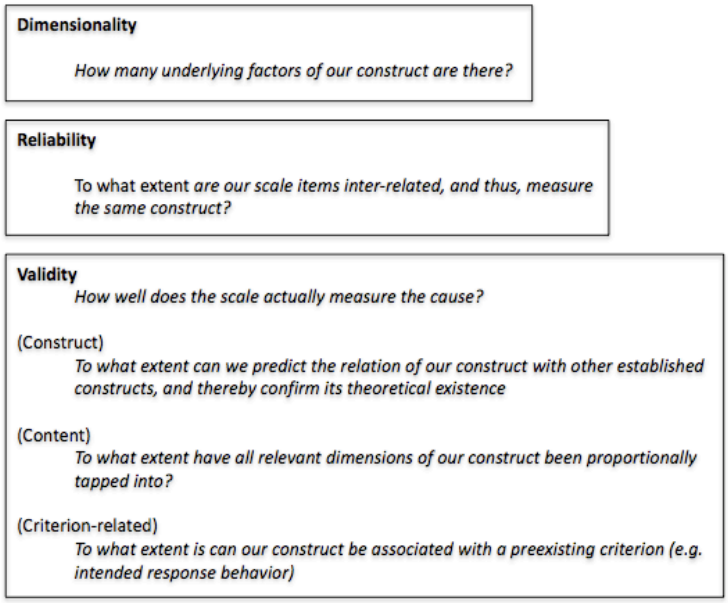


Diagram 3: Relating dimensionality, reliability and validity (Own development)

2.2 Scale Development Procedure

Over the last decade several authors have published articles and books on how to develop a scale. Given our particular aspirations we have chosen to make use of Netemeyer, Bearden & Sharma's step-by-step guide, which appropriately was created toward "scaling self-report paper-and-pencil measures of latent social-psychological constructs" (Netemeyer, Bearden & Sharma, 2003). They advocate four general steps toward a finalized scale, namely, Construct definition and content domain, Generating and Judging Measurement Items, Designing and Conducting Studies to Develop and Refine the Scale, and Finalizing the Scale (See Appendix A for an overview). These steps are outlined below, with greatest focus on the aspects and issues most relevant for our research. Ultimately, as mentioned, these steps are combined with some of our own considerations for practicality and time, to give way to the process that will be used to develop a Consumer Intimidation scale.

Step 1: Construct Definition and Content Domain

The first step is to define the construct and content domain. As they convey it, this entails a clear definition of the construct, and its theoretical underpinnings. Moreover it involves the delineation of relevant dimensions and content areas. Finally, it also entails establishing what it is one wants the scale to measure.

Step 2: Generating and Judging Measurement Items

The second step involves two separate tasks, namely, generating and judging a pool of content areas and items from which the scale will be derived. These are often combined due to the required judgment of items in generating the item pool. The first part, item generation, encompasses the actual sampling of a pool of items for the scale. In doing so there are said to be three crucial issues: the source of the items, the item wording and the number of items to include. These we explore briefly below, noting the critical pointers, seeing as the generation and judgment of items will occur as the paper progresses, drawing on the construction definition and content domain delineation (section 3), the literature review (section 4) as well as the input of our initial item generation and writing exercise and explorative study 1 (section 5).

Generation- Sources of Items

On the matter of item origin the most basic of guidance given is that items should be selected or created with the specific measurement goal in mind, using the construct definition and description to guide the process. More specifically it is advised, when writing items anew, that one thinks creatively about the construct that one seeks to measure, and thus that items are selected from a wide array of related content areas of the construct (DeVellis, 2003). As mentioned earlier (see section 2), this initial item generation step and the sources of the items has significant implications for a scales content validity, and should thus be done with great care. A crucial and specific action, that developers suggest, toward content validity is to attempt to maximize 'item appropriateness' through choosing random subsets of appropriate items, meaning that the content areas that are tap should be diverse (DeVellis, 2003). Also in order to maximize content validity, it is stressed that each of the content areas should be adequately sampled, so that the broader content areas are sampled from more frequently (Netemeyer, Bearden & Sharma, 2003). Moreover, the developer is encouraged to go beyond his/her own view of the construct (i.e. gaining further insight from experts and laypersons), as advocated by Clark and Watson (1995).

Generation- Item Writing

The actual creation, writing and wording of the items is often said to be the most difficult part of the item generation process; as verbalizing, clearly, the numerous initial item 'ideas' can be quite overwhelming. Instead of discussing the various issues raised in the scale development literature, the advice of Netemeyer, Bearden and Sharma (2003) and DeVellis (2003) have been synthesized in the below table as the key pointers for the item writing process and content.

Process	Content
1. Begin with **paraphrasing** the construct you want to measure, and work from there, touching upon the identified content areas of relevance 2. Look over this initial list of items, **examining** how well they capture the central ideas and for clarity of expression (see content pointers)	1. **Clarity** a. Avoid exceptionally lengthy items b. Avoid items of a difficult reading level c. Avoid ambiguity (e.g. double-barreled items) 2. Avoid trivial **redundancy** 3. Maintain a well-balanced level of **positively and negatively worded items** (i.e. items with a high and low presence of the construct of interest) 4. Consider and choose the **response format** simultaneously with the generation of items

Generation- Number of Items

Logically the scale development gurus have not offered their opinion on a correct number of items to be included in an initial scale, as this will depend highly on the construct one wants to measure. It is customary though that the number should be considerably higher than one plans to include in the final scale. This is often found to be three to four times larger than the final scale (DeVellis, 2003), although constructs that are particularly difficult (multi-faceted), or very easy (single-facet), to generate items for, will have a smaller pool of items. Moreover, DeVellis emphasizes that redundancy is by no means a bad thing when developing a scale. Instead he states, "by using multiple and seemingly redundant items, the content that is common to the items will summate across items while their irrelevant idiosyncrasies will cancel out" (DeVellis, 2003, p. 65). In sum, the idea seems to be that it is better to be 'overinclusive' as opposed to 'underinclusive'.

Judgment of Items

Judgment, in the item generation and judgment step, entails the review of the item pool, especially with regards to their content and face validity. Other than the scale developers' own judgment, the review and input of groups of people knowledgeable in the content area is also highly recommended. Such people may include both experts and laymen (DeVellis, 2003). Laymen (i.e. members of the population of interest) "can offer insights into what the construct might be and how to measure it" (Netemeyer, Bearden & Sharma, 2003, p. 97). Experts on the other hand are recommended for their specific scale development counsel, on matters such as, item relevance, item clarity and conciseness, and also by proposing new angles by which to 'tap' the intended construct (DeVellis, 2003).

Step 3: Designing and Conducting Studies to Develop and Refine the Scale

Netemeyer, Bearden and Sharma (2003) state that this step has two clear objectives: pilot testing a pool of items as an item 'cutting' and initial validity testing procedure, and conducting multiple studies for scale development. With the first objective, pilot testing, it is suggested that this can be helpful in reducing the number of items in the initial pool to a more manageable number by deleting those items that do not meet certain psychometric criteria. Within the second objective they highlight that these studies should entail: (1) the use of several constructs to assess the various types of validity, (2) exploratory factor analyses (EFA) over multiple data sets in order to refine the scale, and (3) considerable analysis of items and reliability.

The use of constructs for construct validation purposes is highly recommended by Netemeyer, Bearden and Sharma (2003). In fact they consider multiple studies, wherein the hypothesized relations of the central construct with other constructs are tested, necessary to be able to validate a construct with confidence (e.g. Lastovicka et al., 1999).

A further series of studies recommended are those performing exploratory factor analyses (EFA), as they may be used to further reduce the number of items in a scale to maximize its validity, at the same time as identifying new potential underlying dimensions of a scale. Just to clarify, a general factor analysis is an analytical tool that helps developers determine, empirically, how many constructs underlie a set of items (DeVellis, 2003). Following from this, an *exploratory factor analysis* is then a tool that aims to determine what the underlying structure of a set of items is, whereas a *confirmatory factor analysis (CFA)* seeks to confirm a hypothesized structure behind the items.

Lastly in this step, Netemeyer, Bearden and Sharma (2003) emphasize the need to perform additional item and reliability analyses to examine the internal consistency of the scale items. Here they advocate the employment of various statistical estimates, incorporating: coefficient alpha average inter-item correlations, correct item-to-total correlations, item variances, and item wording redundancy.

Step 4: Finalizing the Scale

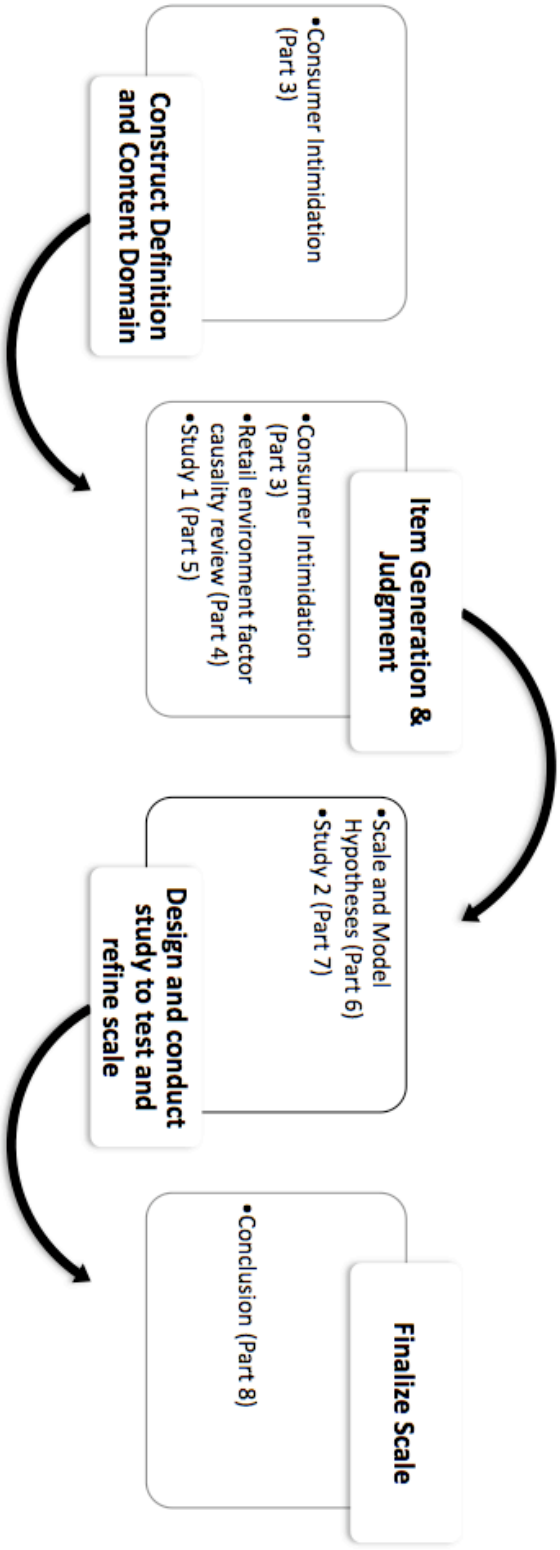
For Netemeyer, Bearden and Sharma (2003) finalizing the scale requires a further set of studies, including: additional item analyses, a CFA to help finalize and confirm the predicted pattern of relationships, additional validity testing and the application of generalizability theory (G-theory).

2.3 Approach to Scale Development

In line with the thesis requirements set out by our study program, several aspects of the above-outlined steps to scale development will need to be somewhat condensed; mainly in order to ensure that our research remains of a manageable scale. Their general four steps to scale development are retained, however with slight modifications within the steps. Below we account for these exact modifications, and portray the 'underlying approach' we will take to develop a Consumer Intimidation scale. That is to mean, that although our paper and research is not conducted under these specific steps by using them as headlines, our sections may still be categorized under these steps thus demonstrating the systematic manner in which we are approaching the development of our scale.

Essentially the modifications are to be found in steps two, three and four. As such, Step 1 remains the definition of our construct and clarification of its content domain, which may be found in **section 3 Consumer Intimidation**. In Step 2, the generation and judgment of items step, our corresponding paper sections are **sections 4 Retailing, SOR and Intimidation**, and **5 Study 1**. Section 4, structured by the S-O-R paradigm, provides a detailed review of retail management, allowing a better grasp of existing causal relationships within, and an initial consideration for the role and placement of intimidation in this context; this all increasing our understanding of intimidation and the factors that underlie, as well as our ability to develop an effective measure of the phenomenon. Section 5, our study 1, is where the first modification to the advocated process may be found, as the advocated item generation and judgment studies, and pilot study have been condensed into a single study. As will be described later in detail, this study thus strives to generate, judge and strip items from our scale, concluding with the proposition of an initial scale. Step 3, the 'Designing and conducting studies to test/refine the scale' step, is covered by our **sections 6 Hypotheses** and **7 Study 2**; Section 6 providing the content for testing, in the form of scale dimensionality, reliability and validity hypotheses, and section 7 entailing the actual study design and conduct. Here we have made a second modification to the original process, as only this single study will be performed to test the dimensionality, reliability and validity of our scale, in other words combining advised series of studies into one. Finally, Step 4, Finalizing the scale, corresponding with our **section 8 Conclusion,** will as a result of the above consolidation solely focus on formulating the optimal consumer intimidation scale, AND model, based on the research and analysis conducted. Below is a diagram of the modified process explained above and the parts of our paper that correspond to the respective steps.

Approach to Developing a Consumer Intimidation scale (Own Development)



3 Consumer Intimidation (CI)

The most logical point of departure in elucidating the subject of intimidation is by recapitulating its origins, associated afflictions, and its traditionally definitions and meanings. Not only will this provide a significant aid toward our initial item generation, by identifying and substantiating the content areas to 'tap' (note the terms in bold), but it will also lend considerable support toward our definition of Consumer Intimidation, allowing us to illustrate how this differs from the traditional understanding of intimidation.

3.1 Origins: Timidity and Intimidation

Intimidation, as is apparent from the wording similarity, stems from the feeling of timidity. Due to the little research and understanding there is of this phenomenon, the most helpful definition and meaning was provided by the open source Psychology Wikipedia. This characterized timidity as a "personality trait associated with feelings of **apprehension**, **lack of confidence,** or **awkwardness** experienced when a person is in proximity to, approaching, or being **approached by other people**, especially in **new situations** or with **unfamiliar** people" (http://psychology.wikia.com/wiki/Timidity). Interestingly, however, it also stressed that timidity is often used as a blanket-term for a host of related and overlapping afflictions, including; **shyness** around new people, **bashfulness**, **diffidence**, **lack of assertiveness**, **apprehension of interaction**, and social **anxiety** (http://psychology.wikia.com/wiki/Timidity). In light of this, timidity may even now be considered a rather vague and difficult to articulate phenomenon, perhaps also explaining the difficulty that exists in observing its occurrence.

In order to get a deeper understanding of this personality trait or feeling it will be helpful to draw on psychology literature. Here a rigorous Internet search rendered clinical psychology as the field of psychology where timidity, and thus intimidation, has received most attention. Just to clarify, clinical psychology is the field, which is concerned with teaching about, research about, or treatment of persons with any of the common mental health disorders (Stricker, Widiger & Weiner, 2003). With that in mind, the insight and understanding gained here is to be contemplated carefully before being accepted as 'truths'; seeing as its view of timidity, as a personality trait, and thus a much more extreme form, conflicts somewhat with our view of intimidation (See section 3.3.1; Intimidation as a state).

Nevertheless, clinical psychology describes timidity as a feature of Avoidant Personality Disorders (AVPD), along with shyness, feelings of **inadequacy** and social **hypersensitivity.** (Stricker, Widiger & Weiner, 2003). More specifically, they describe persons with such disorders as ones that try to avoid interpersonal contact, driven by the

belief that they are **inept**, **unappealing** or **inferior**. In that sense they are afraid of being **embarrassed** or **rejected by others**. Moreover they commented that associate features of avoidant personalities are hyper-vigilance, **low self-esteem**, and proneness to both **anxiety and mood disorders**. Epidemiological studies within the field have even been able to establish that AVPD, the trait that is, may be diagnosed to 1% of the general population (Stricker, Widiger & Weiner, 2003). Although, as will be justified later, we do not consider this to reflect the extent to which intimidation can occur. In any case, the field has provided valuable preliminary insight into the feeling of timidity, which we may use and develop in our item generation (see section 5.1.). Moreover, AVPD theory may also 'lend a hand,' in our justification of our hypotheses at a later point.

Timidity vs. Intimidation

Having explored the origins and feelings behind intimidation, the question remains, why have we decided to pursue the term intimidation as opposed to timidity? Although we consider the general meanings of the two terms as one and the same, we deem there to be several advantages to proceeding with intimidation. To an extent, the term is applied for aesthetic reasons, in that Consumer Intimidation sounds better than Consumer Timidity. Moreover, we also find that an advantage of using intimidation is that it is clearer and more widely understood, and hence easier for both laypersons, whether they be respondents in our studies or future readers, and academics, to relate to the phenomenon. In this sense, we are convinced that our work will attract great attention and attached greater significance under the concept of Consumer Intimidation.

3.2 Intimidation

So what does intimidation per se mean, according to www.dictionary.com, to intimidate is a verb with three meanings:

1. To make timid; fill with fear.
2. To overawe or cow, as through the force of personality or by superior display of wealth, talent, etc.
3. To force into or deter from some action by inducing fear: to intimidate a voter into staying away from the polls.

http://dictionary.reference.com/browse/intimidation

From the origins and definitions above, one gets the sense that the intimidation is an occurrence between one or more 'intimidators' and an 'intimidatee'. More specifically, where an intimidator makes the intimidatee feel uncomfortable, or even threatened,

potentially to the extent that he/she is forced into or deterred from a course of action. As such the definition implies a social aspect, emphasizing some degree of interaction between people, with a psychological and possibly behavioral consequence on the part of the intimidatee.

If one ventures a little deeper into these aspects of intimidation theory, psychologists and behavioral theorists have offered further insight into the occurrence of intimidation. Without exception, the topic of intimidation has been explored from the intimidator's perspective, and thus viewed as a behavior that he/she engages in. Perhaps because of this, psychologists and behavioral theorists have mainly been occupied with determining the extent to which the behavior is practiced, and for what reasons. To them, intimidation is most formally explained as "a maladaptive outgrowth of normal competitive urge for interrelational dominance generally seen in animals, but which is more completely modulated by social forces in humans" (http://psychology.wikia.com/wiki/Timidity). With regard to its existence, they contend that intimidation, like all other behavioral traits, exists in greater or lesser manifestations in all individuals over time, but that it may be more of a compensatory behavior (i.e. a behavior engaged in because of discontent with status quo) for some, than others. In any case, for our purpose, by acknowledging this they are concurrently postulating the existence of intimidation from the intimidatee's viewpoint.

They have also established that intimidation is a behavior, which is employed both consciously and unconsciously. That is to mean, that the intimidator may be both acting intentionally, and aware of the effect of their behavior, or he/she may be unaware of the effect that their behavior is having on the intimidatee. Regardless of whether conscious or unconscious, it is said to be a behavior that can be engaged in, in various manners, through: physical threat, glowering countenance, emotional manipulation, verbal abuse, purposeful embarrassment and/or actual physical assault.

3.2.1 Intimidation in Management Literature

In order to elucidate further meanings and applications of intimidation, this section will look at its treatment in a management context. In management literature, work has occurred along two lines, namely, as a subject of persuasion and one of impression management.

Similarly to our setting of interest, the work that has been done on intimidation, treating it as a persuasion topic, has studied intimidation in retail settings. Differently though, this work has approached the subject from a salesperson point of view, in other

words regarding it as an issue of how consumers may consciously be forced or rather persuaded into purchasing (i.e. a sales tactic). In this context, they referred to intimidation as the "use of any conscious technique by the salesperson to control the buyer-seller interaction" (Clawar, 1977). Clawar (1977) furthermore contends that various such intimidation techniques exist, grouping them into eight categories; the knowledge factor, control of communication, economic labeling, reciprocation expectations, status assertions, the trust of friendship technique, the 'get it while it lasts' approach, and the discount trick.

In the field of impression management, which studies the behaviors used by different individuals to influence the images that others have of them (Rosenfeld, Giacalone, & Riordan, 1995), intimidation is seen as one of the five distinct strategies that may be employed to accomplish this. Specifically in this context, intimidation is defined as those strategies where "people use aggressive or forceful behavior to be seen as threatening" (Bolino & Turnley, 2003). The research conducted has found that among female employees, the use of intimidation tactics of impression management is negatively related to supervisor ratings of likeability. In contrast, among males, the use of intimidation is unrelated to supervisor ratings of likeability.

3.3 Construct Definition and Content Domain

3.3.1 The Intimidation Construct

Having covered the origins, common definitions and meanings, and applications of intimidation in general, it is now possible to explain and distinguish our construct of consumer intimidation. Although several of the abovementioned facets of intimidation bear close resemblance to our definition of the phenomenon, several aspects do differ quite significantly. These differences are mainly due to the introduction of three novel premises, namely, the consumer's, or intimidatee's perspective, the confinement to a specific setting (retail settings), and the intimidation as a state.

The Intimidatee Perspective

As may be gathered from the above definitions and applications, intimidation has usually been treated from the intimidator's perspective. On the contrary we wish to explore the intimidation phenomenon from the reverse perspective, that is, the causes, feelings and effects on the person who is intimidated; the intimidatee. This change in perspective, we realize brings about several additional aspects to the variable, which are elaborated on below.

The greatest alteration that this change in 'intimidation point-of-view' brings about for intimidation is that it can no longer be seen simply as a behavior that is engaged in by someone, to provoke a desired response in a counterpart. The phenomenon must now be considered to be of a much larger psychological character. As such, we now proposed that intimidation is *an emotional experience, or feeling, with a potential behavioral consequence*, rather than merely a behavior engaged in.

To elaborate a bit on this added emotional aspect of intimidation, we emphasized the increased psychological nature of the construct, yet we still consider intimidation to be an irrational, and subjective, unpleasant psychological experience, which a person may have for a variety of reasons. We also postulate that 'intimidative' feelings may arise independently or through one or more feelings and emotions. That is to mean, that we do not feel there is one emotion, which will consistently cause someone to feel intimidated. Rather, the particular symptomatic emotion(s) will differ from person to person, and may occur as a result of several different emotions. To a large extent, identifying these emotions and feelings is what we are hoping to accomplish with our empirical work, and moreover to have comprehensively reflected in our final scale. As a final point, given that we characterize intimidation as an emotional experience, we also envision it as an occurrence, which may vary in strength.

The altered perspective also has implications as to the behavioral, or action related, aspect of intimidation. From this perspective, the action intuitively refers to the behavior of the intimidatee as opposed to the intimidator. More precisely, from this perspective we feel that the behavioral effects of intimidation should be seen more as potential consequences, yet not necessary ones, of the emotions underlying intimidation. Phrased differently, a person that feels intimidated is not required to act on it, in order for it to be an 'intimidated experience', as is often implied by general definitions of intimidation. e.g. "Intimidation- to force into or deter from some action by inducing fear" (www.dictionary.com).

Introducing the Retail Retting

The second premise for our study of intimidation is that it will be confined to retail settings. Essentially, this has two implications for our construct of intimidation. One, the setting constraint combined with the intimidatee perspective explained above, implies that our study does not seek to explore intimidation in general but rather that of shopper, or consumers; hence we term it *Consumer Intimidation*. Secondly, it has a significant impact on the types and number of causal factors, which are to be included and analyzed in the study

of intimidation. As has been previously expressed, intimidation has typically been considered to include a social interaction between two parties, the intimidator(s) and intimidatee. And although we agree that intimidation can occur by way of an intimidator intimidating an intimidatee, with this setting confinement we contend that other non-social, store specific factors (stimuli) exist, that are capable of intimidating persons, or rather consumers. More specifically, we believe that such factors may be intimidating on an individual basis, or in combination with other store stimuli. This broadened view of factors with intimidative capacities further suggests that our attention is just as directed at intentional intimidation (in the form of salesperson tactics) as unintentional intimidation, i.e. store factor combinations, that is environments, that have intimidating effects on consumers, but subconsciously from the store's perspective.

Intimidation as a State

The final premise, upon which our work and research builds, concerns the timeframe in which the construct should be seen and measured. As reviewed earlier, clinical psychology's view of intimidation, as a feature of Avoidant Personality Disorders, asserts intimidation or timidity as a trait that persons may have. As we see it however two general types of intimidation exist, namely, trait-intimidation and state-intimidation. Similarly to the research done on anxiety, which has split their efforts into studies of persons' short term anxiety levels, 'state-anxiety', and studies of persons' long term anxiety, 'trait anxiety' (Spielberger, Diaz Guerrero, & Strelau, 1990); we may divide intimidation in 'trait intimidation' and 'state intimidation'. In this sense, we thus see 'state intimidation' as the intimidation state we experience when something causes us to feel appropriately and temporarily intimidated and this intimidation retreats until we feel normal again. 'Trait intimidation', on the other hand, is the 'preset' level of intimidation experienced by an individual, one could also call it a person's general 'intimidatability' level.

3.4 Defining Consumer Intimidation

The above should have clarified how we envision the construct of consumer intimidation by comparing it to its traditional meanings and applications. Nonetheless we feel the necessity to formulate an accurate definition of the phenomenon, as we envision it at this point in time. That is to mean, that we are well aware that the prospective explorative studies, aimed at generating and judging items and analyzing factors, are likely to shed further light on the construct and therefore this definition is subject to modification. The construct of **Consumer Intimidation (CI)** captures: *an irrational negative emotional state,*

with potentially behavior altering consequences, a consumer is subject, where he or she is made to feel uncomfortable, awkward and/or threatened, as a result of one or more store environment stimuli and personal characteristics.

3.5 Scaling Consumer Intimidation

The question now remains, what is the purpose of our scale? What is it that we want it to measure? Although a person's (as a consumer) long-term 'intimidative traits' are of interest to us, our focus on consumer intimidation in retail settings requires that our attention be on short-term intimidation. Given this, the purpose of our scale will be to measure a consumer's 'state intimidation'. To be more precise, we wish for our CI scale to measure the level of state intimidation, and representing this by placing respondents an intimidation continuum (mild to severe), or rather between not intimidated to severely intimidated.

4 Retailing, SOR and Intimidation

The following chapter presents a review of the store environment factors that have been treated in consumer behavior literature over the years. The rationale behind this review is twofold; firstly, it takes a first step toward outlining a conceptual framework of Consumer Intimidation in retail settings by identifying: the store environment factors that could potentially intimidate consumers, the 'intervening variables' that may mediate/moderate intimidation, and the possible effects of intimidation on consumer behavior; these aspects will guide our explorative study of intimidation, by providing the general structure of our questioning (see section 5). Secondly, and very critically, it establishes what Cronbach, Meehl require for "a latent construct to have relevance in the social sciences", explicitly, that it be "grounded in a theoretical framework" (Cronbach & Meehl, 1955).

The specific area of research within retail management that our focus will be directed at is the one exploring the interplay between store atmospherics and emotional states, and the subsequent influence on buyer behavior. Naturally this line of research has been heavily influenced by the work of environmental psychologists. And consequently, probably the most influential contribution to the field came from such psychologists, in the form of the M-R model, proposed by Mehrabian and Russell in 1974. Specifically, they applied a Stimulus-Organism-Response paradigm to their framework for understanding individual behavior in environments in general. This theoretical framework significantly increased academics' understanding for the multitude of factors that are influential in environment-response relationships.

As such, our conceptual framework of intimidation will also rest on a SOR paradigm, including the literature review being structured according to the stimuli- organism- and response categories. Moreover, for each category, the 'factor type' will be defined in general, as well as in a retail context, then related to intimidation, and followed by a brief outline and description of the types of factors within each of the categories.

4.1 Stimuli & Intimidation

The 'S', or rather stimuli, of the SOR model, most generally constitute variables that affect the individual's internal state (Lewin, 1936; Kelly, 1955; Rotter, 1954), and in turn, lead to some behavioral response. Differently they have been conceptualized as something that rouses or incites action or increased action (e.g. Bagozzi, 1986; Belk, 1975; Kelly, 1955). In a consumer decision-making context they are thus those external factors associated with

a pending decision (Sherman et al., 1997). And more importantly, when applied to a retail setting, they may be termed store environment factors and take the shape of the physical as well as non-physical features of the store.

Given the above definition and application of stimuli to a retail context, we are now able to relate our intimidation construct to stimuli. Intuitively we envision the general causality between in-store stimuli and intimidation as one where the stimuli are the causes and intimidation is the effect. More specifically though, we only view this causal relationship as a potential one, due to the likely implication of and dependence on a variety of personal factors which will be discussed in detail in the following section (Organism) dealing with intervening variables. Further complication to this relationship is also caused by the host of store environment characteristics that exist (see below typology and table), and the difficulty that lies in isolating these factors, and thus establishing their respective effects, or 'intimidative capacities'. Here the potential relationship between stimuli and intimidation;

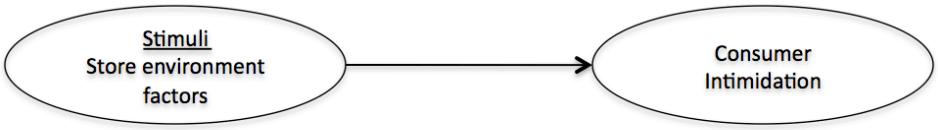


Diagram 4: Causality between store environment factors and Consumer Intimidation

In reviewing existing literature, it became apparent how difficult is has been to develop of an adequate and all-inclusive stimuli taxonomy; especially due to the many stimuli present in any store setting, as noted before. This we observed mainly because of the variety of different classifications of stimuli that have been conceptualized over the years to organize the study of in-store stimuli. Nevertheless, our review will use Baker's (1986) classification to structure the consumer behavior research that relates to retailing.

According to Baker (1986), the store environment and its components can be divided into three categories: *ambient factor*, *design factors*, and *social factors* (see below table for a detailed overview). **Ambient factors** relate to the surrounding atmosphere of a store's environment (excluding store design or any human variable) that is, background conditions e.g. temperature, lighting, music, cleanliness, clutter, space, scents, color usage and noise. All these in-store factors are proposed to influence the emotional state of the individual, and affect the behavioral responses elicited (e.g. Baker 1986; Baker et al., 1992; Bellizzi & Hite, 1992; Bellizzi, Crowley & Hasty, 1983; Bruner, 1990; Fried & Berkowitz, 1979; Harrell, Hutt & Anderson, 1980; Milliman, 1982; Yalch & Spangenberg, 1990).

Design factors, in comparison, are characterized as the functional and aesthetic components such as architecture, style and layout of a store. Examples of research within this category of factors include investigations into the effects of store knowledge and time pressure on unplanned purchasing (Iyer 1989; Park, Iyer, & Smith 1989), the effects of shelf space/location and the effectiveness of product displays (Cox, 1964; Kotzan & Evanson, 1969; Chevalier, 1975; Frank & Massey, 1970; Wilkinson, Mason & Paksoy 1982).

Lastly, the **social factors** category includes the factors that entail social interaction in the store setting, and therefore relate to two parties; the store employees and the shoppers. As a review of the literature showed, these parties present several different variables in a store environment, as they can be varied in terms of their number, type and behavior. For example on the store incumbent side, crowding, referring to the number of store incumbents, has been the focus of a number of studies that have examined the influence of other consumers on shopping behavior.

On the other side of the social factors, specifically the store personnel, studies have dealt with retail employees' appearances (Solomon, 1985; Kim et al., 2009), perceived listening behavior (Ramsey & Sohi, 1997), psychological adaptiveness (Goolsby, Lagace, & Boorom, 1992), the number and friendliness of employees (Baker, Levy, & Grewal, 1992).

STIMULI	FACTOR SPECIFIC	SCHOLARS
Ambient factors	**Atmospherics**	Kotler (1973) Baker, Levy, & Grewal (1992) Turley & Milliman, (2000) Bellizzi & Hite (1992) Bellizzi, Crowley & Hasty (1983) Bruner (1990) Fried & Berkowitz, (1979) Milliman (1982) Yalch & Spangenberg, (1990) Donovan, Rossiter, Marcoolyn & Nesdale (1994), Donovan & Rossiter (1982)
	Interior design	Donovan, Rossiter, Marcoolyn & Nesdale (1994), Donovan & Rossiter (1982) Grossbart, Hampton, Rammohan, and Lapidus, (1990) Herrington & Capella, (1996) Hui & Dubé (1997)
	Music music tempo music volume Music preference Background or foreground music	Yalch & Spangenberg (1990), (2000) Bruner (1990) Milliman (1982) Smith and Curnow (1966) Morin et al. (2007) Herrington & Capella (1996) Yalch and Spangenberg (1990), (1993) Areni and Kim (1993)
	Oder or aroma **Color**	Hirsch (1995) Mitchell, Kahn, & Knasko (1995) Bellizzi & Hite 1992; Crowley 1993 Bellizzi, Crowley and Hasty (1983)
	Lighting Lighting and mood Examination and handling of merchandise	Areni & Kim (1994) Butler & Biner (1987) Baker, Grewal & Parasuraman (1994)

	Music, lighting and retail people	Baker, Levy, & Grewal (1992)
Design variables	knowledge & time pressure effects on unplanned purchasing effects of shelf space Display price	Iyer (1989); Park, Iyer & Smith (1989) Cox (1964) Frank & Massey (1970) Chevalier (1975) Wilkinson, Mason, & Paksoy (1982)
Social/ Human variables	<u>Store incumbent</u> Customer crowding Customer characteristics Customer similarity/relatedness <u>Personnel</u> Employee appearance Perceived listening behavior Psychological adaptiveness Number and friendliness of employees i.e. Socal cues	Eroglu & Machleit (1990) Machleit, Erouglu, & Mantel (2000) Grossbart, Hampton, Rammohan, & Lapidus (1990), Haytko & Baker (2004) Solomon (1985) Ramsey & Sohi (1997) Goolsby, Lagace, Boorom (1992) Baker, Levy & Grewal (1992)

4.2 Organism & Intimidation

The 'O', or rather organism, part of the SOR model, constitutes the intervening variables, which Bagozzi (1986) defines as the internal processes and structures intervening between stimuli external to the individual and the final actions, reactions, and responses emitted (p. 46). These intervening variables entail a wide variety of different factors, including: personal characteristics, antecedent states (e.g. mood), and emotions/emotional states.

In attempting to apply our construct of consumer intimidation to this context, we consider it to be one of the many internal processes/structures within the organism, meaning that it is itself an intervening variable that is caused by a stimulus and capable of influencing behavior. Consumer intimidation being a complex negative emotional experience, we see it internally within the 'O', as constituting a mediating variable that interacts with, or even depends on, other intervening variables. More specifically, its occurrence may be caused both simultaneously with or mediated by, one or more of the intervening variables that are reviewed below. As may be seen in the below diagram, we feel that our construct is most closely related to emotional intervening variables, it itself being an emotional experience.

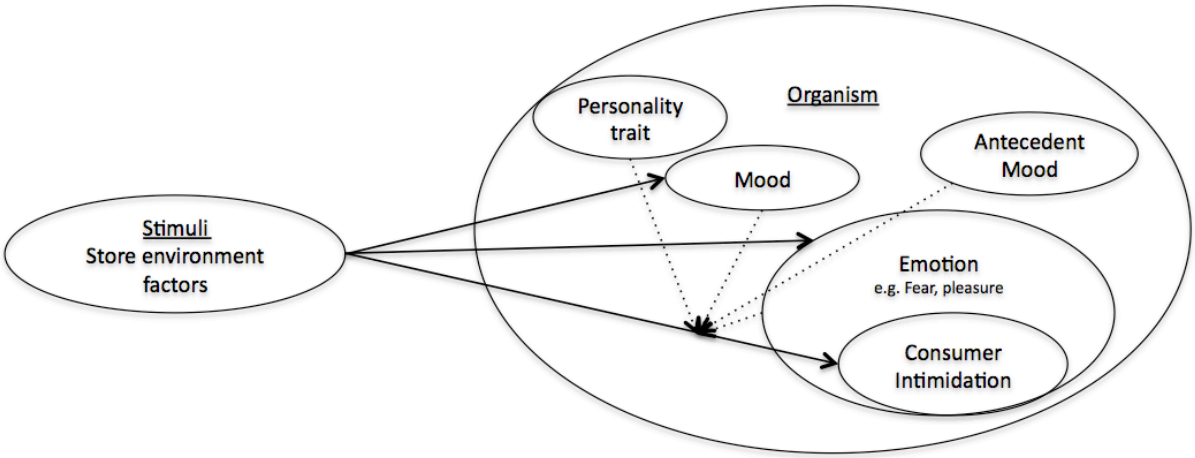


Diagram 5 : Causality between store environment factors, intervening variable and Consumer Intimidation (Own development)
(N.B. This diagram is not complete, but merely serves the purpose of illustrating the causal relationships present)

: Direct Effect

: Mediating Effect

To achieve a comprehensive review of theory and studies conducted on intervening variables we shall use the categories of factors that were previously identified, namely, personal characteristics, moods and emotions. Below these categories are expanded upon and finally concluded on by means of a table, which reviews studies conducted in each category.

Personal characteristics, constitutes an intervening variable category, that within past research have consensually pertained to a variety of characteristics that are specific to each individual (e.g. age, gender, religion, lifestyle). Moreover they have also been seen to entail a person's personality traits. These, as is commonly done, may be grouped into five fundamental traits, including, extraversion, neuroticism, agreeableness, conscientiousness and openness (Tupes & Christal, 1961).

The second category of intervening variables that have been given much academic attention is **emotion.** Holbrook and Hirschman (1982) were the first to stress the significance of emotions and consumption experience in consumer behavior research. Specifically they recognized the role of consumers' feelings and fantasies, which then led to a newfound interest in the emotional aspect of consumption experience. Other scholars went further, and conceptualized the emotional experience into five components, feelings, thoughts, action tendencies, actions, and motivational goals (Frijda, 1987; Plutchik, 1980). Most importantly though for our interest, is that research recognized a consistent interrelationship between emotions and decision processes (Isen, 1984).

A wide range of emotions has been studied in consumer research, and scholars have attempted to characterize emotions by developing different typologies of basic emotions

(Mehrabian & Russell, 1974; Plutchik, 1980). Plutchik represent one approach, where basic emotions are viewed as biologically based and universally experienced. This biological perspective has been highly influential in consumer research; particularly Plutchik's emotion theory is regarded as one of the most prominent typologies for emotional responses (Richins, 1997). Plutchik used an evolutionary approach to conceptualize eight "primary" emotions that have adaptive significance in the struggle for survival (Plutchik, 1980, p. 138). The eight primary emotions consist of fear, anger, sadness, disgust, surprise, anticipation, acceptance and joy. As will be seen later (see research questions and hypotheses building), this 'typology' may be used toward our research to achieve, in an all-inclusive manner, the effect of different emotions on persons' intimidation experiences, but moreover, also a rigorous comparison of our construct of intimidation to existing emotional constructs. The Pleasure- Arousal -Dominance (PAD) emotion scale developed by Mehrabian and Russell (1974) is the other typology or set of dimensions which has had a particular impact in consumer behavior research. Marketing scholars have used the PAD scale to assess emotional responses to some types of marketing stimuli in an environmental context (Richins, 1997). Thus, the PAD emotion scale can be considered as an alternative emotion typology to Plutchik's "primary" emotions.

The third category of intervening variable is **mood**. The terms emotion and mood are often treated interchangeably, although most academics suggest they represent two different constructs that are closely related but distinct phenomena (Beedie, Terry, & Lane, 2005). Gardner (1985) conceptualized mood as feeling states and according to Babin, Darden, and Griffin (1992), "emotion appears to be the encompassing term, with affect and mood as particular types or examples of emotions". What we can derive from this definition is the indication that mood is a strain of emotional state. Mood was recognized as a factor that could influence consumer behavior, and Belk included mood as one of the antecedent states in Belk's (1975) typology of situations. Specifically, studies have shown moods to be an important set of affective factors (Gardner & Vandersteel, 1984) that are easily influenced by relatively little environmental variables (Isen et al., 1982). Moreover, besides examining the controllable and uncontrollable factors that could affect moods, consumer studies have explored the influences of mood valence, indicating that negative moods have shown to be more influential than positive moods (Babin & Darden, 1996).

ORGANISM **Intervening Variables**		**SCHOLARS**
Personal characteristics	5 fundamental personality traits	Tupes & Christal (1961)
Emotions	Emotional aspects (feelings and fantasies) of consumption experience	Babin, Darden, & Griffin (1992)
	Emotional experience	Holbrook & Hirschman (1982)
	Emotional experience (categories)	Frijda (1987)
	PAD emotion model	Plutchik (1980) Mehrabian & Russell (1974); Russell & Pratt (1980)
Emotions in retailing	Pleasure and arousal, approach and avoidance behaviors	Donovan & Rossiter (1982) Donovan, Rossiter, Marcoolyn, & Nesdale (1994)
	Emotion and mood distinction	Beedie, Terry & Lane, (2005)
	In-store shopping behavior (consumer involvement)	Lundberg, Rzasnicki, & Soderlund (2000)
Antecedent moods	Typology of situations	Belk (1975)
	Moods	Clark (1982) Clark & Isen (1982) Isen (1984) Isen et al. (1982) Mehrabian & Russell (1974) Donovan & Rossiter (1982) Gardner & Vandersteel (1984) Gardner (1985)
	Moods and purchase behavior	Swinyard (1993) Spies et al. (1997)
	Negative moods	Babin & Darden (1996) Adaval (2001) Pham (1998) Schwarz (1990)

4.3 Response & Intimidation

Lastly, in the SOR model of consumer behavior, Bagozzi (1986) conceptualizes the 'R', or the response, as the final outcome or final action toward or reaction of consumers, including psychological reactions such as attitudes and/or behavioral reactions.

Our definition and present understanding of consumer intimidation infers that the construct is an intervening variable between a stimuli and the behavior a consumer elicits. The exact responses that CI may elicit will be looked more closely at, in the form of hypotheses and justifications, in section 6.2.3. In order to make these hypotheses it is necessary to have a thorough look at the Response side of the SOR model. Here, Mehrabian and Russell (1974) hypothesize that all responses toward and within an environment can be considered as approach or avoidance behaviors. This approach and avoidance concept was borrowed from Wundt (1905) who argued that due to mood and environment evaluation, behaviors could be characterized in terms of approach or avoidance.

Approach and avoidance behaviors are according to the MR model a result of the emotional states that an individual experiences within the environment. Donovan and Rossiter (1982) were first to apply the MR model to study store atmosphere. Their research was considered a breakthrough in store environmental research, since previous studies lacked sufficient documentation of how effects of store atmosphere could influence retail

shopping behavior. When Donovan and Rossiter (1982) applied the MR model in a retail setting, they recognized four distinguishable aspects of the approach and avoidance behaviors; ***Physical approach and avoidance*** refer to a desire to stay in (approach) or to get out of (avoid) the environment. In a retail setting, this type of behavior describes consumer's intention to stay or get out of a store. ***Exploratory approach*** relates to a desire or willingness to explore the environment, i.e. the store; *exploratory avoidance* refers to a tendency to avoid interacting with the environment or a tendency to remain unresponsive in the environment. ***Communication approach*** relates to a willingness to communicate with others in the environment, whereas *communication avoidance* refers to a tendency to avoid interacting with others or to ignore communication attempts from others. In a store environment, this would mean approaching or ignoring e.g. sales personnel, floor staff, and other customers. ***Performance and satisfaction approach and avoidance*** refer to the degree of enhancement or hindrance of performance and the level of satisfaction with task performances. In other words, the level of satisfaction with shopping performances is determined by factors such as repeat purchase-frequency, the amount of time consumers spend in a store, and their money expenditures.

To conclude our exploration of a retail environment modeled in an SOR framework, we have added this final response category to the preceding diagrams, to produce a more complete picture. A picture which puts multiple categorized variables into perspective, and undoubtedly aiding our understanding of Consumer Intimidation as well as the prospective CI model and scale hypothesizing (see section 6).

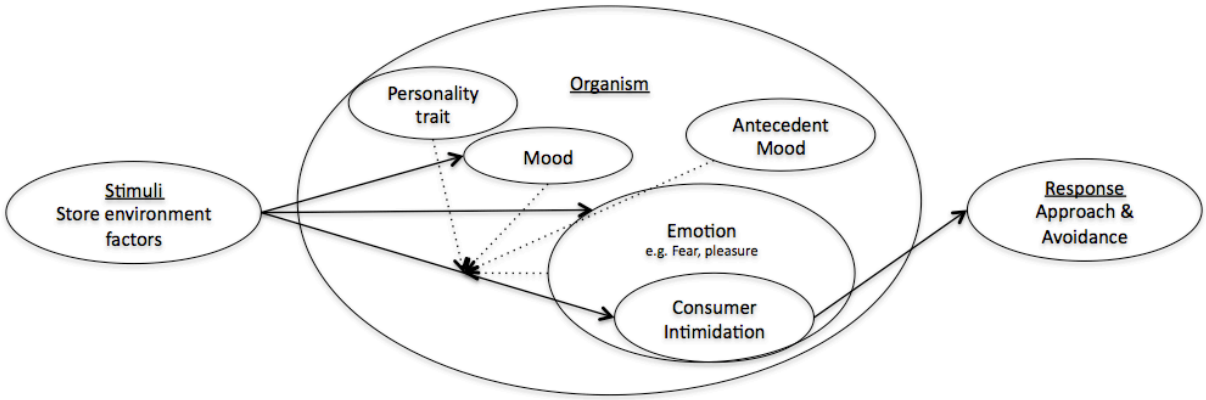


Diagram 6: Causality between store environment factors, intervening variable and Consumer Intimidation (Own development)
(N.B. This diagram is not complete, but merely serves the purpose of illustrating the causal relationships related to our construct)

: Direct Effect

: Mediating Effect

The diagram depicts our view of consumer intimidation (CI), as an intervening emotion variable within the organism category. And consequently, in a similar manner to mood and other emotions, can be evoked or triggered by in-store stimuli, as well as being capable of affect the consumer's behavioral response. That said, the illustration should also draw attention to the effects, we believe, personality traits, moods, and emotions, have on the causal relationship between in-store stimuli and consumer intimidation. Specifically, the dotted arrows that lead from the other intervening variables to the arrow between stimuli and CI indicate that the effect of stimuli on CI depends on the organism's personality traits, and as we have already indicated, that CI may be caused both simultaneously with or with an influence of one or more of the intervening variables (e.g. mood). Lastly, as revealed just recently, the diagram shows the influence that CI has on the response category; which we at this point consider plausible but not necessary. In other words, a person (consumer) might not act upon experiencing intimidation, and thus, a behavioral change cannot be monitored.

5 Study 1

Having explored intimidation in some detail, studying both its general meanings and developments within clinical psychology (section 3), as well as making an initial attempt of 'placing' the construct within existing theory through an SOR framework (section 4); we still feel as if it is a topic of which we know quite little. Accordingly, we deem it appropriate to undertake an explorative study, in order to become more familiar with the phenomenon, its causes and underlying factors. This, before we develop a model and set up a rigorous design for its comprehensive investigation. Explicitly, we therefore have three aims with our preliminary explorative study; (1) Identifying store environment factors and intervening variables with a causal relationship to intimidation, (2) generating new content and items toward the development of our scale, and (3) judgment of the content areas and items which we arrived at through an initial item generation and writing exercise (see section 5.1).

5.1 Initial Item Generation & Writing

In order to achieve the above objectives, in particular objective 3, an initial item generation and writing exercise had to be undertaken, in order to propose a list of initial content areas and items, which the respondents of our study could then judge. Please see Appendix B for this list.

The list of content areas and related items was produced by maintaining a focus on both the construct content and proportionally covering this content, as was advised in the theory on content validity. Furthermore following the advice of Netemeyer, Bearden and Sharma (2003), we began by paraphrasing the intimidation construct, and then worked from there, to arrive at the content areas of relevance, and a host of ways to asking about these content areas.

The theory advised that a random subset of appropriate content areas be used to construct the scale, and therefore the content areas included that were done so supported by the timidity and intimidation background reviewed (see the words in bold section 3.1), in combination with some additional dimensions that we felt could potentially bear a relevance for intimidation as well as some dimensions of seemingly less relevance. The reasoning behind this is simply to secure item appropriateness, and consequently be able to contend a 'content valid' scale at the end of the process.

Looking at the list of items (see Appendix B), these have been organized into what we view as the overarching dimensions (content areas), with various sub-items, that we see as digging at different aspects of these dimensions with slight variations. That is to mean,

that although many of these items, or questions as they appear, seem very similar, we feel that they pry at different aspects of the dimensions, and may therefore eventually unveil different and significant insights. Importantly, seeing as the purpose of this 'exercise' was to identify and judge the major and minor dimensions of our construct, they were written for the purpose of providing the content and structure of our initial explorative study, which seeks to generate and judge initial scale items (See Study 1- section 5).

Whilst brainstorming about these items, and subsequently writing them, substantial thought was also put into the response format that would be used should these items be employed in our scale. Simultaneously with the item writing it was agreed that a Likert-scale type response format would best serve the purpose of our scale (i.e. Scale anchors: Very unlikely (1) very likely (6)). Firstly, such a format allows us to present all our items as declarative statements, to which the respondents respond indicating varying degrees of agreement. Moreover, such formats are also the ones most typically used in instruments measuring opinions, beliefs and attitudes, which is the case for our intimidation construct.

5.2 Method

Returning to the study itself, due to the diverse intentions we have with this, two separate interview types had to be formulated and conducted. One, intended for respondents from the population of interest, that is general laypersons, and the other designed for the input of experts within the fields of research methodology and scale building. Six one-to-one personal interviews were conducted with laypersons. In addition, 3 interviews with experts were gathered by means of a few open-ended questions as well as a series of more closed Likert scale type questions. The structure and content of the interviews will be addressed in detail in the following section (Interview Design).

5.3 Interview Design

Layperson Interviews

The layperson interviews took the form of a series of semi-structured qualitative, in-depth personal interviews (see Appendix C for our study 1 interview guide). This approach was adopted as it provides a certain degree of standardization of questions and of the recording of answers, at the same time as enabling substantial flexibility in the interviews (Bryman & Bell, 2003). This flexibility lies in our ability to vary the sequence of our questions, and moreover, in the ability, or rather opportunity we get, to ask further

questions in response to answers we find particularly interesting and of value to our research.

Regarding the actual structure of the interviews, we developed an interview that consists of three distinct research categories, and is characterized by what is known as a 'funnel approach'; commencing with general introductory questions, thereafter continuing with Intimidation Model questions regarding personal intimidation experiences, and subsequently inquiring more specifically into the underlying causes and factors of intimidation with Scale development questions. Specifically about the questions articulated for our interviews, these, with the exception of the introductory questions, are open-ended questions that will allow for more interpretation and control of their answers on the part of the respondents. And considering that these types of questions are often employed for their usefulness in exploring new areas, or ones in which researchers have limited knowledge, they seem ideal toward our research objectives. Finally, and quite importantly, the questions in our interview have been constructed in such a way that they may be asked to both individuals with prior experience with intimidation, allowing for memory of such experiences, as well as those who have not had personal experiences with the phenomenon and are thus required to rely on their opinion, belief and attitude.

The purpose of the '*introductory questions*' (see Appendix C) was to determine who the respondent is, based on a few simple demographic variables, and to establish how much the respondents shop, and moreover their confidence in such settings. Whether the respondent has ever felt intimidated in a retail setting is inquired early on, to establish if the respondent can relate to the topic, and more importantly, if there is a personal intimidation experience that he/she may use to guide their answers for the remaining questions.

The '*Intimidation model*' section of questions is structured along the S-O-R model, thus, the questions followed the identified typologies within those categories and address the factors discussed in the literature review. The approach taken in this section was to have the respondents recall an intimidation experience in a retail setting, and explain what was intimidating and why. Whether they were able to recall such an occurrence or not, respondents were also ask to consider factors that they thought could hypothetically intimidate them, or others. This was done to get those who were not comfortable talking about such experiences as personal experiences to 'open up', and moreover to gain further insight as to potentially intimidating store factors.

The point of departure in this section was thus to have the respondents recall intimidating situations, and using our interview guide as a checklist of topics that they touched upon during this recall. Subsequently, the questions or beforehand-identified variables, which the respondent had not identified or reflected upon, were then addressed. This provided for an interview with a natural flow, and one that yielded thorough responses. This approach was applied in a similar fashion when asking the respondents about the possible intervening variables that could mediate intimidation (i.e. intimidation questions within the Organism category). In contrast though, subsequent to having respondents recall emotions they felt during the experience, a chart of emotions and close-ended questions were used in order to aid the respondents identified further emotions/feelings linked to intimidation; mainly because they are not expected to be aware or able to name all existing relevant emotions. Especially concerning these intervening variables (i.e. moods, emotions and feelings) we were also aware that some might find it difficult to put their thoughts and feelings into words, due to the personal nature and sensitivity of the topic. This we tried to compensate for by asking respondents to characterize the type of persons they felt would be most prone to be intimidated, as opposed to have them describe their own personality traits.

Lastly, regarding the intimidations questions from the response category, here respondents were again given the chance to recall, from their personal experience, the effects of intimidation on their buy behavior and shopping intention. This was then followed by a series of closed-ended questions, which more specifically classified the likely outcomes according to avoidance or approach behavior, and moreover whether it was with physical, exploratory or communicative consequences.

Looking at the '*Scale development questions*', questioning was again done by first providing the respondents with an open-ended question, asking them to explain intimidation as a concept; by any means they felt appropriate. This was then followed by a more closed question, where they were provided with a list of items, based on our item writing categories, and asked to place them within three categories of relatedness: a) very related to intimidation, b) somewhat related and c) not related to intimidation. Essentially, this open then closed questioning sequence is done in order not to initially 'guide' respondents to topics (e.g. uncomfortableness) that we felt were significant. This we felt would enable us to identify further relevant topics for our scale, but at the same time, with the closed questioning, to get the respondents' to judge our originally identified topics. Finally, it should also be noted that some of the Intimidation Model questions also served as

content for Scale development since they helped reveal various underlying causes and factors of intimidation. For instance, the questions that address mood states and emotions could also be characterized as scale developments questions.

Expert Questions

The questions for expert had a more structured nature and mainly be characterized by Likert scale type responses, as suggested by Netemeyer, Bearden & Sharma (2003). These questions were exclusively scale development questions, and the purpose was two-fold, in that we wanted to have the experts generate new items as well as to judge the items suggested. Similarly to the scale development questions in the layperson interview, experts were first asked to explain intimidation openly, and thereafter to place our identified items into the three categories of relatedness. Besides asking the experts to suggest further content areas of items, they are also asked to judge or 'rate' our created items on three criteria, namely, representativeness, clarity, and specificity. What was required of the experts was thus to judge each item statement on these characteristics, in order for us to determine the ones that are most clear, representative and specific in terms of its content area, and eliminate those scoring less on these attributes. Please see Appendix D, for our interview questions and the respective rationales behind them.

5.4 Results and Discussion

The study provided great insights for constructing the Intimidation Model and as well as for the development of out intimidation Scale. In this section, the findings will be discussed in relation to their implications for the content of the Intimidation Model, and the Scale. Findings relating to the Intimidation Model cover examples of intimidating retail experiences recalled by respondents (i.e. laypersons), and factors that respondents found intimidating or imagined could intimidate others. Additionally, the intimidating effect of the factors within Stimuli, Organism and Response categories will be discussed. The discussion will draw attention to those factors of intimidation that should be added for further investigation in Study 2. Findings relating to scale development include the laypersons' and experts' explanation of intimidation, their recollections of the emotions associated with intimidation, and their judgments of the content areas' relatedness to intimidation; the selection of content areas and items for the initial scale for Study 2 will thus be based on the given insights from study 1.

5.4.1 Intimidation Model Findings

Concerning the commonness of consumer intimidation, the general consensus between the respondents was that intimidation was a common occurrence, and they could all recall a retail experience in which they felt somewhat intimidated. Even though the respondents agreed that they had at some point felt intimidated, some of them were unsure if they would consider intimidation as a common phenomenon in a retail setting. They contemplated whether this was something that happened often and to a lot people. The immediate reaction of a couple of the respondents was that intimidation probably did not happen that often. Interestingly enough, the fact that they could all give examples of store intimidation challenges this initial disbelief. The respondents later admitted that their intimidation episodes were something that they could imagine had happened to others as well, and they concluded that a great deal of people most likely had felt a degree of intimidation; however, where and when one would feel intimidated was very circumstantial and highly depended on the situation and the store.

Recalling an Intimidating Retail Experience

The intimidating retail setting examples that were given included high-end fashion designer brands store (Versace, Gucci, Luis Vuitton), lingerie stores, sex shops, young high street fashion store (Monki), and department store (Magasin). The implication is that intimidation can occur in different retail stores, and since the examples differ in terms of product, brand and store setting, it indicates that feeling intimidated in a store is determined by different factors. The examples suggest that consumer might easily be intimidated in high-end stores, given the stores' distinctive appearance and atmosphere. What is characteristic about lingerie and sex shops, is that the stores are carrying products that are very personal and private to the consumer.

Some of the most prominent factors that the respondents recalled intimidating, involved first-time visit to the store, sales person's attitude and appearance, overwhelming and complex store layout, being the only customer present in the store, and feeling out of place in the store.

Intimidation and In-store Stimuli

Identifying the Intimidating Aspects of Ambient, Design and Social Factors

The respondents voiced different opinions concerning the likely intimidating effects of ambient factors, design factors and social factors.

In terms of the intimitability of in-store stimuli, the respondents voiced different opinions, though social factors, particularly those related to the number and availability of sales people and other customers, were weighted more than ambient and design factors. Within the social factors, respondents were asked to distinguish between the effects of sales personnel, other shoppers and co-shoppers. Sales personnel were perceived to have the strongest intimidating effect through their attitude and appearance. A general consent among the respondents was that the feeling of being observed by the sales people made them feel uncomfortable and inadequate. Being approached by a sales person in less familiar environments was considered as potentially very intimidating. Rude and dismissive sales personnel in particularly, were perceived as intimidating. Moreover, respondents also recalled feeling inadequate if the salesperson showed a lack of interest; the respondents would feel belittled and insignificant, especially if they felt that they were invisible and intentionally ignored. Regarding a salesperson's physical appearance, some respondents said that it did not have any significant effect, while others admitted that they would likely be more easily intimidated by a person who was really attractive, as their attractiveness would make the respondents feel more self-conscious. However, the respondents stressed that the intimidating effect of a sales person's physical appearance could be negated if the sales person seemed nice, approachable and genuine.

In terms of the number of sales personnel present in the store, respondents were somewhat indecisive as to which situation would be more intimidating: few vs. many salespersons. They explained that other elements should be factored in, and the intimidating effects of few vs. many sales persons varied, depending on the store and the situation. Perhaps this relation between intimidation and number of salespersons is best explained by one of the respondents who stated that "the level of intimidation is correlated with the proportionality of the customers, salespeople available and store size." In other words, if customers are outnumbered, they are more likely to feel intimidated.

Regarding the role of other shoppers, quite a few respondents said that usually they do not pay attention to the presence of other customers, unless the respondent is in a less familiar

environment, possibly a first-time visit to a store, and feels that he/she stand out among the other customers.

The most prominent intimidating aspect related to other shoppers proved to be the number of them present in the store. Being the only customer in a store was largely considered intimidating, thus, the presence of other shoppers was preferred. However, the respondents also agreed that they would most likely be discouraged from either entering or staying in a crowded store with cues by the cashier and fitting rooms. Hence, an empty store, as well as crowded store could very likely be intimidating on a consumer.

Compared to the role of sales personnel and other shoppers, co-shoppers appeared to have a lesser effect. Only one respondent could recall a situation in which she had felt intimidated while shopping with a friend. The presence of the friend, made the respondent very self-conscious, and somewhat intimidated; she was not comfortable in letting her friend see her try on clothes.

Other in-store stimuli implications for the Intimidation Model, involved design factors; (the combination of) size and complexity of the store and its layout were recognized as significant for the a consumer's store impression and experience, but the interrelationship between these design factors and intimidation were less transparent; supposedly because the respondents claimed that there were often other factors involved, and the intimidating effects of design factors depended on the store and the situation. Each respondent gave different scenarios in which size, and layout differed, yet, they were proposed to have an intimidating effect. For example, one respondent argued that large stores would be less intimidating, unless there were no other customers in the store whereas another respondent perceived huge and spacious stores as intimidating and uncomfortable, as the open space made the respondent feel more exposed and observed by others in the store.

Among ambient factors, the respondents recognized that lighting and music could influence the shopping experience; however, the effects of lighting and music were also considered to be circumstantial. Respondents recognized that scenarios with either dim lighting or too bright lighting could possibly have an intimidating effect. With regards to music, respondents claimed that the ideal music would complement the store's profile and attract and appeal to the target segment. To that, it was added that customers who did not belong to the target segment, would most likely perceive e.g. loud music as annoying and disturbing, and these customers would very often leave the store. Thus, the effects of music were considered more related to annoyance and disturbance than intimidation. What is

most significant about the influence of music is that the respondents expressed that the effects were mediated with each individual customer's personality.

The implication from these findings of in-store stimuli, is that social factors appear to be more influential in comparison to design and ambient factors. Particularly, salespeople's attitude and behavior and perceived store crowd density were interpreted and suggested as common causes of intimidation. Assuming that more people will easily be intimidated by perceived store-crowdedness, we intend to select this factor as the in-store condition for testing the scale and model.

Characterizing an Easily Intimidated Person and Recalling the Role of Moods and Emotions

On the matter of mediating variables, personality traits such as low self-esteem, insecurity, being introverted and self-conscious were identified as variables that could mediate intimidation. In other words, a person with these personality traits was considered more vulnerable, and proposed to be an easily intimidated person.

In terms of moods, it took the respondents a while to recall the mood they were in, prior to and during, the shopping experience. Most of the respondents explained that they were in a relatively good mood prior to the incident, and even though they might have felt uncomfortable while being in the shop, they stressed that intimidation did not have any altering effects. Upon leaving the store, the respondents felt relieved, and returned to their "initial good mood". None of the respondents indicated that their mood prior to the shopping experience had any influence on feeling intimidated. That said, respondents agreed that mood was an influential factor of shopping behavior and related to intimidation. Even though the respondents initially could not recall that their mood had any effect on feeling intimidated, they proposed that people in negative moods would be more easily intimidated compared to those in positive moods.

Possibly the most significant and relevant variable for both the Intimidation Model and Scale involves emotion. The emotions which respondents thought as relating to and as well as mediating intimidation, include awkwardness, un-comfortableness, nervousness, anxiousness, fear of being judged, feeling unfamiliar and inadequate; hence, these emotions are among those that characterize the organism in the CI model. The respondents' recollection of the emotions felt while being intimidated, implicated that intimidation constituted a strain of emotions in which fear, submission, apprehension, vigilance and annoyance were considered to be the dominant ones. The respondents' interpretations of these emotions' relatedness to intimidation will be elaborated in a discussion of the Scale development findings concerning content areas and item selection.

Potential Behavioral Responses of Intimidation

The respondents revealed that the common outcome of the intimidating retail experiences was to leave the store. They left the store because they felt uncomfortable, insecure and inadequate. Only one respondent ended up buying an item in the store. In general though most of the respondents could not recall a situation where they were actually intimidated into buying something, but they would not dismiss the possibility of this happening. The general consensus among the respondents was that an intimidated person would behave differently in stores, as an intimidated person would be less inclined to stay in a store that made them feel at dis-ease. Moreover, the respondents agreed that a decreased purchasing desire and spending were very likely outcomes for an intimidated consumer. Other potential behavioral responses included: spending less time in the store, a tendency to avoid interacting with others in the store and remain passive in the store. Similarly, most respondents suggested that intimidation would result in a decreased desire or willingness to communicate with people present in the store. The nature of these likely behavioral outcomes is characterized as avoidance. Although avoidance behaviors are proposed to be the likely outcomes of intimidation, it is important to stress that intimidation does not necessarily lead to any of these avoidance responses, in fact, a person could feel intimidated without acting upon it, and thus, intimidation can occur without eliciting any altering responses. Whether a person is intimidated into a purchase, or a person who despite being intimidated ends up buying something, indicate that approach behaviors should also be included in the response category of the Consumer Intimidation Model.

5.4.2 Scale Development Findings

As has been noted, the emotion questions posed in our interviews actually belong with the organism related question. However, due to the close association we see between these emotions and consumer intimidation, many of them potentially being caused by intimidation, they are included as part of our item generation section. The input for our item generation thus consists of the emotion questions, the concept exploring question, along with our own initial input from timidity theory.

Intimidation Related Emotions & Item Generation

A variety of answers were generated when respondents were asked to explore the concept of intimidation and describe the factors involved that could intimidate them or others. Among the laypersons, un-comfortableness, unpleasantness, overwhelming, self-consciousness, feeling insecure, feeling inadequate, feeling one is being observed by others,

vigilance and fear were mentioned as descriptors of intimidation. The experts' interpretations of intimidation were very similar to the laypersons', and besides the aforementioned factors, intimidation was also explained as relating to feeling pressured or forced into something (with a negative connotation), confronted with uncertainties or something that is unfamiliar or alienating, feeling deterred from doing something because the person is instilled with a form of fear of the situation, being outside your comfort zone, and fear of having your insecurities exposed. One of the experts expressed that intimidation was a social phenomenon that potentially could be weakened or strengthened by factors such as lighting, physical space, and colors.

In the open-ended question about the emotions that respondents had felt whilst intimidated, many of the emotions recalled were quite similar, including: awkwardness, uncomfortableness, nervousness, anxiousness, fear of being judged, feeling unfamiliar and inadequate. The closed question thereafter, where respondents were presented with a (Plutchik's) chart of emotions, undoubtedly helped the respondents identify, or name, further emotions that they had felt. These included: *submission, annoyance, admiration, vigilance, sadness, amazement, awe, surprise, distraction, interest, fear, grief, disapproval, acceptance, terror, anticipation and apprehension.* Some of these emotions (e.g. amazement, awe, grief, distraction, interest, anticipation) appear unrelated; these emotions were mentioned once, and only recognized because respondents associated the given emotion with his/her personal intimidation incident. Therefore, particularly these emotions' relatedness to intimidation is suggested to be highly subjective and sensitive to the circumstantial nature of the individual's experience.

Nevertheless, the responses also revealed that some emotions had stronger connections to intimidation; these emotions, which were suggested by more than one respondent, included: *fear, submission, apprehension, vigilance and annoyance*. Being intimidated was considered to include a degree of fear for something unfamiliar, unpleasant and unexpected. Similarly, apprehension was considered as a notable representative of intimidation, because respondents interpreted that intimidation involves a fear of something bad or unpleasant is about to happen. Vigilance was also considered as relating to intimidation, as respondents interpreted that feeling intimidated includes an increased feeling of cautiousness. Differently, several of the respondents also found annoyance as a related feeling to their intimidation incidents. And finally, submission was considered to have a strong relation to intimidation. One of the respondents explained that intimidation constitutes being frightened or overawed by something that leads the person to yield to the

will of another person. Another respondent interpreted this submissiveness as losing control and letting the situation take charge of you.

The respondents' interpretations of fear, submission and apprehension support our initial proposal of including them in the scales given their strong relatedness to intimidation. In addition, the questions revealed that feeling intimidated could also relate to vigilance. Given this insight, *vigilance* will be a new item added to our initial item selection.

Initial Content Area Judgment

In order to identify those content areas that would qualify as appropriate items for our scale, the respondents and experts were given a list of potential intimidation content areas and asked to rank each of them according to their relatedness to intimidation. In order to extract the most relevant content areas from this question the three options were coded using 1, 2 and 3, with 1 being equivalent to non-related, 2 as somewhat related, and 3 equals very related. Using this coding an average score of the sample of nine respondents (six laypersons and three experts) was then calculated for each content area to determine which ones should be included in the scale and which should not. The value that was set as the prerequisite to be included in the scale was 1.9. This value of 1.9, below 2 (somewhat related), was selected in order to include any additional content areas that had some degree of relevance for our construct. The content areas and their average values are shown in table below:

Content areas	Average
Self-confidence	**2.78**
Awkwardness	**2.78**
Uncomfortability/Dis-ease	**2.78**
Embarrassment	**2.33**
Apprehension (Fear)	**2.67**
Shyness	**2.33**
Stress	1.89
Excitement	1.11
Boredom	1.11
Feeling threatened	**2.67**
Ability to concentrate	1.33
Feeling Inadequate	**2.89**
Being Distracted	1.44
Unfamiliarity	**2.56**
Anxiety	**2.33**
Sadness	1.33
Fun	1.11
Ability to maintain Interest	1.11
Submissiveness	**2.00**
Perception of Being observed	**2.78**

As a result, the excluded content areas were stress, excitement, boredom, ability to concentrate, being distracted, sadness, fun, and ability to maintain interest. The remaining content areas with average values between 1.9 and 3.0 are self-confidence, awkwardness, uncomfortability/dis-ease, embarrassment, apprehension (fear), shyness, feeling threatened, feeling inadequate, unfamiliarity, anxiety, submissiveness, and perception of being observed.

Initial Item Judgment

The list of potential intimidation content areas was also presented to three expert respondents, with expertise in the areas of research, retailing and linguistics. As proposed by Netemeyer, Bearden and Sharma (2003), they in turn were given the more specific task of rating each item within the pre-selected content areas on three criteria: their representativeness, clarity and specificity. As can be seen in the initial item writing (See Appendix B), we had come up with one or more item statements for each of the pre-selected content area. The purpose of the item content judgment was there to clarify which of these items was the most representative of its respective content area, and similarly the most clear and specific, and thus the 'best' item to include from that content area in our scale. To find this item, the respondents were given three extensive tables, consisting of likert-scale type questions for each of the criteria, which they could use to rate them on their respective representativeness, clarity and specificity. To 'score' this input, each of the responses were then coded (i.e. given a number). In order to determine which item statement to eliminate, and which ones are most clear, representative and specific in terms of its content area, a total weighted score is calculated based on each item's average scores in representativeness, clarity and specificity. The breakdown of weighting is as follows: representativeness = 0.50, clarity = 0.30, and specificity = 0.20, and the rationale behind, is that representativeness is perceived to be the most significant variable in selecting the appropriate item content, and clarity as slightly more important than specificity.

5.4.3 Content Area and Item Selection for the Scale

Intimidation-related emotions were established to have an important role within the organism of the Consumer Intimidation Model, as well as having strong implications for the content of the scale. Another critical aspect of the scale development concerns the judgment of the item's relatedness to intimidation. Based on the analysis and calculated average values of each content area's relatedness, the following content areas scored as a minimum of 1.9, and will thus be included in our initial scale (see the table below).

Moreover, support or indications for the selection of these content areas for the scale, can be found from the respondents and experts' interpretations of intimidation and the underlying factors, as well as the laypersons' interpretations of the relations between intimidation and the emotions fear, submission, apprehension and vigilance.

The following content areas awkwardness, uncomfortability, apprehension (fear), feeling inadequate, unfamiliarity, anxiety or anxiousness, and perception of being observed, are considered to be highly relevant and qualified to be included in the scale; mainly since they were identified by laypersons and experts, as intimidation-related factors in the open and explorative aspect of the interviews, as well as ranked with strong relatedness to intimidation in the closed and specific format for initial content area judgment. Differently, self-confidence, embarrassment, shyness and submissiveness were not content areas that were explicitly identified by the respondents, however we still consider them to embody emotional aspects of intimidation, which are not necessarily covered by the other selected content areas, and are therefore also included. Particularly submissiveness was interpreted by the respondents, to have the strongest association to intimidation, compared to fear, apprehension, vigilance and annoyance. Moreover, indications of self-confidence's relation to intimidation could be found in respondents' characterization of a person who is easily intimidated.

The table below summarizes the intimidation content areas that were explored and generated in Study 1; moreover, the table illustrates the selection of content and items for the scale.

Content areas	**Item selection**	**Included or excluded**	**Initial Scale**
Confidence	I felt insecure	INCLUDED	I felt insecure
Shyness	I felt shy	INCLUDED	I felt shy
Apprehension	I felt frightened	INCLUDED	I felt frightened
Stress	I was relaxed	EXCLUDED	X
Concentration	I could concentrate	EXCLUDED	X
Unfamilarity	I felt unknowledgable	INCLUDED	I felt unknowledgable
Embarrassment	I felt embarrased	INCLUDED	I felt embarrased
Awkwardness	I felt uncomfortable	INCLUDED	I felt uncomfortable
Inadequacy	I felt inadequate	INCLUDED	I felt inadequate
Vigilance	I felt observed	INCLUDED	I felt observed
Anxiety	I felt nervous	INCLUDED	I felt nervous
Submission	I felt dominated	INCLUDED	I felt dominated
Threat	I felt pressured	INCLUDED	I felt pressured
Interest	I lost interest	EXCLUDED	X

Initial Scale of Consumer Intimidation

To conclude on the findings of study 1, an initial proposal for the Scale is constructed. In order to determine which content areas and corresponding items to include in the Scale, the items that were selected based on their weighted average scores are thus compared with the content areas selected above.

The findings of study 1 enable us to construct the initial Scale for Consumer Intimidation based on the content areas, Confidence, Shyness, Apprehension, Unfamiliarity, Embarrassment, Awkwardness, Inadequacy, Vigilance, Anxiety, Submission, and Threat. The corresponding scale items are shown below in the initial scale for measuring consumer intimidation.

Consumer Intimidation

SCALE ITEMS

"Whilst shopping in _____..."

I felt insecure
I felt shy
I felt frightened
I felt unknowledgeable
I felt embarrassed
I felt uncomfortable
I felt inadequate
I felt observed
I felt nervous
I felt pressured

The name of the store shopped in should be placed in the blank of the scale stem. The scale anchors were strongly disagree (1) to strongly agree (5)

Diagram: Preliminary Consumer Intimidation Scale (Own development)

6 Hypotheses

Having completed considerable research as well as an initial exploratory study on our construct of interest, a level of understanding may be said to have been reached with which we can begin to formulate a series of more formal hypotheses for further testing. In alignment with the paper objectives specified in the introduction to our paper, our research strives to construct a model of the host of influential factors for intimidation, at the same time as developing a scale with which intimidation may be measured. To this avail, our research hypotheses may also be divided as such: those regarding the *Intimidation scale*, and those concerning the *Intimidation Model.*

6.1 Intimidation Scale Hypotheses

The following section strives to hypothesize the performance of our Consumer Intimidation scale on the critical measurement properties of scale development, namely: dimensionality, reliability and validity.

6.1.1 Dimensionality

As was covered earlier, scale dimensionality is another important scale property to analyze, describing whether the items that a scale consists of, are uni or multidimensional; or put more practically, whether they share one single cause or multiple causes. Here, it has become standard procedure to conduct a factor analysis in order to test or confirm a scale's dimensionality Essentially, the way this statistical technique is put to use, is by testing whether a hypothesized factor model fits the data collected or not. Below we thus depict our hypothesized factor model, including: the number of factors included (not items), the factor structure (i.e. which items load on which factors), as well as the relationship among factors (i.e. whether the factors are correlated) (Netemeyer, Bearden & Sharma, 2003).

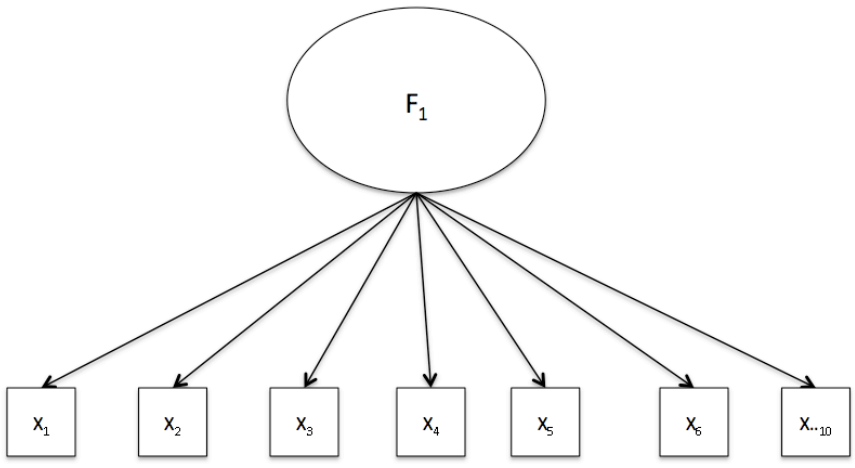


Diagram 7: Consumer Intimidation Dimensionality

From the above factor model it may be gathered that we consider our scale to be uni-dimensional, mainly because this is stated in most literature as a prerequisite for scale validity and reliability, but certainly also because we feel that they are all caused by Consumer Intimidation. As a consequence, we also contend that all the items load off the one factor (F1), namely, Consumer Intimidation. And lastly, due to our hypothesis that the scale is uni-dimensional, we cannot project any causality between factors. Concisely we therefore hypothesize the following on the dimensionality of our initial ten-item scale:

H1: Consumer Intimidation is a uni-dimensional construct

6.1.2 Reliability

As was established previously (section 2.1.2), reliability of a scale is determined by whether items are correlated to one another. Such inter-item correlations indicating that the scale items all measure the same thing. The idea is thus to have constructed a scale in which items are highly inter-related.

To measure the reliability of our scale the Cronbach alpha coefficient will be calculated, as this has become the common manner in which to do so. This alpha measures how closely related a set of items are as a group, in other words, the internal consistency of the scale. A 'high' value of alpha (a reliability coefficient of .70 or higher is considered "acceptable" in most social science research situations (Netemeyer, Bearden & Sharma, 2003)) therefore is evidence that the items measure an underlying construct.

With regards to our hypotheses on the reliability of our scale, it is difficult to justify hypothesizing an exact reliability coefficient. Instead the below hypotheses pertain to the interrelatedness of the item set as a whole as well as a possible 'outlier item'.

With regard to the ***overall interrelatedness***, between the items of our intimidation scale, we are confident that all of the items will show considerable interrelatedness. This confidence is warranted by the thorough initial reading of the psychology of timidity, which will unquestionably have improved our understanding of the phenomenon and therefore also the relevance and diversity of the content areas that were tapped into. Moreover, additional effort will also have been put into the item generation through our exploratory study, which will use input from both laypersons and experts, to further add to and refine the items of the scale; and hence its reliability. Due to these factors we contend the following:

H2: The Consumer Intimidation scale items are significantly interrelated (Cronbach alpha coefficient of 0.7 or higher)

Although we believe the items of our scale will be quite interrelated, we find it interesting, and indicative of our understanding for our consumer intimidation construct and scale, to hypothesize a possible outlier amongst the items. That is, the item that will lower the interrelatedness of the set of items, or rather increase it if it were to be removed. This outlier, if any, we contend is likely to be "item 10" (pressure). This item was included due to linked we inferred, from psychology theory and our own personal experiences, between intimidation and the feeling of being pressured into a certain behavior. This, in particular by salespersons, attempting to pressure a consumer into making a purchasing by using one of several intimidation techniques (e.g. using their superior knowledge). In light of the fact that the 'intimidation scenario' we chose for our quantitative study (crossing store crowd with intimidation in a lingerie store), does not contain a salesperson, we find that the likelihood of respondents expressing that they would feel pressured is less likely. For this reason we predict:

H3: Least correlation with the scale total will be exerted by the pressure item (item 10)

6.1.3 Construct Validity

As was established in our review of the scale development literature (section 2), one of the most crucial aspects of scale validity is its construct validity. This, because it asserts the positioning of a construct (i.e. intimidation) within existing theory, by relating it to other latent constructs. In the grand scheme of things, this means construct validity establishes a constructs theoretical relevance and moreover justifies the creation of a scale to measure it.

Following the advice of Cronbach and Meehl (1955), the manner in which we will test the construct validity of our scale is by formulating a series of hypotheses (see below) on the relationships between intimidation and other latent constructs. Study 2 will subsequently test these hypotheses, and we will be able to conclude one the construct validity of our scale, through the correctness of the predicted pattern of relationships (see section 7.3). The other latent constructs we have decided to 'compare' our construct to, were selected due to their relatedness to our construct but also due to the ease with which we may measure them in our quantitative study. They include: anxiety, fearfulness, dominance, pleasure and guilt.

One of the more obvious constructs with which intimidation may be compared, is that of ***anxiety***. Anxiety is traditionally regarded as an "objectless emotional reaction because either the stimulus conditions that evoke it are unknown or the intensity of the emotional reaction is disproportionately greater than the size of the objective danger"

(Spielberger, Diaz Guerrero, & Strelau, 1990). In looking at this consciousness of the causal stimulus conditions and the proportionality of the intensity of the emotional reaction it is possible to identify some characteristics that intimidation and anxiety have in common, and thus suggest they may 'occur' concurrently and for similar reasons. Both phenomena appear to be negative emotional reactions to a stimulus. Anxiety, over the years, has been linked to afflictions such as worry, fear, terror, and stress (Spielberger, Diaz Guerrero, & Strelau, 1990), which bear considerable resemblance to some of the 'content areas' or negative conjoint emotions we have established for intimidation (e.g. feelings of apprehension and inadequacy). To further accentuate the positive correlation between anxiety and intimidation, timidity, in psychology literature, has also been linked to anxiety, social anxiety and mood disorders. In light of the above, we propose:

H4: Consumer intimidation is positively correlated to anxiety

Another construct we find intimidation is closely related to is fear, also referred to as fearfulness. Especially considering that a dictionary definition of intimidation is "to fill with fear," (www.dictionary.com) we feel ***fearfulness*** as a related construct, disserves out attention. As Spielberger, Diaz Guerrero, and Strelau define it; "fear generally denotes an emotional reaction to the anticipation of injury or harm from some real, objective danger in the external environment" (Spielberger, Diaz Guerrero, & Strelau, 1990). Although we have emphasized intimidation as a subjective, irrational emotional state on multiple occasions, we are convinced that fear may also arise due to less objective 'dangers', for example the fear of being inept, inferior or rejected by others, which psychologists have postulated as some of the underlying reasons for people feeling timid. Consequently, we also see fear as an emotional reaction, which is closely linked to intimidation, perhaps even occurring at the same time. Thus, we hypothesize:

H5: Consumer intimidation is positively correlated to fear

In contrast to the above phenomena, ***dominance*** is one, which we contend will be negatively correlated with intimidation. That is to mean that when a consumer is intimidated, he or she will be less dominant (i.e. submissive). Donovan and Rossiter (1982) referred to dominance as the extent to which a person feels in control of the situation and able to act freely. Our projected negative correlation is the case for several reasons. First of all, timidity is considered an aspect of avoidant personality disorders in clinical psychology. This 'avoidance' trait for us implies that a consumer is likely to take less control and act

much less freely should he or she feel intimidated. Moreover, psychologists have also contended that some afflictions that closely overlap with timidity or intimidation are: shyness, diffidence and lack of assertiveness, which are more similar to submissive behavior as opposed to dominant. This similarly supports the following hypothesis:

H6: Consumer intimidation is negatively correlated to dominance

A second phenomenon, which we feel is likely to demonstrate a negative relationship with consumer intimidation, is ***pleasure***. Similar to dominance this is another dimension of the PAD emotion scale developed by Mehrabian and Russell (1974). The Pleasure-displeasure dimension in contrast to dominance, as previously explained, denotes the degree to which the individual feels good, joyful, happy or satisfied in a situation. Primarily because intimidation has been characterized as a negative emotional state we are convinced that it is very unlikely that a consumer will find a situation pleasurable should he or she be intimidated. More specifically, the awkwardness, uncomfortability, and feelings of inadequacy, which we have previously identified to be closely related to intimidation, do also not characterize a situation, which we would personally deem pleasurable to be in. Consequently we hypothesize:

H7: Consumer intimidation is negatively correlated to pleasure

The final phenomenon of interest is ***guilt***. To further substantiate the positioning of our intimidation construct in existing theory (i.e. establish its construct validity), it is also worthwhile to identify and confirm a latent construct with which it is not 'correlated.' That is, where there is no relation between an intimidated consumer and the lack of or existence of that phenomenon. Here we feel that the sentiment of guilt is fitting. Guilt has been described as an emotional experience that occurs when a person subjectively believes that he or she has violated a moral standard, and bears significant responsibility for that violation (Tangney & Dearing, 2003). Although guilt is similarly a negative emotional experience, it differs substantially from our construct, as we do not envision consumer intimidation being at all related to a person's moral standards. As such we are convinced of the following relationship:

H8: Consumer intimidation is uncorrelated to guilt.

The below table briefly summarizes the hypotheses we will be testing in order to establish the construct validity of our intimidation scale.

Hypothesis	H4	H5	H6	H7	H8
Latent construct	Anxiety	Fear	Dominance	Pleasure	Guilt
Causality Relationship	+	+	-	-	Uncorrelated

Diagram 8: Summary of hypothesized causality with other latent constructs (Own development)

6.1.4 Criterion-related Validity

As was discussed in section 2, determining a construct's criterion-related validity is important as it establishes the practical relevance of the construct (DeVellis, 2003). In other words, it confirms that there is a value in knowing of the phenomenon's (i.e. consumer intimidation) existence, as it may be associated with some preceeding, coinciding, or proceeding criterion. Lacking such relation to such a criterion, the construct and hence scale will be of little value, at least for sales and marketing purposes, as it cannot be used to post or predict a behavior or outcome.

To measure the criterion-related validity of our scale we will quite naturally make use of the response behaviors used throughout the paper, as these are largely the behaviors of interest in consumer behavior. Specifically we will examine the empirical association between our consumer intimidation construct and avoidance behavior elicited by respondents. As is advocated by scale development literature, we may then measure and verify the criterion validity of our scale by the size of the correlation between consumer intimidation and avoidance response behavior; where the higher the higher the correlation the higher the validity (Netemeyer, Bearden & Sharma, 2003).

Our hypothesis for this 'test' is as follows. The justification for this is similar to previous hypothesis on consumer intimidation and avoidance response behavior (see H25).

H9: Consumer Intimidation is positively associated with avoidance response behavior in retail settings

6.1.5 Content Validity

We previously described (section 2.1.2) the value of attaining a content valid scale; as this concerns the appropriateness and relevance of the items included in the scale, and thus the overall representativeness of the scale. To elaborate; without content validity, or rather appropriate items that are proportionally 'tapped into', a scale will not be representative of the construct that it intends to measure for one of many reasons (e.g. tapping the wrong areas, not tapping enough areas, tapping too much of less relevant areas).

It is therefore a critical element of scale development. As was also pointed out, content validity is regrettably difficult to quantify and verify. Instead of specifying content validity hypotheses as was done for the other types of validity, we will comment on the steps taken and considerations made throughout the scale development process, in order to ensure a valid scale content, in our analysis.

6.2 Intimidation Factor Model Hypotheses

As was discovered in the retail management part of the literature review, the list of store environment stimuli and personal characteristics, whose effects on consumer behavior have been studied, is endless. As a consequence, our work and study of these factors will be limited to a limited series of hypotheses of their causal relationship with consumer intimidation; this, in order to provide substance to our consumer intimidation model and to show-case how these factors may be hypothesized on and subsequently tested. Only resultant of our initial exploratory study, will an individual factor or specific set of factors, identified as particularly intimidating, be chosen for testing in our quantitative study (study 2), and moreover used to test of intimidation scale. Nonetheless, organized along the same S-O-R paradigm that was used in our literature review, and using the respective typologies identified, this section hypothesizes the relationship between a variety of factors and intimidation; commenting on the *direction*, *sign*, and *relativity* of factor causality, to the extent possible, as well as providing a brief justification for the respective suppositions. As will be seen, such justification of our hypotheses will take one of two forms. Provided that theory is available and supports our propositions, this will be our preferred way of justifying our hypotheses. In case this is not available, use will be made of our previous definition of intimidation as well as the terms, feelings and emotions that were found to underlying it; reasoning by common sense to justify our hypotheses.

As we have previously commented on, the activity of hypothesizing is not without its difficulties, due to the complexity in isolating the factors and thus predicting their respective influences on consumer intimidation. It will thus be noticed that the majority of factors chosen for our hypotheses are the ones we deem may have a significant 'direct' implication for consumer intimidation; although, the factors with the more significant moderating and mediating affects on intimidation are also explored.

6.2.1 Stimuli Hypotheses

As was described in section 4, in-store environment stimuli may generally be grouped into ambient, design and social or human factors.

Social (human) Factors

The social factors, were found to include: store incumbent factors, entailing crowd density and crowd similarity, and salesperson factors pertaining to their number, gender, perception of appearance, listening behavior and friendliness.

The first of the factors under scrutiny is that of store crowd, specifically the number of them, which is commonly referred to as ***crowd density*** (Eroglu & Machleit, 1990). Crowd density, we contend, is most likely to be intimidating in situations where a store is extremely crowded. The reasoning for ths is provided via the many studies of retail crowding (Eroglu & Machleit, 1990; Machleit, Eroglu, & Mantel, 2000), that have shown that the perception of high levels of density is "posited to trigger a negative affective evaluation (crowding) of the situation, which, in turn, leads to negative outcomes for the consumer (e.g. dissatisfaction)" (Pons, Laroche, & Mourali, 2006). Moreover it is supported by Social Impact Theory, which proposes that as the size of a social presence (e.g. that of the store crowd) increases, it should have an increasing impact on one's emotions (e.g. the likely feelings of inadequacy, inferiority and embarrassment suggested by clinical psychology) and behaviors (Argo, Dahl & Manchanda, 2005). In the same way, due to psychology theory having contended that persons with avoidant personality disorders, of which timidity is a feature, tend to avoid interpersonal contact, which one will agree are more probable in more dense crowds; we also contend crowd density to potentially have an intimidating effect on consumers. We thus hypothesize the following influence of high store crowd density on intimidation:

H10: A significant positive relationship exists between Consumer Intimidation and crowd density

On another note, there may also be a relationship between intimidation and what is referred to as ***perceived crowd compatibility***. Crowd compatibility, or similarity, is typically explained as the degree to which the consumer perceives the store crowd as similar to him/herself, which may pertain to demographic, psychographic as well as behavioralistic aspects (Evans et al., 1996). In particular we see this factor as potentially having the inverse effect of crowd density. This, mainly because it makes intuitive sense that customers will "gravitate toward those service environments with which they are most compatible" (Martin and Pranter 1989, p. 7), as compatible store crowds or rather which he or she perceives as compatible, will not feel awkward or unfamiliar, and moreover will not

leave him or her feeling inadequate, which are some of the essential feelings affiliated with intimidation. As such, we postulate:

H11a: A negative relationship exists between consumer intimidation and crowd compatibility

More specifically, about crowd compatibility, we also find it interesting to hypothesize on the influence of consumers' positive or negative perceptions of other store incumbents in comparison to themselves (i.e. do they perceive themselves as inferior or superior in one way or another). The reasoning being that clinical psychological pointed to feelings of ineptness, inadequacy and inferiority as some of the main drivers behind intimidation (Stricker, Widiger & Weiner, 2003). In that sense we see there being a very likely link between ***crowd perception*** and intimidation. Specifically we claim the following:

H11b: A positive relationship exists between consumer intimidation and perceived crowd superiority

Proceeding with what might one call the 'flipside' of the social store stimuli, that is, the salesperson related factors; we generally believe these to have considerable influence on consumer intimidation. One such related factor is the **number of salespersons** in the retail environment. On this matter Social Impact Theory proposes that as the size of a social presence (e.g. that of the sales personnel) increases, it should have an increasing impact on one's emotions and behaviors (Argo, Dahl & Manchanda, 2005). Even more relevantly for our supposition, research on stage fright has supported this prediction by showing that an increase in audience size results in participants experiencing more negative emotions. Similarly, research on crowding has found that an increase in the number of people present decreases participants' feelings of comfort and increases their negative affect (Griffitt and Veitch, 1971). Thus due to our consideration of consumer intimidation as a negative emotion, combined with the suggested lack of comfort as a result of increased people presence, we believe the relationship between salesperson number and consumer intimidation to be the following:

H12: The greater the number of salespersons per customer, the more prone a consumer is to be intimidated

A second factor whose relationship with intimidation is interesting to explore is that of ***salesperson gender***. More specifically, what affect salesperson-consumer gender incongruence has on consumer intimidation. Although one might be tempted to say that this

is likely in increase its likelihood, due to the popular topic of 'shyness with the opposite sex', we contend that gender, on its own, is not expected to have a significant effect on intimidation. Therefore we propose hypothesis H4. That said, we do judge gender incongruence to bear implication for intimidation, yet that it is contingent on the situation. Thus, we contend it to be a factor, which is likely to have a significant moderating effect on a number of other factors (see H5b and product involvement).

H13: An insignificant relationship exists between consumer intimidation and, salesperson and consumer gender incongruence

Another factor that we see as having a likely effect on, or potentially causing, consumer intimidation is consumer ***perception of salesperson appearance***. Mainly this is due to the abundance of research that exists demonstrating that physical attractiveness has a significant effect on judgment and behavior (Dion, 1972; Solnick and Schweitzer, 1999). In marketing, most of the attractiveness research has focused on spokespersons and models in advertisements. The results of much of this research are consistent with the notion that "what is beautiful is good" (Koernig and Page, 2002). Moreover, in relation to the relationship between liking and attractiveness, the empirical evidence suggests that physical attractiveness is positively related to friendliness and liking (Ahearne et al., 1999). If it were not for these findings we would have followed the same logic as that applied in the crowd perception factor, proposing that a consumer's positive perception of a salesperson *external* appearance is likely to cause consumers to be intimidated (e.g. imagine an overweight woman being helped in a lingerie store by a model 'look-alike'). One, because it is likely that this will evoke feelings of ineptness and inferiority, or cause the consumer to feel unappealing; and two, because it is likely to have negative impacts on the consumer's self-confidence and situational self-esteem. However, due to the contradictions between existing research and our thoughts, we propose:

H14a: An uncorrelated relationship exists between consumer intimidation and positive consumer perception of salesperson appearance

On the same topic, although we postulated that gender incongruence, in isolation, would have little to no effect on consumer intimidation, we do contend that gender incongruence will positively moderate the effect that a consumer's positive perception of salesperson appearance has on intimidation. That is, intimidation amongst consumers will

be greater when the salesperson they perceive as superior, be it intellectually, socially or on appearance, is of the opposite gender.

H14b: Salesperson-consumer gender incongruence will positively moderate the effect that positive consumer perception of salesperson appearance has on consumer intimidation.

A social factor of a different character, that relates to both store personnel and store crowd is the **social interactivity level**. Argo, Dhal and Manchanda (2005) distinguish between social situations that are interactive, where some degree of interaction occurs, and non-interactive social situations where a social entity is physically present during consumption but is not involved nor attempts to engage the consumer in any way (Argo, Dahl & Manchanda, 2005). In this regard, we contend that more interactive social situations (i.e. high social interactivity) are likely to be more intimidating than those involving less interaction. The rationale behind this is that researchers have found that when a social presence is in close proximity, "a person's personal space becomes invaded, creating stress and discomfort" (Dabbs, 1971), and the social presence will have enhanced visual accessibility to observe the behaviors of others (e.g. the consumer) (Kraut 1982). We assume the same is true for interactive social presences. Moreover, given that psychology theory mentions the feeling of discomfort and the act of observations as aspects closely related to timidity, we expect the following relationship between social interactivity and consumer intimidation:

H15: Social interactivity will have a positive effect on Consumer Intimidation

As a concluding hypothesis on store environment stimuli of a social or human nature, we find it necessary to envisage the relative importance that such **social factors** play in the occurrence of consumer intimidation. Due to the inherent role of social related aspects in timidity (e.g., approach of other people, unfamiliar people, anticipation of interaction, and feelings of ineptness and inferiority) suggested by psychology theory, we find that social stimuli factors are likely to be the most frequent and significant causes of consumer intimidation. To this avail we hypothesize:

H16: Stimuli, or factors, of a social nature will have a greater intimidating effect than design and ambient factors.

Design Factors

Considering the design stimuli in a store, several minor factors surface as potentially having an intimidating effect on consumers. For example, the store layout itself, the size of the product assortment, and moreover those factors related to store cues, including store signage, price displays as well as display 'provocativeness'. In having t delimit our hypotheses, and perhaps also in consideration for our assumed relevance of factors of this nature, we have decided to curtail of hypotheses on these factors to two factors; *store layout* and perceived *product assortment*.

Store layout we also view as potentially causing or even amplifying consumer intimidation, due to the varying levels of control or autonomy that they give the consumer in the store, with regards to their movement. In order to hypothesize specifically on the relevance of store layout for consumer intimidation it is thus necessary to briefly recap the different types of layouts. According to established conventional retailing store layout theory (Ghosh, 1994; Levy & Weitz, 2001; Lewison, 1994) there are three major store layouts; *grid*, which is characterized by a rectangular arrangement of displays and aisles that generally run parallel to each other, *free-form*, which is a free-flowing and asymmetric arrangement of displays and aisles, employing a variety of different sizes and shapes, and *racetrack layout*, which is a layout where the consumer is lead along specific paths to visit as many store sections as possible (e.g. IKEA) (Vrechopoulos, O'Keefe, Doukidis & Siomkos, 2004). Given these definitions, we propose that the free-from store layout will be the least likely to have an intimidating effect on consumers as it enables considerable more freedom and autonomy of movement in the store. This, we contend, is likely to make the consumer feel more comfortable, which the research finding that the freeform layout increases the time the consumer are willing to spend in the store (Levy & Weitz, 2001; Lewison, 1994) also indicates, and moreover will feel less submissive and pressured in such layouts. More formally we propose:

H17: Grid or racetrack store layouts will have greater intimidating effects than a free-flow store layout

The other design factor that we find interesting to contemplate is that of store ***product assortment***, which concerns the amount of different products, brands, and the quantity thereof that a store 'contains'. This may not stand out as a classic design factor, but it is inevitably one; due to the potential visual impact that product assortment has on consumers' perceptions of the store environment. Most recently Mick, Broniarczyk and

Haidt (2004), have addressed the issue of hyperchoice, which resembles this design factor. Consumer hyperchoice, as they describe it, exists due to an ever-increasing amount of new products, brands and brand extensions; which make for cluttered and overwhelming retail environments, that can potentially lead to information overload and increased time pressure for consumers (Mick, Broniarczyk & Haidt, 2004) Furthermore, they postulate that hyperchoice is likely to confuse people and increase regret, that it is initially attractive but ultimately unsatisfying, and moreover that it is psychologically draining for shoppers. Specifically, they state that "poor listening, more worries, more rigidity, less hope, and less creativity" (Mick, Broniarczyk & Haidt, 2004, p. 4) are amongst the negative psychological outcomes of hyperchoice. Due to the negative character of these outcomes, especially the increased worrying and rigidity that resemble those feelings that have previously been linked to timidity, we consider intimidation to be a probable cause of large product assortments in stores. Hence we propose:

H18: A positive relationship exists between large product assortments and Consumer Intimidation

Ambient (atmospheric) Factors

This brings us to the stimuli factors related to store ambience and atmospherics, including, store temperature, lighting, music, cleanliness, and odor; where research has typically focused on a combination of lighting and music. For our propositions on the relationship between store ambience and consumer intimidation we shall use these identical factors. However, rather than hypothesizing on these factors individually we find it useful to adopt the ***high and low store ambience*** categorization used by Baker, Grewal & Levy (1992). Specifically, they distinguish between what they refer to as 'high ambient environments', those stores playing background classical music with soft lighting, and 'low ambient environments', which are those stores using foreground top-40 music and bright lighting.

Looking at the entailed items separately, considerable research has been conducted on music, which we may be draw upon to hypothesize a link between in-store music and the occurrence of consumer intimidation. Most importantly, Bruner (1990) confirmed, "music is capable of evoking affective and behavioral responses in consumers". But more specifically it was has also been shown that background music tends to be soothing, and thus creates a pleasurable atmosphere (Milliman, 1982). Similarly, Yalch and Spangenberg (1993) found that background music produced is more pleasant than foreground music, just as Fried and

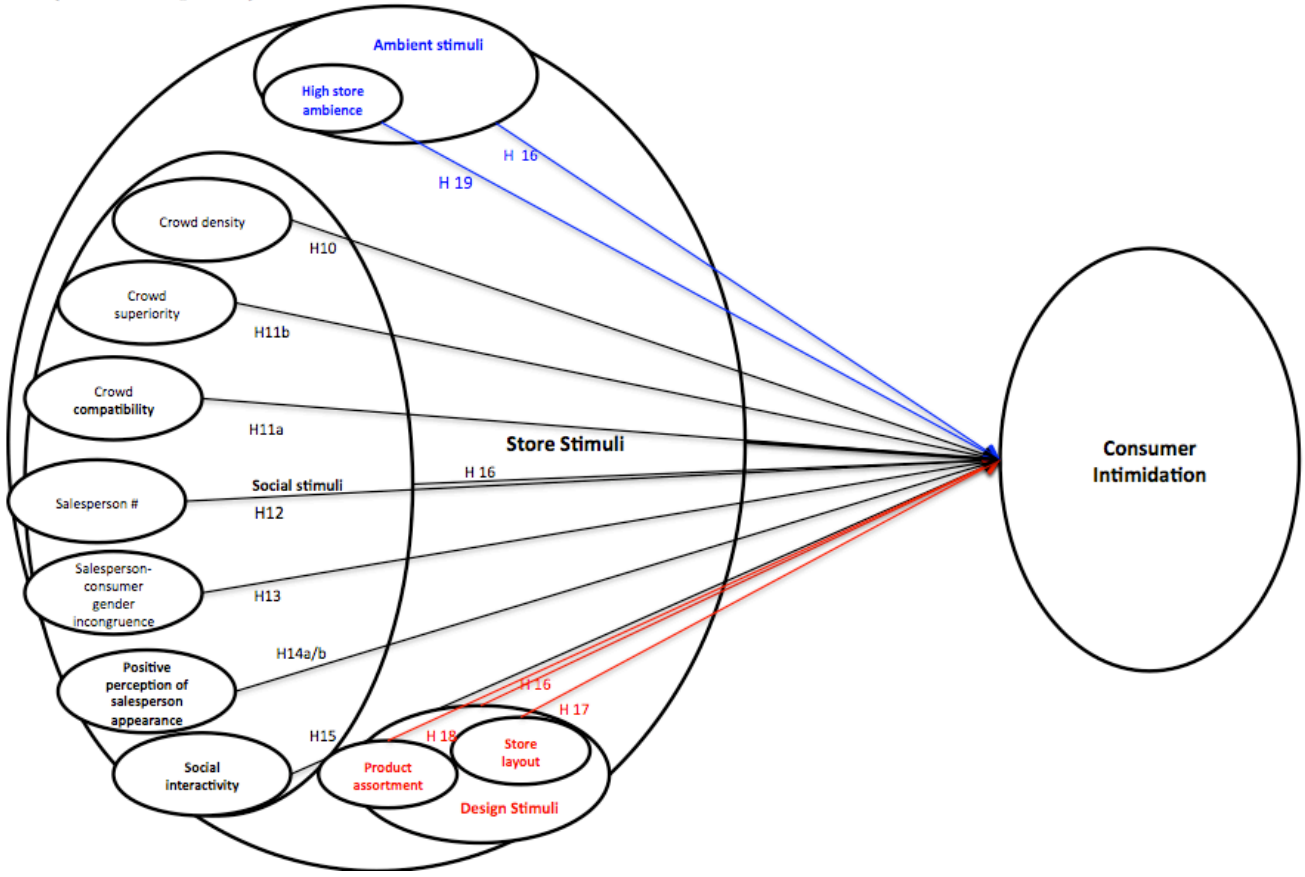
Berkowitz (1979) established that peaceful classical music created positive moods in experimental subjects. With regards to lighting, it has been documented that individuals' preference for lighting levels differ for various behaviors and situations (Butler & Biner, 1987). And furthermore that soft lighting tends to create a more relaxing, pleasant mood than does bright lighting (Meer, 1985).

Combining the research conclusions above we consider high ambient store environments to be more likely to have an intimidating effect on consumers. Especially since these stores, characterized by louder, 'edgier' music, and brighter lighting are likely to evoke less relaxing and pleasurable experiences, and more frequent negative moods, and these considerably resemble the negative feelings and emotions that psychology links to intimidation. Purposely we propose:

H19: A positive relationship exists between high store ambience and consumer intimidation

Below is a summary of the above made hypotheses on the relationship between various store stimuli and consumer intimidation

Diagram 9: Summary of hypothesized Stimuli related causal relationships with Consumer Intimidation (Own development)



6.2.2 Organism Hypotheses

In comparison to the above, this section will hypothesize one several organism factors, amongst which are personal characteristics, consumer knowledge and involvement, antecedent states, and emotions. Before doing so an important distinction must be made between different causal effects that variables may have on each other. The above postulated stimuli hypotheses were all of the 'direct causality types', as we saw them having direct effects on our CI construct. The variables to follow however are not predicted to have such straightforward causal relationship with intimidation. Instead, they are so-called moderators and mediators. Explicitly, "a moderator is a variable that affects the direction and or the strength of the relation between an independent variable and a dependent variable," (Baron & Kenny, 1986, p. 1174) whereas a mediator accounts for the relation between the independent and dependent variables (Baron & Kenny, 1986). Notice that for each variable employed the effect type is specified and argued for.

Personal Characteristics

The personal characteristics, of the consumer, whose relations with intimidation we feel are of relevance, are his or her personality traits and level of self-confidence.

In exploring the relevance of consumers' personality traits for there ability to get intimidated we find it helpful to make use of the most prominent typology and test of a one's personality, namely, the big five personality test. This test establishes a person's personality on five dimensions: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Hypothesizing the relationship between consumer intimidation and each of these personality dimensions, will help us gain a deeper understanding of the personality traits that are common in persons who are more frequently intimidated. In general we are convinced that these five personality traits will have moderating as opposed to mediating effects on the relation between stimuli and consumer intimidation. The reason for this being that no causality exists between a stimulus and a person's personality trait. In other words, stimuli do not affect a person's personality traits, as these are static characteristics.

Firstly, on the trait of ***openness***, which concerns one's openness to experience (e.g. art, adventure, and unusual ideas) (Gosling, Rentfrow & Swann, 2003) we find this very likely to have negatively moderating impact on consumer intimidation, seeing as this will negate feelings of unfamiliarity, awkwardness, and inadequacy which we have linked intimidation to in the past. Thus we propose:

H20a: Consumer openness will negatively moderate the intimidating effects of store stimuli

Similarly, we feel that ***agreeable*** persons, due to their characterization as persons being compassionate and cooperative rather than suspicious and antagonistic towards others (Gosling, Rentfrow & Swann, 2003), will also be less likely to experience intimidation in retail settings. In particular we view these characteristics as being able to negate the negative irrational emotional state that consumer intimidation is, as they are more likely to deal rationally with the subjectively intimidating stimuli in front of them. As a consequence they are also less likely to feel awkward, inadequate or inferior in such situations. Thus:

H20b: Consumer agreeableness will *negatively moderate the intimidating effects of store stimuli*

With regards to the trait of ***extraversion***, which is usually typically of persons who enjoy being with people, and perceived as full of energy (Gosling, Rentfrow & Swann, 2003), we consider this to have a similar negatively moderating effect on the occurrence of consumer intimidation as a result of in-store stimuli. Specifically, for the social store stimuli with intimidating abilities, we find that this personality trait will negate such occurrences, due to their heightened levels of 'comfortability' with other people, be they one or more. For this reason, we suggest the more specific hypothesis:

H20c: Consumer extraversion will negatively moderate the intimidating effects of store stimuli

We also consider ***emotional stability***, to play an implicit role in consumer intimidation. Persons that score low on the emotional stability trait have the tendency to experience negative emotions, such as anger, anxiety, or depression. Moreover, they are known to be more likely to interpret ordinary situations as threatening, and minor frustrations as hopelessly difficult (Gosling, Rentfrow & Swann, 2003). These close relations to negative emotions and irrational feelings, baring close similarity to our construct of Intimidation, we are confident in hypothesizing:

H20d: Consumer neuroticism will negatively moderate the intimidating effects of store stimuli

The remaining personality trait, ***conscientiousness***, defined as a tendency to show self-discipline, act dutifully, and aim for achievement (Gosling, Rentfrow & Swann, 2003); in our opinion, is of less relevance for the occurrence of consumer intimidation. This, because we do not see any noteworthy link between the causes of the phenomenon and the characteristics of a conscientious person. Therefore we hypothesize:

H20e: Consumer conscientiousness will insignificantly moderate the intimidating effects of store stimuli

Consumer self-confidence is the other personal characteristic, which we feel will bear significant relevance for the occurrence of consumer intimidation. Bearden, Hardesty and Rose (2001) define consumer self-confidence (CSC) as "the extent to which an individual feels capable and assured with respect to his or her marketplace decisions and behaviors." In particular we consider such self-confidence to have a diminishing, or rather negatively moderating effect on intimidation. Following the ideas Wood and Stagner (1994), high self-confident persons are thought to be more confident of their own judgments and consequently less influenced by other's opinions. Moreover such individuals are more likely to believe others think well of them, and hence, are less concerned with social rejection. For these reasons we consider consumer self-confidence to substantially lower the likelihood of consumer intimidation, as a result of store stimuli i.e.:

H21: Consumer Self Confidence (CSC) will negatively moderate the intimidating effects of store stimuli

Consumer Familiarity

A personal factor that has received considerable attention in consumer behavior research is that of customer familiarity, better described as a customer's familiarity or previous knowledge of a product. Specifically, Lundberg, Rzasnicki and Soderlund (2000) refer to ***customer (product) familiarity*** as concerning the "number of previous consumption-related experiences" a consumer has had. This we also consider to have considerable relevance for consumer intimidation. The work of Miller (1995), who studied a comparable phenomenon to ours, consumer embarrassment, may be used to reason the exact relationship between familiarity and consumer intimidation. He documented a negative relationship between embarrassment and previous experience with an event, stating that a lack of experience with a situation leads to awkwardness and potentially creates feelings of embarrassment. Applying this logic, we can make the same inference about familiarity's implications for consumer intimidation (i.e. a negative moderating affect on the relation between stimulus and CI will exist), and thus hypothesize the following:

H22a: Consumer product familiarity will negatively moderate the intimidating effects of store stimuli

To extend on this topic of familiarity, we see the value in dividing it into product and store familiarity, as a consumer may have consumed a product one more than one occasion without having bought it or even entered a store in which it is available (e.g. if it was bought as a gift). Store familiarity, following the thinking of Lundberg, Rzasnicki and Soderlund, is thus the number of previous store-related experiences. In a similar fashion to product familiarity, and due to the same reasoning, we contend the affect of store familiarity on the relationship between store stimuli and consumer intimidation to be the following:

H22b: Consumer store familiarity will negatively moderate the intimidating effects of store stimuli

Mood

Mood is another personal factor that we consider may bear relevance as to whether a consumer feels intimidated or not. In particular, we emphasize antecedent moods, as being potentially significant in the existence of consumer intimidation. We especially consider the *valence* of such antecedent moods, that is, whether it is of a positive (e.g. happy, romantic, peaceful) or negative character (e.g. anger, sad) to play a role. Moreover, we find that the *strength* of these moods may also be significant for the occurrence of intimidation.

As we have shown earlier, considerable study has gone into establishing the effect of the consumer's ***antecedent mood 'valence'***, on his or her evaluations, judgments and general shopping behavior. In the same manner we wish to put forward our view of the relationship that exists between mood valence and consumer intimidation. A study, or rather resultant observation of it, which may be used to support our view, is: that mood states generally seem to "bias evaluations and judgments in mood congruent directions" (Gardner, 1985). In other words, the valence of an antecedent mood will tend to effect consumers in a congruent manner (positive mood leads to positive evaluation). Applying this to our concept, a negative mood will thus tend to positively moderate consumer intimidation, seeing as we see this as a negative emotional state. Hence we propose:

H23a: Antecedent moods of a negative character will positively mediate the intimidating effects of store stimuli

In addition to the valence of the consumer's antecedent mood, we also contend that the strength of the mood will bear significance for the occurrence and strength of consumer intimidation. **Antecedent *mood strength***, we contend is the degree to which a mood is felt (e.g. deep sorrow vs. moderately sad). In our opinion the strength of the mood is likely to be significant for consumer intimidation because they are both psychological aspects, which

involve 'feeling' on the part of the consumer. Thus it is likely that one feeling or emotion may overshadow another. In this sense we believe the stronger the antecedent mood (e.g. deep sorrow) the more likely it is the consumer will be oblivious and insensitive to intimidating factors, or environments, which under normal circumstances would have them intimidated. As a consequence we propose:

H23b: Antecedent mood strength will negatively mediate the intimidating effects of store stimuli

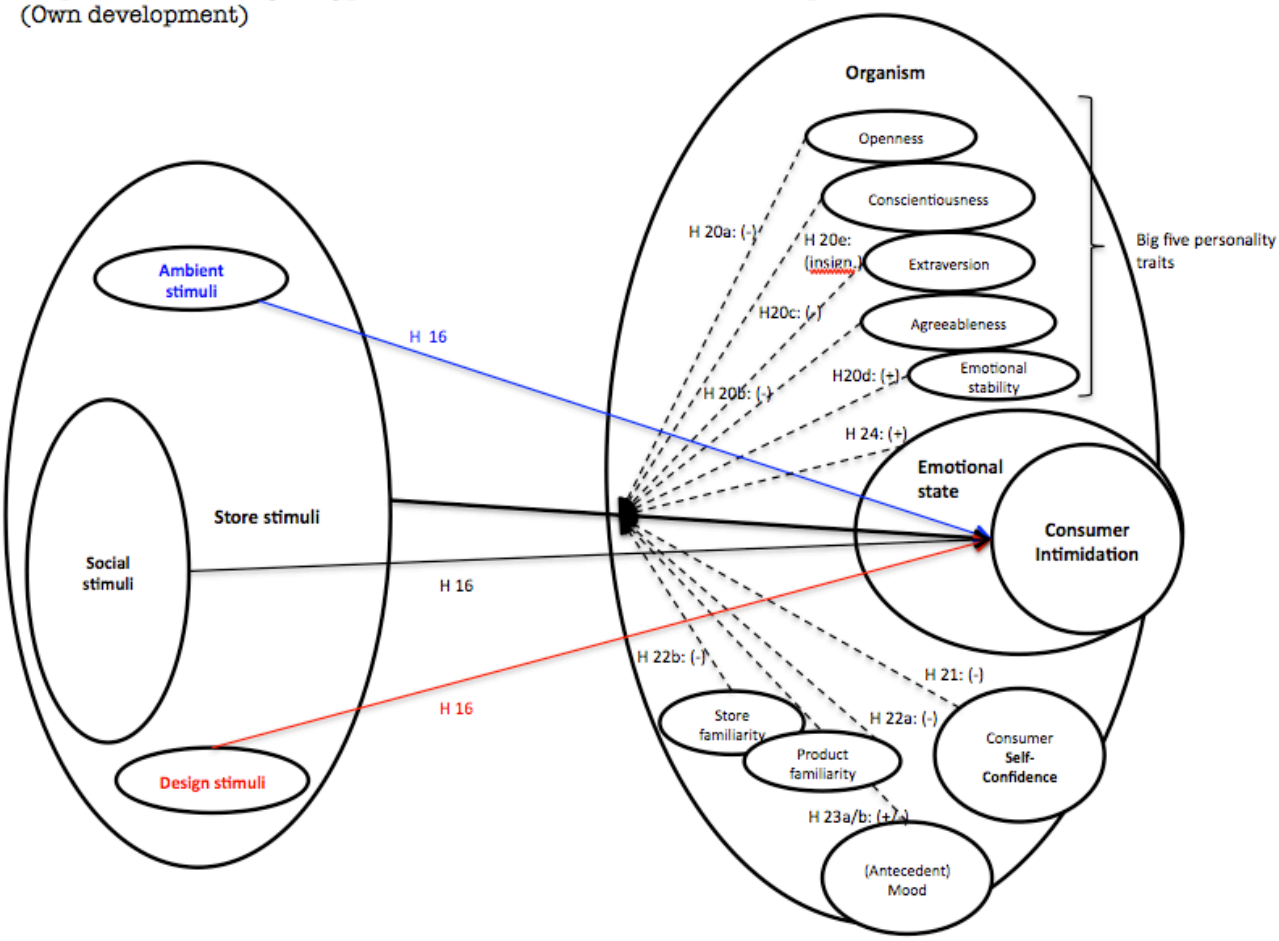
Emotions

Due to the emotional nature, which we consider our construct of intimidation to have, it also makes intuitive sense to establish the relationship between emotions and consumer intimidation. Initially one might be tempted to infer that with consumer intimidation being conceived as an emotional state, other emotions will play little role in causing this state. Nonetheless, due to our sturdy belief that intimidation amongst consumers is strongly linked to a variety of other emotions (e.g. embarrassment) we regard it particularly value adding to consider its relation with other emotions; this both on a general basis (e.g. whether the emotion is negative or positive) to see whether a pattern emerges, but certainly also on an individual basis. It should be noted that these specific associations with individual emotions, will first be reflected upon in the scale development hypotheses, as we regard these relations a matter of construct validity for our scale. On a general basis, that is, relating our phenomenon to a particular range of emotions (positive or negative), we propose that consumer intimidation is most likely to occur prior to, after or concurrent with negative emotions. This because we see consumer intimidation as an irrational negative emotional state, and therefore find it most natural that they be found in combination with negative emotions. Furthermore because emotions are potentially caused by store stimuli, we contend it to function as a mediator rather than a moderator of the relation between S and intimidation. The following hypothesis thus materializes:

H24: Negative emotions will positively mediate the relationship between store stimuli and Consumer intimidation

Below we have summarized the above Organism hypotheses.

Diagram 10: Summary of hypothesized 'O' related causal relationships with Consumer Intimidation (Own development)



6.2.3 Response (behavior) Hypotheses

In wanting to conjecture the effect and outcomes of consumer intimidation on consumer behavior in retail settings, use will be made of the four types of approach and avoidance behaviors outlined in section 4. As proposed by Donovan and Rossiter (1982), these include: physical, exploratory, Communication, and Performance and satisfaction approach and avoidance behaviors.

However, prior to elaborating on the effect of consumer intimidation on such behaviors, it is important to establish a few aspects concerning *behavior*. Psychologists, especially for scientific reasons, often classify behaviors into two categories: overt and covert behaviors. Overt behaviors are those that are directly observable, such as talking, running, scratching or blinking, whereas covert behaviors are those that go on inside the skin. They include such private events as thinking and imagining (Cartwright, 1965). Intuitively, the reason why this bears relevance for our work and research of intimidation's effect on consumer behavior is that consumer intimidation is an emotional state. In this sense, we largely consider it an internal behavior which is difficult to detect and measure;

thus a covert behavior. This covert nature should be considered for the remainder of the response hypotheses. With this established, we do appreciate that some persons, although probably only the few with avoidant personality disorders, may show their timid thoughts and feelings to a much larger degree (e.g. nervous twitches, nervous speech), thereby making it a more overt behavior.

The first hypothesis we which to make regarding the likely behavior which consumer intimidation is likely to elicit, is a general one, in which we recognize that intimidation may in fact lead to both approach and avoidance behaviors (whether they be physical, exploratory, communication or performance related). To reason this we may firstly draw on intimidation research within impression management, which similar to our hypothesis exhibited both positive and negative influences of intimidation strategies on performance evaluations (Wayne & Liden, 1995). Alternatively though, we also consider the practice of intimidation as a salesperson tactic a sign that it is in fact a phenomenon, which is capable of getting the consumer to purchase (i.e. approach behavior). On the other hand, the fact that we characterize intimidation as a negative emotional state, we deem that this will affect the consumer's behavior in a congruent manner (just as moods and emotions do with judgments and evaluations). To this avail we propose the following conciliation:

H25: Consumer intimidation can lead to both physical, exploratory, communicative and performance/satisfactory approach and avoidance response behaviors

Having asserted that both approach and avoidance behaviors are likely outcomes of consumer intimidation we would like to specify which of these we deem the most common response elicited. Again here we may use research done on intimidation within impression management to make inferences about the affect of intimidation on consumer behavior. Here, Jones (1990) "emphasizes that the potential for attempts at intimidation to backfire seems especially great," (Jones, 1990, p. 14) and moreover even when individuals successfully used intimidation to be seen as forceful and aggressive, they are also likely to be viewed as less likeable. Already in light of this we may suggest that intimidation is likely to have a similarly negative effect on a consumer's behavior. In addition though we can provide further justification for the propensity of intimidation to lead to an avoidance behavior, through the work of Donovan and Rossiter. They showed that the emotional states of pleasure and arousal, notably *positive* states, were significant predictors of a consumer's willingness to spend time in the store and intentions to spend more money than originally planned (i.e. approach behaviors) (Donovan, Rossiter, Marcoolyn & Nesdale, 1994). Apply

this we may infer that *negative* emotional states, of which we consider consumer intimidation to be one, are more plausible to produce avoidance response behaviors. Formally:

H26: Intimidated consumers will more often than not exhibit avoidance response behaviors

Having postulated that the most likely response behavior that intimidation is likely to cause is that of avoidance, we may now scrutinize further the particular types of avoidance behaviors that it may instigate. The first of these is ***physical avoidance behavior***, which entails a complete withdrawal from the shopping environment, be this immediately or after a period of time. This we feel is a probable avoidance response behavior caused by consumer intimidation, seeing as it is a negative emotional state in which the consumer feels one or more of the following afflictions: uncomfortability, awkwardness, inadequacy, threat and so forth. Notably, we acknowledge that the timid feelings experienced will have to be of a considerable strength, and cause the consumer sufficient discomfort, for them to entirely leave the store. Nonetheless we predict the following relationship:

H27: A positive relationship exists between consumer intimidation and physical avoidance behavior

Similar to physical avoidance response behavior, we surmise ***exploratory avoidance behavior*** will be just as likely a feat, caused by intimidation. In other words, upon being intimidated in the store, we are convinced that some consumers will respond by a tendency to avoid interacting with the environment, or specifically showing a reduced desire to explore it. In particular the unfamiliarity and dis-ease of the situation, which we feel are themes central to intimidation, are likely to inhibit the consumer from exploring the store. Mainly because these sensations, one would think, would only be intensified by such explorative activity. In this light we propose:

H28: A positive relationship exists between consumer intimidation and exploratory avoidance behavior

On the matter of ***communication response behavior***, we similar believe intimidation is likely to influence the consumer by resulting in a tendency to avoid interacting with others or all together ignore communication attempts from others. To support this, we may draw on the work of Duronto, Nishida and Nakayama (2005), who researched the relationship between anxiety and uncertainty with avoidance in interpersonal and intercultural communication. Due to anxiety and uncertainty being

closely related to some of the content areas of our construct (e.g. anxiety, unfamiliarity), we may use their findings to infer the effect of intimidation on consumers' communicatory response behaviors. Precisely, they established that anxiety and uncertainty are associated with avoidance in communication with strangers from both the same and different cultures (Duronto, Nishida & Nakayama, 2005). Following this logic we propose:

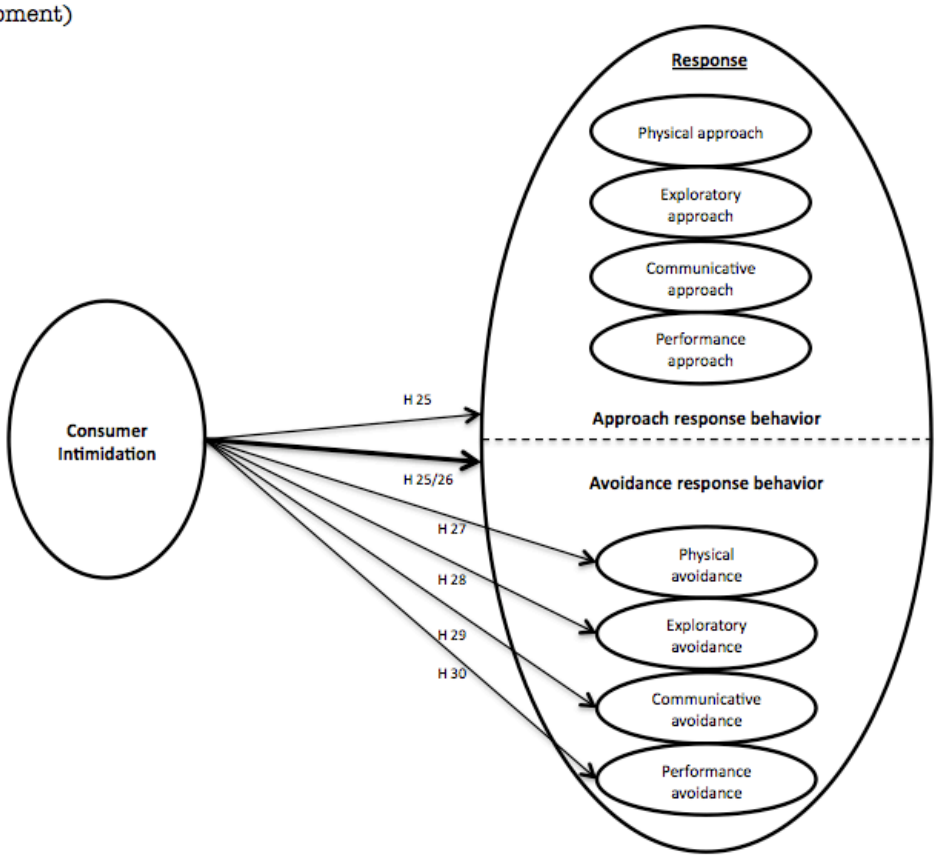
H29: A positive relationship exists between consumer intimidation and communication avoidance behavior

On the last aspect of avoidance behavior, that is ***performance and satisfaction avoidance***, we see a comparable link to those propose between intimidation and the other avoidance types. Put differently, we believe consumer intimidation to be capable of hindering the consumer's shopping performance and their level of satisfaction with tasks performed. The way this is typically is measured is through variables such as repeat purchase-frequency, the amount of time consumers spend in a store, and their money expenditures; all of which we feel might be influenced negatively by intimidation, seeing as the consumer will in a negative emotional state, which we assume is closer to the emotional states of displeasure and dis-arousal. This, as opposed to being in pleasurable or aroused emotional states which have both been associated with the amount of money spent, affinity for the store, time spent in the store, and the number of items purchased in the store (Sherman, Mathur & Smith, 1997). As a consequence we predict the following relationship between consumer intimidation and performance and satisfaction avoidance behavior:

H30: A positive relationship exists between consumer intimidation and performance and satisfaction avoidance behavior

Below is a summary of the above made hypotheses on the relationship between various response related factors and consumer intimidation.

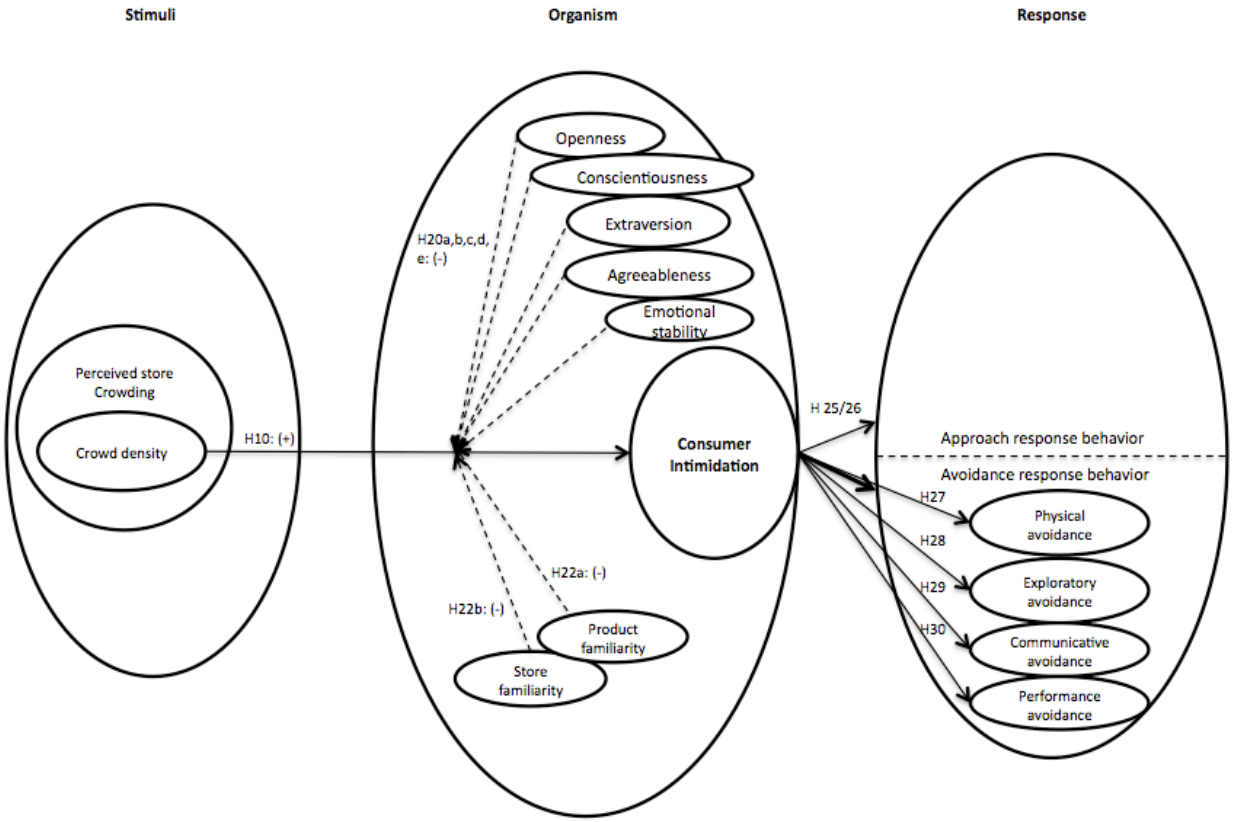
Diagram 11: Summary of hypothesized 'R' related causal relationships with Consumer Intimidation (Own development)



7 Study 2

In contrast to Study 1, the second study is of a quantitative nature, with the purpose of testing and refining the scale and model of consumer intimidation. Testing and refining the scale, as we have previously explained, involves investigating the scale's dimensionality, reliability as well as validity. The model investigations, on the other hand, focus on testing a handful of the hypothesized causal relationships involving Consumer Intimidation (section 6), as may be seen in the below diagram. Explicitly, the perceived store crowd density stimulus variable is selected for testing, as our explorative study portrayed this as a factor which frequently intimidated people. Furthermore, the study also tests the mediating and moderating effects of personality traits (Hypotheses H20a-H20e), product and store familiarity (Hypotheses H22a & H22b), as well as the avoidance responses elicited (Hypotheses H25, H26, H27, H28, H29 and H30).

Diagram 12: Consumer Intimidation hypotheses testing (Study 2) (Own development)



7.1 Method

An online questionnaire was chosen as the appropriate method for conducting this study. The questionnaire was distributed online with the aim of reaching a large and broad sample. 151 responses were gathered within a week, and the time it took to complete the questionnaire varied between 5 to 30 minutes. The questionnaire was based on a scenario approach to execute an experiment (Babin et al., 2003), in which three groups of participants were asked to evaluate photos of three store interior scenarios, that differ in their level of store crowdedness, with regards to its intimidating effect. The use of a scenario approach in an experimental context is initially suggested as it generates discreet emotions and cognitive reactions and minimizes memory-bias, which is common in self-reports of service (Bagozzi et al., 1999). Perhaps more importantly though, we also use this scenario approach as it allow us to test the intimidating effect of crowding, and at the same time, apply the scale testing on the simulated scenario, as if it was an intimidating experience.

7.2 Questionnaire Design

The questionnaire revolves around the presented store scenario (see Appendix E). Each respondent is presented with a single store photograph that depicts one of the following three scenarios, empty store, medium crowded store and crowded store. The respondent is then asked to imagine him/her in the photograph, and answer according to the scenario presented. In order to allocate respondents according to the three scenarios, we constructed a question that would generate unrelated and random answers. Respondents were asked to pick a number between 1-12; the number selected is thus a 'sample splitter' that determines which of the three scenarios the respondent is exposed to.

Besides the introductory questions that concern the respondent's age, gender and nationality, the remaining questions can be distinguish in two groups that essentially address two purposes of the study (1) testing store crowding's influence on intimidation, the mediating and moderating effects of personality traits, product and store familiarity, as well as the responses emitted; (2) testing and applying the scale to measure the intimidatability of crowding. Therefore, the following explanation of the questions developed for the questionnaire, are structured by a selection of SOR hypotheses from the Intimidation Model. Though questions related to the hypotheses for the Intimidation Scale, essentially address the emotional dimension of the "simulated" store experience and thus placed within the organism category of the questionnaire, we will treat these questions and the hypotheses in a separate section, 'Questions Relating to the Scale Hypotheses'.

7.2.1 Question Related to Crowding and the Intimidation Model

Besides crowding, we intend to test the hypothesized relationships between intimidation and personality traits, product and store familiarity, and approach and avoidance behaviors. In order to test these hypotheses, the following questions were developed for the online survey (see Appendix E).

In-Store Stimulus: Crowdedness

To test the perceived crowd density, hypothesis 10, we developed a question that adopts an existing crowding scale that measures the consumer's perceived level of crowding in a specified shopping context. Eroglu and Machleit (1990) named this scale perceived retail crowding; the scale is characterized by a six-item and seven-point semantic differential and the items originate from a study by Harrell, Hutt, and Anderson (1980), who examined two dimensions of retail crowding. Our crowding question, which is based on the crowding scale, thus entails asking the respondents to describe and judge the perceived crowding of the photograph they are exposed to. Explicitly, respondents are asked to describe the store environment (seen in the photograph) with the use of the items from the crowding scale.

Crowding Scale items

Confined / spacious
Too many shoppers / too few shoppers
Restricts movement / allows free movement
Crowded / uncrowded
Gives a closed feeling / gives an open feeling
Must move at a pace set by others / can move at my own pace

Organism: Personality Traits

Determining a person's personality is quite complex and comprehensive, however, we consider it to be too important as an intervening variable, to be excluded. To test the moderating effects of personality traits on intimidation (H20a-e), we selected a condensed measure of the Big-Five personality dimensions developed by Gosling et al. (2003), which are referred to as the Ten-Item Personality Inventory. The 10-item scale measures and determines a person's personality by the characteristics openness, conscientiousness, extraversion, agreeableness, and neuroticism. The scale is applied with a question that requires the respondent to write a number next to each of statements (i.e. the Big-Five personality scale items) indicating the extent to which the pair of traits applies to them (i.e. 1- strongly disagree to 7 strongly agree).

Big-Five personality scale items

1. _____ Extraverted, enthusiastic.
2. _____ Critical, quarrelsome.
3. _____ Dependable, self-disciplined.

4. _____ Anxious, easily upset.
5. _____ Open to new experiences, complex.
6. _____ Reserved, quiet.
7. _____ Sympathetic, warm.
8. _____ Disorganized, careless.
9. _____ Calm, emotionally stable.
10. _____ Conventional, uncreative.

Organism: Product and Store Familiarity

To establish respondent's store familiarity (H22b), we ask the respondents to answer how many times they have visited the store, or one similar to it, within the last 3 months. Similarly, in order to test the effects of product familiarity (H22a), we asked the respondents how many times within the last three months they had purchased items of this nature.

Response: Approach and Avoidance Behaviors

To test the approach and avoidance behavior hypotheses (H25-H30), we borrowed Yüksel (2009)'s Approach and Avoidance Behavior scale, whose items originate from a study by Donovan and Rossiter (1982), and measures and characterizes a consumer's likely store behavior into approach and avoidance. The scale is applied in the response question, and involves asking the respondents to state (based on what they have seen in the picture) how likely they would behave in the manner expressed by each item (see below); the options ranging from not at all to extremely so.

Approach and Avoidance Behavior Scale items
I like the store
I'd like to explore the store
I'd avoid looking around or exploring the store
I'd spend more money than planned in the store
I'd avoid ever having to return to this store
I'd feel friendly and talkative to a stranger who happens to be nearby
I might try to avoid other people, avoid having to talk them
How much time would you like to spend in this setting.

7.2.2 Questions relating to the Scale hypotheses

The questions developed to test the dimensionality, reliability, construct validity and criterion-related validity of the scale, include the Consumer Intimidation scale as proposed as a result of our study 1 findings, and furthermore apply a range of other existing scales that will be elaborated at a later point.

For our scale we will use a 'forced-choice response scale' with an even number of responses and no middle neutral or undecided choice. In this situation, the respondent is forced to decide whether they lean more towards the agree- or disagree-end of the scale for each item.

Consumer Intimidation Scale items
1. I felt insecure
2. I felt shy
3. I felt frightened
4. I felt unknowledgeable
5. I felt embarrassed
6. I felt uncomfortable
7. I felt inadequate
8. I felt observed
9. I felt nervous
10. I felt pressured

Similar to the use of the existing scales, the Consumer Intimidation scale involves asking respondent to indicate to what extent they would feel the scale items in the depicted store environment.

To explain the purpose and content of the remaining questions for the questionnaire, we now revisit what we hypothesized for the scale's dimensionality, reliability, construct validity and criterion-related validity (section 6.1) based on which these are formed.

Dimensionality

We hypothesize that the scale is uni-dimensional (H1). As explained in a previous chapter, uni-dimensionality, means that the items are caused by one factor, i.e. Consumer Intimidation. Since dimensionality cannot be determined by posing a direct question for the respondents to answer, establishing the scale's dimensionality is therefore based on the respondent's answer to our scale items.

Reliability

The reliability hypotheses (H2-H3) postulate that the items of our Consumer Intimidation scale are interrelated, and that the pressure item will exert the least correlation with the scale. We will therefore be looking at whether individual item scores correlate to confirm or reject these hypotheses.

Construct Validity

Testing the construct validity of the intimidation scale requires testing the hypothesized relationships between intimidation and other constructs (H4-H8), (i.e. positive, negative, unrelated relationships). To test these, existing scales for anxiety, fearfulness, dominance, pleasure and guilt are applied in the survey to determine their correlations with intimidation.

The Anxiety scale (Mano and Oliver, 1993) is a three-item, five-point scale that measures the degree to which something has made one feel nervous and fearful. The Anxiety scale involves asking the respondent to indicate to what extent they would feel the

scale items in the store environment. Because the anxiety scale items match, word for word, three items in the fearfulness scale, which we also apply, the anxiety items may be observed below (see fearfulness scale items 1,3 and 4). The Fearfulness scale, which was developed and used in a study by Maheswaran and Meyers-Levy (1990), is a seven-item, seven-point scale, that measures the fear and tension a person reports feeling with respect to some stimulus. The scale anchors *are not at all* (1) and *to a great extent* (7). The scale is included in a question that ask the respondent to indicate to what extent one would feel the scale items in the pictured store environment.

Fearfulness scale items
1. Fearful
2. Tense
3. Nervous
4. Anxious
5. Reassured (R)
6. Relaxed (R)
7. Comforted (R)

The Dominance scale by Mehrabian and Russell (1974) is a six-item, seven-point semantic differential summated ratings scale. The scale measures one's dominance-related emotional reaction to an environmental stimulus. Respondents are asked to use the scale to rate the pictured store environment according to scale's dimensions.

Dominance Scale dimensions
1. Controlling/controlled
2. Influential/influenced
3. In control/cared for
4. Important/awed
5. Dominant/submissive
6. Autonomous/guided

The Pleasure scale is a six-item, six-point summated ratings scale and used by Baker, Levy, and Grewal (1992) to measure the pleasure-related emotional reaction to an environmental stimulus. The question in which the pleasure scale is applied, asks respondents to rate how accurately each of the pleasure scale items describe the depicted settings. The scale anchors are *extremely inaccurate* and *extremely accurate.*

Pleasure scale items
1. Nice
2. Dissatisfying (R)
3. Displeasing (R)
4. Repulsive (R)
5. Unpleasant (R)
6. Uncomfortable (R)

The guilt scale from Westbrook and Oliver's study (1991), is a three-item, five point scale, and is used to assess the guilt-related emotions which a person feels with respect to

some experience. The guilt question entails asking the respondent to indicate to what extent one would feel the guilt scale items, in the given shopping setting. The scale anchors are *very weak* and *very strong.*

Guilt Scale items
1. Repentant
2. Guilty
3. Blameworthy

Criterion-related Validity

As for the criterion related validity hypothesis, we indicated that to prove this we would attempt to should an empirical association between consumer intimidation and avoidance response behavior (the criterion). As such, the question(s) posed to investigate this validity is the same as the questions posed in the response behavior related questions in the model questions (see section 7.1.2).

7.3 Analysis

In order to conduct as clear and logical an analysis of study 2 as possible we have structured it as follows. Initially, section '7.3.1 Consumer Intimidation Scale Analysis' will analyze the dimensionality, reliability and validity of our Consumer Intimidation scale. The positive outcome of this study, that is, the finding of adequate values on the above-mentioned measurement properties, will corroborate Consumer Intimidation as 'real' construct as well our scale as one with which it may be measured, and justify further research of the phenomenon. Permitted be, '7.3.2 Consumer Intimidation Model Analysis' will continue with such research, analyzing some of the previously hypothesized causal relationships entailing Consumer Intimidation. Within each of these sections, analysis will be organized by the hypotheses selected for testing in section 7.1.

7.3.1 Consumer Intimidation Scale Analysis

Dimensionality

"H1: Consumer Intimidation is a uni-dimensional construct"

As is recommended by Netemeyer, Bearden and Sharma (2003) a factor analysis was conducted using SPSS to establish the dimensionality of our construct. Performing this analysis yielded several outputs 'screens' which may be used to determine its dimensionality, all of which are explained and discussed below.

The first two outputs can be used to screen the data and moreover determine whether factor analysis is appropriate to analyze them with. The initial output produced is a correlation matrix, which contains the Pearson correlation coefficients between all our consumer intimidation items (item 1-10) (See **Appendix F**). As Field (2005) suggests, we can use this correlation matrix to check for any 'unhealthy' relationships between our items, including 'perfect correlations' (greater than 0.9) and items that do not correlate with any others, and thereby warrant the omission of one or more of them. Furthermore, we can identify where the determinant at the bottom of the matrix is greater than the necessary value of 0.00001, which indicates that the items are not multicollinearity, in other words that they explain the same thing. Looking over our correlation matrix we can safely say that the items of our scale correlate fairly well with all the others (lowest of 0.338), yet without being particularly large (highest of 0.778), moreover our determinant of 0.001 is greater than the required value. In sum, we can therefore be confident that multicollinearity is not a problem for our data, and moreover that there is no need to consider eliminating any of the items at this stage.

The second output is the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity (See **Appendix F**). Their primary use is to determine whether factor analysis is appropriate for these data. The KMO statistic is an indicator of the compactness of the patterns of the correlation, and varies between 0 and 1. A factor analysis should yield distinct and reliable factors. Kaiser (1974) recommends that the KMO statistic as high as possible (e.g. 0.8 to 0.9 is great and above 0.9 is superb). For our data, one will observe a value of 0.905, falling into the superb category, and thus allowing us to be confident that factor analysis is appropriate for analyzing the data. Regarding the Bartlett's test, which tests whether the correlation matrix is not an identity matrix (one in which all correlation coefficients are zero), it is advised that this test be significant (greater than 0.05) (Field, 2005). This is also the case for our data, where the test proved highly significant (0.000), which again confirms that factor analysis is appropriate.

Moving on to the factor analysis outputs (more specifically factor extraction) itself, we can use this to determine the number of factors accounting for the correlations among the items, which in turn represents the dimensionality of a scale. According to Netemeyer, Bearden & Sharma (2003) a number of rules of thumb are used to determine this number of factors. 'They include (a) the eigenvalue-greater-than-one rule, proposed by Kaiser (b) the

scree plot, and (c) the scree plot parallel analysis' (Netemeyer, Bearden & Sharma, 2003, p28).

According to the the eigenvalue-greater-than-one rule the number of factors underlying a construct is equal to the number of eigenvalues greater than one (Kaiser, 1960). To make sense of this rule, we need to explain the implication of eigenvalues. Eigenvalues are the values, which are used to explain eigenvectors, the elements that provide the loading of a particular item on a particular factor (Field, 2005). The largest eigenvalue associated with each of the eigenvectors provides a single indicator of the substantive importance of each factor, and the idea is therefore that the factors with the largest eigenvalues are to be kept and vice versa (Field, 2005). It is here the Kaiser criterion, very strictly some would criticize (e.g. Cliff, 1988), recommends retaining only factors with eigenvalues greater than 1. Despite its criticism however we shall make use of this criterion, because we also employ other heuristics, as mentioned above, which may be used to confirm the number of underlying factors designated by the eigenvalue-greater-than-one rule.

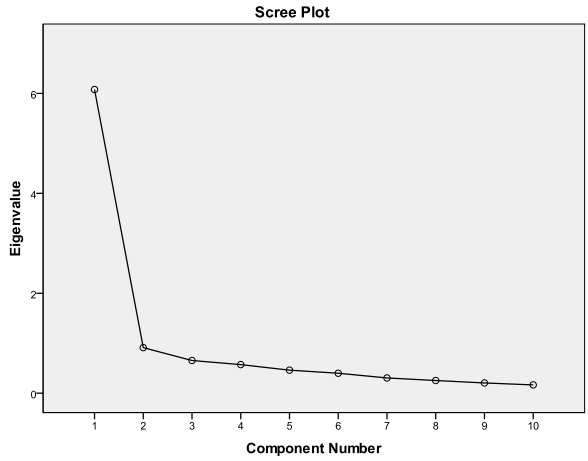
The eigenvalues may be found in the output labeled 'Total Variance Explained' (See below table). This table lists the eigenvalues associated with each factor before extraction, after extraction and normally also after rotation (n.b. this is not included in our output seeing as only one component was extracted, and therefore the solution cannot be rotated). As may be seen below, the analysis identified 10 components (factors) within the data. (it is always the case that there are as many factors as there are variables (Field, 2005)). As explained by Field (2005), the eigenvalues associated with each of these factors represents the variance explained by that particular factor. This is also given as a percentage, which is to be interpreted as the percentage of variance explained by that factor. In our case, factor 1 therefore explains 60.777% of total variance, factor 2, 9.11% and so forth. SPSS then extracts all factors with eigenvalues greater than a certain value ('Extracted Sums of Squared Loadings'), which we specified was to be 1, in line with the Kaiser criterion, leaving us with one extracted factor. In sum, since we apply the eigenvalue-greater-than-one rule of thumb, this analysis concludes there to be one underlying factor.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6,078	60,777	60,777	6,078	60,777	60,777
2	,911	9,110	69,887			
3	,653	6,535	76,422			
4	,572	5,715	82,137			
5	,460	4,603	86,741			
6	,399	3,988	90,729			
7	,305	3,045	93,774			
8	,253	2,532	96,306			
9	,204	2,043	98,349			
10	,165	1,651	100,000			

Extraction Method: Principal Component Analysis.

As stated though, we shall also make use of a scree plot (also called the elbow plot) as a second rule of thumb for determining our constructs dimensionality. The scree plot plots the eigenvalues against the number of factors, and is used to identify a sharp drop in variance, which is accounted for by a given factor. The thinking behind this is that factors at or after this drop are "nuisance factors and merely represent error or unique components" (Netemeyer, Bearden & Sharma, 2003, p. 30). Looking at the scree plot of our data below, this drop is quite evident from one to two factors, and therefore similarly to the eigenvalue-greater-than-one rule, confirms the presence of only one explanatory factor.



It is also common procedure to conduct a parallel plot, especially when it is difficult to identify the so-called elbow in the scree plot. However, considering that Netemeyer, Bearden & Sharma explain that extensive simulations are required to estimate the eigenvalues for such a parallel plot, and more importantly that the elbow was very evident in our scree plot, we will not make use of this technique.

As one will notice in the factor analysis output, the analysis does not stop here. The single factor identified in the above procedures needs to be confirmed further. This, by

ensuring it alone is sufficient to account for all the correlations among the variables. A commonly used tool for doing this is the output table labeled 'Reproduced Correlations' (See **Appendix F**). This table differs from the original correlations matrix, because the correlations stem from the model (i.e. applying the one factor loading), rather than observed data. The way it may be used is thus by comparing the original correlations, with the 'model' produced correlations, and "if the model were a perfect fit of the data then we would expect the reproduced correlation coefficients to be the same as the original coefficients" (Field, 2005, p. 655). In fact Field (2005) recommends that most have absolute values less than 0.05, for it to be representative of a good model. Instead of scanning the matrix, it is suggested that one look at the bottom of the table for the footnote summary of the table, which tells you how many coefficients have an absolute value greater than 0.05. Here we find that 26 of our coefficients, equally 57%, fall into that category. Obviously this is not ideal, and does give us grounds for concern about the fit of our model. As a result we re-ran the analyses asking SPSS to extract two factors, this enabling us to compare the residual coefficients for a model of two factors. The result here, as can be seen in **Appendix G**, was that 44% of our residuals still had an absolute value greater than 0.05, thus not a result which impressed us to the extent that we immediately changed to a two factor model, for a better model-data fit. Instead we referred back to the other two rules of thumb used (Kaiser criterion & scree plot), in order to make a decision about the implication of this output. These having clearly yielded one underlying factor, we are at this point still looking at a one factor model.

A final useful tool to determine the dimensionality of our scale is factor rotation (DeVellis, 2003). Essentially, this "increases interpretability by identifying clusters of variables that are similar in that they all have a strong association with only one and the same factor" (DeVellis, 2003, p. 116). To get values out of the output called 'Rotated Component Matrix' (See **Appendix G**), we also had to make use of the analysis extracting two factors, otherwise the solution cannot be rotated. This yielded the table on the right

Component Matrix[a]

	Component	
	1	2
CI item6 uncomfortable	**,888**	
CI item9 nervous	**,846**	
CI item1 insecure	**,817**	-,243
CI item5 embarrassed	**,804**	-,198
CI item2 shy	**,783**	-,346
CI item4 unknowledgeable	**,755**	-,129
CI item7 inadequate	**,750**	,225
CI item3 frightened	**,748**	-,243
CI item10 Pressure	,692	,496
CI item8 observed	,690	,562

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Rotated Component Matrix[a]

	Component	
	1	2
CI item2 shy	,835	,185
CI item1 insecure	,802	,288
CI item5 embarrassed	,765	,317
CI item3 frightened	,747	,248
CI item6 uncomfortable	,743	,490
CI item4 unknowledgeable	,684	,344
CI item9 nervous	,647	,548
CI item8 observed	,223	**,862**
CI item10 Pressure	,263	**,810**
CI item7 inadequate	,471	,626

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

As can be seen when comparing the rotated component matrix with the non-rotated (on the left), such factor rotation certainly identifies associations that are not visible to the naked eye. As a result of the rotation, two items separate themselves from the rest, by loading considerably more on a second factor than the initially identified single factor, namely, item 8 (observed) and item 10 (pressure); showing respective coefficients of 0.862 and 0.810, which may be recognized as some of the highest correlations witnessed. Notably, the remaining variables still load very highly on the first factor.

As Field suggests, we now need to consider the content of these items, loading on the same factor, to try to identify a common theme, as he states: "if the mathematical factor produced by the analysis represents some real-world construct then common themes among highly loading items can help us identify what the construct might be" (Field, 2005, p. 659). This is in fact easy to do with these two items, as we have already touched upon this topic in hypothesizing on which items would show the least interrelation with the other scale items (see section 6.1.2). There we proposed this item would be item 10 (pressure) because of the lack of social presence (e.g. salesperson or store incumbents), in our survey setting, that could pressure the respondent into a purchase. This lack of social presence, coupled with the nature of the store and its products (lingerie store setting) we used for our survey, which might have taken respondents minds off 'social presences', we strongly feel is

likely to suggest the common theme that items 8 and 10 share. That is, that our scale might include a sub-scale, which one could label 'social consumer intimidation,' measuring intimidation through situations or interaction of some sort with people. Because this is a construct which our 'set-up' in hindsight may not have evoked, this would explain why respondents felt less pressured and observed and moreover also why these items load more heavily on a second factor. It thus seems, that the items do not measure a completely different construct, but rather a mere sub-component of Consumer Intimidation, social consumer intimidation. We are therefore inclined to stick with our initial 10-item Consumer Intimidation Scale. As a precaution we did however re-run the factor analysis using an 8-item scale, that is, without the social consumer intimidation items. In brief, as can be seen in **Appendix G**, the only difference this caused was an increased explanation of variance of 5.179% (from 60.777% to 65.956%), but no change in the residuals between observed and reproduced correlations (i.e. the fit between model and data).

Dimensionality Conclusions

To sum up the insights gained on the dimensionality of our scale, the factor analysis evidently revealed one underlying factor in our questionnaire, which explained a considerable amount of variance, and thus met the Kaiser criterion. Furthermore, a scree-plot suggested the same one factor model. On the contrary, to these first two rules of thumb suggested by Netemeyer, Bearden and Sharma (2003), the reproduced correlations output, suggested that a one-factor model might not be the best one to fit the data, yet because a two-factor model did not portray a significantly better fit, and that the eigenvalue-greater-than-one rule and scree-plot had shown convincing evidence for a one factor-model this output did not change our uni-dimensional view of our consumer intimidation scale. Lastly, a factor rotation where we asked SPSS to extract two factors (as many as there were with eigenvalues above or very close to 1), showed that two of our scale items, given rotation, actually loaded quite highly on a second factor, this again contrarily implying a two-factor model. However, closer scrutiny of the content of these two items, convinced us that this alternative factor loading was not a result of them measure a different construct to our other items, but rather that they measured a sub-component of it, social consumer intimidation. In conclusion, we are thus convinced that the factor analysis performed warrants the support of our hypothesis 1, that the scale is uni-dimensional.

Reliability

Having established that our construct, as far as the factor analysis could tell us, is uni-dimensional, we can now go on to assess the internal consistency of our scale, that is, its reliability. Again here we use SPSS to have a look at the correlation between our our scale items as well as calculate the most common measure of reliability, the Cronbach alpha coefficient. As previously explained this alpha is based on the average covariance among items in a scale.

The complete SPSS output shown in **Appendix H**, shows the results of our reliability analysis for our Consumer Intimidation Scale. Below, are the most relevant exerts from this output, there explanations, and our discussion of what implications this has for our scale and moreover whether they support or reject our hypotheses.

"*H2: The Consumer Intimidation scale items are significantly interrelated (Cronbach alpha coefficient of 0.7 or higher)"*

The first output produced, and perhaps also the most important one, is the 'Reliability Statistics' table. This provides the Cronbach Alpha coefficient, the figure representing the overall reliability of the scale. To reiterate, here we were looking for values greater than 0.7. As can be seen below, in our case alpha is 0.925, and is certainly in the recommended region, so this indicates surprisingly good reliability. Evidently, with this alpha we can also safely say that our Hypothesis 2 is *supported*.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,925	,927	10

"H3: Least correlation with the scale total will be exerted by the pressure item (item 10)"

To determine the interrelatedness between our items and the rest of the items, the output labeled 'Item-Total Statistics', which you can see below, is the needed tool. Specifically, the values in the column called 'Corrected Item-Total Correlation' are the correlations between each item and the total score from the scale. In a reliable scale all items should correlate with the total (Field, 2005). This means we are looking for items that do not correlate with the totals, in particular ones that exhibit coefficients less than 0.3, as Field (2005) contends that these are to be dropped from the scale in that they considerably harm its reliability. It is here that we hypothesized the least correlating item would be that of pressure (item 10), although not to the extent that it would have to be dropped.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CI item1 insecure	23,629	89,475	,764	,674	,915
CI item2 shy	23,669	92,250	,717	,638	,917
CI item3 frightened	24,497	96,425	,679	,573	,920
CI item4 unknowledgeable	23,278	87,095	,692	,545	,920
CI item5 embarrassed	24,073	92,201	,743	,685	,916
CI item6 uncomfortable	23,649	86,189	,843	,770	,910
CI item7 inadequate	23,854	92,885	,695	,527	,919
CI item8 observed	22,914	91,359	,628	,541	,923
CI item9 nervous	23,954	89,991	,797	,683	,913
CI item10 Pressure	23,881	94,879	,627	,517	,922

As may be seen above, all our correlations fall within the range 0.627 (item 10) to 0.843 (item 6), indicating just as the Cronbach alpha did, that our scale is quite reliable. Concerning the item, which is least correlated with the rest of the scale items, although it is not with a large margin, this is in fact the predicted pressure item (item 10) with a Corrected Item-Total correlation of 0.627. This nonetheless provides *support* for our Hypothesis 3.

To extend on this analysis, the second least related item, just as our factor analysis indicated, was the other item that was shown to load on a second factor subsequent to a factor rotation, namely, the observed item (item 8). Just to be sure, although the item-total correlations and the alpha did not advocate it, we ran the reliability analysis again using an 8-item scale. This however yielded a lower Cronbach alpha than our original scale of 0.922. We are therefore confident that the most reliable scale we can construct is our full 10-item scale.

Deleting Items

On this topic of item deletion, the reliability analysis it particularly useful, as the same table inserted above, 'Item-Total Statistics', provides you with the Cronbach Alpha coefficient of the scale if a particular item is not included in the calculation. These values may be seen in the column 'Cronbach Alpha if Item Deleted.' Now because the alpha is a measure of a scale's reliability, what we were looking for is whether any of the alphas are greater than our overall scale alpha of 0.925, as this would mean that deleting that specific item would improve the reliability of our scale, and ultimately that it would have to be deleted from our scale. As can be seen, all our alphas are lower than that of our overall scale, yet they are still quite similar in magnitude. This means that none of the items would substantially affect our scales reliability if they were deleted, and thus we can conclude that the Consumer Intimidation scale is a 10-item scale.

Construct Validity

As previously described, we will evaluate construct validity by examining the correlations between our scale and other related scales. More specifically, if the correlations found match our hypothesized pattern of relationships, that is, our hypotheses are supported and statistically significant, this will be a sign of a valid construct.

To examine the correlation between our scale and other scales, we conducted a correlation analysis, which is a way of measuring the linear relationship between variables (Field, 2005), as opposed to a regression analysis, which is concerned with predicting one variable from another. In order to do this we had to calculate composite scores for the scales, whose relationship we wanted to investigate. This calculation is typically done in one of two ways; using unit weighting, where each scale item is weighted equally, or using factor score regression weighting, which more precisely reflects each items individual contribution to the total construct (Kolen & Brennan, 2004). Given the heightened precision of the factor score, we proceeded to conduct factor analyses on the respective constructs for comparison (i.e. anxiety, fearfulness, dominance, pleasure & guilt), and having their factor scores saved as variables in our data sheet. Here we found that all but the fearfulness scale had one underlying factor. The fearfulness scale in contrast was shown to have two underlying factors. Because single composite scores are needed to perform a correlation analysis, we had to run a second factor analysis of the fearfulness scale, specifying SPSS to extract only one factor. Having done so, we were ready to conduct the analysis.

In conducting a correlation, two types may be chosen between, namely, a bivariate and partial correlation. Here we chose a bivariate correlation seeing as we are looking for the correlation between variables, without 'controlling' the effect of one or more additional variables (Field, 2005). A further choice must subsequently be made as to which distinct type of bivariate correlation one wants to run, a Pearson's correlation or Spearman correlation. This choice depends on the type of data that you are analyzing. We have chosen to treat the data, collected through the various Likert scales used in our survey, as interval data. This we realize is a controversial approach, and one that some would not agree with, however we find it necessary in order to analyze our data in the best possible manner (e.g. mean and variance). For our scale gathered data, which is considered parametric data, Field (2005) recommended a Pearson correlation, which was therefore also the one conducted. Finally, we were also required to specify whether the test should be one or two-tailed, this depending on whether a specific direction of the relationship was hypothesize (for the former) or simply a relationship was expected (for the latter)(Field, 2005). Having

hypothesized specific directions of causality (see below table of hypotheses), we selected the one-tailed test.

Hypothesis	H4	H5	H6	H7	H8
Latent construct	Anxiety	Fear	Dominance	Pleasure	Guilt
Causality Relationship	+	+	-	-	Uncorrelated

Diagram 8: Summary of hypothesized causality with other latent constructs (Own development)

To save both time and space, in conducting the correlation analysis we selected all the six implicated variables (i.e. the composite variables for Consumer Intimidation, Anxiety, Fearfulness, Dominance, Pleasure, and Guilt) for correlation analysis in one go, forming a correlation matrix. This correlation matrix may be seen in **Appendix I.** Looking at this, we are logically only interested in the correlation coefficients between Consumer Intimidation (meanCI) and the other variables, that is, the top row of the matrix. The three values given in the rows are respectively the correlation coefficients, its significance value and the sample size on which it is based.

From the table we can see that Consumer Intimidation (CI Factor Score) is positively related to anxiety (Anxiety Factor total), with a Pearson correlation of r=0.817 (positive), and moreover that the significance value for this correlation is less than 0.01 (as denoted by the two asterisks), suggesting a genuine relationship between the two scales. We can therefore conclude that there is a significant relationship between a consumer feeling intimidated and him/her feeling anxious. The correlation itself is positive: therefore we can infer that the stronger a consumer's feelings of intimidation, the stronger will be his/her feelings of anxiety. Most importantly, the finding here is that there is statistically significant *support* for our hypothesis 4. Similarly it may be observed that Consumer Intimidation is positively related to fearfulness with a Pearson correlation of r=0.823, and moreover that the significance value for this correlation is also less than 0.01. We can therefore conclude that there is a significant relationship between a consumer feeling intimidated and him/her feeling fearful. Moreover, because the correlation is positive we can infer that the stronger a consumer's feelings of intimidation, the stronger will be his/her feelings of fearfulness. Correspondingly, our hypothesis 5 is also *supported*.

As a side note, it should be said that the high correlations that were shown (greater than 0.8) between our Intimidation scale and those of anxiety and fearfulness did concern us. The danger being that our scale might be too similar, indicating that it might in fact be measuring the same entity as they do. Our concerns however were put to rest by the fact

that the task we out to do accomplish was to compare our scale to those of similar or even related constructs, which is what these high correlations indicated that we had done. Furthermore, and probably even more reassuring, from our correlations matrix we were also able to observe the correlation between the anxiety and fearfulness scales, which are published and scales that have been practiced widely. Here we witnessed an even higher coefficient than the previous two (r=0.887). The point being that if two 'official' scales show such high correlations with each other we should not fret over the similarity between our own scale and others. In hindsight, this was something we had noticed previously as well, seeing that half of the questions of the fearfulness scale actually made up the anxiety scale.

Looking at the two scales, with which we hypothesized that Consumer Intimidation would be negatively correlated, Dominance and Pleasure, we found similarly pleasing results. The correlation coefficients found here were r=-0.628 (dominance) and r=-0.448 (pleasure), both with significance values of less than 0.01. In *support* of our hypotheses 6 & 7, this means that Consumer Intimidation is negatively correlated with dominance and pleasure. Or put more explicitly, the more intimidated a consumer is the less dominant he or she is likely to be. And in the same way, the more intimidated a consumer is the less pleasure he or she is likely to feel.

Finally, there is the correlation between Consumer Intimidation and Guilt (Guilt total scale). This portrayed a correlation of r=0.328, and also exhibited a significance value of less than 0.01. Given our hypothesis of the two variables being uncorrelated, we were expecting this value to be very close to zero, demonstrating that consumer intimidation and their guilt had neither a positive or a negative impact on each other. That said the positive correlation which has emerged is considerably smaller than those found in both the positive and negative correlations, implying that although they are positively correlated it is to a lesser degree than with the other scales. Perhaps at this point it is interesting for the reader to glance at the matrix of scatter/dot plots of the above-elaborated scale relationships (see **Appendix I**), which clearly shows this 'smaller' correlation. Nonetheless, in conclusion we can only *reject* our hypothesis 8, that Consumer Intimidation and Guilt are uncorrelated. If we were asked to explain this outcome, we would probably reason that we might not have constructed a setting, which had respondents feeling intimidated enough. This fact, if correct, will have skewed the analysis, as there will have been fewer intimidated consumers stating that they did not feel guilty, in comparison to those that did not feel intimidated and

did not feel guilt. To substantiate this, we calculated the mean intimidation score for all respondents to be 2.63 (3.5 being the barrier to having felt intimidated).

In sum, the goal of this correlation analysis was to test a hypothesized pattern of relationships between our construct and other related (both positively and negatively) as well as unrelated variables. The underlying logic, as proposed by Cronbach and Meehl (1955), being that the correctness of this predicted pattern of relationships can be used to confirm the validity of our Consumer Intimidation construct. In light of all but one of our hypotheses, having been supported, we feel it appropriate to claim that our construct is a valid one.

Content Validity

As for the content validity of our scale we previously explained that this would be evaluated based on a review of steps taken and considerations made throughout the scale development process, comparing and contrasting them to the guidelines (see section 2.1.2-Content validity guidelines) set out by Netmeyer, Bearden and Sharma (2003). This appraisal we offer in the following.

Firstly, section 3, using both general definitions and clinical psychology literature, enabled the careful outlining of the dimensions of our construct and subsequent definition. Secondly, in line with the second and third guidelines provided, our exploratory study made use of both the general population, as well as experts from three related fields of expertise, for the generation and judgment of scale content and items. Thirdly, the proportional representation of items across content areas was examined by having respondents indicate the content areas that most accurately represented intimidation, as opposed to those that were not at all representative (see appendix C & D). Finally, the generation and judgment of items was quantified to produce our initial CI scale. In sum, based on the qualitative reflections above, as well as the encouraging results of our dimensionality and reliability analyses, we find it acceptable to claim that the content of our scale is indeed valid.

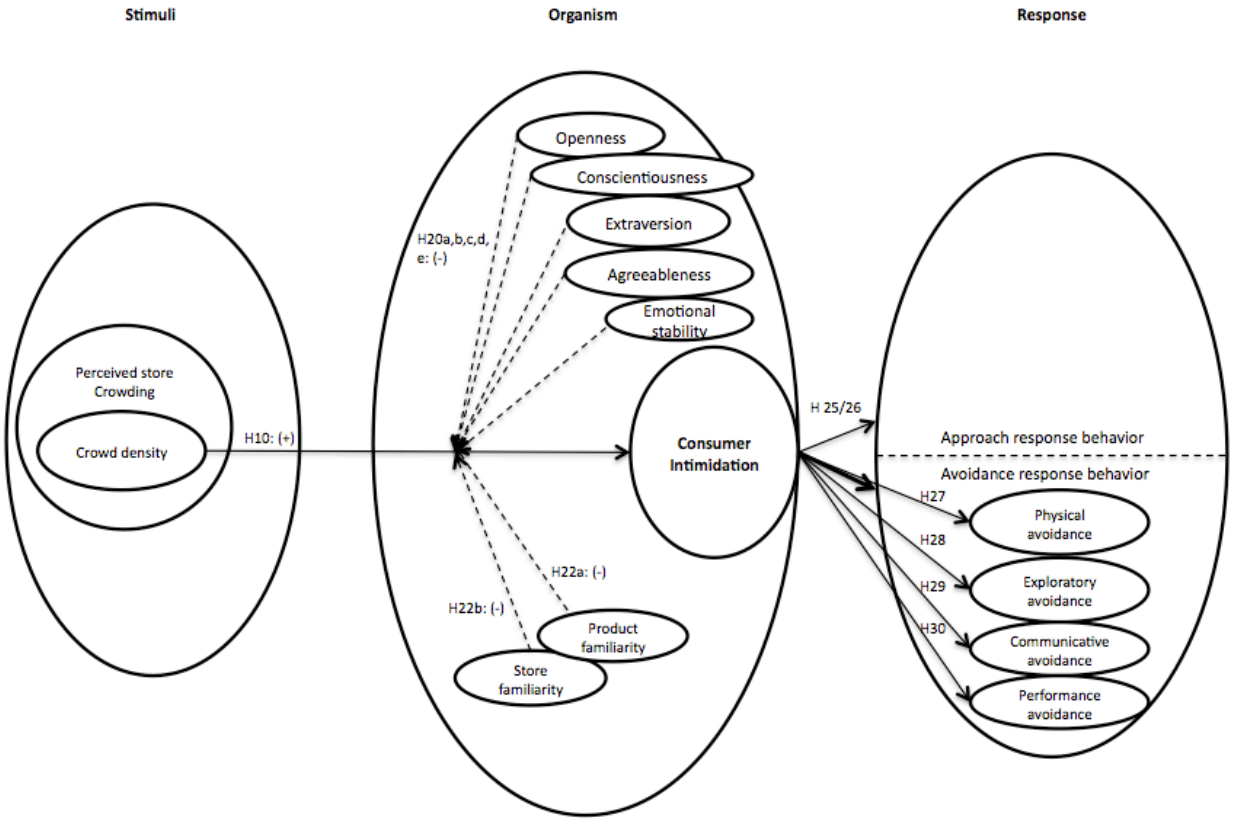
Criterion-related Validity

We described in the hypotheses section (6.1.4) that the criterion-related validity of our construct explains its practical relevance, and is typically substantiated through the empirical association with an existing criterion. In order to establish if this validity is realized, we therefore refer to the response section of the model analysis (7.3.2), as this strives to establish the relationship between intimidation and avoidance behavior. Already at this stage we can claim that should this relationship, and a significant one at that, be empirically proven, our scale will fulfill the criterion-related validity condition.

7.3.2 Consumer Intimidation Model Analysis

Having conducted in-depth analyses of our scale's dimensionality, reliability and validity in the previous section, and concluded that it met the standard requirements for published scales, we are now compelled to test the more 'practical' causal relationships of Consumer Intimidation. This section thus tests the hypothesized relationships between our construct and various variables from the S, O and R categories (section 6.2); relationships which are depicted once again in the below diagram 12.

Diagram 12: Consumer Intimidation hypotheses testing (Study 2) (Own development)



To provide you with an overview of our analysis, Section '7.3.2.1 Direct Effects & Stimuli Variables' will look specifically at the effect of the stimuli variable that we decided to explore, perceived store crowd density, on our consumer intimidation construct. '7.3.2.2 Moderating Effects & Organism Variables' on the other hand, will explore the intervening (organism) variables, and the effect that they have on consumer intimidation. Thereafter '7.3.2.3 Intimidation and Response Behavior' will look to evaluate our response behavior hypotheses, thus trying to determine the impact that consumers' feeling intimidated has on their behavior in retail settings. Finally, '7.3.2.4 Consumer Intimidation Model' will regress a complete CI model, albeit a simplistic one, and '7.3.2.5 CI Model Analysis Discussion' will conclude on the Consumer Intimidation model analysis, with a brief recollection and discussion of our findings. Please observe that we approach each set of analyses through our

respective hypotheses.

7.3.2.1 Direct Effects & Stimuli Variables

H10: A significant positive relationship exists between Consumer Intimidation and perceived crowd density

From the above diagram and more explicitly, hypothesis 10, the first relationship we wish to explore is the direct effect that a consumer's perceived level of store crowding has on their level of intimidation. To determine this effect, we performed a simple regression analysis, as this type of analysis is normally used when wanting to predict an outcome variable (in our case Consumer Intimidation), based on single different variable (Field, 2005). To be precise, this was done using composite factor scores (based on factor analyses) for both our outcome variable and independent variable, just as we did in the analysis performed to evaluate the validity of our construct.

The first table of interest this produced, has been inserted below, and presents us with the value of the Pearson correlation coefficient between perceived store crowding and intimidation. Please see **Appendix J**, for the complete simple regression output.

Correlations

		CI Factor Score	Perceived store crowding factor score
Pearson Correlation	CI Factor Score	1,000	,161
	Perceived store crowding factor score	,161	1,000
Sig. (1-tailed)	CI Factor Score	.	,024
	Perceived store crowding factor score	,024	.
N	CI Factor Score	151	151
	Perceived store crowding factor score	151	151

This shows us that a positive correlation of 0.161 exists between perceived store crowd density and the level of intimidation felt. Put differently, based on this we can say that the higher the perceived crowdedness of a store, the higher a consumer's feelings of intimidation. To interpret this figure further, we can look at the R^2 value, which is produced by the output labeled 'Model Summary' (see below). R^2, as Field explains it, is "a measure of the amount of variability in one variable that is explained by the other" (Field, 2005, p. 128).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
dimension0 1	,161[a]	,026	,019	,99025339	,026	3,967	1	149	,048

a. Predictors: (Constant), Perceived store crowding factor score

Based on this value, R^2 =0.026 in our case, we can thus infer that the level of perceived store crowding explains 2.6% of respondents' variability in consumer intimidation. Finally, a last indicator which must be taken into account is the significance value for the correlation,

which is found in the initial correlation output. This amounts to 0.024, and seeing as this value is less than 0.05 (Field, 2005) we can conclude that there is a statistically significant relationship between the two variables. In sum, although a positive correlation was found between the two variables, and the correlation coefficient did differ significantly from zero, it must be said that the findings here did not reveal the sizeable positive relationship that we had expected. A factor that explains only 2.6% of variability in our phenomenon is not really of noteworthy size, and therefore suggests the importance of other stimuli factors, or perhaps even intervening organism factors which we will look at next. Nevertheless, we can claim there is sufficient evidence to *support* hypothesis 10; that a significant positive relationship exists between perceived store crowdedness and Consumer Intimidation.

Given the low positive correlation found in the above analysis, we decided to have a look at the effect that two of our intervening variables might have on consumer intimidation levels, namely, product and store familiarity. Although we predicted, these would have a negatively *moderating* effect on intimidation (these hypotheses will be explored in the following section), this analysis actually tested their direct effect on our construct. As can be seen in **Appendix K,** these variables in comparison produced much higher correlation coefficients. Respectively, they yielded coefficients of -0.505 and -0.488, conveying that they are both quite negatively correlated with Consumer Intimidation. Or put more plainly, that the more familiar consumers were with the store and/or the products (i.e. lingerie), the less intimidated they were. Similarly, the R^2 values were much higher at 0.238 and 0.255, meaning that they independently explain 23.8% and 25.5% of variation in consumer intimidation levels. Additionally, these figures both have a one-tailed significance level of lower than 0.01, which demonstrates that they are very dependable. In sum, although it not being an initial objective of ours, we can thus conclude that consumer intimidation is very closely linked to their familiarity with (or knowledge of) the setting in which they are shopping, as well as the products they are browsing or buying.

7.3.2.2 Moderating Effects & Organism Variables

As for testing the effect of our intervening variables (those in the organism category in the hypotheses for testing diagram), a multiple regression analysis was necessary for each variable. The reason for this is that we have hypothesized that our intervening variables (product and store familiarity, and personality traits) have moderating effects on the relationship between store stimuli and consumer intimidation, and to test these one needs to compare the effects of various variables on our dependent variable, including both

our independent variable, proposed moderating variable and an interaction variable (Field, 2005). As such, an analysis form was needed that could correlate these variables with each other in different manners.

To explain in more detail, the effect of our intervening variables can be tested by creating several so-called interaction variables, each representing the interaction between our independent variable (perceived store crowd density) and one of our hypothesized moderating variables (e.g. perceived store crowding factor score * product familiarity). A regression analysis in which this interaction variable is 'entered' last and added to a model already consisting of the two variables with which it was composed, may then be used to confirm or reject the moderating effect of the variable in question. Specifically, if the addition of the interaction variable results in a significant increase in R^2, it can be claimed that the hypothesized variable has a moderating effect on the relationship between Perceived store crowd density and Consumer Intimidation. To perform this analysis, we again used our composite factor scores, or alternatively for the variables where this was not possible to calculate, we used the standardized values provided by the standardized values function in the 'Descriptives' tool in SPSS (Field, 2005). These values were used mainly to avoid multicollinearity between the interaction variable and the variables on their own (Field, 2005).

H22a: Consumer product familiarity will negatively moderate the intimidating effects of store stimuli

So to evaluate the moderating effect of consumer product familiarity, on the intimidating effect that store crowding had on consumers, we created the interaction variable perceived store crowding and product familiarity ('Interaction variable Crowding & Product familiarity). Subsequently we ran the regression analysis, as described above, which produced the below Model Summary output (see **Appendix L**).

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
dimension0	1	,512[a]	,262	,252	,86485005	,262	26,272	2	148	,000
	2	,524[b]	,275	,260	,86018449	,013	2,610	1	147	,108

a. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score
b. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score, Interaction variable Crowding & Product familiarity

Looking at the Change Statistics columns in this table, we see the all important R Square Change values, which is 0.013 when the interaction variable is added (model 2) to the

predictor and moderator variables. This change, translates to an F change of 2.61, which is insignificant with p= 0.108, because it is greater than the looked for value of 0.05 (Field, 2005). The insufficient significance of the interaction tells us that our presumed moderator does not significantly moderate the effects of perceived store crowd density on Consumer Intimidation (Field, 2005). Normally, we would also be required to determine the direction of the moderation, however as a consequence of the insignificant moderation effect found, we did not deem it necessary to look further into whether the moderator effect is in the predicted negative direction or not. Instead we conclude that the data and analysis *reject* our hypothesis 22a.

H22b: Consumer store familiarity will negatively moderate the intimidating effects of store stimuli

Approaching the store familiarity variable in the same manner as above, we witnessed a change in R^2 of 0.022 (see below table) when the interaction variable was added to the model, and moreover that this figure was, by contrast to product familiarity, statistically significant, p= 0.036 (less than 0.05). This significance tells us that our hypothesized moderator, store familiarity, does indeed moderate the effects of the predictor variable perceived store crowd density on the consumer's intimidation level.

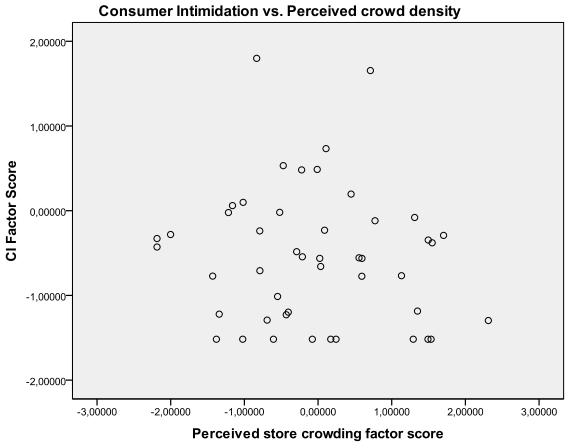
Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
dimension0	1	,507[a]	,257	,247	,86759073	,257	25,639	2	148	,000
	2	,528[b]	,279	,265	,85755587	,022	4,484	1	147	,036

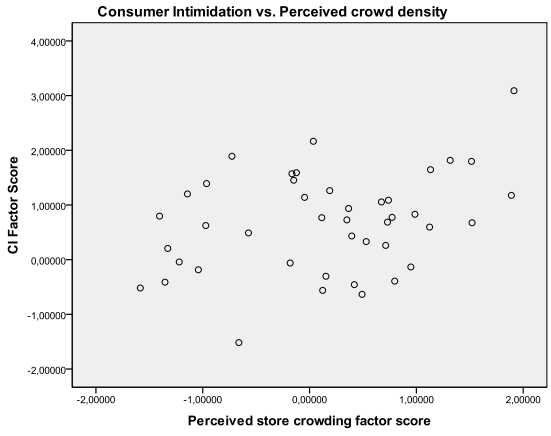
a. Predictors: (Constant), Zscore: Store familiarity, Perceived store crowding factor score
b. Predictors: (Constant), Zscore: Store familiarity, Perceived store crowding factor score, Interaction variable Crowding & Store familiarity

In order to see whether the significant moderator effect is in the predicted negative direction, that is, the more familiar a consumer is with the store, the weaker the positive effect of perceived crowd density on Consumer intimidation; we can look at the cases with the most and least store familiarity, to determine whether the correlation between Crowd density and Consumer intimidation strengthens or weakens with store familiarity.
To identify the cases with the most and least store familiarity we used a box plot graph. This depicted that the boundary value most representative of the upper quartile was about 0.96 and -0.96 for the lower quartile. We then used this information by having SPSS, on two separate occasions; select only those cases who fit within these quartiles, and plotting Consumer Intimidation against perceived store crowd density amongst the cases in each of

the two quartiles, as well as finding the correlation between the two. The resultant plots are shown below (upper quartile first):



Here we see there are 47 cases (not quite a fourth of our sample, but any higher value used for the case selection would have limited us to 13 cases) that have a store familiarity value higher than 0.96. As the correlation analysis showed, the correlation between Consumer Intimidation and perceived crowd density was -0.11 (p = 0.23) (see **Appendix M**), and therefore only confirms the very weak relationship portrayed in the plot, between intimidation and crowd density. For the lower quartile, or rather the cases with a store familiarity lower than -0.96, of which there were 43, SPSS produced the following scatter-dot plot:



Here we can see graphically that there is a much stronger relationship between CI and crowding density. Similarly, in the correlation output table, we found that the correlation is in fact positive, with a coefficient of 0.34 and a significance of 0.014, thus finding a

significantly strong correlation between the two. In sum, what we can gather from the above plots and correlations combined, is that the effect of perceived crowd density on consumer intimidation weakens with more store familiarity, i.e. there store familiarity negatively moderates the relationship between crowd density and consumer intimidation. As such, our hypothesis 22b is *supported*.

Personality Traits

This brings us to the five personality trait variables: openness, conscientiousness, extraversion, agreeableness and emotional stability. These are approached individually in the same manner as the above variables, firstly establishing whether they have a moderation effect on the relationship between perceived crowd density and intimidation, and thereafter, provided moderation is found, we attempt to determine whether the direction is as predicted.

H20a: Consumer openness will *negatively moderate the intimidating effects of store stimuli*

Running a regression with two models, one, consisting of perceived store crowd density and consumer openness, and two, consisting of the same two variables in addition to an interaction variable between them, produced the following model summary output:

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
dimension0	1	,258[a]	,067	,054	,97268096	,067	5,272	2	148	,006
	2	,259[b]	,067	,048	,97568967	,001	,089	1	147	,766

a. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score
b. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score, INTcrowdopenness

From this we may conclude that the addition of this interaction variable does not cause a great change in R square (0.001), and furthermore that the change is not significant p=0.766. This insignificant interaction tells us that the hypothesized negative moderating effect of consumer openness on the relationship between perceived store crowding and consumer intimidation, in hypothesisH20a, is *rejected*.

H20b: Consumer agreeableness will *negatively moderate the intimidating effects of store stimuli*

Looking at the complete personality trait moderation analysis output (see **Appendix N**), we found that the addition of the interaction variable between consumer agreeableness and perceived store crowding, to the 'original' model in this regression, also caused little change in R square (0,000) and as the significance value (0.991) shows, the moderation effect of consumer agreeableness was highly insignificant. Given this our hypothesis H20b is

rejected.

H20c: Consumer extraversion will negatively moderate the intimidating effects of social store stimuli

Consumer extraversion we also felt would negatively moderate the relationship between store stimuli and consumer intimidation. However, as can be seen in the complete output (see **Appendix N**), this was not the case. The R square change was minimal at 0.001, and understandably therefore also showed little statistical significance (p=0.772). As a consequence of this insignificant interaction, we can also *reject* our hypothesis H20c.

H20d: Consumer emotional stability will negatively moderate the intimidating effects of store stimuli

Scrutinizing the same **appendix N**, we have to reject our hypothesis H20d as well. The addition of the interaction variable here, led to a slight R^2 change of 0.007, which proved to be insignificant (p=0.317). As such, there is no statistical proof of our presumed moderator, emotional stability, moderating the effect of perceived store crowd density on Consumer intimidation.

H20e: Consumer conscientiousness will insignificantly moderate the intimidating effects of store stimuli

Finally, with regards to consumer conscientiousness we found similarly little change in R square (0.002) as a consequence of the interaction variable, and again with little significance (p=0.544). In contrast however, to the other personality traits, for this particular one we had hypothesize that conscientiousness would have an insignificant effect on the relationship between store stimuli on consumer intimidation, and as such our hypothesis H20e is *supported*.

Direct Effects of Personality Traits

Having found little support for the majority of the hypothesized effects of our intervening variables, some thought was given to identifying why this was the case. In doing such, particularly one issue stood out, that is, perhaps our inability to show moderation effects of personality traits is linked to the weak relationship that appears to exist between our tested stimuli variable, perceived crowd density, and our intimidation outcome variable. In other words, we believe that had we selected a store stimuli that led consumers to be considerably more intimidated than crowd density (e.g. appearance of salesperson), this would have enabled us to more accurately confirm or reject our hypothesized moderation effects of consumer personality traits.

In any case, to show the relevance of the intervening variables we included in our model (i.e. personality traits, as we have already looked at the direct effect of the two types of familiarity), as well as the correctness of our predicted directions of causality that these would have on intimidation, we extended our analysis below. This, to analyze the direct effects that our intervening variables have on consumer intimidation. To establish this we performed five simple regression analyses, one for each of the relationships between the personality traits and consumer intimidation. These outputs may be found in **Appendix O.** In the below table we have summarize the figures of interest from each of these outputs, including: the correlation coefficients, the R^2 values and significance level for each of the correlations:

	CI	Openness	Conscientiousness	Extraversion	Agreeableness	Emotional Stability
Correlation	1.000	-0.205	-0.117	-0.174	-0.300	-0.077
R^2	1.000	0.042	0.014	0.030	0.090	0.006
Significance	0.000	0.012	0.153	0.033	0.000	0.346

From this table, the correlation between CI and Openness has a negative value of 0.205, an R^2 value of 0.042 and is significant at $p<0.05$. Importantly, this indicates that the correlation between these two variables is statistical significant, and moreover that they are negatively correlated. This we can interpret to mean that the higher a consumer's openness to new experiences and environments, the less likely he or she is to be intimidated in. The R^2 value (0.042) furthermore tells us that consumer openness can account for 4.2% of the variation in Consumer Intimidation.

Interpreting the rest of the figures in the table in the same manner, we determined that consumer conscientiousness and emotional stability did not reveal significant relationships with consumer intimidation. On the other hand, extraversion and agreeableness showed strong and significant ($p<0.05$ and 0.01 respectively) negative correlations with our construct, their respective correlation coefficients equaling -0.174 and -0.300, translating to R^2 values of 0.030 and 0.090. This tells us that consumer extraversion can account for 3% of the variation in consumer intimidation levels and agreeableness 9%

In sum, this extended analysis shows that although we were not able to confirm significant moderating effects of our intervening variables on the effect of perceived store crowd density on consumer intimidation, they *are* factors that can account for a considerable amount of variation in intimidation. Moreover, their direct effects on the consumer intimidation also confirmed the general negative directional causality, which we predicted they would have as moderators. This means that the higher respondents scored on openness, extraversion and agreeableness, the less they tended to be intimidated.

7.3.2.3 Intimidation and Response Behavior

This brings us to the part of the analysis, which strives to determine the effect of intimidation on the consumer's response behavior. As we have previously elaborated on in detail, response behavior may be divided into two general types, approach response behavior and avoidance response behavior. These in turn, consist of four different categories of behavior, namely physical, exploratory, communication, and performance and satisfaction behavior. As such we hypothesized on overall behavioral response that was elicited as well as the individual behavior categories. For the statistical analysis, it was therefore also necessary to compute composite factor scores for both the overall response, which was a combination of the four behavior categories, as well as the specific categories themselves. These factor scores were then put to use in a series of simple regression analyses, seeing as similarly to the relationship testing that went on between stimuli and consumer intimidation we were looking to predicted one variable, using another variable. In this case however the dependent variable as the different response behaviors noted, and the predictor (independent) variable was consumer intimidation.

H26: Intimidated consumers will more often than not exhibit avoidance response behaviors

To test this particular hypothesis, it should be noted that considerable recoding of the response variables was required (including as far down the line as the raw data behind the individual behavior categories under the two types of response behavior). Seeing as approach and avoidance are two behaviors on a continuum, it was necessary to choose one that the scale would measure. In our case we coded the responses so that high scores represented avoidance, and low scores thereby approach behavior. Having done so, we then ran the regression analysis on our overall avoidance behavior factor score combined with our CI factor score. This produced the below correlations and model summary outputs (see **appendix P** for complete output):

Correlations

		Overall avoidance response factor score	CI Factor Score
Pearson Correlation	Overall avoidance response factor score	1,000	,527
	CI Factor Score	,527	1,000
Sig. (1-tailed)	Overall avoidance response factor score	.	,000
	CI Factor Score	,000	.
N	Overall avoidance response factor score	151	151
	CI Factor Score	151	151

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
dimension0 1	,527[a]	,278	,273	,85269808	,278	57,301	1	149	,000

a. Predictors: (Constant), CI Factor Score

For these data, R had a value of 0.527, representing the simple correlation between avoidance response behavior and consumer intimidation. Several aspects about this correlation are important for us to be able to confirm our hypothesis. One, that the correlation is highly significant ($p<0.01$), two, that there is a strong correlation between the two, and three, that this correlation is positive. Especially this last one is worth commenting on, as a negative correlation would have meant that intimidation was likely to lead to approach behavior in consumers. Instead, the positive correlation tells us that when consumer intimidation is high, consumer avoidance behavior also tends to be high. As another indicator we can also use the R^2 value (0.278), which tells us that consumer intimidation can account for 27.8% of the variation in approach/avoidance behavior. And if one wanted further substantiation, one could look at the ANOVA table produced (see **appendix P**) which showed an F-ratio of 57.301. This according to Field (2005) is the most important figure in that table because it is a measure of "how much the model has improved the prediction of the outcome compared to the level of inaccuracy in the model" (Field, 2005, p. 150). Following from this it is logical that this value should be as large as possible (greater than 1 at least) (Field, 2005), which ours evidently is, and at a significance level of $p<0.01$. In sum, we can thus say that this regression model, consisting of consumer intimidation, predicts a tendency toward avoidance behavior significantly well, and therefore also *supports* our hypothesis 26.

H27-30: A positive relationship exists between consumer intimidation and physical, exploratory, communication and performance and satisfaction avoidance behavior

Above we established that intimidation is positively correlated with consumer avoidance response. Thus, that consumers tend to react to the emotional state most frequently by elicit avoidance type behavior of some sort. To determine what kind of avoidance behaviors exactly, we can now look at the data we had on the specific categories of avoidance behavior: physical, exploratory, communicative, and performance satisfaction avoidance behavior, and attempt to establish whether all of these are likely avoidance behaviors of an intimidated consumer as well as which of them an intimidated consumer is most likely to 'engage in'.

In light of the fact that we are interested in the zero-order correlations (that is correlations without other controlled variables) (Field, 2005) between each avoidance behavior type with consumer intimidation, we had to run four separate simple regression analysis, each time changing the dependent variable to a new avoidance behavior type (see **appendix Q** for complete output). In the below table we have summarized the relevant correlations coefficients from each of these analyses, and their corresponding R^2 values and significance levels.

	Consumer Intimidation (CI)	R^2	Sig.
Physical avoidance	0.424	0.179	0.000
Exploratory avoidance	0.561	0.315	0.000
Communicative avoidance	0.270	0.073	0.000
Performance and satisfaction avoidance	0.375	0.141	0.000

Applying the same logic as with the regression analysis on overall avoidance and consumer intimidation, the remarkably high positive correlations between all of the avoidance behavior types and Consumer intimidation, along with the relative high explanatory power of the variation in each avoidance type that intimidation appears to have (17.9, 31.5, 7.3 and 14.1% respectively), which are all shown to be statistically significant ($p<0.01$), enable us to conclude that a positive relationship exists between consumer intimidation and each of the behavior types. This providing *support* for our hypotheses 27, 28, 29 and 30. Additionally, from the table we can also conclude that consumers are particularly likely to exhibit exploratory avoidance behavior, when intimidated, as this was where the largest correlation and explanation of variation was found. To rephrase, consumers are likely to explore a store to a much lesser extent, if they are intimidated.

7.3.2.4 Consumer Intimidation Model

From the above analyses we were able to establish that our predicted model of consumer intimidation, in particular the moderating role of intervening variables on the effect of stimuli factors on consumer intimidation, does not hold true. As a consequence, we do not see the value in running a regression analysis on this model, to determine how much of our construct, or variation therein, that these variables explain in combination. In light of the other, more direct, relationships we found to exist between these organism variables and intimidation, we instead turn to a more simplistic model of consumer intimidation, consisting of perceived store crowdedness, product and store familiarity, and personality traits as the independent variables and intimidation as the outcome variable.

To test this model, we ran a final multiple regression analysis. Field (2005) recommends running this regression analysis twice, first to identify the variables that

contribute substantially to the model's ability to predict the outcome, and thereafter re-running the analysis using only these important variables. However, because of the substantial analysis that we had conducted on all of the available predictor variables, prior to running this 'final' model regression, we deemed it unnecessary to run the initial regression as we had already pinpointed the most 'contributing' variables. As will be remembered, these generally fit within the organism category, namely, product and store familiarity, and the personality traits: openness, extraversion and agreeableness. These were therefore also the variables used in our final regression analysis (see **Appendix R** for complete output of this regression).

It will be seen in the table labeled 'Correlations', this table actually shows us information that we have already obtained through our previous analysis, that is, the correlation coefficients between each pair of variables, the one-tailed significance of each correlation, and finally the number of cases contributing to each correlation. Just to recap, if we look only at predictors' effects on CI, product familiarity shows the highest correlation, and it is therefore likely that this variable best predicts consumer intimidation, and moreover all of the variables show significant negative correlations with our dependent variable as well. This information is nonetheless not novel to us.

However, what we can use this matrix for is a preliminary look for multicollinearity between variables, which we previously explained is the case if any of the coefficients are greater than 0.9 (Field, 2005). As can be seen this is however not the case for our variables, and thus any concerns that one might have had about product and store familiarity measuring the exact same thing are put to rest (R=0.645). This lack of multicollinearity actually supports our intuition that product familiarity explains something different to store familiarity, the thinking being that because one has been in a particular store setting does not certify that one is familiar with the products (e.g. your girlfriend made you accompany her to the lingerie store).

The next outputs (Model Summary & ANOVA) become more interesting as they describe the overall model and its ability to predict consumer intimidation.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,488[a]	,238	,233	,87570326	,238	46,604	1	149	,000
2	,548[b]	,300	,291	,84225556	,062	13,069	1	148	,000
3	,588[c]	,345	,323	,82305505	,045	3,329	3	145	,021

a. Predictors: (Constant), Zscore: Store familiarity
b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
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3	,588[c]	,345	,323	,82305505	,045	3,329	3	145	,021

a. Predictors: (Constant), Zscore: Store familiarity
b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity
c. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity, Zscore: Extraversion total, Zscore: Openness total, Zscore: Agreeableness total

When looking at the above please notice that under the tables SPSS tells you what the dependent variable was and what the predictors were in each of the models. The model summary output thus tells you the 'developments' of R and R^2 as the models are extended to include more and more of the predictor variables selected for the analysis. For the first model, consisting of store familiarity, the R^2 value is 0.238, and as we already know, this means it explains 23.8% of variation in consumer intimidation. However when the other variables are added, to start with, product familiarity, the model (model 2) then explains 30% of this variation, an additional 6.2%, as may be seen in the R^2 change column. And similarly when the personality trait variables are added, the model (model 3) explains 34.5% of variation in consumer intimidation levels, an increase of 4.5%. As such we can say that the inclusion of the four new predictors (from model 1 to model 3) has explained a considerable amount of the variation in consumer intimidation (10.7%).

Field (2005) also suggests using the adjusted R^2 value to give us an idea of how well our model generalizes, stating that it should be very close to the value of R^2. In our case, the difference for the final model is quite small (0.345-0.323= 0.022). This decrease means that if the model were derived from the population rather than our sample of 151 it would account for about 2.2% less variation in consumer intimidation. Thus, we can say that our model generalizes quite well.

Lastly, to get an idea of whether the witnessed change in R^2 is significant, we can, as we have done once before, have a look at the F change values given in the same table. This shows that going from model 1 to model 2 to the F-ratio changed by 13.07, and from model 2 to model 3, by 3.33. And these, according to the F change significance column, are of a significant size ($p<0.05$). In conclusion to our regression analysis on this simplified version of our hypothesized Consumer Intimidation model, it can be said that a model consisting of all five selected predictor variables; product and store familiarity, and consumer openness, extraversion and agreeableness, is the most predictive of the level of intimidation that consumers feel.

7.3.2.5 CI Model Analysis Discussion

Causes of Consumer Intimidation

In testing both the direct and moderating effects of all of our hypothesized predictor variables, the results were of a somewhat mixed nature. Although finding support for our hypothesis that perceived store crowd density has a positive effect on consumer intimidation, the strength of this causality was far from convincing. This we believe could have two possible explanations. First, it may be that this finding is an accurate description of the actual relationship, and strength thereof, that exists between perceived store crowd density and consumer intimidation. As for our research objectives, and hypothesis of a stimuli, moderating organism and response model of consumer intimidation, this may then suggest that we simply chose to focus on a less significant stimuli variable in our study, and that we may have greater success in proving this model with a different variable (e.g. salesperson appearance). On the other hand, the weak relationship found may also have been attributable to a flawed method on our part. In hindsight, several possible flaws come to mind; most fundamentally, it may have been that our most crowded store scenario did not appear crowded to respondents, however neither the individual respondent perceived crowdedness scores nor our miniature (5 persons) pilot study of the survey suggested this. Perhaps more underlying of a flawed method is the difficulty in conveying crowdedness and connected sentiments through a picture, and as such an in-store experiment may have exposed respondents to this variable to a much greater extent. Finally, we also find it likely that the crowdedness stimuli variable may have been overpowered by other variables in play in the retail setting. Using a lingerie store as our survey setting may have focused respondents' attention on the products and intimidative feelings linked to these, as opposed to the amount of people present in the store.

In sharp contrast to perceived store crowdedness it was found that the hypothesized moderators of intimidation, that is, store and product familiarity and the openness, extraversion and agreeableness personality traits, actually had strong negative direct effects on consumer intimidation levels. Respectively they showed negative correlations of 0.488, 0.505 0.205, 0.174 and 0.300 with consumer intimidation. It therefore appears that these organism variables that are of a more personal and static nature, are more explicatory of our CI phenomenon than the investigated stimuli factor. This observation should however be acknowledged with some moderation, as our survey did heavily probe the intervening dynamics of intimidation, in comparison to scrutinizing only one of the many potentially influential stimuli variables that were presented. We can however only conclude on the

figures available to us, and these suggest that Consumer Intimidation is best explained by internal as opposed to external factors, something we are sure clinical psychologists, who view intimidation as a personality trait or rather a personality disorder, would agree with.

The Moderators

In spite of having rendered strong direct relationships with consumer intimidation, the analyses of the moderation effects of the organism variables failed to demonstrate support for our hypotheses. In fact, only one variable (store familiarity) proved to have a significantly negative moderating effect on the relationship between perceived store crowd density and consumer intimidation. As a result, we cannot confirm our initial and hypothesized intuition that the higher the level of store and product familiarity, openness, conscientiousness, extraversion, agreeableness and emotional stability a consumer has, the more the intimidating effects of in-store stimuli in general will be negated. At best, it may be remarked that store familiarity counteracted the intimidating effect that store crowdedness had, and is likely therefore also likely to be the factor which shows the greatest moderating influence on the effect of other store stimuli and CI, this however will be left for future research to verify. On that note, we have already indicated that such research should take care to test these moderation effects on stimuli-CI relationships that are both strong and significant, as the lack of this in our testing might have explained why we were unable to substantiate such moderating causality.

Effect of Consumer Intimidation

As for the effect of intimidation on consumers' behaviors, it was shown quite clearly that consumer intimidation is more likely to elicit avoidance behavior in consumers rather than approach behavior. CI actually showed strong and significant relationships with all four types of avoidance responses including, physical, exploratory, communicative, and performance and satisfaction avoidance behavior. In particular, exploratory avoidance behavior, that is, the tendency to avoid exploring and interacting with the environment was proved to be a likely effect of intimidation on consumers. Taking a step back, this is an incredibly important finding of our research, because it implies that the our intimidation construct is not just an extraneous phenomenon, for which we have developed a self-report measure, but rather one, which practitioners and academics alike need to be weary of, due to its adverse effects on consumer response behavior. This however will be discussed in greater lengths in the implications part of our conclusion (section 8.2).

Towards a Comprehensive Model of Consumer Intimidation

The regression analysis that was performed on the simplified version of our initially hypothesized Consumer intimidation model yielded a promising predictive model of our construct. Consisting of five predictor variables; store and product familiarity, consumer openness, extraversion and agreeableness, it was found to account for about 34.5% of the variation which appeared in respondents' consumer intimidation levels. Furthermore it was shown that it is fair to use this model to make comments about consumer's intimidation levels in retail settings, in general. Despite these encouraging findings, we are however well aware that this model is not representative of a final model of Consumer Intimidation, but rather a constructive start toward developing a comprehensive explanatory model. As with most focused research, delimitations are necessary, and the reader will acknowledge that our studies have only investigated a handful of variables that could contribute towards the intimidation phenomenon. Nonetheless, we find it rewarding to have identified several important predictor variables, as well as being able to put forward this provisional CI model.

7.4 Limitations & Experimental Validity

In order to reflect on the experimental validity of our model analysis results, that is, the 'truths' of the conclusions we draw (Coolican, 2009) on the CI model, it is necessary to point out any threats there might have been to this. Such threats, taking the form of any 'influences' there may have been on our variables that would "provide an alternative explanation of our effect, or limit the generality" of our findings (Coolican, 2009, p. 84).

A first limitation that must be noted, although not one that considerably harms the validity of our experiment, is a survey question direction and sequencing blunder. To explain, only 151 out of 225 responses to our online survey were completed to a 'usable state'. The reason for this being, that one of our introductory questions regarding gender, was a sample splitting question; where respondents were specifically asked to fill in their gender using single small-case letters (i.e. m or f). If respondents failed to do so, they were then not presented with the full survey, thus rendering their responses unusable. To solve this, the particular questions should have been made one where respondents simply had to tick the appropriate box; however considering an initial testing of our survey did not reveal this 'flaw' this did not cross our mind. As stated, the implication of this for our experimental validity, is not critical, however these missing 74 respondents has undoubtedly limited the statistical significance with which we are able to conclude our findings.

Secondly, also related to the survey itself, we find that some threat to the validity of our scale may also lie in the vocabulary used in the survey questions. Given the complex

nature of our topic, it was difficult to explore and probe underlying factors without using more advanced vocabulary (e.g. repentant, quarrelsome). At the same time, we also had feedback from respondents that they felt several of the terms used were quite ambiguous, making it extremely difficult for them to answer. These aspects combined, we feel may have impaired the validity of responses gain, thereby also the validity of our results and conclusions drawn.

Thirdly, as has been indicated in the discussion of the model analysis, the most critical limitation there may have been to our study is that the method of measurement was an online survey, where pictures of a lingerie store were used to simulate crowdedness, and the recorded answers were thus purely indications of how respondents would feel and behave. Besides the limitation that the pictures failed to show crowdedness, our method may also have been limited by the fact that the measured feelings were based on imagined situations, and that the observed purchase behavior was based on stated behavioral intentions rather than actual behavior. Therefore the study does not completely represent the actual feelings and actions, which an individual would experience and engage in a real-life situation. This can certainly be said to harm the generality of our findings.

Finally, we can also comment on the statistical conclusion validity of our experiment, that is, whether the correct statistical procedures were applied and interpreted. Given that the advice of Field (2005) was followed meticulously, we are confident that no serious mistakes were made. One point of concern that should be mentioned however, is the consistent treatment of the data, gathered through Likert-scales, as interval data. This, having attracted considerable debate amongst academics who seem to be equally divided as to the legitimacy of doing so; the opponents undoubtedly claiming that we would have a validity issue, because of such treatment.

In sum, several limitations to the experimental validity of our study of the Consumer Intimidation model hypotheses do present themselves, however none that suggested that we have a severe validity problem. Research methods and statistical procedures applied, as far as we can tell; do not fall outside the accepted standards of quantitative research and analysis, and therefore we conclude that that the results of our investigation are valid.

8 Conclusion

8.1 Scaling and Modeling Consumer Intimidation

This final chapter is structured according to the three main objectives of the dissertation (see 1.4 Problem Statement), thereafter it goes on to discuss the implications of our findings as well as providing various suggestions for future research.

A. Develop a Consumer Intimidation Scale

As designated in our objective A, the primary purpose of our paper was to develop a scale for the measurement of Consumer Intimidation. To do so, a rigorous process was undergone. Initially, considerable thought and research was put into the conceptual definition of our construct and to establish the theoretical underpinnings on which this was based. Upon doing so, marketing and consumer behavior literature was diligently visited, introducing us to the S-O-R type thinking applied by Donovan and Rossiter to the retail environment; one we subsequently decided to adopt for our model of Consumer Intimidation. In placing our construct within the organism 'category' of this paradigm, one can say that our construct was certainly developed within and amongst existing literature and theory. From here, two separate studies were conducted to develop our scale. The exploratory study, with the input of both the general population as well as experts, yielded a selection of content areas and item statements, which combined made up an initial proposal for a CI scale. Subsequently, Study 2, a quantitative internet-based survey, tested the dimensionality, reliability and validity of the scale and its items. The result, was the following ten-item six-point scale of Consumer Intimidation:

Consumer Intimidation

SCALE ITEMS

"Whilst shopping in _____..."

I felt (would feel) insecure
I felt (would feel) shy
I felt (would feel) frightened
I felt (would feel) unknowledgeable
I felt (would feel) embarrassed
I felt (would feel) uncomfortable
I felt (would feel) inadequate
I felt (would feel) observed
I felt (would feel) nervous
I felt (would feel) pressured

The name of the store shopped in should be placed in the blank of the scale stem. The scale anchors were strongly disagree (1) to strongly agree (6)

Diagram 13: Consumer Intimidation (CI) Scale (Own Development)

As one will recall, our aspiration with the construction of our CI scale, was that it could eventually be included in the Handbook of Marketing scales. To qualify for this, it was stated that the authors had laid out several inclusion criteria that had to be met. For your convenience we reproduced these below:

a) The measure has a reasonable theoretical base and/or conceptual definition.
b) The measure is composed of several (i.e. at least three) items or questions.
c) The measure is developed within the marketing or consumer behavior literature and used in, or relevant to, the marketing or consumer behavior literature.
d) At least some scaling procedures are employed in scale development.
e) Estimates of reliability and/or validity exist.

Reading through these, one will notice that each of the points, a) through d), were mentioned in the above review of our scale construction process. As for criteria e), these measurement properties, or rather estimates, will be turned to and accounted for in section C; 'Testing the Consumer Intimidation Scale'. Nonetheless, as far as is possible at this point without this final criteria, we contend that the development of our CI scale satisfies every criteria specified.

B. Modeling Consumer Intimidation

The second objective was to outline and refine a conceptual framework of Consumer Intimidation in retail settings, serving various purposes, including: establishing the nomological net (Cronbach & Meehl, 1955) of intimidation, hypothesizing and categorizing the influential CI factors, showcasing how such relationships may be studied, and lastly producing a final model of Consumer Intimidation and its influential factors.

As a result, three categories of hypotheses (S-O-R) and corresponding diagrams, grounded in marketing and consumer behavior literature, were created (see section 6). Supported by our exploratory study, several of these hypothesized causal relationships, with CI either as the outcome or the independent variable, were then selected for further quantitative scrutiny in Study 2. In the following we present the most important findings of this study, and conclude with the model of Consumer Intimidation that we are able to propose based on our research. Please note that the below should be construed with the specified limitations of our survey in mind (see section 7.4).

In terms of causes of consumer intimidation, our analysis revealed that variables within the organism, that is, those of a more personal and static nature, are more explanatory of our construct compared to the selected stimulus variable, store crowd

density. This finding, although statistically convincing, we find might have been different, had we chosen a different stimulus variable to investigate (e.g. # of salespersons), regardless of whether the present finding was a reflection of reality or the result one of our methodical limitations. As may be interpreted from our extensive hypotheses of the direct relationship between store stimuli and CI, we do consider such variables to play a significant role in intimidating consumers, and stipulate that further research be done in this area. That said, the conclusion of our analysis remains that Consumer Intimidation is best explained by internal (organism) factors as opposed to external factors.

With regards to moderators, the only significant moderation effect found was that of store familiarity. As hypothesized, this demonstrated a negatively moderating effect on the relationship between perceived store crowd density and consumer intimidation. Again here, we ask that the finding be accepted with a degree of restraint, as the lack of a strong significant 'basis' stimuli-CI relationship, on which to test such moderating causality, might explain why we were unable to establish a larger number of significant moderating factors.

Finally, and certainly critical for our construct's relevance in retail management, the analysis established that intimidation could influence a consumer's behavioral response. Even though the results are based on stated behavioral intentions, it was shown quite evidently that consumer intimidation was more likely to elicit avoidance behavior as opposed to approach behavior, and out of the four types of store avoidance behavior, which all showed strong positive correlations with intimidation, we found that it would most likely cause exploratory avoidance behavior.

The above findings combined suggested a combination of CI influential factors that enabled us to run a final regression analysis on a potential complete explanatory model of Consumer Intimidation. Consisting of five predictor variables; store and product familiarity, consumer openness, extraversion and agreeableness, this was found to account for about 34.5% of the variation, which appeared in respondents' consumer intimidation levels. Although we deem this to be a 'good start', this figure clearly leaves considerable room for improvement and we therefore propose the following explanatory model of Consumer Intimidation only as a constructive provisional model that we hope future research will continue to build on and refine.

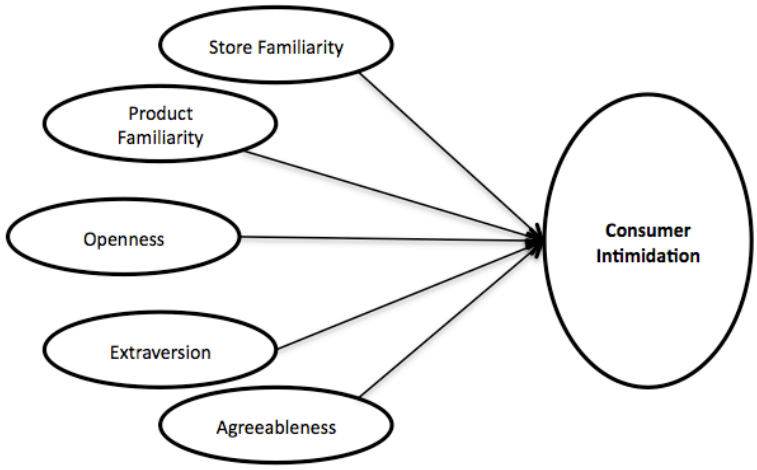

Diagram 14: Provisional explanatory model of Consumer Intimidation (CI) (Own development)

C. Testing the Consumer Intimidation Scale

The final objective of our paper was to quantify and reflect on the dimensionality, reliability and various validity types of our scale. This section accordingly concludes on our findings for these measurement properties, allowing us to determine whether our scale meets the final inclusion criteria for the Handbook of Marketing Scales, and more generally the usefulness of our scale.

The scale's uni-dimensionality was supported by a factor analysis and scree-plot that both revealed a single underlying factor of the scale's ten items. Although, a factor rotation was found to portray a two factor-model, closer scrutiny of the content of the two items (item 8 (observed) and item 10 (pressure)) that were found to load on this factor, suggested that they actually represented a sub-component of Consumer Intimidation, namely, social intimidation. Seeing as our goal was to construct a measure of overall Consumer Intimidation, whether caused by a social stimuli or not, we retained the two items, and finally also contend that the scale is uni-dimensional. With regards to reliability, a reliability analysis yielded a Cronbach alpha value of 0.925, indicating high internal consistency among our scale items, or put differently a reliable scale. The Cronbach coefficient also lent itself as a healthy indicator of 'outlier' items in our scale, by presenting us with the change in Cronbach alpha caused by the removal of each individual item from scale; none of which caused an increase in the coefficient and therefore scale reliability. This convinced us further of our ten-item CI scale.

Evaluating the scale's construct validity, the correlations between our scale and other related scales were shown to match our hypothesized pattern of relationships, with the Guilt Scale as an exception. The correlation analysis confirmed that our scale was positively correlated with Anxiety and Fear, and negatively correlated with Dominance and

Pleasure, thus verifying that our construct is valid. As for the content validity of our scale, this one is not able to quantify, however given the thorough prescribed process that was followed to attain such validity, we are confident in proclaiming the validity of our scale content. Finally, the criterion validity of our scale was also confirmed, as we were able to demonstrate a strong correlation between Consumer Intimidation and avoidance response behavior.

Given the above, we can conclude that our scale does comply with the final inclusion criteria for inclusion in the handbook of scales. Not only do we provide estimates wherever possible, our results also provide convincing quantitative evidence of our scale being uni-dimensional, reliable and valid. Consequently, whether included in the handbook or not, we also maintain that our CI scale is fit for use by academics, practitioners and students alike, for the prospective study and measurement of the Consumer Intimidation phenomenon

8.2 Implications for Marketing Research and Action

This paper has presented a theoretically and empirically guided scaling of Consumer Intimidation, as well as a broad study of the causes of this emotional state in consumers and moreover its resulting influences on their shopping behavior. In light of the encouraging developments and findings of this study, the following presents various implications that we feel it has for both marketing research and action, that is, for academics as well as practitioners.

In theory…

We commenced our paper indicating that one of our motivations for exploring CI was the deficiency, on several fronts, of existing theoretical orientations on emotional consumer experiences. By conducting the above research we feel that we have 'answered' to some of these deficiencies, and therefore present some noteworthy implications for the academic arena. Firstly, as envisioned, we feel we have provided a scale and more general construct of negative emotional experience to the field, which allows for a much more comprehensive study of negative emotional consumer experiences in retail environments in the future. Consider how the fearfulness scale included the anxiety scale, similarly we feel that our scale pervades these and other emotional constructs because they may all lead to a consumer to being intimidated. Secondly, we find that our CI construct and scale, because of its content, including the social sub-component, showcases a negative emotional state that does not solely originate from social influences and how it may be measured.

The reality of Consumer Intimidation

Following from this, a second and more general implication that our work has implicates both marketing research and action. Both our empirical work and the scale development process itself, which entails establishing the existence of the scaled construct (construct validity), established that Consumer Intimidation is a construct or more specifically an emotional state that consumers may experience. This, most generally, implies that there is another emotional state that both researchers and practitioners need to consider. Researchers, including both environmental and consumer psychologists, should start including it in their conceptual models, and relating to the concept in future research of emotions, environments and consumer behavior. Practitioners, on the other hand, as opposed to limiting their view of intimidation to something a salesperson inflicts on a customer to 'seal the deal', which was the case in the passed, should start considering whether some of the store environments they expose their customers to could have such an effect on them. This will be elaborated in the section called 'Avoiding the intimidation of consumers.'

A Measurement Tool

A third implication of our work is that a reliable and valid measure of Consumer Intimidation, the CI scale, has now been made available to academics and marketers. This means they are now equipped with a tool with which to measure the intimidation levels felt by consumers in retail settings. Consequently, researchers are now able conduct a variety of studies on our construct, with which to expand on the proposed explanatory CI model, as well as a measure that might aid the development of new and more complex scales. Practitioners, similarly, are now outfitted with an easy-to-use self-report measure of Consumer intimidation, which they may use to investigate, both in and out of store, potentially intimidating settings or services aspects that they expose their customers to.

Avoiding the Intimidation of Consumers

Finally, for the reason that intimidation was shown to be more likely to elicit avoidance behavior, the implication for marketers, retailers and store managers is that they should try to avert consumers from feeling intimidated in their stores. To do this, we attempted to derive some solutions or rather techniques as to how intimidation may be negated or moderated. This however, was extremely difficult to accomplish, seeing as internal factors were shown to be more important determinants of intimidation in comparison to stimuli factors; implying that we would have to change personal characteristics of our customers in order to avoid them being intimidated. Instead of

thinking of the problem in this manner however, we 're-arranged the equation', so to speak, and began to contemplate how to use the identified influential store stimuli to moderate the intimidation caused by the internal factors. This generated a few options, which we have combine below as some general focal points and guidelines of how to avoid intimidating the customer:

First time shoppers- these showed the largest propensity of intimidation. Identify them, treat them with the utmost respect, highest level of service, and acquaint them with your store. Approve of their purchase, should you be so lucky.
Consider the people you hire- the number, their appearance, their demeanor
Train them well- sales tactics are a must, but slow and steady wins the race with easily intimidated customers
Attention to detail- Music, lighting, temperature and/or odor can be all used to build a pleasant and inviting store atmosphere
And remember…simple gestures go a long way

8.3 Suggestions for Future Research

As established previously, the results of our research were encouraging, however at this point only conducive of a provisional explanatory CI model. As a consequence, the following presents several suggestions for future research topics, which will inevitably progress our understanding of the phenomenon (the model) and how to manage it, as well as our ability to measure it.

Refining the CI scale

The first of such suggestions pertains to our proposed ten-item scale. Although we have shown that this is indeed a reliable and valid measure of Consumer Intimidation, the question of whether we could 'scale' this construct using fewer than ten items, without losing significant explanatory value, still remains. The purpose of this is related to the fact that the scale is intended as a self-report measure, and should therefore be as easy as possible for respondents to fill in; something a shorter scale would undoubtedly result in. Due to groundbreaking character of our topic and therefore also broad focus of our paper, such scale refinement was not within our scope. Instead our scale refinement was left to our factor and reliability analyses, to reveal any outlier items through the identification of 2nd factor loadings, or low item-to-total correlations. These however, did not give any

noteworthy indications of individual items needing to be deleted. The issue here though is that our analyses only permitted looking at the deletion of individual items, where one would intuitively start with the ones showing the least correlation with the rest of the items. This however may not be the most accurate way of performing such refinement, as some items could be interdependent (e.g. combined explanatory power), and you might therefore find that deleting an apparent outlier will rid a seemingly significant item from some of its relevance for the scale. A future research task will thus be to perform a series of analyses that 'crisscross' items in various ways, to establish the optimal number and combination of items with which to scale Consumer Intimidation.

Progressing the Consumer Intimidation Model

As we have not failed to express, the Consumer Intimidation model proposed, is at this point constructive input for the elaboration of a comprehensive model. As such, several research topics for the future come to mind that would help develop this model as well as the reliablity of the findings. Firstly, based on our study approach we would recommend that future research and measurement of CI, and emotional states in general, be conducted in actual retail settings. We are convinced that the variables selected for testing, especially stimuli, will have much stronger effects on respondents in this manner, rather than when imagined or recalled, and this will inevitably be reflected in the results. Secondly, our paper and studies put considerable effort into researching, categorizing, hypothesizing, and not to mentioning testing, the effect of various variables on Consumer Intimidation. This we would hope has an encouraging effect on other academics to pick up where we left off and test our hypotheses on the effect of stimuli variables, and organism variables, including those with proposed moderating effects.

Thirdly, on the note of moderating variables, as we are still convinced of the moderating and/or mediating effects of organism variables, as opposed to their direct effects that were portrayed through the results of our study, we would suggest that further research is done on these moderating variables. Importantly, we advise that these moderation effects be tested only on relationships between a stimuli factor and consumer intimidation that have been proven significant and strong. Neglecting to do so will almost certainly deteriorate your ability to prove such moderation effects, just as was the case in our investigation. Fourthly, the ample testing that the last two research suggestions combined imply, will eventually enable the postulation and testing of a final explanatory model of Consumer Intimidation which given our interest in the topic we also deem a critical study for the future. Finally, a future research suggestion concerning the response

category of variables, we strongly recommend that the effect of Consumer Intimidation, as well as other emotional states, are tested with actual purchasing behavior and not the customer-stated intentions that we made use of.

Cross-cultural Consumer Intimidation

For the Hofstede enthusiast, and due to the significance of internal factors portrayed in our study, we might also suggest a more international approach to the topic of Consumer Intimidation. Specifically, it may be interesting to conduct a cross-cultural analysis of the phenomenon. As we see it, this would entail establishing the cross-cultural differences in the existence of intimidation, its causes and furthermore the responses to it. A study of this nature would enlighten us as to whether Consumer Intimidation is something that marketers and retailers in general must be weary of, or whether it is attributable only to certain cultures or geographic regions.

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APPENDIX
CONSUMER INTIMIDATION: SCALED AND MODELED IN A RETAIL SETTING

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Appendix A: Steps of Scale Development (Overview)

From Netemeyer, R. G., Bearden, W. O., & Sharma, S. (2003). *Scaling procedures: Issues and applications*. Thousand Oaks, CA: Sage Publications.

Step 1: Construct Definition and Content Domain

Issue to Consider:

(a) The importance of clear construct definition, content domain, and the role of theory
(b) The focus on "effect" items/indicators vs. "formative" items/indicators
(c) Construct dimensionality: unidimensionality, multidimensionality, or a higher-order construct?

Step 2: Generating and Judging Measurement Items

Issues to Consider:

(a) Theoretical assumptions about items (e.g., domain sampling)
(b) Generating potential items and determining the response format
    1. How many items as an initial pool
    2. Dichotomous vs. multichotomous response format
    3. Item wording issues
(c) The focus on "content" validity in relation to theoretical dimensionality
(d) Item judging (expert and layperson) – the focus on "content" and face validity

Step 3: Designing and Conducting Studies to Develop and Refine the Scale

Issues to Consider:

(a) Pilot testing as an item-trimming procedure
(b) The use of several samples from relevant populations for scale development
(c) Designing the studies to test psychometric properties
(d) Initial item analyses via exploratory factor analyses (EFAs)
(e) Initial item analyses and internal consistency estimates
(f) Initial estimates of validity
(g) Retaining items for the next set of studies

Step 4: Finalizing the Scale

Issues to Consider:

(a) The importance of several samples from relevant populations
(b) Designing the studies to test the various types of validity
(c) Item analyses via EFA
    1. The importance of EFA consistency from Step 3 to Step 4
    2. Deriving an initial factor structure-dimensionality and theory
(d) Item analyses and confirmatory factor analyses (CFAs)
    a. Testing the theoretical factor structure and model specification
    b. Evaluating the CFA measurement models
    c. Factor model invariance across studies (i.e., multiple-group analyses)

Appendix B: Item Generation and Writing

Consider the following items to begin with the statement: "Shopping in (name of the store)"…

'Confidence'
I was confident

I felt self-assured

I felt insecure

I had low self-esteem

'Shyness'
I felt shy

I was bashful

'Apprehension'
I was scared

I felt fearful

I felt frightened

was daunting

I felt apprehensive

'Stress'
Was stressful

I was relaxed

'Concentration'
I could concentrate

I was focused

I was 'put off' by the environment

Was disturbing

I was overawed

I was overwhelmed

'Unfamiliarity'
I felt unknowledgeable

I was unaccustomed

I felt inexperienced

I felt embarrassed

'Awkwardness'
I felt awkward

I felt uncomfortable

Certainly had me out of my comfort zone

'Inadequacy'
I felt inadequate

I felt inept

I felt inferior

'Anxiety'
I felt anxious

I was uneasy

I felt nervous

I felt tense

'Submission'
I felt dominated

I felt submissive

I felt suppressed

I lacked assertiveness

I was hesitant

'Dominance'
I felt threatened

I felt coerced

I felt pressured

I felt restrained

'Interest'
I lost interest

I was discouraged

I was deterred from doing what I had originally intended

I was disheartened

Appendix C: Study 1 Interview Questions (Laypersons)

Study 1: Exploratory (laypersons)

General Introduction questions

Age:
Gender:
Nationality:

-*On average, how many hours do you spend shopping (clothing and groceries) weekly?*
Question Purpose: To establish how much the respondent shops, and moreover their confidence in such settings. This is relevant as this confidence is likely to oppose feelings of intimidation.

Intimidation Introduction questions

-*Have you ever felt intimidated in a retail setting? (e.g. clothing store)*
Question Purpose: Establish whether respondent can relate to topic of interest. If the answer to this question is positive, this enables us to ask questions referring back to such an episode.

-*Comment on how common an occurrence you think intimidation is, in general, and in shopping settings?*
Question Purpose:
-Explore to what extent people consider intimidation to be a common feeling.
-To establish a degree of comfort in the respondent, that this is in fact something that will have occurred to most people (easing their response to the questions)

Intimidation model questions

A) Stimuli and Intimidation questions

-*RECALL: Please describe a time when you felt intimated in a retail setting. (Store type/location, what type of product/service, who were you shopping with, were you under time pressure). Try to assess what was intimidating about it (Be specific).*
Question Purpose: This question is of an exploratory nature. Whereby we are trying to get qualitative insight into intimidation experiences that people have had. Based on the feedback from this questions and the next, we will decide which intimidation factors to study in detail, in a store setting, in our second survey.

-*Do you have other examples of scenarios in which you were intimidated?*

-*What other factors or scenarios can you imagine that would intimidate yourself an/or others?*
Question Purpose: To get respondents to elaborate on other experiences which they can imagine might intimidate themselves and others. Undisclosed, it also enables those that are not comfortable talking about a personal experience, to 'pretend' that it was an experience of someone else

Ambient factors

-*Can you imagine store atmospherics being intimidating? That includes aspects such as: Music, Lighting, and Odor, and Color scheme? E.g. Abercrombie and Fitch.*
Question Purpose: Allow respondents to reflect if there are any ambient factors that could be intimidating.

Design variables

-*Can you imagine being intimidated by the interior design of the store? That includes floor layout, product assortment etc. What about it exactly?*
Question Purpose: allow respondents to reflect if there are any design factors that could be intimidating.

Social/human variables

-*Have you or can you imagine being intimidated by the sales personnel in a store? Consider their physical appearance, facial expression, number of sales personnel and, their behavior? Feel free to provide an example.*
Question Purpose: allow respondents to specify what is intimidating about the staff or sales personnel

-*Have you or can you imagine being intimidated by the aspects related to other shoppers in a store? Consider the number of them, their physical appearance, their behavior?*
Question Purpose: allow respondents to specify, if at all, what about store incumbents that could be intimidating.

-*More specifically, what about co-shoppers. Have you ever felt intimidated whilst shopping with a friend/family member? Please describe.*
Question Purpose: allow respondents to specify what about co-shoppers could be intimidating.

B. Organism and Intimidation questions

Personality traits

-*Who, or what type of person, do you feel is most prone to be intimidated?*
Question Purpose: have the respondents formulate the personal characteristics or personality traits about a person who is more easily intimidated.

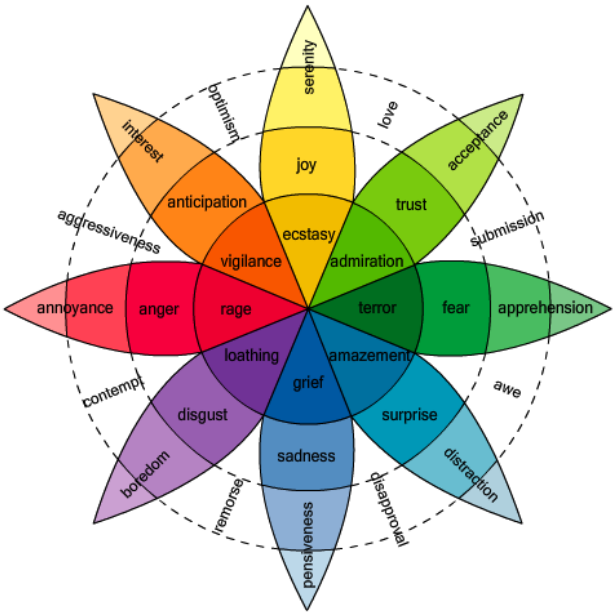
Moods

-*If possible, try to recall and describe your mood prior to shopping.*
-*If possible, try to recall and describe your mood during your shopping experience.*
-*Do you think that mood matters? ,if so, how?*
-*What relation do you think there is between moods and intimidation?*
Question Purpose: allow the respondent to establish the effect of mood on intimidation.

Emotions

-*(Ask only if experience with intimidation) What were the immediate emotions/feelings felt during the episode?*
Response type: Open-ended-
Question Purpose: Get the respondent to recall (without guidance) emotions and feelings they had at the time, and that are thus related to intimidation

-*(Ask only if experience with intimidation) What were the immediate emotions/feelings felt during the episode? Perhaps the below diagram will help you pinpoint these.*
Response Type: 'Hot spot' answer, where respondents will be provide with a chart of emotions/feelings they can choose from, and use to structure their answers.
Question Purpose: Get the respondent to recall (with guidance) emotions and feelings they had at the time



-*What other emotions/feelings do you associate with intimidation?*
Response Type: Use same diagram, having respondents indicate by stars.
Question Purpose: Exploratory question aimed at discovering the emotions and feelings that are linked to (experienced during) consumer intimidation

-*What emotion/feeling do you feel is most strongly connected with intimidation? Can you explain why?*
Question Purpose: Aimed at discovering which content areas are the most relevant and should be most heavily weighted when the scale is developed, and response to scale items is gathered.

C. Response and Intimidation

Recall an intimidation experience (to be asked with above recall question)

-*What was the outcome of the shopping experience? Did you buy the product/service, did you leave the store, was the time spent in the store affected?*
Question Purpose: To investigate the effect of intimidation on the consumer's response behavior.

-*What do you think caused this behavior?*
Question Purpose: Exploratory question investigating the sources of intimidation caused approach/avoidance response behaviors?

-*Have you ever been intimidated in a retail setting, with the reverse outcome of the above-described situation? Please describe the episode.*
Question Purpose: To investigate the effect of intimidation on the consumer's response behavior. More specifically, whether intimidation can lead to both approach and avoidance behavior.

Behavioral responses of intimidation

-Do you think a person, who is intimidated, behaves differently in a store? How so?

Physical approach or avoidance (in case above was not sufficient)

Which of these options do you think a consumer is most prone to do? Please reason your answers.

a. Increased purchasing desire and spending?
b. Decreased purchasing desire and spending?

Question purpose: Establish what respondents feel the likely effect of intimidation is on consumer shopping intention/likelihood.

Exploratory approach or avoidance

-Which of these options can you imagine being a reaction of a person who is intimidated? Also, which is the most likely?

- Increased willingness to explore the store (approach)
-Spend less time in store (avoidance)
-A tendency to avoid interacting with others in the store (avoidance)
- Remain unresponsive in the store (avoidance) (@Linh- meaning?)

Question purpose: Explore the influence on exploratory behavior of consumer

Communication approach and avoidance

-Do you think intimidation will result in an increased/decreased desire or willingness to communicate with people present in the store? Try to explain why?

Question purpose: Explore the influence of intimidation on communicative behavior.

Performance and satisfaction approach and avoidance

-If a person is intimidated, do you think that can affect the person's perception of the store and the level of satisfaction of the shopping experience? If so, how?

Scale Development questions

Generating and judging items questions

-How would you explain Intimidation? Feel free to draw a mind map of the factors that you feel are involved.

-Please place the below-listed issues into one of the following three categories of relatedness.

a) Very related to intimidation
b) Somewhat related to intimidation
c) Not related to intimidation

List (based on item writing categories and not specific items):

-Self-confidence
-Awkwardness
-Uncomfortability/Disease
-Embarrassment
-Apprehension (Fear)
-Shyness
-Stress
-Excitement
-Boredom
-Feeling threatened
-Concentration
-Feeling Inadequate
-Being Distracted
-Unfamiliarity
-Anxiety
-Sadness
-Fun
-Interest
-Submissiveness
-Perception of being observed

Appendix D: Study 1 Interview Questions (Experts)

Intimidation Scale Questions (for experts)

Generating and judging items questions

-How would you explain Intimidation? Feel free to draw a mind map of the factors that you feel are involved.

-Please place the below-listed issues into one of the following three categories of relatedness.

a) Very related to intimidation
b) Somewhat related to intimidation
c) Not related to intimidation

List (based on item writing categories and not specific items):

-Self-confidence
-Awkwardness
-Uncomfortability/Disease
-Embarrassment
-Apprehension (Fear)
-Shyness
-Stress
-Excitement
-Boredom
-Feeling threatened
-Concentration
-Feeling Inadequate
-Being Distracted
-Unfamiliarity
-Anxiety
-Sadness
-Fun
-Interest
-Submissiveness
-Perception of being observed

APPENDIX: CONSUMER INTIMIDATION

Please rate the following items in terms of **Clarity.**
Consider each of these items to be preceded by the statement "Shopping in _____"

	Very unclear	Unclear	Not sure	Clear	Very clear
'Confidence'					
I was confident					
I felt self-assured					
I felt insecure					
I had low self-esteem					
Shyness'					
I felt shy					
I was bashful					
'Apprehension'					
I felt fearful					
I felt frightened					
was daunting					
I felt apprehensive					
'Stress'					
Was stressful					
I was relaxed					
Concentration'					
I was 'put off' by the environment					
Was disturbing					
I was overawed					
I was overwhelmed					
'Unfamiliarity'					
I felt unknowledgeable					
I was unaccustomed					
I felt inexperienced					
Embarrassment'					
I felt embarrassed					
Awkwardness'					
I felt awkward					
I felt uncomfortable					
Certainly had me out of my comfort zone					
Inadequacy'					
I felt inadequate					
I felt inept					
I felt inferior					
'Vigilance'					
I was self-conscious					
I was watchful					
I felt observed					
I was vigilant					
'Anxiety'					
I felt anxious					
I was uneasy					
I felt nervous					
I felt tense					
'Submission'					
I felt dominated					
I felt submissive					
I felt suppressed					
I lacked assertiveness					
I was hesitant					
Dominance'					
I felt threatened					

I felt coerced					
I felt pressured					
I felt restrained					
Interest					
I lost interest					
I was discouraged					
I was deterred from my originally intention					
I was disheartened					

Please rate the following items in terms of **Specificity.**
Consider each of these items to be preceded by the statement "Shopping in "

	Very vague	Vague	Not sure	Specific	Very specific
'Confidence'					
I was confident					
I felt self-assured					
I felt insecure					
I had low self-esteem					
Shyness'					
I felt shy					
I was bashful					
'Apprehension'					
I felt fearful					
I felt frightened					
was daunting					
I felt apprehensive					
'Stress'					
Was stressful					
I was relaxed					
Concentration'					
I was 'put off' by the environment					
Was disturbing					
I was overawed					
I was overwhelmed					
'Unfamiliarity'					
I felt unknowledgeable					
I was unaccustomed					
I felt inexperienced					
Embarrassment'					
I felt embarrassed					
Awkwardness'					
I felt awkward					
I felt uncomfortable					
Certainly had me out of my comfort zone					
Inadequacy'					
I felt inadequate					
I felt inept					
I felt inferior					
'Vigilance'					
I was self-conscious					
I was watchful					
I felt observed					
I was vigilant					
'Anxiety'					
I felt anxious					
I was uneasy					
I felt nervous					
I felt tense					
'Submission'					
I felt dominated					
I felt submissive					
I felt suppressed					
I lacked assertiveness					
I was hesitant					

Dominance'					
I felt threatened					
I felt coerced					
I felt pressured					
I felt restrained					
Interest					
I lost interest					
I was discouraged					
I was deterred from my originally intention					
I was disheartened					

Please rate the following items in terms of how **representative** they are of their respective categories. Consider each of these items to be preceded by the statement "Shopping in "

	Not repr.	**Unsure**	**Representative**
'Confidence'			
I was confident			
I felt self-assured			
I felt insecure			
I had low self-esteem			
Shyness'			
I felt shy			
I was bashful			
'Apprehension'			
I felt fearful			
I felt frightened			
was daunting			
I felt apprehensive			
'Stress'			
Was stressful			
I was relaxed			
Concentration'			
I was 'put off' by the environment			
Was disturbing			
I was overawed			
I was overwhelmed			
'Unfamiliarity'			
I felt unknowledgeable			
I was unaccustomed			
I felt inexperienced			
Embarrassment'			
I felt embarrassed			
Awkwardness'			
I felt awkward			
I felt uncomfortable			
Certainly had me out of my comfort zone			
Inadequacy'			
I felt inadequate			
I felt inept			
I felt inferior			
'Vigilance'			
I was self-conscious			
I was watchful			
I felt observed			
I was vigilant			

APPENDIX: CONSUMER INTIMIDATION

'Anxiety'			
I felt anxious			
I was uneasy			
I felt nervous			
I felt tense			
'Submission'			
I felt dominated			
I felt submissive			
I felt suppressed			
I lacked assertiveness			
I was hesitant			
Dominance'			
I felt threatened			
I felt coerced			
I felt pressured			
I felt restrained			
Interest			
I lost interest			
I was discouraged			
I was deterred from my originally intention			
I was disheartened			

Appendix E: Study 2 Survey

Consumer Intimidation

Introduction

Dear kind contributor,

The following questionnaire is part of our Master Thesis at Copenhagen Business School (CBS). Our intentions with this is to investigate consumer intimidation in retail settings. More specifically, to establish how wide-spread a phenomenon such intimidation is, what factors tend to cause it, and the feelings and emotions that are linked to it.

You have kindly agreed to participate in ONE of the studies that we are conducting. Thank you for that. The study will take ca. 15 minutes of your time, and takes a scenario approach where you will be asked various questions about a particular setting. Please do your best to get in touch with your feelings and emotions, and answer as honestly as possible. Who knows, perhaps in the long-run this might benefit some of you as consumers.

Be informed that all information disclosed will be treated both anonymously and confidentially.

Thanks again for your time and carefully considered answers,
Linh and Simon

Personal Info

To get the formalities out of the way, please enter the following. NO CAPITAL LETTERS PLEASE.

Date of Birth (Day/ Month/ Year)	
Gender (m/f)	
Nationality	

Shopping habits

On average, how many hours do you spend shopping (clothing and groceries) weekly.

Block 16

In order to split you into groups, please pick a number between 1 and 12

Lone shopper (male)

Imagine yourself in the below setting. As a guy you are there shopping for lingerie for your girlfriend's birthday. There is a salesperson in the store, willing to help you, should you need it.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives an open feeling
Must move at pace set by others		○	○	○	○	○	Can move at my own pace

Lone Shopper (female)

Imagine yourself in the below setting. As a female you are there shopping lingerie for yourself.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives and open feeling
Must move at pace set by others		○	○	○	○	○	Can move at my own pace

Medium crowd (male)

Imagine yourself in the below setting. As a guy you are there shopping for lingerie for your girlfriend's birthday. There is a salesperson in the store, willing to help you, should you need it.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives an open feeling
Must move a pace set by others		○	○	○	○	○	Can move at my own pace

Medium crowd (female)

Imagine yourself in the below setting. As a female you are there shopping lingerie for yourself.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives an open feeling
Must move at the pace of others		○	○	○	○	○	Can move at my own pace

Crowded store (male)

Imagine yourself in the below setting. As a guy you are there shopping for lingerie for your girlfriend's birthday. There is a salesperson in the store, willing to help you, should you need it.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives an open feeling
Must move at the pace of others		○	○	○	○	○	Can move at my own pace

Crowded store (female)

Imagine yourself in the below setting. As a female you are there shopping lingerie for yourself.

TIP: Pay close attention to this scenario, as the next many questions will require it. You WILL be able to go back. But already at this point try to envisage what your feelings and behavior would be like.

Please rate the previous scenario in terms of the following dimensions.

Confined		○	○	○	○	○	Spacious
Too many shoppers		○	○	○	○	○	Too few shoppers
Restricts movement		○	○	○	○	○	Allows free movement
Crowded		○	○	○	○	○	Uncrowded
Gives a closed feeling		○	○	○	○	○	Gives an open feeling
Must move at the pace of others		○	○	○	○	○	Can move at my own pace

Store familiarity

How many times have you been in this store, or one similar to it, over the last 3 months?

Never. This is my first time	Once or twice	Three to five times	More than five times
○	○	○	○

Product involvement

Please let us know of the extent to which you agree with the below statements about the products in the store?

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
"I always know what size to get"	○	○	○	○	○
"A bra is just a bra"	○	○	○	○	○

Product familiarity

How many times have you purchased products of this nature, over the last three months?

Never. This is my first time	Once or twice	Three to five times	More than five times
○	○	○	○

Scenario recall

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Just to refresh your memory of the store environment in which you find yourself, here it is again.

Intimidation Scale

Now please indicate the likelihood with which you would feel the below list of items, whilst shopping in the above depicted store.

	Very Unlikely	Unlikely	Somewhat Unlikely	Somewhat Likely	Likely	Very Likely
I would feel insecure	○	○	○	○	○	○
I would feel shy	○	○	○	○	○	○
I would feel frightened	○	○	○	○	○	○
I would feel unknowledgeable	○	○	○	○	○	○
I would feel embarrassed	○	○	○	○	○	○
I would feel uncomfortable	○	○	○	○	○	○
I would feel inadequate	○	○	○	○	○	○
I would feel observed	○	○	○	○	○	○
I would feel nervous	○	○	○	○	○	○
I would feel pressured	○	○	○	○	○	○

Anxiety(anxious,fearful, nervous)/Fearfulness

And what about these alternative 'feelings'. To the best of your ability please indicate how likely it is that you would feel them in that same store environment.

	Very Unlikely	Unlikely	Somewhat Unlikely	Undecided	Somewhat Likely	Likely	Very Likely
Fearful	○	○	○	○	○	○	○
Tense	○	○	○	○	○	○	○
Nervous	○	○	○	○	○	○	○
Anxious	○	○	○	○	○	○	○
Reassured	○	○	○	○	○	○	○
Relaxed	○	○	○	○	○	○	○
Comforted	○	○	○	○	○	○	○

Dominance

To tap into a different phenomenon. Please rate how you would feel in the store environment, on the following dimensions.

Controlling	○	○	○	○	○	○	○	Controlled
Influential	○	○	○	○	○	○	○	Influenced
In control	○	○	○	○	○	○	○	Cared for
Important	○	○	○	○	○	○	○	Awed
Dominant	○	○	○	○	○	○	○	Submissive
Autonomous	○	○	○	○	○	○	○	Guided

Please

Differently, here we would like you to rate how accurately each word below describes the depicted setting. Remember you may of course go back to the picture to refresh your memory.

	Extremely inaccurate	Inaccurate	Somewhat inaccurate	Somewhat accurate	Accurate	Extremely accurate
Nice	○	○	○	○	○	○
Disatisfying	○	○	○	○	○	○
Displeasing	○	○	○	○	○	○
Repulsive	○	○	○	○	○	○
Unpleasant	○	○	○	○	○	○
Uncomfortable	○	○	○	○	○	○

Guilt

Please indicate to what extent you would feel the following list of items, in the given setting shopping.

			Neither Agree nor		

	Strongly Disagree	Disagree	Disagree	Agree	Strongly Agree
Repentant	○	○	○	○	○
Guilty	○	○	○	○	○
Blameworthy	○	○	○	○	○

Scenario recall

Here is the setting one last time, just to make sure you still remember.

Here is the setting one last time, just to make sure you still remember.

Here is the setting one last time, just to make sure you still remember.

Here is the setting one last time, just to make sure you still remember.

Here is the setting one last time, just to make sure you still remember.

Here is the setting one last time, just to make sure you still remember.

Response questions

Based on what you saw in the picture shown, how likely would you...?

	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
I like the store	○	○	○	○	○
I'd like to explore the store	○	○	○	○	○
I'd avoid looking around and exploring the store	○	○	○	○	○
I'd spend more money than planned in the store	○	○	○	○	○
I'd avoid ever having to return to this store	○	○	○	○	○
I'd feel friendly and talkative to a stranger who happens to be nearby	○	○	○	○	○
I might try to avoid other people, avoid having to talk to them	○	○	○	○	○

How much time would you like to spend in this setting?

Personality traits

**Here are a number of personality traits that may or may not apply to you.
Please write a number next to each statement to indicate the extent to which you agree or disagree with that statement. 1 (Strongly Disagree) to 7 (Strongly Agree). You should rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.**

Extraverted, enthusiastic.

Critical, quarrelsome.

Dependable, self-disciplined.

Anxious, easily upset.

Open to new experiences, complex.

Reserved, quiet.

Sympathetic, warm.

Disorganized, careless.

Calm, emotionally stable.

Conventional, uncreative.

Thanks

Thanks for participating.

**Best regards,
Linh & Simon**

Linh Vu & Simon Jensen

Appendix F: Dimensionality Factor Analysis

```
FACTOR
  /VARIABLES CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed
CIuncomfortable CIinadequate CIobserved CInervous CIPressure
  /MISSING PAIRWISE
  /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable
CIinadequate CIobserved CInervous CIPressure
  /PRINT INITIAL CORRELATION SIG DET KMO EXTRACTION ROTATION
  /FORMAT SORT BLANK(.10)
  /PLOT EIGEN
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE AR(ALL)
  /METHOD=CORRELATION.


FACTOR
  /VARIABLES CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed
CIuncomfortable CIinadequate CIobserved CInervous CIPressure
  /MISSING LISTWISE
  /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable
CIinadequate CIobserved CInervous CIPressure
  /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION
ROTATION FSCORE
  /PLOT EIGEN
  /CRITERIA MINEIGEN(1) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE AR(ALL)
  /METHOD=CORRELATION.
```

Factor Analysis

Notes

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	Cases Used	LISTWISE: Statistics are based on cases with no missing values for any variable used.
Syntax		FACTOR /VARIABLES CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable CIinadequate CIobserved CInervous CIPressure /MISSING LISTWISE /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable CIinadequate CIobserved CInervous CIPressure /PRINT UNIVARIATE INITIAL CORRELATION SIG DET KMO INV REPR AIC EXTRACTION ROTATION FSCORE /PLOT EIGEN /CRITERIA MINEIGEN(1) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /SAVE AR(ALL) /METHOD=CORRELATION.
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Descriptive Statistics

	Mean	Std. Deviation	Analysis N
CI item1 insecure	2,75	1,406	151
CI item2 shy	2,71	1,294	151
CI item3 frightened	1,88	1,064	151
CI item4 unknowledgeable	3,10	1,688	151
CI item5 embarrassed	2,30	1,260	151
CI item6 uncomfortable	2,728	1,4919	151
CI item7 inadequate	2,52	1,285	151
CI item8 observed	3,46	1,509	151
CI item9 nervous	2,42	1,324	151
CI item10 Pressure	2,50	1,254	151

Correlation Matrix[a]

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable	CI item5 embarrassed
Correlation	CI item1 insecure	1,000	,714	,635	,671	,563
	CI item2 shy	,714	1,000	,599	,535	,672
	CI item3 frightened	,635	,599	1,000	,500	,515
	CI item4 unknowledgeable	,671	,535	,500	1,000	,563
	CI item5 embarrassed	,563	,672	,515	,563	1,000
	CI item6 uncomfortable	,657	,649	,660	,593	,772
	CI item7 inadequate	,557	,465	,446	,575	,564
	CI item8 observed	,470	,432	,338	,474	,430
	CI item9 nervous	,606	,582	,604	,575	,690
	CI item10 Pressure	,457	,406	,514	,386	,427
Sig. (1-tailed)	CI item1 insecure		,000	,000	,000	,000
	CI item2 shy	,000		,000	,000	,000
	CI item3 frightened	,000	,000		,000	,000
	CI item4 unknowledgeable	,000	,000	,000		,000
	CI item5 embarrassed	,000	,000	,000	,000	
	CI item6 uncomfortable	,000	,000	,000	,000	,000
	CI item7 inadequate	,000	,000	,000	,000	,000
	CI item8 observed	,000	,000	,000	,000	,000
	CI item9 nervous	,000	,000	,000	,000	,000
	CI item10 Pressure	,000	,000	,000	,000	,000

a. Determinant = ,001

Correlation Matrix[a]

		CI item6 uncomfortable	CI item7 inadequate	CI item8 observed	CI item9 nervous	CI item10 Pressure
Correlation	CI item1 insecure	,657	,557	,470	,606	,457
	CI item2 shy	,649	,465	,432	,582	,406
	CI item3 frightened	,660	,446	,338	,604	,514
	CI item4 unknowledgeable	,593	,575	,474	,575	,386
	CI item5 embarrassed	,772	,564	,430	,690	,427
	CI item6 uncomfortable	1,000	,631	,545	,778	,575
	CI item7 inadequate	,631	1,000	,565	,555	,504
	CI item8 observed	,545	,565	1,000	,582	,618
	CI item9 nervous	,778	,555	,582	1,000	,575
	CI item10 Pressure	,575	,504	,618	,575	1,000
Sig. (1-tailed)	CI item1 insecure	,000	,000	,000	,000	,000
	CI item2 shy	,000	,000	,000	,000	,000
	CI item3 frightened	,000	,000	,000	,000	,000
	CI item4 unknowledgeable	,000	,000	,000	,000	,000
	CI item5 embarrassed	,000	,000	,000	,000	,000
	CI item6 uncomfortable		,000	,000	,000	,000
	CI item7 inadequate	,000		,000	,000	,000
	CI item8 observed	,000	,000		,000	,000
	CI item9 nervous	,000	,000	,000		,000
	CI item10 Pressure	,000	,000	,000	,000	

a. Determinant = ,001

Inverse of Correlation Matrix

	CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable	CI item5 embarrassed	CI item6 uncomfortable
CI item1 insecure	3,072	-1,208	-,521	-,900	,416	-,337
CI item2 shy	-1,208	2,759	-,486	,112	-1,076	-,057
CI item3 frightened	-,521	-,486	2,343	-,136	,329	-,749
CI item4 unknowledgeable	-,900	,112	-,136	2,198	-,345	,023
CI item5 embarrassed	,416	-1,076	,329	-,345	3,174	-1,499
CI item6 uncomfortable	-,337	-,057	-,749	,023	-1,499	4,347
CI item7 inadequate	-,305	,219	,024	-,415	-,376	-,484
CI item8 observed	-,052	-,288	,555	-,251	,320	-,187
CI item9 nervous	-,142	,110	-,402	-,230	-,687	-1,118
CI item10 Pressure	-,014	,136	-,550	,218	,105	-,304

Inverse of Correlation Matrix

	CI item7 inadequate	CI item8 observed	CI item9 nervous	CI item10 Pressure
CI item1 insecure	-,305	-,052	-,142	-,014
CI item2 shy	,219	-,288	,110	,136
CI item3 frightened	,024	,555	-,402	-,550
CI item4 unknowledgeable	-,415	-,251	-,230	,218
CI item5 embarrassed	-,376	,320	-,687	,105
CI item6 uncomfortable	-,484	-,187	-1,118	-,304
CI item7 inadequate	2,112	-,487	,152	-,214
CI item8 observed	-,487	2,177	-,578	-,843
CI item9 nervous	,152	-,578	3,155	-,282
CI item10 Pressure	-,214	-,843	-,282	2,070

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,905
Bartlett's Test of Sphericity	Approx. Chi-Square	1009,257
	df	45
	Sig.	,000

Anti-image Matrices

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Anti-image Covariance	CI item1 insecure	,326	-,143	-,072	-,133
	CI item2 shy	-,143	,362	-,075	,018
	CI item3 frightened	-,072	-,075	,427	-,026
	CI item4 unknowledgeable	-,133	,018	-,026	,455
	CI item5 embarrassed	,043	-,123	,044	-,049
	CI item6 uncomfortable	-,025	-,005	-,074	,002
	CI item7 inadequate	-,047	,038	,005	-,089
	CI item8 observed	-,008	-,048	,109	-,052
	CI item9 nervous	-,015	,013	-,054	-,033
	CI item10 Pressure	-,002	,024	-,113	,048
Anti-image Correlation	CI item1 insecure	,896[a]	-,415	-,194	-,346
	CI item2 shy	-,415	,888[a]	-,191	,045
	CI item3 frightened	-,194	-,191	,901[a]	-,060
	CI item4 unknowledgeable	-,346	,045	-,060	,927[a]
	CI item5 embarrassed	,133	-,364	,121	-,131
	CI item6 uncomfortable	-,092	-,017	-,235	,007
	CI item7 inadequate	-,120	,091	,011	-,192
	CI item8 observed	-,020	-,118	,246	-,115
	CI item9 nervous	-,046	,037	-,148	-,087
	CI item10 Pressure	-,006	,057	-,250	,102

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item8 observed
Anti-image Covariance	CI item1 insecure	,043	-,025	-,047	-,008
	CI item2 shy	-,123	-,005	,038	-,048
	CI item3 frightened	,044	-,074	,005	,109
	CI item4 unknowledgeable	-,049	,002	-,089	-,052
	CI item5 embarrassed	,315	-,109	-,056	,046
	CI item6 uncomfortable	-,109	,230	-,053	-,020
	CI item7 inadequate	-,056	-,053	,473	-,106
	CI item8 observed	,046	-,020	-,106	,459
	CI item9 nervous	-,069	-,082	,023	-,084
	CI item10 Pressure	,016	-,034	-,049	-,187
Anti-image Correlation	CI item1 insecure	,133	-,092	-,120	-,020
	CI item2 shy	-,364	-,017	,091	-,118
	CI item3 frightened	,121	-,235	,011	,246
	CI item4 unknowledgeable	-,131	,007	-,192	-,115
	CI item5 embarrassed	,879[a]	-,404	-,145	,122
	CI item6 uncomfortable	-,404	,915[a]	-,160	-,061
	CI item7 inadequate	-,145	-,160	,939[a]	-,227
	CI item8 observed	,122	-,061	-,227	,862[a]
	CI item9 nervous	-,217	-,302	,059	-,221
	CI item10 Pressure	,041	-,101	-,102	-,397

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		CI item9 nervous	CI item10 Pressure
Anti-image Covariance	CI item1 insecure	-,015	-,002
	CI item2 shy	,013	,024
	CI item3 frightened	-,054	-,113
	CI item4 unknowledgeable	-,033	,048
	CI item5 embarrassed	-,069	,016
	CI item6 uncomfortable	-,082	-,034
	CI item7 inadequate	,023	-,049
	CI item8 observed	-,084	-,187
	CI item9 nervous	,317	-,043
	CI item10 Pressure	-,043	,483
Anti-image Correlation	CI item1 insecure	-,046	-,006
	CI item2 shy	,037	,057
	CI item3 frightened	-,148	-,250
	CI item4 unknowledgeable	-,087	,102
	CI item5 embarrassed	-,217	,041
	CI item6 uncomfortable	-,302	-,101
	CI item7 inadequate	,059	-,102
	CI item8 observed	-,221	-,397
	CI item9 nervous	,936[a]	-,110
	CI item10 Pressure	-,110	,894[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

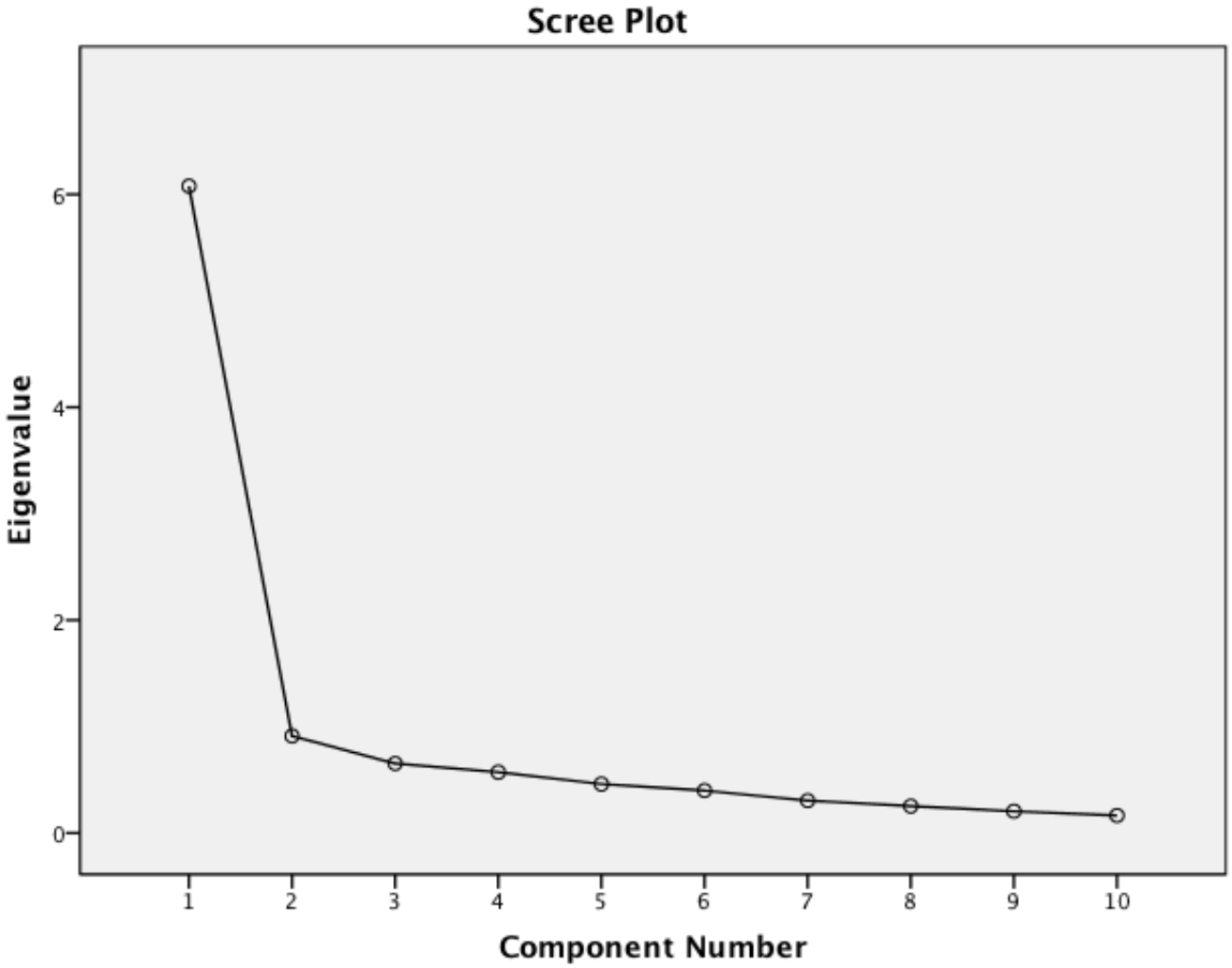
	Initial	Extraction
CI item1 insecure	1,000	,667
CI item2 shy	1,000	,612
CI item3 frightened	1,000	,560
CI item4 unknowledgeable	1,000	,569
CI item5 embarrassed	1,000	,646
CI item6 uncomfortable	1,000	,789
CI item7 inadequate	1,000	,563
CI item8 observed	1,000	,477
CI item9 nervous	1,000	,716
CI item10 Pressure	1,000	,479

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	6,078	60,777	60,777	6,078	60,777	60,777
	2	,911	9,110	69,887			
	3	,653	6,535	76,422			
	4	,572	5,715	82,137			
	5	,460	4,603	86,741			
	6	,399	3,988	90,729			
	7	,305	3,045	93,774			
	8	,253	2,532	96,306			
	9	,204	2,043	98,349			
	10	,165	1,651	100,000			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component
	1
CI item1 insecure	,817
CI item2 shy	,783
CI item3 frightened	,748
CI item4 unknowledgeable	,755
CI item5 embarrassed	,804
CI item6 uncomfortable	,888
CI item7 inadequate	,750
CI item8 observed	,690
CI item9 nervous	,846
CI item10 Pressure	,692

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Reproduced Correlations

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Reproduced Correlation	CI item1 insecure	,667[a]	,639	,611	,616
	CI item2 shy	,639	,612[a]	,586	,591
	CI item3 frightened	,611	,586	,560[a]	,565
	CI item4 unknowledgeable	,616	,591	,565	,569[a]
	CI item5 embarrassed	,656	,629	,601	,606
	CI item6 uncomfortable	,726	,695	,665	,670
	CI item7 inadequate	,613	,587	,561	,566
	CI item8 observed	,564	,540	,517	,521
	CI item9 nervous	,691	,662	,633	,639
	CI item10 Pressure	,565	,541	,518	,522
Residual[b]	CI item1 insecure		,075	,024	,054
	CI item2 shy	,075		,014	-,055
	CI item3 frightened	,024	,014		-,064
	CI item4 unknowledgeable	,054	-,055	-,064	
	CI item5 embarrassed	-,093	,044	-,087	-,044
	CI item6 uncomfortable	-,069	-,046	-,005	-,077
	CI item7 inadequate	-,056	-,122	-,115	,009
	CI item8 observed	-,094	-,109	-,179	-,047
	CI item9 nervous	-,085	-,080	-,029	-,064
	CI item10 Pressure	-,108	-,135	-,003	-,136

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 26 (57,0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item8 observed
Reproduced Correlation	CI item1 insecure	,656	,726	,613	,564
	CI item2 shy	,629	,695	,587	,540
	CI item3 frightened	,601	,665	,561	,517
	CI item4 unknowledgeable	,606	,670	,566	,521
	CI item5 embarrassed	,646[a]	,714	,603	,555
	CI item6 uncomfortable	,714	,789[a]	,666	,613
	CI item7 inadequate	,603	,666	,563[a]	,518
	CI item8 observed	,555	,613	,518	,477[a]
	CI item9 nervous	,680	,752	,635	,584
	CI item10 Pressure	,556	,615	,519	,478
Residual[b]	CI item1 insecure	-,093	-,069	-,056	-,094
	CI item2 shy	,044	-,046	-,122	-,109
	CI item3 frightened	-,087	-,005	-,115	-,179
	CI item4 unknowledgeable	-,044	-,077	,009	-,047
	CI item5 embarrassed		,058	-,039	-,124
	CI item6 uncomfortable	,058		-,035	-,068
	CI item7 inadequate	-,039	-,035		,047
	CI item8 observed	-,124	-,068	,047	
	CI item9 nervous	,010	,026	-,080	-,002
	CI item10 Pressure	-,129	-,039	-,015	,140

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 26 (57,0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		CI item9 nervous	CI item10 Pressure
Reproduced Correlation	CI item1 insecure	,691	,565
	CI item2 shy	,662	,541
	CI item3 frightened	,633	,518
	CI item4 unknowledgeable	,639	,522
	CI item5 embarrassed	,680	,556
	CI item6 uncomfortable	,752	,615
	CI item7 inadequate	,635	,519
	CI item8 observed	,584	,478
	CI item9 nervous	,716[a]	,585
	CI item10 Pressure	,585	,479[a]
Residual[b]	CI item1 insecure	-,085	-,108
	CI item2 shy	-,080	-,135
	CI item3 frightened	-,029	-,003
	CI item4 unknowledgeable	-,064	-,136
	CI item5 embarrassed	,010	-,129
	CI item6 uncomfortable	,026	-,039
	CI item7 inadequate	-,080	-,015
	CI item8 observed	-,002	,140
	CI item9 nervous		-,010
	CI item10 Pressure	-,010	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 26 (57,0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix[a]

a. Only one component was extracted. The solution cannot be rotated.

Component Score Coefficient Matrix

	Component
	1
CI item1 insecure	,134
CI item2 shy	,129
CI item3 frightened	,123
CI item4 unknowledgeable	,124
CI item5 embarrassed	,132
CI item6 uncomfortable	,146
CI item7 inadequate	,123
CI item8 observed	,114
CI item9 nervous	,139
CI item10 Pressure	,114

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Appendix G: Dimensionality Factor Analysis (2 Extracted Factors)

```
FACTOR
  /VARIABLES CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed
CIuncomfortable CIinadequate CInervous CIobserved CIPressure
  /MISSING PAIRWISE
  /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable
CIinadequate CInervous CIobserved CIPressure
  /PRINT INITIAL CORRELATION SIG DET KMO REPR AIC EXTRACTION ROTATION FSCORE
  /FORMAT SORT BLANK(.10)
  /PLOT EIGEN ROTATION
  /CRITERIA FACTORS(2) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
  /SAVE AR(ALL)
  /METHOD=CORRELATION.
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Factor Analysis

Notes

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	Split File	<none>
	N of Rows in Working Data File	151
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	Cases Used	PAIRWISE: Correlation coefficients for each pair of variables are based on all the cases with valid data for that pair. The factor analysis is based on these correlations.
Syntax		FACTOR /VARIABLES CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable CInadequate CInervous CIobserved CIPressure /MISSING PAIRWISE /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable CInadequate CInervous CIobserved CIPressure /PRINT INITIAL CORRELATION SIG DET KMO REPR AIC EXTRACTION ROTATION FSCORE /FORMAT SORT BLANK(.10) /PLOT EIGEN ROTATION /CRITERIA FACTORS(2) ITERATE(25) /EXTRACTION PC /CRITERIA ITERATE(25) /ROTATION VARIMAX /SAVE AR(ALL) /METHOD=CORRELATION.
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Variables Created	FAC1_1	Component score 1
	FAC2_1	Component score 2

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Correlation Matrix[a]

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable	CI item5 embarrassed
Correlation	CI item1 insecure	1,000	,714	,635	,671	,563
	CI item2 shy	,714	1,000	,599	,535	,672
	CI item3 frightened	,635	,599	1,000	,500	,515
	CI item4 unknowledgeable	,671	,535	,500	1,000	,563
	CI item5 embarrassed	,563	,672	,515	,563	1,000
	CI item6 uncomfortable	,657	,649	,660	,593	,772
	CI item7 inadequate	,557	,465	,446	,575	,564
	CI item9 nervous	,606	,582	,604	,575	,690
	CI item8 observed	,470	,432	,338	,474	,430
	CI item10 Pressure	,457	,406	,514	,386	,427
Sig. (1-tailed)	CI item1 insecure		,000	,000	,000	,000
	CI item2 shy	,000		,000	,000	,000
	CI item3 frightened	,000	,000		,000	,000
	CI item4 unknowledgeable	,000	,000	,000		,000
	CI item5 embarrassed	,000	,000	,000	,000	
	CI item6 uncomfortable	,000	,000	,000	,000	,000
	CI item7 inadequate	,000	,000	,000	,000	,000
	CI item9 nervous	,000	,000	,000	,000	,000
	CI item8 observed	,000	,000	,000	,000	,000
	CI item10 Pressure	,000	,000	,000	,000	,000

a. Determinant = ,001

Correlation Matrix[a]

		CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous	CI item8 observed	CI item10 Pressure
Correlation	CI item1 insecure	,657	,557	,606	,470	,457
	CI item2 shy	,649	,465	,582	,432	,406
	CI item3 frightened	,660	,446	,604	,338	,514
	CI item4 unknowledgeable	,593	,575	,575	,474	,386
	CI item5 embarrassed	,772	,564	,690	,430	,427
	CI item6 uncomfortable	1,000	,631	,778	,545	,575
	CI item7 inadequate	,631	1,000	,555	,565	,504
	CI item9 nervous	,778	,555	1,000	,582	,575
	CI item8 observed	,545	,565	,582	1,000	,618
	CI item10 Pressure	,575	,504	,575	,618	1,000
Sig. (1-tailed)	CI item1 insecure	,000	,000	,000	,000	,000
	CI item2 shy	,000	,000	,000	,000	,000
	CI item3 frightened	,000	,000	,000	,000	,000
	CI item4 unknowledgeable	,000	,000	,000	,000	,000
	CI item5 embarrassed	,000	,000	,000	,000	,000
	CI item6 uncomfortable		,000	,000	,000	,000
	CI item7 inadequate	,000		,000	,000	,000
	CI item9 nervous	,000	,000		,000	,000
	CI item8 observed	,000	,000	,000		,000
	CI item10 Pressure	,000	,000	,000	,000	

a. Determinant = ,001

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,905
Bartlett's Test of Sphericity	Approx. Chi-Square	1009,257
	df	45
	Sig.	,000

Anti-image Matrices

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Anti-image Covariance	CI item1 insecure	,326	-,143	-,072	-,133
	CI item2 shy	-,143	,362	-,075	,018
	CI item3 frightened	-,072	-,075	,427	-,026
	CI item4 unknowledgeable	-,133	,018	-,026	,455
	CI item5 embarrassed	,043	-,123	,044	-,049
	CI item6 uncomfortable	-,025	-,005	-,074	,002
	CI item7 inadequate	-,047	,038	,005	-,089
	CI item9 nervous	-,015	,013	-,054	-,033
	CI item8 observed	-,008	-,048	,109	-,052
	CI item10 Pressure	-,002	,024	-,113	,048
Anti-image Correlation	CI item1 insecure	,896[a]	-,415	-,194	-,346
	CI item2 shy	-,415	,888[a]	-,191	,045
	CI item3 frightened	-,194	-,191	,901[a]	-,060
	CI item4 unknowledgeable	-,346	,045	-,060	,927[a]
	CI item5 embarrassed	,133	-,364	,121	-,131
	CI item6 uncomfortable	-,092	-,017	-,235	,007
	CI item7 inadequate	-,120	,091	,011	-,192
	CI item9 nervous	-,046	,037	-,148	-,087
	CI item8 observed	-,020	-,118	,246	-,115
	CI item10 Pressure	-,006	,057	-,250	,102

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous
Anti-image Covariance	CI item1 insecure	,043	-,025	-,047	-,015
	CI item2 shy	-,123	-,005	,038	,013
	CI item3 frightened	,044	-,074	,005	-,054
	CI item4 unknowledgeable	-,049	,002	-,089	-,033
	CI item5 embarrassed	,315	-,109	-,056	-,069
	CI item6 uncomfortable	-,109	,230	-,053	-,082
	CI item7 inadequate	-,056	-,053	,473	,023
	CI item9 nervous	-,069	-,082	,023	,317
	CI item8 observed	,046	-,020	-,106	-,084
	CI item10 Pressure	,016	-,034	-,049	-,043
Anti-image Correlation	CI item1 insecure	,133	-,092	-,120	-,046
	CI item2 shy	-,364	-,017	,091	,037
	CI item3 frightened	,121	-,235	,011	-,148
	CI item4 unknowledgeable	-,131	,007	-,192	-,087
	CI item5 embarrassed	,879[a]	-,404	-,145	-,217
	CI item6 uncomfortable	-,404	,915[a]	-,160	-,302
	CI item7 inadequate	-,145	-,160	,939[a]	,059
	CI item9 nervous	-,217	-,302	,059	,936[a]
	CI item8 observed	,122	-,061	-,227	-,221
	CI item10 Pressure	,041	-,101	-,102	-,110

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		CI item8 observed	CI item10 Pressure
Anti-image Covariance	CI item1 insecure	-,008	-,002
	CI item2 shy	-,048	,024
	CI item3 frightened	,109	-,113
	CI item4 unknowledgeable	-,052	,048
	CI item5 embarrassed	,046	,016
	CI item6 uncomfortable	-,020	-,034
	CI item7 inadequate	-,106	-,049
	CI item9 nervous	-,084	-,043
	CI item8 observed	,459	-,187
	CI item10 Pressure	-,187	,483
Anti-image Correlation	CI item1 insecure	-,020	-,006
	CI item2 shy	-,118	,057
	CI item3 frightened	,246	-,250
	CI item4 unknowledgeable	-,115	,102
	CI item5 embarrassed	,122	,041
	CI item6 uncomfortable	-,061	-,101
	CI item7 inadequate	-,227	-,102
	CI item9 nervous	-,221	-,110
	CI item8 observed	,862[a]	-,397
	CI item10 Pressure	-,397	,894[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CI item1 insecure	1,000	,726
CI item2 shy	1,000	,732
CI item3 frightened	1,000	,619
CI item4 unknowledgeable	1,000	,586
CI item5 embarrassed	1,000	,685
CI item6 uncomfortable	1,000	,791
CI item7 inadequate	1,000	,613
CI item9 nervous	1,000	,719
CI item8 observed	1,000	,792
CI item10 Pressure	1,000	,725

Extraction Method: Principal Component Analysis.

Total Variance Explained

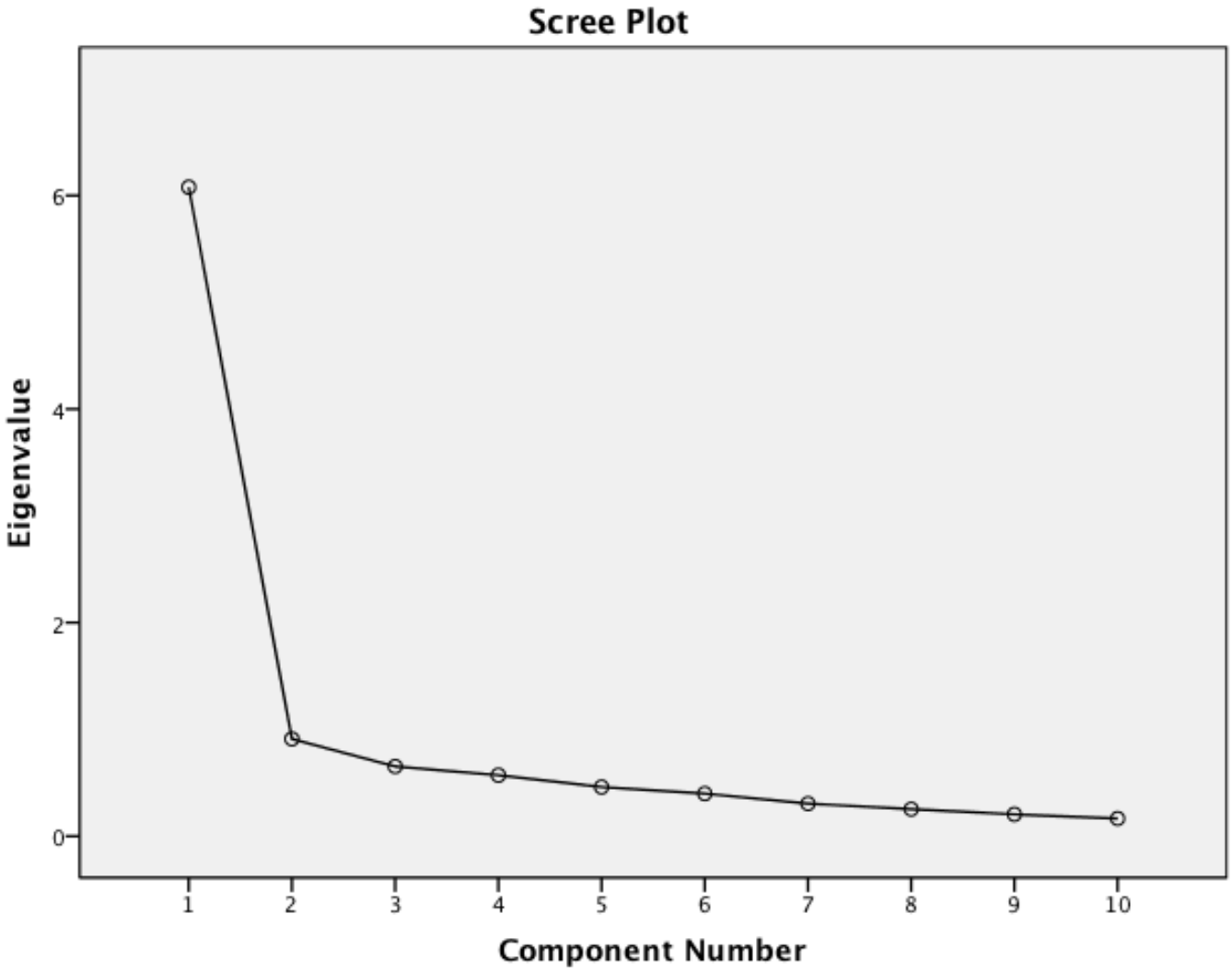
Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	6,078	60,777	60,777	6,078	60,777	60,777
	2	,911	9,110	69,887	,911	9,110	69,887
	3	,653	6,535	76,422			
	4	,572	5,715	82,137			
	5	,460	4,603	86,741			
	6	,399	3,988	90,729			
	7	,305	3,045	93,774			
	8	,253	2,532	96,306			
	9	,204	2,043	98,349			
	10	,165	1,651	100,000			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %
dimension0	1	4,261	42,610	42,610
	2	2,728	27,277	69,887
	3			
	4			
	5			
	6			
	7			
	8			
	9			
	10			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component	
	1	2
CI item6 uncomfortable	,888	
CI item9 nervous	,846	
CI item1 insecure	,817	-,243
CI item5 embarrassed	,804	-,198
CI item2 shy	,783	-,346
CI item4 unknowledgeable	,755	-,129
CI item7 inadequate	,750	,225
CI item3 frightened	,748	-,243
CI item10 Pressure	,692	,496
CI item8 observed	,690	,562

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Reproduced Correlations

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Reproduced Correlation	CI item1 insecure	,726[a]	,723	,670	,648
	CI item2 shy	,723	,732[a]	,670	,635
	CI item3 frightened	,670	,670	,619[a]	,596
	CI item4 unknowledgeable	,648	,635	,596	,586[a]
	CI item5 embarrassed	,705	,697	,649	,632
	CI item6 uncomfortable	,737	,711	,676	,676
	CI item7 inadequate	,558	,509	,507	,537
	CI item9 nervous	,677	,642	,619	,631
	CI item8 observed	,427	,346	,380	,449
	CI item10 Pressure	,444	,370	,397	,458
Residual[b]	CI item1 insecure		-,009	-,035	,023
	CI item2 shy	-,009		-,070	-,100
	CI item3 frightened	-,035	-,070		-,096
	CI item4 unknowledgeable	,023	-,100	-,096	
	CI item5 embarrassed	-,141	-,025	-,135	-,069
	CI item6 uncomfortable	-,080	-,062	-,016	-,083
	CI item7 inadequate	-,001	-,044	-,061	,038
	CI item9 nervous	-,071	-,060	-,015	-,056
	CI item8 observed	,043	,086	-,042	,025
	CI item10 Pressure	,013	,036	,117	-,072

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 20 (44,0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous
Reproduced Correlation	CI item1 insecure	,705	,737	,558	,677
	CI item2 shy	,697	,711	,509	,642
	CI item3 frightened	,649	,676	,507	,619
	CI item4 unknowledgeable	,632	,676	,537	,631
	CI item5 embarrassed	,685[a]	,723	,558	,669
	CI item6 uncomfortable	,723	,791[a]	,656	,749
	CI item7 inadequate	,558	,656	,613[a]	,648
	CI item9 nervous	,669	,749	,648	,719[a]
	CI item8 observed	,444	,588	,644	,617
	CI item10 Pressure	,458	,592	,630	,614
Residual[b]	CI item1 insecure	-,141	-,080	-,001	-,071
	CI item2 shy	-,025	-,062	-,044	-,060
	CI item3 frightened	-,135	-,016	-,061	-,015
	CI item4 unknowledgeable	-,069	-,083	,038	-,056
	CI item5 embarrassed		,049	,006	,021
	CI item6 uncomfortable	,049		-,025	,028
	CI item7 inadequate	,006	-,025		-,093
	CI item9 nervous	,021	,028	-,093	
	CI item8 observed	-,013	-,043	-,079	-,035
	CI item10 Pressure	-,031	-,017	-,126	-,039

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 20 (44,0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		CI item8 observed	CI item10 Pressure
Reproduced Correlation	CI item1 insecure	,427	,444
	CI item2 shy	,346	,370
	CI item3 frightened	,380	,397
	CI item4 unknowledgeable	,449	,458
	CI item5 embarrassed	,444	,458
	CI item6 uncomfortable	,588	,592
	CI item7 inadequate	,644	,630
	CI item9 nervous	,617	,614
	CI item8 observed	,792[a]	,756
	CI item10 Pressure	,756	,725[a]
Residual[b]	CI item1 insecure	,043	,013
	CI item2 shy	,086	,036
	CI item3 frightened	-,042	,117
	CI item4 unknowledgeable	,025	-,072
	CI item5 embarrassed	-,013	-,031
	CI item6 uncomfortable	-,043	-,017
	CI item7 inadequate	-,079	-,126
	CI item9 nervous	-,035	-,039
	CI item8 observed		-,139
	CI item10 Pressure	-,139	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 20 (44,0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix[a]

	Component	
	1	2
CI item2 shy	,835	,185
CI item1 insecure	,802	,288
CI item5 embarrassed	,765	,317
CI item3 frightened	,747	,248
CI item6 uncomfortable	,743	,490
CI item4 unknowledgeable	,684	,344
CI item9 nervous	,647	,548
CI item8 observed	,223	,862
CI item10 Pressure	,263	,810
CI item7 inadequate	,471	,626

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

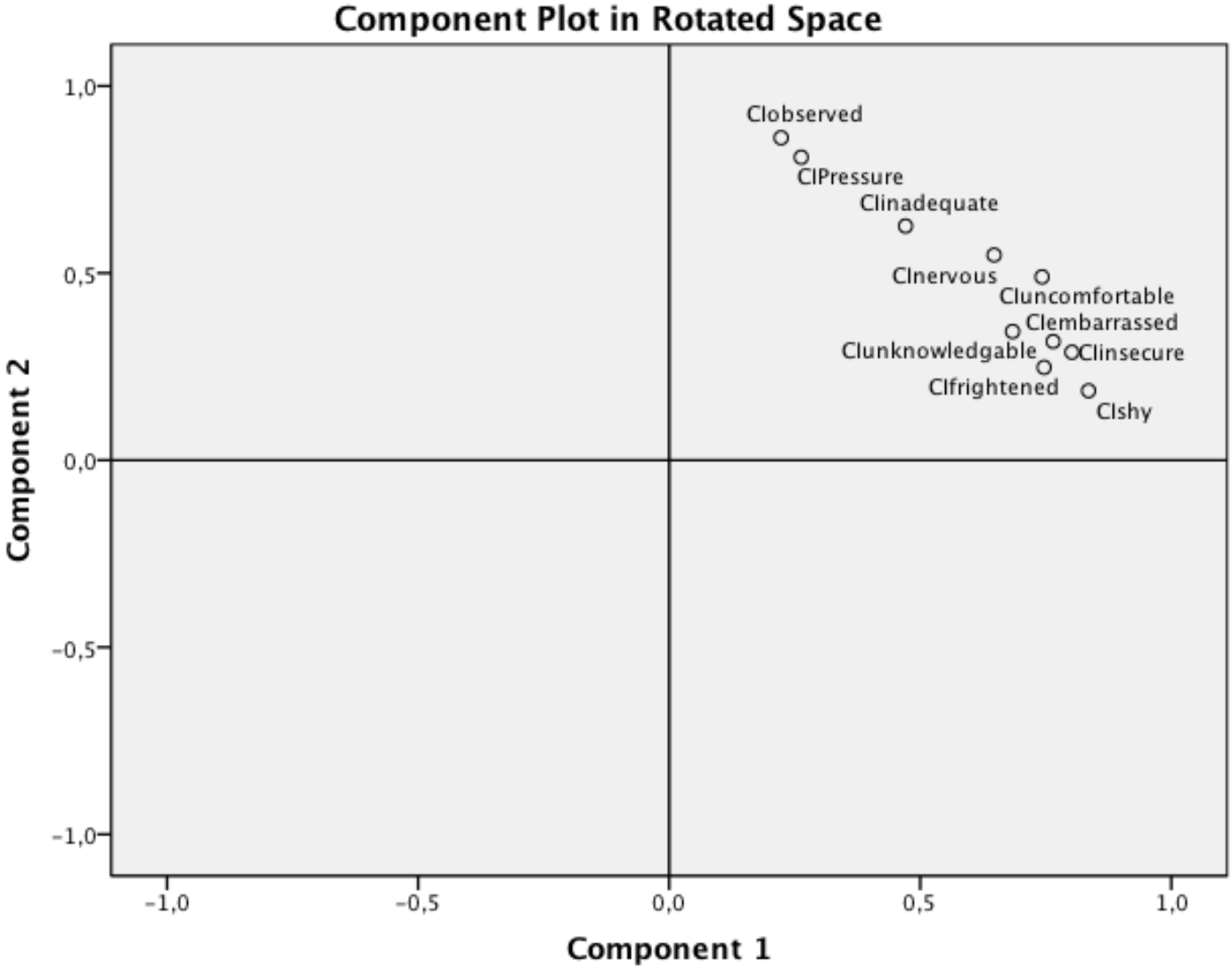
a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component		1	2
dimen	1	,805	,593
sion0	2	-,593	,805

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.


Component Plot in Rotated Space
Component 2
Component 1
1,0
0,5
0,0
-0,5
-1,0
-1,0
-0,5
0,0
0,5
1,0
Clobserved
ClPressure
Clinadequate
Clnervous
Cluncomfortable
Clembarrassed
Clunknowledgable
Clinsecure
Clfrightened
Clshy

Component Score Coefficient Matrix

	Component	
	1	2
CI item1 insecure	,267	-,135
CI item2 shy	,329	-,229
CI item3 frightened	,257	-,142
CI item4 unknowledgeable	,184	-,040
CI item5 embarrassed	,235	-,097
CI item6 uncomfortable	,148	,046
CI item7 inadequate	-,047	,272
CI item9 nervous	,074	,134
CI item8 observed	-,274	,564
CI item10 Pressure	-,231	,506

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

```
FACTOR
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CIuncomfortable CIinadequate CInervous
  /MISSING PAIRWISE
  /ANALYSIS CIinsecure CIshy CIfrightened CIunknowledgable CIembarrassed CIuncomfortable
CIinadequate CInervous
  /PRINT INITIAL CORRELATION SIG DET KMO REPR AIC EXTRACTION ROTATION FSCORE
  /FORMAT SORT BLANK(.10)
  /PLOT EIGEN ROTATION
  /CRITERIA FACTORS(2) ITERATE(25)
  /EXTRACTION PC
  /CRITERIA ITERATE(25)
  /ROTATION VARIMAX
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  /METHOD=CORRELATION.
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Factor Analysis

Notes

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	Cases Used	PAIRWISE: Correlation coefficients for each pair of variables are based on all the cases with valid data for that pair. The factor analysis is based on these correlations.
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	FAC2 2	Component score 2

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Correlation Matrix[a]

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable	CI item5 embarrassed
Correlation	CI item1 insecure	1,000	,714	,635	,671	,563
	CI item2 shy	,714	1,000	,599	,535	,672
	CI item3 frightened	,635	,599	1,000	,500	,515
	CI item4 unknowledgeable	,671	,535	,500	1,000	,563
	CI item5 embarrassed	,563	,672	,515	,563	1,000
	CI item6 uncomfortable	,657	,649	,660	,593	,772
	CI item7 inadequate	,557	,465	,446	,575	,564
	CI item9 nervous	,606	,582	,604	,575	,690
Sig. (1-tailed)	CI item1 insecure		,000	,000	,000	,000
	CI item2 shy	,000		,000	,000	,000
	CI item3 frightened	,000	,000		,000	,000
	CI item4 unknowledgeable	,000	,000	,000		,000
	CI item5 embarrassed	,000	,000	,000	,000	
	CI item6 uncomfortable	,000	,000	,000	,000	,000
	CI item7 inadequate	,000	,000	,000	,000	,000
	CI item9 nervous	,000	,000	,000	,000	,000

a. Determinant = ,004

Correlation Matrix[a]

		CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous
Correlation	CI item1 insecure	,657	,557	,606
	CI item2 shy	,649	,465	,582
	CI item3 frightened	,660	,446	,604
	CI item4 unknowledgeable	,593	,575	,575
	CI item5 embarrassed	,772	,564	,690
	CI item6 uncomfortable	1,000	,631	,778
	CI item7 inadequate	,631	1,000	,555
	CI item9 nervous	,778	,555	1,000
Sig. (1-tailed)	CI item1 insecure	,000	,000	,000
	CI item2 shy	,000	,000	,000
	CI item3 frightened	,000	,000	,000
	CI item4 unknowledgeable	,000	,000	,000
	CI item5 embarrassed	,000	,000	,000
	CI item6 uncomfortable		,000	,000
	CI item7 inadequate	,000		,000
	CI item9 nervous	,000	,000	

a. Determinant = ,004

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,904
Bartlett's Test of Sphericity	Approx. Chi-Square	818,442
	df	28
	Sig.	,000

Anti-image Matrices

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Anti-image Covariance	CI item1 insecure	,326	-,145	-,078	-,136
	CI item2 shy	-,145	,368	-,070	,013
	CI item3 frightened	-,078	-,070	,468	-,011
	CI item4 unknowledgeable	-,136	,013	-,011	,463
	CI item5 embarrassed	,045	-,123	,044	-,048
	CI item6 uncomfortable	-,027	-,007	-,085	,003
	CI item7 inadequate	-,055	,031	,017	-,107
	CI item9 nervous	-,019	,005	-,058	-,042
Anti-image Correlation	CI item1 insecure	,877[a]	-,420	-,201	-,351
	CI item2 shy	-,420	,884[a]	-,169	,032
	CI item3 frightened	-,201	-,169	,931[a]	-,023
	CI item4 unknowledgeable	-,351	,032	-,023	,921[a]
	CI item5 embarrassed	,139	-,357	,113	-,125
	CI item6 uncomfortable	-,097	-,023	-,257	,009
	CI item7 inadequate	-,134	,070	,035	-,218
	CI item9 nervous	-,056	,014	-,142	-,105

a. Measures of Sampling Adequacy(MSA)

Anti-image Matrices

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous
Anti-image Covariance	CI item1 insecure	,045	-,027	-,055	-,019
	CI item2 shy	-,123	-,007	,031	,005
	CI item3 frightened	,044	-,085	,017	-,058
	CI item4 unknowledgeable	-,048	,003	-,107	-,042
	CI item5 embarrassed	,323	-,108	-,043	-,061
	CI item6 uncomfortable	-,108	,235	-,075	-,105
	CI item7 inadequate	-,043	-,075	,523	-,017
	CI item9 nervous	-,061	-,105	-,017	,350
Anti-image Correlation	CI item1 insecure	,139	-,097	-,134	-,056
	CI item2 shy	-,357	-,023	,070	,014
	CI item3 frightened	,113	-,257	,035	-,142
	CI item4 unknowledgeable	-,125	,009	-,218	-,105
	CI item5 embarrassed	,880[a]	-,392	-,104	-,180
	CI item6 uncomfortable	-,392	,888[a]	-,215	-,366
	CI item7 inadequate	-,104	-,215	,941[a]	-,040
	CI item9 nervous	-,180	-,366	-,040	,932[a]

a. Measures of Sampling Adequacy(MSA)

Communalities

	Initial	Extraction
CI item1 insecure	1,000	,723
CI item2 shy	1,000	,757
CI item3 frightened	1,000	,744
CI item4 unknowledgeable	1,000	,646
CI item5 embarrassed	1,000	,694
CI item6 uncomfortable	1,000	,796
CI item7 inadequate	1,000	,821
CI item9 nervous	1,000	,701

Extraction Method: Principal Component Analysis.

Total Variance Explained

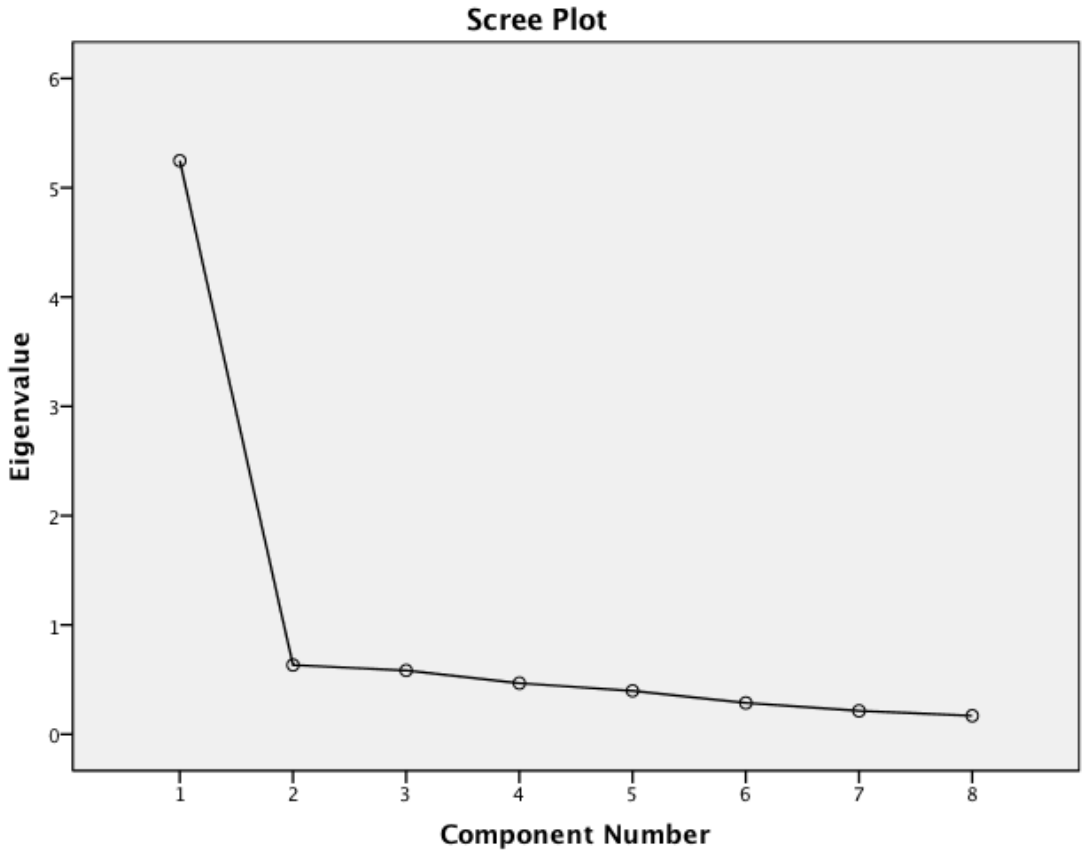
Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	5,248	65,596	65,596	5,248	65,596	65,596
	2	,634	7,924	73,520	,634	7,924	73,520
	3	,584	7,298	80,817			
	4	,467	5,840	86,657			
	5	,397	4,965	91,623			
	6	,287	3,583	95,206			
	7	,214	2,678	97,883			
	8	,169	2,117	100,000			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component		Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %
dimension0	1	3,133	39,168	39,168
	2	2,748	34,352	73,520
	3			
	4			
	5			
	6			
	7			
	8			

Extraction Method: Principal Component Analysis.



Component Matrix[a]

	Component	
	1	2
CI item6 uncomfortable	,892	
CI item9 nervous	,836	
CI item1 insecure	,835	-,159
CI item5 embarrassed	,828	
CI item2 shy	,808	-,323
CI item4 unknowledgeable	,770	,229
CI item3 frightened	,764	-,400
CI item7 inadequate	,734	,531

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Reproduced Correlations

		CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable
Reproduced Correlation	CI item1 insecure	,723[a]	,726	,702	,607
	CI item2 shy	,726	,757[a]	,747	,549
	CI item3 frightened	,702	,747	,744[a]	,497
	CI item4 unknowledgeable	,607	,549	,497	,646[a]
	CI item5 embarrassed	,678	,642	,599	,658
	CI item6 uncomfortable	,739	,709	,667	,695
	CI item7 inadequate	,529	,421	,349	,687
	CI item9 nervous	,693	,664	,624	,653
Residual[b]	CI item1 insecure		-,012	-,067	,064
	CI item2 shy	-,012		-,148	-,013
	CI item3 frightened	-,067	-,148		,003
	CI item4 unknowledgeable	,064	-,013	,003	
	CI item5 embarrassed	-,115	,031	-,085	-,095
	CI item6 uncomfortable	-,082	-,059	-,007	-,102
	CI item7 inadequate	,028	,044	,097	-,112
	CI item9 nervous	-,087	-,081	-,020	-,078

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 16 (57,0%) nonredundant residuals with absolute values greater than 0.05.

Reproduced Correlations

		CI item5 embarrassed	CI item6 uncomfortable	CI item7 inadequate	CI item9 nervous
Reproduced Correlation	CI item1 insecure	,678	,739	,529	,693
	CI item2 shy	,642	,709	,421	,664
	CI item3 frightened	,599	,667	,349	,624
	CI item4 unknowledgeable	,658	,695	,687	,653
	CI item5 embarrassed	,694[a]	,742	,653	,696
	CI item6 uncomfortable	,742	,796[a]	,674	,747
	CI item7 inadequate	,653	,674	,821[a]	,634
	CI item9 nervous	,696	,747	,634	,701[a]
Residual[b]	CI item1 insecure	-,115	-,082	,028	-,087
	CI item2 shy	,031	-,059	,044	-,081
	CI item3 frightened	-,085	-,007	,097	-,020
	CI item4 unknowledgeable	-,095	-,102	-,112	-,078
	CI item5 embarrassed		,030	-,089	-,006
	CI item6 uncomfortable	,030		-,043	,031
	CI item7 inadequate	-,089	-,043		-,079
	CI item9 nervous	-,006	,031	-,079	

Extraction Method: Principal Component Analysis.

a. Reproduced communalities

b. Residuals are computed between observed and reproduced correlations. There are 16 (57,0%) nonredundant residuals with absolute values greater than 0.05.

Rotated Component Matrix[a]

	Component	
	1	2
CI item3 frightened	,833	,223
CI item2 shy	,813	,309
CI item1 insecure	,722	,448
CI item6 uncomfortable	,632	,630
CI item7 inadequate	,181	,888
CI item4 unknowledgeable	,412	,690
CI item5 embarrassed	,552	,623
CI item9 nervous	,590	,594

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

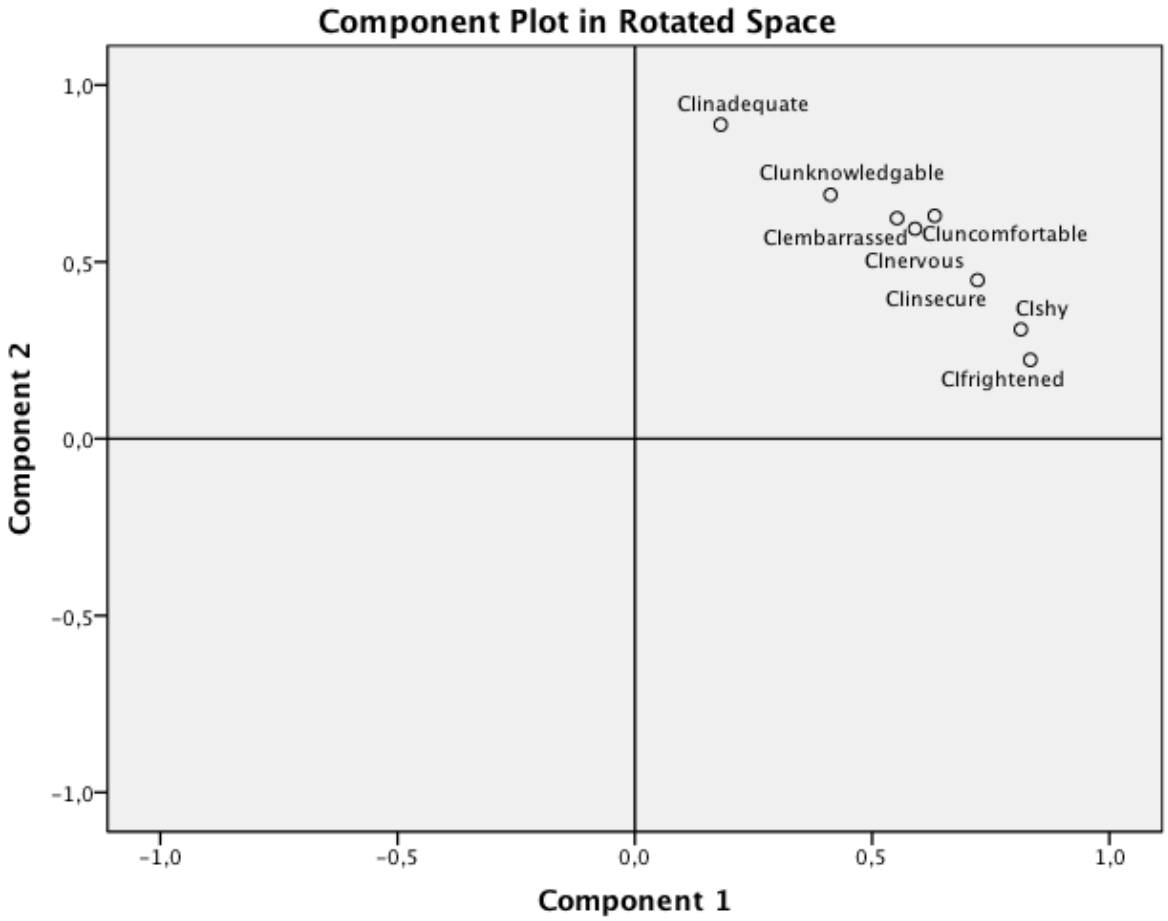
a. Rotation converged in 3 iterations.

Component Transformation Matrix

Component		1	2
dimen	1	,736	,677
sion0	2	-,677	,736

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.



Component Score Coefficient Matrix

	Component	
	1	2
CI item1 insecure	,287	-,077
CI item2 shy	,459	-,271
CI item3 frightened	,534	-,366
CI item4 unknowledgeable	-,136	,365
CI item5 embarrassed	,026	,205
CI item6 uncomfortable	,086	,157
CI item7 inadequate	-,464	,711
CI item9 nervous	,078	,151

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Appendix H: Reliability

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Reliability

Notes

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	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
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[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned crowdingaverage.sav

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	151	100,0
	Excluded[a]	0	,0
	Total	151	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,925	,927	10

Item Statistics

	Mean	Std. Deviation	N
CI item1 insecure	2,748	1,4058	151
CI item2 shy	2,709	1,2940	151
CI item3 frightened	1,881	1,0641	151
CI item4 unknowledgeable	3,099	1,6882	151
CI item5 embarrassed	2,305	1,2596	151
CI item6 uncomfortable	2,728	1,4919	151
CI item7 inadequate	2,523	1,2850	151
CI item8 observed	3,464	1,5090	151
CI item9 nervous	2,424	1,3238	151
CI item10 Pressure	2,497	1,2537	151

Inter-Item Correlation Matrix

	CI item1 insecure	CI item2 shy	CI item3 frightened	CI item4 unknowledgeable	CI item5 embarrassed	CI item6 uncomfortable
CI item1 insecure	1,000	,714	,635	,671	,563	,657
CI item2 shy	,714	1,000	,599	,535	,672	,649
CI item3 frightened	,635	,599	1,000	,500	,515	,660
CI item4 unknowledgeable	,671	,535	,500	1,000	,563	,593
CI item5 embarrassed	,563	,672	,515	,563	1,000	,772
CI item6 uncomfortable	,657	,649	,660	,593	,772	1,000
CI item7 inadequate	,557	,465	,446	,575	,564	,631
CI item8 observed	,470	,432	,338	,474	,430	,545
CI item9 nervous	,606	,582	,604	,575	,690	,778
CI item10 Pressure	,457	,406	,514	,386	,427	,575

Inter-Item Correlation Matrix

	CI item7 inadequate	CI item8 observed	CI item9 nervous	CI item10 Pressure
CI item1 insecure	,557	,470	,606	,457
CI item2 shy	,465	,432	,582	,406
CI item3 frightened	,446	,338	,604	,514
CI item4 unknowledgeable	,575	,474	,575	,386
CI item5 embarrassed	,564	,430	,690	,427
CI item6 uncomfortable	,631	,545	,778	,575
CI item7 inadequate	1,000	,565	,555	,504
CI item8 observed	,565	1,000	,582	,618
CI item9 nervous	,555	,582	1,000	,575
CI item10 Pressure	,504	,618	,575	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CI item1 insecure	23,629	89,475	,764	,674	,915
CI item2 shy	23,669	92,250	,717	,638	,917
CI item3 frightened	24,497	96,425	,679	,573	,920
CI item4 unknowledgeable	23,278	87,095	,692	,545	,920
CI item5 embarrassed	24,073	92,201	,743	,685	,916
CI item6 uncomfortable	23,649	86,189	,843	,770	,910
CI item7 inadequate	23,854	92,885	,695	,527	,919
CI item8 observed	22,914	91,359	,628	,541	,923
CI item9 nervous	23,954	89,991	,797	,683	,913
CI item10 Pressure	23,881	94,879	,627	,517	,922

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26,377	111,757	10,5715	10

Appendix I: Construct Validity Correlation Analyses

Composite variables for intimidation: Anxiety, Fearfulness, Dominance, Pleasure, and Guilt

```
CORRELATIONS
  /VARIABLES=CIFACTOR Complete ANXIETYFACTOR FEARFULNESSFACTOR1
FEARFULNESSFACTOR2 DOMINANCEFACTOR PLEASUREFACTOR GUILTFACTOR
  /PRINT=ONETAIL NOSIG
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		13-aug-2010 17:52:21
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet3
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=CIFACTOR Complete ANXIETYFACTOR FEARFULNESSFACTOR1 FEARFULNESSFACTOR2 DOMINANCEFACTOR PLEASUREFACTOR GUILTFACTOR /PRINT=ONETAIL NOSIG /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,016

[DataSet3] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Correlations

		A-R Intimidation factor score 1 for analysis 1	Finished	Anxiety Factor Score	Fearfulness Factor1 Score
A-R Intimidation factor score 1 for analysis 1	Pearson Correlation	1	.[a]	,817**	,823**
	Sig. (1-tailed)		.	,000	,000
	N	151	151	151	151
Finished	Pearson Correlation	.[a]	.[a]	.[a]	.[a]
	Sig. (1-tailed)	.		.	.
	N	151	151	151	151
Anxiety Factor Score	Pearson Correlation	,817**	.[a]	1	,887**
	Sig. (1-tailed)	,000	.		,000
	N	151	151	151	151
Fearfulness Factor1 Score	Pearson Correlation	,823**	.[a]	,887**	1
	Sig. (1-tailed)	,000	.	,000	
	N	151	151	151	151
Fearfulness Factor2 Score	Pearson Correlation	-,176*	.[a]	-,431**	,000
	Sig. (1-tailed)	,015	.	,000	,500
	N	151	151	151	151
Dominance Factor Score	Pearson Correlation	-,628**	.[a]	-,471**	-,543**
	Sig. (1-tailed)	,000	.	,000	,000
	N	151	151	151	151
Pleasure Factor Score	Pearson Correlation	-,448**	.[a]	-,453**	-,579**
	Sig. (1-tailed)	,000	.	,000	,000
	N	151	151	151	151
Guilt Factor Score	Pearson Correlation	,328**	.[a]	,422**	,369**
	Sig. (1-tailed)	,000	.	,000	,000
	N	151	151	151	151

a. Cannot be computed because at least one of the variables is constant.

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

		Fearfulness Factor2 Score	Dominance Factor Score	Pleasure Factor Score	Guilt Factor Score
A-R Intimidation factor score 1 for analysis 1	Pearson Correlation	-,176*	-,628**	-,448**	,328**
	Sig. (1-tailed)	,015	,000	,000	,000
	N	151	151	151	151
Finished	Pearson Correlation	.a	.a	.a	.a
	Sig. (1-tailed)	.	.	.	.
	N	151	151	151	151
Anxiety Factor Score	Pearson Correlation	-,431**	-,471**	-,453**	,422**
	Sig. (1-tailed)	,000	,000	,000	,000
	N	151	151	151	151
Fearfulness Factor1 Score	Pearson Correlation	,000	-,543**	-,579**	,369**
	Sig. (1-tailed)	,500	,000	,000	,000
	N	151	151	151	151
Fearfulness Factor2 Score	Pearson Correlation	1	-,021	-,093	-,136*
	Sig. (1-tailed)		,399	,128	,048
	N	151	151	151	151
Dominance Factor Score	Pearson Correlation	-,021	1	,287**	-,202**
	Sig. (1-tailed)	,399		,000	,006
	N	151	151	151	151
Pleasure Factor Score	Pearson Correlation	-,093	,287**	1	-,328**
	Sig. (1-tailed)	,128	,000		,000
	N	151	151	151	151
Guilt Factor Score	Pearson Correlation	-,136*	-,202**	-,328**	1
	Sig. (1-tailed)	,048	,006	,000	
	N	151	151	151	151

a. Cannot be computed because at least one of the variables is constant.

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

DATASET ACTIVATE DataSet3.

Appendix J: Simple Regression Analysis Crowding vs. CI

```
REGRESSION
 /DESCRIPTIVES MEAN STDDEV CORR SIG N
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT CIFACTOR
 /METHOD=ENTER CROWDEDNESSFACTOR.
```

Regression

Notes

Output Created		17-aug-2010 11:33:57
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,016
	Memory Required	33436 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Perceived store crowding factor score	,0000000	1,00000000	151

Correlations

		CI Factor Score	Perceived store crowding factor score
Pearson Correlation	CI Factor Score	1,000	,161
	Perceived store crowding factor score	,161	1,000
Sig. (1-tailed)	CI Factor Score	.	,024
	Perceived store crowding factor score	,024	.
N	CI Factor Score	151	151
	Perceived store crowding factor score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Perceived store crowding factor score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,161[a]	,026	,019	,99025339	,026	3,967	1	149

a. Predictors: (Constant), Perceived store crowding factor score

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,048

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,890	1	3,890	3,967	,048[a]
	Residual	146,110	149	,981		
	Total	150,000	150			

a. Predictors: (Constant), Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,246E-17	,081		,000	1,000
	Perceived store crowding factor score	,161	,081	,161	1,992	,048

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Perceived store crowding factor score	,161	,161	,161

a. Dependent Variable: CI Factor Score

Appendix K: Product and Store Familiarity Simple Regression Analysis Direct Effect

```
REGRESSION
 /DESCRIPTIVES MEAN STDDEV CORR SIG N
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT CIFACTOR
 /METHOD=ENTER Zstorefamiliarity
 /METHOD=ENTER Zprodfamiliarity.
```

Regression

Notes

Output Created		17-aug-2010 15:29:29
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER Zstorefamiliarity /METHOD=ENTER Zprodfamiliarity.
Resources	Processor Time	00:00:00,000
	Elapsed Time	00:00:00,015
	Memory Required	33932 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Store familiarity	,0000000	1,00000000	151
Zscore: Product familiarity	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Store familiarity	Zscore: Product familiarity
Pearson Correlation	CI Factor Score	1,000	-,488	-,505
	Zscore: Store familiarity	-,488	1,000	,645
	Zscore: Product familiarity	-,505	,645	1,000
Sig. (1-tailed)	CI Factor Score	.	,000	,000
	Zscore: Store familiarity	,000	.	,000
	Zscore: Product familiarity	,000	,000	.
N	CI Factor Score	151	151	151
	Zscore: Store familiarity	151	151	151
	Zscore: Product familiarity	151	151	151

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Store familiarity[a]	.	Enter
	2	Zscore: Product familiarity[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,488[a]	,238	,233	,87570326	,238	46,604	1
	2	,548[b]	,300	,291	,84225556	,062	13,069	1

a. Predictors: (Constant), Zscore: Store familiarity

b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	149	,000
	2	148	,000

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,738	1	35,738	46,604	,000[a]
	Residual	114,262	149	,767		
	Total	150,000	150			
2	Regression	45,010	2	22,505	31,724	,000[b]
	Residual	104,990	148	,709		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Store familiarity

b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8,735E-16	,071		,000	1,000
	Zscore: Store familiarity	-,488	,072	-,488	-6,827	,000
2	(Constant)	-6,929E-16	,069		,000	1,000
	Zscore: Store familiarity	-,278	,090	-,278	-3,088	,002
	Zscore: Product familiarity	-,325	,090	-,325	-3,615	,000

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Store familiarity	-,488	-,488	-,488
2	(Constant)			
	Zscore: Store familiarity	-,488	-,246	-,212
	Zscore: Product familiarity	-,505	-,285	-,249

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics: Tolerance
1	Zscore: Product familiarity	-,325[a]	-3,615	,000	-,285	,583

a. Predictors in the Model: (Constant), Zscore: Store familiarity

b. Dependent Variable: CI Factor Score

DATASET ACTIVATE DataSet1.

Appendix L: Product Familiarity Moderation Correlation Analysis Output

```
REGRESSION
 /DESCRIPTIVES MEAN STDDEV CORR SIG N
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT CIFACTOR
 /METHOD=ENTER CROWDEDNESSFACTOR Zprodfamiliarity
 /METHOD=ENTER INTcrowdproductfamiliarity.
```

Regression

Notes

Output Created		17-aug-2010 14:57:48
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	152
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR Zprodfamiliarity /METHOD=ENTER INTcrowdproductfamiliarity.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,016
	Memory Required	34228 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Perceived store crowding factor score	,0000000	1,00000000	151
Zscore: Product familiarity	,0000000	1,00000000	151
Interaction variable Crowding & Product familiarity	-,1538	,98073	151

Correlations

		CI Factor Score	Perceived store crowding factor score	Zscore: Product familiarity	Interaction variable Crowding & Product familiarity
Pearson Correlation	CI Factor Score	1,000	,161	-,505	-,077
	Perceived store crowding factor score	,161	1,000	-,155	,020
	Zscore: Product familiarity	-,505	-,155	1,000	-,070
	Interaction variable Crowding & Product familiarity	-,077	,020	-,070	1,000
Sig. (1-tailed)	CI Factor Score	.	,024	,000	,173
	Perceived store crowding factor score	,024	.	,029	,402
	Zscore: Product familiarity	,000	,029	.	,198
	Interaction variable Crowding & Product familiarity	,173	,402	,198	.
N	CI Factor Score	151	151	151	151
	Perceived store crowding factor score	151	151	151	151
	Zscore: Product familiarity	151	151	151	151
	Interaction variable Crowding & Product familiarity	151	151	151	151

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Product familiarity, Perceived store crowding factor score[a]	.	Enter
	2	Interaction variable Crowding & Product familiarity[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,512[a]	,262	,252	,86485005	,262	26,272	2
	2	,524[b]	,275	,260	,86018449	,013	2,610	1

a. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score, Interaction variable Crowding & Product familiarity

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,000
	2	147	,108

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39,301	2	19,651	26,272	,000[a]
	Residual	110,699	148	,748		
	Total	150,000	150			
2	Regression	41,232	3	13,744	18,575	,000[b]
	Residual	108,768	147	,740		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Product familiarity, Perceived store crowding factor score, Interaction variable Crowding & Product familiarity

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,999E-16	,070		,000	1,000
	Perceived store crowding factor score	,085	,071	,085	1,188	,237
	Zscore: Product familiarity	-,492	,071	-,492	-6,881	,000
2	(Constant)	-,018	,071		-,252	,802
	Perceived store crowding factor score	,086	,071	,086	1,210	,228
	Zscore: Product familiarity	-,500	,071	-,500	-7,011	,000
	Interaction variable Crowding & Product familiarity	-,116	,072	-,114	-1,615	,108

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Perceived store crowding factor score	,161	,097	,084
	Zscore: Product familiarity	-,505	-,492	-,486
2	(Constant)			
	Perceived store crowding factor score	,161	,099	,085
	Zscore: Product familiarity	-,505	-,501	-,492
	Interaction variable Crowding & Product familiarity	-,077	-,132	-,113

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Interaction variable Crowding & Product familiarity	-,114[a]	-1,615	,108	-,132	,995

a. Predictors in the Model: (Constant), Zscore: Product familiarity, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

Appendix M: Store Familiarity Moderation Correlation Analysis Output

```
CORRELATIONS
  /VARIABLES=CIFACTOR CROWDEDNESSFACTOR
  /PRINT=ONETAIL NOSIG
  /STATISTICS DESCRIPTIVES
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		17-aug-2010 19:03:23
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	Zstorefamiliarity > 0.96 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	47
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=CIFACTOR CROWDEDNESSFACTOR /PRINT=ONETAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,015
	Elapsed Time	00:00:00,016

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	-,5361119	,80450406	47
Perceived store crowding factor score	-,0493889	1,08955963	47

Correlations

		CI Factor Score	Perceived store crowding factor score
CI Factor Score	Pearson Correlation	1	-,109
	Sig. (1-tailed)		,233
	N	47	47
Perceived store crowding factor score	Pearson Correlation	-,109	1
	Sig. (1-tailed)	,233	
	N	47	47

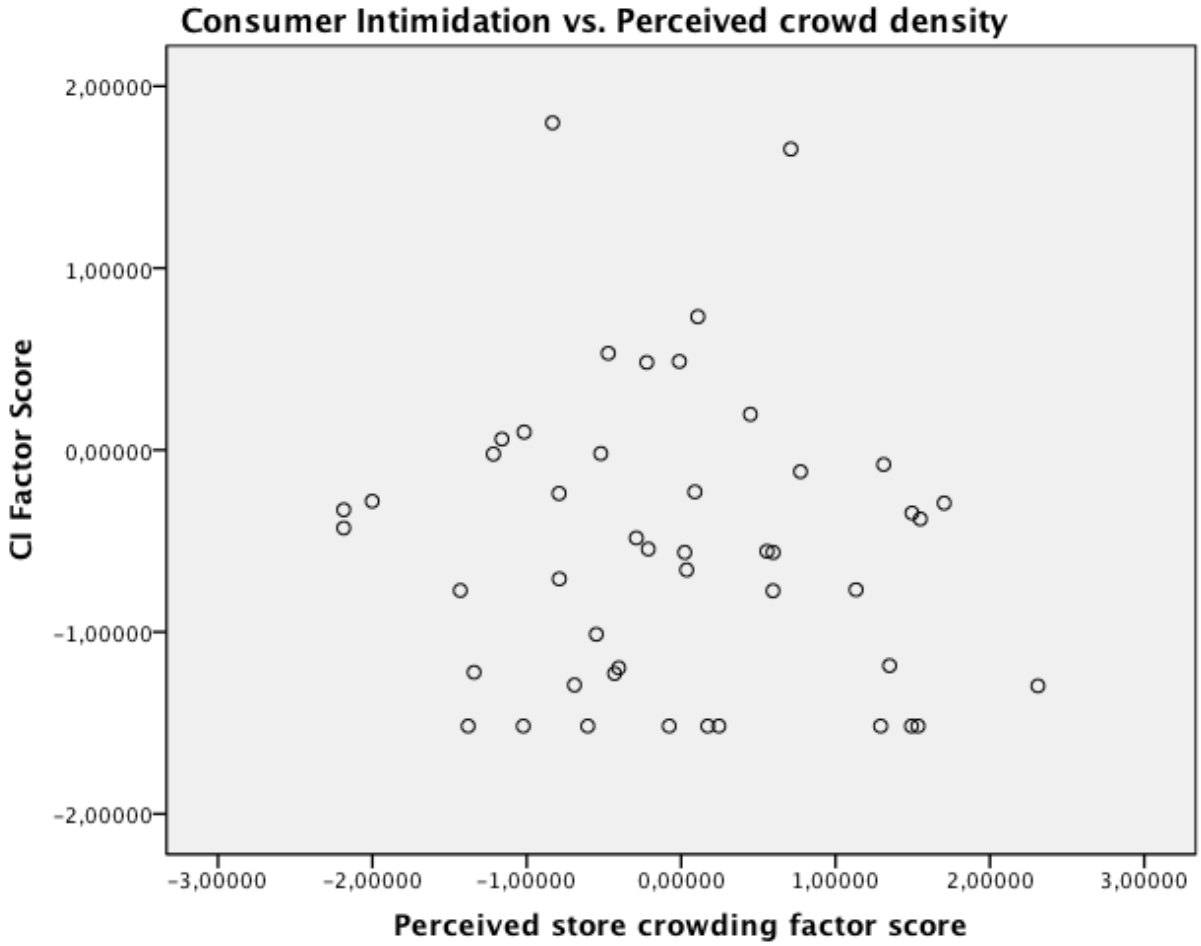
```
GRAPH
  /SCATTERPLOT(BIVAR)=CROWDEDNESSFACTOR WITH CIFACTOR
  /MISSING=LISTWISE
  /TITLE='Consumer Intimidation vs. Perceived crowd density'.
```

Graph

Notes

Output Created		17-aug-2010 19:04:09
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	Zstorefamiliarity > 0.96 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	47
Syntax		GRAPH /SCATTERPLOT(BIVAR)=CROWDEDNESSFACTOR WITH CIFACTOR /MISSING=LISTWISE /TITLE='Consumer Intimidation vs. Perceived crowd density'.
Resources	Processor Time	00:00:00,297
	Elapsed Time	00:00:00,297

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav




```
USE ALL.
COMPUTE filter_$=(Zstorefamiliarity       - 0.96).
VARIABLE LABEL filter_$ 'Zstorefamiliarity       - 0.96 (FILTER)'.
VALUE LABELS filter_$ 0 'Not Selected' 1 'Selected'.
FORMAT filter_$ (f1.0).
FILTER BY filter_$.
EXECUTE.
CORRELATIONS
  /VARIABLES=CIFACTOR CROWDEDNESSFACTOR
  /PRINT=ONETAIL NOSIG
  /STATISTICS DESCRIPTIVES
  /MISSING=PAIRWISE.
```

Correlations

Notes

Output Created		17-aug-2010 19:13:41
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	Zstorefamiliarity < - 0.96 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each pair of variables are based on all the cases with valid data for that pair.
Syntax		CORRELATIONS /VARIABLES=CIFACTOR CROWDEDNESSFACTOR /PRINT=ONETAIL NOSIG /STATISTICS DESCRIPTIVES /MISSING=PAIRWISE.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,6797240	,90532106	43
Perceived store crowding factor score	,1466331	,93567384	43

Correlations

		CI Factor Score	Perceived store crowding factor score
CI Factor Score	Pearson Correlation	1	,337*
	Sig. (1-tailed)		,014
	N	43	43
Perceived store crowding factor score	Pearson Correlation	,337*	1
	Sig. (1-tailed)	,014	
	N	43	43

*. Correlation is significant at the 0.05 level (1-tailed).

```
GRAPH
  /SCATTERPLOT(BIVAR)=CROWDEDNESSFACTOR WITH CIFACTOR
  /MISSING=LISTWISE
  /TITLE='Consumer Intimidation vs. Perceived crowd density'.
```

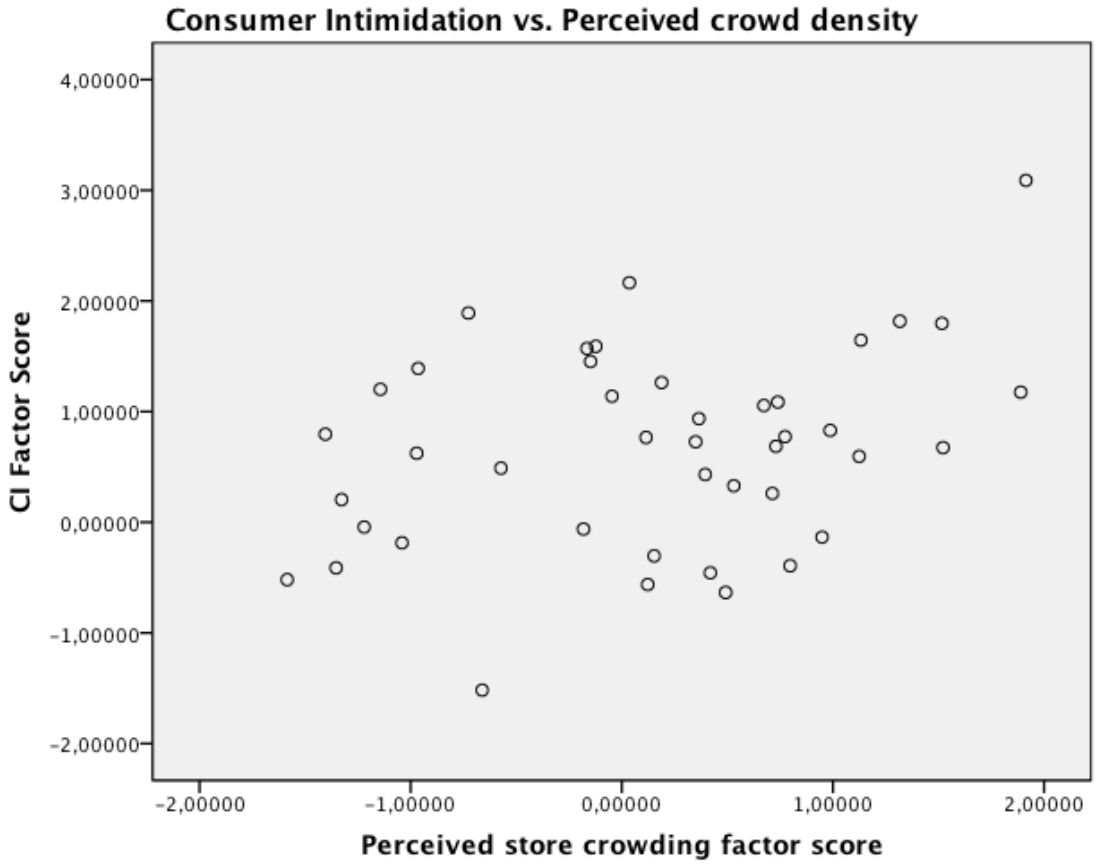
Graph

Notes

Output Created		17-aug-2010 19:19:10
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	Zstorefamiliarity < - 0.96 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	43
Syntax		GRAPH /SCATTERPLOT(BIVAR)=CROWDEDNESSFACTOR WITH CIFACTOR /MISSING=LISTWISE /TITLE='Consumer Intimidation vs. Perceived crowd density'.
Resources	Processor Time	00:00:00,297
	Elapsed Time	00:00:00,297

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

APPENDIX: CONSUMER INTIMIDATION



Appendix N: Complete Personality Trait Moderation Analysis Output

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER CROWDEDNESSFACTOR ZOPENNESS
  /METHOD=ENTER INTcrowdopenness.
```

Regression

Notes

Output Created		18-aug-2010 10:05:07
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR ZOPENNESS /METHOD=ENTER INTcrowdopenness.
Resources	Processor Time	00:00:00,046
	Elapsed Time	00:00:00,172
	Memory Required	34348 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Openness total, Perceived store crowding factor score[a]	.	Enter
	2	INTcrowdopenness[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,258[a]	,067	,054	,97268096	,067	5,272	2
	2	,259[b]	,067	,048	,97568967	,001	,089	1

a. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score, INTcrowdopenness

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,006
	2	147	,766

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9,976	2	4,988	5,272	,006[a]
	Residual	140,024	148	,946		
	Total	150,000	150			
2	Regression	10,060	3	3,353	3,523	,017[b]
	Residual	139,940	147	,952		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Openness total, Perceived store crowding factor score, INTcrowdopenness

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,115E-16	,079		,000	1,000
	Perceived store crowding factor score	,157	,079	,157	1,972	,050
	Zscore: Openness total	-,201	,079	-,201	-2,536	,012
2	(Constant)	,001	,079		,007	,995
	Perceived store crowding factor score	,156	,080	,156	1,955	,052
	Zscore: Openness total	-,202	,080	-,202	-2,538	,012
	INTcrowdopenness	,025	,083	,024	,298	,766

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INTcrowdopenness	,024[a]	,298	,766	,025	,998

a. Predictors in the Model: (Constant), Zscore: Openness total, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER CROWDEDNESSFACTOR ZCONSCIENTIOUSNESS
  /METHOD=ENTER INTcrowdconscientiousness.
```

Regression

Notes

Output Created		18-aug-2010 10:15:02
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR ZCONSCIENTIOUSNESS /METHOD=ENTER INTcrowdconscientiousness.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,016
	Memory Required	34348 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

APPENDIX: CONSUMER INTIMIDATION

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Conscientiousness total, Perceived store crowding factor score[a]	.	Enter
	2	INTcrowdconscientiousness[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,190[a]	,036	,023	,98843343	,036	2,766	2
	2	,196[b]	,038	,019	,99054698	,002	,369	1

a. Predictors: (Constant), Zscore: Conscientiousness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Conscientiousness total, Perceived store crowding factor score, INTcrowdconscientiousness

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,066
	2	147	,544

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5,404	2	2,702	2,766	,066[a]
	Residual	144,596	148	,977		
	Total	150,000	150			
2	Regression	5,766	3	1,922	1,959	,123[b]
	Residual	144,234	147	,981		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Conscientiousness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Conscientiousness total, Perceived store crowding factor score, INTcrowdconscientiousness

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,047E-16	,080		,000	1,000
	Perceived store crowding factor score	,150	,081	,150	1,854	,066
	Zscore: Conscientiousness total	-,101	,081	-,101	-1,245	,215
2	(Constant)	-,005	,081		-,063	,950
	Perceived store crowding factor score	,156	,082	,156	1,906	,059
	Zscore: Conscientiousness total	-,089	,084	-,089	-1,070	,287
	INTcrowdconscientiousness	-,049	,080	-,051	-,608	,544

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INTcrowdconscientiousness	-,051[a]	-,608	,544	-,050	,940

a. Predictors in the Model: (Constant), Zscore: Conscientiousness total, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER CROWDEDNESSFACTOR ZEXTRAVERSION
  /METHOD=ENTER INTcrowdextraversion.
```

Regression

Notes

Output Created		18-aug-2010 10:36:58
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR ZEXTRAVERSION /METHOD=ENTER INTcrowdextraversion.
Resources	Processor Time	00:00:00,015
	Elapsed Time	00:00:00,016
	Memory Required	34348 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Extraversion total, Perceived store crowding factor score[a]	.	Enter
	2	INTcrowdextraversion[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,233[a]	,054	,042	,97893697	,054	4,262	2
	2	,235[b]	,055	,036	,98197978	,001	,084	1

a. Predictors: (Constant), Zscore: Extraversion total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Extraversion total, Perceived store crowding factor score, INTcrowdextraversion

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,016
	2	147	,772

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,169	2	4,084	4,262	,016[a]
	Residual	141,831	148	,958		
	Total	150,000	150			
2	Regression	8,250	3	2,750	2,852	,039[b]
	Residual	141,750	147	,964		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Extraversion total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Extraversion total, Perceived store crowding factor score, INTcrowdextraversion

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,837E-16	,080		,000	1,000
	Perceived store crowding factor score	,156	,080	,156	1,950	,053
	Zscore: Extraversion total	-,169	,080	-,169	-2,113	,036
2	(Constant)	,001	,080		,009	,993
	Perceived store crowding factor score	,153	,081	,153	1,897	,060
	Zscore: Extraversion total	-,172	,081	-,172	-2,126	,035
	INTcrowdextraversion	,023	,079	,024	,290	,772

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INTcrowdextraversion	,024[a]	,290	,772	,024	,967

a. Predictors in the Model: (Constant), Zscore: Extraversion total, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER CROWDEDNESSFACTOR ZAGREEABLENESS
  /METHOD=ENTER INTcrowdagreeableness.
```

Regression

Notes

Output Created		18-aug-2010 11:00:11
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR ZAGREEABLENESS /METHOD=ENTER INTcrowdagreeableness.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015
	Memory Required	34348 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Agreeableness total, Perceived store crowding factor score[a]	.	Enter
	2	INTcrowdagreeableness[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,323[a]	,104	,092	,95271082	,104	8,630	2
	2	,323[b]	,104	,086	,95594540	,000	,000	1

a. Predictors: (Constant), Zscore: Agreeableness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Agreeableness total, Perceived store crowding factor score, INTcrowdagreeableness

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,000
	2	147	,991

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,667	2	7,833	8,630	,000[a]
	Residual	134,333	148	,908		
	Total	150,000	150			
2	Regression	15,667	3	5,222	5,715	,001[b]
	Residual	134,333	147	,914		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Agreeableness total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Agreeableness total, Perceived store crowding factor score, INTcrowdagreeableness

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-9,820E-16	,078		,000	1,000
	Perceived store crowding factor score	,122	,079	,122	1,555	,122
	Zscore: Agreeableness total	-,283	,079	-,283	-3,602	,000
2	(Constant)	,000	,079		-,002	,999
	Perceived store crowding factor score	,122	,079	,122	1,542	,125
	Zscore: Agreeableness total	-,283	,080	-,283	-3,546	,001
	INTcrowdagreeableness	-,001	,084	-,001	-,012	,991

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INTcrowdagreeableness	-,001[a]	-,012	,991	-,001	,970

a. Predictors in the Model: (Constant), Zscore: Agreeableness total, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

```
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER CROWDEDNESSFACTOR ZEMOTIONSTABILITY
  /METHOD=ENTER INTcrowdemotionalstab.
```

Regression

Notes

Output Created		18-aug-2010 11:09:57
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER CROWDEDNESSFACTOR ZEMOTIONSTABILITY /METHOD=ENTER INTcrowdemotionalstab.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015
	Memory Required	34348 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Emotional stability total, Perceived store crowding factor score[a]	.	Enter
	2	INTcrowdemotionalstab[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,172[a]	,030	,017	,99169695	,030	2,261	2
	2	,190[b]	,036	,017	,99167350	,007	1,007	1

a. Predictors: (Constant), Zscore: Emotional stability total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Emotional stability total, Perceived store crowding factor score, INTcrowdemotionalstab

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	148	,108
	2	147	,317

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,447	2	2,224	2,261	,108[a]
	Residual	145,553	148	,983		
	Total	150,000	150			
2	Regression	5,438	3	1,813	1,843	,142[b]
	Residual	144,562	147	,983		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Emotional stability total, Perceived store crowding factor score

b. Predictors: (Constant), Zscore: Emotional stability total, Perceived store crowding factor score, INTcrowdemotionalstab

c. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4,561E-17	,081		,000	1,000
	Perceived store crowding factor score	,155	,081	,155	1,901	,059
	Zscore: Emotional stability total	-,061	,081	-,061	-,753	,453
2	(Constant)	-,009	,081		-,108	,914
	Perceived store crowding factor score	,156	,081	,156	1,911	,058
	Zscore: Emotional stability total	-,054	,082	-,054	-,663	,509
	INTcrowdemotionalstab	-,086	,086	-,082	-1,003	,317

a. Dependent Variable: CI Factor Score

Excluded Variables[b]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	INTcrowdemotionalstab	-,082[a]	-1,003	,317	-,082	,992

a. Predictors in the Model: (Constant), Zscore: Emotional stability total, Perceived store crowding factor score

b. Dependent Variable: CI Factor Score

Appendix O: Five Simple Regression Analyses for Personality Traits and CI

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER ZOPENNESS.
```

Regression

Notes

Output Created		18-aug-2010 12:30:59
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER ZOPENNESS.
Resources	Processor Time	00:00:00,000
	Elapsed Time	00:00:00,000
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Openness total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Openness total
Pearson Correlation	CI Factor Score	1,000	-,205
	Zscore: Openness total	-,205	1,000
Sig. (1-tailed)	CI Factor Score	.	,006
	Zscore: Openness total	,006	.
N	CI Factor Score	151	151
	Zscore: Openness total	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Zscore: Openness total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,205[a]	,042	,036	,98206894	,042	6,528	1	149

a. Predictors: (Constant), Zscore: Openness total

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,012

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6,296	1	6,296	6,528	,012[a]
	Residual	143,704	149	,964		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Openness total

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,159E-16	,080		,000	1,000
	Zscore: Openness total	-,205	,080	-,205	-2,555	,012

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Openness total	-,205	-,205	-,205

a. Dependent Variable: CI Factor Score

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER ZCONSCIENTIOUSNESS.
```

Regression

Notes

Output Created		18-aug-2010 12:31:11
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER ZCONSCIENTIOUSNESS.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,031
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Conscientiousness total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Conscientiousness total
Pearson Correlation	CI Factor Score	1,000	-,117
	Zscore: Conscientiousness total	-,117	1,000
Sig. (1-tailed)	CI Factor Score	.	,077
	Zscore: Conscientiousness total	,077	.
N	CI Factor Score	151	151
	Zscore: Conscientiousness total	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Zscore: Conscientiousness total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,117[a]	,014	,007	,99648488	,014	2,060	1	149

a. Predictors: (Constant), Zscore: Conscientiousness total

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,153

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,046	1	2,046	2,060	,153[a]
	Residual	147,954	149	,993		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Conscientiousness total

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,252E-16	,081		,000	1,000
	Zscore: Conscientiousness total	-,117	,081	-,117	-1,435	,153

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Conscientiousness total	-,117	-,117	-,117

a. Dependent Variable: CI Factor Score

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER ZEXTRAVERSION.
```

Regression

Notes

Output Created		18-aug-2010 12:31:22
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER ZEXTRAVERSION.
Resources	Processor Time	00:00:00,032
	Elapsed Time	00:00:00,046
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Extraversion total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Extraversion total
Pearson Correlation	CI Factor Score	1,000	-,174
	Zscore: Extraversion total	-,174	1,000
Sig. (1-tailed)	CI Factor Score	.	,016
	Zscore: Extraversion total	,016	.
N	CI Factor Score	151	151
	Zscore: Extraversion total	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Zscore: Extraversion total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,174[a]	,030	,024	,98810416	,030	4,633	1	149

a. Predictors: (Constant), Zscore: Extraversion total

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,033

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,524	1	4,524	4,633	,033[a]
	Residual	145,476	149	,976		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Extraversion total

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,970E-16	,080		,000	1,000
	Zscore: Extraversion total	-,174	,081	-,174	-2,153	,033

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Extraversion total	-,174	-,174	-,174

a. Dependent Variable: CI Factor Score

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER ZAGREEABLENESS.
```

Regression

Notes

Output Created		18-aug-2010 12:31:30
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER ZAGREEABLENESS.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,031
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Agreeableness total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Agreeableness total
Pearson Correlation	CI Factor Score	1,000	-,300
	Zscore: Agreeableness total	-,300	1,000
Sig. (1-tailed)	CI Factor Score	.	,000
	Zscore: Agreeableness total	,000	.
N	CI Factor Score	151	151
	Zscore: Agreeableness total	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Zscore: Agreeableness total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,300[a]	,090	,084	,95722913	,090	14,704	1	149

a. Predictors: (Constant), Zscore: Agreeableness total

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,000

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13,473	1	13,473	14,704	,000[a]
	Residual	136,527	149	,916		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Agreeableness total

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,038E-15	,078		,000	1,000
	Zscore: Agreeableness total	-,300	,078	-,300	-3,835	,000

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Agreeableness total	-,300	-,300	-,300

a. Dependent Variable: CI Factor Score

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT CIFACTOR
  /METHOD=ENTER ZEMOTIONSTABILITY.
```

Regression

Notes

Output Created		18-aug-2010 12:31:40
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER ZEMOTIONSTABILITY.
Resources	Processor Time	00:00:00,032
	Elapsed Time	00:00:00,031
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Emotional stability total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Emotional stability total
Pearson Correlation	CI Factor Score	1,000	-,077
	Zscore: Emotional stability total	-,077	1,000
Sig. (1-tailed)	CI Factor Score	.	,173
	Zscore: Emotional stability total	,173	.
N	CI Factor Score	151	151
	Zscore: Emotional stability total	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	Zscore: Emotional stability total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,077[a]	,006	-,001	1,00035769	,006	,893	1	149

a. Predictors: (Constant), Zscore: Emotional stability total

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,346

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	,893	1	,893	,893	,346[a]
	Residual	149,107	149	1,001		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Emotional stability total

b. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-5,199E-17	,081		,000	1,000
	Zscore: Emotional stability total	-,077	,082	-,077	-,945	,346

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Emotional stability total	-,077	-,077	-,077

a. Dependent Variable: CI Factor Score

Appendix P: Regression Analysis of Avoidance and CI

```
REGRESSION
 /DESCRIPTIVES MEAN STDDEV CORR SIG N
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT OVERALLAVOIDANCEFACTOR
 /METHOD=ENTER CIFACTOR.
```

Regression

Notes

Output Created		18-aug-2010 18:53:55
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT OVERALLAVOIDANCEFACTOR /METHOD=ENTER CIFACTOR.
Resources	Processor Time	00:00:00,094
	Elapsed Time	00:00:00,140
	Memory Required	33740 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Overall avoidance response factor score	,0000000	1,00000000	151
CI Factor Score	,0000000	1,00000000	151

Correlations

		Overall avoidance response factor score	CI Factor Score
Pearson Correlation	Overall avoidance response factor score	1,000	,527
	CI Factor Score	,527	1,000
Sig. (1-tailed)	Overall avoidance response factor score	.	,000
	CI Factor Score	,000	.
N	Overall avoidance response factor score	151	151
	CI Factor Score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	CI Factor Score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Overall avoidance response factor score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,527[a]	,278	,273	,85269808	,278	57,301	1	149

a. Predictors: (Constant), CI Factor Score

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,000

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,663	1	41,663	57,301	,000[a]
	Residual	108,337	149	,727		
	Total	150,000	150			

a. Predictors: (Constant), CI Factor Score

b. Dependent Variable: Overall avoidance response factor score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,768E-17	,069		,000	1,000
	CI Factor Score	,527	,070	,527	7,570	,000

a. Dependent Variable: Overall avoidance response factor score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	CI Factor Score	,527	,527	,527

a. Dependent Variable: Overall avoidance response factor score

Appendix Q: Four Simple Regression Analyses, Avoidance Response vs. CI

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT ZPHYSICALAvoid
  /METHOD=ENTER CIFACTOR.
```

Regression

Notes

Output Created		18-aug-2010 20:25:45
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT ZPHYSICALAvoid /METHOD=ENTER CIFACTOR.
Resources	Processor Time	00:00:00,015
	Elapsed Time	00:00:00,718
	Memory Required	33756 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Zscore: physical avoidance total (inv)	,0000000	1,00000000	151
CI Factor Score	,0000000	1,00000000	151

Correlations

		Zscore: physical avoidance total (inv)	CI Factor Score
Pearson Correlation	Zscore: physical avoidance total (inv)	1,000	,424
	CI Factor Score	,424	1,000
Sig. (1-tailed)	Zscore: physical avoidance total (inv)	.	,000
	CI Factor Score	,000	.
N	Zscore: physical avoidance total (inv)	151	151
	CI Factor Score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	CI Factor Score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Zscore: physical avoidance total (inv)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	,424[a]	,179	,174	,90889969	,179	32,576	1	149

a. Predictors: (Constant), CI Factor Score

Model Summary

Model	Change Statistics
	Sig. F Change
1	,000

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26,911	1	26,911	32,576	,000[a]
	Residual	123,089	149	,826		
	Total	150,000	150			

a. Predictors: (Constant), CI Factor Score

b. Dependent Variable: Zscore: physical avoidance total (inv)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,075E-16	,074		,000	1,000
	CI Factor Score	,424	,074	,424	5,708	,000

a. Dependent Variable: Zscore: physical avoidance total (inv)

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	CI Factor Score	,424	,424	,424

a. Dependent Variable: Zscore: physical avoidance total (inv)

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT EXPLORATORYAVOIDANCEFACTOR
  /METHOD=ENTER CIFACTOR.
```

Regression

Notes

Output Created		18-aug-2010 20:27:46
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT EXPLORATORYAVOIDANCEFACTOR /METHOD=ENTER CIFACTOR.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,062
	Memory Required	33756 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Exploratory avoidance behavior factor score	,0000000	1,00000000	151
CI Factor Score	,0000000	1,00000000	151

Correlations

		Exploratory avoidance behavior factor score	CI Factor Score
Pearson Correlation	Exploratory avoidance behavior factor score	1,000	,561
	CI Factor Score	,561	1,000
Sig. (1-tailed)	Exploratory avoidance behavior factor score	.	,000
	CI Factor Score	,000	.
N	Exploratory avoidance behavior factor score	151	151
	CI Factor Score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	CI Factor Score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Exploratory avoidance behavior factor score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,561[a]	,315	,311	,83030755	,315	68,577	1	149

a. Predictors: (Constant), CI Factor Score

Model Summary

Model	Change Statistics
	Sig. F Change
dimension0 1	,000

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47,278	1	47,278	68,577	,000[a]
	Residual	102,722	149	,689		
	Total	150,000	150			

a. Predictors: (Constant), CI Factor Score

b. Dependent Variable: Exploratory avoidance behavior factor score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2,063E-19	,068		,000	1,000
	CI Factor Score	,561	,068	,561	8,281	,000

a. Dependent Variable: Exploratory avoidance behavior factor score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	CI Factor Score	,561	,561	,561

a. Dependent Variable: Exploratory avoidance behavior factor score

```
DATASET ACTIVATE DataSet1.
SAVE OUTFILE='S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav'
  /COMPRESSED.
DATASET ACTIVATE DataSet1.
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT COMMUNAVOIDANCEFACTOR
  /METHOD=ENTER CIFACTOR.
```

Regression

Notes

Output Created		18-aug-2010 20:28:59
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT COMMUNAVOIDANCEFACTOR /METHOD=ENTER CIFACTOR.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,031
	Memory Required	33756 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Communication avoidance behavior factor score	,0000000	1,00000000	151
CI Factor Score	,0000000	1,00000000	151

Correlations

		Communication avoidance behavior factor score	CI Factor Score
Pearson Correlation	Communication avoidance behavior factor score	1,000	,270
	CI Factor Score	,270	1,000
Sig. (1-tailed)	Communication avoidance behavior factor score	.	,000
	CI Factor Score	,000	.
N	Communication avoidance behavior factor score	151	151
	CI Factor Score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	CI Factor Score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Communication avoidance behavior factor score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,270[a]	,073	,067	,96612831	,073	11,702	1	149

a. Predictors: (Constant), CI Factor Score

Model Summary

Model	Change Statistics

	Sig. F Change
dimension0 1	,001

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,923	1	10,923	11,702	,001[a]
	Residual	139,077	149	,933		
	Total	150,000	150			

a. Predictors: (Constant), CI Factor Score

b. Dependent Variable: Communication avoidance behavior factor score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,351E-16	,079		,000	1,000
	CI Factor Score	,270	,079	,270	3,421	,001

a. Dependent Variable: Communication avoidance behavior factor score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	CI Factor Score	,270	,270	,270

a. Dependent Variable: Communication avoidance behavior factor score

```
REGRESSION
  /DESCRIPTIVES MEAN STDDEV CORR SIG N
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT PERFORMANCEAVOIDANCEFACTOR
  /METHOD=ENTER CIFACTOR.
```

Regression

Notes

Output Created		18-aug-2010 20:29:49
Comments		
Input	Data	S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT PERFORMANCEAVOIDANCEFACTOR /METHOD=ENTER CIFACTOR.
Resources	Processor Time	00:00:00,016
	Elapsed Time	00:00:00,015
	Memory Required	33756 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
Performance/satisfaction avoidance behavior factor score	,0000000	1,00000000	151
CI Factor Score	,0000000	1,00000000	151

Correlations

		Performance/satisfaction avoidance behavior factor score	CI Factor Score
Pearson Correlation	Performance/satisfaction avoidance behavior factor score	1,000	,375
	CI Factor Score	,375	1,000
Sig. (1-tailed)	Performance/satisfaction avoidance behavior factor score	.	,000
	CI Factor Score	,000	.
N	Performance/satisfaction avoidance behavior factor score	151	151
	CI Factor Score	151	151

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
dimension0 1	CI Factor Score[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: Performance/satisfaction avoidance behavior factor score

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
dimension0 1	,375[a]	,141	,135	,93019207	,141	24,359	1	149

a. Predictors: (Constant), CI Factor Score

Model Summary

Model	Change Statistics

	Sig. F Change
dimension0 1	,000

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21,077	1	21,077	24,359	,000[a]
	Residual	128,923	149	,865		
	Total	150,000	150			

a. Predictors: (Constant), CI Factor Score

b. Dependent Variable: Performance/satisfaction avoidance behavior factor score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,933E-16	,076		,000	1,000
	CI Factor Score	,375	,076	,375	4,935	,000

a. Dependent Variable: Performance/satisfaction avoidance behavior factor score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	CI Factor Score	,375	,375	,375

a. Dependent Variable: Performance/satisfaction avoidance behavior factor score

DATASET ACTIVATE DataSet1.

Appendix R: Final Model Regression Analysis - Complete Output

```
REGRESSION
 /DESCRIPTIVES MEAN STDDEV CORR SIG N
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT CIFACTOR
 /METHOD=ENTER Zstorefamiliarity
 /METHOD=ENTER Zprodfamiliarity
 /METHOD=ENTER ZOPENNESS ZEXTRAVERSION ZAGREEABLENESS.
```

Regression

Notes

Output Created		19-aug-2010 14:32:12
Comments		
Input	Data	S:\My Documents\CI\Consumer Intimidation cleaned and scale totaled.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	151
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /DESCRIPTIVES MEAN STDDEV CORR SIG N /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA CHANGE ZPP /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT CIFACTOR /METHOD=ENTER Zstorefamiliarity /METHOD=ENTER Zprodfamiliarity /METHOD=ENTER ZOPENNESS ZEXTRAVERSION ZAGREEABLENESS.
Resources	Processor Time	00:00:00,031
	Elapsed Time	00:00:00,031
	Memory Required	35108 bytes
	Additional Memory Required for Residual Plots	0 bytes

[DataSet1] S:\My Documents\CI\Consumer_Intimidation cleaned and scale totaled.sav

Descriptive Statistics

	Mean	Std. Deviation	N
CI Factor Score	,0000000	1,00000000	151
Zscore: Store familiarity	,0000000	1,00000000	151
Zscore: Product familiarity	,0000000	1,00000000	151
Zscore: Openness total	,0000000	1,00000000	151
Zscore: Extraversion total	,0000000	1,00000000	151
Zscore: Agreeableness total	,0000000	1,00000000	151

Correlations

		CI Factor Score	Zscore: Store familiarity	Zscore: Product familiarity	Zscore: Openness total
Pearson Correlation	CI Factor Score	1,000	-,488	-,505	-,205
	Zscore: Store familiarity	-,488	1,000	,645	,062
	Zscore: Product familiarity	-,505	,645	1,000	,100
	Zscore: Openness total	-,205	,062	,100	1,000
	Zscore: Extraversion total	-,174	,015	,070	,318
	Zscore: Agreeableness total	-,300	,251	,258	,272
Sig. (1-tailed)	CI Factor Score	.	,000	,000	,006
	Zscore: Store familiarity	,000	.	,000	,225
	Zscore: Product familiarity	,000	,000	.	,110
	Zscore: Openness total	,006	,225	,110	.
	Zscore: Extraversion total	,016	,427	,197	,000
	Zscore: Agreeableness total	,000	,001	,001	,000
N	CI Factor Score	151	151	151	151
	Zscore: Store familiarity	151	151	151	151
	Zscore: Product familiarity	151	151	151	151
	Zscore: Openness total	151	151	151	151
	Zscore: Extraversion total	151	151	151	151
	Zscore: Agreeableness total	151	151	151	151

Correlations

		Zscore: Extraversion total	Zscore: Agreeableness total
Pearson Correlation	CI Factor Score	-,174	-,300
	Zscore: Store familiarity	,015	,251
	Zscore: Product familiarity	,070	,258
	Zscore: Openness total	,318	,272
	Zscore: Extraversion total	1,000	,233
	Zscore: Agreeableness total	,233	1,000
Sig. (1-tailed)	CI Factor Score	,016	,000
	Zscore: Store familiarity	,427	,001
	Zscore: Product familiarity	,197	,001
	Zscore: Openness total	,000	,000
	Zscore: Extraversion total	.	,002
	Zscore: Agreeableness total	,002	.
N	CI Factor Score	151	151
	Zscore: Store familiarity	151	151
	Zscore: Product familiarity	151	151
	Zscore: Openness total	151	151
	Zscore: Extraversion total	151	151
	Zscore: Agreeableness total	151	151

Variables Entered/Removed[b]

Model		Variables Entered	Variables Removed	Method
dimension0	1	Zscore: Store familiarity[a]	.	Enter
	2	Zscore: Product familiarity[a]	.	Enter
	3	Zscore: Extraversion total, Zscore: Openness total, Zscore: Agreeableness total[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: CI Factor Score

Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	df1
dimension0	1	,488[a]	,238	,233	,87570326	,238	46,604	1
	2	,548[b]	,300	,291	,84225556	,062	13,069	1
	3	,588[c]	,345	,323	,82305505	,045	3,329	3

a. Predictors: (Constant), Zscore: Store familiarity

b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

c. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity, Zscore: Extraversion total, Zscore: Openness total, Zscore: Agreeableness total

Model Summary

Model		Change Statistics	
		df2	Sig. F Change
dimension0	1	149	,000
	2	148	,000
	3	145	,021

ANOVA[d]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35,738	1	35,738	46,604	,000[a]
	Residual	114,262	149	,767		
	Total	150,000	150			
2	Regression	45,010	2	22,505	31,724	,000[b]
	Residual	104,990	148	,709		
	Total	150,000	150			
3	Regression	51,774	5	10,355	15,286	,000[c]
	Residual	98,226	145	,677		
	Total	150,000	150			

a. Predictors: (Constant), Zscore: Store familiarity

b. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

c. Predictors: (Constant), Zscore: Store familiarity, Zscore: Product familiarity, Zscore: Extraversion total, Zscore: Openness total, Zscore: Agreeableness total

d. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8,735E-16	,071		,000	1,000
	Zscore: Store familiarity	-,488	,072	-,488	-6,827	,000
2	(Constant)	-6,929E-16	,069		,000	1,000
	Zscore: Store familiarity	-,278	,090	-,278	-3,088	,002
	Zscore: Product familiarity	-,325	,090	-,325	-3,615	,000
3	(Constant)	-7,509E-16	,067		,000	1,000
	Zscore: Store familiarity	-,267	,089	-,267	-3,012	,003
	Zscore: Product familiarity	-,288	,089	-,288	-3,234	,002
	Zscore: Openness total	-,100	,073	-,100	-1,382	,169
	Zscore: Extraversion total	-,092	,072	-,092	-1,279	,203
	Zscore: Agreeableness total	-,110	,073	-,110	-1,496	,137

a. Dependent Variable: CI Factor Score

Coefficients[a]

Model		Correlations		
		Zero-order	Partial	Part
1	(Constant)			
	Zscore: Store familiarity	-,488	-,488	-,488
2	(Constant)			
	Zscore: Store familiarity	-,488	-,246	-,212
	Zscore: Product familiarity	-,505	-,285	-,249
3	(Constant)			
	Zscore: Store familiarity	-,488	-,243	-,202
	Zscore: Product familiarity	-,505	-,259	-,217
	Zscore: Openness total	-,205	-,114	-,093
	Zscore: Extraversion total	-,174	-,106	-,086
	Zscore: Agreeableness total	-,300	-,123	-,101

a. Dependent Variable: CI Factor Score

Excluded Variables[c]

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Zscore: Product familiarity	-,325[a]	-3,615	,000	-,285	,583
	Zscore: Openness total	-,175[a]	-2,490	,014	-,201	,996
	Zscore: Extraversion total	-,166[a]	-2,361	,020	-,191	1,000
	Zscore: Agreeableness total	-,189[a]	-2,611	,010	-,210	,937
2	Zscore: Openness total	-,157[b]	-2,298	,023	-,186	,990
	Zscore: Extraversion total	-,148[b]	-2,166	,032	-,176	,994
	Zscore: Agreeableness total	-,159[b]	-2,243	,026	-,182	,921

a. Predictors in the Model: (Constant), Zscore: Store familiarity

b. Predictors in the Model: (Constant), Zscore: Store familiarity, Zscore: Product familiarity

c. Dependent Variable: CI Factor Score