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An integrated framework for studying interpersonal aspects of consumer decision making is presented. The article describes a scale for measuring a person's interpersonal orientations. A study is reported that examines relationships between these traits and product and media choices.

An Interpersonal Orientation to the Study of Consumer Behavior

Consumer decision making and market behavior seem in part to be a response to significant others, who are either physically or referentially present at the time. To the extent that consumers use other people as a frame of reference, a sufficiently inclusive interpersonal framework may well be an essential part of a broader theoretical paradigm in which to study consumer behavior.

This study attempts to provide such a framework. To determine the potential usefulness of the approach, a two-step research program was conducted. The first step involved the development of an instrument to make the key theoretical constructs operational. The second step focused on testing hypotheses that related these constructs to selected product choice and media preference decisions.

A THEORY OF INTERPERSONAL RESPONSE TRAITS

Much of previous work with interpersonal variables focused on relatively specific personality needs and dispositions. Detailed lists of interpersonal response traits have been suggested.¹ Yet marketing's diverse and complex behavioral applications seem to demand more than

an exhaustive listing of traits. It may be far more useful to organize traits into meaningful categories that are descriptive, not only of a single interpersonal act, but of a person's relatively consistent means of relating to and coping with others.

Karen Horney [4, 5, 6, 7] has constructed a tripartite interpersonal model that fits the stated goals. Rather than merely listing a group of needs or traits, Horney attempted to provide a rationale for thinking in terms of three basic interpersonal configurations. These configurations help to explain a person's perception of his social environment and his action tendencies toward the objects in his life space.

According to Horney [6], people can be placed into three groups, which reflect their predominant mode of response to others: (1) those who move toward people (complaint), (2) those who move against people (aggressive), and (3) those who move away from people (detached). Each mode of response involves a different strategic method of coping with other people.

Compliant Orientation

Compliant-oriented people want to be part of the activities of others. They wish to be loved, wanted, appreciated, and needed. They see in other people a solution for many problems of life and wish to be protected, helped, and guided. Because of the importance given to the companionship and love of others, compliant people become oversensitive to others' needs, overgenerous, overgrateful, and overconsiderate. Such people tend to avoid conflict and subordinate themselves to the wishes of others. They are inhibited in criticism, and apologetic and willing to blame themselves rather than others if things go wrong. Among the most important attributes associated with a compliant tendency are: goodness, sympathy, love, unselfishness, and humility. The com-

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¹ For example, Krech, Crutchfield, and Ballachey [8] list 12 "primary" interpersonal response traits. French [2], after factor analyzing a number of personality tests, was able to "reduce" the number of apparently unrelated factors to 49.

pliant person dislikes egotism, aggression, assertiveness, and power-seeking. The compliant type seeks to manipulate others by being weak and dependent and relying on others to help him achieve his goals. Since many of his goals are tied to finding an accepted place in society, he will go out of his way to conform to what he believes are accepted forms of behavior.

Aggressive Orientation

Aggressive-oriented people want to excel, to achieve success, prestige, and admiration. Other people are seen as competitors. Aggressive people strive to be superior strategists, to control their emotions, and to bring their fears under control. Strength, power, and unemotional realism are seen as necessary qualities. People are valued if useful to one's goals. Everyone is thought to be motivated by self-interest, with feelings simply a cover for hidden objectives. The aggressive person seeks to manipulate others by achieving power over them. Yet he needs people to confirm his self-image, to bolster what may well be uncertain confidence in his competitive talents. He will go out of his way to be noticed, if such notice brings admiration.

Detached Orientation

Detached-oriented people want to put emotional "distance" between themselves and others. Freedom from obligations, independence, and self-sufficiency are highly valued. Such people do not want to be influenced or to share experiences. Conformity is repellent; intelligence and reasoning are valued instead of feelings. Detached people consider themselves more or less unique, possessing certain gifts and abilities that should be recognized without having any need to go out of their way to show them to others. The detached type is distrustful of others, but does not wish to "stay and fight." Horney suggested that people frustrated in their compliant or aggressive tendencies, or both, may well adopt this response trait. If one is uncertain as to how to deal effectively with people, and receives negative reinforcement from early social interaction, this latter mode may be a solution. Goals and values that support this individualistic orientation will acquire positive reinforcement character.

Development of a Primary Orientation

The child seeks to obtain satisfaction and safety in dealing with his parents and others. The strategy that proves most successful becomes part of his value system, and will continue to dominate the other two until it no longer leads to optimum rewards in interpersonal relationships. The selection of a particular strategy or predisposition toward others leads the person to adopt an appropriate set of values and attitudes consistent with his view of others (compliance becomes unselfishness, friendliness; aggressiveness becomes leadership, strength, etc.) These values achieve significance in their own right as they become a model toward which the person strives

and have a powerful role in supporting the chosen interpersonal strategy. The other two strategies are inconsistent with these values and attitudes; they reflect different feelings toward life and require a different set of skills to achieve optimum results. The increasing ability with which one uses a predominant strategy provides a certain amount of security and self-confidence for the person [3].

The probability of a predominantly compliant, aggressive, or detached response should be a function of: (1) previous reinforcement and accompanying attitudinal development for each orientation and (2) the perceived relevance of compliant, aggressive, or detached behavior in a situation. A detailed analysis of a person's previous reinforcement would be most difficult to obtain. Measurement of present attitudes will have to serve as an operational approximation of the strength of each predisposition.

The relevance of compliant, aggressive, and detached responses in different situations remains to be empirically determined even though we may have some feel for the interpersonal significance of certain aspects of consumer behavior. For example, there are some consumer acts and decisions that one might expect to be strongly motivated by interpersonal response traits, such as the purchase of a new car or clothing style. Not only do these purchases communicate the desired interpersonal orientation to other people, but they reinforce and are consistent with the values associated with the person's self-image. Other product choices, such as which brand of hairpins to buy or which vegetable to serve, may have little interpersonal orientation.

MEASUREMENT OF COMPLIANT, AGGRESSIVE, AND DETACHED TRAITS

The Horney classification system, which may deal with the interpersonal dimension of personality in an especially meaningful way, has lacked an adequate means of measurement.

A 35-item, Likert-type instrument was designed to measure compliant, aggressive, and detached interpersonal orientations, as shown in the appendix. The instrument was shown to have adequate test-retest reliability and internal consistency reliability. Several studies were then undertaken to determine the instrument's validity.

The first of these served to ensure that CAD adequately represented the theory on which it was based and would thus be definitive in testing hypotheses based on that theory. High interjudge agreement among qualified people familiar with Horney's typology indicated that each of the items did measure the desired trait. On a 10-item compliant scale, all seven judges agreed on the compliant designation for nine items; the other item received six out of seven compliant responses. On a 15-item aggressive scale, two items received six out of seven aggressive responses, and the other 13 received perfect scores. A 10-item detached scale received perfect agree-

ment on seven items and six out of seven agreement on three items.

Another frequently used technique for determining validity is a comparison with other psychological tests that have been demonstrated to measure, at least partly, many of the same underlying qualities as the test being validated. If the test under study converges on the same underlying qualities as the criterion measures, support is given to the instrument's ability to measure these qualities. Of course, perfect correspondence between two tests would eliminate the need for one of them.

Schutz [10] developed an instrument, FIRO-B (Fundamental Interpersonal Relations Orientation, 2nd ed.) designed to measure three interpersonal needs: inclusion, control, and affection, each dichotomized into expressed behavior and wanted behavior. This instrument received considerable use and validation in studies of group interaction. Consistent predicted similarities were found between CAD and FIRO-B when the scores of 50 students on both measures were correlated.

A somewhat different dimension of validity relates to how well test scores correspond to measures of concurrent criterion performance or evaluation. Following Rosenberg's work [9] with the Horney classification scheme in gauging occupational preference, it was felt that a similar approach might yield an adequate concurrent criterion measure. Two studies were undertaken using different measures of occupational preference. The first used the preference-report technique, and the second was a study of vocational preparation.

Table 1

CORRELATIONS OF CAD SCALES WITH OCCUPATIONAL SCALES

CAD scale	Occupational scale		
	Compliant	Aggressive	Detached
Compliant (n = 78)	.48 ^b	.10	.21
Aggressive (n = 78)	-.20	.24 ^a	-.29 ^b
Detached (n = 78)	-.28 ^a	-.40 ^b	.34 ^b

^a Significant at .05 level.

^b Significant at .01 level.

The preference-report study used three specially constructed scales of occupations validated by high interjudge agreement. The occupations were chosen by reference to Rosenberg's short list of compliant, aggressive, and detached occupational values and occupational choices, and by attempting to add similar-appearing occupations to each category. Students responded to these scales by indicating how desirable each occupation was to them. They were told to assume that all the occupations had the same salary and prestige, and required skills which the students possessed.

Table 1 shows that the intercorrelations among the compliant and detached CAD scores and corresponding

occupational scales are significant at the .01 level. The correlation between the CAD aggressive scale and the scale of aggressive occupations is significant at the .05 level. Deficiencies in the reliability of the occupational scales, as indicated by internal consistency analysis, have in all probability led to an understatement of the correlations between the two sets of variables.

The magnitude and signs of the other correlations are interesting. The compliant orientation toward life may partly be described as acquiescent. Although a strong preference exists for compliant occupations, the others may be tolerated. Both aggressive and detached people may adopt a more negative attitude toward situations and values not in harmony with their own views.

Vocational preparation was adopted as a particularly meaningful criterion measure in a second study of occupational preference. Using Rosenberg's evidence that the occupational choice of social work carried with it compliant values; business administration, aggressive values; and natural science, detached values, the following groups were selected for comparative purposes: students studying in the graduate school of social welfare, students working on their M.B.A., and students taking an advanced undergraduate course in geology.

Each group was given CAD, and the hypotheses were:

1. Social welfare students will score higher on the compliant scale than either business administration or geology students.
2. Business administration students will score higher on the aggressive scale than either social welfare or geology students.
3. Geology students will score higher on the detached scale than either social welfare students or business administration students.

Mean CAD scores for each group are in Table 2. Both compliant and detached scales contain 10 items; the aggressive scale contains 15 items. "T-tests" confirmed each hypothesis. Five of the six comparisons involved in the hypotheses may be accepted beyond the .001 level of confidence. The remaining comparison (social welfare compliant scores exceed geology compliant scores) may be accepted at the .01 level. Of all other possible comparisons for a given scale, only one was statistically significant at the .05 level: geology students score higher on the aggressive scale than social welfare students.

Table 2

CAD SCORES FOR THREE FIELDS OF STUDY

CAD scale	Social welfare	Business administration	Geology
Compliant	39.41	35.70	36.67
Aggressive	41.88	50.87	44.96
Detached	23.88	25.03	28.60
Sample size	32	30	25

As a final measure of validity the criterion variable "susceptibility to personal influence" was studied experimentally.

In his study of the relative effectiveness of alternative group communication processes in the estimation of economic indices, Campbell [1] selected CAD to measure interpersonal response traits. The following predictions were made regarding the extent of a person's change of estimates when compared with the group average after each person had participated in a face-to-face conference group.

1. High changers² would score lower on the CAD aggressive scale than low changers.
2. High changers would score higher on the CAD compliant scale than low changers.
3. High changers would score lower on the CAD detached scale than low changers.

Results of this study (Table 3) confirm the first two hypotheses but fail to confirm the third. The "high change" profile consists of a high compliant, low aggressive combination of traits.

HYPOTHESES AND METHOD

It was felt that general interpersonal dispositions might be reflected in a wide range of consumer decisions, to the extent that other people are taken into account by the decision maker. A study was designed to explore several possible relationships between CAD scores and consumer market behavior. This discussion will focus on the two main areas of investigation: product and brand usage, and media preferences. The objective of the study was to indicate whether and in what more specific areas the schema might be useful. For this reason, emphasis was given to the scope of possible relationships, rather than to a few particular relationships. Results to be presented, therefore, cannot resolve the important question, "How important are these variables in a more general theory of consumer behavior?"

An in-class questionnaire was given to a convenience sample of 157 undergraduate students in business administration at UCLA and San Fernando Valley State College. This questionnaire included instruments designed to measure product and brand usage and media preferences as well as the CAD scale. A wide range of products were selected with the limitation that students would be expected to purchase all products for their own use. Many consumer durables were excluded because students typically are not responsible for such purchases. The products were cigarettes, men's dress shirts, men's deodorant, mouthwash, toothpaste, razors, headache remedies, gasoline, men's hair dressing, toilet soap, and beer. In addition, the questionnaire included four products—tea, wine, Metrecal and similar diet

² High changers were operationally defined as those people whose shifts in indicator estimates toward the group mean comprised the highest third of the scores. Low changers comprised the lowest third of the change scores.

products, and cologne and after shave lotion—for which frequency of use was felt to be more important than brand preferences. Most of the popular brands for each product were included in the questionnaire. Not all students responded to each product category.

The 157 subjects were divided into high and low groupings for each of the three interpersonal response traits. High groupings on each trait were composed of people scoring above the median on that trait.³

RESULTS AND DISCUSSION

Differences in patterns of brand preference (or frequency of use) within each of the three high-low comparisons are reported in Table 4 for each product. In addition, specific brand or frequency responses are reported when differences among interpersonal groupings were most pronounced and cell sizes were thought reasonable for this purpose. It should be emphasized that such a "picking and choosing" process has severe limitations. Its strength lies in focusing on more initiatory findings and trying to discover unifying threads that may exist.

Table 3
CAD SCORES AND GROUP INDUCED OPINION CHANGE

<i>Degree of change</i>	<i>Compliant mean score</i>	<i>Aggressive mean score</i>	<i>Detached mean score</i>
High (n = 15)	39.33 ^b	45.53 ^a	26.07
Low (n = 15)	34.80	50.20	26.40

^a Significant at the .05 level.

^b Significant at the .01 level.

Cigarettes

When high and low groupings on each of the three response traits are compared (high compliant subjects compared with low compliant subjects, etc.) no significant differences are observed in each comparison. However, an interesting result is that 60 percent of the compliant and aggressive people were nonsmokers, as compared with 68 percent of the detached people.

Men's Dress Shirts

When high aggressive men are compared with low aggressive men, the pattern of their shirt preferences

³ Other means of classifying people were also considered. Most rule of thumb criteria for placement offer competing solutions. One might use the person's highest score, which would often be lower than another person's second highest score, or a normative level, which may not be reached by one or more of his scores. Probably the best approach would have been to use each set of three scores to assign each individual to his appropriate grouping. However, the exact interpretation of a CAD profile is not yet clear. The procedure adopted for this study treated a person's three scores as though each came from different and unrelated instruments, following the logic that a high score on a trait should be associated with behavior consistent with that trait.

approaches statistical significance ($p < .10$). Based on recent advertising for "Van Heusen" shirts, it was expected that more aggressive men would be attracted to the brand. Prior predictions were not made for other brands. High aggressive men did prefer "Van Heusen" to other shirts to a significantly greater extent than low aggressive men ($p < .01$). Interesting also is that a slightly greater percentage of high detached individuals than high compliant or high aggressive individuals did not know what brand they used most frequently. It is expected in general that detached individuals are less concerned with brand names as indicators of "social status" than aggressive or compliant individuals.

Mouthwash

It was felt that high compliant people would be more likely to use a mouthwash than low compliant people and, thereby, reduce the risk of offending others. This expectation is confirmed. The direction of the percentage differences supports the theoretical interpersonal dispositions of the Horney paradigm. Aggressive individuals must, of necessity, facilitate their ability to interact with others. Detached individuals are less concerned with others' opinions of them.

Men's Deodorant

A statistically significant pattern of deodorant brand purchase was found for high aggressive people when compared with low aggressive people, but not for the other two comparisons. The most interesting finding in the significant aggressive pattern of responses is the preference for "Old Spice" over other brands. "Right Guard" is preferred by compliant and detached people. It is possible that "Old Spice" is thought of as a particularly masculine deodorant.

Cologne and After Shave Lotion

High aggressive people—who desire notice—used cologne significantly more often than low aggressive people. No other significant relationship was observed.

Toilet or Bath Soap

High and low compliant people differed significantly in brand purchasing habits. In the compliant grouping, high compliant subjects were less likely to have no brand preference than low compliant subjects ($p < .05$). The opposite relationship holds for high detached people when compared with low detached people. High detached subjects had no brand preference to a significantly greater extent than low detached subjects ($p < .05$).

High compliant people showed a preference for "Dial" soap when compared with low compliant people ($p < .05$). "Dial" had been advertised using a strong interpersonal appeal similar to that of many deodorants. High compliant people should be the best targets for such advertising, because of their greater concern for possibly offending others.

Men's Hair Dressing

No significant patterns of brand differences emerged between high and low groupings in any of the three classifications.

Toothpaste

No significant patterns of toothpaste brand usage emerged between the highs and lows for each classification. This is not unexpected, since the competition among brands seems to have shifted in recent years to dental health.

Razors

A statistically significant relationship was observed between the type of razor customarily used by high and low aggressive people. 75 percent of the aggressive people prefer a manual razor rather than an electric razor as compared with 62 percent of the compliant and detached groups. Use of a manual razor may be seen as more masculine by aggressive males.

Discussion of Personal Grooming Products

Many personal grooming products may be purchased, in part, to help the person attain basic interpersonal goals and to reflect appropriate interpersonal values. The compliant person should want reassurance that he is *capable* of being liked by others. To this end, he obtains the extra security afforded by a mouthwash, deodorant, or anti-bacteria soap. Interpersonal qualities are seemingly inherent in such products, providing that a degree of anxiety is present or induced in the person. Brands of such products may themselves acquire a certain interpersonal aura, yet this seems to be secondary.

The aggressive person should desire more distinctive brands of personal grooming products. Acceptance by others is not enough. He wants to establish his separate identity and style of behavior at first contact with others. Thus he should select brands conveying such a tone by virtue of their advertising or other characteristics. He may, for example, choose an especially manly deodorant. To reinforce his feelings toward himself, he may select more masculine shaving products.

The detached person should not be overly concerned with products or brands that help ensure his interpersonal attractiveness. He might be expected to show the least brand preference for products with interpersonal appeals in their advertising.

Certain personal grooming products, such as toothpaste and men's hair dressing, carry less significant interpersonal overtones. Toothpaste might represent a category of products, which through general usage, becomes an accepted standard. It is only when certain brands of such generally accepted products acquire specific interpersonal character that we should expect differences in purchasing behavior of compliant, aggressive, and detached people.

Men's hair dressing may represent a category of prod-

ucts that are purchased, in large part, in response to specific grooming needs of the person. Differences in product attributes are of more overriding importance than differences in interpersonal brand imagery. This is especially true when a multiplicity of brands use rather similar advertising appeals, and therefore minimize differences in consumer predispositions toward the product.

In summary, personal grooming products appear to differ initially among themselves in relevance to interpersonal goals and values. In addition, the ability of a specific brand to attract either compliant, aggressive, or detached people may reflect the application of a consistent and enduring program of marketing and advertising emphasizing one or another set of interpersonal values. To be most relevant to a particular interpersonal classification, a product should possess clearly perceived aids to goal attainment.

Beer

No significant patterns of brand usage emerged for beer. Age may have been a factor, because most of the students were under 21 and may have had little choice in such consumption habits.

Twenty-four percent of the detached people did not drink beer as compared with 19 percent of the compliant and aggressive groups. Though this difference is slight, once again it fits the model. The social influence and possible group pressure to drink and smoke decreases for detached people. Thus, to speculate, the adoption rate of a product may be faster among aggressive or compliant individuals, who may be more receptive to social influence.

Another interesting finding is the significant difference ($p < .05$) between high and low aggressive people in their preference for "Coors" beer. 49 percent of the aggressive people listed "Coors" as their usual brand compared with 41 percent of the compliant and 35 percent of the detached. The result seems reasonable because "Coors" may have attracted more aggressive students as it is a popular tap beer at local beer joints, which cater to an outspokenly masculine group of students.

Tea

High detached people were significantly greater consumers of tea than were low detached ones: 33 percent of the detached subjects drank tea at least as often as several times a week compared with 26 percent of the compliant and 22 percent of the aggressive subjects.

Wine

The number of people who drank wine several times a month (5) was too small to examine this relationship over a range of frequency categories, though high compliant people drank wine more frequently than low compliant people. Yet demographic differences between the

present sample and a more appropriate sample for this product suggest that a satisfactory test of this relationship remains to be undertaken.

Metrecal and Similar Diet Products

It was felt that dieting might be related to interpersonal values since probably not all dieting is undertaken merely to please the dieter. The interpersonal nature of much of the advertising for Metrecal strengthened this belief. Unfortunately, the number of people who reported using such products even a few times a year was very small, and the data revealed no significant interpersonal differences.

Gasoline

The pattern of gasoline brands used most frequently by high detached people was somewhat different from that used by low detached people ($p < .10$). Cell sizes were too small to examine brand differences in detail.

Headache Remedies

High compliant people were found to use "Bayer" aspirin more than other aspirin compared with low compliant people ($p < .10$). Only 13 percent of the compliant subjects used some other brand of aspirin as compared with 23 percent of the aggressive and 21 percent of the detached subjects. Compliant people might prefer the security of name brands more than aggressive or detached people in cases where the brands themselves do not carry significant interpersonal overtones. This result is consistent with similar findings for toilet or bath soap.

Television and Magazine Preferences

Interpersonal differences in television and magazine preferences were investigated by examining students' reported interest in 23 television programs and 15 magazines. As an example of the contingency tables developed, the following is the absolute number cross-classification of the "Ben Casey" television program.

Interest	High C	Low C	High A	Low A	High D	Low D
High	21	26	25	22	17	30
Low	44	62	41	65	55	51

The overall pattern of television viewing preferences between high and low aggressive students and between high and low detached students was significantly different well beyond the .05 level of significance. The pattern of differences between high and low compliant groupings was not. High and low aggressive students have significantly different patterns of magazine preferences, while overall differences between the two compliant groupings approach significance. Significant differences were not found between high and low detached groupings.

That detached people are often high in both interest and disinterest for television programs and magazines leads to an interesting hypothesis: detached people may exhibit at least two different kinds of behavior in similar

Table 4
SUMMARY OF PRODUCT AND BRAND STUDY

<i>Product</i>	<i>Within-trait comparison^a</i>	<i>Brand or category</i>	<i>N</i>	<i>Percent of high grouping in each brand or product category</i>		
				<i>C(n = 66)</i>	<i>A(n = 67)</i>	<i>D(n = 75)</i>
Cigarettes	NS	Smoker	47	40	40	32
		Nonsmoker	83	60	60	68
Men's dress shirts	NS	Arrow	26	20	15	22
		Van Heusen	21	16	25	20
		Brand not known	15	8	5	12
		Other	67	56	55	46
Mouthwash	Compliant	Used	91	74	64	56
		Not used	54	26	36	44
Men's deodorant	Aggressive	Old Spice	33	34	41	24
		Right Guard	53	45	38	52
		Other	33	21	21	24
Men's cologne and after shave lotion	Aggressive	At least several times a week	119	88	91	82
		Several times a month or less	25	12	9	18
Toilet or bath soap	Compliant	Dial	50	47	36	31
		No preference	39	19	23	38
		Other	46	34	41	31
Men's hair dressing	NS	Not used	46	41	43	39
		Other	65	59	57	61
Toothpaste	NS	Crest	77	61	60	60
		Colgate	28	16	24	20
		Other	29	23	16	20
Razors	Aggressive	Electric	48	38	25	38
		Manual	92	62	75	62
Beer	NS	Coors	54	41	49	35
		Not consumed	29	19	19	24
		Other	60	40	32	41
Tea	Detached	At least several times a week	41	26	22	33
		Several times a month or less	116	74	78	67
Wine	Compliant	At least several times a month	38	35	33	23
		Several times a year or less	119	65	67	77
Metrecal and similar diet products	NS	At least a few times a year	18	15	12	11
		Never	139	85	88	89
Gasoline	NS	Standard	32	17	23	19
		Shell	32	28	18	23
		Other	83	55	59	58
Headache remedies	NS	Bayer aspirin	44	32	38	30
		Other aspirin	33	13	23	21
		Bufferin	23	18	11	15
		Other remedy	47	37	28	34

^a High and low groupings on each trait were compared using the chi-square test. Differences significant at the .05 level are reported by trait designation.

situations, apathy-avoidance or detached-interest behavior. The second is simply the detached behavioral counterpart of compliant or aggressive interests. Apathy-avoidance behavior may reflect a low level of interest in many subjects regardless of content or tone—a desire not to be involved. For example, many of the news, current events, and discussion programs and magazines were felt to offer an intellectual involvement rather than an emotional involvement and, therefore, to be generally attractive to detached people. Though results indicated a predictably high level of interest in such programs, detached people also had the *least* interest in such programs. Apathy-avoidance may be partly topic-bound and closely associated with issues seemingly beyond the control of the person (the world situation, the state of the economy, etc.) The detached person may wish either to retreat in the face of them or to reduce their potential danger by learning more about problems and alternative logical solutions.

In general, the results are in agreement with the expectation that programs and magazines having a compatible format (stories, characters, etc.) will be preferred by each interpersonal group. Aggressive people prefer such programs as "The Untouchables," "Voyage to The Bottom of the Sea," "Combat," and "The Fugitive." They also prefer such magazines as *Playboy* and *Field and Stream*. Compliant people prefer such programs as "Dr. Kildare," "Peyton Place," and "Bonanza" and have a much greater preference for the *Reader's Digest*.

Detached people, as discussed previously, have mixed patterns of interest. Results indicate that the detached have little interest in such programs as "Dr. Kildare," "Peyton Place," "The Fugitive," and "The Man From U.N.C.L.E." and have ambivalent attitudes toward news content.

Assessing the significance of these results is difficult. The directions of interest for most programs tend to support the compatibility hypothesis, but the magnitude of the differences is generally not large. Of course, there are reasons why interpersonal differences are not more pronounced. On the one hand there are built-in levelers in each program's content and characterizations. Programs are not pure types seeking to cater only to compliant, or aggressive, or detached people. A program generally attracts more than one type.

In addition, students are constrained far in excess of normal adult television viewers and magazine readers. Most students, living at home with their parents or in dormitories, fraternities, or other such facilities, are not completely free to choose their television programs and magazines. It seems reasonable to assume that the results of this study are affected by these factors, and, in fact, the rather consistent support given the theory in this section may well be impressive.

CONCLUSION

The Horney classification of interpersonal response traits seems to bring a high degree of integration to bear

on otherwise diverse individual needs, values, and attitudes. These elements are brought together in an interpersonal dimension. Since much of human action, and probably an even greater segment of consumer behavior is interpersonal, Horney's model may have special relevance for marketing.

Some products and brands appear to express either compliant, aggressive, or detached responses to life. Products reflecting differences in the goals and values of the respective interpersonal types may be important both in terms of the presentation they make to others and for the consistency and enhancement they offer the person's self-concept. Television programs and magazines are capable also of offering formats compatible with each interpersonal disposition. Most current offerings are not differentially selected by compliant, aggressive, and detached people, though patterns of program and magazine selection vary.

Much more research is needed in these and other related areas. Products having interpersonal significance or seeking specific interpersonal association might benefit from compatible interpersonal appeals. Differential preferences for exerting and receiving interpersonal influence may lead compliant, aggressive, and detached people to prefer different roles in the diffusion of information and the adoption of new products.

APPENDIX

The following CAD scale has an instruction page followed by the correct sequence of items. Response categories for each item should be modeled after the example given on the instruction page.

This instrument is administered with no instructions other than those appearing on the first page. Most people require about 10 minutes to complete the instrument, which should be filled out in the absence of pronounced social influence because of the interpersonal character of the items.

Each of the 35 incomplete statements is followed at equal intervals by six blank lines, the first and last of which are labeled. Each item is scored by assigning a value of one to six to these responses (beginning with "extremely undesirable"). Items not answered are given a score of three. Total scores for each scale are obtained by adding the responses to the following items:

Scale	Items
Compliant	2, 3, 9, 13, 17, 20, 25, 28, 32, 35
Aggressive	4, 7, 8, 11, 12, 14, 16, 18, 21, 23, 24, 26, 29, 31, 33
Detached	1, 5, 6, 10, 15, 19, 22, 27, 30, 34

Studies reported in this article have used an earlier four-point response format. Frequency distributions derived from a sample of approximately 550 college students guided the interpretation of these scores. The newer six-point format lacks such means of interpretation. Preliminary results with the revised instrument indicate that subjects are more comfortable with a wider

range of responses, and that there is a corresponding increase in the reliability of their scores.

Instructions

In this booklet you will find a number of incomplete statements followed by six blanks. These statements describe a variety of situations. There are no "right" or "wrong" answers. In fact, people's opinions regarding each statement seem to be quite different. The purpose of this survey will be served best if you accurately report your feelings toward each statement. You may notice that many items are similar. Actually, no two items are exactly alike.

Example:

	<i>Extremely Undesirable</i>	<i>Extremely Desirable</i>
Asking a friend to loan you money is: _____	✓	

A check has been placed in the second blank. This means that the situation described is quite undesirable to the individual concerned.

These same six blank lines will be provided for each statement. Place a check mark on that blank which best expresses how desirable or undesirable the situation seems to you.

Name: _____ Age: _____
Sex: _____ Occupation: _____
(Major)

Please turn the page and begin.

Item No.

1. Being free of emotional ties with others is:
2. Giving comfort to those in need of friends is:
3. The knowledge that most people would be fond of me at all times would be:
4. To refuse to give in to others in an argument seems:
5. Enjoying a good movie by myself is:
6. For me to pay little attention to what others think of me seems:
7. For me to be able to own an item before most of my friends are able to buy it would be:
8. Knowing that others are somewhat envious of me is:
9. To feel that I like everyone I know would be:
10. To be able to work hard while others are elsewhere having fun is:
11. Using pull to get ahead would be:
12. For me to have enough money or power to impress self-styled "big shots" would be:

13. Basing my life on duty to others is:
14. To work under tension would be:
15. If I could live all alone in a cabin in the woods or mountains it would be:
16. Punishing those who insult my honor is:
17. To have aid to the poor and underprivileged is:
18. Standing in the way of people who are too sure of themselves is:
19. Being free of social obligations is:
20. To have something good to say about everybody seems:
21. Telling a waiter when you have received inferior food is:
22. Planning to get along without others is:
23. To be able to spot and exploit weakness in others is:
24. A strong desire to surpass other's achievements seems:
25. Sharing my personal feelings with others would be:
26. To have the ability to blame others for their mistakes is:
27. For me to avoid situations where others can influence me would be:
28. Wanting to repay others' thoughtless actions with friendship is:
29. Having to compete with others for various rewards is:
30. If I knew that others paid very little attention to my affairs it would be:
31. To defend my rights by force would be:
32. Putting myself out to be considerate of others' feelings is:
33. Correcting people who express an ignorant belief is:
34. For me to work alone would be:
35. To be fair to people who do things which I consider wrong seems:

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