

DE LA SALLE UNIVERSITY

A B S T R A C T

This study aims to find out the effects of age, sex and manner of dressing on the reactions of the shoppers when his/her personal space is violated. Data gathering was done in three supermarkets in the Makati area namely: Rustan's, Makati and United. There were 360 subjects, of which 180 were males and the other 180 were females. Personal space invasion was measured when the intruder invades the four feet boundary surrounding the intruder within 30 seconds span of time. Reactions of the shoppers were categorized into three namely: Positive (smile, move away, give way), neutral (ignore), and negative (cross stare, frown, block).

Analysis of the results revealed that only age and sex influenced the reactions of the shoppers while the manner of dressing did not influence their reactions. Positive reactions were found to be given mostly to the young intruders. Negative reactions were given mostly to the middle intruders. While the neutral were found to be given mostly to the young intruders again. The males received more positive reactions while the females received more negative and neutral responses than the males. For the manner of dressing, there was no significant differences to whether positive, negative, or neutral reactions were given to either a formally dressed person or an informally dressed person.

