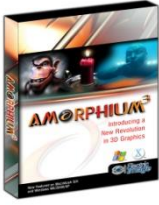


Consumer Emotional Intelligence Scale (CEIS)

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For further information, please see: www.ceis-research.com

Consumer Emotional Intelligence Scale



1) "Indicate the amount of sadness expressed by the product in this picture."

- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present



2) "Indicate the amount of excitement expressed by the product in this picture."

- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present



3) "Indicate the amount of relaxation expressed by the product in this picture."

- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present



4) "Indicate the amount of guilt expressed by the product in this picture."

- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present



5) "Indicate the amount of surprise expressed by the product in this picture."

- a) Not at all present
- b) Slightly present
- c) Moderately present
- d) Quite present
- e) Extremely present

How useful might it be to feel certain emotions in the following situation?

	<i>Useless</i>					<i>Quite useful</i>				
6) How useful might it be to feel tension when interacting with an aggressive/pushy salesperson when making a purchase?	1	2	3	4	5					
7) How useful might it be to feel hostility when interacting with an aggressive/pushy salesperson at an auto dealership?	1	2	3	4	5					
8) How useful might it be to feel joy when consuming unhealthy food when maintaining a healthy diet?	1	2	3	4	5					
9) How useful might it be to feel frustration when purchasing something expensive and interacting with an incompetent salesperson?	1	2	3	4	5					

10) Joe felt anxious and became stressed when he thought about having to negotiate a price with a car dealer when buying a new car. When the dealer became pushy and began aggressively negotiating the price, Joe then felt ____.

- a) Self-conscious
- b) Depressed
- c) Ashamed
- d) Overwhelmed
- e) Happy

11) John was in a hurry to eat lunch before an afternoon meeting. When John stopped at a fast food restaurant, he was happy to see that there were healthy food choices on the menu. After reading the nutritional information he was even more pleased about the choice he made, he felt ____.

- a) Depressed
- b) Content
- c) Unsure
- d) Fatigued
- e) Active

12) A young woman went into a grocery store happy and left the store feeling sad. What happened in between?

- a) she noticed an elderly lady passing out free samples of food
- b) she went to buy her favorite product and it wasn't there
- c) she was buying products that made her feel uncomfortable taking to the cashier
- d) she realized she had a lot of things to do in the afternoon
- e) she was treated rudely by the cashier

13) A young man was returning expensive clothes. He felt embarrassed and then he felt angry. What happened in between?

- a) he realized that he should not have bought the clothes in the first place
- b) he saw an old friend in the store who was in a hurry and couldn't talk
- c) he decided that he couldn't afford the clothes after all
- d) he was encountered by a salesperson who was suspicious of his intentions
- e) he realized that he lost one of the items he wanted to return

14) A man watched a TV commercial. He felt sad and then he felt guilty. What happened in between?

- a) the commercial was offensive and made him not want to watch anymore
- b) the commercial was inspiring and made him think about an old relationship
- c) the commercial was thoughtful and made him think about losing touch with an old friend
- d) the commercial was strange and made him think about his years growing up
- e) the commercial was interesting and made him think about an new career path

15) Debbie just came back from a day of clothes shopping. She was feeling peaceful and content. How well would the following behavior preserve Debbie's emotions?

Behavior: *She decides it is best to ignore the feeling since it wouldn't last.*

Very Ineffective 1.....2.....3.....4.....5 Very Effective

16) John went to his favorite clothing store where he saw a shirt that he wanted to buy last week. He felt stressed and frustrated because the shirt that he wanted was no longer there. How well would the following behavior help John reduce his frustration?

Behavior: *He should discontinue future shopping at that store.*

Very Ineffective 1.....2.....3.....4.....5 Very Effective

17) Becky and Steve want to buy a new car. They will share the car and both have specific preferences in the type of car to be purchased. They have a good relationship but are stubborn about the car that they each want. How effective would Becky be in maintaining a good relationship with Steve if she performed the following behavior?

Behavior: *She should be sarcastic so that Steve will back down and they buy the car she really wants.*

Very Ineffective 1.....2.....3.....4.....5 Very Effective

18) Sarah has a job in which she interacts with many of her clients. These clients are very important to her and her company since they represent large accounts. She has a great relationship with her clients, although today, one of her clients is very rude and made an offensive comment to her. How effective would Sarah be in maintaining a good relationship with this client if performing the following behavior?

Behavior: *She should become rude and offensive back to the client.*

Very Ineffective 1.....2.....3.....4.....5 Very Effective