

which may be as wide as 9 metres. These people refer not to shake hands but would rather stand at a distance and wave (Figure 13).

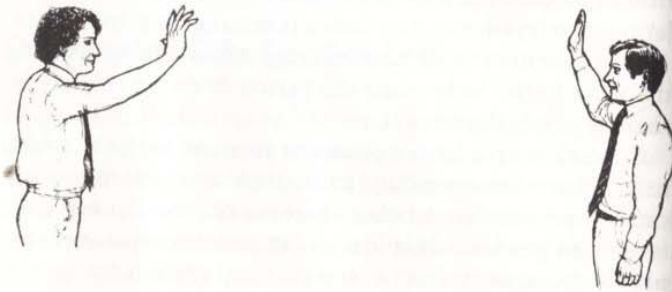


Figure 13 People from a sparsely populated area

City salespeople find this sort of information particularly useful for calling on farmers in sparse rural areas to sell farming equipment. Considering that the farmer may have a 'bubble' of 92 cms-1.8 metres or more, a handshake could be a territorial intrusion, causing the farmer to react negatively and be on the defensive. Successful country salespeople state almost unanimously that the best negotiating conditions exist when they greet the country town dweller with an extended handshake and the farmer in an isolated area with a distant wave.

## Territory and Ownership

Property owned by a person or a place regularly used by him constitutes a private territory and, like personal air space, he will fight to protect it. Such things as a person's home, office and car represent a territory, each having clearly marked boundaries in the form of walls, gates, fences and doors. Each

territory may have several sub-territories. For example, in a home a woman's private territory may be her kitchen and laundry and she objects to anyone invading that space when she is using it, a businessman has his favorite place at the conference table, diners have their favorite seat in the cafeteria and father has his favorite chair at home. These areas are usually marked either by leaving personal possessions on or around the area, or by frequent use of it. The cafeteria diner may even go so far as to carve his initials into 'his' place at the table and the businessman marks his territory at the conference table with such items as an ashtray, pens, books and clothing spread around his 46 cms intimate zone border. Dr. Desmond Morris noted that studies carried out in seating positions in libraries show that leaving a book or personal object on a library desk reserved that place for an average of seventy-seven minutes; leaving a jacket over a chair reserved it for two hours. At home a family member might mark his or her favorite chair by leaving a personal object, such as a pipe or magazine, on or near it to show his or her claim and ownership of the space.

If the head of the house asks a salesperson to be seated and the salesperson quite innocently sits in 'his' chair, the prospective buyer can become inadvertently agitated about this invasion of his territory and thus be put on the defensive. A simple question such as, 'Which chair is yours?', can avoid the negative results of making such a territorial error.

## Motor Vehicles

Psychologists have noted that people driving cars react in a manner that is often completely unlike their normal social behavior as regards their territories. It seems that a car sometimes has a magnifying effect on the size of a person's personal space. In some cases, their territory is magnified by up to ten times the normal size, so the driver feels that he has a claim to an area of 3.7 to 4.6 metres in front of and behind his car.