

**THE EFFECTS OF THE CAR SALES PROFESSION ON  
RELATIONSHIPS**

**By**

**Aimee Beth Von Der Sump**

**A Research Paper**

**Submitted in Partial Fulfillment of the  
Requirements for the  
Master of Science Degree  
With a Major in**

**Guidance and Counseling**

**Approved: 2 Semester Credits**

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**Investigation Advisor**

**The Graduate College  
University of Wisconsin-Stout  
May, 2001  
The Graduate College  
University of Wisconsin-Stout  
Menomonie, Wisconsin 54751**

## Abstract

Von Der SumpAimeeB.  
(Writer)(Last)(First)(Initial)

The Effects of the Car Sales Profession on Relationships  
(Title)

Guidance and Counseling Dr. Gary Rockwood May2001 58  
(Graduate Major)(Research Adviser)(Month/Year)(No. Pages)

Publication Manual of the American Psychological Association  
(Name of Style Manual Used in this Study)

This research project investigated the relationship between infidelity and the car sales profession. Twenty-nine salesmen participated in the project. Sixteen salesmen were car sales professionals and thirteen salesmen sold another type of product. Both groups of salesmen responded to the questionnaire that the researcher developed.

From the questionnaire a statistical analysis was compiled to determine if there was a difference between the car salesmen and other salesmen in regards to infidelity. The hypothesis was that there would be a difference between the rate of infidelity among certain types of salesmen, car salesmen having the higher rate. Significant differences were found between the rate of infidelity among car salesmen versus salesmen from other product types. Implications of the findings are discussed and recommendations for counselors, car dealerships, and future research projects are given.

## ACKNOWLEDGMENTS

The knowledge about the subject of relationships this researcher gained during this project has given her a greater understanding of the difficulties all people involved in relationships encounter and will allow her special perspective and sensitivity in dealing with couples and their families in her professional career.

First, this researcher would like to thank Dr. Gary Rockwood for taking over as research advisor. His patience and accommodations allowed this researcher to finish this project.

This researcher would also like to thank the brave salesmen who volunteered to answer very personal questions so this researcher could gain knowledge of their extraordinary lifestyle.

This researcher would like to thank the people who meant so much when this project began; however, during the long process were lost along the way. Their physical presence is no longer, but their spirit and the good memories will remain forever.

Finally, this researcher also needs to thank her parents for never giving up on her and continuing to encourage her to make her mark in the lives of those she helps. Their sacrifices so that she could achieve her dreams were monumental.

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## Chapter I

### Introduction

The perception in the American culture regarding salesmen has been held almost as long as the sales profession itself. Shorris (1994) described salesmen as creatures without roots and having more acts than actual substance. He proposed this because salesmen do not stay long in people's lives. The encounters that salesmen have are superficial and reveal nothing of their true character. Shorris (1994) surveyed the sleaziest career options in the view of the American public. His survey showed seven of the top occupations involved sales of some type. The Webster dictionary stated "sleaze or sleazy, when applied to a person, denotes low moral standards" (Webster, 1984, p.561). Yet, despite the perception, the American population buys what they sell. The American population is not only drawn to salesmen, but also rewards them for unethical and what is thought by some to be immoral behavior. Shorris (1994) believes the societal reaction to unethical behaviors makes ethics challenging for salesmen because it sets no boundaries. It appears society does not only fail to shun unethical salesmen, it appears to compensate them for their behaviors. Shorris continued by stating the moral life of salesmen becomes the salesmen's' choice.

Before the competition of an industrialized society, there were a limited number of salesmen considered dishonorable in their profession. At this time in society, product options were limited as well as where one could purchase them. As society grew and technology improved, competition increased. From this increase in competition, a new type of salesmen evolved.

Salesmen suddenly had to be equipped to compete against other products, other

locations, other prices, and even other salesmen. This change attracted and required a new type of individual that would be able to make the sale. No longer do American consumers run to the one and only merchant and goods store in town to buy all of their supplies, they now shop at one of the many product and specialty stores.

"In the 1940s Dr. Kinsey found in his ground breaking report that fifty percent (50%) of the married men interviewed had had affairs... In the years since Kinsey reported, ...men seem to have changed their extramarital behavior very little" (Weiner and Starr, 1989, p.4). Any man whom confines his sexual attentions purely to his wife is one up (or more accurately several down) on most of the rest of the adult male population. "Monogamy is one of the hardest of all man made rules for the average man to keep" (Miles, 1991, p.187). Miles stated that 80-90% of men has had at least one episode of infidelity during the course of a marriage or partnership lasting longer than three years. Most men do not feel this is adultery and reserve that term for longer and more fully developed relationship. If "normal" and "natural" masculine behavior bears any relation to what the majority of men actually do, then infidelity is one of the most normal and natural of male activities. It appears the craving for diversity is an innate masculine need and having many conquests a natural instinct. There are men who will negate infidelity does any damage to a relationship (Miles, 1991).

Human nature attracts people to one another. People look at others that they find attractive or are drawn to people with similar interests. Weiner and Starr (1989) reported society realizes though in a committed relationship, people are not blind. People need the stimulation of interacting with others and having themselves validated by another person's attention or interest. "Inclination and fantasy are universal, but action is

local and specific" (Weiner and Starr, 1989, p.9). Any relationship that has a person that feels unhappy or unfulfilled in any area of the relationship is at risk for an affair. People with certain personality types combined with certain circumstances seem to have a greater rate of infidelity in their relationships.

There are personality traits that seem to be commonly linked to the sales profession. For example, some salesmen have issues of addiction in regards to alcohol. Often these traits displayed are the reasons that people believe salesmen have lower personal standards and the same reason that people buy what they sell. Salesmen seem to need certain characteristics to become successful in their profession. Unfortunately, sometimes there are certain personality traits become a way of life and begin to destroy and erode the salesmen's intimate relationships.

It seems that there is a difference in the rate of fidelity even among salesmen. There are some restrictions, environmental differences, and opportunities that certain types of salesmen have that do not apply to salesmen who work in the car sales profession. The majority of salesmen share many of the same personality traits that may make them more vulnerable for the temptation to be unfaithful. This is where the difference becomes action.

### **Statement of Problem**

The purpose of this study was to determine the difference in the frequency of infidelity between car salesmen and salesmen of other products. Though many salesmen have a personality that predisposes them to engage in affairs, the car sales profession creates a lifestyle that alienates the salesmen's significant other and promotes infidelity. The research problem was stated: Though individuals choose what behaviors to engage



in, what is the relationship between infidelity and the car sales profession.

### **Null Hypothesis**

#### **Null Hypothesis #1**

There is no statistically significant difference in alcohol usage between car salesmen as compared to other salesmen.

#### **Null hypothesis #2**

There is no statistically significant difference in the thought and behavior pattern of car salesmen as compared to other salesmen who do not sell cars.

#### **Null Hypothesis #3**

There is no statistically significant difference in when thoughts regarding affairs begin for car salesmen as compared to other salesmen who do not sell cars.

#### **Null Hypothesis #4**

There is no statistically significant difference between car salesmen and other salesmen regarding how many affairs they have had and how many people they have affairs with at same time.

#### **Null Hypothesis #5**

There is no statistically significant difference regarding the length of car salesmen's affairs as compared to other salesmen's affairs.

#### **Null Hypothesis #6**

There is no statistically significant difference whether car salesmen as compared to other salesmen regret their affairs.

#### **Null Hypothesis #7**

There is no statistically significant difference regarding whether car salesmen as compared to other salesmen believe their affairs have affected their relationship with their significant other.

## **Definition of Terms**

**Addict**-Individual who gives up control of self to a stronger habit.

**Covert**- Behavior that is internal and not directly observable (Sarason, 1989, p.555).

**Extrovert**-Individual whose interest is more in his environment and in other people than in himself.

**Fidelity**-Faithful devotion to duty; loyalty.

**Impulsive**-Characterized by a lack of forethought or planning (Sarason, 1989, p.561).

**Infidelity**-Unfaithfulness. Relationship or affections toward one while involved or committed to another.

**Intimacy**-Private and personal; close and familiar.

**Personality**-Particular constellation of attributes that define one's individuality (Sarason, 1989, p. 565).

**Predispose**-To make susceptible; to incline.

## **Review of Related Literature**

There has been much research done on reasons why men engage in infidelity. There are many common themes to infidelity, yet no one distinct cause for affairs. There are two factors that need to be explored: the reasons why men engage in infidelity and why car salesmen have a higher rate of infidelity than others do in the sales profession.

### **Causes for Male Infidelity**

#### **Self-Esteem**

One of the reasons that men cheat is for self-esteem. Farrell (1986) stated most men spend their lives performing-in sports, at sex, on the job-"proving themselves" in one form or another. It is in the performing, the accomplishment and the recognition that they meet their needs and validate they are worthwhile men. Berkowitz (1990) agreed with Farrell (1986) that most men invest their ego in two specific areas: their career and their sex life. These two areas reaffirm that they are men. Positive reinforcement is not as accessible to adults and rare when it comes to sexual performance. This positive reinforcement has a tremendous impact and generates its own reward. Some men tend to have complications when self-esteem is decreased and they start to look for encouragement from other women and other activities. As an extramarital affair evolves, it reassures men they are still sexually attractive, that they are not becoming impotent, and that someone demonstrably believes them to be important. "The new relationship gives them an exciting sexual experience. More importantly, the relationship increases men's self-esteem. They feel wanted and important."(Llewellyn-Jones, 1983, p.231). Reibstein (1993) stated if a man feel at home he is seen as a nuisance, with his lover he is seen as a king. Weiss (1990) stated men who are unsure of themselves may want the boost to their

morale that sexual acceptance can provide.

### **Dissatisfaction in Committed Relationship**

Another reason men cheat is they are unsatisfied with their current relationship or family life. Zilbergeld (1992) believed the reasons people enter into affairs vary considerably. Sometimes the reason is that with the outside lover they get something important they are not getting in their relationships. That something can be sexual (the excitement of sex with a new partner, more sex, less hassled sex, and so on) or non-sexual (greater acceptance or even adoration and a lack of criticism, better conversation, or just more fun). Some feel they are not understood, taken for granted or lacking something they crave in their relationships. Berkowitz (1990) stated they are after emotional or sexual satisfaction and attention that is absent at home.

### **Accessibility**

A marital partner's accessibility was a source of friction. Weiss (1990) stated about 25% of men in the sample reported tension over one partner's availability to the other. Most often physical absence was the problem. The men's wives objected to the men working late, missing the evening meal and being away on business over a weekend or, even worse, a holiday. Weiss (1990) reported men complained about their wives complaints. They felt misused if they arrived home after a hard day only to be told that they should have been home earlier, that the children were out of hand because they were so unavailable, that house repairs awaited their attention, and that they did too little. "Men would need to work more than 40 hours and often nights and weekends, end up giving their family residual time, time that is not required by their work" (Weiss, 1990, p.261).

They use their relationship as an excuse at times, but they derive some benefit from their current committed relationship or they would not remain in it. Some of the reasons men state they remain in their unsatisfying relationships are because they give them a sense of stability, sense of social acceptability and security in their roots—home, kids, a place they belong. As a society, there are certain expectations of the roles to be played in the husband/ wife relationship. The restrictiveness of these marital roles can make men more vulnerable to affairs where they can be themselves. Affairs represent newness, variety, freedom, and fun, just as marriages are filled with roles and responsibilities. Some men begin to view themselves and their significant others by the functions they serve in the relationship. There are struggles in all relationships; therefore, each relationship can describe something missing. With no perfect relationships in existence, Vaughan (1989) cautioned the assumption of a cause and effect between specific problems and affairs was much too narrow an explanation of such a complicated issue.

### **Freedom**

Men's desire for control and confirmation are two of the reasons psychologists cited for men's infidelity. "What can attract men into an extramarital affair is the fantasy notion that complications can be wiped out and control regained" (Berkowitz, 1990, p.180). Weiss (1990) stated once involved in an extramarital relationship, men find its very separateness from the rest of their lives gave it special value. It becomes a kind of time out from responsibility, an interval in which they can again be free from the burden of social expectation. There are other possible partners for affection and for sex, and with them there is the possibility of, at first, beginning again without responsibility, without the

history of small hurts and betrayal, without commitments except to the present. This is clearly the case with a brief adventure, but it can be the case as well with an established affair. Weiss (1990) reported with another woman, men find escape. Yes, there may be anxiety because outside her door is a world from which he has only temporarily slipped away. Because a man's relationship with a new woman is free of the burden of the man's past, the man can assume a new self without her. "With the new woman, he is the person he is today, not, as may be true for his wife, yesterday's person dressed up in a new suit. New understandings begin to be established with the new woman, new ways of seeing himself and the world that feel to him more true to himself than the understandings he shares with his wife. He feels truly authentic only with the new woman" (Weiss, 1990, p.249).

### **Opportunity**

Kurtz (1986) stated a man will not have trouble finding extramarital sex these days, though he may have a hard time avoiding it, and he is bound to have a difficult time getting rid of it. Berkowitz (1990) suggested stripping away the moral absolutes and think of a straightforward cause and effect to explain infidelity. Traditionally, men have cheated because they have had more opportunity to cheat. Most men when asked say they are not on the lookout for extramarital sex, but if it presented itself they would not fight off the women too hard. It appears some men are open to affairs because there are many women who are sexually available and see all men, regardless of their relationship status, as available partners. Part of opportunity is where these married men find these women. Weiss (1990) reported men meet potential sexual partners not only in the

offices of colleagues and in their own offices, but at church, Cub Scouts, PTA meetings, and at parties and dinners. The idea something might happen certainly occurs to them. Vaughan (1989) believed opportunity and circumstance play far more important a role in determining an affair than any specific qualities of the third party. This is why there are so many affairs among people who work together or have opportunities for developing close relationships. Botwin (1988) stated research has shown opportunity to be a prime determinant in whether a man will stray or not, and opportunities have increased in our world. More liberal sexual attitudes, and the larger number of women in the workforce, have put men into contact with a greater number of women who are sexually experienced and therefore more apt to respond to their advances. Men persist in eroticizing their contacts and relationships with women. Opportunity, in general, plays a crucial part in determining whether a man will cheat or not. "Men claim the critical factor in their infidelity was the place and people they were with, which presented the opportunity for extramarital affairs" (Botwin, 1988, p.40). Commonly reported opportunities are parties where people dress seductively, flirt with members of the opposite sex, and drink, when aggressive women make the first move, or when a man finds himself unexpectedly alone with an attractive woman. Botwin (1988) stated a man is at risk the more close contact he has with other women. His secretary or a coworker-lovers are usually best friends, coworkers or business acquaintances. Smith and Doe state, "If a man is given the opportunity to engage in sexual relations with an attractive female, with no fear of getting caught and little risk of transmitted diseases, he will do so, always, without fail, there are no exceptions" (Smith and Doe, 1998, p.7-8). Kurtz (1986) believed men are just like all other male animals, unimaginative about the females he

chooses, attracted to what looks like a sure thing.

### **Situational**

Vaughan (1989) believed more than likely an affair results from an overall situation, not from any seduction by a particular person. Smith and Doe (1998) reported if women saw their men at the office when they were not present, they would become physically ill. "One could argue greater opportunities for illicit sex in some professions; entering a world with many available to them and opportunities for late meetings, travel, and so forth" (Lawson, 1988, p.80). "One in three lovers were people they met at work, that is, those who actually work in the same place as the respondents and another fifth in work related meetings. Lovers who were "friends already" (13%) and those who met through a friend (15%), have not been included, though they were acquaintances that had been made through work or work related meetings" (Lawson, 1988, p.186). These women are business acquaintances, contact through work, a client, a customer, even the sister or wife of a colleague. Lawson (1988) reported the workplace was considered by more than half of the men to have played some important part in their extramarital lives. In particular, meeting new people there was very important. Whatever one's belief, work is the one place where one can legitimately spend time in close contact with others without the wife. People often spend time getting to know others in settings that foster intimate connections.

### **Intimacy**

Intimacy is supposed to be found at home, the place where people can be less guarded than anywhere else and where support, encouragement, and services do not



depend on the adequate performance of tasks to set a standard - though standards may be set and, if too often breached, lead to the break up of the family. If the intimate connection people long for is not found at home, it may be developed in another place. The main other place for most people to develop a connection is at work where they spend one-third of their week. Now the workplace becomes the major social environment for alternative encounters and intimate relationships outside the family. Lawson (1988) believed it can provide a stable environment for the development of intimacy and pair-bonding. Indeed, those who had the most liaisons also were the most likely to meet their lovers through their work.

### **Societal Pressure**

Kurtz (1986) stated through intercourse a man participates in the cultural symbolism of patriarchy and gains a sense of belonging to society with the status/identity of "male." Sex does not automatically equal love for a man. His fantasies may include sexual accomplice or encounter, not a lasting or committed partner. Kurtz (1986) reported the male delight in lust and impertinence is romantic in its own way, until it is matched with the 'happily ever after' of women, when it creates a social problem. It is in this difference of men and women that lies are born to achieve the means to an end, with the end being sexual intercourse. It is not always out of intentional deception that this end of sex is achieved. Berkowitz (1990) believed honest men tell lies when it comes to sex. They lie to women because they lie to themselves. Supporting the theory of lying and justification, there are the men who limit their sexual encounters to oral sex only, because in their logic, they do not consider this to be infidelity. Sometimes, they do not consider it really sex.

## Sex

Botwin (1988) reported that other studies have all come to the same conclusion: one of the leading reasons for affairs is infrequent or poor sex on the part of their significant other. Men have affairs to get more sex if a wife's sex drive is significantly lower than theirs or their wives do not do certain sex acts, such as oral sex.

Sexual intercourse with a new partner is exciting. The blast of passion provides confirmation the man is a man, not just in a sexual sense but in terms of being loved, admired, and worthy of another person's desire. For some men, an affair brings about euphoric recall which reminds them of times when love appears perfect and beautiful. Weiss (1990) believed there may be something especially attractive sexually about a woman just because she is unknown. The new woman is adventure and discovery, a challenge, and so an opportunity for the man to prove his worth. This sexual acceptance by any valued woman can be deeply reassuring to men. Men can better deal with the threats of their work when strengthened by a sexually phrased expression of trust or alliance.

Zilbergeld (1992) believed some men have affairs as a way of getting sexual variation of partners and not necessarily variations of positions or acts. Smith and Doe (1998) declared it is men's basic nature to crave sexual variety.

Botwin (1988) asked unfaithful men in interviews why they cheated. They discovered typical reasons such as boredom, unhappiness, sudden opportunity, a chance for romance, sexual variety, fun, drinking, and working with an attractive woman. One understood and mentioned what experts today consider to be the most important underlying reason of all for infidelity—a problem with intimacy. Reibstein (1993) believed

many people derived a good deal more intimacy and emotional sustenance from their affairs than from their marriage, at least at particular moments in time. It is not only when there is a noticeable absence in marital intimacy that affairs can have such an emotional impact; however, affairs give a new type of appreciation, friendship, and shared interests.

Vaughan (1989) remarked that in reality, while society gives lip service to monogamy, there are significant societal factors that actually support and encourage affairs. After all, a belief in monogamy as an ideal does not prevent large numbers of people from having affairs. Sex in advertising is used to allure as well as prey on insecurities. Hite (1980) continued that another element in society that has the effect of encouraging affairs is the idealized image of love and marriage that most of people are conditioned to expect.

Kurtz (1986) stated when a man triumphs and he is desired by a pretty woman, he becomes the idol of other men. Men are conditioned to desire sex as long as sexual attraction is present. Ironically, a subtle kind of support for affairs is the excitement of discussing this taboo activity with friends. Talking with friends about their affairs is an even more powerful factor among men than among women. Often there is a general acceptance of affairs among men, so they do not fear being criticized by other men. The pressure in male society is toward infidelity rather than away from it. "A man excites secret envy among his peers when he is perceived as a successful stud" (Botwin, 1988, p.16) In addition, men cooperate in other men's sexual escape. "For example, single men pretend to be the dates of women their married friends are seeing, so that illicit lovers can go out in public together" (Botwin, 1988, p.16) Smith and Doe (1998) stated men could not keep any secrets or sustain any lies without the total complicity of other

men. “Knowing other men who are playing around make it more likely that they will do the same. Knowing people who are unfaithful can give ideas, which are eventually acted upon” (Botwin, 1988, p.48).

### **Excitement of Secrecy**

The very secrecy of the affair may be a major element in its attraction. The couple's limited time together and the usually very restricted circumstances in which they meet may help to give the relationship its special excitement and intensity. The monotony of everyday life and all its routines are lost; the couple is there for the sole purpose of being together. Many men get aroused by the secrecy. Botwin (1988) stated some men felt doing something secret with a woman is just as erotic to them as a sexual act.

Adultery, because it is a secret, permits people endless variation. Truth need never be revealed; the inadequacies or the reality of the self need never be demonstrated to the other. As the adultery is brief, the fantasy can endure. “In this sense, the adultery is far from dangerous; it is safe. Partners can switch gender roles, play with sex and fantasy, satisfy particular desires, be all the things for which marriage has no room” (Lawson, 1988, p.310)

### **Life Changes**

Middle age men often choose younger women as lovers, whether as compensation for what a man perceives as dullness within marriage, because his self-confidence has been diminished in his work, or to reassure himself of his attractiveness and virility. “In many instances the reason is unclear, and a combination of circumstances leads to a situation in which an affair begins” (Llewellyn-Jones, 1983, p.152). Smith and

Doe (1998) believed men, especially as they grow older, crave constant reminders that they are still attractive to women. It is in the office that men cater to this need, with total security of knowing that their wives will not interfere or find out what he does when he is there.

It might be argued affairs in the early period of marriage test one's commitment to the marriage or work out its boundaries. The second vulnerable point is when children arrive. When a man becomes a father, he may feel marginalized, pushed aside by his wife's preoccupation with the offspring, moved off center of the emotional stage. "When another woman becomes interested in him sexually, it confirms him as something other than a side issue in domestic arrangements, and, what's more interesting and appealing, and it can definitely be tempting" (Reibstein, 1993, p.114-115)

Several hypotheses for differing reasons why men engage in infidelity have been presented. There are many agreed upon common themes. Men's reasons for this behavior range from emotional to sexual. Some men reported affairs were for emotional reasons caused by being in relationships which lacked intimacy, dissatisfaction in the relationship, partner's lack of accessibility, or the men's low self-esteem. Other reasons appeared to be sexually motivated including freedom, opportunity, particular situations, secrecy, societal pressure, and variety of sexual partners. Men ultimately decide whether or not to be faithful regardless of how they feel emotionally or what sexual situations are presented.

Certain professions, such as sales, appear to have a higher rate of infidelity than other professions. It is believed the higher rate of infidelity is due to a variety of causes: personality types of salesmen, chemical usage, the work schedule and environment, and

opportunity.

### **Sales Professionals and Infidelity**

#### **Career**

“Virtually everything about salesmen and selling grows out of the difference between appearance and reality” (Shorris, 1994, p.47.) Shorris (1994) stated friendship and love, which has been the perfection of social life, the ends to which a man has always aspired, became a means. The salesman no longer separated his social life from his professional life and what had once been the source of happiness was now the source of making money. In addition to everything being negotiable, affection, love and fidelity became negotiable as well. Lovers became interchangeable, much like at work, salesmen, customers, one was like another. Feelings and relationships served as a way to make a transaction and make a sale. In the world of relationship selling, all sentiments and attachments of love, fondness, affection, and friendship fell into the same category. They lost their intrinsic value. “Those salesmen that sell in this way after a period of time become a two part person, half of him still ruled by human emotion, capable of love as an end in itself. But the same emotion cannot have many lives, many definitions” (Shorris, 1994, p.315). When living two separate lives with different sets of emotions and morals it becomes a matter of time before one is lost. Many salesmen choose to live the life that makes them money and gives them instant gratification.

There are several common links between men who are unfaithful. Men who are unfaithful tend to have certain personality traits, have the ability to be unfaithful or are unfaithful in certain circumstances, have the opportunity, and they have reasons that they believe lead them to act as they do or justify their actions. The car sales profession

combines many of these reasons and they become a way of life.

### **Addicts**

Many of the traits of the Histrionic and Narcissistic are combined with traits found in heavy social drinkers and/or drug users. Much like heavy social drinkers, salesmen are outgoing, willing to talk to anyone, have the persona of being everyone's friend, possess the need to impress others by telling embellished stories or achieving the spot light through other means. Life is a competition of continuously selling themselves at the same time they are selling their product. Shorris (1994) stated the salesmen is forced to become a seller of himself. To sell, winning the competition against other salesmen and other products, salesmen must become who and what the customer wants and adapt to the philosophy of the company. Achieving this means salesmen need to change their personality to suit each new customer, rarely getting to be themselves. Car salesmen have the same traits as other salesmen; however, they have additional influences and circumstances that lead them to a greater rate of infidelity.

### **Impulsivity**

“Some men who are involved in a series of relationships with women, in the face of temptation, they give in to an affair. These are the impulsives of the world” (Botwin, 1988, p.89). Botwin (1988) stated impulsives are very immature. When they see something they want, whether it is a new gadget or a woman, they feel they must have it. Life for impulsives is experienced as a series of immediate opportunities and temptations. They operate on a whim and instant impressions. Since their attention wanders and gets caught again quite easily elsewhere, fidelity is rare, promiscuity quite predictable. Impulsivity is a necessity in the car sales profession. The ability to evaluate a

person, think and act quickly are all required to succeed. Very little is ever planned in a car salesman's day; therefore, everything changes quickly. They learn to be impulsive and jump at each opportunity as it arises. Whether it is because they already have the impulsive nature in them or they adopt it as a behavior in their life, it is something that can lead to an affair. Botwin (1988) believed these are the most infantile among impulsive men, since they are given to quick action without thinking of the consequences, can be oblivious to complications or drawbacks that would make another person stop and think. Impulsivity, according to Shorris (1994), is evident in the fact that salesmen do not stay long in people's lives. The encounter reveals nothing about the character of the salesman, he keeps his feelings secret. "They have low moral values, so they feel free to do whatever they want without guilt. Moral values require abstract thinking and a distance from the immediate. The impulsive man is incapable" (Botwin, 1988, p.91). The one night stands, pick ups, and other female figures that float through their lives are seen purely as vessels to serve their sexual needs of the moment.

Men with poor impulse control frequently use drugs and alcohol with as little restraint as they exercise in the rest of their lives. Botwin (1988) continued stating that sex is often accompanied by, or is the result of a lot of drinking. Shorris (1994) reported that as competition between salesmen grew, customers got fed up with the salesmen who did not drink with him or participate in his whoring. Men who drink or take drugs have a very high rate of infidelity. Inhibitions fall when they are bingeing or drugged. Over 90 % of men who are addicted to sexual conquest of one kind or another also have drug or alcohol dependencies (Botwin, 1988, p. 48).

## **Macho**



There are some unfaithful men who think that sexual conquest and having affairs is merely appropriate behaviors for their gender. Macho men, when they are "brutes", frequently drink, smoke, and hang out with the guys (often at bars) assuming this to be a natural part of masculine life. Some of these men set out to hunt women with one or more buddies. Sometimes buddies cover for each other. They feel free to use an alibi to disguise each affairs. Often, current conquests are paraded before buddies as a way of showing off to the guys. Macho men want admiration, respect, and envy of other men. They worry about how they look in the eyes of other men.

Certain men cannot stand emotions. Emotions of any sort are to be overcome or ignored and do not fit into the equation. Men can get sex without emotional entanglements away from home. Botwin (1988) reported a casual affair can be very hot and sexy for a man simply because it is more emotionally shallow or time limited.

Botwin (1988) stated men that have schedules that give them time unaccounted for are likely to cheat. Those who disappear into an environment in which they interact among strangers during the business day or those that work at a routine strictly 9 to 5 job has much less opportunity to get involved than those who regularly have to work late, who travel a lot, or whose job allows them to create their own schedule. People who are supervised all day long on their job and strictly accountable for their time to their bosses have less opportunities for an affair. In contrast, salesmen out making calls and who can make their own schedule have an easier time squeezing in affairs during the work day. They have the opportunity for long lunches and the ability to leave early to meet someone and still be home at their regular time. Some business environments encourage extramarital affairs and affairs do not generally hinder a man's career. Men's sexual

activity, if done with discretion, may actually enhance their image of power in accordance with expectations.

Botwin (1988) reported there is no single profile of men who cannot be faithful. Unfaithful men come in all ages, income levels, educational background levels, and geographical regions. There are certain neurotic traits found in salesmen which draw them to infidelity and unfaithfulness, yet the psychological makeup of unfaithful men can vary greatly, as can the nature of their affairs. “The main conclusion is that affairs vary in every conceivable way and no one theory or conclusion fits all of them. Everything read about affairs is true for some of them, but nothing is true of all” (Zilbergeld, 1992, p.359).

With the sales profession appearing to have a higher rate of infidelity than other professions, research questions focused on a few specific variety of causes: chemical usage, behaviors, and thought patterns. These are a few of the common themes for some men who engage in affairs. The purpose of the present research is to assess the differences between car salesmen and other salesmen in relation to these variables.

## **Chapter III**

### **Methodology**

#### **Introduction**

Chapter III indicates the research questions and describes the subjects and the way in which they were chosen for this project. This chapter summarizes how the data was collected and the method used in data analysis. Methodological limitations are included.

#### **Research Questions**

Research questions and sub-research questions were:

1. Do you drink alcohol?
  - a. How often do you drink alcohol?
  - b. How much do you usually drink?
2. Which behaviors can you engage in with someone else without considering yourself unfaithful?
  - a. Have you ever engaged in any behaviors with someone while in a committed relationship?
  - b. Which behaviors have you engaged in with someone other than your significant other?
3. How long after you are in a relationship before you begin to think about having an affair?
4. How many times have you had an affair and how many people do you have affairs with at the same time?
5. How long do your affairs usually last and have the length of your affairs changed since you began having affairs?
6. Do you regret having affairs?
7. How do affairs affect your committed relationship?

### **Description of Subjects**

The subjects were twenty-nine salesmen. Sixteen of the subjects were salesmen employed by car dealerships. The remaining thirteen salesmen were employed by a company not in the car sales industry. Subjects ranged in age from eighteen to over forty-six years old. Their educational backgrounds varied from high school diploma up to a

Masters Degree. Subjects were employed at their current place of employment ranging from less than one year to more than eleven years.

### **Sample Selection**

Several car dealerships and other companies outside the car sales industry were contacted and requested the opportunity to ask their salesmen to complete a questionnaire. Initially, companies contacted agreed to allow their sales people to participate in the survey. Once the managers and general managers saw the detailed questionnaires, they withdrew their approval.

The researcher used an acquaintance who had past employment at a car dealership and who is currently employed at another company as a salesmen outside the car sales profession. He contacted people he knew that were interested in completing the questionnaires. He presented each of them with a questionnaire and an envelope to seal and return after completed.

### **Instrumentation**

The instrument used was a questionnaire designed by this researcher. It was designed in 1998 and was revised with the guidance of the University of Wisconsin-Stout staff. The questionnaire was developed to pattern the life style of salesmen.

The instrument included several patterns: demographical information, hours worked, chemical usage history, morality standards, relationship satisfaction, and causes of action. The questionnaire contained 64 items and was designed to measure thoughts and actions that may indicate why, when, and how salesmen decide to engage in infidelity. Responses were marked by multiple choice close ended questions that would help to create patterns with those that were unfaithful versus those salesmen that are faithful. No

reliability or validity data are available.

### **Procedures**

The instruments were administered to two separate types of salesmen. All subjects were contacted by the researcher's acquaintance to insure that their identities would remain unknown to the researcher. All subjects were given an instruction sheet that explained to them the directions of the questionnaire and how to proceed once the questionnaires were completed. The questionnaire took 10-15 minutes to complete. Forty questionnaires were split between two types of salesmen. Of the forty questionnaires given out, only twenty-nine were returned.

### **Data Analysis**

Chi-Squares were used to analyze alcohol usage, thought patterns, sexual behaviors, length of affairs, and level of regret of salesmen. Results of Chi-Square analysis compare the differences in frequency and percentages between the two groups of car salesmen and other salesmen.

### **Methodological Limitations**

1. The sample was limited to twenty-nine salesmen and therefore may not accurately represent the entire population of salesmen.
2. The questionnaire was unable to explore all factors that may have contributed to the salesmen having an affair.
3. Subjects may not have been entirely truthful while answering the questionnaire because of guilt, fear, or embarrassment regardless of the precautions taken to protect their identity.

4. Collection of data was different due to circumstances of boundaries varying at work environments.
5. Control group, all from one type of sales, may not generalize to all salesmen.
6. The questionnaire was developed by the researcher; therefore, there is no data regarding the reliability and validity.

## Chapter IV

### Data Analysis and Interpretation

#### Introduction

The purpose of this research was to determine the difference in the frequency of affairs between car salesmen and other salesmen. To determine the difference between the count of infidelity between the two groups of salesmen, the questionnaire developed was given to forty salesmen. Twenty-nine of the questionnaires were returned to the researcher. Sixteen of the subjects were male

car salesmen and thirteen of the subjects were males who were employed in other types of sales. Groups were first divided by profession, car salesmen and other salesmen. Groups were divided again by those who considered themselves to have had an affair.

The frequency of affairs was measured by comparing the differences in responses on a 64 item questionnaire which both groups of salesmen completed. The questionnaire focused on areas of alcohol usage, thought patterns, sexual behaviors, length of affairs, and if affairs are regretted. The method of data analysis used to score items was Chi-Square.

### **Findings**

#### Null Hypothesis #1

There is no statistically significant difference in the alcohol usage of car salesmen as compared to other salesmen who do not sell cars.

**Table 1**  
**Chi-Square Analysis of Salesmen's Alcohol Usage**

Item	Car Salesmen		Other Salesmen		X <sup>2</sup>	p
	Yes	No	Yes	No		
<i>Do you drink alcohol?</i> <sup>15</sup>	1	7	6	4.25	.039*	
<i>How often do you consume alcohol?</i>					10.41	.015*
Once per month	0		1			
Once per week	1		4			
More than once per wk.	12		2			
Daily	2		0			
<i>How much alcohol do you usually consume?</i>					9.32	.053

1-3 Drinks	1	3
4-7 Drinks	4	4
8-12 Drinks	6	0
Until feel "buzzed"	3	0
Until intoxicated	1	0

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\*p<.05

### **Analysis**

The overall alcohol use history for subjects responding to this survey was 22 (75.9%) affirmative and 7 (24.1%) negative. The frequency of car salesmen who answered affirmatively to drinking alcohol was 15 out of 16 (93.8%). Out of thirteen other salesmen, seven (53.8%) answered affirmatively and six (46.2%) answered negatively regarding their alcohol usage. The Chi-Square result was 4.248 at a probability level of .039 (see Table 1).

The subjects who were car salesmen reported how often they consumed alcohol. The most frequent response for car salesmen was 12 salesmen (80.0%) reporting alcohol use of more than once per week. Four of the seven subjects (57.1%) who were not car salesmen reported their alcohol usage to be once per week. The Chi-Square result was 10.410 at a probability level of .015. (see Table 1).

For car salesmen who reported how much alcohol they use, the most frequent response was 8-12 drinks by 6 subjects equaling 40.0%. The other salesmen who reported alcohol use were more evenly distributed, the most frequent response being 4-7 drinks by 4 salesmen (57.1%) and 1-3 drinks by 3 salesmen (42.9%). The Chi-Square result was 9.324 at a probability level of .053. (see Table 1). On two of the three the findings are statistically significant, and, therefore, the null hypothesis can be partially rejected.

### **Findings**



## Null hypothesis #2

There is no statistically significant difference in the thought and behavior pattern of car salesmen as compared to other salesmen who do not sell cars.

Table 2

## Chi-Square Analysis of Salesmen's Beliefs Regarding What Behavior Constitutes an Affair

Item	Car Salesmen		Other Salesmen		X <sup>2</sup>	p
	Yes	No	Yes	No		
<i>Behaviors can engage in without being unfaithful</i>						
Fantasizing	9	7	10	3	1.357	.244
Going Somewhere	7	9	6	7	.017	.897
Flirting	8	8	4	9	1.094	.296
Kissing	4	12	0	13	3.770	.052
Fondling/Petting	2	14	0	13	1.745	.186
Oral Sex	5	11	0	13	4.909	.027*
Intercourse	1	15	0	13	.842	.359
<i>Have you ever engaged in these behaviors while in a relationship?</i>						
	11	5	4	9	4.144	.042*
<i>What behaviors have you engaged in?</i>						
Fantasizing	4	7	1	3	.170	.680
Going Somewhere	3	8	1	3	.008	.930
Flirting	4	7	1	3	.170	.680
Kissing	3	8	1	3	.008	.930
Fondling/Petting	3	8	1	3	.008	.930
Oral Sex	2	9	1	3	.085	.770
Intercourse	3	8	1	3	.008	.930

\* p<.05

## Analysis

Chi-square scale ranged from .017 to 4.909 at a probability level ranging from .897 to .027. The level of probability was greater than .05 on behaviors listed except for oral sex. The Chi-Square result was 4.909 at a probability level of .027. (see Table 2)

The subjects reported whether or not they engaged in any of the sexual behaviors with someone while in a committed relationship with someone else. Subjects responding to this survey were 15 (51.7%) affirmative and 14 (48.3%) negative. The frequency of car salesmen who answered affirmative was 11 out of 16 (68.8%). Out of the 13 other salesmen, 4 (30.8%) answered affirmative and 9 (69.2%) answered negative regarding

engaging in sexual behaviors with someone other than their significant other. The Chi-Square result was 4.144 at a probability level of .042. (See Table 2).

Subjects from both groups of salesmen who reported they had not engaged in any sexual behaviors with someone other than their significant other did not respond to Item (c). Eleven (68.8%) of the original group car salesmen and four (30.8%) of the original group of other salesmen were remaining to complete the survey questions. The Chi-Square result ranged from .008 to .170 at a probability level ranging from .680 to .930. (see Table 2). The findings are statistically significant in regards to what sexual behaviors constitute an affair as well as car salesmen having engaged in these behaviors more other than other salesmen, and, therefore, the null hypothesis can be partially rejected.

## **Findings**

### Null Hypothesis #3

There is no statistically significant difference in when thoughts regarding affairs begin for car salesmen as compared to other salesmen who do not sell cars.

**Table 3**  
**Chi-Square Analysis of Salesmen's Thoughts Regarding Affairs**

<b>Item</b>	<b>Car Salesmen</b>	<b>Other Salesmen</b>	<b>X<sup>2</sup></b>	<b>p</b>
<i>Began having thoughts of an affair</i>			6.446	.092
While dating	7	1		
While cohabitating	2	0		
After marriage	1	2		
Multiple response	0	1		
<i>Length in a relationship before thought of affair</i>			10.080	.018*

Immediately	4	0
Weeks	1	0
Months	4	0
Years	1	4

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\*p<.05

### Analysis

For car salesmen who reported when their thoughts of having an affair began, the most frequent response was while dating by 7 subjects equaling (70.0%). The other car salesmen who reported when their thoughts began was more evenly distributed. Two (20.0%) car salesmen reported thoughts of an affair beginning while cohabitating with their significant other and one (10.0%) reported their thoughts of an affair began after marriage. Of the four other salesmen who have had affairs, results reported 1 (25.0%) subject stated thoughts of an affair began while dating, 2 (50.0%) subjects stated thoughts of an affair began after marriage, and 1 (25.0%) stated multiple responses to when thoughts of an affair began. The Chi-Square result was 6.446 at a probability level of .092 (see Table 3).

Both groups of salesmen who reported having affairs were asked how long they were in a relationship when their thoughts of having an affair began. Of the 10 car salesmen who responded to the question, 4 (40%) subjects reported their thoughts began immediately, 1 (10%) subject reported his thoughts began a few weeks after their relationship began, 4 (40%) subjects reported thoughts began months later, and 1 (10%) reported their thoughts began years after their relationship began. Of the 4 other salesmen who had affair, 4 (100%) reported their thoughts of having an affair began years after their committed relationship began. The Chi-Square result was 10.080 at a

probability level of .018. (see Table 3). Though results reported minimal differences of when thoughts began, there was significant statistical differences regarding how long car salesmen compared to other salesmen were in a relationship before thoughts of an affair occurred. The results partially reject the null hypothesis.

### **Findings**

#### Null Hypothesis #4

There is no statistically significant difference between car salesmen and other salesmen regarding how many affairs they have had and how many people they have affairs with at same time.

**Table 4**  
**Chi-Square Analysis of Number of Affairs of Salesmen**

<b>Item</b>	<b>Car Salesmen</b>	<b>Other Salesmen</b>	<b>X<sup>2</sup></b>	<b>p</b>
<i>Number of affairs</i>			10.080	.039*
Once	1	4		
2-5 affairs	4	0		
6-10 affairs	3	0		
11-15 affairs	1	0		
15 or more affairs	1	0		
<i>Number of partners</i>			2.240	.524
One partner	6	4		
Two partners	2	0		
Three partners	1	0		

Five or more partners	1	0
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\*p<.05

### **Analysis**

Salesmen from both groups who reported having affairs responded to questions regarding how many affairs they have had. The most frequent response from car salesmen was 4 (40%) subjects reporting 2-5 affairs. The second frequent response for car salesmen was 3 (30%) subjects reported 6-10 affairs. Other responses for car salesmen were evenly distributed with 1 (10%) subject each reported one affair, 11-15 affairs, and 15 or more affairs. Of the four other salesmen who reported having affairs, all 4 (100%) subjects reported one affair. The Chi-Square result was 10.080 at a probability level of .039 (see Table 4).

Both groups of subjects, car salesmen and other salesmen, reported having affairs with one person at a time. Of the group of car salesmen, 6 (60%) subjects reported having an affair with one person at a time as compared to all 4 (100%) subjects of other salesmen.

Other responses from the car salesmen were reported: 2 (20%) had affairs with two people at a time, 1 (10%) had affairs with three people at a time, and 1 (10%) with five or more people at a time. The Chi-Square result was 2.240 at a probability level of .524. (see Table 4). There was minimal differences in the number of affair partners between the two groups of salesmen; however, the number of affairs car salesmen had compared to other salesmen was significant. The results partially reject the null hypothesis.

### **Findings**

#### **Null Hypothesis #5**

There is no statistically significant difference regarding the length of car

salesmen's affairs as compared to other salesmen's affairs.

**Table 5**  
**Chi-Square Analysis of Length of Salesmen's Affairs**

Item	Car Salesmen	Other Salesmen	X <sup>2</sup>	p
<i>Average length of affairs</i>			9.479	.050*
One night stand	1	0		
2-5 Sexual encounters	2	0		
Few months	3	1		
On-going relationship	0	3		
Multiple response	3	0		
<i>Length of affairs changed</i>			4.178	.124
Longer	1	2		
Shorter	4	1		
Same length	4	0		

\*p<.05

### Analysis

The subjects from each group of salesmen reported the length of their affairs. Car salesmen's most frequent responses were equally divided between 3 (33.3%) subjects reported a few months and 3 (33.3%) subjects reported multiple responses. Other responses for car salesmen were 1 (11.1%) subject reported one night stands and 2 (22.2%) subjects reported 2-5 sexual encounters. The majority of other salesmen, 3 (75%) subjects, reported on-going relationships. The remaining 1 (25%) subject reported affairs lasting in length of a few months. The Chi-Square result was 9.479 at a probability level of .050. (see Table 5).

Car salesmen most frequent responses were equally divided between 4 (44.4%) subjects reported the length of their affairs have gotten shorter and 4 (44.4%) subjects reported the length of their affairs have not changed. The remaining 1 (11.1%) subject reported his affairs were lasting longer. The most frequent response for other salesmen

was 2 (66.7%) subjects reported longer affairs and 1 (33.3%) subject reported affairs of a shorter duration. The Chi-Square result was 4.178 at a probability level of .124. (see Table 5). The results fail to reject the null hypothesis.

### **Findings**

#### Null Hypothesis #6

There is no statistically significant difference whether car salesmen as compared to other salesmen regret their affairs.

**Table 6**  
**Chi-Square Analysis of Salesmen's Regret of Affairs**

Item	Car Salesmen		Other Salesmen		X <sup>2</sup>	p
	Yes	No	Yes	No		
<i>Do you regret affairs?</i> <sup>2</sup> 1	7	2	2		2.568	.277

### **Analysis**

The most frequent response for car salesmen who responded whether they regretted their affairs was 7 (77.8%) subjects reported no, they did not regret having affairs. Of the remaining subjects, 1 (11.1%) reported yes, they regretted their affairs, and 1 (11.1%) reported yes and no. Of the group of other salesmen, the responses were equally divided. Two (50%) subjects reported they did regret their affairs and two (50%) subjects reported they did not regret their affairs. The Chi-Square result was 2.568 at a probability level of .277. (see Table 6). The results fail to reject the null hypothesis.

### **Findings**

#### Null Hypothesis #7

There is no statistically significant difference regarding whether car salesmen as compared to other salesmen believe their affairs have affected their relationship with their significant other.

**Table 7**  
**Chi-Square Analysis of Salesmen's Belief of Affairs Affect on Relationship**

Item	Car Salesmen	Other Salesmen	X <sup>2</sup>	p
<i>Affairs affect your committed relationship</i>			8.775	.012*
Affairs hurt relationship	0	2		
Affairs help relationship	0	1		
No affect	9	1		

\*p<.05

### **Analysis**

All 9 (100%) subjects from the group of car salesmen reported their affairs had no affect on their committed relationship. The most frequent response of the other group of salesmen, given by 2 (50%) subjects, was affairs had hurt their committed relationships. The responses from the remaining other salesmen were equally divided, 1 (25%) reported affairs had no affect on their committed relationship and 1 (25%) reported affairs helped their relationship. The Chi-Square result was 8.775 at a probability level of .012. (see Table 7). The findings are statistically significant, therefore, results reject the null hypothesis.

### **Summary**

Chapter IV focused on the analysis and the interpretation of the data collected. Analysis of the data resulted in the partial rejection of five of the seven null hypothesis' that had been offered. The null hypothesis was not rejected due to lack of statistical difference between car salesmen and other salesmen in regards to whether or not salesmen regretted having affairs as well as length of salesmen's affairs. The results for other areas of study were shown to be significantly different, and, therefore, the other null hypothesis' was partially rejected.



The analysis for whether car salesmen as compared with other salesmen drink alcohol showed there was a significant statistical difference. Alcohol use was most prevalent in car salesmen. Related to alcohol usage, there was also found to be significance in the scores for how frequently the groups of salesmen used alcohol. In regards to affairs, car salesmen engaged in affairs more often and began having thoughts of affairs sooner than salesmen who were not car salesmen. The null hypothesis was rejected by showing statistical difference that car salesmen have more affair partners than other salesmen as well as having shorter affairs. Also, rejected was the null hypothesis of no statistical significance between car salesmen and other salesmen's belief regarding how affairs affected their relationship.

Results show there is a greater probability car salesmen use alcohol more than other salesmen. Also, the results show that car salesmen as compared to other salesmen have thoughts of having affairs sooner, have affairs with more people at one time, have different ideas regarding what behaviors constitute affairs, and have more affairs. Implications of these results will be discussed in Chapter 5.

## Chapter V

### Summary, Conclusion, and Recommendations

#### Summary

This research project investigated the difference in the rate of infidelity between car salesmen and other salesmen. Twenty-nine salesmen participated in the project. Sixteen of the men who participated were car salesmen and thirteen of the men were salesmen of another type of product. Both groups of men responded to the questionnaire written by this researcher.

The questionnaire consisted of sixty-four items assessing alcohol use, ideas regarding what behaviors are considered to be unfaithful, what behavior salesmen have engaged in with someone other than their significant other, when they began having

thoughts of an affair, their affair patterns, and whether they regretted their affair.

The research and sub-research questions were:

1. Do you drink alcohol?
  - a. How often do you drink alcohol?
  - b. How much do you usually drink?
2. Which behaviors can you engage in with someone else without considering yourself unfaithful?
  - a. Have you ever engaged in any behaviors with someone while in a committed relationship?
  - b. Which behaviors have you engaged in with someone other than your significant other?
3. How long after you are in a relationship before you begin to think about having an affair?
4. How many times have you had an affair and how many people do you have affairs with at the same time?
5. How long do your affairs usually last and have the length of your affairs changed since you began having affairs?
6. Do you regret having affairs?
7. How do affairs affect your committed relationship?

The data resulting from the scores was analyzed by applying Chi-Squares to determine the level of difference between the groups of car salesmen and the salesmen who did not sell cars. The results showed no statistically significant difference in the frequency regarding the amount of alcohol consumed, when salesmen began having

thoughts of an affair, how many people salesmen had affairs with at the same time, the change in length of affairs, and whether or not salesmen regretted having affairs. Statistical difference was shown between the two groups regarding who used alcohol as well as how often they used alcohol. The results indicated car salesmen use alcohol more often than other salesmen. Also, statistical significance was shown in the areas of car salesmen engaged in affairs more often, began having thoughts of affairs sooner, had more affair partners, had shorter affairs, and belief of their affairs not affecting their committed relationship.

### **Discussion/Conclusions**

If "normal" and "natural" masculine behavior bears any relation to what the majority of men actually do, then infidelity is one of the most normal and natural of male activities. "In the 1940s, Dr. Kinsey found in his ground breaking report that fifty percent (50%) of the married men interviewed had had affairs. In the years since Kinsey reported, men seem to have changed their extramarital behavior very little" (Weiner and Starr, 1989, p.4). According to the research results in this thesis, Kinsey, Weiner and Starr (1989) were correct in regards to the car salesmen who responded to the questionnaire. Of the car salesmen who responded, 11 out of 16 (68.8%) reported sexual behaviors with someone other than their significant other. As for the other group of salesmen, 4 out of the 13 (30.8%) reported unfaithfulness. The combined totals for both groups of salesmen, 15 out of 29 (51.7%) reported having affairs.

One of the more interesting responses in the questionnaire was reported in Table 2, regarding what sexual behaviors constitute an affair. The majority of both groups, car salesmen and other salesmen, reported fantasizing about someone other than their

significant other did constitute an affair. By a narrow margin, both groups responded going somewhere with someone other than their significant other and flirting was not considered unfaithful behavior. Overwhelming responses from both groups reported kissing, fondling/petting, oral sex, and intercourse with someone other than their significant other did not constitute an affair. Also, results regarding what both groups of salesmen reported to be acceptable sexual behaviors as compared with which behaviors they engaged in appeared to be different. These results may suggest salesmen believe they can engage in all sexual behaviors without considering themselves unfaithful, yet were unable to actually engage in these behaviors do to their core beliefs. Another possible suggestion for results is salesmen believe all sexual behaviors are acceptable as long as their significant other does not find out what they have done.

In regards to the length of salesmen's affairs, results showed car salesmen's were shorter in duration than other salesmen's affairs. Car salesmen most frequently reported having one nights, 2-5 sexual encounters, and affairs lasting a few months. Other salesmen more frequently reported their relationships being on-going relationships. Car salesmen reported the length of their affairs had become shorter (44%) or had not changed in length (44%). This appears to suggest as car salesmen have affairs they become shorter in length and this may explain the reason why car salesmen reported having more affairs and more affair partners than other salesmen. It also may suggest an addiction to conquering someone one new or a constant search for something to new to fill a perceived need.

Car salesmen unanimously reported affairs did not affect their committed relationships. Subjects from the group of other salesmen reported affairs hurt their

committed relationships (50%), helped their committed relationships (25%), and had no affect on their committed relationship (25%). Results from the car salesmen's group may suggest the salesmen from this group have not been caught having an affair and, therefore, they have not felt any consequences from their behavior. Also, the results may suggest the women car salesmen are in relationship with have found out of their affairs, yet have not held them accountable for their actions. Not being accountable for their actions of infidelity, car salesmen may feel their affairs had not affect on their committed relationship. This may also explain why 77% of car salesmen did not regret having had affairs.

### **Recommendations**

Infidelity will continue to occur in the car sales profession as well as all profession. Human nature attracts one to another and that is something that will not change. It is this researchers opinion that a less permissive work atmosphere may help to decrease the frequency of affairs in the workplace. The following recommendations are divided specifically for car dealerships and counselors.

#### **Car Dealerships**

1. The car dealership environments more strongly enforce the current sexual harassment policies forbidding sexual or suggestive comments made in the workplace. This may help lessen the permissive attitude regarding sexual behaviors in the workplace.
2. The car dealerships can require random drug and alcohol testing during work hours.
3. The sales managers can require accountability of salesmen's whereabouts during working hours.
4. The car dealership can utilize the EAP (Employee Assistance Professionals) to give seminars which promote responsible drinking, healthy sexual behaviors, and family and relationship issues.

5. The car dealerships can arrange hours and pay schedules of salesmen so they are able to be involved in more family activities.
6. Car dealerships can sponsor activities for the salesmen which include their families.

### **Counselors**

1. If employed by an EAP, counselor can assess the needs of the business as well as individuals clients while keeping the family in mind.
2. Counselors can encourage seminars for groups of salesmen regarding responsible drug and alcohol usage, time management, stress, and relationship and parenting issues.
3. Counselors can start or recommend men's groups which discuss alcohol usage, temptations and affairs as well as other men's issues.
4. Counselors can provide or recommend individual, couple, and family therapy to discuss issues and learn communication skills and other skills to help the family cope with the way this profession affects the family life.
5. Counselors can provide therapy for women involved with salesmen to help them recognize the signs of unfaithful spouses as well as build self-esteem to show they have options and enforce accountability and consequences.

### **Future Research**

This study surveyed twenty-nine salesmen; therefore, its results may be unrepresentative of a larger population of salesmen. Sixteen of the men were car salesmen and thirteen of the men were not car salesmen. Comparing the lifestyle patterns, rate of infidelity, and reasons for affairs were beyond the scope of this study, yet could prove to be a valuable future research project. In reference to this piece of research, additional considerations include:

1. The researcher needs to obtain responses from a larger sample of subjects.
2. The researcher needs to obtain a more varied sample comparing other professions.
3. The researcher needs to obtain a more varied sample also focusing on demographics of age, rural and urban location, race, religion, and other variables.

4. The researcher may use standard questionnaire which has tested reliability and validity.
5. The researcher may further study the area of what leads men to be unfaithful.
6. The researcher may study the inconsistencies in the thoughts and behaviors in regards to salesmen's affairs.

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