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humans physically relate to one another These combinations are applied to media usage (TV and listening) analysis and mystery shopper/visitor studies. Physiological reactions measurements These measurements use a number of techniques to gauge consumers' responses and physiological reactions to a number of external stimuli. The mechanical devices used in this regard are (i) the eye tracking monitor (observing eye movements), (ii) pupillometer (observing and recording changes in the diameter of a subject's pupil), (iii) psychogalvanometer (measuring galvanic skin responses through involuntary changes in the electric resistance of the skin) and (iv) voice pitch analysis (recording of abnormal frequencies in the voice to reflect emotional reactions to various stimuli) (Babin & Zikmund, 2010:258-259). Process and flow analysis This is the observation by a time study of stages in a process, which is evaluated on both effectiveness and efficiency. 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