

# Exploring the relationship between the big five personality traits and exhibition shows attendance

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## Abstract

The aim of the present study is to investigate how the Big five Personality traits have an impact on exhibition attendees' behaviors in the exhibition shows in the Bangkok exhibitions. The participants in the study were 400 attendees who attended to exhibition shows in the main exhibition centers in Bangkok area. Employing multiple regression analysis on data, the results indicated that Extraversion and Neuroticism had a positive relationship with the frequency of visit exhibition show; Conscientiousness had a positive relationship with the preference of communication channel about exhibition show; Agreeableness, Conscientiousness and Openness to experience had a positive relationship with the reason to visit the exhibition show.

**Keywords:** Exhibition shows, Exhibition attendance, attendees' behaviors, Personality, Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience

## Introduction

Nowadays, the services industry plays an increasingly important role in a country's economic trade activities and becomes a measure of the strength of a country's international competitiveness. The MICE (Meetings, Incentives, Conferences and Exhibitions) industry is a generic term for the conference and exhibition industry sector. Belonging to the service industry, it focuses on organizing conferences and exhibitions in various forms, including large international fair exhibitions, fairs, sports investment and economics seminars. Each year, the MICE industry attracts a large number of business travelers, and promotes the development of the market, not only with technology and information exchange, but also foreign trade and tourism. The industry stimulates the development of the transportation, accommodation, business, dining, shopping, and many other related industries.

Thailand is a very important country that is located in the heart of Southeast Asia. The rapid development of the exhibition industry has achieved remarkable success, and shows a brilliant prospect for the future. In 2015, the ASEAN Economic Community will combine the 10 member countries of ASEAN to become a single market with about 600 million people. They will be one of the biggest markets and host to some of the world's most important business events. It is not only full of opportunities, but also a very big challenge for MICE industry in Thailand. At the same time, Thailand also faces the competition from the 5 new economic countries which include China, India, Russia, Brazil and

Mexico. Their MICE industries are also growing fast in broad areas. They possess a variety of disciplines, strong market potentials and good prospects for development. These countries will then become exhibitors' new choices. Therefore, Thailand must improve itself and prepare for the new changes in the future in order to meet the demand of the market and cope with the competitive conditions in the world.

For exhibition organizers and exhibitors, convention and exhibition attendance is one of the very important measures of effectiveness which generally is used by both exhibitors and organizers. How to improve the attendance in the Exhibitions is very important because it can help to improve the region's competitiveness and creating greater economic benefits. Exhibition organizers should improve their understanding of their attendees. Thus, organizers should try to encourage the exhibitors, retail outlets and leisure facilities to meet the needs of the attendees. Then in this way, they can help to improve the quality of the exhibitor-visitor experience. This can generate a loyal visitor base, which is important for winning a market share, repeat visitation and making not only the exhibition but also the complex revenues (Whitfield, Dioko, Webber, and Zhang, 2012). There are many factors that will affect exhibition attendance. Such as organizers' executive management performance, the exhibition of brand awareness, exhibitors' exhibition experience, the company's influence on product promotion and marketing. Moreover, consumers' purpose, motivation, satisfaction, and their characteristics also have an impact on their attending exhibition behavior.

In marketing, a lot of researchers work on the relationship between personality traits and consumer behavior (Aldemir and Bayraktaroglu, 2004). They continue to work in this direction to discover and improve these theories in order to apply them to actual practice. Therefore we believe that different personality traits are an influence on exhibition attendance and they are also an influence on people's decisions and their motives. This study aims to examine attendees' personality traits as it will help us to understand attendees' needs and behaviors, in order to satisfy them. Thus, the research chose to study the relationship between the Big Five Personality traits (also called the five-factor model) of attendees and exhibition attendance. The five-factor model of personality is a hierarchical organization of personality traits in terms of five basic dimensions: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to Experience (Costa and McCrae, 1995).

## Literature review

### **The exhibition industry and exhibition attendance:**

Nowadays in a competitive exhibition market environment, exhibition organizers and exhibitors focus on retaining current exhibition visitors or attendees and attracting new attendees (Lee, Yeung and Dewald, 2010). Exhibition shows, also called public shows, are an important function of the promotional mix for industrial products and services. The exhibition shows connect to customers and companies directly. Exhibiting firms exhibit the products and perform their activities at

exhibitions, convey their messages to target traders and potential customers in an effective way. Moreover, they can improve the company's outstanding brand image. This is a very good advertising channel, at same time they can introduce their new products or services to the public (Lee, Yeung and Dewald, 2010).

Severt, Wang, Chen and Breiter (2007) explained that there are five important factors which can impact the attendees in deciding to attend a conference: (1) activities and opportunities, (2) build networking, (3) convenience of the conference, (4) education benefits, and (5) products and deals. These factors are supported by the previous studies about the motives of the attendees to attend the conferences. People regard the conferences as a very good place to find activities, look for new opportunities and build networking for self-enhancement (Severt, Wang, Chen and Breiter, 2007).

Nowadays exhibition planners and exhibitors focus on how to attract more people to attend the exhibitions, because exhibition attendance becomes a very important factor in evaluating the success of exhibitions (Lee and Palakurthi, 2011). In the study which was to examine the Japanese attendees' behaviors and objectives in the trade shows, Smith, Hama, and Smith (2003) also found that seeing new products and industry trends at the domestic shows had a great effect on attendees' interest in future shows and at the offshore U.S. shows. Attendees not only focus on looking for new products and trends, but are also interested in the "buying process" information (Smith, Hama and Smith, 2003).

Mondok (2012) explained that trade shows or fairs become an important

bridge between the companies and customers. For companies, it is their way to exhibit their new products and technology, at the same time to get a good chance to get in touch with old and potential customers, also to develop business partners. A wide variety of exhibitions, namely entertainment and products promotion as a whole, attract people's attention. Not only can people be the first to see the new products on display, but also allow people to experience the interesting and fantasizing entertainment. They also can learn about more extensive product knowledge. Therefore, people who attend the exhibition shows or special events can get pleasure and leisure. They can escape from their boring daily lives, seeing new things, do shopping, learning interesting things, getting social and cultural experiences, which are different from everyday experiences (Hede, Jago and Deery, 2004).

## Personality definition

There are many explanations of personality by previous researchers, but it seems to have little common agreement among personality theorists (Enger, 1999). Triandis and Suh (2002) said personality is included as a configuration of cognitions, emotions, and habits are activated when situations stimulate people's expressions. Personality is used to explain consistency and coherency within the individuals, including their characters, cognitions, motives and behaviors. How the people's feelings, thinking, wants, and reactions can be different in external situations. Personality presents a pattern across situations and can be used to study, recognize, describe and understand a person (Revelle, 2007). Nunes,

Cerriand Blanc (2008) also explained that there is no a common definition of personality in the previous studies. Burger (2000) defines personality as a long-term behavioral pattern and the process of internal self-consciousness. Personality not only shows superficial and physical, but also is stable and predictable. Personality traits can differ psychologically, which are a cluster of human traits (Nunes, Cerri and Blanc, 2008). In general, personality can be defined as the enduring, inner characteristics of individuals that contribute to consistency in people's behaviors. Personalities are within individuals, which can help us to distinguish them from other individuals and make them unique as to attributes of functioning that are common to all humans, such as extravert, shy, aggressive, lazy and etc. (Robbins and Judge, 2007). Personality can be used for measuring and predicting individuals' attitudes, behaviors in the life, and there are numerous previous studies showing strong evidence to support the use of personality assessment in life's event decisions. This is true particularly in personnel selection (Störmer and Fahr, 2010). The aim of this study is to study the relationship between the Big Five Personality traits of people and their decision to attend the exhibition shows.

## Big five personality traits

The Big Five Personality traits are some of the most important concepts in the recent studies of personality traits. Many personality researchers have studied about the five basic dimensions of personality. Previous personality psychologists believed that there are a various number of possible traits. Raymond Cattell emphasized 16 personality factors (cf. Oliver and Srivastava, 1999). Other psychologists,

Hans Eysenck just focused on a developed a model of personality based on a three-factor theory (Oliver and Srivastava, 1999). Moreover, Costa and McCrae (1985) distinguished between the five personality traits of neuroticism changes (neuroticism), extra version (extraversion), openness to experience (openness experience), agreeableness (agreeableness) and rigor (conscientiousness). The structure of the five personality traits to this development is illustrated as followed:

**Extraversion:**

*(Outgoing, Talkative, Active)*

Extraverts focus on the outside world. They like social interactions and feel comfortable with human relations. They always like to spend time with people and tend to be enthusiastic. Extraversion is characterized by assertive, talkativeness, outgoing, and gregarious (Costa and McCrae, 1992). Thus, extraverts are more sociable, assertive, and active. On the other hand, introverts are more reserved. They prefer it to be quiet and peaceful. They tend to be low key, and do not want to be involved in the social world (Rorhman and Coetzer, 2003).

Sharp (1987) said extraverts like to take adventure, enjoy travelling, go to meet new people, and go seeking new places. Zafar, Shahila and Meenakshi's (2012) studies have shown that extravert's have a greater advantage in second foreign language learning because they are cheerful, like to join groups and communicate with other people, which can make them have more advantages in learning.

As we mentioned earlier, extraverts tend to be outgoing, like social interactions and feel comfortable with human relationships. They always like to spend time with people and desire a variety of leisure (Costa and McCrae, 1995). In this case, for extraverts to

go to exhibition shows can be a very good opportunity for them to relax and have fun as they can go shopping, see new things and make new friends (Störmer and Fahr, 2010). Moreover, for this kind of person, they may like to accompany friends or family members to participate in different kinds of exhibitions. Therefore, we expect that people who have a high score in extraversion will be more likely to attend exhibition shows.

*Hypothesis 1: Extraversion will have a positive relationship with attending exhibition shows (public shows).*

**Agreeableness:**

*(Warming, Sympathetic, Friendly):*

Agreeableness is defined as the tendency to act in altruistic, sympathetic and helpful way to others. However, a disagreeable person is more skeptical and likes to be competitive rather than co-operative (Rorhman and Coetzer, 2003). Agreeable people always have a kind heart. They are generous, affectionate, cooperative and trusting. In contrast, low agreeable persons are more antagonistic, uncooperative, cold and suspicious (Bornsteina, 2007). Recent study found that those people who have a high score on agreeableness would be less likely to engage in workplace deviant behavior. Due to such characteristics: pleasant, helpful, when in the work they would rather be cooperative with others than argue with trusting and tolerance (Fatimah, Nasir, and Shahrazad, (2012). Therefore, we assume that this type of person is likely to participate in the exhibition when invited by colleagues and friends with their pleasant mind.

A previous study showed, agreeableness had a significant direct effect on volunteering. Highly agreeable people usually have a positive social value motive.

They are more willing to comply with requests to volunteer (Gustavo, Morris, Knight, and de Guzman, 2005). We can see that agreeableness is a trait that we find in very gentle and friendly people. They generally do not refuse the invitation of others and are good companions. Recent studies supported that agreeableness is cooperative and should be used more in constructive conflict resolution strategies such as pleasure induction and reason. There is evidence that cooperators are strongly affected by information about a partner's honesty (Jager, Berg, Vlek and Hofstee, 2001).

Agreeable people are relatively sympathetic, trust worthy, gregarious, humble and honest (Oliver and Srivastava, 1999). Therefore, we expect that people who have a high score in agreeableness will be more likely to attend exhibition shows.

*Hypothesis 2: Agreeableness will have a positive relationship with attending exhibition shows (public shows).*

### **Conscientiousness:**

***(Organized, Responsible, Hard-working):***

Conscientiousness tends to be self-disciplined, organized, dutiful and mindful of details. The conscientious person likes to plan things in life with determination (Oliver and Srivastava 1999). They are well-planned, organized, and purposeful, which leads to setting goals. They always work diligently, conscientiously complete their tasks, and fulfill their duties for the achievement of their goals (Barrick, Mount, and Strauss, 1993). Conscientious people do things that have a strong sense of purpose, so we assume that they will go to the exhibition shows for specific goal and objective. They will have a detailed plan in mind before they go. Bruck and Allen (2003)

explained that conscientious people can be good at planning, organizing and have good time management. They take on responsibilities and successfully deal with tasks in their work. At the same time they also can be good dealing with family things. They will not make a conflict between work and family. It has been proved that the planning and organizing skills associated with conscientious individuals helps them prevent family conflicts with work from occurring. Therefore, they may attend the exhibition shows when they have specific goals. We expect that people who have a high score in conscientiousness may tend to attend the exhibition shows.

*Hypothesis 3: Conscientiousness will have a positive relationship with attending exhibition shows (public shows).*

### **Neuroticism:**

***(Sensitive, Moody, Worrying):***

Individuals who have a high score in neuroticism have tendency to have anxiety, tension, emotional, insecurity, be inappropriate and melancholy. Bruck and Allen (2003) found people who are high on neuroticism find it difficult to handle the relationship between work and family. They are not good at handling the pressure in the work place. In other studies, researchers also found that neuroticism has been negatively associated with life satisfaction and positively associated with self-reported stress. In the study conducted by Fayombo (2010), which was to investigate the relationship between personality traits and psychological resilience among the Caribbean adolescents, he found that adolescents who have high score on neuroticism were negatively associated



with psychological resilience. Their ability to adapt to the environment is relatively poor. Störmer and Fahr (2010) found that one of the effects of neuroticism was its apparent effect on absenteeism in the work place. When staff encountered neurotic depression it affected their living conditions and the state of their work. That can interfere with their attendance decision but is not manifested in their health status (Störmer and Fahr, 2010).

Marzuki (2013) found that neuroticism was negatively correlated to well-being. He found lecturers who were always concerned with irrational ideas found it difficult to control and were poor in dealing with stress. Instability, anxiety and moodiness can lead to low psychological well-being. A negative emotional state because of neurotic traits can limit cognitive potential, create anxiety and depression (Najib Ahmad Marzuki, 2013). In a study, the results showed that the relationship between neurotic characteristics of people with anxiety and severe depression showed a significant positive correlation. The general trend was that they experienced negative effects, such as fear, sadness, embarrassment, anger, guilt and disgust. The results showed that neuroticism is actively related with two-dimensional health, anxiety, insomnia, and severe depression (Sharma, Kaveri, Sharma and Yadava, 2010). In Germeijs and Karine's (2011) study, neuroticism was found to be the strongest contributor of indecisiveness. One possible explanation is that individuals that score high in neuroticism are likely to experience negative emotions in a variety of situations, and therefore they may delay to make a decision or fail to decide,

in order to avoid errors (Germeijs and Karine, 2011).

Individuals who score high in neuroticism tend to have anxiety, tension and emotional insecurity. They also can tend to be very melancholy (McCrae and Oliver, 2006). In this case, people having neurotic characteristics might be looking for the opportunity to walk out and involve themselves in a different environment in order to relieve their negative depressed mood. It is also possible that their external environment can help them adjust their emotional problems.

*Hypothesis 4: Neuroticism will have a positive relationship with attending exhibition shows (public shows).*

#### **Openness to experience: (Creative, Imaginative, Adventurous):**

Individuals with a high score in openness tend to be seeking a variety of new experiences. They like adventure. They tend to come out with unusual ideas and are always brave to try new things with their non-traditional minds. They are always curious, interested in a wide range of creative activities, and fond of art and, imagination (Costa and McCrae, 1995). On the other hand, people with a low score in openness have a lack of interest in artistic activities. Individuals with a high score in openness to experience can accept what others do, say and think, with understanding (Liebert and Spiegler, 1994). The adolescents who were open to new experiences were reported to be more likely to accept new things and adapt to the new environments. Faced with a variety of different situations, they can hold enthusiasm and excitement rather than nervousness. It was not surprising

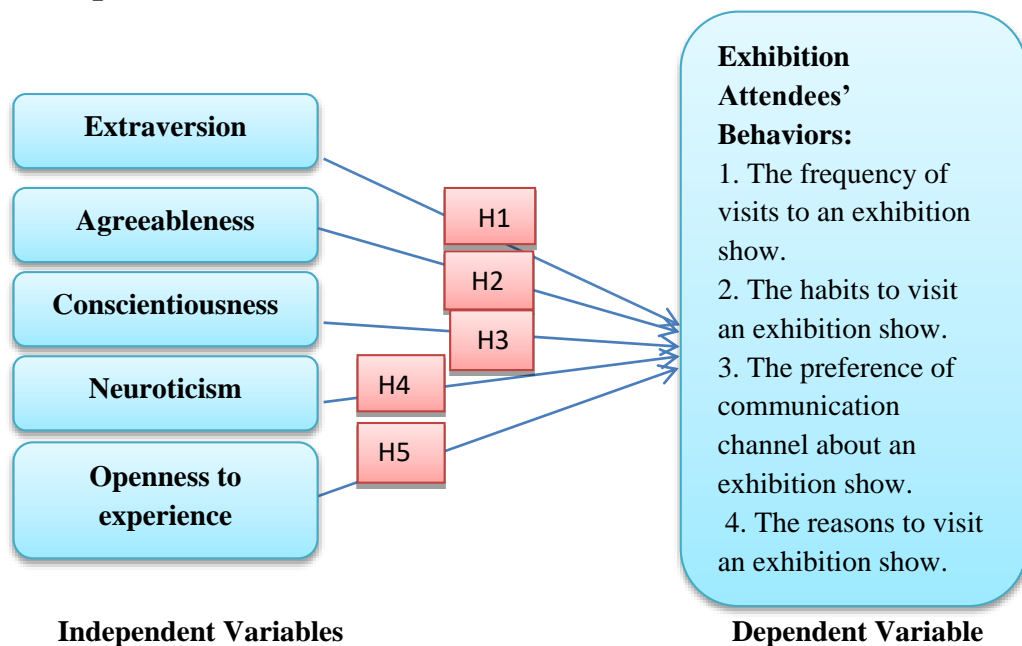
that they were found to be positively associated with psychological resilience because they know how to adjust their strategies in difference situations (Fayombo, 2010). Flynn (2005) suggested that openness people are divergent in their thinking and creativity. They are more willing to try and tend to get broader scope and experience. Openness individuals showed their flexibility or willingness to constantly be exposed to new ideas and conflicting information. It is possible for them to change their attitudes and behaviors (Flynn, 2005).

This type of person is very cheerful, and able to accept new things, with curiosity

and openness. Being more flexible, they have a wealth of imagination, and possess a sensitive artistic and nonconformist attitude. Different themes of exhibition shows would make them feel very comfortable. They could expand their experience in life and meet their need to be learning about new things. Therefore, we expect that people who have a high score in Openness to Experience tend to be more likely to attend the exhibition shows.

*Hypothesis 5: Openness to experience will have a positive relationship with attending exhibition shows (public shows).*

## Conceptual Framework



**Figure 1** The Framework of independent and dependent variable



To explore the relationship between different personality traits and exhibition attendance, we use the Big Five Personality traits as the basic theory. We treat different personality traits as independent variables, and exhibition attendance as the dependent variable.

## Methodology

**Sampling procedures:** A quantitative approach is used in this study. The study developed a questionnaire for this research. The 400 questionnaires were distributed in these major venues: Queen Sirikit National Convention Center (QSNN), Bangkok International Trade Exhibition Center (BITEC), Exhibition and Convention Center (IMPACT). By proportioning with the percentage from total numbers of questionnaires, the researcher divided the questionnaires for collecting data in venues: 100 questionnaires in Queen Sirikit National Convention Center (QSNCC), 200 questionnaires in IMPACT Arena, Exhibition and Convention Center (IMPACT), 100 questionnaires in Bangkok International Trade & Exhibition Center (BITEC). The details are shown below. The sample was collected from completed questionnaires of exhibition attendees. The questionnaires were distributed from November 2014 until December 2014.

**Participants:** In the 400 participants, the majority of the respondents were females with 231 or 57.75%, and the rest were males with 169 respondents or 42.25%. The majority of respondents were between ages 21-30 years (28.00%), the next group was between 31-40 years (26.25%), and the smallest group of respondents was older than 60 years of

age (3.75%). There were 58.8% of respondents who had Bachelor degrees and 17.25% of respondents were higher than bachelor. There were 34.75% of respondents who were private company officers and there were 16.75% of respondents who owned their own business. Most respondents' salary ranged between 10,000-20,000 baht (32.00%). From the demographics information, the respondents cover a variety of genders, ages, occupations, and salary ranges.

**Instrument and measurement:** The survey instrument was divided into three parts: Part A: Demographic Information, general information from attendees, collected such as gender, age group, education, occupation and income. Part B: Attendees' attendance behaviors, this part is to investigate exhibition attendance behaviors. Part C: Attendees' Personality Traits Types, the measurement is in order to define the attendees' personality trait types. In the part C, the study chose the Big Five Inventory which developed by Oliver and Srivastava (1999) as the measurement instrument. The Big Five Inventory is a widely used instrument for measuring the personality trait dimensions. The Big Five Inventory consists of 44 items in order to measure the Big Five Personality traits: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience, and will use a 5-point Likert scale from 1 = 'strongly disagree' to 5 = 'strongly agree'. In this study the Big Five Inventory have been adapted for the research the reduced to 28 items which decreased the reverse-scored items.

**Reliability:** Reliability testing will ensure the quality of the questionnaire in order to ensure a scale that produces consistent results. In order to obtain more accurate and stable test results, Cronbach alpha coefficients of internal consistency, will give coefficients

widespread use. This will test the degree of correlation between each item and the establishment of an internal reliability of the questionnaire. This is a commonly accepted rule for describing internal consistency using Cronbach's alpha as followed:

**Table 1** Reliability test by using Cronbach's alpha

| Variables Items  | Cronbach's alpha |
|--|------------------|
| Attendance Behaviors:<br>Visit Exhibition hall and Exhibitions                   | 0.913            |
| Preference Behaviors: Visit Habits,<br>the way to get information and Objectives | 0.776            |
| Extraversion   | 0.812            |
| Agreeableness  | 0.899            |
| Conscientiousness  | 0.867            |
| Neuroticism  | 0.870            |
| Openness   | 0.855            |

**Data Analysis:** This study utilized such techniques as descriptive statistics, multiple regression to investigate the relationships between the independent and dependent variables. The frequency statistics were used with discrete variables, such as in part A the questions of demographic information with proportions or percentages. The regression analysis is a statistical method to deal with the formulation of a mathematical model depicting a relationship amongst variables which are used for the purpose of prediction of the values of dependent variables, given the values of the independent variable. Multiple regression analysis is an

extension of simple regression analysis allowing a metric dependent variable to be predicted by multiple independent variables.

## Results

Linear Regression estimated of coefficients of the linear equation, involving one or more independent variables that best predict the values of the dependents variables. The model summary reports the strengths of the relationship between the model and the dependent variable.

**Table 2** Coefficients of The frequency of visit exhibition show

|                   | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
|                   | B                           | Std. Error | Beta                      |       |      |
| (Constant)        | 6.289                       | 3.394      |                           | 1.853 | .065 |
| Extraversion      | .710                        | .164       | .262                      | 4.327 | .000 |
| Agreeableness     | -.131                       | .167       | -.051                     | -.782 | .434 |
| Conscientiousness | .176                        | .178       | .065                      | .986  | .325 |
| Neuroticism       | .240                        | .099       | .117                      | 2.424 | .016 |
| Openness          | .140                        | .098       | .078                      | 1.437 | .152 |

\* $p < .05$ , \*\*\* $p < .001$

From the table, it showed that there was significant linear correlation between Extraversion ( $p < 0.05$ ) and Neuroticism ( $pp < 0.001$ ) with the frequency of visits to exhibition shows. On the other hand,

there were no significant linear correlation between Agreeableness, Conscientiousness, Openness to experience and the frequency of visits to exhibition shows.

**Table 3** Coefficients of the habits to visit exhibition shows

|                   | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
|                   | B                           | Std. Error | Beta                      |        |      |
| (Constant)        | 16.616                      | 1.083      |                           | 15.346 | .000 |
| Extraversion      | -.100                       | .052       | -.119                     | -1.912 | .057 |
| Agreeableness     | -.004                       | .053       | -.006                     | -.084  | .933 |
| Conscientiousness | -.095                       | .057       | -.114                     | -1.672 | .095 |
| Neuroticism       | -.053                       | .032       | -.082                     | -1.663 | .097 |
| Openness          | -.027                       | .031       | -.048                     | -.866  | .387 |

\* $p < .05$ , \*\*\* $p < .001$

From the table, it showed the results: The significant values of the five traits are all more than the significant level 0.05. This implied that there were no significant

linear correlation between Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to experience and the habits to visit exhibition shows.

**Table 4** Coefficients of with the preference of communication channel about exhibition show

|                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
|                   | B                           | Std. Error | Beta                      |       |      |
| (Constant)        | 10.140                      | 1.275      |                           | 7.955 | .000 |
| Extraversion      | -.047                       | .062       | -.047                     | -.769 | .443 |
| Agreeableness     | .027                        | .063       | .028                      | .430  | .667 |
| Conscientiousness | .275                        | .067       | .276                      | 4.102 | .000 |
| Neuroticism       | .044                        | .037       | .058                      | 1.195 | .233 |
| Openness          | .034                        | .037       | .050                      | .920  | .358 |

\*\*\* $p < .001$

From the table, it showed the results: There was significant linear correlation between Conscientiousness, ( $p < 0.001$ ) and the preference of communication channels about exhibition shows. On the other hand, there was no significant

linear correlation between Extraversion, Agreeableness, Neuroticism, Openness to experience and the preference of communication channels about exhibition shows.

**Table 5** Coefficients of with the reasons to visit exhibition shows

|                   | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. |
|-------------------|-----------------------------|------------|---------------------------|--------|------|
|                   | B                           | Std. Error | Beta                      |        |      |
| (Constant)        | 13.192                      | 1.365      |                           | 9.667  | .000 |
| Extraversion      | .091                        | .066       | .082                      | 1.374  | .170 |
| Agreeableness     | -.139                       | .067       | -.133                     | -2.072 | .039 |
| Conscientiousness | .214                        | .072       | .196                      | 2.984  | .003 |
| Neuroticism       | -.003                       | .040       | -.004                     | -.081  | .936 |
| Openness          | .180                        | .039       | .245                      | 4.582  | .000 |

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$

From the table, it showed the results: There was a significant linear correlation between Agreeableness, ( $p < 0.05$ ); Conscientiousness ( $p < 0.01$ ); Openness to experience, ( $p < 0.001$ ); and the reasons

to go to exhibition shows. On the other hand, there was no significant linear correlation between Extraversion, Neuroticism and the reasons to visit exhibition shows.

**Table 6** The summary of results of Hypothetical

| Hypothesis H1: Extraversion will have a positive relationship with attending to exhibition shows. (public shows)                |                  |         |             |  |
|---|------------------|---------|-------------|--|
| Hypothesis  | Results          | t-Value | Significant |  |
| H1.1: Extraversion will have a positive relationship with the frequency of visits to exhibition shows.                          | Rejected<br>H1.0 | 4.327   | 0.000       |  |
| H1.2: Extraversion will have a positive relationship with the habits to visit exhibition shows.                                 | Accepted<br>H1.0 | 1.912   | 0.057       |  |
| H1.3: Extraversion will have a positive relationship with the preference of communication channels about exhibition shows.      | Accepted<br>H1.0 | -0.769  | 0.443       |  |
| H1.4: Extraversion will have a positive relationship with the reasons to visit exhibition shows.                                | Accepted<br>H1.0 | 1.374   | 0.170       |  |
| Hypothesis H2: Agreeableness will have a positive relationship with attending exhibition shows. (public shows)                  |                  |         |             |  |
| Hypothesis  | Results          | t-Value | Significant |  |
| H2.1: Agreeableness will have a positive relationship with the frequency of visits to exhibition shows.                         | Accepted<br>H2.0 | -0.782  | 0.434       |  |
| H2.2: Agreeableness will have a positive relationship with the habits to visit exhibition shows.                                | Accepted<br>H2.0 | 0.084   | 0.933       |  |
| H2.3: Agreeableness will have a positive relationship with the preference of communication channels about exhibition shows.     | Accepted<br>H2.0 | 0.430   | 0.667       |  |
| H2.4: Agreeableness will have a positive relationship with the reasons to visit exhibition shows.                               | Rejected<br>H2.0 | -2.072  | 0.039       |  |
| Hypothesis H3: Conscientiousness will have a positive relationship with attending exhibition shows. (public shows)              |                  |         |             |  |
| Hypothesis  | Results          | t-Value | Significant |  |
| H3.1: Conscientiousness will have a positive relationship with the frequency of visits to exhibition shows.                     | Accepted<br>H3.0 | 0.986   | 0.325       |  |
| H3.2: Conscientiousness will have a positive relationship with the habits to visit exhibition shows.                            | Accepted<br>H3.0 | 1.672   | 0.095       |  |
| H3.3: Conscientiousness will have a positive relationship with the preference of communication channels about exhibition shows. | Rejected<br>H3.0 | 4.102   | 0.000       |  |

|   |                  |       |       |
|---|------------------|-------|-------|
| H3.4: Conscientiousness will have a positive relationship with the reasons to visit exhibition shows. | Rejected<br>H3.0 | 2.984 | 0.003 |
|---|------------------|-------|-------|

**Hypothesis H4: Neuroticism will have a negative relationship with attending exhibition shows. (public shows)**

| Hypothesis  | Results          | t-Value | Significant |
|---|------------------|---------|-------------|
| H4.1: Neuroticism will have a positive relationship with the frequency of visits to exhibition shows.                     | Rejected<br>H4.0 | 2.424   | 0.016       |
| H4.2: Neuroticism will have a positive relationship with the habits to visit exhibition shows.                            | Accepted<br>H4.0 | 1.663   | 0.097       |
| H4.3: Neuroticism will have a positive relationship with the preference of communication channels about exhibition shows. | Accepted<br>H4.0 | 1.195   | 0.233       |
| H4.4: Neuroticism will have a positive relationship with the reasons to visit exhibition show.                            | Accepted<br>H4.0 | -0.081  | 0.936       |

**Hypothesis H5: Openness to experience will have a positive relationship with attending exhibition shows. (public shows)**

| Hypothesis   | Results          | t-Value | Significant |
|--|------------------|---------|-------------|
| H5.1: Openness to experience will have a positive relationship with the frequency of visits to exhibition show.                      | Accepted<br>H5.0 | 1.437   | 0.152       |
| H5.2: Openness to experience will have a positive relationship with the habits to visit exhibition shows.                            | Accepted<br>H5.0 | 0.866   | 0.387       |
| H5.3: Openness to experience will have a positive relationship with the preference of communication channels about exhibition shows. | Accepted<br>H5.0 | 0.920   | 0.358       |
| H5.4: Openness to experience will have a positive relationship with the reasons to visit exhibition shows.                           | Rejected<br>H5.0 | 4.582   | 0.000       |

## Discussion

The relationship between **Extraversion** and visiting exhibition shows: The results showed that Extraversion has a positive relationship with the frequency of visits to exhibition shows. Extraversion is characterized by outgoing people who like to travel and enjoy attending social events

(Costa and McCrae, 1995). The research showed that they prefer to go to different type of exhibition shows, and they would like to go with friends, family and groups. However, they do not have a positive relationship with the habits to visit exhibition shows, the preference of communication channels about exhibition shows and the reasons to visit exhibition shows.



The relationship between **Agreeableness** and visiting exhibition shows: The results showed that Agreeableness have a positive relationship with the reasons to visit exhibition shows. As previous study showed, agreeableness is associated with kindness, warm and helpful, involves being compliant with requests from others (Costa and McCrae, 1995). Agreeableness is defined as the tendency to act in altruistic, sympathetic and helpful way to others (Rorhman and Coetzer, 2003). Agreeableness is associated with kindness, warmth and being helpful. It involves being compliant with requests from others. They are more willing to comply with requests to volunteer (Gustavo, Morris, Knight, and de Guzman, 2005). In this case, they would like to go to exhibition shows for same reasons that agreeableness suspended their own interests for the good of a social group and their friends. They go to exhibition shows for seeing new products, for shopping, for gathering new ideas and for seeking business opportunities. But they do not have a positive relationship with the frequency of visits to exhibition shows, the habits to visit exhibition shows or the preference of communication channels about exhibition shows.

The relationship between **Conscientiousness** and visiting exhibition shows: It's showed that Conscientiousness has a positive relationship with the preference of communication channels about exhibition shows and the reasons to visit exhibition shows. Conscientiousness is the tendency to be self-disciplined, organized, dutiful and mindful of details. They like to plan things in the lives with determination. That explains why that when Conscientiousness decides to go exhibition shows, they will do the research and look for the information before going to the show. Conscientiousness is well-planned, organized, and purposeful, which leads to setting goals. Individuals who are

high in conscientiousness are responsible, dependable, and persistent in the life (Barrick, Mount, and Strauss, 1993). Bruck and Allen (2003) explained that conscientious people can be good at planning, organizing and having good time management. They are responsible and deal with tasks in the workplace. Meanwhile they also can be good in dealing with family things. They will not make a conflict between work and family. They set goals and do things that have a strong sense of purpose. They go to the exhibition shows with specific goals and reasons. However, they do not have the positive relationship with the frequency of visits to exhibition shows and the habits to visit exhibition shows.

The relationship between **Neuroticism** and visiting exhibition shows: The study found that Neuroticism showed a positive relationship with the frequency of visit exhibition show. Individuals who are a high score in neuroticism have a tendency for having anxiety, tension, emotional, insecure, and being melancholy (McCrae and Oliver, 2006). They experience negative effects, such as fear, sadness; embarrassment, anger and guilt. The results showed that they would like to go different types of exhibition shows. Results also indicated they would like to go for relaxation and adjust their moods. In this way exhibition shows can help them get rid of their depression. But there is no positive relationship between neuroticism and the habits to visit exhibition shows, the preference of communication channels about exhibition shows and the reasons to visit exhibition shows.

The relationship between **Openness to experience** and visiting exhibition shows: The results showed that Openness to experience has a positive relationship with the reasons to visit exhibition shows. People

who have a high score in openness tend to be seeking a variety of new experiences like being adventure curious and being interested in wide range of creative activities (Liebert and Spiegler, 1994). Flynn (2005) emphasized that Openness to experience is more willing to try to get a broader scope and desire more experience. The previous study showed that the adolescents who were open to experience have been reported to be more likely to accept new things and adapt to new environments. Faced with a variety of different situations, they can hold enthusiasm and excitement rather than nervousness (Fayombo, 2010). They go to exhibition shows for seeing new products, for shopping, for gathering new ideas and for seeking business opportunities. These visits can increase their experience and help them to get updated information. However, there is no positive relationship between openness to experience, the frequency of visits to exhibition shows, the habits to visit exhibition shows and the preference of the communication channels about exhibition shows.

## Conclusion

This study found that the five personality traits do have impact on the exhibition attendees' behaviors and their decisions. Different personality traits of attendees have different needs. The results showed Extraversion and Neuroticism attendees would like go to visit different types of exhibition shows. Conscientiousness attendees like to do some research and planning before attending an exhibition show. Agreeableness and Openness attendees go to exhibition shows for the same reasons. They like to see new products and technology. They enjoy gathering new ideas, industry trends information. They enjoy

relaxing and having fun, talking to the experts and looking for business opportunities. All these results can help exhibition organizers and exhibitors to have a better understanding of their attendees. It can help organizers provide better service to their customers and help them raise attendance levels. They can better understand the attendees' needs and meet those needs. Providing quality service for the customers and improving the exhibition attendance are the main goals that organizers need to focus on. At the same time, improve business management and make suitable business strategies to face the challenges in an increasingly competitive market.

## Implication and recommendation

**For the exhibition exhibitors,** they should organize a variety of different industries of exhibition shows, in order to appeal to different personality traits of attendees to attend the shows. At same time, the exhibitors need to bring more new goods and technology advancements to the shows to meet the needs of the attendees. From the research results, we showed that the respondents who attended to the exhibition shows mostly travel with family. Exhibitors should accelerate product updates, especially for the daily life and household products. In order to increase the exhibition attendance, it should have more male-related products on display to attract male attendees' desires. Moreover, for the consumer exhibition shows, the exhibitors should make the appropriate different price levels to attract different income levels of the attendees. In order to meet their different shopping needs with different purchasing powers.

**For the exhibition organizers,** they need to build up a good corporate image to the public, like IMPACT and BITEC do now. The exhibition centers should improve the business management, and improve the quality of service in the exhibition halls. It aims to provide customers with a comfortable, convenient, casual environment to attract their interest. For the organizers, they should organize more different types of exhibitions, invite different industries of exhibitors to come to display their goods. The research showed that Agreeableness, Conscientiousness and Openness have a positive relationship with the objectives to go to exhibition shows in order to meet the different objectives of the different personality traits of attendees, such as shopping, seeing new products, gathering new ideas, relaxing, learning and business opportunities. Another important thing is the results showed that people who are older than 51 years of age also like to go to visit exhibition shows. The exhibition centers should provide free shuttle bus service for these older people. Help with their travel, can be a great aid for them and help increase the attendance.

**For the marketing activities,** we found that the top three ways for the respondents to get the information of the exhibition shows are: from TV advertisement, from the internet, and from billboards. Conscientiousness have a positive relationship with the ways to find out about exhibition show categories, this type of personality trait of people would like to go looking for the exhibition shows information from different channels. In the study, focus was on the public exhibition shows (consumer shows), so for the marketing strategies, the marketers first need to

continue to advertise on TV, and increase billboard advertisement. As for the internet, besides the development of blogs for Pre-Exhibition marketing, the marketers can use other social Medias to expand the marketing aspects, such as advertising on radio, hotel video programs and shuttle bus advertising. Marketing on Facebook, We Chat and Line can be very effective. Sponsorship is also a very good choice. It is a commercial investment for the exhibition organization's marketing purposes that do not require the purchase of the media channels directly for the exhibition shows and events. Besides, for trade fair or trade show, which is B-to-B exposition, there are still other pre-show-marketing strategies. Such as telemarketing, direct mail, newsletters, and advertising on World Wide Web sites, local and regional edition newspapers.

## Limitation and further research

The study area is only in the three Exhibition Centers and a Convention Center, covering only local citizens of Bangkok. The scope of the study, limits only the domestic public exhibition shows (consumer shows), which is B-to-C exposition. However, there are still trade fairs, trade shows (B-to-B exposition) and Mixed shows which are open for trade and public visitors. These types of exhibition shows are also worthy of study. Moreover, the Big Five personality traits also have limitations. These five personality traits can cover some the personalities of people. There are many theories of personality traits

also worth to explore. In addition to the five personality traits that can influence people's behavior, there are many other internal and external factors that can affect the attendees' behavior in the exhibition shows. The future study can expand the scope of the study, not just domestic exhibitions, but also the oversea exhibition shows, expand the type of research shows, not just the

public exhibition shows. Additionally, Future research can explore the other factors that can impact the attendees' behaviors in the exhibition shows, such as the aspects from the exhibition exhibitors or the organizers and try to study in depth, more personality traits and the theories to study the impact of the attendees' behaviors.

**Table 7** The list of table for all the questions for the factors

| <b>Attendance Behaviors: Visit Exhibition hall and Exhibitions</b>                   |
|--|
| 1) I have been to Impact Exhibition & Convention Center (IMPACT).                    |
| 2) I have been to Bangkok, International Trade and Exhibition Centre (BITEC).        |
| 3) I have been to Queen Sirikit National Convention Centre (QSNCC).                  |
| 4) I have been to Bangkok Convention Centre (BCC).                                   |
| 5) I go to Automobiles show.   |
| 6) I go to Food industry show.   |
| 7) I go to Furniture & Home Appliance show.  |
| 8) I go to Retailer Expo shows.  |
| 9) I go to Consumer Electronics (Information Technology) show.                       |
| 10) I go to Fashion & Leather products show.   |
| 11) I go to Gifts and household goods show.  |
| 12) I go to Gems & Jewelry show.   |
| 13) I go to Book Expo show.  |
| 14) I go to Wedding Fair.  |
| 15) I go to Tourism Festival show.   |
| <b>Preference Behaviors: Visit Habits, the way to get information and Objectives</b> |
| 1) I always go to exhibition shows alone.  |
| 2) I always go to exhibition shows with friends.                                     |
| 3) I always go to exhibition shows with family.                                      |
| 4) I always go to exhibition shows with colleagues.                                  |
| 5) I often know about the exhibition shows from TV advertisement.                    |



- 
- 6) I often know about the exhibition shows from the billboards.
- 
- 7) I often know about the exhibition shows from Internet.
- 
- 8) I often know about the exhibition shows from newspaper.
- 
- 9) I often know about the exhibition shows from friends.
- 
- 10) I often go to the exhibition shows for shopping.
- 
- 11) I often go to the exhibition shows for seeing new products and technology.
- 
- 12) I often go to the exhibition shows for gathering new ideas and industry trends information.
- 
- 13) I often go to the exhibition shows for relax and have fun.
- 
- 14) I often go to the exhibition shows for talk to the experts and learning deep of products.
- 
- 15) I often go to the exhibition shows for looking for business opportunities.
- 

**Extraversion**

- 
- 1) I am talkative
- 
- 2) I am full of energy
- 
- 3) I generate a lot of enthusiasm
- 
- 4) I have an assertive personality
- 
- 5) I am outgoing, sociable
- 

**Agreeableness**

- 
- 1) I am helpful and unselfish with others
- 
- 2) I have a forgiving nature
- 
- 3) I am generally trusting
- 
- 4) I am considerate and kind to almost everyone
- 
- 5) I like to cooperate with others
- 

**Conscientiousness**

- 
- 1) I do a thorough job
- 
- 2) I am a reliable worker
- 
- 3) I persevere until the task is finished
- 
- 4) I do things efficiently
- 
- 5) I make plans and follows through with them
- 

**Neuroticism**

- 
- 1) I am depressed, blue
- 
- 2) I can be tense
-



---

3) I am worried a lot

---

4) I can be moody

---

5) I get nervous easily

---

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**Openness**

---

1) I am original, comes up with new ideas

---

2) I am curious about many different things

---

3) I am ingenious, a deep thinker

---

4) I have an active imagination

---

5) I am inventive

---

6) I value artistic, aesthetic experiences

---

7) I like to reflect, play with ideas

---

8) I am sophisticated in art, music, or literature

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