

Personal characteristics, interaction behavior, and exchange performance: An empirical study of industrial exhibitions

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Abstract

Calls for a better knowledge of personal interactions within the context of industrial and service marketing have emerged recently. Though trade shows literature endorses the importance of booth interactions, little research has defined and measured booth staff's interaction behavior. Thus, this research aims to explore the antecedents and outcomes of booth interactions within the context of trade shows. The influence of personal characteristics (i.e. challenge seeking, task enjoyment, extraversion personality) on the booth staff's interaction behavior (i.e. demand inquiry, feedback seeking, relationship building, and industry networking) is investigated in this research. Moreover, the relationship between booth staff's interaction behavior and exchange performance (i.e. informational and relational performances) is further examined.

This study conducts survey research to test the hypothesized relationships within the proposed research model. The survey data are collected at five industrial exhibitions in Taiwan. The analytical results reveal that challenge seeking and extraversion personality are significant predictors of the staff's interaction behavior. Regarding the relationship between booth staff's interaction behavior and exchange performance, the empirical findings show that demand inquiry and feedback seeking have significantly positive effect on informational performance. Relationship building positively influence on relational performance.

This research is the first to develop the visitor's perceptions of the booth staff's interaction behavior and further examine the antecedents and outcomes of booth interactions, which fills the knowledge gaps at micro level of exhibition literature. The research findings

provide useful managerial guidance for exhibitors to select booth staff and to develop appropriate interaction strategies in the exhibition encounter.

Keywords: Industrial exhibition; intrinsic motivation; extraversion personality; interaction behavior; informational performance; relational performance.