

Effects of Exhibition Firms' Resource Investment Behavior on Their Booth Staffs' Role Perceptions, Goal Acceptance and Work Effort during the Exhibition Period

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Abstract : Despite the extant literature has hosted a wide-range of knowledge about trade shows, this knowledge base deserves to be further expanded and extended because there exist many unclear issues and overlooked topics. One area that needs much research attention is regarding the behavior and performance of booth workers at the exhibition site. Booth staffs play many key roles in interacting with booth visitors. Their exhibiting-related attitudes and motivations might have significant consequences on a firm's exhibition results. However, to date, little research, if any, has studied how booth workers are affected and behave in the context of trade fair. The primary purpose of the current study is to develop and test a research model, derived from role theory and resource-based viewpoint, that depicts the effects of a firm's pre-exhibition resource investment behavior on booth staff's role perceptions and work behavior during the exhibition period. The author collects data with two survey questionnaires at two trade shows in 2016. One questionnaire is given to the booth head of an exhibiting company, asking about the firm's resource commitment behavior prior to the exhibition period. In contrast, another questionnaire is provided for a booth worker of the same firm, requesting the individual staff to report his/her own role perceptions, degree of exhibition goal acceptance, and level of work effort during the exhibition period. The study has utilized the following analytic methods, including descriptive statistics, exploratory factor analysis, reliability analysis, and regression analysis. The results of a set of regression analyses show that a firm's pre-exhibition resource investment behavior has significant effects on a booth staff's exhibiting perceptions and attitudes. Specifically, an exhibitor's resource investment behavior has impacts on the factors of booth staff's role clarity and role conflict. In addition, a booth worker's role clarity is related to the degree of exhibition goal acceptance, but his/her role conflict is not. Finally, a booth worker's exhibiting effort is significantly related to the individual's role clarity, role conflict and goal acceptance. In general, the major contribution of the current research is that it offers insight into and early evidence on the links between an exhibiting firm's resource commitment behavior and the work perceptions and attitudes of booth staffs during the exhibition period. The current research's results can benefit the extant literature of exhibition marketing.

Keywords : exhibition resource investment, role perceptions, goal acceptance, work effort

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