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Abstract

Failure to appropriately understand the influence of personality on recreation has created obstacles in maximizing revenue and satisfying customers. In tourism and hospitality, maximizing owners' revenue often results in unsatisfied customers due to differences in who ultimately benefits. In order to both maximize revenue and satisfy customers, owners should provide products that fit customers' personality. This study explains the effects of customers' personality traits on different types of recreation in order to provide owners with revenue management to maximize owners' revenue while satisfying customers. Canonical regression analyses were conducted on the number of domestic and international tourists visiting Da Nang, Vietnam in 2014, using the short-form for Big Five personality traits (Lang et al., 2011) and the classification of behaviors and recreation types (Pizam and Sussmann, 1995). Findings indicate that (1) Extraversion is correlated with social interactions so restaurants will be successful in targeting Extraversion customers, (2) Neuroticism is associated with bargaining activities so grocery stores and casinos will increase revenue by advertising to Neuroticism customers, (3) Conscientiousness is associated with knowledge so gyms, museums, and convention centers will be profitable in targeting Conscientiousness customers, (4) Agreeableness is associated with commercial transactions so shopping complexes, scenic sites for photography and social gatherings are most likely be successful when they specifically tailor their business to Agreeableness customers, and (5) Openness is associated with activities preferences so national parks, movie theaters, and amusement parks will attract Openness customers. Businesses will find the most success in advertising to the subset population.

Introduction

Failure to appropriately understand the influence of personality on recreation has created obstacles in maximizing revenue and satisfying customers. In tourism and hospitality, maximizing owners' revenue often results in unsatisfied customers due to differences in who ultimately benefits. In order to both maximize revenue and satisfy customers, owners should provide products that fit customers' personality. In order to maximize revenue of the supplier and satisfy customers at the same time, it is critical for business owners to understand the needs and desires of their customers in order to tailor their business to meet the customers' needs. The needs and desires are generated from personality traits. Can business owners in a tourist destination examine their customers based on the personality traits and use the knowledge to expand their tourism business and increase revenue, while simultaneously satisfying customers?

Little research focuses on the effects of personality traits on recreation types in a tourist destination. According to Pizam and Sussman (1995), business in tourism can be classified based on tourist behaviors which are divided into five behavioral characteristics including activities preference, bargaining, destination knowledge, social interactions, and commercial transactions. This study is thus to examine the effects of customers' personality traits on their behavioral characteristics in order to explain the success of suppliers' recreation types to satisfy their customers in tourist destinations.

Big Five Personality Traits

There are five personality traits: Extraversion, Neuroticism, Openness, Conscientiousness, and Agreeableness. Traits used to describe extraversion include being sociable, gregarious, assertive, talkative and active (Barrick & Mount, 1991). Individuals possessing a high level of extraversion are predisposed to have both positive affect and

behaviors. They are optimistic about the future, less susceptible to distraction and less affected by competition than introverts (Eysenck, 1981). High extraversion is characterized by ambition reflecting individual differences in seeking and perseverance (Clark & Watson, 1991). Low levels of extraversion are associated with decreased activity and interest, and avoidance of stimulation (Clark & Watson, 1991).

Neuroticism trait includes being anxious, worried, depressed, angry, and insecure (McCrae & Costa, 1987). Individuals with low levels of emotional stability tend to be defensive, have a negative view of themselves, worry about others opinions of them, and tend to make stable, internal, global attributions about negative events (Clark & Watson, 1991).

Characteristics used to describe openness to experience include imaginative, sensitive, intellectual, and curious at one end of the continuum, and insensitive, narrow, and simple at the other end (McCrae & Costa, 1987). Individuals with a high level of openness to experience appreciate variety and intellectual stimulation (Costa & McCrae, 1988). Conversely, a low level of openness to experience is associated with a preference for familiarity, simplicity, and closure. These individuals tend to be unadventurous, behaviorally rigid, socially conforming and conventional in their reasoning (McCrae & Costa, 1987).

Conscientiousness is a general personality trait commonly characterized as careful, thorough, responsible, organized, self-disciplined, and scrupulous at one end, to irresponsible, disorganized, undisciplined, and unscrupulous at the other end (McCrae & Costa, 1987). Conscientiousness also incorporates other characteristics such as being hardworking, persevering and achievement-oriented (Barrick & Mount, 1991). According to Barrick, Mount, and Strauss (1993), conscientiousness may be the most important trait-motivation variable in the work domain. Meta-analytic evidence has found conscientiousness to be one of the best predictors of

job performance (Barrick & Mount, 1991). The achievement-oriented nature of conscientiousness maps well onto those characteristics of individuals who are learning oriented. These individuals are motivated to achieve, succeed and persevere on difficult tasks. Chan and Tesluk (2000) examined this relationship and found that both performance approach and performance avoidance orientations were negatively related to agreeableness. These traits are similar to being imperturbable, a characteristic of those who are high in agreeableness (McCrae & Costa, 1987). Characteristics of individuals who are low in agreeableness, such as being competitive and interested in proving their abilities, are traits that may parallel those of a performance approach orientation.

Behavioral characteristics of tourists

According to Pizam and Sussmann (1995), there are five dimensions in tourist behavior characteristics. They are Commercial transactions, Social Interactions, Activities preferences, Knowledge of destinations, and Bargaining.

Commercial transactions include buying souvenirs, buying gifts for family and relatives at home, trusting people in trading, shopping, taking photographs, travelling in groups, and writing letters. Agreeableness in Big Five includes being rude to other people, having a forgiving nature, and being considerate and kind to almost everyone. Comparing the Commercial transactions and Agreeableness statements, we argued that when tourists with a high agreeableness would behave in commercial transaction. Thus, the following hypothesis is proposed.

H1: There is a significant relationship between Agreeableness and Commercial transactions.

Social interactions include interacting with other tourists, socializing with other tourists, congregating with tourists of other nationalities, paying attention to people, preferring local foods, and taking long trips. Extraversion in Big Five includes talkative, outgoing and sociable, and reserved. Comparing the Extraversion characteristics and Social interactions statements, we argued that travelers with a high extraversion would behave in social interactions. Thus, the following hypothesis is proposed.

H2: There is a significant relationship between Extraversion and Social Interactions.

Activities preferences include adventuresome, active, and paying attention to novelty. Openness in Big Five includes being original, coming up with new ideas, valuing artistic and aesthetic experiences, and have an active imagination. Comparing the Activities preferences and Openness statements, we argued that tourists with a high openness would behave in activities preferences. Thus, the following hypothesis is proposed.

H3: There is a significant relationship between Openness and Activities preferences.

Bargaining activities include bargaining at shopping and visiting places in unplanned manner. Neuroticism in Big Five is characterized by worrying a lot, getting nervous easily and remaining calm in tense situation. Comparing the Bargaining items and Neuroticism statements, we argued that tourists with a high neuroticism would behave in bargaining activities. Thus, the following hypothesis is proposed.

H4: There is a significant relationship between Neuroticism and Bargaining activities.

Knowledge of destination includes desiring to see a “real thing”, feel satisfied with “staged” attractions, and being knowledgeable about the destination. Conscientiousness in Big Five includes doing a thorough job, doing things efficiently, and tending to be lazy. Comparing the Knowledge items and Conscientiousness statements, we argued that when a hotel give prompt service to its guests, the hotel would develop its responsive hotel brand. Thus, the following hypothesis is proposed.

H5: There is a significant relationship between Conscientiousness and Knowledge.

Study methods

In order to explore the relationships of personality traits and behavioral characteristics, the variables must be measured with appropriate methods. A sample was randomly selected from visitors in Danang, the central of Vietnam during the international conference of tourism in Fall 2014. The 104 participants participated in the study. We attained a 90% response rate within one week of the initial invitation to participate in the study. They are domestic and international visitors visiting Danang for 1-3 days. The average age of the respondents was 30 and the average household income was US\$30,000. In addition to demographic information, the survey card included 15 items that measured Big Five personality traits (Lang et al., 2011) and 20 statements that measured five types of tourist behavioral characteristics (Pizam and Sussumann, 1995).

The appropriate approach was determined to be one using canonical variate analysis to relate the five personality trait variables to the five behavioral characteristic variables simultaneously. The "canonical" term indicates that the technique is extracting from a square matrix. Canonical variate analysis simultaneously calculates a linear composite of all personality variables and a linear composite of all behavior variables. Unlike other multivariate techniques, these weighted

composites are derived in pairs. Each linear combination is called a canonical variate and takes the general linear form. The personality traits are considered predictors in the model while the behavior variables are considered criterion variables in the model. In order to achieve a stable outcome, the canonical correlations and structure coefficient correlations must exceed 0.3 (Monash University, 2005).

In order to determine the relative importance of each original variable to the canonical variates, three interpretative approaches are available: (a) canonical weights (standard coefficients), (b) canonical loading (the variable loads on its own variate), and (c) canonical cross-loading (the variable loads on the opposite variate). In this study, the last two approaches were utilized. Cronbach's Alpha to test the reliability of the variables.

Study findings

Table 1 indicates that the first canonical correlation function relating two sets of variables (personality and behavior) was calculated and explained 42.1% of the variance in the variables. Wilks' Lambda was significant for the combined function ($\Lambda=.007$, $p<.05$). The first canonical correlation indicates how well the groups of 3 personality factors could predict each of the three sets of behavioral characteristics. Canonical correlation (structured coefficients) ($R_c=.61$) is the highest possible correlation between any linear combination of the three personality variables and any linear combination of the three behavior variables. The second canonical correlation function was explained 38.9% of the variance in the variables with $\Lambda=.003$ ($p<.05$). Canonical correlation ($R_c=.42$) is the second highest possible correlation between the two personality traits and two behavioral characteristics.

As can be seen from a review of data in Table 1, one pair of canonical variates shared significant variation. The structure matrix reveals that high extraversion, high neuroticism, and

high agreeableness are predictive of social interactions, bargaining, and commercial transactions, respectively. The other pair of canonical variates shared significant variation. The structure matrix reveals that high openness and high conscientiousness are predictive of activity preferences and knowledge of destination, respectively.

Table 1. Results of the Hypothesis Test in the Canonical Correlation Analyses

Variate	Wilk's Λ	F	df	Error df	Sig.	Eigenvalue	Canonical Percentage
(1)	.007	65.4	45	1522	<.001	37.07	.61 42.1
(2)	.003	31.1	32	1240	<.001	21.4	.42 38.9

Structure Coefficients

Personality Traits	
Canonical Variate 1	
Extraversion	.49
Neuroticism	.34
Agreeableness	.32
Canonical Variate 2	
Openness	.43
Conscientiousness	.40
Behavioral Characteristics	
Canonical Variate 1	
Social Interactions	.63
Bargaining	.45
Commercial transactions	.33
Canonical Variate 2	
Activity preferences	.61
Knowledge of destination	.52

There were two pairs of significant canonical variate ($p < .05$). Canonical correlations and canonical loadings exceeded 0.3 for the variate. The structure matrix was examined to interpret the variate pair. The first pair of variates revealed a very strong relationship between three of the personality variables [extraversion (.49), neuroticism (.34), and agreeableness (.32)] and three of the behavioral characteristic variables (social interactions [.63], bargaining (.45), and commercial

transactions [.33]). The second pair of variates revealed a very strong relationship between two of the personality variables [openness (.43) and conscientiousness (.40)] and two of the behavioral characteristic variables (activity preferences [.61] and knowledge of destination (.52)]. Essentially, the variates suggest that (1) individuals with a high extraversion will be interested in social interactions (2) individuals with a high neuroticism will be interested in bargaining, (3) individuals with a high agreeableness will select commercial transactions, (4) individuals with a high openness will focus on activity preferences, and (5) individuals with a high conscientiousness will be interested in knowledge of destination. All research hypotheses H1, H2, H3, H4, and H5 were accepted.

As a result, there are five conclusions for the test as follows:

1. Extraversion was significantly correlated with social interactions. There is a significant relationship between extraversion and restaurants where are full of social interactions.
2. Neuroticism was significantly correlated with bargaining. There is a significant relationship between neuroticism and grocery stores where bargaining occurs.
3. Agreeableness was significantly correlated with commercial transactions. There is a significant relationship between agreeableness and shopping malls where people can purchase goods and socialize with others.
4. Openness was significantly correlated with activity preferences. There is a significant relationship between openness and sports or theme parks where people can discover adventurous activities.
5. Conscientiousness was significantly correlated with knowledge of destination. There is a significant relationship between conscientiousness and convention centers where many plans are carried out thoroughly.

DISCUSSION

Our findings indicate that in order to develop a mutually beneficial relationship between the business owners and their customers, businesses should target their products towards their customers specifically based on their Big Five personality traits. Customers who identify with a high Extraversion trait have a strong correlation with social interaction. Therefore, successful restaurants often target Extraversion customers should provide an environment where the customer can be recognized by an audience. Customers who identify with high Neuroticism trait have a tendency to prefer bargaining activities and new environments, and thus they are more likely to enjoy unpredictable destinations, such as tourist destinations on a road trip. Customers who identify with Conscientiousness prefer destinations where they can seek personal growth and learn from their environment, so successful businesses targeting Conscientiousness customers often provide new information to the customer, such as in museums or cultural exhibitions. Customers who identify with the Agreeableness trait prefers commercial transactions, so shopping malls would be able to attract more customers if they provide a welcoming environment for customers to purchase goods and socialize with others. Finally, customers who identify with the Openness trait will seek out activity-based destinations, such as hiking in nature or skiing.

Implications of this study offer insight into the target population of each business. It is critical for business owners to understand the needs and desires of their customers in order to tailor their business to meet the customers' needs. With the findings of this study, business owners can examine their customers based on the Big Five personality traits and use the knowledge to expand their business and increase revenue, while simultaneously satisfying

customers. Restaurants will be successful in targeting Extraversion customers. Grocery stores and casinos will increase revenue by advertising to Neuroticism customers. Gyms, museums, and convention centers will be profitable in targeting Conscientiousness customers. Shopping complexes, scenic sites for photography and social gatherings are most likely to be successful when they specifically tailor their business to Agreeableness customers. Finally, national parks, movie theaters, and amusement parks will attract Openness customers, so businesses will find the most success in advertising to the subset population.

A limitation of this paper is small sample size restricted to the country of Vietnam. Future direction of this research will expand the sample size to more countries and cultures, as well as a wider array of tourist destinations. However, despite the limitations, the findings of this paper provide significant evidence and great benefit for business owners as well as traveling customers.

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