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**Five Factor Model  
Personality Attributes and Sales Performance in  
the New Zealand Broadcasting Industry**

**A Thesis presented in partial fulfilment of the requirements for the  
degree of Master of Arts in Psychology at Massey University**

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## Abstract

Meta-analysis on the dimensions and sub-dimensions of the Big Five taxonomy has shown that some are valid predictors of sales performance. This study further investigates these findings in relationship to sales performance within the New Zealand radio broadcasting industry. Whilst it is important to understand the personality attributes operationally associated with successful broadcasting sales performance, it is equally important to understand the attributes that the broadcasting industry experts see as required for success in this position.

Using the Personality-Related Position Requirements Form (PPRF), a job analysis tool, 9 broadcasting sales experts (SMEs) rated the importance of 12 personality constructs for successful broadcast sales performance. Then using the NEO Personality Inventory, 58 New Zealand broadcast sales persons (29 high performers/29 average/low performers) were assessed to determine group differences in personality traits. As with previous studies, the Big Five dimension of Conscientiousness (C) predicted high sales performance ( $r_{pb} = .38$ ). Two of the top three personality sub-sets of the PPRF also aligned to C.

Two sub-facets of each of C, Extroversion (E) and Neuroticism (N) were also tested. Of these, Achievement Striving (C4) and Activity (E4) had significant positive correlations with high sales performance ( $r_{pb} = .41$  and  $r_{pb} = .32$  respectively). Results showed that whilst some broad dimensions of the Big Five may have predictive abilities, sub-facets within them vary considerably in their predictive power. Hence, for selection purposes, it is important to ascertain which of these narrower traits are required for the role first, and then use these requirements to guide assessments of individual candidate for future validation studies.

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## Table of Contents

	Page No.
<b>Abstract</b>	<b>1</b>
<b>Acknowledgements</b>	<b>2</b>
<b>Table of Contents</b>	<b>3</b>
<b>List of Tables</b>	<b>6</b>
<b>List of Figures</b>	<b>8</b>
<b>1.0 Introduction</b>	<b>9</b>
<b>1.1 Psychological assessment of work performance</b>	<b>9</b>
<b>1.2 Sales selection in the broadcasting industry and rationale for the study</b>	<b>11</b>
<b>2.0 Literature review of personality as a predictor of sales performance</b>	<b>13</b>
<b>2.1 A brief overview of the theory of personality</b>	<b>13</b>
<b>2.2 The influence of the trait - situation debate</b>	<b>16</b>
<b>2.3 Mischel gives way to interactionalism</b>	<b>20</b>
<b>2.4 The aggregation approach to personality measurement</b>	<b>21</b>
<b>2.5 Developing a taxonomy of personality - the Five Factor Model (FFM)</b>	<b>25</b>
<i>2.5.01 The rise of the Big Five</i>	
<i>2.5.02 Interpretations of the "Big Five"</i>	
<i>2.5.03 Other Criticisms Of The Big Five</i>	
<i>2.5.04 The FFM in summary</i>	
<b>2.6 The FFM as a predictor of job performance</b>	<b>29</b>
<b>2.7 The FFM as a framework for predicting sales performance</b>	<b>35</b>
<b>2.8 Selection measures built on the FFM</b>	<b>37</b>
<b>2.9 The NEO-PI and the NEO-FFM</b>	<b>39</b>

<b>2.10</b>	<b>Faking and Social Desirability</b>	<b>40</b>
<b>2.11</b>	<b>Improving the Predictive Validity (Job Analysis &amp; The PPRF)</b>	<b>41</b>
	<i>2.11.01 The development of the PPRF</i>	
	<i>2.11.02 The PPRF in Practice</i>	
<b>2.12</b>	<b>Research Hypotheses</b>	<b>46</b>
<b>3.0</b>	<b>Methods</b>	<b>47</b>
<b>3.1</b>	<b>Participants</b>	<b>47</b>
	<i>3.1.01 The PPRF</i>	
	<i>3.1.02 The NEO-FFI</i>	
<b>3.2</b>	<b>Procedure</b>	<b>48</b>
<b>3.3</b>	<b>Measures</b>	<b>51</b>
	<i>3.3.01 The PPRF</i>	
	<i>3.3.02 NEO – FFI</i>	
	<i>3.3.03 Data analysis</i>	
<b>4.0</b>	<b>Results</b>	<b>54</b>
<b>4.1</b>	<b>Introduction</b>	<b>54</b>
<b>4.2</b>	<b>Analysis One, The Job Analysis as Measured by the PPRF</b>	<b>55</b>
	<i>4.2.01 Descriptive Statistics</i>	
	<i>4.2.02 Inferential Statistics of the PPRF</i>	
<b>4.3</b>	<b>Analysis Two - NEO Big Five Dimensions</b>	<b>59</b>
	<i>4.3.01 Descriptive Statistics</i>	
	<i>4.3.02 Inferential Statistics of The NEO-FFI</i>	
<b>4.4</b>	<b>Analysis Three - Results of the Selected Sub-Facets of the NEO-FFI</b>	<b>63</b>
	<i>4.4.01 Descriptive Statistics</i>	
	<i>4.4.02 Inferential Statistics of Selected NEO-FFI Sub-Facets</i>	

<b>5.0 Discussion</b>	<b>67</b>
<b>5.1 The PPRF</b>	<b>67</b>
<i>5.1.01 Limitation of the PPRF</i>	
<b>5.2 The NEO-FFM - The Broad Big Five Dimensions</b>	<b>70</b>
<i>5.2.01 Limitations for using the NEO-FFM</i>	
<b>5.3 Selected Sub-Facets of the NEO-FFM</b>	<b>71</b>
<b>5.4 Experience Verses Ability</b>	<b>73</b>
<b>5.5 Limitations and Cautions</b>	<b>73</b>
<b>5.6 Further Research Considerations</b>	<b>76</b>
<b>5.7 Conclusions</b>	<b>76</b>
<b>References</b>	<b>78</b>
<b>Appendix 1</b>	<b>86</b>
<b>Appendix 2</b>	<b>87</b>
<b>Appendix 3</b>	<b>95</b>
<b>Appendix 4</b>	<b>96</b>
<b>Appendix 5</b>	<b>100</b>

## List of Tables

<b>Table</b>	<b>Page</b>
1. The Five Factor Model of personality	27
2. Meta-Analysis Results of Personality Dimensions-Occupational Combinations	31
3. A Comparison of Corrected Validities of the NEO-FFM	34
4. Uncorrected Correlations Between Measures of Sales Performance and the Attributes of Potency and Achievement	36
5. A Comparison of the Major Theories with the NEO-FFM	38
6. The NEO-PI Five Main Dimensions and Representing Facets.	40
7. The FFM and the 12 PPRF Subdivisions Representing Each Factor.	44
8. Correlations and Internal Consistency Reliabilities of the 12 Subsets of the PPRF (N=260)	52
9. Results of the SMEs Job Analysis on Sub-Facets of the PPRF, Grouped as Hypothesised by the Researcher	55
10. Interrater Reliability of SMEs Within the Twelve PPRF Dimensions	57
11. Dimensions, as measured by the PPRF, Required For High Performance in Broadcasting Sales, Ranked in Order of Importance	58
12. Obtained and Expected Frequencies for $\chi^2$ Goodness-of-Fit	59
13. Means and Standard Deviations of the NEO-FFI by Variables and Performance Groups	60
14a. Sales Experience of High Sales Performers	61
14b. Sales Experience of Average/Low Sales Performers	61
14c. Total Sales Experience of Respondents	62
15. Point-Biserial and Biserial Correlations	63

16.	Means and Standard Deviations of Selected Sub-Facets of the NEO-FFI and Sales Experience by Performance Groups and total sample	64
17.	Point-Biserial and Biserial Correlations of Selected Sub-Facets of the NEO	65

## List of Figures

Figures	Page
1. Relationships Between Personality, Competencies and Performance.	42