Convention attendees' attitude and its relation to intention

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Convention attendees’ attitude and its relation to intention

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University of Nevada, Las Vegas, 1994
CONVENTION ATTENDEES' ATTITUDE

AND

ITS RELATION TO INTENTION

by

Jung-Eun Kim

A thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Science

in

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ABSTRACT

The purpose of this study is to assess convention attendees' overall attitudes toward participating a convention and to examine how the attitudes are related to the attendees' intention to participate in a convention in the future.

The findings indicate that there is no significant linear relationship between the attendees' attitude and their intention. In addition, attitude-intention relationship in respect to past participation, primary reason for participation, and residence is too weak to support the hypothesis.

This study contributes to the convention marketing by measuring the convention attendees' attitudes toward the attributes and identifying the most important evaluative criterion. This study also contributes to the existing knowledge in consumer behavior by providing empirical findings with regard to the attitude measurement and attitude-intention relationship.
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Finally, I dedicate this thesis to my deceased father for his support and encouragement, and to my mother for her love. I also want to thank my special friend, Patrick Clark for his help and care that made my life in the United States more enjoyable.
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CHAPTER I

INTRODUCTION

A. INTRODUCTION

The meetings and conventions segment is one of the most rapidly growing areas in the hospitality and tourism industry. According to the Meetings Market Report published by Meetings and Conventions (1991), the number of meetings, the attendance, and the expenditures has grown enormously over the period of 1981-1991.

A comparison of the meeting industry statistics between 1981 and 1991 reveals that the number of meetings held increased 22 percent, from 842,900 in 1981 to 1,031,000 in 1991. Along with the increase in the number of meetings, total expenditures doubled between 1981 and 1991, from $17.3 billion to $35 billion. This growth has been expedited by a substantial increase in the number of attendees at meetings and conventions. Over the same period, total attendance at all meetings and conventions increased 25 percent, from 64.8 million to 80.8 million.
Although the industry has experienced an economic slowdown in recent years due to the recession (Meetings and Conventions, 1992), research conducted by Market Probe International in 1992 documents that the size of the meetings market is still substantial. In total, over one million meetings were held with the participation of nearly 81 million attendees. The total expenditure for the meetings market was about $38.7 billion.

According to the study by The Futures Group, commissioned by the American Society of Association Executives (1985), the need for information exchange will grow due to increased specialization. The overall number of meetings in 90's will either remain the same (57%) or increase (31%). Relatedly, the study reports there is a much stronger consensus about believing the number of attendees will increase during 90's. This is due to increased association membership coupled with a greater need to keep up with current trend in their industries.

This growing meetings and convention market contributes to the economy of the host city in many ways. Traditionally, convention participants' expenditures constitute a substantial contribution to local tax revenue, income of local lodging establishments, foodservice operators, and transportation firms. Another significant effect is that meetings and conventions create jobs to maintain the host facilities as well as service attendees. This economic impact is especially
significant in a city that depends heavily on the hospitality industry.

For example, meetings and conventions play an important role in Las Vegas’s economy. According to the Las Vegas Convention and Visitors Authority (LVCVA), in 1992 the city hosted 2,199 meetings and conventions. These conventions attracted 1.97 million people who spent over US$ 1.7 billion. LVCVA report also states that the Las Vegas convention industry has experienced dramatic growth during the last ten years. For instance, in 1983 452 conventions generated $652 million in revenue. The 160 percent increase in revenue since 1983 is attributed mainly to an 108 percent increase in attendance from 943,611 people in 1983 to 1,969,435 people in 1992.

The economic advantages from meetings and conventions are so significant to the economy that all levels of government have organized, advertized, and provided services specifically to attract them. The United States, for example, has offices in six major industrialized countries to assist organizations with travel arrangements to the United States. Each state allocates a considerable portion of its tourism budget for advertising to encourage conventions. Most cities and counties with a population of about 200,000 or more have visitor and convention centers designed to entice and support meetings and conventions (Hoyle, Dorf, and Jones, 1989).
Due to the significant economic impact of meetings and conventions to countries, states, regions, and cities, the sales of meetings and conventions has been the fundamental mission of convention bureau operations. The primary objectives of their sales and marketing efforts are to increase the number of convention bookings, delegate attendance, delegate expenditures, and room nights to enhance the economic vitality of a city (Gartrell, 1988).

Among the marketing efforts, increasing attendance is one of the most important tasks of meeting planners, association executives, and convention bureau managers. An increase in participants in a convention means an increase in revenues. For association executives this is a positive sign of membership vitality. However, in the field of meetings and conventions, little marketing effort is directed at finding out about the participants' needs. As shown in most marketing studies, knowledge about the consumers is critical for developing successful marketing strategies. That is, by knowing as much as possible about consumers and potential consumers, superior marketing strategies can be developed.

B. PROBLEM RECOGNITION

For corporations, promoting the meeting is not a concern since attendance is mandatory for the participants. Associations are different from corporations because they have to work to market their meetings to their members.
Therefore, increasing attendance is one of the major concerns of association meeting planners and organizers. Developing marketing strategies to encourage voluntary participation in meeting and conventions is an important element of planning and organizing meetings (Rutherford, 1990).

Although there have been promotional tips to encourage participation for meeting planners and convention management, the factors which influence participants' decisions to attend a convention have not been investigated. The consumer behavior literature indicates that a consumer's decision making is largely related to the consumer's attitudes toward an object, i.e. participating in a convention in this case.

Therefore, this study is proposed to examine what are the convention participants' overall attitudes toward a convention and how the attitudes are related to their intention to attend a convention in the future.

C. OBJECTIVES OF THE STUDY

The primary purpose of this study is to assess convention attendees' overall attitudes toward participating in a convention and to examine how the convention participants' attitudes toward a convention is related to their intention to participate in a convention in the future. The premise of my study is that convention participation is rational, systematic, and thoughtful behavior rather than capricious or
primarily under the control of unconscious motives.

A great deal of marketing research has focused on developing models for predicting consumers' attitude. One group of models, "multiattribute attitude models" focus on consumers' beliefs about several product or brand attributes. These models provide a suitable framework for conceptualizing such behavior (rational, systematic, and thoughtful). Martin Fishbein’s Multiattribute model (1975) has been most influential in marketing.

The key proposition in Fishbein’s model is the evaluations of belief cause overall attitude. Simply stated, people tend to like objects that are associated with "good" characteristics and dislike objects they believe have "bad" characteristics. In Fishbein’s multiattribute model, overall attitude toward an object is a function of two factors: the strengths of the belief associated with the object and the evaluations of those beliefs. Formally, the model proposes that:

\[ A = \sum_{i=1}^{n} b_i e_i \]

where

- \( A \) = Attitude toward the object
- \( b_i \) = the strength of the belief that the object has attribute \( e_i \)
- \( n \) = the number of salient beliefs about the object
In this study, Martin Fishbein's "multiattribute model of attitude" is utilized to measure attitudes of convention participants. Thus, by utilizing Fishbein's multiattribute model, the following questions will be answered:

1) What are the beliefs held by convention participants with regard to the relevant attributes and consequences associated with convention participation?

2) What are the overall attitudes of the convention participants toward the conventions?

3) What is the relationship between the convention participants' intention to attend a convention and their attitudes toward the convention?

4) How do other variables such as past experience, primary reason to attend, and residence affect the attitude-intention relationship?

D. RESEARCH HYPOTHESES

Specific research hypotheses related to the above objectives are presented as follows:

**Hypothesis 1**: A person’s overall attitudes toward participating in a convention has a positive linear relationship with his/her intention to attend a convention in the future.

**Hypothesis 1-1**: A person who had attended the convention in the past has a stronger attitude-intention relationship than one who has never attended.
Hypothesis 1-2: A person whose primary reason is to attend seminars has a higher attitude-intention relationship than one whose primary reason is to attend exhibits.

Hypothesis 1-3: A person who is visiting Las Vegas to participate in a convention has a stronger attitude-intention relationship than one who is residing in Las Vegas.

E. DELIMITATION

This study is a replication and extension of past research on consumer behavior. Since this is one of the first studies on the determinants of convention participation as related to the participant's attitude toward the convention and since firmly established theoretical constructs are not found in this scope, the present study follows methodologies generally accepted by consumer behavior researchers.

Ritchie and Filiatrault (1980) justify a replication and extension study for two reasons. First, there is a need to replicate what appears to be valuable or innovative studies in an effort to measure both the reliability and validity of the initial findings. Second, there is a research need to develop a tradition whereby previous work is used as the basis for new research to add to our knowledge of a phenomenon in a systematic and cumulative fashion.
This study employed a self-administered questionnaire survey method. The survey was conducted at a convention by several trained surveyors. The population of interest was the attendees of the International Gaming Business Exposition (IGBE). Although it would be ideal to study a sample which represents the participants of different kinds of conventions, so the findings can be generalized to a larger population, it is not feasible due to many constraints including the financial constraint. Therefore, the results of this study can be generalized only to IGBE or conventions which have participants with similar characteristics.

F. SIGNIFICANCE OF THE STUDY

This study will help us better understand the dynamics of convention consumer's decision making. In addition, several major applied outcomes are expected.

1) The results of the study can be applied in developing strategies for planning a successful convention. By understanding convention participants' decision making factors, convention planners can increase attendance.

2) The study may assist future research in this field in understanding convention participants and the influencing factors of convention participation.

3) The findings of this study may contribute to city-level tourism marketing. "Understanding the decision making process for vacationers and travelers is vital to city and
state government as they pour millions of dollars annually into promotion of travel of tourism" (Jenkins, 1978).

G. DEFINITION OF TERMS

1) Convention(s): The term "Convention(s)" in this study is defined as "meetings or gatherings of delegates, representatives, organizational members, and general people for the purpose of exchanging knowledge and information with and between the members (The Convention Liaison Council, 1986). In the present study this term embraces all types of meetings, conventions, conferences, and trade shows. This comprehensive definition is based on the industry's use of the term.

2) Attitude: There are many definitions of attitude in the social psychology and marketing literature. The definition that this study takes is provided by Fishbein and Ajzen "[an] attitude can be described as a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to an given object."

3) Belief: The term "belief" in this study also follows the definition provided by Fishbein and Ajzen (1975). "Belief" represents the information a person has about the object. Thus, "belief" is used as a subjective and personal meaning produced by comprehensive process. In consumer behavior studies, the term "belief" is often used interchangeably with "salient belief" (Peter and Olson, 1990).
Salient belief is defined as the set of beliefs activated in a particular situation that may be represented as an associative network of linked meaning.

4) **Belief Strength:** "Belief strength" in this study represents a probability of association between an object and its relevant attributes or outcomes (Fishbein and Ajzen, 1975).

5) **Evaluation:** The term "evaluation" in this study means how favorably the consumer perceives the attributes or outcomes of an object (Fishbein and Ajzen, 1975).

6) **Behavioral intention:** "Intention" is defined as a person's location on a subjective probability dimension involving a relation between the person and some action (Fishbein and Ajzen, 1975). A behavioral intention, therefore, refers to person's subjective probability that the person will perform some behavior.

**H. ORGANIZATION OF THE STUDY**

The whole context of this study focuses on assessing overall attitudes of convention attendees and probing correlations between convention attendees' attitude and their decision making to participate. In Chapter I, the study problem, study objectives, research hypotheses, and delimitations are stated with a brief analysis of trends in the convention industry in the United States. Included in Chapter I are also statements regarding the study's
significance followed by the definitions of terms used for the purpose of this study. Chapter II is allotted to reviewing and investigating the literature related to consumer decision making and its relation to consumers' attitude. In addition, detailed explanation of Fishbein's multiattribute model is provided.

Chapter III is devoted to explain the survey methodology and Chapter IV features the survey results. Finally, Chapter V is reserved for a discussion and interpretation of the results. Lastly, suggestions for future research will be addressed.
CHAPTER II.

REVIEW OF THE RELATED LITERATURE

A. INTRODUCTION

According to Theodore Levitt of Harvard Business School, the purpose of a business is to create and keep a customer. Customers are developed and maintained through marketing strategies, and the quality of the marketing strategies depends on knowing, serving, and influencing customers to achieve organizational objectives. Thus, a knowledge of consumers is critical for developing a successful marketing strategy.

Consumer behavior is an important field of study because it provides an understanding of the consumer by answering questions such as; How should consumers buy?, how do consumers buy; and how will this change if the marketing program is changed? The field of consumer behavior is probably one of the most intriguing and important fields in the social sciences. Consistent with contemporary marketing thought, consumers are the focal point of any marketing activity
(Kotler, 1976). For example, analysis of the competition requires an understanding of what consumers think and feel about competitive brands and which consumers buy these brands and why.

The concept of consumers' attitude has been the most thoroughly studied area in the current consumer behavior literature (Peter and Olson, 1990). Attitudes are indeed important because they reflect what consumers think, feel, and are inclined to do about a product or service. Each year marketing managers and researchers spend millions of dollars researching consumers' attitudes toward products and brands and trying to influence those attitudes through advertisements, sales efforts, and other types of persuasion. Indeed, considerable research among psychologists has been concerned with understanding this persuasion process (e.g., Boyd Ray, and Strong 1972; Lutz 1975; Petty, Cacioppo, and Schumann 1983; Petty, Unnava and Strathman 1991).

Consumer attitudes have been studied intensively, but marketers tend to be more concerned about consumers' overt behavior, especially their purchase behavior. Thus, it is not surprising that a great deal of research has tried to establish the relationship between attitudes and behavior (e.g., Day and Deutscher 1982; Ryann and Bonfield 1975; Smith and Swinyard 1983; Fazio, Powell, and Herr; 1983). Based on the idea of consistency, attitudes towards an object are usually expected to be related to behaviors toward the object.
Under the assumption, it is believed that the more favorable a person’s attitude toward the given product, the more likely the person is to buy or use that product (Fazio, Powell, and Williams, 1989).

This study intends to measure consumer attitudes in the convention context. Based on the theoretical nature of this study, this chapter focuses on the theoretical framework of consumer attitude. The chapter provides a review of the relevant consumer behavior literature.

B. ATTITUDE

Attitudes have been the most critical concept that marketers used to understand consumers’ behavior (Peter and Olson, 1990). Although some studies concerned with the attitude-behavior relation yielded despondingly weak results (Bagozzi and Brrnkrant, 1979), attitudes have been used most frequently to predict consumer behavior (Um, 1987). Furthermore, current studies indicate that the most accurate predictor of actual buying behavior is consumer attitude (Berkman and Gilson, 1986).

1. Definition of Attitude

Attitude has been called "the most distinctive and indispensable concept in contemporary American social psychology (Allport, 1967)." Over the years, researchers have tried a variety of approaches to studying attitude in an
attempt to provide a more complete understanding of behavior. In spite of the researchers' efforts, attitudes have been characterized by a high degree of ambiguity and confusion (Fishbein and Ajzen, 1975). In part, this maybe attributable to their use as an explanatory concept in diverse areas of studies. Thus, it is not surprising that few researchers agree on an explicit definition of attitude (e.g., McGuire, 1969; Elizur, 1970; Keisler, Collins, and Miller, 1969).

One of the early definitions of attitude was introduced by Thrustone in 1931. He viewed attitude as a fairly simple-concept-the amount of affect a person has for or against an object (Thrustone, 1967). A few years later, Allport proposed a much broader definition: "Attitude is a mental and neural state of readiness to respond, organized through experience, and exerting a direct and/or dynamic influence on behavior. He also thought that the term is elastic enough to apply either to the dispositions of single, isolated individuals or to broad pattern of culture (Allport, 1967).

Triandis and others combine three response types; thoughts, feelings, and actions into the "tripartite model of attitude." In this scheme, attitude was seen as comprising three related components-cognition (knowledge about the object), affect (positive or negative evaluations of the object), and conation (intentions or actual behavior toward the object) (Olson and Peter, 1990).
Later Fishbein argues that it is more useful to consider attitude as a simple, unidimensional concept - the amount of affect a person feels for an object. That is, Fishbein defines attitude as "learned predispositions to respond to an object or class of an object in a consistently favorable or unfavorable way." The differences from Triandis's definition are that the cognition and conation are seen as related to attitude, but are separated concepts, not part of attitude itself.

The Fishbein's definition is entirely consistent with Thurstone's (1931) definition of attitude in respect of evaluation of a concept (i.e. its "goodness" or "badness"). In addition, consistent with the work of Osgood et al. (1965), an attitude may be characterized as a "mediating evaluative responses," that is, as a learned implicit response that varies in intensity and tends to "mediate" or guide an individual's more overt evaluative responsive to an object or concept.

Currently, most researchers agree that the simple concept of attitude proposed by Thrustone and Fishbein is the most useful. That is, the important dimensions of the definitions are (1) that an attitude is learned, (2) that an attitude involves a predisposition or tendency to behave in a certain way, and (3) that the relevant aspects of the behavior response are its favorability and its consistency.
2. Attitude Construct

One field of attitude research is devoted to probing attitude structure and organization, investigating how marketers can influence consumers' attitude toward certain objects. That is, how attitude is formed, what information play in their development, and how attitude can be changed are great interest of researchers. According to Berkman and Gilson (1987), these attempts are based on the following generally accepted findings: (1) as consumers' attitudes toward a product become more favorable, product usage tends to increase; (2) consumer attitudes offer a useful variable in explaining the different market shares captured by different brands; (3) attitude may be changed through persuasive communication; and (4) as the number of new product increases in the market places, marketers must constantly reinforce attitudes which are already favorable.

One of the arguments on consumer attitude structure and organization is to view attitude as a multidimensional construct. That is, attitude is seen as complex systems comprising three related components - cognition (knowledge about the object), affect (positive or negative evaluation of the object), and the conation (intention or actual behavior toward the object) (Allport, 1935; Rosenberg and Hovland, 1960; Triandis, 1964; Ostrom, 1969). Thus, the researchers regard attitude as predisposition to respond to some class of stimuli with cognitive, affective, and behavioral responses.
They suggest that each response class is mediated by a separate component of attitude (Bagozzi and Brunkrant, 1970).

Given this inclusive view of attitude as encompassing all the person's experiences with respect to the object, it would be difficult to assume anything other than a strong relation between attitude and behavior. At the same time, this multicomponent view of attitude was used to explain the low empirical relations between measures of attitude and overt behavior.

The other argument on attitude organization regards attitude as a single dimension of affect that a person feels for or against an object (Thrustone, 1931; Likert, 1960; Ajzen and Fishbein, 1970). In accordance with this argument, Fishbein (1980) points out that attitude represents a person's favorable or unfavorable feelings toward the object in question. Knowledge or belief (cognition) and intention to behave (conation) are seen as related to attitude, but are separate concepts, not part of attitude itself.

Despite the concern expressed by a few researchers (e.g., Bagozzi and Burnkrant, 1979), early research seemed to confirm the validity of the unidimensional attitude view by showing that people who behave in different ways also differ predictably in their attitude (Petty, Unnava, and Strathman, 1991). Moreover, after a period of considerable conflict among researchers regarding the definition of attitudes and their role in influencing behavior, there is now a consensus
that is useful to view attitudes as a single dimensional concept (Petty, Unnava, and Strathman, 1991). That is, attitude is a person's overall evaluation of a concept (Thrustone, 1931; Ajzen and Fisbein 1970).

Evaluations are relatively mild affective responses which are not very intense and with relatively low levels of arousal. Thus, consumer attitudes are usually low-level affective states (Peter and Olson, 1990). These evaluations can be based on behavioral, cognitive, and affective information and experiences, and they are capable of guiding behavioral, cognitive and affective responses (Petty, Unnava and Strathman, 1991). These evaluations or attitudes can be stored in memory and activated for use in various cognitive processes.

3. Attitude Formation

Beliefs are thought to be the fundamental building blocks in people's conceptual structure by most researchers. On the basis of direct observation or information received from outside sources or by way of various inference processes, a person learns or forms a number of beliefs about an object. That is, the person associates the object with various attributes. The totality of a person's belief serves as the informational base that ultimately determines his attitudes, intentions, and behaviors. The approaches thus views man as an essentially rational organism, who uses the information at
his disposal to make judgments, form evaluations, and arrive at decisions.

Most contemporary theories on attitude formation have their origins in two major schools of thought that have shaped theory and research in social psychology. Whereas the various learning theories of attitude are based on the stimulus-response approach of behavioral theory, most theories of cognitive consistency are influenced by the cognitive approach of field theory (Fishbein and Ajzen, 1980).

Several investigators (e.g. Doob, 1947; Fishbein, 1970; Staats and Staats, 1958, etc.) have used principles taken from the learning theories to acquisition of beliefs and attitude. Generally speaking, these learning theories are concerned with the processes whereby a given response becomes associated with a given stimuli. Most learning theories are concerned with the ways in which attitudes are acquired, i.e., how evaluative responses become associated with a given stimuli object.

Stimulus-response bonds established in this manner correspond to "belief." Beliefs in behavior-theory approach were defined in term of the probability that a given object is related to some attributes, i.e., to some other object, concept, or goal. If the object is now viewed as a stimulus and the related attribute as a response, a belief about an object corresponds to the probability that the stimulus elicits the response, i.e., to the strength of the stimulus-
response association. That is, belief formation should follow the laws of learning. Thus, whenever, a belief is formed, some of the implicit evaluation associated with the response becomes conditioned to the stimulus object. The implicit evaluation associated with a response constitutes an attitude which may have been formed as the result of prior learning. The implication of this paradigm is that attitude toward an object is related to beliefs about the object.

Fishbein (1963) had made this relationship an explicit part of his theory of attitude, which can be described as follows: (1) An individual hold many beliefs about a given object; i.e., the object may be seen as related to various attributes. (2) Associated with each of the attributes in an implicit evaluative response, i.e., an attitude. (3) Through conditioning, the evaluative responses are associated with the attitude object. (4) The conditioned evaluative responses summate, and thus (5) on future occasions the attitude object will elicit this summated evaluative responses, i.e., the overall attitude.

In contrast, cognitive approach is based on the assumption that humans have a need to achieve and maintain affective-cognitive consistency (Rosenberg, 1965). The origin of these consistency theories can in large part be traced to Fritz Heider's (1944) principle of balance; liking and unit relations tend toward a balanced state. A balanced state is a situation in which the relations among the entities fit
together harmoniously. Further if a balanced state does not exist, then forces toward such a state will arise. If a change is not possible, the state of imbalance will produce tension. When changes are possible, either the dynamic characters will change, or the unit relations will be changes through action or through cognitive reorganization.

Generally speaking theories based on notions of information processing deal directly with processes of formation and therefore have immediate lead to the formation of belief or attitude, or whether it changes an existing belief or attitude. For example, expectancy-value theory (Fishbein, 1970; Edward, 1954; Rosenberg, 1960) is concerned with the effects of information on attitude whereas attribution theories (Bem, 1965) are concerned with the effects of information on beliefs. In contrast, theories postulating a dynamic process tend to focus on change, without great concern for the formation of belief or attitude. Thus, the congruity model (Osgood and Tannenbaum, 1955) is concerned with changes in attitude produced by incongruity, and dissonance theory (Festinger, 1957) deals with the effect of inconsistent beliefs.

4. Attitude Determinants

In the course of a person's life, his experiences lead to the formation of many different beliefs about various objects, actions, and events. These beliefs may be the result of direct
observation or of inference processes. Some beliefs may persist over time, others maybe forgotten, and new beliefs maybe formed. That is, some attitudes may be relatively stable over time, and others may exhibit frequent shifts. At any point in time, however, a person’s attitude toward an object may be viewed as determined by his salient set of beliefs about the object.

Although a person may hold a large number of beliefs about any given object, it appears that only a relatively small number of beliefs serve as determinants of his attitude at any given moment. Research on attention span, apprehension, and information processing suggests that an individual is capable of attending to or processing only five to nine items of information at a time (e.g., Miller 1956; Mandler, 1967). That is, Fishbein (1970) argues that a person’s attitude toward an object is primarily determined by no more than five to nine beliefs about the object; these are the beliefs that are salient at a given point in time. Clearly, salient beliefs are also subject to change; they may be strengthened or weakened or replaced by new beliefs.

Concerning identification of these salient beliefs, Fishbein and Ajzen (1980) argue that although it is impossible to obtain a precise measure of the beliefs that determine an individual’s attitude since the number of salient beliefs may vary from person to person, a rough approximation can be obtained by considering the first few beliefs (five to nine)
as the basic determinants of attitude. One other concern regarding attitude determinants is the frequency of exposure to the object. Zajonc (1968) proposed "mere repeated exposure" of the individual to a stimulus is a sufficient condition for the enhancement of his attitude toward it. Later studies conducted by Amster and Glasman (1966), Harrison (1968), and Matlin (1970), however, have imposed severe limitations on the generality of this effect. More than that, they have shown that evaluation may be unaffected by or may even decrease with frequency of exposure.

On the frequency of exposure, Fishbein and Ajzen (1975) propose that whether an individual's attitude will change in a positive or negative direction depends on the nature of the belief that the person forms. If most beliefs associate the object with positively evaluated attributes, the person's attitude will become more positive. If most beliefs associate the object with negative attributes, his attitude will shift in a negative direction. In contrast, mere exposure to a familiar object should have little effect on attitudes toward that object since it is unlikely to change the person's prior beliefs. These arguments have been supported by Grush (1974).

5. Attitude Change

In reviewing the theories of attitude change developed over the previous five decades, many researchers conclude that the theories could be categorized into two relatively distinct
"routes of persuasion." The first, or "central route" focussed on the information that a person had about the central merits of the object under consideration. Some of the central route of approaches postulate that comprehending and learning the information about the object was critical for persuasion (e.g., McGuire, 1967) while others focussed more on the evaluation, elaboration, and integration of the information (e.g., Fishbein and Ajzen, 1975; Petty, Ostrom, and Brock 1981).

In contrast, the "peripheral route" approaches emphasized attitude changes that were brought about without the person thinking about information central to the merits of the attitude. Thus, the peripheral approaches dealt with; (1) changes resulting from rewards, punishments, and affective experiences that were associated directly with the attitude object (e.g., Staats and Staats, 1967); (2) changes resulting from simple inferences that people drew about the appropriate attitude to adopt based on their own behavior; and (3) changes brought about by other simple cues in the persuasion environment such as the expertise of the message. There are four approaches in the central route of persuasion: consistency theory, functional theory, cognitive response theory, and expectancy value theory. According to the consistency theory (e.g., Festinger 1957), attitude change can be accomplished through creating dissonance, an individual must adjust attitudes or behavior to maintain a desired
consistency. Functional theory (e.g., Katz 1960; Smith, Bruner, and White 1956) states that attitude serves four functions; adjustment, ego defense, value expression, and knowledge.

Cognitive response theory (e.g., Greenward 1968; Petty, Ostrom, and Brock, 1980) asserts that consumer responses to marketing stimuli are explained through particular cognitive processes intervening between stimuli and responses. Finally, expectancy-value theory (e.g., Rosenberg 1956; Fishbein and Ajzen 1975, 1980) analyzes attitudes by focusing on the extent to which people expect the attitude to be related to values of the product and produce positive or negative consequences.

Many researchers feel expectancy value theory has the greatest potential for identifying the benefits sought by consumers when they purchase a particular product and to determine the relative importance of those benefits in the purchase decision. According to Martin Fishbein’s (1963) expectancy-value theory, an individual’s attitude toward any given object is determined by his or her beliefs about the object. In other words, expectancy-value theory analyzes attitude by focusing on the extent to which people expect the attitude issue to be related to important values or produce positive and negative consequences (Petty, Unnava, and Starthman, 1991).

The classes of peripheral route of approaches emphasize inference and heuristic processes in persuasion. Bem (1965)
suggested that people sometimes have no special knowledge of their own internal states and simply infer their attitudes in a manner similar to that by which they infer the attitude of others.

Supporting Bem's inference theory by explaining how people make inferences about relatively simple cues, Eagly, Chaiken, and Wood (1981) have argued that people often approach a persuasion situation with some expectation regarding the communicator's trait and situational pressure.

In addition, the Heuristic model of persuasion represents an explicit attempt to explain why certain peripheral cues such as source of expertise or message length, have the impact that they do. Chaiken (1980) proposes that in contrast to "systematic" or "central route" processing, many source cues, message cues, and other cues are processed by means of simple schema or cognitive heuristic that people have learned on the basis of past experience and observation.

6. Multiattribute Models of Attitude

A great deal of marketing research has focused on developing models for predicting the attitudes produced by this integration process. Multiattribute attitude models focus on consumers' beliefs about several product or brand attributes. Of these, Fishbein's model is based on the theory that the evaluations of salient beliefs cause overall attitude (Ajzen and Fishbein, 1980). Simply stated, people tend to
like objects that are associated with "good" characteristics and dislike "bad" attributes.

In Fishbein's multiattribute model, overall attitude toward an object is a function of two factors: the strengths of the salient beliefs associated with object and the evaluations of those beliefs. This functional approach suggests that attitudes are necessary because they permit the individual to achieve certain goals or value states (Um, 1987).

This multiattribute attitude model provides an account of the integration process by which product knowledge (the evaluations) and strengths of salient beliefs are combined to form an overall evaluation or attitude. The model, however, does not claim that consumers actually add up the products of belief strength and evaluation when forming attitudes toward objects. Rather, this model attempts to predict the attitude outcome of the integration process.

In summary, product attitudes are constructed as consumers integrate their knowledge about object. Through this knowledge integration process, consumers consciously consider and combine salient beliefs about a product to form an overall evaluation of it. The beliefs to be integrated may be activated from memory or formed through comprehension processes at the time. That is, the activated salient beliefs at a particular time in a specific context cause or create a person's attitude toward that object. Therefore, one key to
understanding consumers’ attitudes is to identify and understand the underlying set of salient beliefs.

C. ATTITUDE MEASUREMENT

Most researchers intuitively select a particular measurement procedure that seems to fit the purpose of their study (McGuire, 1969). Support for this argument can be gained by reviewing the different measures of attitude that have been used by researchers. In a review of research published between 1968 and 1970, Fishbein and Ajzen (1972) found more than 500 different operations designed to measure attitude. These operations include standard attitude scales (e.g. Likert, Thrustone, and semantic differential scales); other indices across various verbal items; single statements of feelings, opinions, knowledge, or intentions; observations of one or more overt behaviors; and physiological measures.

While many investigators began constructing various types of instruments to assess attitudes in particular domains, the major breakthrough came when L.L. Thrustone (1929, 1931) applied psychometric methods to the problem. Thrustone’s scaling involves the collection of a large pool of belief or intentional items related to some attitude object. As Thrustone defined (1972) "attitudes" as "the affect for or against a psychological object" he assumed that a person’s responses to such items (i.e., the person’s beliefs or intentions) are expressions of the person’s attitude. More
specifically, he made the assumption that different items may express different degrees of favorableness or unfavorableness toward the attitude object. A major purpose of Thrustone scaling is to specify the location of each item on the valuvative dimension by assigning a scale value to the item. On the basis of his work, Thrustone first applied the method of paired comparisons to achieve this aim.

Since this procedure becomes unwieldy as the number of items increases, Ajzen and Fishbein (1980) developed the method of-equal-appearing intervals as an approximation to the more sophisticated paired-comparisons technique. This "Equal-Appearing Interval Scale" involves having "judges" scale attitude statements along an attitude continuum. The pool of items collected by the investigator is given to a sample of judges representative of the population of subjects whose attitudes are to be assessed. Instead of being asked to agree or disagree with these items, the judges are required to indicate the amount of favorableness or unfavorableness toward the attitude object implied by agreement with a given item. More specifically, the judges sort each item into one of the eleven categories, considered to be equal intervals along the valuvative dimension, ranging from "unfavorable" through "neutral" to "favorable" toward the attitude object.

It is important to realize that Thrustone scaling can be used to assess attitudes not only on the basis of the endorsement of belief statements but also on the basis of
expressed intentions or actual behavior with respect to the attitude object (Ajzen and Fishbein, 1980). Clearly scale values can be assigned to intentions and actions in the same way that they are assigned to beliefs and it is thus possible to infer a person's attitude from expressions of belief, statements of intention, observations of behavior, or any combination of these.

One major criticism of the Thrustone scale has focused on the assumption that the judges' own attitudes do not influence their judgements and this has no influence on item scale values. Empirical evidence suggests that this assumption appears to be justified under most conditions (Ajzen and Fishbein, 1980). One other criticism was the amount of work involved in constructing a Thrustone scale.

Partly in response to these criticisms, Likert (1932) suggested a method of summated ratings which was widely adopted, since it greatly simplified matters by dispensing with the use of judges (Ajzen and Fishbein, 1980). After again collecting a large pool of opinion items, the investigators decide whether agreement of each item implies a favorable or unfavorable attitude toward the object in question. Neutral or ambiguous items are immediately eliminated. The remaining items are administered directly to a sample of subjects representative of the target population. Typically, subjects are asked to respond to each items of five-point scale, defined by the labels; Strongly Agree,
Agree, Uncertain, Disagree, and Strongly Disagree. The person’s preliminary attitude score is obtained by summing across all his item scores. The higher the score, the more favorable the attitude. To be retained in the final attitude scale, an item must meet "the criterion of internal consistency." That is, it must discriminate between people with positive and negative attitude.

Like Thrustone scaling, the Likert scaling procedure results in a single score that represents the degree to which a person is favorable or unfavorable with respect to the attitude object. Further, a given attitude score can again reflect different patterns of beliefs, intentions, or actions.

The methods mentioned above are measures draw inferences from self-reports of beliefs and behaviors. Besides the self-report, there are; 1) measures in which inferences are drawn from the observations of ongoing behavior in a natural setting, 2) measures in which inferences are drawn from the individual’s reaction to or interpretation of partially structured stimuli, 3) measures in which inferences are drawn from the performance of objective tasks, and 4) measures in which inference are drawn from physiological reactions to the attitudinal object or representations of it. Among these five general categories, self-report measure is most commonly used method in consumer behavior studies (Zaltman and Wallendorf, 1979).
D. ATTITUDE AND BEHAVIOR

Consumer's attitude has been studied intensively, but researchers tend to be more concerned about consumers' overt behavior, especially their purchase behavior (Peter and Olson, 1990). Thus, a great deal of research has tried to establish the relationship between attitudes and behavior. One of the fundamental problems in social psychology involves the causal priority of attitudes on behavior versus that of behavior on attitudes. Kahle and Berman (1979) observed four different positions concerning causal relationship between attitude and behaviors: attitudes cause behaviors (McGuire, 1976); behaviors cause attitudes (Bem, 1972); attitudes and behaviors have mutual causal impact (Kelman, 1974); and attitudes and behaviors are slightly, if at all, related (Wicker, 1969).

Based on the idea of consistency, attitudes toward an object are usually expected to be related to behaviors toward the object (e.g. Fazio, Powell, and Williams 1989; Fishbein and Ajzen 1975). Traditionally, correlation between the two has been taken as presumptive evidence that attitudes cause behavior (Alba, Hutchinson, and Lynch, 1991). For example, consumer behavior research is based on the assumption that the more favorable a person's attitude toward a given product, the more likely the person is to buy or use that product.

From time to time, however, investigators tried to test the assumption that attitudes serve as behavioral predispositions. The first and best known study is Richard
LaPiere's (1934) investigation of racial prejudice (Ajzen and Fishbein, 1980). In the early 1930s, LaPiere accompanied a young Chinese couple in their travels through the United States. Calling upon 251 restaurants, hotels, and other establishments, they were refused service only once. About 6 month later, LaPiere sent a letter to each establishment visited, asking the same question: "Will you accept members of the Chinese race as guests in your establishment?" Of the 128 establishments that replied, over 90% answered "No."

These findings raised serious doubt about the assumptions of a strong relation between attitude and behavior. Negative results were soon reported by other investigators. For example, Corey (1937) used a Likert scale to measure students' attitude toward cheating and attempted to predict actual cheating on a given set of tests. The measure of cheating behavior was found to be completely unrelated to the students' attitudes toward cheating.

As those negative results began to accumulate, it became necessary to consider possible explanations for the failure of attitudes to predict behavior. Doob (1947), relying on behavior theory, defined attitude as an implicit mediating response to a stimulus object. Just as a person must learn the mediating response such as attitude in the presence of the stimulus object, he must also learn to make a specific overt response to the attitude. Thus, Doob saw no innate
relationship between attitude toward an object and any given behavior with respect to that object. Two people may learn to hold the same attitude toward a given stimulus, but they may also learn to emit different responses, given the same learned attitude. Although the attitude may initially predispose them to behave in the same ways, they behaviors they ultimately come to exhibit will depend on the nature of the reinforcements they receive.

In accordance with Doob’s suggestion, Thrustone (1931) also made it clear that although a person’s attitude toward an object should be related to the pattern of his behavior with respect to the object, there is no necessary relation between attitude and any given behavior.

In sum, both Doob and Thrustone argue that the same attitude can be expressed in different actions. While knowledge of a person’s attitude can tell us little as to whether she will perform some particular behavior, it can tell something about the person’s overall pattern of behavior.

Most investigators, however, were unwilling to give up the assumption that there is a direct link between attitude toward an object and any given action with respect to that object. Instead, they considered alternative explanations for the failure of attitudes to predict behavior (Ajzen and Fishbein, 1980). One such explanation seemed to follow naturally from the concern, first expressed by Allport (1935), that unidimensional affective or valuative measure did not do
justice to the complexity of the attitude concept. Despite the fact that most attitude measurement was unidimensional, the prevailing conceptions of attitude were much more elaborate. For example, multifaceted descriptions of attitude were developed by theorists such as Cartwrights (1949), Smith (1947), and Katz and Stotland (1959). They conceptualized attitudes in the framework of the trilogy of cognition, affect, and conation.

By the late 1950s, this multicomponent view of attitude was adopted almost universally and attitudes were viewed as complex systems comprising the person's belief about the object, his feelings toward the object, and his action tendencies with respect to the object. This view of attitude was explained by Rosenberg and Hoveland's (1960) schematic representation of the three-component view of attitude. All responses to a stimulus object are mediated by the person's attitude toward that object. The different responses, however, are classified into three categories; cognitive (perceptual responses and verbal statement of belief), affective (sympathetic nervous responses and verbal statements of affect), and behavioral or cognitive (overt actions and verbal statements concerning behavior).

Some investigators simply concluded that attitudes cannot predict behavior (e.g., Abelson, 1972). Others, taking a more moderate position, have suggested that certain behaviors are so dependent on the situational context as to be virtually
unpredictable from measure of attitude (Schuman and Johnson, 1976). Reliance on other factors to explain observed attitude-behavior inconsistencies is commonly known as the "other variables" approach. According to this view, attitude is only one of a number of factors that influence behavior, and other variables also must be taken into account.

According to empirical studies, a number of situational and dispositional factors have been shown to enhance the consistency of attitudes with behavior. For example, attitudes have found to be more predictive of behavior when
1. the person tested is of a certain personality type;
2. attitudes in question are consistent with underlying belief;
3. the attitudes are based on high, rather than low amounts of issue-relevant knowledge and/or personal experience;
4. the attitudes were likely formed as a result of issue-relevant thinking; and
5. the cues in the situation indicate that the person's attitude is relevant to the behavior and others (Petty, Unnava, and Strathman, 1991)

As an effort to explain attitude-behavior correspondence, researchers have examined the potential effects of variables such as demographic characteristics, personality traits, and traditional measures of attitudes toward persons, institutions, and policies. However, there has been no systematic way of deciding which of the many "other variables" might be relevant for a given behavior. Often these factors are mentioned in discussion sections by investigators who
failed to demonstrate attitude-behavior consistency (Ajzen and Fishbein, 1980).

1. Consistency Theories

Interest in the relationships among belief, attitude and behavior tendencies led to the development of various theories of attitude organization and change. Consistency theorists assume that individuals strive toward consistency among their belief, attitudes, and behaviors. One of the theories that attracted most attention was Leon Festinger’s (1957) theory of cognitive dissonance. According to this theory, inconsistency between two cognitive elements - whether they represent belief, attitudes or behavior - gives rise to dissonance. Assumed to be unpleasant, the presence of dissonance is said to motivate the individual to change one or more cognitive elements in an attempt to eliminate the unpleasant state.

2. Pseudo-inconsistency

Campbell (1963) recognized that attitudes should be related to global patterns of behavior with respect to an object but not necessarily to any given action. A fundamental assumption of Campbell’s analysis was that verbal expressions of attitude, and overt behavior with respect to the attitude object, are both manifestations of the same underlying disposition. He made it very clear, however, that verbal statements and overt actions could be inconsistent with each
other yet at the same time serve as valid indicant of, and hence be entirely consistent with, an underlying attitude.

Campbell also explained that in many studies, the reported failure of attitudes to predict behavior represented "pseudo-inconsistencies" that have little bearing on the attitude-behavior relation. The negative findings reflect inconsistencies among different indicant or expressions of an underlying attitude but not the absence of a relation between the underlying attitude and the pattern of a person's behavior.

E. ATTITUDE AND INTENTION

Recently researchers have developed an interest in behavioral intentions as a focus of investigation. As researchers recognized that overall attitude has no direct relationship with behavior, there has been a need to identify the attitudinal factors that affect specific behaviors.

In response to this issue, Ajzen and Fishbein (1980) asserted that although social psychologists have often drawn a conceptual distinction between cognitive, affective and conative components of attitude, this distinction has been neglected in most empirical studies. Intentions have often viewed as the "conative component of attitude," and it has usually been assumed that this cognitive component is related to the attitude's affective component (Ajzen and Fishbein, 1975). This conceptualization has led to the assumption of a
strong relationship between attitudes and intentions. As mentioned above, many investigators designed to study the relation between attitude and behavior have actually not observed behavior but have instead used measures of behavioral intentions as their criteria. These studies provide some information about the attitude-intention relation.

Concerning the attitude-intention relation, a series of investigations have obtained measures of subjects' attitude toward blacks and have asked the subjects to indicate their willingness to be photographed with a black person and to sign release forms for the photographs. Ajzen and Fishbein (1975) asserted that although the signing of a release form has usually been viewed as an overt behavior, to regard it as an intention seems more appropriate since the photographs are not taken and the releases are therefore hypothetical. Therefore, the immediate determinant of whether or not consumers will engage in a particular behavior is their intention to engage in that behavior.

1. Theory of Reasoned Action

One of the general models of the process by which attitudes guide behavior have achieved considerable attention is Ajzen and Fishbein's (1980) "Theory of Reasoned Action." The Theory of Reasoned action is modified and extended Fishbein's multiattribute attitude model to relate consumers' beliefs and attitudes to their behavioral intention.
The assumption is that people consciously consider the implications of their actions before they decide to engage or not engage in a given behavior (Petty, Unnava, and Strathman, 1991). Specifically, a person forms intentions to perform or not perform behaviors, and these intentions are based on the person’s attitude toward the behavior as well as his or her perception of the opinions of the significant others (norms). For example, people tend to perform behaviors that are evaluated favorably and that are popular with other people.

The model focuses on the information processing involved in considering the personal cost and benefits of engaging in a behavior: (1) the formation of attitudes, norms, and intentions just prior to the behavior, (2) the formation of intentions based on previously stored attitudes and norms, or at a minimum, and (3) the accessing of a previously stored intention prior to the behavior.

Although intentions are assumed to be the immediate antecedents of actions, the observed relation between intention and behavior depends on two factors: First, the measure of intention has to correspond to the behavioral criterion in action, target, context, and time; second, measure of intention will predict behavior only if the intention does not change before the behavior is observed (Ajzen and Fishbein, 1980). These consideration apply whether the criterion is single action, a choice between multiple
alternatives, a behavioral category, or an index based on repeated observations.

The Reasoned Action model has been the subject of a great deal of interest among both marketers and psychologists (Ryan and Bonfield, 1975, 1980). Among marketers Lutz (1973) has attempted to access the casual relationships implied by the model in an experimental setting. Bagozzi (1981) has tested attitude as a predictor of intentions and/or behavior without considering the normative component of the model.

Although a number of studies have raised challenges to some of the specifics of the Fishbein and Ajzen model, the theory has proven remarkably successful in accounting for a wide variety of behaviors (Peter and Olson, 1990). A recent meta-analysis concluded that the model has strong predictive utility, even when utilized to investigate situations and activities that do not fall within the boundary conditions originally specified for the model (Petty, Unnava, and Strathman, 1991).

F. USE OF ATTITUDE THEORY IN MARKETING

To develop a comprehensive theory of consumer behavior, many investigators turned to social psychological research in the attitude area (Ajzen and Fishbein, 1980). A class of theories commonly referred as "expectancy-value model (e.g. Fishbein, 1963; Rosenberg, 1956)" appeared to be of particular relevance.
The popularity this approach enjoys in the marketing field can be traced in part to the fact that it seems to provide a theoretical link between evaluative criteria and the concept of attitude. In addition, it formalizes the widely held view that consumer satisfaction with a product, and hence purchase of that product is determined by the consumer’s beliefs that the product fulfills certain functions and that it satisfies some of the consumer’s needs. In addition, Fishbein and Ajzen argue that expectancy-value models are compatible with different theoretical orientations, since investigators are free to focus on product characteristics.

In their attempts to apply the expectancy-value model to consumer behavior, investigators developed measuring instruments they considered to be appropriate in the context of consumer decision making. Rather than assessing the consumer’s beliefs that a given product has each of several salient attributes, investigators in the marketing area typically measure the extent to which the consumer views the product as satisfactory, with respect to each attribute that serves as an evaluative criterion. Further instead of measuring the consumer’s positive or negative evaluations of the attributes, they obtain ratings of each attribute’s importance in the eyes of the consumer (e.g. Shimp and Kavas, 1984; Fresricks and Dossett, 1983; Brown, 1949).
G. METHODOLOGICAL REVIEW OF THE ATTITUDE LITERATURE

Fishbein and Ajzen (1980) argued that although interrelated, beliefs, attitudes, and intentions are conceptually distinct concepts which must be independently assessed. In respect to this argument, there have been many studies that beliefs, attitudes, and intentions can be empirically distinguished and that reliable and valid techniques for measuring these concepts are available (Fishbein and Ajzen, 1980).

1. Reliability of Measurement

There is abundant evidence that standard attitude scales are highly reliable, yielding comparable results when administered on different occasions (Fishbein and Ajzen, 1980). For example, Shaw and Wright (1967) and Robinson and Shaver (1969) have reported very high reliability coefficients for a large variety of Likert, Thurstone, Guttman, and semantic differential scales. Osgood, Suci, and Tannenbaum (1957) have reported relatively high reliabilities for single seven-point bipolar scales used in the semantic differential. That is, responses to probabilistic scales of the semantic-differential type, such as likely-unlikely tend to yield highly reliable measures of the strength of beliefs or intentions. Davidson (1973) reported test-tester reliabilities greater than .95 for the likely-unlikely scale. As shown the above, clearly it is possible to measure evaluative and
probabilistic dimensions with a high degree reliability.

2. Validity of Measurement

If an instrument is a valid measure of attitude toward some object, it should correlate highly with another valid measure of attitude toward the same object; that is, the two measures should exhibit convergent validity. Evidences for the convergent validity of standard attitude scales has been available. For example, Edwards and Kenny (1946) constructed Thrustone and Likert scales to measure attitudes toward the church. These different measures of the affective dimensions were found to be highly correlated. Similarly, Osgood, Suci, and Tennenbaum (1957) compared their semantic differential measure of attitude toward crop rotation with a Guttman scale designed to measure attitudes toward the same object. Again, these two techniques yielded comparable results.

One question related to the issue of validity is whether different measures of given probability dimension will also produce comparable results. Unfortunately, relatively few studies have obtained more than one measure of a given belief or a given intention. Some findings of relevance come from studies by Fisbein and Raven (1962) who used semantic differential scales such as probable-improbable, true-false, likely-unlikely, agree-disagree, and possible-impossible to measure belief strength. Although most investigations have been concerned with the sum across such scales as a general
index of beliefs, these scales have also proved to be highly intercorrelated.

3. Internal Validity and External Validity of Research Design

Two primary research methods can be distinguished in attitude research design: the correlational method and the experimental method (Cronbach, 1957). The correlational method is largely descriptive; investigators examine the covariation of different variables, compare different groups with respect to one or more variables, look for dimensions underlying sets of responses. That is, the most characteristic feature of the correlational approach is its reliance on existing variation (Fishbein and Ajzen, 1975).

In contrast, the experimental approach creates variation by manipulating one or more variables and examine the effects of the manipulation.

Most field studies provide mainly descriptive data and laboratory studies are more analytical and yield data about causal relationships (Fishbein and Ajzen, 1975). It has also been argued that although field studies have lower internal validity than laboratory studies, their findings are more generalizable than findings obtained in the laboratory (Campbell, 1963).

Specific research findings may not be generalizable from one setting to another. With respect to external validity, Fishbein and Ajzen (1975) assert that a distinction has to be
made between generalization of specific descriptive research findings and of psychological laws or processes. There is little doubt that descriptive research findings may not be generalizable across different populations or across different settings. Since field studies tend to employ more representative populations and settings, descriptive results obtained in such studies will have greater external validity than will descriptive laboratory findings. However, when the investigation is concerned with psychological processes rather than description, generalizations across populations or settings are possible to the same extent in laboratory and field research.

4. Data Analysis and Interpretation

Fishbein and Ajzen (1975) argue that one of the problems responsible for some of the conflicting findings is related to the analysis and interpretation of data. They pointed out that there has been widespread mistreatment of data and abuse of statistical procedures resulting in invalid conclusions in attitude research. Further discussion on data analysis and interpretation can be found in the research by Barber and Silver (1968a, 1968b) and Rosenthal (1968).
H. HYPOTHESES

Based on a review of the literature respective to the relationship between attitudes and intention, specific research hypotheses related to the above objectives are advanced and presented in the following:

Hypothesis 1: A person's overall attitudes toward participating in a convention has a positive linear relationship with his/her intention to attend a convention in the future.

This hypothesis is based on the theoretical framework of this study that a person's intention to perform a given behavior is the immediate determinant of that behavior. Based on the behavioral intention models, attitude is identified as one of the primary determinant factors (e.g., attitude and subjective norm, Fishbein and Ajzen, 1980; attitude, subjective norm, and past behavior, Bentler and Speckart, 1979) of intentions. Since attitudes are defined as overall evaluations, if a person's evaluation to perform the behavior is favorable, he or she is in favor of intention to perform the behavior. Further, it can be assumed that a person's intention increases as his or her attitude becomes more positive. Thus, overall attitudes toward participating in a convention are hypothesized to have positive linear relationship with intentions.
Hypothesis 1-1: A person who had attended the convention in past has a stronger attitude-intention relationship than one who has never attended before.

This hypothesis is based on Zajonic’s theory (1968) that "repeated exposure of the individual to a stimuli is a sufficient condition for the enhancement of his attitude toward it." This theory has been expanded by many other researchers (e.g., Fazio and Zanna, 1968; Engel, Blackwell, and Miniard, 1990; Peter and Olson, 1990, et al.) to the extent that attitudes based on actual experience are likely to be more related to behavior than those based on "indirect experience. Consequently, the attitudes of consumers who have purchased and consumed a product should prove more predictive of their future purchase behaviors than those lacking such experience. The rationale behind this hypothesis thus is that the attitudes of those who had participated in the IGBE before are more predictive of intention than that of those who never participated in the past.

Hypothesis 1-2: A person whose primary reason is to attend seminars has a higher attitude-intention relationship than one whose primary reason is to attend exhibits.

The grounds for this hypothesis are based on Duncan and Olshavsky’s study (1986) claiming perceptions about the costs
versus benefit of behavior (performance) play a major role in behavior. The predictability of consumers’ behavior increases when the consumer invests more effort (time, cost, and planning) into the behavior. With respect to the primary reason to attend, the potential respondents have to pay and preregister, while exhibit attendees are not required to. Thus, the participation in seminars during the convection can be interpreted as a action of advanced planning (preregistration), monetary investments (cost to attend the seminar), and time involvement (time spend during the seminar session). Hence, it is hypothesized that correlation between attitude and intention is stronger in ones whose primary reason to attend the convention is seminars than in ones whose primary reason is to attend exhibits only.

**Hypothesis 1-3**: A person who is visiting Las Vegas to participate in a convention has a stronger attitude-intention relationship than one who is residing in Las Vegas.

The rationale behind this hypothesis is same as the hypothesis 1-2. It is also based on the assumption that if the respondents are not from Las Vegas, they must travel, which in turn involve more advanced planning, monetary investment, and time than ones from Las Vegas. Thus, it is hypothesized that correlation between attitude and intention
is stronger with those who are not from Las Vegas than ones from Las Vegas.

I. SUMMARY

This chapter outlined the results of past consumer attitude research. The researchers in recent years have shared general agreement that attitude, no matter how assessed, is only one of the many factors that influence behavior. It follows that in order to predict behavior accurately additional variables have to be taken into account, either as independent contributors to behavior or as moderators of the attitude-behavior relationship. While reaffirming the importance of attitudes, this position also accommodates the findings of low or inconsistent empirical relations between attitude and behavior.

The attitude-behavior problem has led not only to a re-examination of the attitude concept but also to the amount of effort invested in the development of reliable and valid attitude measures. In addition, although there has been a trend to return to a unidimensional definition of attitude as evaluation or affect with respect to a psychological object, there is still widespread consensus that, in addition to affect, attitude also contains cognitive and conative components.
CHAPTER III

METHODOLOGY

A. INTRODUCTION

The objective of this study is to measure the overall attitude scores of convention attendees toward convention participation and its relationship to intention to attend a convention in the future. The first step in the investigation is to identify the convention attributes considered to be important. The next step is to measure the attendees' overall attitude toward these attributes and examine the relationship between attitude and future intention. There are several steps used in this study: (1) Questionnaire design, (2) Sample Selection, (3) Survey Method, and (4) Analysis of the data.

B. SURVEY AND QUESTIONNAIRE DESIGN

A questionnaire is designed to accomplish the four goals and test the hypotheses as follows:
1. Identify the beliefs held by IGBE participants with respect to the relevant attributes and consequences associated with a convention participation.

2. Identify IGBE attendees' overall attitudes toward the convention.

3. Examine the correlation between the overall attitude and intention to participate in the future.

4. Examine how the respondents' past participation, primary reason to attend, and residence affect the correlation between attitude and intention.

Specific research hypotheses related to the above objectives are advanced and presented in the following:

**Hypothesis 1**: A person's overall attitudes toward participating in a convention has a positive linear relationship with his/her intention to attend a convention in the future.

**Hypothesis 1-1**: A person who had attended the convention in past has a stronger attitude-intention relationship than one who has never attended before.

**Hypothesis 1-2**: A person whose primary reason is to attend seminars has a higher attitude-intention relationship than one whose primary reason is to attend exhibits.
**Hypothesis 1-3**: A person who is visiting Las Vegas to participate in a convention has a stronger attitude-intention relationship than one who is residing in Las Vegas.

The first step in designing the survey instrument is to identify the convention attributes that serve as the evaluative criteria for the attendees’ participation decision. Fishbein’s "Multiattribute Model" suggests that attitudes toward a product are determined by salient beliefs about that product. However, based on the literature review, the attitude model utilized by the marketing research differs greatly from the original model (Fishbein and Ajzen, 1980). For example, the typical approach of attitude theory in marketing has attempted to identify product or brand attributes that serve as evaluative criteria for purchase decisions. These studies used ratings of importance with respect to these attributes to derive measures of overall attitude. In the marketing studies, researchers prefer to study evaluative criteria instead of salient beliefs.

In order to identify general attributes in association with convention participation, two procedural steps are taken. First, extensive literature related to the convention and meetings are reviewed. Through the literature review, fifteen attributes are identified. This procedure provides the basis for constructing a set of attributes that seem to serve as evaluative criteria.
Second, to construct a set of attributes that serve as the most important evaluative criteria, an indepth interview with the marketing manager of IGBE was conducted to examine the fifteen attributes one by one. The bases for the interview are the result of the IGBE\'s past survey and his own knowledge of the IGBE as a brand or product class. As a result of the process, nine attributes were eliminated. It was necessary to reduce the number of attributes to a small and manageable set of evaluative criteria because of a person\'s limited capacities for interpreting and integrating information. According to Fishbein (1975), the typical number of salient beliefs about an attitude object is not likely to exceed seven to nine.

As a result of the process, six attributes of attending meetings and conventions were identified as crucial evaluative criteria in the context of attending IGBE. These six salient attributes were: (1) convenient location; (2) convenient dates; (3) opportunities to expand business contact; (4) opportunities to increase business; (5) opportunities to enhance the knowledge in the field; (6) opportunity to enhance career. These criteria were validated in the two pretests.

The technique used in this study to identify the evaluative criteria is justifiable for two reasons. First, it is common for marketing research to generate list of attributes on the basis of their own knowledge of the brand or product class (Day, 1972; Green and Wind, 1975). Fishbein
(1971) argues that the techniques used to reduce a large number of attributes to a relatively small and manageable set of evaluative criteria will often eliminate salient beliefs. The evaluative criteria, thus identified do not correspond to the salient beliefs about the object in concern. However, he also asserts that this should not be taken as a criticism of marketing methods, since the stated objective of those methods is to identify evaluative criteria in the purchase decision rather than salient beliefs that underlie consumer attitude. Consequently, in expectancy-value models, investigators are free to focus on product characteristics, which in turn makes the models very popular in the marketing research.

Second, the techniques used frequently are indepth interviews and projective techniques. However, these techniques are more effective in the context of theory that buying behavior is motivated primarily by unconscious needs and desires. Since this study takes the premises that buying behavior is rational, systematic and thoughtful behavior. Thus, this technique is not suitable in that regard.

The survey instrument is organized in three parts in which the first two parts hold six questions respectively in one separate page, and the last part holds seven questions.

The purpose of Part I of the questionnaire is to measure how favorably the participant perceives these attributes. Therefore, Part I measures the "ei" component of the Fishbein’s model by having the respondents indicate their
evaluation of (favorability toward) each evaluative criteria. Again, in the marketing application, investigators developed measuring instruments that they considered to be appropriate in the context of consumer decision making. For example, rather than assessing the consumers positive or negative evaluations of the attributes, they obtain ratings of each attribute's importance in the eyes of the consumer (Fishbein and Ajzen, 1980). Based on the context of this study, the respondents will be asked to rate how important they perceive these attributes when they make a decision to attend a convention on a 7-point Likert scale ranging from +3, extremely important to -3, not important at all.

Part II of the questionnaire is devoted to measure the strength of the attendees' beliefs concerning the possible outcome of attending the IGBE. This is measured by having the attendees indicate how the IGBE rates on those attributes on a 7-point Likert scale anchored by extremely likely (+3) and extremely unlikely (-3).

These questions are also justifiable based on the common practice in marketing research. According to Fishbein and Ajzen (1980), investigators in the marketing area typically measure the extent to which the consumer views the product as favorable, with respect to each attribute that serves as an evaluative criteria, rather than assessing the consumers' beliefs that a given product has each of several salient attributes.
Part III of the questionnaire contained several different questions. The first question was designed to measure the member's intention to attend the IGBE at least once in the next two years. From this study's point of view, behavioral intentions constitute a special case of beliefs. As with the beliefs, the content of an intention is determined by the behavior that is to be performed. Hence, in this study, the content of intention is "attending the IGBE conference in the next two years." The strength of the intention is assessed by asking the subject to rate a concept on a probability dimension. Most frequently, subjects are presented with a single behavior and are asked to indicate whether or not they would perform it on a scales such as probable-improbable, or agree - disagree (Fishbein and Ajzen, 1975). Thus, in this study, the respondents are asked to rate on 7-point Likert scale anchored by likely (+3) and unlikely (-3).

The second question in Part III identifies the respondents past participation behaviors in IGBE. The respondents are asked if they attended IGBE in 1993 and/or 1992. The purpose of this question is to test hypothesis 1-1 examining how past participation experience affect attitude-intention relationship.

The third question is concerned with the attendees' overall satisfaction with IGBE. A 7-point extremely satisfied (+3)-extremely unsatisfied (-3) is used. The purpose of this question is to measure the respondents' overall satisfaction
and examine its correlation to intention.

The fourth question relates to the attendees’ primary reason for attending IGBE this year. The respondents are asked to choose from seminars, exhibits, or special events for their primary reason to attend IGBE. The purpose of the question is to test hypothesis 1-2 and explore two questions; (1) if there are any differences in attitude-intention relationship by the primary reason to attend the convention, and (2) if there are any significant differences, what are the differences in their overall attitude means by the primary reasons. In order to participate in seminars, the attendees have to preregister and to pay considerable amount. The participation in seminars during the convention can be interpreted as an action of advanced planning (preregistration), monetary investments (cost to attend the seminar), and time involvement (time spend during the seminar session). According to Duncan and Olshavsky (1986), perceptions regarding the costs versus benefit of behavior (performance) play a major role in behavior. The predictability of consumers’ behavior increases when the consumer invest more effort (time, cost, and planning) into the behavior.

Last question in the section is to test the hypothesis 1-3. By asking where the respondents are from, this question is designed to investigate how the respondents’ level of involvement affect relationship between attitude and
intention. It is based on the assumption that if the respondents are not from Las Vegas, they must travel, which in turn involves more advanced planning, monetary investment, and time than ones from Las Vegas. Thus, it is hypothesized that the relationship between attitude and intention is stronger with those who are visiting Las Vegas than those from Las Vegas.

1. Measurement Scale

This study uses a self-report approach involving a paper and pencil test. The type of scale that is utilized in the questionnaire is a 7-point Likert scale and the respondents are asked to respond to rate on a bipolar scale. This semantic differential measurement technique is frequently used in the attitude studies (Fishbein and Ajzen, 1980).

Part I assesses the respondents' evaluation on the six attribute on 7-point scale scored -3 as the most negative evaluation and +3 as the most positive evaluation with end points anchored by "not important at all - extremely important." The other measure of attitudes is derived from the rating the probability of each of 6 attributes. Each attribute is presented as a statement followed by 7-point scale anchored by "extremely likely" (+3) and "extremely unlikely" (-3). These 6 products of belief strength and evaluation are multiplied to generate overall attitude. Intention is assessed by a question on 7-point scale, "I will
attend IGBE at least once in the next two years." The scale is anchored by "likely (+3) and "unlikely" (-3).

2. Pretest of the Instrument

The final questionnaire has been developed following two pretests and on-going procedural supervision by the thesis committee chair. The first pretest was administered to twelve graduate students and faculty members in the College of Hotel Administration at the University of Nevada, Las Vegas. The questionnaire was revised based on the comments on wording, layout, and comprehension of the questionnaire items. The second pretest was conducted at the convention site. The objective of the second pretest was to examine the clarity and understanding of each question among typical respondents. Twelve attendees, who were leaving the exhibit halls or seminar rooms, were asked to fill out the questionnaire. Upon the completion of their responses, a brief interview with each of the respondents was taken in order to ask them any difficulty in filling out the questionnaire. Most of them indicated they had no problem understanding what they were asked. However, some respondents had difficulty in identifying the differences between Part I and Part II. As a result of the second pretest subtitles were added for part I and part II to clarify the difference between the two parts.
C. SELECTION OF THE SAMPLE

This study employs convenience sampling procedure. In order to find an available sample population, several association meeting planners who were planning to hold conventions in Las Vegas were contacted to make an arrangement for the survey. The International Gaming Business Exposition (IGBE) allowed implementation of the survey at its exposition in Las Vegas at the MGM Grand Hotel from April 25 through April 27 of 1994. IGBE was projecting the attendance of approximately 3,000 people from all over the United States and foreign countries.

Four graduate students from the Hotel College of University of Nevada, Las Vegas assisted in the process of collecting data. Before initiating the survey, they were trained specifically as to how to contribute to the survey's objectives, how to use 3-4 skip interval, and how to lead the survey. The surveyors were located by the gates of the two exhibit halls and around the seminar room areas.

At the last day of the exposition, approximately 250 potential respondents, who were leaving the exhibit halls and seminar rooms, were approached with a skip interval of 3-4 according to surveyors' decision. The use of skip interval is to reduce sampling bias. That is, by using skip interval of systematic sampling method, the difference between sample value and the true value of the population mean can be reduced. As noted earlier, to be included in the survey the
respondents had to participate in the exhibit or seminars before the survey. In order to facilitate this sampling limitation, only potential respondents who were leaving the exhibit halls or seminar rooms were approached. Once the respondent was contacted, a brief introduction of the study was presented. With the respondent’s consent, the respondent was asked to fill out a self-administered questionnaire.

D. DATA ANALYSIS

Various statistical method are used to generate the following information:

1. Measurement of Overall Attitude: In order to measure attendees' overall attitudes toward the convention, Fishbein’s Multiattribute Model is applied in the model below:

\[ A = \sum_{i=1}^{n} b_{iei} \]

where

\[ A = \text{Attitude toward the object} \]
\[ b_{i} = \text{The strength of the belief that the object has attribute} \]
\[ e_{i} = \text{The evaluation of attribute} \]
\[ n = \text{The number of salient beliefs about the object} \]

Using the above model, the individual’s attitudes toward each attributes are drawn, which are totaled to compute the individual’s overall attitude toward IGBE.
2. Linear Regression Analysis: Linear regression analysis is used to test the hypotheses to see if attendees' overall attitude toward the convention has positive linear relationship with behavioral intention, and to examine how the attitude-intention relationship is affected by past participation, the primary reason for participation, and residence.

Since the theoretical framework of this study assumes attitudes are an immediate determinant of intention, they are identified as a independent variable, while intentions are identified as a dependent variable. In addition to measuring the strength of the linear relationship between the two variables, in order to test the hypotheses, a statistical technique that measures the degree and direction of the influence of independent variable on the dependent variable, and of course, to assess the statistical significance is required. An appropriate statistical test is linear regression analysis.

E. SUMMARY

In this chapter, the research design, specific of research instrument and scales, data collection method, and statistical analysis method were discussed.
CHAPTER IV

DATA ANALYSIS

A. INTRODUCTION

This chapter presents the results obtained from 174 convention attendees. First, the characteristics of the sample are presented. Second, the attendees’ belief strength, outcome evaluations, and the attitudes by each attribute are examined and overall attitudes toward the convention are identified. Third, the strength of the linear relationship between the attendees’ attitudes and intention is illustrated. Additionally, the attitude-intention relationship by other variables such as past experience, primary reason for participation, and residence are included. Finally, the strength of satisfaction-intention relationship is compared to attitude-intention relationship.
B. RESPONSE RATE AND RESPONDENT PROFILE

A total of 259 potential respondents were approached by the surveyors at the last day of the convention. 180 agreed to participate in the survey and 79 refused, for a response rate of 69.5 percent. Out of the 180 respondents, 6 did not complete the survey, thus the data collected resulted in 174 usable surveys.

Table 1 presents a profile of the respondents with regards to past experiences with IGBE, primary reason to attend IGBE, and residence. As the table indicates, a majority of the respondents (58.6%) report no past experience with IGBE. Approximately 60% of the respondents participated in only exhibits. Out of the 174 respondents, 111 (63.8%) indicate that they are visiting Las Vegas to participate the convention.
Table 1

Respondent Profile

<table>
<thead>
<tr>
<th>past experiences with IGBE</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended 1992</td>
<td>12 (6.9%)</td>
</tr>
<tr>
<td>Attended 1993</td>
<td>29 (16.7%)</td>
</tr>
<tr>
<td>Attended both 1992 and 1993</td>
<td>31 (17.8%)</td>
</tr>
<tr>
<td>Never attended before</td>
<td>102 (58.6%)</td>
</tr>
<tr>
<td>Total</td>
<td>174 (100.0%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary Reason for Attending IGBE</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars</td>
<td>64 (36.8%)</td>
</tr>
<tr>
<td>Exhibits</td>
<td>105 (60.3%)</td>
</tr>
<tr>
<td>Special Events</td>
<td>5 (2.9%)</td>
</tr>
<tr>
<td>Total</td>
<td>174 (100.0%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Residence</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Las Vegas</td>
<td>54 (31.0%)</td>
</tr>
<tr>
<td>Out of Las Vegas</td>
<td>111 (63.8%)</td>
</tr>
<tr>
<td>Out of Country</td>
<td>9 (5.2%)</td>
</tr>
<tr>
<td>Total</td>
<td>174 (100.0%)</td>
</tr>
</tbody>
</table>

C. OVERALL ATTITUDE MEASUREMENT

The first step to measure the respondents' overall attitudes is to assess how the respondents evaluate each of the attributes. Table 2 demonstrates total scores and means of the $e_i$ component in the Fishbein's model. The $e_i$ represents the attendees' evaluation of each attributes (outcome) of convention participation. As shown in the table, the respondents believe that "opportunities to expand business contact" is the most important attribute for participating in a convention, followed by opportunities to increase business.
On the other hand, "chance to enhance career opportunities" is regarded as the least important among the six attributes.

Table 2.

Respondents' Evaluation About IGBE Attributes

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive and convenient city</td>
<td>407</td>
<td>2.339</td>
</tr>
<tr>
<td>2. Convenient date</td>
<td>345</td>
<td>1.983</td>
</tr>
<tr>
<td>3. Opportunities to expand business contact</td>
<td>443</td>
<td>2.546</td>
</tr>
<tr>
<td>4. Opportunities to increase business</td>
<td>442</td>
<td>2.540</td>
</tr>
<tr>
<td>5. Opportunities to enhance knowledge</td>
<td>409</td>
<td>2.350</td>
</tr>
<tr>
<td>in the field</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Chance to enhance my career</td>
<td>297</td>
<td>1.707</td>
</tr>
<tr>
<td>opportunities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Scale: Not important at all (-3) to extremely important (+3)

Associated with the evaluation of each attribute is belief strength, the bi component of the model. This step is to measure how confident the respondents are that attending IGBE will lead to the outcomes or provide the attributes. This assesses likelihood that IGBE will provide them with these attributes. Table 3 indicates that the respondents show the strongest belief strength that IGBE provides attractive and convenient city as a convention destination followed by a convenient date for the convention. Compared to other attributes, the respondents show rather weak belief strength that IGBE provides chance to enhance their career opportunities.
Table 3.

Respondents' Belief Strength About IGBe Attributes

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive and convenient city</td>
<td>429</td>
<td>2.466</td>
</tr>
<tr>
<td>2. Convenient date</td>
<td>346</td>
<td>1.989</td>
</tr>
<tr>
<td>3. Opportunities to expand business contact</td>
<td>341</td>
<td>1.960</td>
</tr>
<tr>
<td>4. Opportunities to increase business in the field</td>
<td>319</td>
<td>1.833</td>
</tr>
<tr>
<td>5. Opportunities to enhance knowledge</td>
<td>328</td>
<td>1.885</td>
</tr>
<tr>
<td>6. Chance to enhance my career opportunities</td>
<td>236</td>
<td>1.356</td>
</tr>
</tbody>
</table>

* Scale: Extremely unlikely (-3) to Extremely Likely (+3)

Based on the Fishbein's attitude formulation, $A=\sum_{i} e_{i}b_{i}$, overall attitude scores of the respondents are drawn by multiplying the evaluation of the attributes by the strength of the belief that IGBe is providing the attributes. As shown on the table 4, the respondents indicate most favorable attitude toward attractive and convenient city, while showing least favorable attitude toward "chance to enhance their career opportunities."
Table 4.
Respondents' Overall Attitude Scores Toward IGSE Attributes

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Total</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Attractive and convenient city</td>
<td>1,040</td>
<td>5.977</td>
</tr>
<tr>
<td>2. Convenient date</td>
<td>746</td>
<td>4.287</td>
</tr>
<tr>
<td>3. Opportunities to expand business contact</td>
<td>915</td>
<td>5.259</td>
</tr>
<tr>
<td>4. Opportunities to increase business</td>
<td>851</td>
<td>4.890</td>
</tr>
<tr>
<td>5. Opportunities to enhance knowledge in the field</td>
<td>862</td>
<td>4.954</td>
</tr>
<tr>
<td>6. Chance to enhance my career opportunities</td>
<td>590</td>
<td>3.390</td>
</tr>
<tr>
<td>Overall Attitude</td>
<td>5,004</td>
<td>4.973</td>
</tr>
</tbody>
</table>

* Mean Score Range: from Extremely unfavorable (-9) to Extremely favorable (+9)

D. HYPOTHESIS TESTING:

In presenting the data in attitude research, frequently used means of describing the strength of the relationships between the independent variable and dependent variable is correlation coefficient, symbolized by the letter "r." This coefficient can take on values that range from -1 through 0 to +1. The more the correlation between the two measures departs from zero and approaches the value of either -1 or +1, the stronger the relationship will be between the two measures. That is, when r=0, there is no relationship between the two variables. Correlations greater than zero indicate that as the value of one variable increases, so, too, does the value of the other. In contrast, negative correlations
indicate that as the value of one variable increases, the value of the other decreases.

According to Fishbein and Ajzen (1980), in the social sciences, correlations \((r)\) around .30 have been considered satisfactory and, consistent with this practice, it is suggested that correlation below this level are usually of little practical value even if they are statistically significant. Correlation in the range of .30 to .50 may be considered of moderate magnitude, while correlations exceeding .50 indicate relatively strong relationships between the two variables.

In addition to reporting the strength of a correlation, the statistical significance needs to be determined. A correlation is significant when the observed relation between two variables is unlikely due to chance alone. By tradition in social science, a finding is considered significant if its probability \((p)\) of occurrence by chance alone os less than 5 in 100 \((p<.05)\) (Fishbein and Ajzen, 1980).

Based on the guidelines in the social science, a decision rule for this study is developed like following:

1. if, \(r > 0.50\) ..............Strong relationship
2. if, \(0.30 < r < 0.50\) ........ Satisfactory relationship
3. if, \(r< 0.30\) .................no satisfactory relationship

* Significance level : \(p<.05\)
Hypothesis 1: A person's overall attitudes toward participating in a convention has a positive linear relationship with his/her intention to attend a convention in the future.

Linear regression analysis, which measures the relationship between the attitudes and intention, is used to test this hypothesis. Table 5 summarizes the results of the regression analysis.

The results of the regression analysis are not statistically significant (p: .4048). In addition, the correlation coefficient of .06355 indicates there is no satisfactory relationship between attitudes and intentions. Therefore, Hypothesis 1 is not supported. That is, independent variable, "attitudes" do not have a significant influence on dependent variable "intention". For example, R-square of 0.0040 indicates that the attendees' attitudes toward IGBE only explain 0.4% of the attendees' intention.
Table 5

Regression Analysis Results: Attitudes and intention

<table>
<thead>
<tr>
<th>Dependent Variable: Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation (r)</td>
</tr>
<tr>
<td>R-square</td>
</tr>
<tr>
<td>Standard Error</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DF</th>
<th>Sum of Squares</th>
<th>Mean Squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1</td>
<td>.68207</td>
</tr>
<tr>
<td>Residual</td>
<td>172</td>
<td>170.66999</td>
</tr>
<tr>
<td>F = .69747</td>
<td>Signif F = .4048</td>
<td></td>
</tr>
</tbody>
</table>

Variables in the Equation:

<table>
<thead>
<tr>
<th>Variable</th>
<th>B</th>
<th>SE B</th>
<th>Beta</th>
<th>T</th>
<th>Sig T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude</td>
<td>.004855</td>
<td>.005813</td>
<td>.0355</td>
<td>.835</td>
<td>.4048</td>
</tr>
<tr>
<td>Constant</td>
<td>2.119614</td>
<td>.182775</td>
<td>11.597</td>
<td>.0000</td>
<td></td>
</tr>
</tbody>
</table>

Hypothesis 1-1: A person who had attended the convention in the past has a stronger attitude-intention relationship than one who has never attended before.

With regard to the Hypotheses 1-1, regression analysis is used to test whether the relationship between attitudes and intention among those who have attended IGBE before is stronger than those who never attended before. As indicated on Table 6, the results are not significant overall. Both one who had attended before (p: .31) and one who has never attended before (p: .2917) show no statistical significance in the .05 confidence level. Thus, the hypothesis 1-1 is not supported. In addition, correlation coefficient (r) of those
who attended before and those who never attended before are
0.12103 and 0.10488 respectively, which indicates no
satisfactory relationship between attitudes and intentions.

Table 6
Regression Analysis Results:
Attitudes and intention correlation by past experience

<table>
<thead>
<tr>
<th></th>
<th>Attended Before</th>
<th>Never Attended Before</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable</td>
<td>Intention</td>
<td>Intention</td>
</tr>
<tr>
<td>Correlation (r)</td>
<td>0.12103</td>
<td>0.10488</td>
</tr>
<tr>
<td>R-square</td>
<td>0.01465</td>
<td>0.01100</td>
</tr>
<tr>
<td>Standard Error</td>
<td>0.69246</td>
<td>0.11802</td>
</tr>
<tr>
<td>DF. Regression</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>DF. Residual</td>
<td>69</td>
<td>101</td>
</tr>
<tr>
<td>F-Value</td>
<td>1.02579</td>
<td>1.12338</td>
</tr>
<tr>
<td>F-Significance</td>
<td>0.31470</td>
<td>0.29170</td>
</tr>
</tbody>
</table>

Variables in the Equation
Attitude B          | 0.006194 | 0.009423 |
Constant B          | 2.387202 | 1.772458 |

**Hypothesis 1-2**: A person whose primary reason is to attend
seminars has higher attitude-intention
relationship than one whose primary reason is to attend exhibits.

In order to test hypothesis 1-2, regression analysis is
also utilized. As shown in table 7 there is no statistical
significance in relationship between attitude and intention in
both seminar attendees (p: 0.433) and non-seminar attendees
(p: 0.620). Thus, hypothesis 1-2 is not supported. Relatedly,
correlation coefficient values for both seminars (r: 0.09) and
non-seminars (r:0.04) are lower than that of 0.30 in the
guideline so that the relationship between attitude and intention is not satisfactory.

Table 7

Regression Analysis Results:
Attitudes and intention correlation by Primary Reason

<table>
<thead>
<tr>
<th></th>
<th>Seminars</th>
<th>Non-Seminars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable:</td>
<td>Intention</td>
<td>Intention</td>
</tr>
<tr>
<td>Correlation (r)</td>
<td>0.09962</td>
<td>0.04768</td>
</tr>
<tr>
<td>R-square</td>
<td>0.00992</td>
<td>0.00227</td>
</tr>
<tr>
<td>Standard Error</td>
<td>0.92861</td>
<td>1.04122</td>
</tr>
<tr>
<td>DF-Residual</td>
<td>62</td>
<td>108</td>
</tr>
<tr>
<td>F-Value</td>
<td>0.62144</td>
<td>0.24612</td>
</tr>
<tr>
<td>F-Significance</td>
<td>0.43350</td>
<td>0.62080</td>
</tr>
</tbody>
</table>

Variables in the Equation

<table>
<thead>
<tr>
<th></th>
<th>Seminars</th>
<th>Non-Seminars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attitude B</td>
<td>.007628</td>
<td>.003647</td>
</tr>
<tr>
<td>Constant B</td>
<td>2.024133</td>
<td>2.161277</td>
</tr>
</tbody>
</table>

Hypothesis 1-3: A person who is visiting Las Vegas to participate in a convention has stronger attitude-intention relationship than one who is residing in Las Vegas.

With respect to the testing of the above hypotheses, the primary statistical method is regression analysis. The regression is not statistically significant for both Las Vegas resident (p: 0.597) and non Las Vegas resident (p: 0.532). Therefore, hypothesis 1-3 is not supported. Relationships between attitude and intention in both cases are not
satisfactory as correlation coefficients are significantly lower than 0.30 of satisfactory level.

Table 8

Regression Analysis Results:
Attitudes and intention correlation by Residence

<table>
<thead>
<tr>
<th></th>
<th>From Las Vegas</th>
<th>Not From Las Vegas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Variable</td>
<td>Intention</td>
<td>Intention</td>
</tr>
<tr>
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<td>0.07351</td>
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</tr>
<tr>
<td>R-square</td>
<td>0.00540</td>
<td>0.00331</td>
</tr>
<tr>
<td>Standard Error</td>
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<td>1.02835</td>
</tr>
<tr>
<td>DF-Residual</td>
<td>52</td>
<td>118</td>
</tr>
<tr>
<td>F-Value</td>
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<td>0.39156</td>
</tr>
<tr>
<td>F-Significance</td>
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<td>0.53270</td>
</tr>
</tbody>
</table>

Variables in the Equation

<table>
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<tr>
<th></th>
<th>From Las Vegas</th>
<th>Not From Las Vegas</th>
</tr>
</thead>
<tbody>
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<td>Attitude B</td>
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<td>.003647</td>
</tr>
<tr>
<td>Constant B</td>
<td>2.024133</td>
<td>2.16127</td>
</tr>
</tbody>
</table>

E. SATISFACTION AS A PREDICTOR OF INTENTION

Table 9 presents a comparison of satisfaction-intention and attitude-intention relationships. This comparison is to evaluate which is a better predictor of intentions. As the analysis results indicate, satisfaction-intention relationship (p: 0.1431) is not statistically significant. Furthermore, correlation (r=0.11148) is not also satisfactory compared to the guideline of relationship rule.
Table 9

Regression Analysis Results:
Correlation between satisfaction and intention

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<th></th>
<th>Satisfaction</th>
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</thead>
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<td>Intention</td>
</tr>
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<td>Correlation (r)</td>
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<tr>
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<td>Standard Error</td>
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<tr>
<td>F-Value</td>
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<td>1.54237</td>
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<td>.28817</td>
</tr>
</tbody>
</table>

Variables in the Equation

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<tr>
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<th>B</th>
<th>Constant B</th>
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</thead>
<tbody>
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<td>2.050210</td>
</tr>
<tr>
<td></td>
<td>.017494</td>
<td>1.737155</td>
</tr>
</tbody>
</table>

The results of the hypotheses testing are summarized like follows:

Hypothesis 1

As F: Significance = .4048>.05 Not supported

Hypothesis 1-1

Attended Before
As F: Significance = .3147>.05 Not supported

Never Attended Before
As F: Significance = .2917>.05 Not supported

Hypothesis 1-2

Seminars
As F: Significance = .4335>.05 Not supported

Exhibits
As F: Significance = .6208>.05 Not supported
Hypothesis 1-3

From Las Vegas
   As F: Significance = .5973 > .05  Not supported

Not from Las Vegas
   As F: Significance = .5327 > .05  Not supported

F. SUMMARY

This chapter has presented a profile of IGBE attendees who participated in the study and the statistical analysis on attitude-intention relationship. Furthermore, correlations between attitude and intention in association with past participation, primary reason to participate, and residence were examined.

The statistical analysis indicates that there is no significant linear relationship between attitude and intention. In addition, attitude-intention relationship in respect to past experience, primary reason, and residence is too weak to support the hypotheses.
CHAPTER V

SUMMARY AND CONCLUSION

A. THEORETICAL FRAMEWORK

The primary purpose of this study is to measure the convention attendees' overall attitudes toward the convention participation and to examine how the attitudes are related to the attendees' intention to participate in the future. The theoretical framework of this study is based on the premise that a person's purchase or use of a product is determined by the consumer's intention to buy or use it, and choice among different brand is a function of the relative strength of the consumer's intentions with respect to each brand. The intentions to buy or use a given product is in turn determined by the consumer's attitude toward buying or using it. Finally, the consumer's salient beliefs that the object has attributes and evaluation of the attributes accounts for the consumer's attitude.
B. SUMMARY OF FINDINGS

The attribute evaluation identified the importance levels of the attributes: (1) opportunities to expand business contacts (2.546); (2) opportunities to increase business (2.540); (3) opportunities to expand business contact (2.350); (4) attractive and convenient city (2.339); (5) convenient date (1.983), and (6) chance to enhance my career opportunities (1.707). These findings indicate that the convention attendees consider opportunities to expand business contacts as the most important evaluative criteria when they make a decision to participate in a convention. In addition, the attendees perceive chances to enhance career opportunities least important for participation decision.

The measurement of belief strength revealed the respondents' satisfaction with the IGBE's performance. The weighted attribute satisfaction scores are: (1) attractive and convenient city (2.466); (2) convenient date (1.989); (3) opportunities to expand business contact (1.960); (4) opportunities to enhance knowledge in the field (1.885); (5) opportunities to increase business (1.833), and (6) chance to enhance career opportunities (1.356).

Using attribute evaluation and belief strength with respect to these attributes, the attendees' attitudes toward each attribute were assessed. The attendees' attitudes toward the attributes are: (1) attractive and convenient city (5.977); (2) opportunities to expand business contact (5.259);
(3) opportunities to enhance knowledge in the field (4.954); (4) opportunities to increase business (4.890); (5) convenient date (4.287), and (6) chance to enhance career opportunities (3.390). These findings show that the attendees have the most favorable attitudes toward attractive and convenient city and least favorable attitudes toward chance to enhance career opportunities among the six attributes.

In association with attribute attitudes, the attendees' overall attitudes toward participating the convention was measured. The average score of overall attitudes could range from -9 to +9, with indicating -9 extremely unfavorable attitudes, +9 indicating extremely favorable attitudes. The mean score of 4.973 indicates that the attendees have a moderately favorable attitude toward convention participation in IGBE.

C. DISCUSSION

One of the benefits of the multiattribute model in marketing research is a theoretical link between evaluative criteria and the concept of attitudes (Fishbein and Ajzen, 1980). In addition, it formalizes the widely held view that the consumers' satisfaction with a product is determined by the consumers' beliefs that the product fulfills certain functions and that it satisfies some of their needs. Thus, a multiattribute analysis can be a rich source of useful information for marketing planning.
For example, the convention attendees perceived opportunities to expand business contacts and opportunities to increase business as important attributes when they make a participation decision. However, the convention's performance on these attributes is not rated favorably by the attendees. This can be a signal of neglected marketing opportunities for the convention organizer. Thus, by enhancing its performance on these attributes, the convention may be able to turn this into competitive advantage. Relatedly, improving the poor performance on the attribute, as "chance to enhance career opportunities," will not provide much impact on the attendees as attributes that had a higher rating on importance.

The lack of a relationship between attitude and intention is consistent with other studies. According to Fishbein (1975), inconsistent and inconclusive findings have frequently been obtained and the inconsistent predictability of attitudes has been the forefront issue in the attitude research. Furthermore, there have been many investigators reported low and nonsignificant relations between attitudes and intentions (e.g., Linn, 1965; Darroch, 1971; Green, 1972). For example, Nemeth (1970) reported a correlation of .008 between liking for a person and volunteering to distribute questionnaires for him. Similarly, Fishbein and Ajzen (1974) correlated different measures of attitude toward religion with each of 100 intentions to perform various religious behaviors. The
average correlation between attitudes and intentions was found to be \( .17 \).

Although the study did not find a significant relationship between attitudes and intentions, it cannot simply be concluded that attitudes cannot predict intentions. In spite of the historical review of the controversy surrounding the relationship between attitude and behavioral intentions, attitudes continue to be regarded as primary determinant of a person's responses to an object (Fishbein and Ajzen, 1980). One possible reason for the failure to show a relationship between attitude and intention is that attitude is one of the many factors that influence intentional behavior.

Some researchers suggest certain behaviors are so dependent on the situational context that they are virtually unpredictable from the measure of attitude. That is, there has been recognition among investigators that there is no one-to-one correspondence between attitude and a given behavioral intention.

As this study's finding indicates that the respondents' attitudes explain only 3% of their intention, it can be assumed that there are other variables that may contribute to explanations of intentions. That is, given the inconsistent relationship between attitudes and intentions, traditional measures of attitudes are usually not a sufficient basis for predicting intentions. Thus, it is inevitable to take other
variables into consideration to improve attitudes' predictability of intention.

Dulany (1968) suggested two components of intentions. One is similar to an expectancy-value formulation in that it refers to the subjects; expectation that a given responses will lead to a certain responses will lead to a certain event and the subject's evaluation of the event. Another component represents perceived demand and motivation to comply with these demands.

On the basis of Dulany's theory, Fishbein proposed a function of two basic determinants, one attitudinal and the other normative. The attitudinal component refers to the person's attitude toward performing the behavior in question; the normative component is related to the person's beliefs on whether relevant referents will expect them to perform or not to perform the behavior and the person's motivation to comply with the referent. Relatedly, Bentler and Speckart (1979) modified Fishbein and Ajzen's theory and added previous behavior as a determinant of intentions.

Various factors are suggested one of the determinants of intentions. For example, Triandis (1977) suggested habits, and Ajzen (1988) perceived control as a determinant of intentions. In sum, attitudes' predictability may be improved by including other variables other than attitudes.

Another the possible explanation for nonsignificant correlation between attitudes and intentions is specificity of
the intentions. According to Fishbein and Ajzen (1975), as the measure of intention becomes more specific in terms of the behavior, situation, or time, its relation to attitudes tend to decrease. In other words, a stronger attitude-intention relationship is expected only when a global measure of intention is used. As this study asked the respondents rather specific questions in relation to the target (attending IGBE) and time dimension (once in the next two years), a significant correlation may have not been drawn.

E. RECOMMENDATIONS FOR FUTURE RESEARCH

This study suggests attitudes are one of the many factors that influence behavioral intention. In order to predict intention accurately, future research on this matter has to take other variables into account. Thus, future researchers are recommended to investigate how other variables affect attitude-intention relations. Among the variables suggested are conflicting attitudes; competing motives; individual differences (such as personality characteristics); normative prescriptions of proper behavior; alternative behavior available; and expected or actual consequences of the behavior.

As discussed earlier, this study involves a rather specific level of intention in the context of target, situation, and time dimension. Fishbein and Ajzen (1975) note that it is important to take the level of specificity into
account in an attempt to understand the determinants of intention. Therefore, in the future, in order to identify more accurate determinant of intentions in the convention industry, researchers are encouraged to investigate effect of variations in target characteristics, behaviors, situations, as well as individual differences.

Finally, in this study, the list of evaluative criteria of convention participation is obtained by indirect procedures like literature review and discussion with a meeting planner. Since identifying the evaluative criteria that consumers employ in their purchase decision is a major focus of marketing, it will be more ideal to take direct approach of asking the potential respondents to state their reasons for attending a convention. This attempt will be beneficial for the convention industry because it will enable the convention industry to generate a more accurate list of evaluative criteria.
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APPENDIX

SURVEY QUESTIONNAIRE
PART I

Importance of Attributes in Attending an Exposition

Directions: Please read each item below and rate how important you perceive the attributes mentioned in each question to be. For example, if you perceive that "meeting new industry people" is extremely important, circle 3.

NOTE: The meanings of the numbers to circle:
+ 3....Extremely important
+ 2....Very important
+ 1....important
0....Neutral
-1....Unimportant
-2....Not very important
-3....Not important at all

1. In choosing an exposition, an attractive and convenient city is;
   +3 +2 +1 0 -1 -2 -3

2. In choosing an exposition to attend, convenient dates are;
   +3 +2 +1 0 -1 -2 -3

3. Opportunities to expand business contacts are;
   +3 +2 +1 0 -1 -2 -3

4. Opportunities to increase business are;
   +3 +2 +1 0 -1 -2 -3

5. Opportunities to enhance my knowledge in the field are;
   +3 +2 +1 0 -1 -2 -3

6. Opportunities to enhance my career opportunities are;
   +3 +2 +1 0 -1 -2 -3
PART II
How Does IGBE Rate on These Attributes?

Directions: This is to measure the strength of your beliefs concerning the possible outcome of attending the International Gaming Business Exposition (IGBE). Please read each item below and rate how likely the exposition is associated with the outcomes mentioned in each question. For example, if your attending this exposition is extremely likely to enable you "to meet new industry people", circle 3.

NOTE: The meanings of the numbers to circle:
+3 ....Extremely likely
+2 ....Very likely
+1 ....likely
0 ....Mixed feeling
-1 ....Unlikely
-2 ....Very unlikely
-3 ....Extremely unlikely

1. The city where IGBE is held is attractive and convenient.

   +3  +2  +1  0  -1  -2  -3

2. The dates for the IGBE are convenient.

   +3  +2  +1  0  -1  -2  -3

3. My attending IGBE will enable me to expand business contacts.

   +3  +2  +1  0  -1  -2  -3

4. My attending IGBE will enhance opportunities to increase business.

   +3  +2  +1  0  -1  -2  -3

5. My attending IGBE will enhance my knowledge in the field.

   +3  +2  +1  0  -1  -2  -3

6. Attending IGBE provides me chances to enhance my career opportunities.

   +3  +2  +1  0  -1  -2  -3
PART III

Directions: Complete this section by answering the last few questions. These questions will be used for statistical purposes only.

1. I will attend IGBE at least once in the next two years.
   Likely  +3  +2  +1  0  -1  -2  -3  Unlikely

2. Did you attend IGBE in 1993 and/or 1992? (Check all appropriates)
   [ ] Yes  [ ] 1993  [ ] No  [ ] 1992

3. What is your overall feeling about attending IGBE?
   Extremely  Very  Satisfied  Mixed  Unsatisfied  Very  Extremely
   Satisfied  Satisfied  Feeling  Unsatisfied  Unsatisfied

4. What was your primary reason for attending IGBE this year? (Check one only)
   [ ] Seminars  [ ] Exhibits  [ ] Special Events

5. Are there any categories of exhibitors that were under-represented?

6. What is your job title?
   [ ] Chairman/President/CEO  [ ] Slot Technician
   [ ] Owner/Partner  [ ] Keno Director/Manager
   [ ] Vice president/General Manager  [ ] Security Director/Manager
   [ ] CFO/Controller  [ ] Table Game Director/Manager
   [ ] Casino Operation Director  [ ] Purchasing Manager
   [ ] Marketing Director  [ ] Consultant
   [ ] Slot Director/manager  [ ] Others
7. Where are you from?

[ ] Las Vegas, Otherwise

City ________________ State ________________

Country (if outside of U.S.) ________________

Thank you for your cooperation!!