

# **On the Interactive Effect of Traits and Need for Achievement on Customer Orientation**

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## **Abstract**

In the past studies, several researchers revealed that customer orientation is positively and significantly related to various variables leading to organizational profit, such as job performance, organizational commitment, organizational citizenship behavior, and customer satisfaction. In addition to these studies, in order to find out the individuals with high customer orientation, some researchers investigated the relationship between personality traits and customer orientation, and found all of the big five personality traits, openness to experience, conscientiousness, extraversion, agreeableness, and emotional stability, are significantly associated with customer orientation. However, the recent study by Winter et al.(1998) suggests that in order to capture the human behavior more precisely, we need to take the interactive effect of personality traits and needs into consideration. In the present study, we followed this suggestion and took up need for achievement, which is one of the three needs suggested by McClelland, and investigated not only the individual effect of the big five personality traits on customer orientation, but also the interactive effect of personality traits and need for achievement on customer orientation. The result showed that three dimensions of the big five, openness to experience, conscientiousness, agreeableness, are positively and significantly related to customer orientation, and also the interactive effect of openness to experience and need for achievement and of extraversion and need for achievement on customer orientation reached statistical significance.

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