

AN INTEGRATED MODEL OF FEEDBACK SEEKING BEHAVIOR: PERSONALITY, CONTEXT, AND COGNITION

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ABSTRACT

This study replicates, integrates, and extends prior research on the antecedents of feedback seeking behavior. Regression analysis was used to analyze data collected from a sample of salespeople ($N = 310$). We found that the personality trait of learning goal orientation and the contextual factors of leader consideration and leader initiation of structure influenced cognitions about the perceived cost and value of feedback seeking. In turn,

the perceived value cognition influenced feedback seeking behavior. The perceived cost cognition was not related to feedback seeking behavior, and this finding is used to help clarify the conceptualization of the perceived cost cognition. Our findings provide evidence for the generalizability of prior laboratory research on the influence of goal orientation. In addition, the findings illustrate why it is important to jointly consider the characteristics of the feedback seeker and the feedback context to explain the decision to seek feedback.

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