

# PERSONALITY DEVELOPMENT AND IMAGE IMPROVEMENT: A CASE OF INTERNSHIP STUDENTS

Miss Narumon chomchom

*Suan Sunandha Rajabhat University, Bangkok, Thailand*

*E-mail: [\\*narumon.ch@ssru.ac.th](mailto:*narumon.ch@ssru.ac.th)*

## ABSTRACT

Personality development and image improvement are both vital quality for success in modern business. This is because better personality and good image can create positive mind and increase high level of confidence of any person. All internship students from Suan Sunandha Rajabhat University are required to train in both personality development and image improvement. It is both necessary and vital to fourth year students because it has the effects on their behavior, thought, and feelings. It is acceptable in higher education that personality development and image improvement is important to internship students. Personality development and image improvement are not only the external of better dress or good look but also the internal of self-confidence, innovative thinking, and communication & people skills. The objectives of this study were to investigate the internship students who had personality development and image training and their work performance. This study utilized qualitative research method. The focus of the study was on 12 internship students who had completed personality development and image training class. An in-depth interview was conducted to gain better understanding of them. Primary data and secondary data were also analyzed with the assistance of the finding of literature review and many of previous studies related to the topic of personality development and image improvement. The results of this study were from the findings of the in-depth interview of 12 internship students and with theoretical framework collected from many literature reviews resulted in the conclusion that there is direct positive relation between both personality development and image improvement and high satisfaction and happiness of internship students at work and at home. There should be more training programs for students who are entering the internship programs as well as enter job market to enhance their confidence and better self-image.

**Keyword:** Image Improvement, Personality Development, Internship, Self-confident

## Introduction

Personality refers to the pattern of characteristic thoughts, feelings, and behavior of a person that distinguishes one person from another person. Therefore, personality development is a training program that help to enhance positive and proper pattern of characteristic thought, feelings, and behavior. In other words, personality development includes activities that enhancing awareness and identity, developing talents and potentials, building human capital, and improving quality of life. Personality development is actually the process of improving and transforming the personality to the better and positive one. In fact, there are five important personality traits as the five factors model which based on common language description of personality. The five factors can be defined as openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism.

Many people undermine the importance of having a pleasing positive personality. Other people think good personality means good -looking or better dressed individual. In fact, the scope of personality development is very broad and depth. Good personality development includes knowing how to dress well, social skills, grooming, speech, presentation, as well as communication skills and people skills. Whatever career, personality development training can offer important skills that can promote a person to reach objectives with grace. Therefore, the researcher is interested in studying and investigating the benefits of personality development trainings from the perspectives of internship students who had personality development and image training and how it improves their work performance.

## Research Methodology

The aims of this study were to examining the internship students who had enrolled in personality development and image training and what were the key benefits of the personality development training. In order to find the answers, this study employed qualitative research method. The main sample and the focus of this study was on 12 internship students of Suan Sunandha Rajabhat University who had completed personality development and image training class. A focus group was conducted with an in-depth interview to obtain better understanding of them. Primary data and secondary data were used for analyzing with variety of findings of literature review and many of previous studies related to the topic of personality development.

Fig 1. Key Benefits of Personality Development Trainings



## Findings

From the qualitative study, the findings can be reported that there are five important key benefits of personality development for internship students of Suan Sunandha Rajabhat University. These key benefits of developing personality include communication skills, interacting, credibility, leading and motivating, and confidence and happiness. First, personality development training improves their communication skills such as enhancing speech and presentation. Second, personality training encourages internship students to interacting with other people positively. They communicate more openly and comfortable to be with many different people. Third, personality development training gives internship students feel more credible from they look and how they pose themselves in various situations. Fourth, personality development training enhances the capacity to lead and motivate. It is obvious that internship students with winning personality will be able to motivate better and lead better. Finally, personality development training boosts up internship students with more confidence. When they know that they have appropriately attired and groomed, this makes them more confidence when meeting with people. With the training, they know what is the right things to say, when to say, and how to conduct themselves in variety situations, which will increase tremendous of confidence as well as happiness in working life and personal life. Therefore, personality development training improves soft skills in five areas: communication skills, interacting, credibility, leading and motivating, and confidence and happiness.

TABLE 1. BENEFITS OF PERSONALITY DEVELOPMENT

	Percentage	Rank
<b>Factors</b>		
1. Communication skills	24	2
2. Interacting	15	4
3. Credibility	12	5
4. Leading and Motivating	21	3
5. Confidence and Happiness	28	1

From table 1, the summary of the benefits of personality development training programs, it found that the benefits can be ranked based on the percentage of importance. “Confidence and happiness” ranked as number one of key benefit of personality development for internship students with 28 percent. “Communication skills” ranked as number two of key benefit of personality development for internship students with 24 percent. “Leading and motivating” ranked as number three of key benefit of personality development for internship students with 21 percent. “Interacting” ranked as number four of key benefit of personality development for internship students with 15 percent. Finally, “Credibility” was ranked as number five of key benefit of personality development for internship students with 12 percent.

### Acknowledgement

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity, for his proof reading of this manuscript.

### References

- Barbara Everitt Bryant & Claes Fornell (2005). “American Customer Satisfaction Index, Methodology”, Report: April, 2005.123
- Bitner, M (1987). “Contextual Cues and Consumer Satisfaction: The Role of Physical Surroundings and Employee Behaviours in Service Settings. Unpublished Doctoral Dissertation, University of Washington.
- Cardozo, R. (1965). “An experimental Study of Customer Effort, Expectation, and Satisfaction”, *Journal of Marketing Research*, 2(8), 244-249.
- Carlsmith, J. & Aronson, E. (1963). “Some Hedonic Consequences of the Confirmation and Disconfirmation of Expectations”, *Journal of Abnormal and Social Psychology*, 66(2), pp.151-156.
- Choi, T.Y. & Chu, R. (2001). Determinants of Hotel Guests’ Satisfaction and Repeat Patronage in the Hong Kong Hotel Industry. *International Journal of Hospitality Management*. 20: pp. 277-297.
- Cronin, J. and Taylor, S. SERVPERF versus SERVQUAL (1994). “Reconciling performance based and perceptions minus expectations measurement of service quality”, *Journal of Marketing*, Vol.58, No.1.
- Dawes, R., D. Singer & Lemons, P. (1972), “An experimental Analysis of the Contrast Effect and its Implications for Intergroup Communication and Indirect Assessment of Attitude.” *Journal of Personality and Social Psychology*, 21(3), 281-295.
- Edvardsson, B., A. Gustafsson, et al. (2000). *New Service Development and Innovation in the New Economy*. Lund, Studentlitteratur.

- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, pp. 189-202.
- Ekinci Y. & Sirakaya E. (2004). 'An Examination of the Antecedents and Consequences of Customer Satisfaction'. In: Crouch G.I., Perdue R.R., Timmermans H.J.P., & Uysal M. *Consumer Psychology of Tourism, Hospitality and Leisure*. Cambridge, MA: CABI Publishing, p.190.
- Gopikrishana M. (2012). *A Course in Personality Development*. Department of Electrical & Electronics Engineering. Bharath University.
- Mattila A. & O'Neill J.W. (2003). 'Relationships between Hotel Room Pricing, Occupancy, and Guest Satisfaction: A Longitudinal Case of a Midscale Hotel in the United States', *Journal of Hospitality & Tourism Research*, 27 (3), pp. 328-341, Sage Publications.
- Mattila A. (1999). 'Consumers' Value Judgments', *The Cornell Hotel and Restaurant Quarterly*, 40 (1) pp. 40-46, Sage Publications. p.42.
- Mohsin Asad; Ryan Chris (2005). "Service Quality Assessment of 4-staff hotels in Darwin, Northern Territory, Australia. (Buyers' Guide)", *Journal of Hospitality and Tourism management*, April 01, 2005.
- Reimer A. & Kuehn R. (2005). 'The impact of services on quality perception', *European Journal of Marketing*, 39 (7/8). 785 - 808, Emerald Group Publishing Limited. [Online]. DOI: 10.1108/03090560510601761 (Accessed: 12.05.2010)
- Teas, K.R. (1994), "Expectations as a Comparison Standard in Measuring Service Quality: An Assessment of a Reassessment", *Journal of Marketing*, Vol.58, Jan, pp.132-139.
- Wongleedee, Kevin (2017). "Customer Satisfaction in the Airline Industry: Comparison Between Lowcost and full-service Airlines" Suan Sunandha Rajabhat University, *Actual Problems of Economics.Scientific Economic Journal*. No 1 (187) 2017.
- Wongleedee, Kevin (2016). "Factors Influencing Revisit Intentions of International Tourists: A Case of Bangkok, Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 6 (182) 2016.
- Wongleedee, Kevin (2016). "Customer Satisfaction as a Factor of Airlines' Loyalty Programs Development: The Case of Thai Airways-Domestic" Suan Sunandha Rajabhat University, *Actual Problems of Economics. Scientific Economic Journal*. No 1 (175) 2016.
- Wongleedee, Kevin (2016). "Important Motivation Factors for Foreign Reinvestment in Thailand" Suan Sunandha Rajabhat University, *Actual Problems of Economics.Scientific Economic Journal*. No. 6 (180) 2016.
- Yoo, D.K. & Park, J.A. (2007). Perceived service quality – Analyzing relationships among employees, customers, and financial performance. *International Journal of Quality & Reliability Management*, 21(9): pp.908-926.