

This document contains supplementary material related to the article:

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Table SF1 - Characterization of the respondents

Characterization		n	%
Salespeople	Gender		
	Male	141	46.38 %
	Female	159	52.3 %
	Other	4	1.32 %
	Total	304	100.00 %
	Generation		
	Before 1946	2	0.66 %
	Between 1946-1965	24	7.89 %
	Between 1966-1980	100	32.89 %
	Between 1981-1994	57	18.75 %
	Between 1995-2012	121	39.81 %
	Total	304	100.00 %
Companies represented by salespeople	Professional experience		
	< 3 years	104	34.21 %
	Between 4 - 10 years	61	20.07 %
	Between 10 - 20 years	53	17.43 %
	More than 20 years	86	28.29 %
	Total	304	100.00 %
	Education		
	Secondary/vocational education	48	15.79
	University education	243	79.93
	Other	13	4.28
	Total	304	100.00
Companies represented by salespeople	Type of Company		
	Producer/industry	151	49.67
	Service provider	99	32.57
	Other	54	17.76
	Total	304	100.00
	Company size		
	Micro	119	39.15
	Small	94	30.92
	Medium	70	23.02
	Large	21	6.91
	Total	304	100.00
Companies represented by salespeople	Export level		
	0%	33	10.86
	<25%	127	41.77
	25% - 50%	83	27.3
	> 50%	61	20.07
	Total	304	100.00
	Level of participation in trade fairs		
	Sporadically	53	17.44
	1 trade fair every 4 years	32	10.53
	1 trade fair every 2 years	40	13.15
	1 trade fair per year	62	20.39
	Several trade fairs per year	117	38.49
	Total	304	100.00
Companies represented by salespeople	Country		
	Portugal	181	59.54
	Kosovo	82	26.97
	Other	41	13.49
	Total	304	100.00

Source: Own elaboration

Table SF2 - Questionnaire Items

Model construct and items	Items code	Source
Bricoleur behaviour of the salesperson		
Considering your participation in trade fairs. please evaluate the following statements based on your level of agreement. where 1= totally disagree; 5= totally agree.		
I usually find workable solutions to new challenges by using our existing resources.	BRIC1	
I use any existing resource that seems useful to responding to a new problem or opportunity;	BRIC2	
When I face new challenges. I gather viable solutions from existing resources;	BRIC3	Epler & Leach. (2021)
I combine resources to accomplish new challenges that the resources were not originally intended to accomplish.	BRIC4	
To deal with new challenges I access resources at low or no cost and combine them with what I already have.	BRIC5	
When dealing with new problems or opportunities I immediately take action by assuming that I will find a workable solution.	BRIC6	
I deal with new challenges by applying a combination of our existing resources and other resources inexpensively available to me.	BRIC7	
Problem-solving confidence		
Considering your participation in trade fairs. please evaluate the following statements based on your level of agreement. where 1= totally disagree; 5= totally agree.		
I make decisions and I am happy with them later.	PSC1	
I trust my ability to solve new and difficult problems.	PSC2	Soliman (2014).
When making a decision. I weigh the consequences of each alternative and compare them against each other.	PSC3	
I try to predict the overall result of carrying out a particular course of action.	PSC4	
Given enough time and effort. I believe I can solve most problems that confront me.	PSC5	
When faced with a novel situation. I have confidence that I can handle problems that may arise.	PSC6	
Exhibitor performance		
Considering your participation in the last trade fairs (last 2 years). evaluate the following statements based on your level of satisfaction. where 1 = totally dissatisfied; 5= totally satisfied.		
Sales-related activities		
Test new product concepts.	P_SAL1	
Develop new product/market segments.	P_SAL2	Hansen (2004)
Make new contracts at Trade Fair.	P_SAL3	
Introduce and evaluate reactions to new products.	P_SAL4	
Actual sales at Trade Fair to new customers.	P_SAL5	
Information-gathering activities		
Collect information about competitors' prices. products. and strategies.	P_INF1	
Collect information in general.	P_INF2	Hansen (2004)
Search for information about competitors. suppliers. and customers.	P_INF3	
Carry out predefined market research	P_INF4	
Relationship-building activities		
Service to existing customers.	P_REL1	
Maintain and develop personal contacts with existing customers.	P_REL2	Hansen (2004)
Increase the speed and influence on the various steps in the decision process of our customers.	P_REL3	
Use the Trade Fair as an arena where our management can develop relationships with customers.	P_REL4	
Image-building activities		
Demonstrate to customers that we are just as good as our competitors.	P_IMA1	
Enhance and maintain company image perceived by customers. competitors. and professional press.	P_IMA2	
Market communication in general at the Trade Fair.	P_IMA3	Hansen (2004)
Convince customers that we are a strong and solid company.	P_IMA4	
Gain advantage over competitors who are not exhibiting.	P_IMA5	
Measure ourselves against the competitors.	P_IMA6	
Motivational activities		
Train and develop our sales team.	P_MOT1	
Strengthen our salespeople's motivation (e.g.. traveling abroad. break in daily routines. meeting customers at the show and outside the show area).	P_MOT2	Hansen (2004)
Motivate our salespeople (e.g.. salespeople from our company meet customers).	P_MOT3	
Motivate customers (e.g.. meet our salespeople at the show and outside the show area).	P_MOT4	
Source: Own elaboration		

Table SF3 - Anti-image correlations

	BRIC1	BRIC2	BRIC3	BRIC4	BRIC5	BRIC6	BRIC7	PSC1	PSC2	PSC3	PSC4	PSC5	PSC6	P_SAL1	P_SAL2	P_SAL3	P_SAL4	P_SAL5	P_INF1	P_INF2	P_INF3	P_INF4	P_REL1	P_REL2	P_REL3	P_REL4	P_IMA1	P_IMA2	P_IMA3	P_IMA4	P_IMA5	P_IMA6	P_MOT1	P_MOT2	P_MOT3	P_MOT4	
BRIC1	0.945a																																				
BRIC2	0.311	0.902a																																			
BRIC3	-0.109	-0.166	0.945*																																		
BRIC4	-0.043	-0.283	-0.289	0.924*																																	
BRIC5	-0.108	0.025	-0.021	-0.090	0.837*																																
BRIC6	-0.039	-0.075	-0.069	-0.047	-0.132	0.944*																															
BRIC7	0.034	-0.122	-0.109	-0.041	-0.373	-0.183	0.902*																														
PSC1	0.046	-0.162	0.000	0.053	0.036	0.081	-0.051	0.947*																													
PSC2	-0.094	-0.020	-0.041	0.031	0.044	-0.122	0.027	-0.276		0.950*																											
PSC3	-0.026	0.127	0.019	-0.108	-0.045	0.016	-0.039	-0.209	-0.146	0.930*																											
PSC4	-0.023	-0.048	-0.059	-0.005	-0.033	0.016	0.036	-0.010	-0.208	-0.436	0.935*																										
PSC5	-0.065	-0.056	-0.062	0.082	0.007	-0.114	-0.014	-0.058	-0.026	-0.098	-0.050	0.946*																									
PSC6	0.021	0.042	0.005	-0.062	0.061	-0.126	-0.037	-0.089	-0.133	-0.042	-0.102	-0.389	0.947*																								
P_SAL1	0.006	-0.083	0.135	-0.091	-0.021	0.021	0.089	0.100	-0.006	0.022	-0.052	-0.083	-0.058	0.911*																							
P_SAL2	-0.067	0.003	-0.044	0.080	0.038	0.002	-0.119	0.099	-0.008	-0.113	0.071	0.021	-0.004	-0.483	0.933*																						
P_SAL3	-0.001	0.014	0.105	-0.271	-0.069	0.018	0.103	-0.063	-0.040	0.133	0.021	0.029	-0.125	-0.028	-0.177	0.909*																					
P_SAL4	0.115	-0.006	-0.093	0.078	-0.059	0.093	-0.023	-0.049	-0.033	0.032	-0.089	0.003	0.008	-0.219	-0.168	-0.163	0.940*																				
P_SAL5	-0.029	-0.054	0.006	0.153	-0.048	-0.073	-0.029	-0.037	0.023	-0.056	0.067	0.109	0.042	-0.121	0.040	-0.375	-0.148	0.888*																			
P_INF1	-0.112	0.009	-0.004	0.072	-0.004	-0.127	0.041	-0.044	0.066	-0.079	0.106	0.013	0.039	-0.095	0.026	0.122	-0.177	-0.039	0.915*																		
P_INF2	0.107	-0.033	-0.050	0.044	0.071	-0.033	-0.045	-0.015	-0.071	-0.158	0.081	-0.019	0.043	-0.096	-0.007	-0.112	0.102	0.106	-0.200	0.939*																	
P_INF3	0.017	0.026	0.016	-0.140	-0.013	0.108	0.012	-0.011	-0.045	0.139	-0.072	-0.006	-0.047	0.179	-0.053	0.022	0.035	-0.085	-0.434	-0.386	0.927*																
P_INF4	0.065	-0.031	0.014	0.026	-0.021	-0.185	0.065	-0.127	0.091	0.050	0.044	0.123	-0.086	-0.073	-0.120	0.074	0.107	-0.093	-0.065	-0.166	-0.091	0.956*															
P_REL1	-0.010	0.017	-0.013	0.017	0.207	-0.058	-0.117	-0.091	0.076	0.038	-0.114	-0.005	-0.006	0.010	-0.096	-0.087	0.083	0.018	-0.017	-0.025	0.052	-0.021	0.953*														
P_REL2	-0.071	0.075	-0.077	-0.062	0.060	-0.077	-0.046	0.012	0.075	-0.069	0.019	0.103	-0.024	-0.104	0.104	-0.038	-0.111	0.087	0.011	0.004	-0.073	0.043	-0.388	0.927*													
P_REL3	0.101	-0.071	0.175	-0.107	-0.066	-0.067	0.022	0.055	-0.096	0.009	-0.037	-0.081	0.084	0.164	-0.100	-0.012	-0.032	-0.179	-0.060	-0.074	0.107	-0.044	-0.085	-0.302	0.948*												
P_REL4	-0.113	0.100	0.057	-0.047	0.020	0.059	0.015	0.031	-0.048	-0.007	0.041	-0.140	0.044	0.016	-0.001	-0.024	-0.089	0.027	0.139	-0.083	-0.029	-0.135	-0.033	-0.207	-0.149	0.966*											
P_IMA1	-0.011	-0.013	-0.045	0.073	-0.041	-0.062	0.049	0.009	0.002	-0.017	0.010	0.037	-0.017	0.112	-0.077	-0.069	-0.048	0.079	-0.114	-0.027	0.077	-0.054	-0.036	0.001	-0.074	0.003	0.967*										
P_IMA2	-0.047	-0.052	-0.023	0.045	-0.029	0.068	0.018	-0.021	0.099	-0.142	0.001	0.121	-0.099	-0.058	0.159	0.046	-0.129	0.043	0.110	0.011	-0.095	-0.020	-0.095	-0.015	-0.035	-0.121	-0.294	0.951*									
P_IMA3	-0.059	-0.020	-0.003	-0.042	-0.002	0.119	-0.023	0.003	-0.061	-0.002	-0.009	-0.155	0.206	-0.009	-0.102	0.093	-0.047	0.055	0.079	-0.016	-0.206	-0.039	-0.070	-0.022	-0.024	-0.048	-0.084	-0.162	0.967*								
P_IMA4	0.097	0.030	-0.135	-0.061	-0.067	0.016	0.137	0.030	-0.146	0.076	0.016	-0.015	-0.077	-0.002	-0.108	0.040	0.078	-0.063	-0.081	-0.076	0.043	0.043	0.106	-0.229	0.001	-0.003	0.021	-0.238	-0.176	0.956*							
P_IMA5	-0.016	0.072	-0.049	0.007	-0.061	0.005	0.016	-0.002	0.050	0.034	-0.083	-0.077	0.075	-0.037	0.030	0.002	-0.061	-0.072	-0.018	-0.061	-0.062	0.060	-0.159	0.200	-0.053	-0.028	-0.083	0.005	-0.072	-0.146							
P_IMA6	-0.062	0.078	0.003	-0.003	0.095	0.020	-0.096	0.005	-0.058	0.001	0.025	-0.012	-0.126	-0.041	0.021	0.027	0.112	-0.045	-0.023	0.205	-0.052	-0.108	0.024	0.047	0.002	-0.014	-0.170	0.008	-0.134	-0.260	0.957*						
P_MOT1	-0.156	0.041	0.010	-0.060	-0.102	0.006	0.132	-0.012	0.014	-0.091	0.129	0.093	-0.104	-0.047	0.146	0.104	-0.196	-0.008	0.109	-0.118	-0.073	-0.037	-0.088	0.006	-0.008	-0.006	-0.026	0.137	0.097	0.083	-0.107	-0.192	0.927*				
P_MOT2	-0.106	0.065	-0.065	0.026	0.022	0.020	0.024	-0.078	-0.023	0.055	0.015	-0.015	0.000	-0.042	0.032	-0.033	-0.036	-0.026	-0.016	-0.052	0.003	-0.109	-0.063	0.103	-0.158	0.085	0.123	-0.089	0.005	0.023	0.104	-0.074	-0.314	0.930*			
P_MOT3	0.114	-0.135	0.131	0.111	0.063	-0.113	-0.103	-0.083	0.160	-0.100	-0.069	-0.041	0.058	0.149	-0.135	-0.154	-0.085	0.095	0.082	0.091	-0.095	0.037	0.077	-0.080	0.102	0.006	-0.078	0.044	-0.003	-0.075	-0.077	-0.073	-0.121	-0.413	0.913*		
P_MOT4	-0.027	0.083	-0.055	-0.015	0.006	0.015	-0.124	-0.023	-0.012	0.096	-0.015	0.011	-0.079	-0.089	-0.028	-0.071	0.137	-0.037	-0.061	0.029	0.043	-0.008	-0.041	0.084	0.018	-0.177	-0.004	-0.080	-0.133	0.053	0.063	0.032	-0.105	-0.103	-0.310	0.954*	

* Measures of sampling adequacy (MSA)

Table SF4 – Model Fit

	Recommendations (Collier 2020)	Model Fit
χ^2/DF	1–3	1.530
CFI - Comparative Fit Index	≥ 0.90	0.974
NFI - Normed-Fit Index	≥ 0.90	0.928
TLI - Tucker Lewis Index	≥ 0.90	0.969
IFI - Incremental Fit Index	≥ 0.90	0.974
GFI - Goodness of Fit Index;	≥ 0.90	0.925
RMR - Root Mean Square Residual	≤ 0.05	0.039
RMSEA - Root Mean Square Error of Approximation	≤ 0.08	0.042

Source: Own elaboration from AMOS.

Table SF5 - Summary of the hypothesis test

Hypothesis	Results
H1. In the context of a trade fair, the bricoleur behaviour exhibited by the salesperson exerts a positive influence on their problem-solving confidence.	(0.63)*** Supported
H2. In the context of a trade fair, the problem-solving confidence exhibited by the salesperson exerts a positive influence on exhibitor performance.	(0.55)*** Supported
H3. In the context of a trade fair, the bricoleur behaviour exhibited by the salesperson exerts a positive influence on exhibitor performance.	(0.25)*** Supported
H4A: The sales dimension contributes significantly to the exhibitor's performance.	(0.76)*** Supported
H4B: The information collection dimension contributes significantly to the exhibitor's performance.	(0.75)*** Supported
H4C: The relationship building dimension contributes significantly to the exhibitor's performance.	(0.90)*** Supported
H4D: The image construction dimension contributes significantly to the exhibitor's performance.	(0.92)*** Supported
H4E: The dimension of motivational activities contributes significantly to the exhibitor's performance.	(0.69)*** Supported

Source: Own elaboration from AMOS.

Table SF6 - Test of variance homogeneity

Control Variables	Sales-related activities	Information-gathering activities	Relationship-building activities	Image-building activities	Motivational activities
Gender	0.300	0.454	3.236**	1.981	0.163
Generation	1.263	0.960	9.241***	6.712***	1.161
Professional experience	2.469*	3.076**	12.884***	6.676***	1.148
Company size	0.902	1.969	3.086**	1.380	0.994
Export level	1.110	0.629	2.839**	3.552**	2.929**
Level of participation in trade fairs	2.254*	1.870	4.429***	5.418***	0.689
Country	1.699	1.190	21.105***	16.876***	3.204**

Note: *, **, and *** represent the usual significance levels of 10%, 5% and 1%, respectively.

Source: Own elaboration from SPSS (one-way ANOVA).