

TABLE III: GOOD LISTENER AND HARMONIZER GROUP

Shape of sign	Frequency in percent
Triangle	46
Square	42
Circle	53

TABLE IV: CREATIVE GROUP

Shape of sign	Frequency in percent
Triangle	26
Square	21
Circle	29

TABLE V: GROUP LEADER GROUP

Shape of sign	Frequency in percent
Triangle	31
Square	18
Circle	20

Moreover, this research intends to find out the colors of signs that samples think are the most suitable for each signs. The results show that red is the color the majority of people (all 3 personality groups) think is the most suitable for warning sign. The results in detail are as follows:

TABLE VI: GOOD LISTENER AND HARMONIZER GROUP

Shape of sign	Frequency in percent
Red	74
Yellow	42
Green	13
Dark blue	12

TABLE VII: CREATIVE GROUP

Shape of sign	Frequency in percent
Red	39
Yellow	12
Green	13
Dark blue	11

TABLE VIII: LEADER GROUP

Shape of sign	Frequency in percent
Red	41
Yellow	20
Green	4
Dark blue	5

VI. CONCLUSION AND DISCUSSION

This exploratory study can be concluded that for the warning sign, red triangular shape is what the majority of people (all 3 personality groups) think is the most suitable. The results reveal no significant difference among the 3 personality groups. Majority of respondents preferred “triangle” shape which supports the previous data from Imsuwansakorn which suggested that Thai people preferred edgy shapes more than curvy shapes like circle because they said that the edgy shapes make them feel more cautious and always on their guard.

Most of respondents preferred “red” for warning sign as “red” indicates the attractiveness according to Popova. The results consistent with the past study by Imsuwansakorn which concluded that Thai people preferred bright and warm color tone for warning signs rather than cool tone.

In sum, even the results show that all 3 personality groups preferred the same shape and color of warning sign, but it shows that they all had different preference from the ISO standard warning sign in terms of color. It also indicates that the localization of warning signage especially the color and shape may be needed to excel in communication management and public relations tools for preventing casualties. However, this is research is only an exploratory study, thus, it is recommended to further identify the most effective color and shape for warning sign in a different research methodology and context.

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