



A STUDY ON VISITORS EXPECTATIONS IN HIGH TRADE SHOW WITH SPECIAL REFERENCE TO TEXZONE INFORMATION SERVICES PRIVATE LIMITED

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ABSTRACT

The purpose of this paper is to investigate business visitor behaviour at trade shows and to propose a complementary view based on the experiential perspective in marketing. The paper reports an ethnographic study conducted in the context of ten international trade shows in the textile-apparel industry. The study sheds light on the nature of the experience provided by trade show exhibitors and organizers and on visitors' lived experiences. Trade shows immerse industrial buyers in a physical and cognitive experience that requires their active participation. Under such circumstances, industrial marketers who employ experiential marketing techniques are likely to increase their trade show performances. The paper adopts a new perspective that sees business visitor behaviour from an experiential standpoint and discusses the managerial implications that highlight the interplay of exhibitors and trade show organizers in designing and setting valuable experiences for visitors.

Keywords: Visitor behaviour, textile-apparel industry, exhibitors and organizers

INTRODUCTION

Tradeshows are an essential instrument in the marketing of goods and services since they provide vendors a very focused platform for communication and exchange with customers of different kind. Thus, the fair and tradeshow business itself today has become an international multi-billion dollar industry, in which trade fair organizers earn the biggest share of sales with exhibitors, who are paying fees for exhibition services. As other services, tradeshows come along with intangible elements and a high degree of customer integration as co-producer of perceived service quality at the point of service. Thus, vendor's strive for achieving a high level of customer satisfaction in order to foster desired customer attitude and behaviour like e.g. intention to buy, positive word of mouth and purchase or repurchase behaviour. Measurement and evaluation of customer expectation, specifically exhibitors' and visitors' expectation therefore are key success factors for every trade fair and public fair organizer.

VISITOR EXPECTATIONS

Communicate with potential visitors. Do it loud and make it clear. Do it on your website, in newsletters and on social media. You can also communicate directly with your followers via email, texts and phone messages. The goal is to ensure your guests, especially returning guests, understand if and how things have changed at your site before they arrive.

Post an all-inclusive FAQ on your website, and update it as needed. An article in Forbes Magazine notes that FAQs are more important than ever to consumers and “are also an effective way to establish trust between company and customer.” It’s a quick and easy method for visitors to view multiple questions and answers.

Send your visitors updates. If you have advance reservations from folks who provide emails or mobile phone numbers, encourage them to opt into communications so they know your current offerings. You can also send them to your FAQ page for more info.

Be prepared to offer assistance in having the best experience possible. Visitors might come to you specifically for, say, your homemade chocolate chip cookies that you have offered free every afternoon for years. But maybe you can’t offer those anymore. How about sending folks to a friendly nearby bakery, or better yet, offering a coupon to that bakery?

Encourage safety. Post your health and wellness policies so that visitors know how you plan to protect them and how to access your facility if they have special needs. Make sure you post all your policies on pets and service animals in advance.

Communicating in advance helps your guests know what to expect at your destination. If you're transparent, it's reassuring to visitors who just want to have a great time without encountering surprises on their arrival.

SIGNIFICANCE OF THE STUDY

The significance and importance of trade shows and exhibition have been increasingly researched and well documented in international marketing literature. Trade shows are recognized as effective marketing tools that boost the firm's ability to compete and succeed in the rapidly changing global business environment. The usefulness of trade shows is a unique medium for new product introduction, meeting with large numbers of potential customers, suppliers and distributor etc. Trade shows are also considered as a cultural phenomenon enabling them to understanding of different cultures from all over the world under one roof.

OBJETIVES OF THE STUDY

- To identify the primary expectations of visitors attending the HGH Trade Show, including product variety, quality, and pricing, to enhance exhibitor offerings accordingly.
- To assess visitors' expectations regarding the overall experience at the HGH Trade Show, including networking opportunities, educational sessions, to optimize event planning and organization.
- To understand visitors' expectations regarding innovative product launches and brand presentations at the HGH Trade Show, enabling exhibitors to align their strategies with attendee preferences.
- To explore visitors' expectations regarding the availability of specialized services, such as private label products, sourcing assistance, and solution-oriented consultations, to enhance the trade show's value proposition.
- To evaluate visitors' expectations regarding the convenience and amenities provided at the HGH Trade Show, including facilities like ATM access, car hire services, and room accommodations, to improve overall attendee satisfaction and experience.

SCOPE OF THE STDUY

Trade shows and exhibition have been increasingly researched and well documented in international marketing literature. Trade shows are recognized as effective marketing tools that boost the firm's ability to compete and succeed in the rapidly changing global business environment . The usefulness of trade shows is a unique medium for new product introduction, meeting with large numbers of potential customers, suppliers and distributor etc. Trade shows are also considered as a cultural phenomenon enabling them to understanding of different cultures from all over the world under one roof.

LIMITATION OF THE STUDY

- Study was conducted for short duration due to time constraint
- It doesn't not explain how to solve and find solutions of the problems faced by visitors and their issues
- There is no response from few visitors.
- Most of the respondents were having inadequate time for filling in the questionnaire.

REVIEW OF LITERATURE

Kwiatek, Leszczyński & Zieliński (2016) In marketing, trade shows are discussed mainly from the visitor point of view – their aims, decisions and evaluation of the trade show participation, mainly selling techniques or the possibility of using trade shows for selling and communication purposes. It can be assumed that the course of communication process between the exhibitor and visitor should be adapted to the preferences of the visitor. Looking at trade shows through the prism of visitor expectations and adapting visitors' activities to them seems justified, as meeting visitors' expectations should encourage them to participate in a conference.

Kerin and Cron (2017) Paying attention to the goals of visitors or comparing them with the goals of visitor leads to the conclusion that there are discrepancies in perception of trade shows – while the main aim of exhibitors is gaining new customers, for the visitors trade shows are a perfect opportunity to learn about a new market offer, especially new offers. To a small extent, visitors come to trade shows for selling purposes, which is the result of a small participation of buyers (visitors with buying purpose) in the structure of visitors. The gap that is created in this way can lead to a dissonance in both groups

Lee and Kim (2018) At trade shows, visitors interact for the purchase of displayed goods or services that can be realized at the time of presentation or consequently in the future. Generally, exhibitors participate at trade show mainly for selling products/services, reaching new business, increasing sales and evaluating the performance of the products offered for sale. Nevertheless, studies have also revealed the role of nonsales reasons such as building brand image, fostering new and servicing established relationships, checking-up on competitors and identifying market trends conducted a study to identify sources of information needed by exhibitors and proposed a model to describe exhibitors' trade fair intelligence process (activities related to the collection and analysis of information).

Chu and Chiu, (2019) The authors analyzed the influence of organizers-related quality aspects that can impact the fulfilment of visitors' objective in attending an event. Two dimensions of quality are linked to the event organizers, namely, event design (including aspects such as the event date and the promotion before the event) and quality of results (including aspects that define the reputation of a fair such as quality and number of exhibitors and visitors), have been demonstrated to be highly correlated with the final perceptions of exhibitors; furthermore, the research revealed that, if quality level offered by organizers is lacking, this will prevent exhibitors from reaching their participation goals.

Jiménez-Guerrero et al. (2020) To illustrate, organizers are service providers that make the event possible through marketing strategies which are aimed at creating a match between exhibitors and visitors based on information such as attitudinal, political, economic and/or sociocultural factors argued that “the organizer is responsible for conceiving the fair itself and dealing with all the complexities involved in its organization”; hence, it is an essential role for the success of the event itself.

Silva et al. (2021) The authors illustrated that the main sources of information that may help empowering visitors are related to: customer, product and market condition intelligence. The research demonstrated that, if exhibitors use well these three sources of intelligence, they can improve the management system related to the information useful for their business; furthermore, the strategic marketing will be strengthened, and as a result, they can boost their companies’ competitiveness. Hence, the authors described that “an visitors creates competitiveness based on an intelligence process from trade fairs”

Rosson and Seringhaus (2022) The respondents treat trade fairs above all as a platform for communication within the professional field. The respondents picked from the group of dentists stated that the most important factor that influences their decision to participate in a trade show is the offer of new products and solutions that they expect to see during the show. The second most important factor was the presence of a large number of exhibitors, while the conferences held during the trade show. The respondents were also asked about the factors that serve as an incentive to attend a conference held during a trade show.

Bello and Lohtia (2023) Trade show visitors has, on the other hand, been much more limited. This scholarship has shed light on trade show audience composition and visitor motives for attending these events. However, most of these studies adopt a view of visitors as the audience of exhibitors’ communicative efforts. In other words, industrial buyers are conceived as cognitive agents who process individual exhibitor marketing stimuli as information. In this paper, we propose that the adoption of an experiential standpoint may contribute to a more holistic understanding of industrial buyer behaviour and the identification of more effective trade show participation solutions for industrial marketers

RESEARCH METHODOLOGY

This assessment used the sensible way of thinking for research. This examination relies upon ETS method, giving sensible monetary ascribes rather than speculative credits. Using overwhelm spread sheet regard, we have gathered a money related appraisal model used in this assessment.

RESEARCH DESIGN

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. The research design adopted for the studies is descriptive design. The researcher has to describe the present situation in order to know the expectation of the visitors. Hence descriptive research study is used. Descriptive research can only report what has happened and what is happening.

DATA SOURCES

The essential information for the current assessment are amassed from both major and accomplice information.

Primary Data

The key information was added up to from the experts in vehicle alliance Sector, by particularly orchestrated arrangement.

Secondary Data

With a definitive target of the examination, the optional information are in like way used. The data for optional information are amounted to from different Internet battles, Research articles, magazine, Newspapers, and so forth,

SATISTICAL TOOLS

- Simple percentage analysis
- Chi-square investigation
- Correlation
- Anova

1. Percentage analysis

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

$$\text{Percentage of respondents} = \frac{\text{Number of respondents}}{\text{Total respondents}} \times 100$$

CHI – SQUARE TEST

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency, E = Expected Frequency

In produced expected recurrence for any cell can be determined from the accompanying condition.

$$RT * CT$$

$$E = \frac{\quad}{N}$$

The determined worth at Chi-square. It compacted with the table worth χ^2 given levels of opportunity at a creation explicit degree of importance. On the off chance that at the expressed level the determined worth χ^2 is more than the table estimation of χ^2 , the distinction between to be critical, else it is inconsequential.

CORRELATION

Correlation is processed into what is known as the relationship coefficient, which runs between - 1 and +1. Amazing positive connection (a relationship co-productive of +1) infers that as one security moves, either up or down, the other security will move in lockstep, in a similar heading. On the other hand, amazing negative relationship implies that on the off chance that one security moves in either bearing the security that is impeccably contrarily corresponded will move the other way. In the event that the connection is 0, the developments of the protections are said to have no relationship; they are totally irregular.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

ANOVA

Examination of fluctuation, or ANOVA, is a solid measurable method that is utilized to show distinction between at least two methods or segments through importance tests. It likewise shows us an approach to make various correlations of a few populace implies.

$$F = \frac{MST}{MSE}$$

SUGGESTIONS

- Access to HGH should be guided by identification of disability attributed to shortness rather than by a diagnosis associated with shortness.
- Ultimate benefits of HGH-induced increases in height remain an open question, but there is some degree of short stature that constitutes a definable disability and warrants consideration of intervention. Defining this as a height <1st percentile could theoretically be prohibitively expensive but is a reasonable starting point and an improvement compared with current open-ended “diagnosis-based” criteria.
- Treatment should be aimed at correcting this disability, with an end point being the achievement of a height within the adult normal range.

- Designation of the lower boundary of the normal range is obviously arbitrary (ranging from 1st to 5th percentile). A “generous” interpretation of achieving an adult height at the 5th percentile (a) represents a satisfactory therapeutic outcome; (b) is ethically consistent with not deliberately making some children taller than those who do not meet criteria for HGH treatment, and; (c) saves money compared with treatment to target or maximum height.

CONCLUSION

In particular, this research will focus on trade shows and exhibition, which are important promotional instruments for firms operating in industrial markets. The most important contribution is in the understanding of visitor behaviour, and the results will extend research on visitors by highlighting that industrial buyer search activities at trade shows and exhibition. This research will be also tracking the industrial buyers, shed light on typical routes that have gone unnoticed in previous studies. Furthermore, the study will contribute to research on exhibitors, as provide an initial understanding of the nature of the experience they provide at trade shows and exhibition. In reporting corresponding visitor responses, this study will also contribute to research on trade show and exhibition performance.

In a context characterised by a proliferation of trade shows that actively fight to attract the limited resources of exhibitors and visitors alike, these organisations need to understand their dual markets more fully in order to offer better events. Moreover, exhibitor performances are, to a certain extent, dependent on organiser activities. Even the most carefully managed stands will yield few returns if organisers fail to attract visitors that correspond to the exhibitors’ target groups.

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