



Performance Analysis With Respect To Expectations And Perceptions Of Retailers From Sapphire Business Expo 2022 At Sangamner

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Abstract:

Business expo and trade shows are playing important role for promoting the small businesses. It gives opportunity to small retailers to explore their products at rural market. The small retailers can properly execute overall marketing program through opportunities raised by expo to provide business platform. Small retailers also participate in business expo at small town with some business objective and non mercantile objectives as well, like market testing and Research. This research has been focused on performance analysis of Business expo at Sangamner, Maharashtra. The paper examines the expectations of the retailers from business expo and actual perceived outcome. The present study uses data collected from retailers in Sapphire Expo, Show to demonstrate how important the performance analysis can be used to evaluate and standardize the business expo performance. There is significant difference between the expectations and perception of retailers from Business Expo.

Key Words: Business expo, Performance analysis, Expectations, Perceptions, outcome.

Introduction

Business expos are the platforms where firms can testify launch of their products or services and they can try out new innovative ideas into their business through sample research. With the help of this platform they can test the market, customer's expectations and perceptions help them to decide their future path. Now days, business expos are not only for industrial firms but it also provides good platform for small retailers and firms from unorganized market. This business exhibition helps them to promote their product and services and to reach the rural market. If small retailers are successfully able to execute overall marketing program then expo will be most demanded platform to them. So in Maharashtra at many semi urban and rural markets expos are organized for small retailers and firms.

Sangamner city is a municipal council located in the Ahmednagar district of Maharashtra state in India. Sangamner is the second largest city in the district after the city of Ahmednagar and is famous for its potential market (cloth, groceries, electronics, automobiles, jewellery) as well as educational facilities, milk processing industries. Sangamner is also known as "Hospital hub" of the district. So overall economic conditions of this city are well sustained and having emerging market. From past fourteen years Business Sapphire Expo is organized by Lions club and it gets huge success. More than hundred small retailers from various districts of Maharashtra had participated in the expo. This expo is usually organized for small retailers and firms to explore the market and many visitors from 50 km vicinity are used to visit the expo in six days. The visitor's footfall for expo usually experienced is more than ten thousand in expo tenure.

Literature review

The performance analysis of different trade shows and business expos is the prominent research issue of the trade show literature. It is observed that various researchers apply two approaches to evaluate trade show performance. The first approach relies on exhibitor's perception or expectations from trade show organizers and their feedback for multiple trade show related activities (e.g., Hansen, 2004; Lee & Kim, 2008). The second approach uses activity based or objective indicators of performance, such as number of sales leads generated (e.g., Gopalakrishna & Williams, 1992), volume of actual sales consummated during and after the show (Gopalakrishna & Lilien, 1995), and number of product literature distributed to visitors (e.g., Bellizzi & Lipps, 1984).

Bonoma (1983) suggested classification of performance expectations in selling and non-selling aspects. The selling expectations include customer assurance, new market development, access to key decision makers, product information dispersal, on-site sales, and providing customer services. Exhibitors' non-selling performance expectations constitute maintaining company image, competitive intelligence, market scanning, boosting employee morale, and testing new products.

Roger A. Kerin (1987) in his research on assessing trade show functions and performance discussed the selling and non selling roles of trade shows and identified trade show strategy related variables that affect the performance.

Wondwesen Tafesse, Tor Korneliussen & Kåre Skallerud (2010) in their research observed that exhibitors clearly recognize the important role that trade shows play as integrated marketing platforms where multiple marketing activities can be pursued concurrently. And exhibitors are capable of distinguishing between the performance expectation and the perceived performance variables.

Research Methodology

The researcher has collected data from primary and secondary source. This study draws respondents from Sapphire business expo held in March, 2022. This is an annual event organized by Lions Club of Sangamner, Maharashtra which regularly attracts hundreds of retailers from various parts of Maharashtra as well as India. The Sapphire Business Expo 2022 managed to attract more than 200 firms.

A survey of retailers and marketing executives of the 123 firms were conducted, 98 firms were selected and 25 were rejected due to incomplete data recording, to obtain requisite data for study. The firms were drawn randomly from the list of participants of Sapphire Business Expo 2022. A self administered questionnaire was prepared on Google form and shared with retailers. The statistical tools like average, chi square used for the analysis of collected data.

Objective of the study:

1. To study the expectations and perception of the retailers from business expo.
2. To study the performance of retailers from business expo.

Hypothesis of the study:

Ho: There is no significant difference between expectation and perception of retailers from business expo.

H1: There is significant difference between expectation and perception of retailers from business expo.

Limitations of the study:

- The study is limited to Sapphire Business expo, Sangamner.
- It is limited to firms and business taking part in Sapphire business expo.

Analysis of data:

The data collected was analyzed and statistical tools chi square was used.

Sample Respondents	Rate your expectations for your business from Expo [Expected Sales achieved]	Rate your expectations for your business from Expo [Promotion activities]	Rate your expectations for your business from Expo [Market opportunities]	Rate your expectations for your business from Expo [Develop customer relationship]	Rate your expectations for your business from Expo [Opportunity for new products/business]	Rate your expectations for your business from Expo [Generated news ideas from expo]	Rate your expectations for your business from Expo [Overall satisfaction from expo]
Impression sales	3	1	5	4	5	4	3
KK coolers	4	4	4	3	2	2	4
Shreeji khakra and namkin	4	4	5	5	5	4	5
Varsha Immatation jewelry	3	2	2	3	2	2	2
Sample Respondents	Rate your actual observations from Business Expo [Expected Sales achieved]	Rate your actual observations from Business Expo [Promotion activities]	Rate your actual observations from Business Expo [Market opportunities]	Rate your actual observations from Business Expo [Develop customer relationship]	Rate your actual observations from Business Expo [Opportunity for new products/business]	Rate your actual observations from Business Expo [Generated news ideas from expo]	Rate your actual observations from Business Expo [Overall satisfaction from expo]
Impression sales	5	5	5	5	5	3	5
KK coolers	4	4	4	5	2	2	5
Shreeji khakra and namkin	4	4	5	5	5	4	5
Varsha Immatation jewelry	2	1	2	2	2	3	3

Parameter	Observed Value	Expected Value	O-E	(O_E)2	(O_E)2/E
[Expected Sales achieved]	337	351	-14	196	0.558
[Promotion activities]	345	338	7	49	0.145
[Market opportunities]	359	365	-6	36	0.099
[Develop customer relationship]	366	368	-2	4	0.011
[Opportunity for new products/business]	358	364	-6	36	0.099
[Generated news ideas from expo]	342	345	-3	9	0.026
[Overall satisfaction from expo]	371	372	-1	1	0.003
				Calculated value χ^2	0.941

As Chi square χ^2 Calculated value 0.941 is less than chi square χ^2 table value (1.635) we reject our Null hypothesis and accept alternate hypothesis i:e There is significant difference between the expectations and perception of firms & retailers from Business Expo.

Conclusion:

The purpose of this research was to study the expectations and perception of the retailers from business expo, which will contribute to understand the performance of retailers against perceptions and expectations. From the data collected and analyzed it is found that there is difference between the perceptions and expectations, as per the parameters, Expected Sales achieved, Promotion activities conducted, Market opportunities identified, Developed customer relationship, New Opportunity for products/business identified, Generated news ideas from expo. Overall satisfaction experience is equipped. The retailers and small firms are moderately satisfied with the performance from the business expo.

Future scope of the study:

Future is never certain enough to plan success, Structural and non structural problems and programmed and non programmed decision taken accordingly, time to time decides the level of expectation and perception of business. Expo is the platform available to testify the regular and contingent effects/experiences in one go. In coming future expos will raise opportunities to rise with the technological adoption of virtual / online expo with more success than physical. The resources used by retailers will be minimized which results in profit, no need will remain for territorial limitation and transport. Digital form of business will be understood and aware by local retailers also, which will enhance the boundaries of retail business area and enhance motivation.

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