

Full Length Research Paper

TRADE FAIRS AND MARKETING PERFORMANCE IN THE NIGERIAN MANUFACTURING INDUSTRY

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Received March 10, 2017; Accepted July 30, 2017

This study is aimed at examining the effect of trade fair on marketing performance in the Nigerian manufacturing industry. The cross sectional survey research design method was employed. The sample objects were 237 staff of some selected manufacturing firms in Lagos State. A validated structured questionnaire was used to illicit responds from respondents. The multiple regression analysis was used as analytical tools for testing hypotheses. The findings revealed that multi-channel communication, stand personnel and personal selling as elements of trade fair displayed a significant positive effect on marketing performance. It was concluded that companies becomes successful when they integrate trade fairs into their multi-channel communication strategy. The study therefore recommends that firms should appoint a personnel who is primarily responsible for coordinating all fairs and there should be adequate and appropriate stand personnel.

Keywords: Trade fairs, multi-channel communication, personal selling, marketing performance

INTRODUCTION

Trade fairs are considered as one of the major part of a marketing strategy for manufacturing companies in Nigeria. The attendance in trade fairs is an effective method for expanding product awareness and generating sales leads to prospective buyers and visitors of the fair that results to an increase in sales during and after the fair. Acquisition of new customers, increase awareness, care of regular customers, presentation of new products and services, improve the image of the company's brands, opening up new markets, contracts and sales, new cooperation partner, market research, and new sales channels are the exhibitors' goals in participating in trade fairs (Prenzel, 2009).

In a fair, firms products are been exhibited and it gives room for companies to see easily their competitors and

check new products of their existing competitors. Besides, increase sales, gain brand awareness, get contacts and names, researching the competition, and making new contacts are the benefits of businesses in trade fairs (Anz Company, 2015). On the other hand, the International Trade Centre (2002) discussed that participating in trade fair allows firms to find out good agents to handle products in foreign countries; conduct market test; study competition in relation to prices, quality and packaging; make sales directly to customers; and learn sales and promotion methods. When exhibitors have direct contact with customers during trade fair, it facilitates exchange of opinions and ideas.

Trade fair participation produces new experience, new knowledge, and trends (Petrova, 2014). This is related to the study conducted by Gebarowski and Waizewicz (2014), that participation in trade fair permits the participants to present the latest offer and create experiences to customers so that they can remember the brand. They can also learn the latest trends, show presence

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in the market, and monitor competition. Further, they can establish and maintain contacts, recognize customers' demands, gain media retention, and participate in fair-related events. With the participation of companies in trade fair, there is a greater opportunity for them in market expansion. Trade fair is the perfect place to showcase products because of the presence of varied customers (Koirala, 2011).

According to the Business, Trade and Investment Guide of 2010/2011, the Nigerian manufacturing sector contributed 4.2% of GDP in 2009, up from 3.6% in 2008. In general the sector's contribution to GDP has remained fairly consistent during the 2000s. Although some industries attract domestic and international investment, between 2000 and 2010 over 850 manufacturing companies either shut down or temporarily halted production. In every trade fair, there are some loopholes that hinder the success of the fair. However these can be minimized if not solved by both the sponsoring body and the participants. Problems encountered by trade participation are the availability of proper information, the suitability of the product to the fair that is being conducted, and the availability of strategic location in the fair. Aside from this, adequacy of government support in terms of funding, cooperation, and market intelligence, competitiveness of mode of payment for export such as consignment and payment documents, mechanism for selecting participants, and decreasing sponsored trade fairs are some of the problems in trade fairs.

As Nigeria's manufacturing industry continue to struggle amidst what seems to be a very daunting business environment, their success or failure will have a ripple effect and touch all stakeholders. Past studies on trade fair has been conducted almost exclusively in Nigeria contexts and has not addressed the effect trade fair may have on marketing performance in the Nigerian manufacturing industry. This study is aimed at examining the effect of trade fair on marketing performance in the Nigerian manufacturing industry.

Research Question

1. To what extent does multi-channel communication influence marketing performance?
2. Is there a relationship between Stand personnel and marketing performance?
3. Does personal selling affect marketing performance?

Review of Literature

The Concept of Trade Fairs

Many organizations in Nigeria today are faced with a very dynamic competitive environment that calls for constant and quick responses to ensure survival. Trade fair is related to trade show, trade exhibition or trade expo that

is being organized by any organization for companies to showcase their latest products and examine recent market trends and opportunities which involves marketing costs such as space rental, telecommunications and networking, display design and construction, travel and accommodations, as well as promotional items that is given to attendees (Rahman, 2013). Participants in trade fairs bear these marketing costs for their business advantage such as to increase their markets as well as their sales.

According to Luis (2001), business people participate in trade fairs as there is much impact to their marketing activities which includes: Generate inquiries and trade leads, generate sales, fairs have the capacity to draw a crowd in which the exhibitors have the chance to sell their products, test product acceptance, introduce new products, maintain company exposure in the market.

Studies, have described trade fair as a temporary cluster (Bathelt et al., 2004; Bathelt and Schuldt, 2005), whereby 'cluster' is meant a concentration of firms tightly interconnected by commercial and other relations. A trade fair embeds the activities of a large number of firms – increasingly specialized and therefore potentially isolated and (geographically) distant from other producers and from users – in a network where other firms are the components of a complex system of productive and technological, market-related and relational knowledge. A fair therefore has certain features typical of the industrial cluster (Bathelt et al. 2004) and exhibiting the phenomena.

Stand construction as well as furniture and accessories, electricity, cleaning services, internet connection, space and promotion cost are all expected in the trade fair participation which affects businesses in their participation decisions. Similarly, the AUMA (2013) highlighted that attendance to trade fair involves cost such as stand rental and utilities like electricity, water, and disposal. Stand construction and outfitting, services on the stand and communication, transport and waste disposal as well as personnel and travel are all cost for the participating company. These costs may hinder participants in joining the trade fair. However, the amount of costs varies depending on the type of trade fair. International trade fair requires higher costs than local trade fair. The intangible benefits listed by Bettis-Outland et al., (2010) include trade fair information that enables improvements in sales planning, strategic planning, policy development, marketing communications, customer/supplier relationships, and new product development.

Thus, trade fair have led to the growth of many small businesses in the country to enter international markets as foreign buyers visit trade fairs and make business relationships with these local businesses. In addition, Boukersi (2000) discussed that trade fairs provides benefits to the sellers, buyers, and to the community. These benefits are selling benefits, promotional benefits, research benefits, and strategic benefits. The wide array of benefits could result to (a) meeting potential customers

as well as regular customers; (b) having trade fair as a platform for the organization's marketing package to be in direct contact with potential customers who can experiment with the desired product and acquire technical information; (c) gaining first-hand information and in-depth feedback that might help measure the outcome of the trade fair through profiling of visitors and pre-launch market and product testing to gain a conducive environment to conduct trade fair; and (d) adopting 'we cannot afford not to be there' attitude with the sole objective of entertaining existing customers.

Multi-channel Communication and Marketing Performance

If the companies want to be successful they need to integrate trade fairs into their multi-channel communication strategy. Fair participation depends on the integration of various media since it includes other marketing communication tools such as advertising, social media, direct mail, sponsoring, promotion and printed matter (Häyrinen and Vallo, 2012). Trade fair participation should be supported by other marketing communication tools such as direct mail (both pre- and post-fair), advertising and field sales.

A post-fair follow-up should be supported with follow-up communication. There can be numerous tactics to follow-up the contacts made at the fair. A personal email, a personalized thank-you letter, reminder of the trade fair special offer, or an update to the website can all be used as communications tactics after the trade fair participation. Social media usage spans every age, ethnicity, location, and demographic. It successfully crosses screens better than any other medium following consumer attention to smart phones, tablets, and other devices. Developments in mobile screen technology increased the resolution and provided an opportunity for advertisers to implement higher quality images and banners on mobile devices (Mobile Marketing Association, 2007). Consequently advertisers can produce more efficient advertisements with higher quality, richer and bigger. We thus proposed that:

H₁: There is a significant positive relationship between multi-channel communication and marketing performance.

Stand Personnel

In order to do well in their exhibiting, the firms should appoint one person who is primarily responsible for coordinating all fairs and there should be adequate and appropriate stand personnel (Tanner Jr. and Chonko, 1995). The exhibiting firms should staff the stand with personnel that can best achieve the objectives set. In

order words, if the objectives are to increase sales there should be sales personnel at the stand. Herbig et al., (1998), believe that careful selection and proper training for trade fair exhibitors will make a profound difference on trade fair effectiveness and results. Stand personnel training has found to have positive impact on image-building, information-gathering and relationship improvement performances (Lee and Kim, 2008).

Tanner Jr. and Chonko, (1995), claimed that companies do not take the full advantage of the trade fairs. Trade fairs are seen as secondary methods of marketing that manager's do in addition to their 'regular' jobs without the full support from the firm. These researchers also were surprised that so few marketing managers are involved in the trade fair process. Firms should understand the importance for participation by upper management, sales and marketing personnel. It is advisable to let sales management to participate in the decision process when thinking about the sales objectives. Equally important is the participation of upper management in the fair process since the fair visitors include current customers, potential investors and the press (Tanner Jr. 2000).

Sales personnel should be instructed and trained in techniques assisting in reaching the exhibit objectives. Lee and Kim (2008) argue that it is far more important to focus on stand personnel training and securing good stand location than enlarging stand size or increasing the number of the stand personnel. It does not matter how many people there are working at the stand, if they cannot perform their role properly their number is insignificant. Hence it is much more effective to train the stand personnel properly to understand their role and enable them to make effective contacts with the visitors and come up with marketing results. It is the stand personnel who provide the data needed to evaluate the results (Bello, 1992). Therefore we hypothesized that:

H₂: Stand personnel has a significant positive relationship with marketing performance.

Personal Selling and Marketing Performance

Today the world becomes more complex and the risk in purchasing is high. Personal selling is the personal communication between a firm's sales force and customers for the purpose of making sales and building customer relationship (Kotler and Armstrong, 2008). Point-of-purchase in decisions play a key role in influencing customer's in the final stages of decision making, as then customers will make final decisions or change brands (Varley and Rafiq, 2004). As a general rule, goods that are new and different technically complex or expensive requires more personal selling effort. It is where salesperson actively presents products to customers, showing its positive attributes that will influence their

attitudinal and subjective norms thus resulting to consumer buying intention. Personal selling also contributes in affecting consumer buying intention. When it comes to building relationships with customers, salespeople are critical front line players directly linked to the revenue-generation capabilities of almost all commercial enterprises (Verbeke et al., 2004).

Personal selling is a unique element of marketing communication. Unlike advertising and sales promotion which main focus is to create awareness about the existence of a product or service and provide information as to the features of the products, its availability and price on a mass basis. Personal selling is an individualistic approach that is designed to meet specific need of prospects. Personal selling is a shared flow of communication between a potential buyer and a salesperson that is designed to identify consumer needs and wants, match those needs to the firm's offered products and convince the consumer to purchase the product.

Many organizations have discovered the value of a heightened focus on customers and are moving to act as, or similar to, customer-centric organizations. However, customer-centricity is particularly important for boundary-spanning employees such as salespeople. Kotler and Armstrong, (2008) and Kotler and Keller, (2009), submitted that personal selling is one of the oldest profession in the world. In fact, its development could be linked to the period of trade by barter, when people exchanges goods for other goods. When salespeople are equipped with sound customer information, they will better anticipate customer responses, prepare appropriate ways to meet customer needs, and overcome customer objections. We thus proposed that:

H₃: *there is a significant relationship between personal selling and marketing performance.*

Marketing Performance

Organizations measure the effectiveness of its trade's sales promotion strategies in order to be able to ascertain the activities that are successful through performance evaluations- product market performance, market share, sales turnover etc. (Richard, 2009). Sales turnover is guided by the generalization that a promotion will result in temporary price reductions that can substantially increase sales.

Market share is an indicator of market competitiveness showing how well a firm is doing against its competitors (Armstrong and Gerene, 2007); or the breaking up of market size in percentage terms, to help identify the top players, the middle and 'minnows' of the market place based on the volume of business conducted (Mahajan and Muller, 1997); or the ability of business performance management in assessing the extent to which consumers patronize a given product in the market environment,

(Nwielaghi, 2013). However, a major assumption regarding market share as a measure of marketing performance is that higher market share brands are less deal elastic.

The aim is to realize economic rents in form of optimal marketing performance for the firm. Trade fairs are events that perform a marketing task. They bring customers to a fair center where they can see, touch, listen, smell and sometimes taste the goods on the exhibition. Companies are interested in maximizing the opportunity and they have recognized the power of trade shows for speeding up the sales (Tanner Jr. and Chonko, 1995).

The Regulatory Focus Theory

Drawing on the above, this study employs the Regulatory Focus Theory, to better understand and identify buyers characteristics (For example, personalities, beliefs, and motivational states) through their goal orientation. Specifically, this study proposes the idea that regulatory focus can be a useful technique for identifying buyers differences. The self-discrepancy theory identifies are:

- i. The "actual-self" (self-concept)
- ii. The "ideal-self" (representations of an individual's beliefs about his or her own self, or a significant other's hopes, wishes, or aspirations for the individual)
- iii. The "ought-self" (representations of an individual's beliefs about his or her own self, or a significant other's beliefs about the individual's duties, responsibilities, or obligations).

Building upon his self-discrepancy theory, Higgins suggested that the behaviors and goals associated with a focus on the actual/ ideal discrepancy are different from the behaviors and goals associated with a focus on the actual/ought discrepancy.

The RFT involves a promotion focus whereby the individual acts to reduce the discrepancy between actual and ideal selves. It also involves a prevention focus whose goal to reduce the discrepancy between the actual and ought self. The prevention focus is consistent with an avoidance orientation away from undesired outcomes, as it results in increased motivation if failure is imminent, whereas the promotion focus is consistent with an orientation towards desired outcomes, as it results in increased motivation if success is achievable (Higgins, 1997). Whether individuals strive to fulfill their duties or aspirations (designated as regulatory focus) depends on both their disposition as well as the immediate context.

Individuals can adopt two distinct strategies or orientations when they pursue goals (Higgins, 1997; 1998; 1999). They can pursue aspirations in the future, striving to maximize gains (a promotion focus). Alternatively, they can strive to fulfill their immediate duties and obligations, attempting to minimize shortfalls

Table 1. Reliability test for all items in the Questionnaire

Items	Alpha (α) value
Multi-channel Communication	0.871
Stand Personnel	0.812
personal selling	0.721
Marketing Performance	0.811

(a prevention focus). These two orientations significantly affect the behavior, emotions, cognitions, and preferences of individuals. This study utilizes RFT to help understand how buyers can be influenced by various types of adaptive selling behaviors. Specifically, it attempts to identify the adaptive selling behaviors that will resonate with buyers on the basis of their regulatory focus orientation.

Methodology

The study was conducted in Lagos State, Nigeria in some selected companies that attendant the fair. We adopt survey research design, stratified random sampling method (SRS) was employed in selecting the 237 staff in the selected companies. This is due to the fact that the population was divided into some categories of staff of companies (exhibitors) in Lagos state. Data were collected from the 237 staff of Trends Ventures Limited 30, Petroleo Brasileiro Nigeria Limited 32, Dycontinental Company Limited 30, Dove Agro Seeds Limited 20, Tasyact Limited 25, Posh International Company Limited 26, Tabitha International Limited 24, Coatland Services Limited 22, and James Wallace & Co. (NIG) Limited 28. Copies of the validated questionnaire were delivered to the respondents by hand so that reliable information will be carefully explained. The research instrument was a 20 item validated structured questionnaire to measure responses opinion about the objective of the study. All items were assessed on a five point likert scale, ranging from 1 Strongly Disagree to 5 Strongly Agree.

The questionnaire was given to experts in the field of marketing so as to establish its content validity. The Cronbach Alpha (α) base test was used to determine the mean reliability coefficient for the research question. Test-Retest Reliability test method was employed and a favourable reliable scores was obtained from all the items of dimensions of trade fair ranging from 0.72- 0.87 (Table 1). Since all coefficient values were above 0.6, which exceeded the common threshold recommended by Seckaran (2003) we say the instrument is reliable.

Results

Out of the 237 sets of validated questionnaire was administered, two hundred and sixteen (210) were returned properly filled. The demographic information of the respondent showed that 50.29% of the respondents were females and 49.71% were males implying that females are more in the fair. 40% of the respondents were in the age group of bellow 30 years, 32.86% were in the age group of 31-35 years, 12.86% were in the age a bracket of 36 – 40 years. While 14.26% were above 40 years. 23.33% of the respondents were married while

76.67% were single. In terms of educational qualification, 6.67% of the respondents reported that they possess O' level certificate, 18.71% of the respondents indicate that they have either NCE or OND certificate. Those that have either HND or B.Sc. as their highest qualification were 54.29% of the total respondents. 13.33% reported to be either MBA or M.Sc. certificate holders, while only 7.14% of the respondents indicated that they have qualifications higher than M.Sc. or its equivalent. The respondent rate to the research questions shows a positive responds in agreement to the questions as showed in the Appendix.

The correlation analysis as shown in Table 2 reported that multi-channel communication exhibited significant positive correlation with marketing performance ($r = .745^{**}$, $P < .01$). The result showed that there is a positive correlation between multi-channel communication and stand personnel ($r = .501^{**}$, $P < .01$). Similarly, multi-channel communication was positively correlated with personal selling ($r = .589^{**}$, $P < .01$). Stand personnel exhibited positive and significant correlation with personal selling ($r = .549^{**}$, $P < .01$). Also, stand personnel has significant positive relationship with marketing performance ($r = .619^{**}$, $P < .01$). Also, there is a positive correlation between personal selling and marketing performance ($r = .533^{**}$, $P < .01$).

Discussion

The study is focused on the effects of trade fair on marketing performance of manufacturing firms in Lagos State, Nigeria. The results of the correlation analysis involving all indicators of trade fair exhibited positive correlation coefficient values among the variables. This is indicative that they are appropriate dimensions of trade fair. The results from the multiple regression analysis in Table 3 recorded the impact of trade fair on marketing performance. The three dimensions of trade fair: multi-channel communication ($\beta = .561$, $P < 0.01$), stand personnel ($\beta = .316$, $P < 0.01$) and personal selling ($\beta = .044$, $P < 0.01$) exhibited significant positive effect on marketing performance. From the model summary in Table 4, trade fair explains (0.632) 63.2% of the variability of marketing performance.

The result provided support for the H_1 test result ($r=.000 < .005$) which indicated that there is significant positive relationship between multi-channel communication and marketing performance. This is evidence in Kirchgeorg et al. (2010) findings that if firms have multiple objectives for exhibiting (e.g. increasing awareness and boosting sales) they should use several communication instruments at trade fairs. This implies that multi-channel communication is a significant indicator to that aids firms to enhance their marketing performance.

The findings also showed that stand personnel is found to have significance positive relationship with marketing performance ($\beta = .316$, $P < 0.01$). The findings provided

Table 2. Correlation Matrix among the Dimensions of Trade Fair and Marketing Performance

	Multi-channel Communication	Stand Personnel	Personal Selling	Marketing Performance
Multi-channel Communication	1			
Stand Personnel	0.501**	1		
Personal Selling	0.589**	0.504**	1	
Marketing Performance	0.745**	0.619**	0.533**	1

** Correlation is significant at the 0.01 level (2 tailed)

Table 3. Multi Regression Analysis for Dimensions of Trade Fair and Marketing Performance Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Significance
	B	Standard Error	Beta		
Constant	-1.461	0.992		-1.472	0.142
multi-channel communication	0.617	0.056	0.561	10.974	0.000
stand personnel	0.365	0.055	0.316	6.605	0.000
personal selling	0.055	0.064	0.044	0.857	0.112

^aDependent Variable: marketing performance

Table 4. Model summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.798 ^a	0.637	0.632	1.3250

^a Predictors: (Constant), personal selling, stand personnel, multi-channel communication. Dependent Variable: marketing performance

support for the result of H_2 ($r=.000 < .005$) which stated that stand personnel has a significant positive relationship with marketing performance. This is supported by Gopalakrishna and Lilien (1995) claim that more personnel at the stand can make more contacts with visitors and thus result in greater number of leads. This implies that stand personnel have a great role to play in order for the firms to enhance their marketing performance.

Furthermore, the result of the regression analysis revealed that personal selling has positive effect on marketing performance ($\beta = .044$, $P < 0.01$). This finding is consistent with the result of H_3 test ($r=.112 < .005$) which indicated that there is a significant positive relationship between personal selling and marketing performance. This is in agreement with Achumba, (2000) view that personal selling is an oral presentation in a conversation with one or more buyers for the purpose of making sales. This was also in line with Kotler and Armstrong (2008) assertions that personal selling is the personal communication between a firm's sales force and customers for the purpose of making sales and building

customer relationship. This implies that personal selling helps marketers to have a face-to-face contact with customers, which will help to sustain the relationship between the firm and their customers in order to create customer loyalty.

Conclusion

This study has revealed that trade fair is a multidimensional construct whose aspects have significant positive effect on marketing performance in the Nigerian manufacturing industry. The analysis for the research indicated that multi-channel communication, stand personnel and personal selling adoption by manufacturing firms will increase marketing performance. In furtherance, the study established that trade fair is a key driving force to achieve brand awareness. Companies become successful when they integrate trade fairs into their multi-channel communication strategy. Fair participation depends largely on the integration of various media since it includes other marketing communication

tools such as advertising, social media, direct mail, sponsoring, promotion and print.

Recommendations

In view of the findings and discussions covered in this study, the following recommendations were made. There should be continuous monitoring of the marketing environment and development of strategies in line with the market forces in play for the business to remain successful. The exhibiting firms should staff the stand with personnel that can best achieve the objectives set. If careful selection and proper training of stand personnel for trade fair exhibitors, it will make a profound difference on trade fair effectiveness and results. Lastly firms should focus on dialogue rather than one-way communication in order to get more satisfactory results from the fairs.

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Appendix

Question 1. To what extent do multi communication channels affect marketing performance?

S/N	Measures	Respondents Choice				
		SA 5	A 4	U 3	D 2	SD 1
5	Companies invite customers and new prospects to the trade fair via direct mail or social media to increase sales.	116 (55.2)	68 (32.4)	11 (5.2)	11 (5.2)	4 (1.9)
6	A post-fair follow-up should be supported with follow-up communication to stimulate repeat purchase.	100 (47.6)	84 (40)	5 (2.4)	11 (5.2)	10 (4.8)
7	Integration of pre-show messages via direct mail or advertising would increase the number of trade fair visitors at the stand	52 (24.8)	88 (41.9)	35 (16.7)	20 (9.5)	15 (7.1)
8	Social advertising helps marketers to bridge the gap and drive key audiences towards marketing performance	94 (44.8)	63 (30)	26 (12.4)	11 (5.2)	16 (7.6)

SA-Strongly Agree, A-Agree, U-Undecided, D-Disagree, SD-Strongly Disagree.

Question 2. Is there a relationship between Stand personnel and marketing performance?

S/N	Measures	Respondents Choice				
		SA 5	A 4	U 3	D 2	SD 1
9	The personnel at the stand meet as many prospects as they can in a short time to stimulate sales.	68 (32.4)	79 (37.6)	26 (12.4)	21 (10)	16 (7.6)
10	Stand personnel helps to quickly separate the “lookers” from the “buyers”.	63 (30)	89 (42.4)	32 (15.3)	11 (5.2)	15 (7.1)
11	More personnel at the stand can make more contacts with visitors and thus result in greater number of leads.	95 (45.2)	84 (40)	26 (12.4)	5 (2.4)	- -
12	Quality of stand personnel is crucial. It is on their shoulders to maintain a professional atmosphere and attract the visitors.	105 (50)	53 (25.2)	5 (2.4)	26 (12.4)	21 (10)

SA-Strongly Agree, A-Agree, U-Undecided, D-Disagree, SD-Strongly Disagree.

Question 3. Does personal selling affect marketing performance?

S/N	Measures	Respondents Choice				
		SA 5	A 4	U 3	D 2	SD 1
13	Personal selling helps to identify consumer needs and wants, match those needs to the firm's offered products and convince the consumer to purchase the product.	68 (32.4)	79 (37.6)	26 (12.4)	21 (10)	16 (7.6)
14	To attract a customer, companies should have good salespersons which aim at awakening and stimulating customer demand for the product	63 (30)	89 (42.4)	32 (15.3)	11 (5.2)	15 (7.1)
15	Salespeople, with the help of CRM technology, can obtain customer information to successfully plan an effective sales encounter	95 (45.2)	84 (40)	26 (12.4)	5 (2.4)	- -
16	Point-of-purchase in decisions play a key role in influencing customer's in the final stages of decision making	105 (50)	53 (25.2)	5 (2.4)	26 (12.4)	21 (10)

SA-Strongly Agree, A-Agree, U-Undecided, D-Disagree, SD-Strongly Disagree.

Marketing Performance

S/N	Measures	SA 5	A 4	U 3	D 2	SD 1
17.	Increase in repeat purchase have resulted to sales growth in the past 3 years	58 (27.6)	79 (37.6)	26 (12.4)	21 (10)	26 (12.4)
18.	trade fair participation for past 3 years has led to increase in customer base	68 (32.4)	74 (35.2)	32 (15.3)	11 (5.2)	25 (11.9)
19.	There is always increase in the demand for our product in the market after each trade fair	85 (40.5)	84 (40)	25 (11.9)	5 (2.4)	11 (5.2)
20.	Generally, there is increase in marketing performance over the past 3 years	53 (25.2)	53 (25.2)	32 (15.3)	32 (15.3)	40 (19)

SA-Strongly Agree, A-Agree, U-Undecided, D-Disagree, SD-Strongly Disagree.