Factors Affecting Satisfaction of Exhibitors Participation in Trade Fairs/Exhibition Organized by Addis Ababa Chamber of Commerce and Sectoral Association

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Approval Sheet

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Statement of Certification

This is to certify that Sindu Shimeles has carried out her research work on the topic entitled **"Factors affecting satisfaction of exhibitors participation in trade fairs/exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association"** and that this is her original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Advisor: Mesfin Werkineh(Ph.D)

Signature _____

Date_____

Declaration

I, Sindu Shimeles, declare that this research entitled "**Factors Affecting Satisfaction of Exhibitors' Participation In Trade Fairs/Exhibition Organized by Addis Ababa Chamber of Commerce and Sectoral Association**", is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

Declared by: Sindu Shimeles
Signature_____
Date_____

Acknowledgment

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ABSTRACT

The title of this research deals with factors affecting satisfaction of exhibitors participation in trade fair/exhibition organized by Addis Ababa Chamber of Commerce Sectorial Association (AACCSA). The study tried to answer the basic research questions to mention but a few are, what are the factors that affect satisfaction of exhibitors participation in trade fairs organized by AACCSA? What advantages do exhibitors achieve from their participating in the trade fair that has been organized by AACCSA? Keeping in mind the general objective of this study, identify the major factors that affect exhibitors' satisfaction while participating in a trade fair/exhibition organized by AACCSA. The purpose of this study is to assess factors affecting exhibitors' satisfaction during participation in a trade fair/exhibition organized by Addis Ababa chamber of commerce and Sectoral Association. This will lead to identify mechanisms needed to be employed to handle factors affecting exhibitors' satisfaction and highlights on the promotion mix needed to be employed in the process of organizing an effective trade fair/exhibition. In order to undertake the research the target population used comprises participants from the Addis Ababa Chamber of Commerce trade fair/exhibition organized at the exhibition center in the year 2017. As per the participant's record of the Addis Ababa Chamber of Commerce International Trade Fair for the year 2017 the local enterprise's participants are 67 companies. In order to look for patterns and relationship between and/or among data groups descriptive and inferential (statistical) analysis are used on the processed data. This study was conducted by defining dependent and independent variables. The dependent variable was exhibitor satisfaction whereas the independent variables were information, place, welfare facilities services, a variety of products, quality of products. Regarding correlation analysis, the dependent and independent variables were associated with each other. In similar fashion, the study sought to establish how the dimension of exhibition satisfaction would influence exhibitor satisfaction using multiple linear regression analysis. The dimensions were: information, place, welfare facilities services, a variety of products and quality of products. The findings indicate that among the dimension, information followed by place and welfare facilities services and quality of products would have the most influence on exhibitors satisfaction. It is recommended that Addis Ababa Chamber of Commerce and Sectoral Association and other actors need to work systematically and in a coordinated manner on the factors influencing exhibition participants' satisfaction when organizing exhibitions/trade fairs and further detail studies should be conducted on the individual factors influencing exhibitors' satisfaction.

Abbreviations/Acronyms

The following abbreviations are used:

AACCSA: Addis Ababa Chamber of Commerce and Sectoral Associations.
AIF Audience Interest Factor
B2B Business to business
B2C Business-to-consumer
ILO International Labor Organization
ITC International Trade Centre
MoTI Ministry of Trade & Industry
MSME: Micro, Small Medium Enterprise
NBI Net Buying impacts
TBP Total Buying Plans

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

All businesses need a marketing strategy to achieve their ultimate goals. Marketing strategy helps businesses to maximize their sales and thereby profits. Business organizations work hard to unlock barriers through a bold and innovative sales strategy. Baker (2000) explained that the main focus of the marketing strategy is the Four Ps (Product, Price, Place, and Promotion) called marketing mix. In modern marketing, marketing mix is a very important issue. Manageable set of marketing tools enable firms to meet their target market. In other words, the marketing mix includes all activities that may affect the company capability to meet customers demand. Those four variables in marketing mix are a product, price, distribution(place), and promotion.

As per Burnett (2002) explanation promotion is a marketing function concerned with a communication strategy with the objective of creating brand awareness, to deliver information, to educate, and to advance a positive image. The promotion also can be as a way of understanding and selection of a portfolio of promotional techniques or channels in order to meet the prescribed objectives of the promotional strategy.

In line with this, Kotler, P., Kartajaya, H. and Setiawan, (2010) stressed that effective promotion (communication) brings the specific blend of promotion tools that the company uses to persuasively communicate customer value and build customer relationships which are advertising, exhibition, trade fair, packaging, publicity, direct marketing, sponsorship, merchandising sales promotion and personal selling. Various authors in their studies indicated that the importance of trade fair/ exhibitions play an important role in today's competitive market and it is one of the tools included in the promotion mix. If properly planned and organized trade fairs/exhibitions can attract exhibitors and visitors repeatedly. Potentially, as Kalantari endorsed information required in areas such as product quality, technique or how it works, services are made available to the customer (Kalantari, 2007).

Patten (2001) enumerated some of the marketing objectives that organizations could set when they plan to participate in exhibition/trade fair shows as selling more products, launching a new product line, finding distributors or outlets in a new territory and finding agents. Other objectives can be attracting a new market, repositioning one's company in the market, giving support to field agents, collecting feedback on a projected new range of products, re-establishing links with clients whom the organization did not see often and public relations to strengthen the organization's position in the marketplace.

With these benefit orientation, exhibitors expect a high level of performance from the event organizer. According to International Trade Center promotion brief guideline, the potential organizers are aware of what needs to be taken into account and of the step-by-step process to be followed from the conception of the project, through the planning, organization, and implementation of the event, up to its evaluation (ITC, 2012).

In Ethiopia trade fairs and exhibitions mostly are organized by sectoral associations, private event organizers, and government bodies. This research paper specifically focuses on trade fair/ exhibition show which is organized by Addis Ababa Chamber of Commerce and Sectoral Associations (AACCSA).

As per Addis Ababa Chamber of Commerce and Sectoral Associations' website its mission is to promote trade and investment by providing demand-driven service to its members and by advocating for the favorable business environment based on international best practices. The Addis Ababa Chamber of Commerce and Sectoral Associations (AACCSA) is set to create an environment in which business in Addis Ababa can develop and grow at a much faster pace. In doing so, the Chamber encourages the Addis Ababa business community to direct its resources in a way that promotes trade and investment. More specifically the objectives of the chamber are: to support business by supplying information and advisory services, to provide technical assistance, training and research to upgrade the quality of economic activity, to promote a more flexible and hospitable economic environment with additional focus on small and medium businesses, to

encourage and promote business ventures that contribute to a large employment base (Admin, 2015).

Addis Ababa Chamber of Commerce and Sectoral Associations are organizing four exhibitions per year. The institution has a department specifically responsible for exhibitions and trade fairs. This department is responsible for organizing the different events including the International Trade fairs and has long years of practical experience in event organization. AACCSA organized the 22nd International Trade Fair in 2017 and different international and local exhibitors participated in the exhibition.

Many local business enterprises are participating in the events most of the time. Addis Ababa Chamber of Commerce and Sectoral Association has been working to fulfill its mission of promoting, supporting and fostering the growth of private enterprises in the country. Over a period of two decades of transition, growth, and development, AACCSA has proved its strength within the country and abroad by promoting modernization, up gradation of technology, quality consciousness, strengthening linkages with large and medium enterprises and enhancing exports and promoting projects and products of micro, small and medium enterprises (MSMEs).

As per Wolfenson, MSMEs are crucial in bringing economic development by creating job opportunities and sources of revenue (Wolfenson, 2007). His thought is stressed by Fisseha that they facilitate the growth objectives of developing countries. It is estimated that MSMEs employ 22% of the adult population in developing countries (Fisseha, 2006).

MSMEs have a great contribution to a rapid economic growth. The sector serves a large segment of the population by providing goods and services with adequate quality and reasonable price to a large number of people. Moreover, as per the ILO data, the sector does not require advanced and highly specialized skills, qualification, and talents of the promoters. It does not require in most cases high-level training, large sums of capital or sophisticated technology (ILO, 2008).

MSME's confronted with several factors that affect their performance in Ethiopia. The major factors include financial problems, lack of qualified employees, lack of proper financial records,

marketing problems and lack of work premises, etc. Besides, external factor affects the business which includes social, economic, cultural, political, legal and technological factors. In addition, as Werotew explained there are also personal attitudes or internal factors that affect their performance which is related to the person's individual attitude, training and technical know-how (Werotew, 2010).

Therefore, this research paper has the intention of reviewing factors affecting exhibitors' satisfaction with these MSME's participation in the exhibition organized by Addis Ababa chamber of commerce.

1.2 Statement of the Problem

As per Stevens explained trade fairs or exhibitions are a key instrument in the promoting of merchandise and products of enterprises. The global trade fair or exhibition business has turned into a multi-billion-dollar industry, with coordinators procuring a major part of the deals from exhibitors, paying charges for display space (Stevens, 2005). Related to these concepts trade fair organizers, therefore, endeavor to achieve high levels of exhibitor satisfaction. Customer satisfaction is an important aspect of retaining customers, and the exhibitors are satisfied that will take part in the trade fair. Therefore, exhibitors would be loyal (Ball & Rundle, 2004).

The challenge of business competition between or among micro, small, medium or large scale firms that may engage in production or provide services must do their level best to sustain. In this regard, firms shall have their own business plan that contains defined marketing strategies so as to enable them to cop up with the challenges that might come from internal as well as external threats. Moreover, firms can effectively use opportunities if they are guided by well-planned marketing strategy.

The purpose of participating in a trade fair/an exhibition organized by an event organizer may create opportunities for business firms in many respect, however, exhibitors could gain comparative

advantages from their participation in the trade fair/exhibition to mention but some of them are: to have the chance to introduce once product or service quality to potential users, to create contact with potential raw materials suppliers and above all it may give an opportunity to know their competitors. It would help them to evaluate their current performance.

It is presumed that those exhibitors that planned to use trade fairs (exhibitions) as a strategic place to enhance their sales volume or to promote their product or services and to sustain their supplier could achieve their objectives with least cost. Hence, considering all the facts mentioned above, this study is intended to look into the factors that affect the satisfaction of exhibitors which were being participated in the 22nd international trade fair organized by the Addis Ababa Chamber of Commerce Sectoral Association.

1.3 Research Question

1.3.1 Main research question:

What are the factors that affect satisfaction of exhibitors' participation in trade fair/exhibition organized by Addis Ababa Chamber Commerce?

1.3.2 Sub-questions:

- Does information affect the satisfaction of exhibitors who participated in trade fairs/ exhibitions organized by Addis Ababa chamber of commerce?
- Do infrastructures /Facilities affect satisfaction of exhibitors who participated in exhibitions organized by Addis Ababa Chamber of Commerce?
- Does price affect the satisfaction of exhibitors who participated in exhibitions organized by Addis Ababa Chamber of Commerce?
- Do product quality and variety affect satisfaction of exhibitors who participated in exhibitions organized by Addis Ababa Chamber of Commerce?

1.4 Objectives of the Study

The objective of this study will help the researcher to frame the overall content and structure of the research. Accordingly, it is classified as general and specific objectives as presented below:

1.4.1 General Objective

The general objective of the study is to assess factors affecting exhibitors' satisfaction of participation in a trade fair/exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association.

1.4.2 Specific Objectives

The specific objectives are to:

- To identify the major factors that affect exhibitors satisfaction while participating in a trade fair/exhibition organized by AACCSA.
- To examine the benefits of exhibitors that achieved from their participation a given trade fair organized by AACCSA
- To investigate the major hindrance that challenges the organizer in connection with the exhibitors that participate in trade fair/exhibition.
- Finally, to come up with a possible remedy for the factors that negatively affect exhibitors satisfaction that participate in 22nd international trade.

1.5 Significance of Study

The findings of this study will be useful to the stakeholders including:

i. Addis Ababa Chamber of Commerce and Sectorial Associations

Findings from this study will assist the Addis Ababa Chamber of Commerce Trade fair department to address its gap if there is any and to strengthen on its quality to reach the highest satisfaction level of their customers and achieving the cause what it stands for.

ii. Academics/Researchers

Findings from this study will assist academicians in broadening of the prospectus with respect to this study hence providing a deeper understanding of the critical factors that affect customer satisfaction of medium enterprises in relation to participation in exhibitions and trade fairs.

iii. Business Enterprises

The findings of this study will help business enterprises within an insight into the benefits of using different factors studied in this research to predict the factors that affecting customer satisfaction of their participation on trade fair/ exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Associations.

iv. Other event organizing companies

Event organizing companies can use the findings of this study to assist them in developing a strategy to organize a successful exhibition and trade fairs which satisfy the demand of participating enterprises.

1.6. The scope of the Study

The study assessed factors affecting the exhibitors' satisfaction on the exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Associations. Although there are different issues that can be researched in relation to medium enterprises and MSEs, this study is delimited to factors affecting satisfaction of exhibitors which participated on the 22nd trade fair organized by Addis Ababa chamber of commerce.

1.7. Limitation of the Study

This study has a limitation because wants to see the participation of MSME's but there is no data regarding the exhibitors capital status to identify their level.

1.8. Definition of Terms

Trade Fair /Exhibition: According to Donelson (2011), there is a variety of criteria available to categorize various exhibitions. Under the term trade fair, firm subsumes exhibitions or fairs for industrial goods and services, independent of regional, national or international focus and addressing multi-industries or single industries which are sold to companies and institutional customers.

Customer Satisfaction: Based on Stevens definition customer satisfaction is a decision that a thing or organization highlight, or the thing or organization itself, gave or is giving a satisfaction level of use related fulfillment, including levels of under-or over fulfillment (Stevens, 2005).

Relationship Quality: Relationship is displayed, in the midst of various definitions, as the way toward creating common comprehension and the shared production of significant value with clients over the lifetime of an affiliation (Donelson, 2011).

Marketing Communication is a correspondence and relationship channel development (Smith, et al., 2003).

Service quality: Rauyruen et al (2007) demonstrated that Service quality gives off an impression of being one and only of the service elements adding agreeable to client's satisfaction judgments. Oliver (1993) reported that service quality is a causal antecedent of customer satisfaction, due to the fact that service quality is viewed at the transactional level and satisfaction is viewed to be an attitude.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter reviews various studies which have shown the inter-relationships among the measures of exhibitors' satisfaction in relation to trade fair/exhibition promotion strategy organized by Addis Ababa Chamber of Commerce and Sectoral Associations. This chapter discusses theories that are relevant to exhibitors' satisfaction.

2.1 Theoretical Review

2.1.1 Marketing Communication

As indicated by Zairi, from a marketing perspective, the trade fair is an important communication tool for the commercial as well as an important business contact and customer relationship. It enables companies to close a large number of trade agreements and deals. However, sales are not identified as one of the major aspects taken into account in the planning of exhibition, the essential objective is to be in touch with customers and strengthen and upgrading image and brand through the prestige derived going to a fair (Zairi, 2000).

Brito explained that benefits of trade fairs as a marketing tool are due in large part to the existence of a target audience, large and high quality with a high positive bias towards the products exhibited. Before, numerous associations depended only on creating ways to deal with organizations and trusted that the capacity to mass deliver and aggressively value items would be adequate to guarantee achievement. In any case, the environment that organizations work has extraordinarily kept on evolving (Brito, 2010). They found that organizations are looking for trade fairs not just as a means for advertising and offering products and services but also consider the exchange during trade fairs as a stage of correspondence and relationship channel development (Barczyk et al., 1989). A big share of participants at exchange fairs are not firms, purchasers, but rather persuasive people in associations that have the purchasing or prescriptive power.

2.1.2 Trade Fair /Exhibition

Exhibition/ trade show is an event where goods and services in a specific industry are exhibited and demonstrated to other businesses. Sasaka said that an exhibition is the same, except the audience, is normally the general public Sasaka (2012).

Patten (2001) enumerated some of the marketing objectives that organizations could use to exhibit in shows such as; selling more products, launching a new line, finding distributors or outlets in a new territory and finding agents. Others were attracting a new market, repositioning one's company in the market, giving support to field agents, collecting feedback on a projected new range of products, re-establishing links with clients whom the organization did not see often and public relations to strengthen the organization's position in the marketplace.

2.1.3 International Trade Fairs

According to Kirchgeorg (2005), there is a variety of criteria available to categorize various trade fair/exhibitions. Under the term trade fair, firm subsumes exhibitions or fairs for industrial goods and services, independent of regional, national or international focus and addressing multi-industries or single industries which are sold to companies and institutional customers.

Whereas the term public trade fair subsumes fairs or exhibitions for consumer goods, irrespective of their breadth of goods and services displayed broad and general or narrow or focused on a single branch, like sports that are addressed to private customers (Black, 2006).

As per Donelson in regards to German trade fair for the industry as an example portrays trade fairs as market events of a specific traverse held at intervals, which are extraordinarily publicized to the trade visitors with inestimable offers to business and buyers. In spite of the fact that the term trade fairs are more commonly used in Europe and open expos in the United States, in the present study these terms are used interchangeably (Donelson, 2011).

The reasons for exhibition at international exchange fairs can be typically partitioned into the offering and non-offering exercises. Offering exercises incorporate lead era, bringing deals to a

close, finding new clients, qualifying leads and prospecting. Non-offering exercises are comprehensively classified as meeting existing clients, upgrading the picture of the organization, doing general statistical surveying, meeting new wholesalers or specialists, propelling new items and notwithstanding improving staff confidence (Santos, 2013) as explained, distinguish a few favorable circumstances to exchange reasonable cooperation, the substantial number of qualified intrigued individuals that got the limited time message, the likelihood of acquainting new items with countless, the potential clients that can be found, the upgrade goodwill to the firm and, the chance of free reputation to the firm. Lee et al added that an orderly way to deal with the benefits of taking part in a global exchange demonstrates the distinguishing proof of potential clients, the expansion of client faithfulness, the acquaintance of new items with an extensive number of prospects, the fortification and change of corporate picture, the social affair of contender data, and offering (Lee et al, 2011).

2.1.4 Customer Satisfaction

As per Stevens explained customer's satisfaction is described as the buyer's satisfaction response. It is a decision that a customer or organization highlight, or the customer or organization itself, gave or is giving a satisfaction level of use related fulfillment, including levels of under-or over fulfillment (Stevens, 2005). In another word Bathelt et al said that customer fulfillment in the business to business (B2B) setting has regularly been named relationship fulfillment, concentrating on the consumers' loyalties with the association with the provider (Bathelt et al, 2012).

Zairi added that customer satisfaction is a subject that has gained much attention. However, the focus has been on business-to-consumer (B2C) industries rather than firm-to-firm (B2B) industries. The fact that industrial customers often consist of several people means that sometimes the decision-maker is not the only one using the product. Customer satisfaction of end-users in a B2B context is complex and consists of more than an individual relationship Zairi (2000).

As mentioned by Lepkova et al satisfaction with product or service performance is important for most B2B customers, and especially in a trade fair context Satisfaction with product performance is divided into two constructs, performance for personnel and performance for customer's customer (Lepkova *et al.*, 2012).

Customer satisfaction for a business customer in trade fair influence attraction and retaining of the business customer as repeat participation in the next trade fair. Loyal business customers are related to organizational performance (Rauyruen & Miller, 2007). All the cost of client maintenance is lower than the cost of gaining new clients. It is additionally viewed as an importance fountainhead of an upper hand. Certainly, the very idea of a loyal customer involves some sort of relationship, meaning that the customers must experience; the brand over time most likely by purchasing a product or service several times (Zairi, 2000).

2.1.5 Determinant of Exhibitors Satisfaction

The trade fair management makes efforts to achieve satisfaction. This section discusses the factors that may influence exhibitors' satisfaction in trade fair context.

2.1.5.1 Relationship Quality

Lepkova et al explained that the relationship is displayed, in the midst of various definitions, as the way toward creating common comprehension and the shared production of significant value with clients over the lifetime of an affiliation. A relationship builds up a positive and persevering connection dispatch, successful trade contacts and association must be appropriately overseen from both sides and considered as a reason for enduring bond with the provider. The assurance of relationship quality is a critical moment that the client chooses about creating and keeping up a long-lasting association with a given provider or not. Relationship quality from the customer's perspective is expert through the business agent's ability to reduce disperse shakiness (Lepkova et al 2012).

High relationship quality infers that the customer can rely on the business agent's respectability and has confided in the business delegate's future execution in light of the way that the level of past execution has been dependably acceptable. Relationship quality is determined by the level of trust and satisfaction. considered preferred standpoint, customer acquaintance and good profile with portray relationship quality. Responsibility is isolated as having four structures: calculative, successful, behavioral, duty and controlling obligation. Surviving test thinks about give satisfactory confirmation that devotion prompts to customer unwavering quality. Stanko et al

described that the business things that a trade sensible association passes on to its customers are of an essentially subtle character, contingent upon customer speculation and depending, as it were, in the wake of minimizing the longing acknowledgment service from the customers' perspectives. With the inside thing being 'relationship among exhibitors and visitors, it is difficult to assess the way of this thing (Stanko et al 2007).

2.1.5.2 Training and Development

Trained and knowledgeable employee creates value at trade fairs and contributes to customer loyalty existing positions that require advanced knowledge are sometimes complemented with training. With this view, organizations set up training policies geared to meeting these demands. Although training is crucial to business organizations, discipline, and hard work is required to achieve the required goal which is in this case to satisfy the customers (Barezyk et al, 2009).

Various researchers observed that lack of knowledge and skills is only one cause of satisfaction gap. Considering the dynamism in an environment in terms of technology, values, expectations, and trends in the economy, and the high expectations of the customers, training cannot be overemphasized.

The better people in trade fairs /exhibition organizers understand and perform an activity, the more they enjoy it and any move to assist participants to achieve performance from the trade fair opportunities. Trade fair employees who feel that the employer takes care of them would be motivated to perform better and readily assist exhibitors where the need arises (Singh, 2010).

Nguyen (2012) emphasizes that preparation of content in view of a suitable needs assessment might be exceedingly important for individual inspiration, capacities, and states of mind towards preparing which will affect the program's viability and hence if hierarchical support is not accessible, employees may not be in a position to really apply their learning. Interpersonal organizational learning at work is basic in upgrading preparing adequacy. Companions and directors need to effectively bolster preparing in the procurement and ensuring use of gained information at work. Training’s effectiveness influence customer satisfaction.

The extents to which exhibitors are trained to utilize the trade fair opportunities influence exhibitor's satisfaction level. In this regard regular evaluation of exhibitor morale, abilities and aptitudes are imperative to ensure proper service delivery and efficiency at work leading to high level of exhibitors' satisfaction. Generally, to trained employees to provide quality services; will give opportunities to exhibitors to utilize the openings at trade fair venue felt satisfied with the organizers of trade fair are likely to participate in the success of trade fairs (Stanko, et al 2007).

2.1.5.3 Achievement Trade Fair/Exhibition Objectives

Ball et al mentioned stand characteristics or peculiarities include decoration, location, and size of own stand, factors with an impact on the achievement of the objectives. For instance, space, location, and attention at the booth on the fair are positively related to achievement of the objectives of the trade fair/ exhibition is very close to achieving the relations and sales through a small impact on the agenda provided by visitors. With a large number of customers, the exhibitor can enhance the corporate brand image and find information on attracting visitors to its stand. From a good position, the display attracts more visitors and gets more information on market trends hence increase the satisfaction level of exhibitors (Ball et al 2004).

Both pre-reasonable and post-reasonable endeavors are respected critical in making an all-around outlined display pay off. Proper choice of either even fairs that incorporate numerous enterprises and callings or vertical fairs that concentrate on one industry and calling sort is additionally thought to be one of the determinants of interest adequacy. Three essential arrangements of pointers group of customer quality, gathering of people action, and display performance, have been utilized to gauge trade shows to date. The normal scores created serve as industry benchmarks group of onlookers' quality, for example, is measured with Total Buying Plans (TBP), Net Buying Impacts (NBI), and Audience Interest Factor (AIF) (Hansen, 2002).

2.1.5.4 Perceived Value and Social Value

Perceived value has been characterized as client impression of the evaluated utility of an item regarding what is gotten versus what is given by the customer. Rauyruen et al, (2008) found that purchaser practices differ contingent upon the level of buyer recognitions identified with the estimation of items and administrations. The social effect made on a customer's picture from the

buy of an item or administration when a customer uses that item or administration. In a comparative way, exhibitors settle on a choice on whether to go to an exchange reasonable by considering the impacts of going to may have on the organization's picture among a display

Furthermore, Smith et al mentioned that organizations may contribute in certain exchange reasonable with a specific end goal to maintain a strategic distance from any misconception that may come about because of the organization's non-attendance at the event as they wish to abstain from making a picture that their nonappearance might be translated by competitors as though the organization was having money related and administrative challenges. The measure of exertion required to meet exhibitors' satisfaction levels, as far as social esteem, impacts exhibitors' evaluations of the achievement of the exchange. Exhibitors' satisfaction has dependably been an essential element to foresee positive future cooperation in the following exchange. Satisfied clients have a tendency to have positive conduct expectations, a more prominent eagerness to pay and higher goals to return. Contented exhibitors will probably have a high aim to come back to a future exchange reasonable and a high eagerness to pay for either a vast stall or a superior area, because of the diminished danger of vulnerability with reference to whether their presence will be an achievement (Smith, et al., 2003).

2.1.5.5 Service quality

Service quality has been the subject of extensive enthusiasm by both professionals and analysts as said before. A vital explanation behind the enthusiasm for service quality by experts comes about because of the conviction this beneficially affects primary concern execution for the firm. Service quality is a basic idea progressively picking up its significance in today's business surroundings. The worldwide improvement of economies prompts to extending the business sectors for services and expanding rivalry inside these business sectors. Experts regularly tend to utilize the terms service quality and consumer loyalty inter-variably (Bowen et al 2001).

Satisfaction is built and perceived as being unmistakable and has created along genuinely free lines from administration quality. Most specialists concur that consumer satisfaction is a short-term, exchange particular measure; though service quality is a disposition framed by a long haul, general assessment of an execution. As a procedure in time, quality interaction happens sometime recently

and prompts to general consumer loyalty. Lepkova et al described the quality relationship has been observed to be a vital contribution to consumer loyalty demonstrated that service quality gives off an impression of being one and only of the service elements adding agreeable to client's satisfaction judgments. As indicated by recognizing key determinants by which a client surveys service quality and therefore brings about fulfillment or not. recommended that administration quality component in making exchange reasonable is basic to improve consumer satisfaction (Lepkova et al, 2012).

2.1.5.6 Exhibitors' Experience

Exhibitors' experience has been observed to be a persuasive variable on making exchange reasonable and attaining exhibitors' satisfaction as described by (Breiter and Milman, 2007). The related involvements of exhibitors at a particular exchange can have an impact on the exhibitors' convictions, mentalities and exhibitor's expectations to come back to a similar event later on novice exhibitors may concentrate on building an organization profile in another commercial center and making associations with clients and contenders, while experienced exhibitors may look for chances to bolster business organizations and keep up their present market position (Smith et al 2003). Furthermore, exhibitors' satisfaction with an exchange can be affected by the novel encounters they have at the trade fair which they can't acquire from their typical workplace

De Freitas Santos (2013) explained that the exhibitor, the apparent focal points of being at the trade fair enables them to have contact with present and potential customers, and the face to face interaction with direct contenders ensures satisfaction level of the exhibitors.

Developing a system of exchange of contacts accessible to exhibitors enables them to be in contact with potential purchaser's and can directly impact exhibitors' fulfillment of objectives. Nevertheless, satisfied exhibitors are more encouraged to return in future releases of the trade fair, as they saw a lower risk of participation (Palmatier et al, 2006).

2.1.6 Concepts of Customer Satisfaction

Customer satisfaction is conceptualized has been transaction-specific meaning it is based on the customer's experience on a particular service encounter, and also some think customer

satisfaction is cumulative based on the overall evaluation of service experience (this highlight the fact that customer satisfaction is based on experience with the service provider and also the outcome of service (Severt, 2007).

Customer satisfaction is considered an attitude as per in the case of grocery stores, there is some relationship between the customer and the service provider and customer satisfaction will be based on the evaluation of several interactions between both parties. Therefore, we will consider satisfaction as a part of overall customer attitudes towards the service provider that makes up a number of measures (Zairi, 2000).

As Lepkova, et al (2012) clearly state that there is no generic definition of customer satisfaction and after carrying a study on various definitions on satisfaction they came up with the following definition, "customer satisfaction is identified by a response (cognitive or effective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post-consumption)". From this definition, it is clear that the consumer's satisfaction is determined for his/her shopping experience in the grocery store and this is supported by and who believe customers' level of satisfaction is determined by their cumulative experiences at all of their points of contact with a supplier.

In addition to this shopping experience provides qualities that are valued by the consumer then satisfaction is likely to result. This clearly pinpoints the importance of quality when carrying out purchase and this relates to seller offer a variety of products with different quality. Clearly defines customer satisfaction as an overall post-purchase evaluation by the consumer and this is similar to that of who defined customer satisfaction as the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption. These definitions consider satisfaction as a post-purchase response and in the case of grocery stores, the shopping experience is important in evaluating customer satisfaction.

Organizations that consistently satisfy their customers enjoy higher retention levels and greater profitability due to increased customers' loyalty, This is why it is vital to keep consumers

satisfied and this can be done in different ways and one way is by trying to know their expectations and perceptions of services offered by service providers. In this way, service quality could be assessed and thereby evaluating customer satisfaction. Customers to evaluate service quality by considering several important quality attributes in service giver potential and firms must take improvement actions on the attributes that have a lower satisfaction level. This means customer satisfaction will be considered on specific dimensions of service quality in order to identify which aspects customers are satisfied with (Breiter, 2006).

2.1.7 Factors that Affect Customer Satisfaction

The satisfaction which is imprecisely defined as fulfilling the needs for which a good or service was made is viewed differently in various industries, over various demographic backgrounds, as well as for individuals and institutions. Moreover, it has a totally different approach when it comes to services and products. All along to understand the quality of services, quality of products, and satisfaction both in the arena of comfort and in terms of utility that is, the product or service fulfilling the actual purpose for which it was made and bought (Zairi,2000). This is however very important but the aforementioned details about satisfaction cannot be raw.

In a study identified 38 factors that affected the satisfaction of consumers of computers which are customized for computer users some of which were quality of the product, flexibility, reliability, priorities determination, security, and expectations. In online education structure, transparency and communication potentials influence the satisfaction of students and enhance the learning process (Lepkova, et al., 2012).

It has however been identified that human needs, quality of services and products, the user-friendly nature of product and services, and comfort assurance are some of the important determinants of customer satisfaction. Even though different customers will require different levels and combinations of these variables, they generally are important factors that affect customer satisfaction. A step forward to classify factors that affect customers' satisfaction into three-factor structures (Lee et al, 2009)

i. **Basic factors:** these are the minimum requirements that are required for a product to prevent the customer from being dissatisfied. They do not necessarily cause satisfaction but lead to dissatisfaction if absent. These are those factors that lead to the fulfillment of the basic requirement for which the product is produced. These constitute the basic attributes of the product or service. They thus have a low impact on satisfaction even though they are a prerequisite for satisfaction. In a nutshell competence and accessibility

ii. **Performance factors:** these are the factors that lead to satisfaction if fulfilled and can lead to dissatisfaction if not fulfilled. These include reliability and friendliness.

iii. **Excitement factors**: these are factors that increase customers' satisfaction if fulfilled but does not cause dissatisfaction if not fulfilled which include project management.

2.2 Empirical Review

Most studies on satisfaction in the trade show context have focused on overall satisfaction overall satisfaction is conceptualized as ―an overall evaluation based on the total purchase and consumption experience with a good or service over time. The major problem with using overall satisfaction is that it does not address the specific dimensions of satisfaction and, as such, corresponding managerial implications are limited. For example, an exhibitor overall satisfaction with a trade show might be 1 out of 5, with 5 being ―extremely satisfied. Without knowing the satisfaction levels associated with each specific dimension of the trade show, organizers have no idea how to fix problems or improve their service quality (Lee et al, 2009).

The main benefit organizations receive from satisfied customers is generally higher profitability (Kang & Schrier, 2011). Results of previous studies have indicated that satisfied customers show positive behavioral intentions, such as having a greater intention to return and a higher likelihood to share positive comments about their experience. Because trade show participation is a major cost for exhibitors, being satisfied with a trade show could lower their uncertainty, increase intention to return and minimize their constraints to future participation. This contention lacks empirical evidence, particularly with respect to trade show participation behavior and overall satisfaction levels (Bowen et al, 2001).

Previous literature on visitor and exhibitor overall satisfaction with trade shows has focused on one or two stakeholders and ignored the complex interactions between all three stakeholders (i.e., visitors, exhibitors, organizers). For example, most studies on exhibitors' satisfaction and positive behavioral intentions have focused on exhibitors' self-performance and/or the interactions between exhibitors and visitors have included the role of key stakeholders such as organizers and visitors who may shape exhibitors' satisfaction and positive behavioral intention. (Kang & Schrier, 2011).

2.3 The Conceptual Framework

Conceptual framework means that concepts that relate to one another were used to explain the research problem. Since customer satisfaction is influenced by various factors and the factors include information, price, place, welfare facilities services, a variety of products and quality of products. The influence of these factors on customer satisfaction is very important. To align the conceptual framework with the research objectives, customer satisfaction participant in the exhibition is the dependent variable whereas information, price, place, welfare facilities services, a variety of products and quality of products are all independent variables. The relationship can be expressed and shown in figure 1.

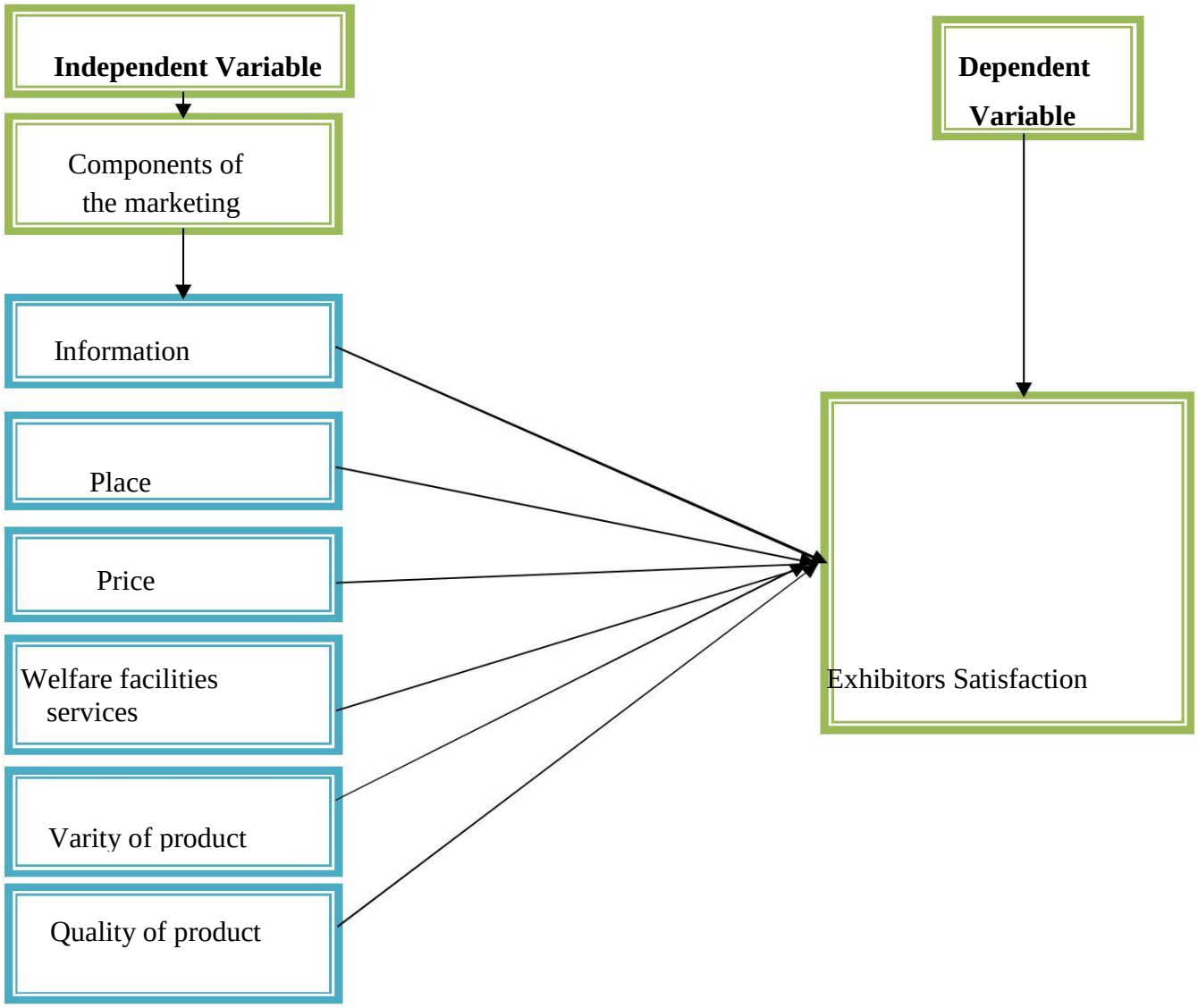


Figure .1 Conceptual framework adopted from Hani et al (2013)

In this study, profitability was opted to measure the performance of these exhibitors most of them inclusively within MSMEs. This is mainly because of the following three reasons. First, as the pilot study clearly indicates these MSMEs are more focusing on profitability than other modes of performance measures. Second, the MSMEs were not applying balanced scorecard to measure their overall performance. Third, as recommended by Ahani (2013) a profit has been widely adopted by most researchers and practitioners in business performance models.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

In order to analyze the potential factors affecting customers' satisfaction of exhibitors' participation in a trade fair/exhibition organized by Addis Ababa chamber of commerce, this study used a research methodology. This section provides an overview of the study's research approach which lays within the qualitative method strategy. The chapter discusses procedures and activities undertaken, focusing on namely the study's research design, questionnaire design, data collection, sampling strategy, data processing and analysis and instrument development. Besides, the section deals with a discussion of the ethical issues and the study area profile.

3.1 Research Design and Approach

As per Adams et al, the research design is the blueprint for fulfilling research objectives and answering research questions (Adams et al., 2007). In other words, it is a master plan specifying the methods and procedures for collecting and analyzing the needed information. The types of research that were employed in this study is descriptive research. Then this study describes and critically assesses the factors affecting exhibitors' satisfaction of participation in a trade fair/ an exhibition organized by Addis Ababa Chamber of Commerce and Sectoral association. The required data was generated from primary and secondary sources.

3.2 Data types and source

The primary data was collected with the instrumentality of questionnaire. The secondary data was obtained from various published and unpublished books, journals, articles, broachers, and the websites. The questions that had been used in the questionnaire were multiple-choice questions and five-point Likert scale type questions. The type of scales used to measure the items on the instrument is continuous scales (strongly agree to strongly disagree).

3.4 Study population

According to Adams et al (2009), the postulate that target population is a set of elements identified for investigation based on the evaluation of research objectives, feasibility, and cost-effectiveness. In principle, a target population is a specified group of people or objects for which questions can be asked so as to obtain the required data structures and information. The target population for the study comprises of participants at Addis Ababa Chamber of Commerce trade fair/exhibition at the exhibition center in the year 2017. As per the participant's record of the Addis Ababa Chamber of Commerce International Trade Fair for the year 2017 event the local enterprise's participants are 67 companies.

For this reason, this research engaged “rule of thumb" on sampling (Gay, 1987) which is showed in table 2 below is the population size is less than 100 the sample should be 100% which is a census.

Table 2.1: Population sample size

Size of population	**Sampling percent**
0-100	100%
101-1,000	10%
1,001-5,000	5%
5,001-10,000	3%
10,000+	1%

Source: Gay (1987)

3.5 Sampling Strategy and Procedures

The researcher used purposive sampling techniques that took the 22nd trade fair national companies which participated as exhibitors organized by Addis Ababa Chamber of Commerce and Sectoral Association. This is because the trade fair organized for the 22nd times and the exhibitors have fresh memories to respond to the questions prepared for them to answer.

3.5.1 Sampling size

According to Gay (1987), 100 % of the target population is sampled when the population is less than 100. On this research, the targeted population is respondents which are less than 100. Therefore, the researcher tried to contact all the targeted respondents.

3.6 Data processing and analysis

3.6.1 Data Processing

The method of data processing in this study is the manual and computerized system. In the data processing procedure editing, coding, classification, and tabulation of the collected data are used. Data processing has two phases namely: data clean-up and data reduction. During data clean-up, the collected raw data are edited to detect anomalies, errors, and omissions in responses and checking that the questions are answered accurately and uniformly. The process of assigning numerical or other symbols came next which is used to reduce responses into a limited number of categories or classes. After this, the processes of classification or arranging raw data into classes or groups on the basis of common characteristics is applied. Data having the common characteristics were placed together and in this way, the entered data were divided into a number of groups. Finally, a tabulation was used to summarize the raw data and displayed in the form of tabulation for further analysis.

3.6.2 Data Analysis

This is the further transformation of the processed data to look for patterns and relationship between and/or among data groups by using descriptive and inferential (statistical) analysis. The Statistical Package for Social Science (SPSS) version 20 is used to analyze the data obtained from primary sources. Specifically, descriptive statistics (mean standard deviation) and inferential statistics (correlation and regression) were taken from this tool.

3.6.2.1 Descriptive Analysis

Descriptive analysis is used to reduce the data into a summary format by tabulation (the data arranged in a table format) and a measure of central tendency (mean and standard deviation). The reason for using descriptive statistics is to compare the different factors. Besides, the interview questions are analyzed using descriptive narrations through concurrent triangulation strategy.

3.6.2.2 Inferential Analysis

According to Sekaran (2000), inferential statistics allows inferring from the data through analysis of the relationship between two or more variables and how several independent variables might explain the variance in a dependent variable. The following inferential statistical methods were used in this study.

3.7 The Pearson Product Moment Correlation Coefficient

According to Phyllis and his associates (2007), inferences are very important in management research. This is so because conclusions are normally established on the bases of results. Such generalizations were, therefore, be made for the population from the samples. They speculate that the Pearson Product Moment Correlation Coefficient is a widely used statistical method for obtaining an index of the relationships between two variables when the relationships between the variables are linear and when the two variables correlation are continuous. To ascertain whether a statistically significant

relationship exists between information, price, place, welfare facilities, a variety of product and quality of product with customer satisfaction, the product moment correlation coefficient will be used.

According to Duncan et al, (2004), the correlation coefficient can range from -1 to +1. The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient may be interpreted as follows.

Correlation coefficient	**Interpretation**	
(-1.00 to -0.8]	Strong	
(-0.8 to -0.6]	Substantial	Negative
(-0.6 to -0.4]	Medium	
(-0.4 to -0.2]	Low	
(-0.2 to 0.2)	Very Low	
[0.2 to 0.4)	Low	
[0.4 to 0.6)	Medium	Positive
[0.6 to 0.8)	Substantial	
[0.8 to 1.00)	Strong	

In this study, Pearson's Product Moment Correlation Coefficient is used to determine the following relationships.

- The relationship between information factors and customer satisfaction;
- The relationship between price factors and customer satisfaction;
- The relationship between place factors and customer satisfaction;
- The relationship between welfare activities factors and customer satisfaction;
- The relationship between a variety of products factors and customer satisfaction;
- The relationship between quality of products factors and customer satisfaction;

3.8 Linear Regression Analysis

Linear regression is a method of estimating or predicting a value on some dependent variable given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike correlations, however, the primary purpose of regression is a prediction (Geoffrey M. et al., 2005). In this study, multiple regressions will be employed. Multiple regression analysis takes into account the inter-correlations among all variables involved. This method also takes into account the correlations among the predictor scores (Adams, et al., 2007). They added multiple regression analysis, which means more than one predictor is jointly regressed against the criterion variable. This method is used to determine if the independent variables will explain the variance in the dependent variable.

3.8.1 Regression Functions

The equation of regressions on this study is generally built around two sets of variables, namely dependent variable (customer satisfaction) and independent variables (information, price, place, welfare facilities services, a variety of product and quality of the product). The basic objective of using regression equation in this study is to make the study more effective at describing, understanding and predicting the stated variables.

Regress Performance on Selected Variables

$Yi = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$

Where:

Y is the response or dependent variable- Customer satisfaction

X_1= Information,

X_2= place,

X_3= price,

X_4= welfare facilities services,

X_5= Variety of products,

X_6= quality of products are the explanatory variables.

β_0 is the intercept term- constant which would be equal to the mean if all slope coefficients are 0.

β_1, β_2, β_3, β_4, β_5, and β_6 are the coefficients associated with each independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables. Accordingly, this statistical technique was used to explain the following relationships. Regress customer satisfaction (as the dependent variable) on the selected linear combination of the independent variables using multiple regressions

3.9 Instrument Development

Basically, the instruments were developed based on the objectives of the study and research questions. The principles of questionnaires such as, use simple and clear languages, statements should not be too long and use of appropriate punctuations is also considered when developing the instrument. In addition, interviews can be taken as an instrument to strengthen the investigation.

3.10 Validity and Reliability

Validity is the degree to which a test measures what it purports to measure (Creswell, 2009). Validity defined as the accuracy and meaningfulness of the inferences which are based on the research results. It is the degree to which results obtained from the analysis of the data actually represents the phenomena under study. He contends that the validity of the questionnaire data depends on a crucial way the ability and willingness of the respondents to provide the information requested.

A pilot study was conducted to refine the methodology and test instrument such as a questionnaire before administering the final phase. Questionnaires were tested on potential respondents to make the data collecting instruments objective, relevant, suitable to the problem and reliable as recommended by Adams et al. (2007). Issues raised by respondents were corrected and questionnaires were refined. Besides, proper detection by an advisor was also taken to ensure the validity of the instruments. Finally, the improved version of the questionnaires was printed, duplicated and dispatched.

The instruments selected can help to show factors that affect customer satisfaction. It can clearly address how these factors affect the performance of exhibitors. The relevant data was collected on the factors of customer satisfaction that can better indicate the relationship between factors and customer satisfaction. The structured and unstructured interviews can also validate the measurement. Moreover, to have a valid conclusion, the inferential statistical model was used to test the relationship between the variables.

The reliability of instruments measures the consistency of instruments. Creswell (2009) considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expressed as a correlation coefficient, which measures the strength of association between variables. Such coefficients vary between -1.00 and +1.00 with the former showing that there is a perfect negative reliability and the latter shows that there is perfect positive reliability.

In this study each statement rated on a 5 point Likert response scale which includes strongly agree, agree, undecided, disagree and strongly disagree. Cronbach's alpha coefficient for the instrument was found as 0.802 which is highly reliable. Typically, an alpha value of 0.80 or higher is taken as a good indication of reliability, although others suggest that it is acceptable if it is 0.67 or above (Cohen et al., 2007). Since instruments were developed based on research questions and objectives; it is possible to collect necessary data from respondents. Then, instruments are consistent with the objectives of the study.

3.11 Ethical Considerations

All the research participants included in this study is appropriately informed about the purpose of the research and their willingness and consent were secured before the commencement of distributing questionnaire and asking interview questions. Although all interview sessions have tried to tape-record, it was impossible as the respondents were not voluntary. Regarding the right to privacy of the respondents, the study maintained the confidentiality of the identity of each participant. In all cases, names are kept confidential thus collective names like ‘respondents’ will be used.

CHAPTER FOUR

Data Analysis and Interpretation

The section of the study deals with data analysis and interpretation. The data was obtained from respondents through data collection instruments such as questionnaire and interview. Accordingly, 67 questionnaires were distributed to a participant of the 22nd Addis Chamber international trade fair exhibition using census method of sampling technique and the interview was conducted with experts of exhibit organizer (Addis Ababa Chamber of Commerce and Sectoral Association). From the distributed questionnaire 49 of it was returned back, of which 11 questionnaires remained in the hand of the respondents while 7 questionnaires were discarded not properly filled. The data collected was summarized as follows.

4.1 Descriptive Statistics

To analyze and interpret the data obtained through data collection instrument descriptive statistics were employed. The descriptive statistics used include frequency, percent, mean and standard deviation.

S/N	Dimensions	Cronbach's Alpha	N of Items
1	Information	.807	12
2	Place	.769	12
3	Price	.317	12
4	Welfare facilities services	.900	12
5	Variety of products	.827	5
6	Quality of products	.543	3

Table 4.1. Reliability Statistics

Table 4.1 deals with reliability statistics. To test the reliability of the data of the research Cronbach's alpha coefficient was employed. The Cronbach's alpha result ranges between 0 and 1, if the Cronbach's alpha value was greater than .70, it implies the data is reliable. If the Cronbach's alpha value is greater or equal to 0.60 the data is reliable but questionable, and if it is greater or equal to 0.50, the data has poor internal consistency while it is less than 0.50 the data is unacceptable. Thus, the first dimension of the study is information, it has the Cronbach's alpha value was.807 with 12 items. The second dimensions were placed, it has Cronbach's alpha value of .769 with 12 items. The third dimension was price, it has the Cronbach's alpha value of .317 with 12 items. The fourth item was welfare facilities services; it

has Cronbach's alpha value of .900 with 12 items. The five items were a variety of products; its Cronbach's alpha value was
.827 with 5 items. The sixth dimension was quality of products and its Cronbach's alpha was .543 with 3 items.

From the above result, it is possible to infer that most of the dimensions have acceptable Cronbach's alpha value, which is greater than .70. Whereas the quality of products has Cronbach's alpha value which has poor reliability and price has unacceptable Cronbach's alpha value for internal consistency. Therefore, the author decided to include quality of the product though it has poor internal consistency but to drop the price from the analysis.

4.2 Company Information

Under this section company information was included. Some of the company information was the establishment, business, being exhibitors or visitors, length of time the exhibitor used to participate in an exhibition organized by Addis Ababa chamber of commerce. Regarding company information, the result summarized as follows.

	Company information	Years	Frequency	Percent
1	Establishment	1-10 Years	29	42.9
		10-20 years	10	20.4
		20-30 years	17	34.7
		31 and above years	1	2.0
		Total	49	100
2	Business type	Services	25	51.0
		Goods	24	49.0
		Total	49	100
3	An Exhibitor or a visitor(Buyer)	Exhibitor	44	89.8
		Visitor(Other)	5	10.2
		Total	49	100
4	As an exhibitor for how long have you been participated in a trade fair/an exhibition organized by AACCSA	Below 1 years	5	10.2
		2-5 years	24	49.0
		6-10 years	12	24.5
		11-15 years	7	14.3
		16-19 years		
		20 and above years	1	2.0
		Total	49	100

Table 4.2. Companies Information
Source: Field survey, 2018 computed by SPSS, 20

Table 4.2 deals with companies' information. The companies which participated in this study 29(42.9) were established in the time period of 1 to 10 years while 17(34.7%) of the participants of the study were established in the time period of 20-30 years. Thus, from the above information, it is possible to say that the majority of participants of the study have a year of establishment of 1 to 10 years. Moreover, the type of business was service it is confirmed by 25(51%) while 24(49%) of the goods is the type of business. Thus, from the above information, the majority of a participant in the study are engaged in the service sector. Furthermore, the majority of them are an exhibitor and is confirmed by 44(89.8%) of the respondents and 24(49%) of the respondents have been used to participate in an exhibition organized by AACC in the last 2-5 years.

4.3. Factors Affecting Exhibitors Participation on Exhibition Organized by Addis Ababa Chamber of Commerce and Sectoral Associations

The objectives of this study were the identification of factors affecting exhibitors' participation in a trade fair/ an exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association. The researcher tried to categorize the factors into six dimensions which include information, place, price, welfare facilities services, a variety of products and quality of products. The result summarized as follows.

4.3.1. Information Dimensions

Information dimension was one of the dimensions which were mentioned as the dimension of factors affecting exhibitors' participation in a trade fair/an exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association. To describe information as a factor affecting exhibition participation statements were designed which has the power to express information dimensions.

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	I participated in trade fair/ exhibition organized by AACCSA is to obtain up to date information.	Strongly Disagree	5	10.2	4.43	1.24
		Neutral	1	2.0		
		Agree	6	12.2		
		Strongly Agree	37	75.5		
		Total	49	100		
2	I participated on trade fair/exhibition organized by AACCSA to get potential buyers	Neutral	5	10.2	4.53	.680
		Agree	13	26.5		
		Strongly agree	31	63.3		
		Total	49	100		
3	I participated on trade fair/exhibition organized by AACCSA to get real buyers	Neutral	10	20.4	4.53	.819
		Agree	3	6.1		
		Strongly agree	36	73.5		
		Total	49	100		
4	I participated in exhibition/trade fair organized by AACCSA to gain information to build a relationship with a new partner for future purchase.	Agree	11	22.4	4.76	.422
		Strongly agree	38	77.6		
		Total	49	100		
5	I recognized the reputation of the event organizer, AACCSA on trade fair/exhibition	Strongly disagree	10	20.4	3.96	1.306
		Disagree	5	10.2		
		Neutral	18	36.7		
		Agree	9	18.4		
		Strongly agree	7	14.3		
		Total	49	100		
6	High promotion activities made by trade fair/exhibition organizer, AACCSA.	Strongly disagree	15	30.6	2.82	1.390
		Disagree	1	2.0		
		Neutral	16	32.7		
		Agree	12	24.5		
		Strongly agree	5	10.2		
		Total	49	100		

7	I participated on exhibition to compare market prices in relation to my service /good	neutral	12	24.5	4.408	.864
		agree	6	10.2		
		strongly agree	32	65.3		
		total	49	100		
8	The exhibition /trade fair organizer has professional promoters to organize the trade fair/exhibition.	Strongly Disagree	17	34.7	2.510	1.386
		Disagree	7	14.3		
		Neutral	14	28.6		
		Agree	5	10.2		
		Strongly agree	6	12.2		
		Total	49	100		
9	I participated in trade fair/exhibition to have acquaintance with potential suppliers.	Strongly disagree	1	2.0	4.449	.843
		Disagree	1	2.0		
		Neutral	2	4.1		
		Agree	16	32.7		
		Strongly agree	29	59.2		
		Total	49	100		
10	I participated on trade fair/exhibition to get the opportunity for B2B meetings	Disagree	1	2.0	4.490	.711
		Neutral	3	6.1		
		Agree	16	32.7		
		Strongly agree	29	59.2		
		Total	49	100		
11	The trade fair/exhibition organizer has a capacity of organizing a trade fair	Strongly disagree	10	20.4	3.693	1.686
		Disagree	6	12.2		
		Agree	6	12.2		
		Strongly agree	27	55.1		
		Total	49	100		
12	The trade fair/exhibition organizer has good experience in organizing a trade fair	Strongly disagree	10	20.4	3.142	1.443
		Disagree	5	10.2		
		Neutral	14	28.6		
		Agree	8	16.3		
		Strongly agree	12	24.5		
		Total	49	100		

Table 4.3. Respondents' Response to Information as a Factor Affecting Exhibitors Participation On Exhibition Organized by AACCSA

Table 4.3 deals with respondents' response to information as a factor affecting exhibitors' participation in trade fair/an exhibition organized by AACCSA. The describe information highlights the factor affecting exhibitor satisfaction, the statements were designed and the result summarized as follows. The first statement was I participated in exhibition/trade fair organized by

AACCSA is to obtain up to date information. Against this statement, 43(87.7%) of the respondents agreed on the statement while 5(10.2%) of the respondents disagreed with the statement. Moreover, the calculated mean was 4.43 which greater than the Likert scale means of 3. The standard deviation was concentrated far from the mean. This implies that the exhibitor participated in the exhibition to obtain up to date information.

The second statement was I participated in exhibition/trade fair organized by AACCSA to get potential buyers. Regarding this statement,44(89.8) of the respondents that they agreed with the statement while 5(10.2%) of the respondents were neutral to the statement. The calculated mean was 4.53 which was greater than Likert scale means of 3. The standard deviation was concentrated far from the mean. This implies that the exhibitor participated in the exhibition to get potential buyers. The third statement was I participated in exhibition /trade fair organized by AACCSA to get real buyers. Against this statement, 39(79.6%) of the respondents agreed to the statement while 10(20.4%) of the respondents were neutral to the statement. The calculated mean was 4.53 which were greater than the Likert scale means of 3. From the above information, it is possible to conclude that the exhibitors participated in the exhibition was to get potential buyers.

The fourth statement was 'I participated in exhibition/trade fair organized by AACCSA to gain information to build a relationship with a new partner for future purchase'. Regarding this statement,49(100%) of the respondents agreed to the statement. The calculated mean was 4.76 which was greater than the Likert scale means of 3.the standard deviation was concentrated far from the mean. This implies that the exhibitors participated to gain information to build a relationship with a new partner for future purchase. The fifth item was 'I experienced reputation of the event organizer (AACCSA) on exhibition/trade fair'. Regarding this statement, 18(36.7%) of the respondents were neutral to the statement while 16(32.7%) of the respondents agreed to the statement. The calculated mean was 3.69 which was greater than the Likert scale means and the standard deviation was concentrated far from the calculated mean.

Thus, exhibitors are neutral to their experience of reputation is the organizer of the trade fair/ exhibition. The six statement was 'high promotion activities made by exhibition /trade fair organizer' 17 (34.7%) of the respondents reported that agreed to the statement while 16(32.6%) of

the respondents reported that disagreed to the statement. The calculated mean was 2.82 which was greater than the Likert scale means of 3. Additionally, the standard deviation was concentrated far from the mean. This implies that high promotion activities are made by the organizer. The seventh statement was 'I participated in the trade fair/exhibition to compare market prices in relation to my service /good'. Regarding this statement, 38(73.8%) of the respondents reported that agrees with the statement while 12(20.4%) of respondents reported that neutral to the statement. From the above statement, it is possible to conclude that respondents participated to compare market prices in relation to their service/good.

4.3.2. Place Dimension

The second dimension the factors that affect the participation of medium enterprise on exhibition /trade fair organized by Addis Ababa chamber of commerce. To describe the place as a factor affecting the participation of medium enterprise on exhibition /trade fair statements were designed and the result presented as follows

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	The exhibition center is comfortable enough to display products.	Disagree	10	20.4	3.836	1.067
		Neutral	2	4.1		
		Agree	23	46.9		
		Strongly Agree	14	28.6		
		Total	49	100		
2	Looking around the exhibition center, is it convenient enough to display products?	Strongly disagree	5	10.2	3.632	1.167
		Disagree	3	6.1		
		Neutral	6	12.2		
		Agree	26	26.5		
		Strongly agree	31	63.3		
		Total	49	100		
3	The exhibition center design helps to spark the interest to use it as a tool to promote the product.	Strongly agree	5	10.2	3.306	1.245
		Disagree	6	12.2		
		Neutral	18	36.7		
		Agree	9	18.4		
		Strongly agree	11	22.4		
		Total	49	100		
4		Strongly Disagree	5	10.2	3.388	1.115

	The environment in the exhibition center really invites to explore the trade fair /exhibition.	Neutral	24	49.0		
		Agree	11	22.4		
		Strongly agree	9	18.4		
		Total	49	100		
5	The event organizer, AACCSA is concerned about the space of the trade/fair exhibition activities emplaced.	Strongly disagree	17	34.7	2.900	1.623
		Disagree	5	10.2		
		Neutral	3	6.1		
		Agree	14	28.6		
		Strongly agree	10	20.4		
		Total	49	100		
6	The event organizer, AACCSA worked hard to make the space of exhibition center looks attractive to exhibitors.	Disagree	6	12.2		
		Neutral	19	38.8		
		Agree	15	30.6		
		Total	49	100		
7	The environment at the trade fair/exhibition engages all the senses.	Disagree	6	12.2	3.673	1.049
		Neutral	19	38.8		
		agree	9	18.4		
		strongly agree	15	30.6		
		total	49	100		
8	The exhibition /trade fair organizer provides enough options for exhibitors to choose their space.	Strongly Disagree	16	32.7	2.796	1.670
		Disagree	11	22.4		
		Neutral	3	6.1		
		Agree	5	10.2		
		Strongly agree	14	28.6		
		Total	49	100		
9	It is hard to focus on product promotion because there is no system to help with facilities.	Strongly disagree	6	12.2	4.286	4.392
		Disagree	-	-		
		Neutral	17	34.7		
		Agree	7	14.3		
		Strongly agree	19	38.8		
		Total	49	100		
10	Exhibitors get good facilities from AACCSA to display their goods/services.	Strongly disagree	21	42.9	2.673	1.650
		Disagree	2	4.1		
		Neutral	9	18.4		
		Agree	6	12.2		
		Strongly agree	11	22.4		
		Total	49	100		
11	It takes a lot of effort to stay focused on the trade fair/exhibition organized by the event organizer, AACCAS.	disagree	5	10.2	3.837	1.048
		Neutral	16	32.7		
		Agree	10	20.4		

		Strongly agree	18	36.4		
		Total	49	100		
12	The exhibition organizer, AACCAS invest to bring new technology to meet the exhibitors need/ standard.	Strongly disagree	18	36.7	2.755	1.521
		Disagree	2	4.1		
		Neutral	10	20.1		
		Agree	12	24.5		
		Strongly agree	7	14.3		
		Total	49	100		

Table 4.4. Respondents Report on Place Dimension

Table 4.4 depicted that respondents report on place dimension. The first statement was the exhibition center is comfortable enough to display products. Regarding this statement,37(74.5 %) of the respondents reported that agreed with the statement while 10(20.4%) of the respondents reported that disagreed with the statement. The calculated mean was 3.836 which was greater than the Likert scale means of 3. The standard deviation was concentrated far from the mean. This implies that exhibition center is comfortable enough to display products. The second statement was 'looking around the exhibition center is convenient enough to display products'. Against this statement 57(89.8%) of the respondents reported that agreed to the statements while 8(16.3%) of the respondents reported that agreed to the statement. Moreover, the calculated mean was 3.632 which was greater than Likert scale means of 3. The standard deviation was concentrated far mean. This implies that looking around the exhibition center is convenient enough to display products.

The third statement was 'the exhibition design help to spark the interest to use it as a tool to promote the product'. Against this statement,20(40.8%) of the respondents reported that agreed to the statement while 18(36.7%)of the respondents reported.

4.3.3. Welfare Facilities and Services Dimension

Welfare facilities and service dimension was the third dimension designed to describe the factor affecting the participation of Medium Enterprise in an exhibition organized by Addis Ababa chamber of commerce. Thus the result presented as follows

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	AACCSA processes enough food and restaurant facilities in the time of trade fair/exhibition organization	Strongly Disagree	21	42.9	2.306	1.474
		Disagree	11	22.4		
		Neutral	5	10.2		
		Agree	5	10.2		
		Strongly Agree	7	14.3		
		Total	49	100		
2	AACCSA organize accommodation and hotel facilities during the time of trade fair/exhibition.	Strongly disagree	23	46.9	2.163	1.419
		Disagree	11	22.4		
		Neutral	5	10.2		
		Agree	4	8.2		
		Strongly agree	6	12.2		
		Total	49	100		
3	AACCSA organize discussion platform for exhibitors with potential foreign countries.	Strongly disagree	16	32.7	2.959	1.499
		Agree	1	2.0		
		Neutral	7	14.3		
		Agree	19	38.8		
		Strongly agree	6	12.2		
		Total	49	100		
4	AACCSA communicates dates of the exhibition(time availability)to the visitors.	Neutral	8	16.3	4.142	.677
		Agree	26	53.1		
		Strongly agree	15	30.6		
		Total	49	100		
5	AACCSA works on safety /security of location.	Strongly disagree	1	2.0	3.632	.994
		Disagree	6	12.2		
		Neutral	12	24.5		
		Agree	21	42.9		
		Strongly agree	9	18.4		
		Total	49	100		
6	Employers of AACCSA highly professional in handling the exhibition or trade fair.	Strongly disagree	21	42.9	2.714	1.671
		Disagree	1	2.0		
		Neutral	10	20.4		

		Agree	5	10.2		
		Strongly agree	12	24.5		
		Total	49	100		
7	There are trade fair/ exhibition reputation practices by the event organizer, AACCAS.	Strongly Disagree	6	12.2	3.24	1.010
		Neutral	21	42.9		
		agree	20	40.8		
		strongly agree	2	4.1		
		total	49	100		
8	There is a high-security professional platform to protect the exhibitor's property.	Strongly Disagree	16	32.7	2.776	1.531
		Disagree	8	16.3		
		Neutral	3	6.1		
		Agree	15	30.6		
		Strongly agree	7	14.3		
		Total	49	100		
9	There is financial support (such as a discount for a booth or free registration).	Strongly disagree	16	32.7	2.531	1.356
		Disagree	11	22.4		
		Neutral	4	8.2		
		Agree	16	32.7		
		Strongly agree	2	4.1		
		Total	49	100		
10	There is friendliness' of locals.	Disagree	2	4.1	3.551	.738
		Neutral	23	46.9		
		Agree	19	38.8		
		Strongly agree	5	10.2		
		Total	49	100		
11	There is the availability of nightlife.	Strongly disagree	1	2.0	3.714	.791
		Disagree	1	2.0		
		Neutral	15	30.6		
		Agree	26	53.1		
		Strongly agree	6	12.2		
		Total	49	100		
12	There are Scenery /sightseeing opportunities.	Strongly disagree	16	32.7	2.531	1.276
		Disagree	6	12.2		
		Neutral	14	28.6		
		Agree	11	22.4		
		Strongly agree	2	4.1		
		Total	49	100		

Table 4.5. Respondents Report on Welfare Facilities and Service Dimension

4.3.4. Variety of Product Dimensions

The fourth dimension is a variety of product which is designed as a factor affecting medium enterprise participation in exhibition or trade fair organized by Addis Ababa chamber of commerce. From the collected data the following result was obtained and presented as follows.

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	A trade fair/exhibition organized by AACCAS gives the opportunity to see new products and developments.	Neutral	16	32.7	3.837	.688
		Agree	25	51.0		
		Strongly Agree	8	16.3		
		Total	49	100		
2	The exhibition/trade fair help to review the competitors' products/services.	Neutral	1	2.0	4.122	.389
		Agree	41	83.7		
		Strongly agree	7	14.3		
		Total	49	100		
3	Exhibition help to attend special events /seminars about products.	Strongly disagree	12	24.5	3.225	1.447
		Neutral	12	24.5		
		Agree	15	30.6		
		Strongly agree	10	20.4		
		Total	49	100		
4	Trade fair/exhibition triggers computation among some product providers.	Strongly Disagree	1	2.0	3.918	.759
		Neutral	13	26.5		
		Agree	24	49.0		
		Strongly agree	11	22.4		
		Total	49	100		
5	The exhibition/trade fair organizer brings high qualified International companies to participate.	Disagree	8	16.3	3.632	1.014
		Neutral	13	26.5		
		Agree	17	34.7		
		Strongly agree	11	22.4		
		Total	49	100		

Table 4.6. Respondents Response on Variety Products

4.3.5. Quality Product Dimension

A quality product is the fifth dimension that is included in this study as a factor affecting the participation of Medium enterprise on exhibition /trade fair organized by Addis Ababa chamber of commerce.

S/N	Statements	Response	Frequency	Percent		
1	In the exhibition /trade fair organized by AACCAS are quality products.	Strongly disagree	7	14.3	3.346	1.100
		Disagree	2	4.1		
		Neutral	13	26.5		
		Agree	21	42.9		
		Strongly agree	6	12.2		
		Total	49	100		
2	In the exhibition or trade fair organized by AACCSA quality and new products is displayed	Disagree	2	4.1	4.163	717
		Neutral	2	4.1		
		agree	32	65.3		
		strongly agree	13	26.5		
		total	49	100		
3	There are a quality wide range of products on display	Disagree	2	4.1	3.898	.823
		Neutral	13	26.5		
		Agree	22	44.9		
		Strongly agree	12	24.5		
		Total	49	100		

Table 4.7. Respondents Response on Quality Product

4.4. Exhibition Satisfaction

In this section, exhibition satisfaction was discussed. To assess the exhibition satisfaction, the following statements were designed and the result presented as follows.

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	Exhibition satisfied me for fulfillment of business needs	Satisfied	17	34.7	3.163	1.105
		Neutral	16	32.7		
		Dissatisfied	7	14.3		
		Very dissatisfied	9	18.4		
		Total	49	100		
2	Trade fair /Exhibition organized by AACCAS satisfied me in information search.	Very satisfied	10	20.4	2.714	1.099
		Satisfied	6	12.2		
		Neutral	23	46.9		
		Dissatisfied	8	16.3		
		Very satisfied	2	4.1		
		Total	49	100		
3	The trade fair/exhibition satisfied me with networking opportunities.	Satisfied	1	2.0	3.796	.676
		Neutral	14	28.6		
		Dissatisfied	28	57.1		
		Very satisfied	6	12.2		
		Total	49	100		
4	The exhibition satisfied me market search.	Satisfied	11	22.4	3.289	.979
		Neutral	20	40.8		
		Dissatisfied	11	22.4		
		Very dissatisfied	7	14.3		
		Total	49	100		
5	The exhibition/trade fair satisfied me overall location factors.	Very Satisfied	10	20.4	3.143	1.427
		Satisfied	4	8.2		
		Neutral	16	32.7		
		Dissatisfied	7	14.3		
		Very dissatisfied	12	24.5		
		Total	49	100		
6	The exhibition/trade fair satisfied me over al cost factors.	Very satisfied	6	12.2	2.837	1.196
		Satisfied	15	30.6		
		Neutral	15	30.6		
		Dissatisfied	7	14.3		
		Very dissatisfied	6	12.2		

		Total	49	100		
7	I'm pleased with the exhibition /trade fair because I meet my organization target.	Satisfied	18	36.7	3.286	1.242
		Neutral	13	26.5		
		Dissatisfied	4	8.2		
		Very dissatisfied	14	28.6		
		total	49	100		
8	The exhibition /trade fair organized by AACCAS delighted me.	Satisfied	16	32.7	3.122	.949
		Neutral	14	28.6		
		Dissatisfied	16	32.7		
		Very dissatisfied	3	6.1		
		Total	49	100		
9	The exhibition allows me to make contracts.	Very satisfied	2	4.1	3.674	.922
		Satisfied	1	2.0		
		Neutral	16	32.7		
		Dissatisfied	22	44.9		
		Very dissatisfied	8	16.3		
		Total	49	100		
10	The investment of my organization made to participate in the trade fair /exhibition organized by AACCAS is fruitful.	Satisfied	11	22.4	3.408	1.059
		Neutral	17	34.7		
		Dissatisfied	11	22.4		
		Very dissatisfied	10	20.4		
		Total	49	100		
11	There are chances to discuss challenges in regards to a business partnership with suppliers, agents or buyers.	Very satisfied	6	12.2.	3.388	1.382
		Satisfied	6	12.2		
		Neutral	16	32.7		
		Dissatisfied	5	10.2		
		Very dissatisfied	16	32.7		
		Total	49	100		
12	The exhibition/trade fair opens the desire to learn.	Satisfied	16	32.7	3.530	1.174
		Neutral	2	4.1		
		Dissatisfied	20	40.8		
		Very dissatisfied	11	22.4		
		Total	49	100		
13	The exhibition/trade fair allows me to invest in trade experience.	Very satisfied	5	10.2	3.183	1.333
		Satisfied	11	22.4		
		Neutral	16	32.7		
		dissatisfied	4	8.2		
		very dissatisfied	13	26.5		
		Total	49	10		
14		Very satisfied	16	32.7	2.510	1.371

	I'm always happy with AACCSA exhibition/trade fair organization and willing to participate whenever there is.	Satisfied	9	18.4		
		Neutral	13	26.5		
		dissatisfied	5	10.2		
		very dissatisfied	6	12.2		
		Total	49	100		
	The exhibition organizer AACCSA is successful with regards to the exhibition objectives	Very satisfied	5	10.2	2.979	1.181
		Satisfied	13	26.5		
		Neutral	15	30.6		
		dissatisfied	10	20.4		
		very dissatisfied	6	12.2		
		Total	49	100		

Table 4.8. Respondents Response on Exhibition/Trade Fair Satisfaction

4.5. Inferential Statistics

Inferential statistics was the second category of statistics which was employed to analyze data in this study. The inferential statistics employed was correlation and regression analysis. The result presented as follows.

4.5.1. Correlation Analysis

The study sought to establish the relationship between independent variables (the dimension of factor affecting medium enterprise participation on exhibition/trade fair organized by Addis Ababa chamber of commerce such as information, place, welfare facilities and service, variety of product and quality of products) and dependent variables (factor of affecting exhibitor satisfaction). Pearson Correlation analysis was used to achieve this end at 95% confidence level ($\alpha = 0.05$). Correlation analysis is one of the most widely used in research, it is often used to determine a relationship between two different variables, if so how significant or how strong is the association between variables. And also a very useful means to summarize these relationships between the variables with a single number that falls between -1 and +1 Field (2005). A correlation analysis with Pearson´s correlation coefficient (r) was conducted on all variables in this study to explore the relationships between them. The correlation coefficient r is statics' used to measure the degree or strength of this type of relationship (Taylor, 1990). In the researcher's case, the correlation analysis result was performed to see the relationship between customer loyalty with five

dimensions' information, place welfare facilities, and services, a variety of products and quality of products.

To interpret the strengths of relationships between variables, the guidelines suggested by Taylor R, (1990), was followed. His classification of the correlation efficient (r) is as follows: ≤ 0.35 is considered to represent low or weak correlation; 0.36 – 0.67 is a modest or moderate correlation; 0.68-0.89 is strong or high correlation and a correlation with r coefficient ≥ 0.90 is a very high correlation. Again if the correlation result lies between -1 and 0, the two variables are negatively related. However, the result is interpreted and discussed using this criterion in each dimension. The result is presented as follows.

Correlations							
		information	place	welfare facilities and services	variety of products	Quality of products	exhibition satisfaction
Information	Pearson Correlation	1	-.100	.032	-.425**	-.159	.407**
	Sig. (2-tailed)		.492	.828	.002	.275	.004
	N	49	49	49	49	49	49
Place	Pearson Correlation	-.100	1	.432**	.620**	-.018	.360*
	Sig. (2-tailed)	.492		.002	.000	.901	.011
	N	49	49	49	49	49	49
welfare facilities and services	Pearson Correlation	.032	.432**	1	.717**	.550**	.480**
	Sig. (2-tailed)	.828	.002		.000	.000	.000
	N	49	49	49	49	49	49
variety of products	Pearson Correlation	-.425**	.620**	.717**	1	.521**	.269
	Sig. (2-tailed)	.002	.000	.000		.000	.062
	N	49	49	49	49	49	49
Quality of products	Pearson Correlation	-.159	-.018	.550**	.521**	1	.206
	Sig. (2-tailed)	.275	.901	.000	.000		.156
	N	49	49	49	49	49	49
Trade fair/exhibition satisfaction	Pearson Correlation	.407**	.360*	.480**	.269	.206	1
	Sig. (2-tailed)	.004	.011	.000	.062	.156	
	N	49	49	49	49	49	49
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Table 4.9: Correlation Analysis

Source: Field survey, 2018 computed by SPSS, 20

Table 4.9 shows that there was significant correlation coefficient were established between independent variables (dimensions of exhibitor satisfaction) and dependent variables (exhibitor satisfaction). The correlation values range between -1 and 1, if the result is near to -1 it implies that the presence of negative relationship and if the result is near to +1 it implies the presence of a positive relationship. Additionally, if it is 0 it implies the absence of association or relationship. Very good and positive linear relationships were established between exhibitor satisfaction and dimension of exhibition satisfaction shown above.

4.4.2. Regression Analysis

The study sought to establish how the dimension of exhibition satisfaction would influence exhibitor satisfaction using multiple linear regression analysis. The dimensions were: information, place, welfare facilities, and services, price, a variety of products and quality of products. The regression model was:

$$Y= \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Whereby Y is customer loyalty, β_0 is regression constant, $\beta_1 - \beta_4$ regression coefficients, X_1 is information, X_2 is placed, X_3 is welfare facilities and services, X_4 is a variety of products X_5 is quality products and ε model's error term.

4.5.2. Regression Analysis

the analysis was the second inferential statistics employed in this study. SPSS version 20 was used to code, enter and the data analysis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.667[a]	.445	.381	1.13193
a. Predictors: (Constant), Quality of products, place, information, welfare facilities and services, a variety of products				

Table 4.10: Model fit Summary

Source: Field survey,2018 computed by SPSS,20

Table 4.10 shows that there is a good linear association between the dependent and independent variables used in the study. This is shown by a correlation (R) coefficient of 0.667. The determination coefficient as measured by the adjusted R-square present relationship between dependent and independent variables given a value of .445. This depicts that the model accounts for 44.5 % of the variations in influencing exhibitor satisfaction while 55.5% remains unexplained by the regression model.

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.253	5	8.851	6.908	.000[b]
	Residual	55.094	43	1.281		
	Total	99.347	48			
a. Dependent Variable: exhibition satisfaction						
b. Predictors: (Constant), Quality of products, place, information, welfare facilities and services, a variety of products						

Table 4.11. Anova result

Source: Field survey,2018 computed by SPSS,20

The ANOVA statistics presented in Table 4.11 was used to present the regression model significance. An F-significance value of at df (5,43) $P < 0.05$ was established showing that there is a probability of less than .05 of the regression model. Thus, the model is very significant.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.581	1.176		-1.345	.186
	Information	.591	.188	.487	3.141	.003
	Place	.364	.255	.253	1.425	.161
	welfare facilities and services	.203	.187	.220	1.088	.283
	variety of products	.106	.286	.102	.370	.713
	Quality of products	.144	.208	.114	.692	.493
a. Dependent Variable: exhibition satisfaction						

Table 4.12. Regression Coefficients

Source: Field survey,2018 computed by SPSS,20

From the findings in Table 4.9, the multiple linear regression equations become:

$Y=-1.581+.591X_1+.364X_2+.203X_3+.106X_4+.144X_5$

From the model, when other factors (information, place, welfare facilities, and services, a variety of products and quality of products) are at zero, the exhibitor satisfaction becomes -1.581. Holding other factors (information, place, welfare facilities, and services, a variety of products and quality of products) constant, a unit increase in information would lead to a .519 increase in influencing exhibitor satisfaction. A unit increase in place would lead to a .364 increase in influencing exhibitor satisfaction. Holding information, place, welfare facilities and services, a variety of products and quality of products is constant, a unit increase in welfare facilities would lead to a .203 increase in influencing exhibitor satisfaction.

Further, holding information, place, welfare facilities, and services, a variety of products and quality of products is constant, a unit increase in various products would lead to a .154 increase in influencing exhibitor satisfaction. A unit increase in quality of products would lead to .144 increase in influencing exhibitor satisfaction. This shows that among the dimension, information followed by place and welfare facilities and services and quality of products would have the most influence on exhibitors' satisfaction.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1. Summary

The purpose of this study was an investigation of factors affecting exhibitors' satisfaction of participant in trade fair/ exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association. The factors were categorized into six dimensions which are information, place, price, welfare facilities services, a variety of products and quality of products. However, the price has unacceptable Cronbach's alpha value for internal consistency and is dropped from the analysis.

Regarding the first dimension information the respondents reported that participation in trade fair/ exhibition organized by AACCSA is to obtain up to date information, to get potential buyers to get real buyers, to gain information to build relationship with new partner for future purchase, to experience reputation of the event organizer(AACCSA) in exhibition/trade fair, high promotion activities made by trade fair/ exhibition/organizer, to compare market prices in relation to their service /good, the trade fair/ exhibition organizer has professional promoters to organize the exhibition/ the trade fair and to have acquaintance with potential suppliers get the opportunity for B2B meetings . Concerning to place the respondents reported that the exhibition center is comfortable enough to display products, looking around the exhibition center is convenient enough to display products ,the exhibition design help to spark the interest to use it as a tool to promote the product, the environment really invite to explore the exhibition/trade fair, the exhibition organizer very concerned about the space of the exhibition.

The environment of the exhibition engages all the senses, the exhibition /trade fair organizer provides enough options to exhibitors to choose their space. It is hard to focus on product promotion because there is no advanced form to help on facilities, exhibitors get good facilities from AACCSA to display their goods/services but it takes a lot of effort to stay focused on the exhibition, the exhibition organizer AACCSA need to invest to bring new technology to meet the exhibitors' standard. Regarding welfare facilities services respondents reported that AACCSA operates enough food and restaurant facilities in the time of exhibition organization, AACCSA organizes accommodation and hotel facilities during the time trade fair AACCSA organize

discussion platform for exhibitors with potential foreign countries, AACCSA communicates dates of the exhibition(time availability)to the visitors.

AACCSA works on safety /security of location, employers of AACCSA are highly professional in handling the exhibition or trade fair, there are exhibition reputation practices, there is high-security professional platform to protect the exhibitors property, there is financial support (such as discount for booth or free registration), there is friendliness' of locals there is availability of nightlife, there is scenery/opportunities. Concerning to variety of products the researcher reported that the exhibition/ trade fair help to see new products and developments, the exhibition/trade fair help to review the competitors' products/services, exhibition help to attend special events /seminars about the product, the exhibition triggers competition among some product providers, The exhibition/trade fair organizer brings highly qualified companies to participate.

5.2. Conclusion

This study was conducted by defining dependent and independent variables. The dependent variable was exhibitor satisfaction whereas the independent variable was information, place, welfare facilities services, a variety of products, quality of products. Regarding correlation analysis, the dependent and independent variables were associated with each other. In similar fashion**,** the study sought to establish how the dimension of exhibition satisfaction would influence exhibitor satisfaction using multiple linear regression analysis. The dimensions were: information, place, welfare facilities services, a variety of products and quality of products. The regression model was:

$$Y= \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Whereby Y is customer loyalty, β_0 is regression constant, $\beta_1 – \beta_4$ regression coefficients, X_1 is information, X_2 is placed, X_3 is welfare facilities services, X_4 is a variety of products X_5 is quality products and ε model's error term. the multiple linear regression equations become:

$Y=-1.581+.591X_1+.364X_2+.203X_3+.106X_4+.144X_5$

From the model, when other factors (information, place, welfare facilities, and services, a variety of products and quality of products) are at zero, the exhibitor satisfaction becomes -1.581. Holding

other factors (information, place, welfare facilities services, a variety of products and quality of products) constant, a unit increase in information would lead to a .519 increase in influencing exhibitor satisfaction. A unit increase in place would lead to a .364 increase in influencing exhibitor satisfaction. Holding information, place, welfare facilities services, a variety of products and quality of products is constant; a unit increase in welfare facilities would lead to a .203 increase in influencing exhibitor satisfaction. Further, holding information, place, welfare facilities, and services, a variety of products and quality of products are constant, a unit increase in various products would lead to a .154 increase in influencing exhibitor satisfaction. A unit increase in quality of products would lead to .144 increase in influencing exhibitor satisfaction. This shows that among the dimension, information followed by place and welfare facilities services and quality of products would have the most influence on exhibitors satisfaction.

5.3. Recommendation

Based on the conclusion made the researcher tried to recommend the following:

1) AACCSA is more concerned about playing fair marketing mix factors. They are of the order of 5 factors: 1) information, 2) place, 3)welfare facilities services, 4) a variety of products 5) quality of products have an impact on exhibitors satisfaction have to be considered.

2) Fair/exhibition organizers make use of the latest techniques and information that will be important.

2) Fair/exhibition organizers seek to increase the perceived desirability of exhibitors and they will feel more satisfied with the quality of trade fair/exhibition.

5) Information is the greatest importance in the study of exhibitors satisfaction. It is recommended that the appropriate information about buyers, competitors involvement, and opportunity of B2B should be communicated at a time of broadcasting.

Therefore:

- Addis Ababa chamber of commerce and other concerned body should work on information that creates exhibitor satisfaction.
- Addis Ababa chamber of commerce and other concerned body should work on the place of the exhibition to promote and attract the exhibitors' attention.

- Addis Ababa chamber of commerce and other concerned body should work on welfare facilities services that hold the exhibitor satisfaction.
- Addis Ababa chamber of commerce and other concerned body should work on a variety of products that able to create customer satisfaction.
- Addis Ababa chamber of commerce and other concerned body should work on the quality of products which enable to create customer satisfaction.

Furthermore, Addis Ababa chamber of commerce and other concerned body should continue the same study to get up to date information regarding customer satisfaction.

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Annex-1

Addis Ababa University

School of Commerce

MA-Marketing Management

Dear Respondents,

The objective of this paper is to evaluate the Factors Affecting Satisfaction of Exhibitors' Participation in Trade Fairs/Exhibition organized by Addis Ababa Chamber of Commerce and Sectorial Association (AACCSA). The research requires the collection of valuable inputs regarding the issue from participants who have experience of a trade fair/exhibition organized by AACCSA.

This questionnaire is an attempt to solicit your opinions regarding the **Factors affecting satisfaction of exhibitors' participation in trade fairs/exhibition organized by Addis Ababa Chamber of Commerce and Sectorial Association**. And seeking valuable suggestions to find ways and means for reducing the same.

Therefore, I request you kindly to take out some time to fill out the questionnaire. The information, view, and opinions expressed by you will be kept confidential and be utilized only for research purpose. Your contribution to the research is highly appreciated and acknowledged.

With due regards!

Part I: Company information

Please supply the required data by circling the alphabet which is appropriate for your company.

1. Service year:

   A) 1-10 years

   B) 10-20 years

   C) 20-30 years

   D) 31 and above years

2. Do your company participate in the exhibition as an exhibitor or a visitor (buyers)?

A) Exhibitor

B) Visitor(others)

4. As an exhibitor for how long have you participated in an exhibition organized by AACCSA?

a) Below 1year
b) 2-5 Years
c) 6-10 Years
d) 11-15 Years
e) 16-19 Years
f) 20 and above years

Part II: Factors Affecting exhibitor Participation on Exhibition

Below is a list of factors affecting satisfaction of exhibitors' participation on an exhibition organized by Addis Ababa Chamber of Commerce and Sectoral Association (Addis Ababa Chamber of Commerce and Sectorial Associations (AACCSA). Please evaluate each attribute by checking on a scale of 1to 5, where 1 strongly disagrees and 5 strongly agrees.

S/N	Statements	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
V1	**Information**					
1	I participated in trade fair/exhibition organized by AACCSA is to obtain up to date information.					
2	I participated in exhibition/trade fair organized by AACCSA to get potential buyers					
3	I participated in trade fair/exhibition organized by AACCSA to get real buyers					

4	I participated in trade fair/exhibition fair organized by AACCSA to gain information to build a relationship with a new partner for future purchase					
5	I recognized the reputation of the event organizer, AACCSA on trade fair/exhibition					
6	High promotion activities made by trade fair/exhibition organizer, AACCSA					
7	I participated in the exhibition to compare market prices in relation to my service /good					
8	The trade fair/exhibition organizer has professional promoters to organize the exhibition/ the trade fair					
9	I participated in trade fair/exhibition to have acquaintance with potential suppliers					
10	I participated in trade fair/exhibition to get the opportunity for B2B meetings					
11	The trade fair/exhibition organizer has a capacity of organizing a trade fair					
12	The trade fair/exhibition organizer has good experience in organizing a trade fair					
V2	**Place**					
1	The exhibition center is comfortable enough to display products.					

2	Looking around the exhibition center, is it convenient enough to display products?					
3	The exhibition center design helps to spark the interest to use it as a tool to promote the product.					
4	The environment in the exhibition center really invites to explore the exhibition/trade fair.					
5	The event organizer, AACCSA is concerned about the space of the trade/fair exhibition activities emplaced.					
6	The event organizer, AACCSA worked hard to make the space of exhibition center looks attractive to exhibitors.					
7	The environment at the trade fair/exhibition engages all the senses.					
8	The exhibition /trade fair organizer provides enough options for exhibitors to choose their space.					
9	It is hard to focus on product promotion because there is no system to help with facilities.					
10	Exhibitors get good facilities from AACCSA to display their goods/services.					
11	It takes a lot of effort to stay focused on the trade fair/exhibition					

	organized by the event organizer, AACCSA.					
12	The exhibition organizer, AACCAS invest to bring new technology to meet the exhibitors need/ standard.					
V3	**Price**					
1	Does price of entrance encourage you to participate trade fair/ exhibition organized by AACCSA					
2	The event organizer, AACCSA is concerned while setting a price on behalf of exhibitors to encourage their participation in trade fair/ exhibition organized.					
3	Price is the basic thing to participate in trade fair/ exhibition organized by AACCSA.					
4	The event organizer, AACCSA has a fair price for exhibitors to participate in trade/fair exhibition it organized.					
5	Price is not an issue to participate in trade fair/ exhibition organized by AACCSA.					
6	All are fare in regards to price while participate in trade fair/ exhibition organized by AACCSA.					
7	The event organizer, AACCSA has given subsidy to encourage local business companies to participate in trade/fair exhibition it organized.					

8	What we benefited from the trade fair /exhibition doesn't much with what we paid.					
9	Money doesn't be a concern to participate in trade fair/exhibition.					
10	The event organizer, AACCSA is very concerned on to benefit exhibitors in regards to the amount they spend.					
11	When I think about trade fair/exhibition with AACCSA I frustrated because of the price they charged.					
12	I considered that the amount paid by exhibitors to participate in an event organized by AACCSA immaterial in regards to the benefit.					
V3	**Welfare facilities and services**					
1	AACCSA processes enough food and restaurant facilities in the time of trade fair/exhibition organization					
2	AACCSA organize accommodation and hotel facilities during the time of trade fair/exhibition.					
3	AACCSA organize discussion platform for exhibitors with potential foreign countries.					
4	AACCSA communicates dates of the exhibition(time availability)to the visitors.					

5	AACCSA works on safety /security of location.					
6	Employers of AACCSA highly professional in handling the exhibition or trade fair.					
7	There are trade fair/ exhibition reputation practices by the event organizer, AACCAS.					
8	There is a high-security professional platform to protect the exhibitor's property.					
9	There is financial support (such as a discount for a booth or free registration).					
10	There is friendliness' of locals.					
11	There is the availability of nightlife.					
12	There are Scenery /sightseeing opportunities.					
V4	**Variety of products**					
1	A trade fair/exhibition organized by AACCAS gives the opportunity to see new products and developments.					
2	The exhibition/trade fair help to review the competitors' products/services.					
3	Exhibition help to attend special events /seminars about products.					
4	Trade fair/exhibition triggers computation among some product providers.					

5	The exhibition/trade fair organizer brings high qualified International companies to participate.					
V5	**Quality of products**					
1	In the exhibition /trade fair organized by AACCAS are quality products.					
2	In the exhibition or trade fair organized by AACCSA quality and new products is displayed.					
3	There are quality products variety range is very wide in the trade fair/exhibition organized by AACCSA.					

Part II: Exhibition satisfaction

Please indicate the level of satisfaction towards the most recent exhibition you attended by checking the following scale of 1 to 5. where 1 is very dissatisfied and 5 is very satisfied

	Satisfaction	Very dissatisfied (1)	Somewhat dissatisfied (2)	Neutral (3)	Somewhat satisfied (4)	Very satisfied (5)
1	Exhibition satisfied me for the fulfillment of business needs.					
2	Trade fair /Exhibition organized by AACCSA satisfied me in information search.					
3	The trade fair/exhibition satisfied me with					

	networking opportunities.					
4	The exhibition satisfied me market search.					
5	The exhibition/trade fair satisfied me overall location factors.					
6	The exhibition/trade fair satisfied me over al cost factors.					
7	I'm pleased with the exhibition /trade fair because I meet my organization target.					
8	The exhibition /trade fair organized by AACCSA delighted me.					
9	The exhibition/trade fair allow me to make contracts.					
10	The investment of my organization made to participate in the trade fair /exhibition organized by AACCSA is fruitful.					
11	There are chances to discuss challenges in regards to a business partnership with suppliers, agents or buyers.					

12	The exhibition/trade fair opens the desire to learn.					
13	The exhibition/trade fair allows me to invest in trade experience.					
14	I'm always happy with AACCSA exhibition/trade fair organization and willing to participate whenever there is.					

Thank you very much for your time!