

Evaluation of Effective Factors on Visitor Satisfaction from Exhibition (Case Study Exhibits a Direct Supply of Goods)

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Abstract

Exhibition as one of the channels of introduce and distribution of goods in today's competitive market plays a significant role. Promotion activities as one of the elements of the marketing mix is encompasses advertising, personal selling, sales promotion and public relations which is used to achieve sales plans. Participation in exhibition is considered an important aspect of promoting the sale in business. In this study, according to research background about the exhibitions was evaluated effects of marketing mix factors in customer satisfaction from exhibitions. According to researches and by collecting the opinions of lecturer and scholars in the exhibition by using a structured questionnaire identified variables and factors affecting satisfaction of visitors. Then by distribution of 400 questionnaires in statistical population and their collection measure effect (information - a variety of product - price - quality - place - facilities) on visitor satisfaction from exhibition a direct supply of goods in the province. For data analysis was used correlation and regression test that 6 factors in order of priority: 1) place 2) quality 3) diversity of products 4) facilities 5) price 6) how the information had affected visitor satisfaction.

Keywords: Exhibition - Marketing Mix - Customer Satisfaction - Consumer Behavior

Introduction

In modern marketing, marketing mix is a very important issue. Manageable set of marketing tools that the firm blends to meet their target market is. In other words, the marketing mix includes all activities that may affect the company gives up on demand. Those four variables including product, price, distribution, and promote.

Exhibitions play an important role in today's competitive market. If properly organized exhibitions are attracting again the exhibition aims to be cared for organizers, exhibitors and visitors will follow. (Haghighi 2010). Potentially, the information required in areas such as product quality, technique or how it works, services and ... Made available to them. (kalantari, 2007). If the exhibition is the only provider of goods and services, potential customers lose interest. What attracts people to show how applications and use services and goods. (Nazmi, Mirzadeh,2006). Alan Kvnvpaky adviser and head of research, exhibition hall as a place of trade to identify potential customers and current customers better is recommended. (Nazmi, Mirzadeh, 2006). The exhibition is an opportunity for the company to achieve its marketing goals or to consolidate their position in the market.

Fair trade is an important aspect of promoting the sale of company and provides the opportunity to showcase the products and services exposed to, that potential customers identify. (Niazi 2003).

This research factors and characteristics of the exhibition that attract attention and satisfaction visit the participants and in Finally sell and more profit for companies will be will be investigated(Azar, 2010).

Statement of Problem

Converting them to identify customers' needs and design attributes of products and services critical to staying competitive in the market. The exhibition is based on what is defined in the dictionary, showing the location of commercial goods, crops and plants or archaeological artifacts, has been defined. In others, the choice is equivalent to the following: (fair, exhibition English) and messed (German) and exposition (French). Today, in developed countries to facilitate trade fairs for commercial boom to be used. (Kalantari,2008).

The purpose of an exhibition held at the profitability of holding an exhibition of "success" is. "Successful" means a continuous increase in exhibitors and visitors over time to create and support a superior, photo exhibition. By using targeted marketing techniques, public relations correctly, can be an excellent introduction to the exhibition's international position as an important event in the branch of industry is achieved (Rosta, 2000).

To accomplish these goals, the organizer of the exhibition should be particular emphasis on the following:

- To achieve the exhibitors and visitors.
- High quality service for exhibitors and visitors.
- Continued development of infrastructure.
- establish ongoing relationships with exhibitors and media.
- provide information about the exhibitors, visitors and media are left (Gilani nia,2010).

Exhibits include human activity, social interaction and infrastructure to achieve specific results. (Haghighi,2010). These fairs are a form of human activity in which producers and exhibitors and visitors as a hand as the other two are. (Luckhurst,1951).

Basically, a company must be applicable to your communications program. The exhibition is one of the

main tools of corporate communication programs and policies to be considered. Fair role the media plays a part in which the transmitter and receiver visitor information .product, method or way of doing it, and after-sales service ... Made available to them. (Kalantari,2008). A key component of the marketing mix and communications are fair, this is the perfect place to bring together buyers and sellers of goods to compare purchasing and being promoted. What attracts people to show how the application or use of services and goods. Alan Kvnvpaky adviser and head of research, exhibition hall as a place of trade to identify potential customers and current customers better is recommended. The seller provided a good preparation for potential customers can listen to dozens of new sales opportunities brought to a fair day. Meet people who are difficult to meet outside of the exhibition, the exhibition is provided. Even with this key can be also found buyers. (Nazmi and Mirzadeh,2006). The exhibition is an opportunity for the company to achieve its marketing goals or to consolidate their position in the market. Putting the customer is in the sales cycle gains exhibited (Dunkley, 2003) Thus the material presented in this research aims to showcase the latest features and factors to attract customers. Therefore the main research question is what the exhibit is satisfied visitors?

Business success requires broad market reach and move open economy. Marketing strategies to the needs and demands of different customers in different markets is a wise look. Activity promotion as a marketing mix include advertising, personal selling, sales promotion and public relations programs to achieve sales targets are used. Meanwhile the advance sale of short-term incentives to encourage the purchase or sale of a product or service. Include a wide range of promotional tools in order to provoke strong reactions and is designed to market faster. (Rosta,2000). Fair trade is an important aspect of the company is Exhibitions are important for companies. This is the feature that attracted visitors and satisfaction checks(Maleki,2000). In this research, marketing mix factors and their impact on customer satisfaction, the exhibition will be reviewed. This theoretical framework can be combined with the position of each marketing variable in the conceptual model showcased:

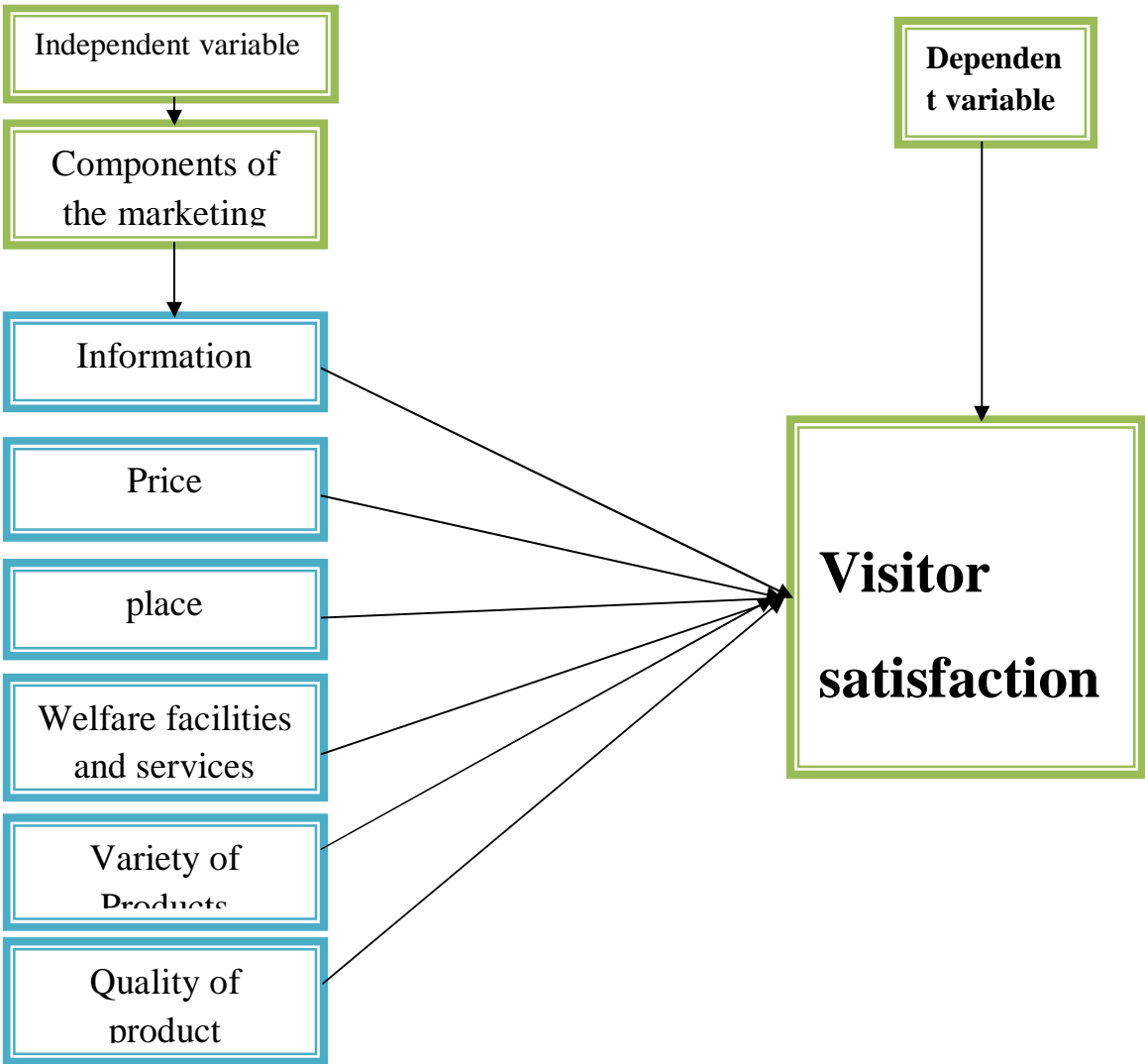


Figure 1) conceptual model - marketing mix effects on visitor satisfaction

These variables are known as the marketing mix, with four successive marketing. These factors are variables that marketing managers to maximize customer satisfaction can be controlled to the target market (Vazir zanjani, 2010).

How INFORMATION: All communications and information activities that occur between the buyer and seller.

Product quality: a set of properties and characteristics of a product or service that meets the needs and rewarding visits. Price:'s what the customer must pay for the product or service.Variety of products: providing a variety of products at the show is concerned. Venue: All activities performed to deliver a product or service to the customer Features and facilities: Facilities include parking facilities for visitors, benches and chairs to relax buyers, buffet and sanitation and hygiene and public health services and ... 's.Visitor satisfaction: is the emotional state of a person's level of performance comparison. Or the perception of a product / service with the expectations derived (Jabnoun, 2001)

According to this model, the following hypothesis is proposed:

- 1 - How to inform visitors of the exhibition has an effect on satisfaction.
- 2 - the variety of products offered on the satisfaction of visitors to the exhibition.
- 3 - The price of products offered on the satisfaction of visitors to the exhibition.
- 4 - Quality of products offered on the satisfaction of visitors to the exhibition.
- 5 - Place the organizer of the exhibition, visitors can impact satisfaction.

6 - utility facilities and satisfaction of visitors to the exhibition, the exhibition is the impa Method :In this context, the purpose of this research is applied research. Terms of methodology and implementation of research - descriptive analysis and causality.

The population of the province in 2012 are fair visitors. The research is unlimited. Unlimited sampling formula for determining the sample size is used. First, the sampling of the questionnaire was 30. Then the sample mean and standard deviation were calculated. Imputations in sample size formula with its value determined as follows. Non-probability sampling method is also available. To ensure the return of 400 questionnaires were distributed. 385 questionnaires were analyzed and it was right. Reliability or validity of the questionnaire have verified faculty advisors. In this research, with an emphasis on internal consistency for the questionnaire items, the Cronbach's alpha was used by spss software has been calculated for each variable set of questions. Considering that more than 70 percent of all alpha coefficients obtained from the questionnaire is reliable enough.

In this study, multiple regression was used (Fynes,2005). The regression equation is as follows:

$$y = a + b_1x_1 + b_2x_2$$

Data analysis:

Table 1 summarizes the results of hypotheses testing.

Assumptions	Independent variable	R	B	sig	The hypothesis
The first hypothesis	How to inform	.564	.571	.000	Confirmation
The second hypothesis	Product variety	.744	.793	.000	Confirmation
The third hypothesis	Price	.743	.640	.000	Confirmation
The fourth hypothesis	Quality of product	.766	.830	.000	Confirmation
The fifth hypothesis	Venue	.740	.659	.000	Confirmation
The sixth	Facilities, services	.752	.685	.000	Confirmation

hypothesis	and amenities				
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1 - The first hypothesis:

Given the amount of information to be $R = 0.564$ View of the exhibition, visitors can impact on satisfaction. Due to the amount of $\text{sig} = 0.000$ less than five hundred, this effect is significant. Also, in order to determine the impact, the positive value of the coefficient $B+0/571$ can be concluded that this effect is direct.

These assumptions determining factor in $0/318$ is. Almost 32 percent of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance level. N examination of the regression crushed information (independent variables) as X_1 and satisfaction of visitors to the exhibition (the dependent variable) as Y we consider.

$$Y = 1.296 + .571 X_1$$

2 - The second hypothesis:

Due to the variety of products is $R = 0.744$ View of exhibition visitors are satisfied. Due to the amount of $\text{sig} = 0.000$ less than five hundred, this effect is significant. To determine the direction of this effect, the positive value of the coefficient $B+ 0/793$ can be concluded that this effect is direct.

These assumptions determining factor in $0/553$ is more than 55% of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance level. The regression equation for a variety of products (the independent variable) as X_2 and satisfaction of visitors to the exhibition (the dependent variable) as Y we consider.

$$Y = 0.688 + .793 X_2$$

3 - The third hypothesis:

Due to the amount of $R = 0.743$ observed that the price of the product is satisfying visitors of the exhibition. Due to the amount of $\text{sig} = 0.000$ less than five hundred, this effect is significant. Also, in order to determine the impact, the positive value of the coefficient $B+0/ 640$ can be concluded that this effect is direct.

These assumptions determining factor in $0 /552$ is. More than 55 percent of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance level. The price regression (independent variable) as the X_3 and satisfaction of visitors to the exhibition (the dependent variable) as Y we consider.

$$Y = 1.296 + .640 X_3$$

4 - The fourth hypothesis:

Due to the amount of $R = 0.766$ observed that the quality of products is the satisfaction of visitors to the exhibition. Due to the amount of $\text{sig} = 0.000$ less than five hundred, this effect is significant. To determine the direction of this effect, the positive value of the coefficient $B+0 /830$ can be concluded that this effect is direct.

These assumptions determining factor in $0/586$ is. Almost 59 percent of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance

level. Quality of the regression equation (the independent variable) as X4 and satisfaction of visitors to the exhibition (the dependent variable) as Y we consider.

$$Y = 0.719 + .830 X4$$

5 - The fifth hypothesis:

Due to the amount of R = 0.740 observed that the location of the exhibition is the impact on the satisfaction of visitors to the exhibition. Due to the amount of sig =0.000 less than five hundred, this effect is significant. Also, in order to determine the impact, the positive value of the coefficient B is +0/659 can be concluded that this effect is direct.

These assumptions determining factor in 0/547 is. Approximately 55% of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance level. The regression equation exhibition space (independent variables) with the consent of the X5 and visitors of the exhibition (the dependent variable) as Y we consider.

$$Y = 0.889 + .659 X5$$

6 - The sixth hypothesis:

R =0.752 the amount of features and utilities that can be seen in the exhibition, visitors to the exhibition can impact on satisfaction. Due to the amount of sig = 0.000 less than five hundred, this effect is significant. Also, in order to determine the impact, the positive value of the coefficient B is +0/685 can be concluded that this effect is direct.

These assumptions determining factor in 0/566 is. Almost 57 percent of the independent variables to the dependent variables could predict. The regression model can be written in the form of a 95% significance level. The regression equation features and utilities (independent variable) with the consent of the X5 and visitors of the exhibition (the dependent variable) as Y we consider.

$$Y = 1.157 + .685 X6$$

Table 2) multiple regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876	.766	.766	.4398

a. Predictors: (Constant), Information, variety, price, quality, place, facilities and utilities

Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.054	.122		.441	.660
How to inform	.086	.039	.085	2.191	.029
Product variety	.220	.043	.207	5.111	.000
Price	.104	.040	.121	2.613	.009
Quality of product	.280	.049	.259	5.733	.000
place	.301	.036	.338	8.470	.000
Welfare facilities and services	.150	.041	.165	3.694	.000

Dependent Variable: Satisfaction

The table shows the results of the independent variables on the satisfaction of visitors to the exhibition, visitors to the exhibition of all the variables on the satisfaction level of 0.05 is acceptable.

The beta coefficient is said to be the most effective exhibition space and visitor information is minimal impact on satisfaction. So the priority variables are as follows: Venue, product quality, product variety, facilities and utilities, price and product information.

In this hypothesis, the coefficient of 0.767, which is equal to 77% of the variability in the independent variables can predict. The regression model can be written in the form of a 95% significance level.

$$Y = 0.054 + .086 X1 + .220 X2 + .104 X3 + .280 X4 + .301 X5 + .150 X6$$

Conclusions suggestions:

This variable is derived from questionnaire responses, were analyzed by spss W. And the second is inferential analysis the data were analyzed using regression. Ultimately be accepted or rejected comments made by any of the hypotheses.

. The hypothesis test independent variables on the dependent variable and this effect has significant effect on the results show. The independent variables on the satisfaction of the visitors of the exhibition, visitors to the exhibition of all the variables on the satisfaction level of 0.05 and is therefore acceptable:

- 1 - How to inform visitors of the exhibition has an effect on satisfaction.
- 2 - the variety of products offered on the satisfaction of visitors to the exhibition.
- 3 - Price of products offered on the satisfaction of visitors to the exhibition
- 4 - Quality of products offered on the satisfaction of visitors to the exhibition.
- 5 - Place the exhibition shows the effect that the satisfaction of visitors.
- 6 - utility facilities and services to the satisfaction of visitors to the exhibition.

Recommendations based on the results of testing hypotheses:

1 - The study of the few studies done on the subject shows in the country. Based on the analysis suggests that managers are more concerned about playing fair marketing mix factors. They are of the order of 6 factors: 1) Place 2) quality 3) a variety of product 4) facilities 5) Bidets 6) to inform. Impact on visitor satisfaction have to be considered.

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

3 - Variation of product satisfaction and attract visitors to the exhibition will have a direct impact. Trade Fair held to recognize the needs of different groups of people and goods needed to supply the trade.

4 - Trade Fair held in addition to increasing the quality and variety of goods low prices are due

5 - fair organizers seek to increase the perceived desirability of visitors are buying. Then customers will feel more satisfied with the quality of Trade

6 - Place hosted the exhibition of the greatest importance in the study of visitor satisfaction. It is recommended that the appropriate place for exhibitions, public transportation and Parking facilities are available and will be held.

7 – welfare facilities and services procurement is seen as visitors expected otherwise have a negative impact on trade will.

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