



**Factors Affecting Satisfaction of Participants in Trade Fairs:
The Case of trade fair organized by Ethiopian Chamber of Commerce
and Sectoral Association**

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**A thesis paper is submitted to St. Mary University School of Graduate Studies in partial
fulfillment for the requirement of the Masters of Art in Marketing Management**

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Approval Sheet

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Statement of Certification

This is to certify that Tizazu Birhane has carried out her research work on the topic entitled “Factors Affecting Satisfaction of Participates in Trade Fairs: The Case of trade fairs organized by Ethiopian Chamber of Commerce and Sectoral Association” and that this is his work and is suitable for submission for the award of Master’s Degree in Marketing Management.

Advisor: Saleamlak Molla (Ph.D)

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Declaration

I, Tizazu Birhane, declare that this research entitled “Factors Affecting Satisfaction of Participates in Trade Fairs : The Case of trade fairs organized by Ethiopian 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. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

Declared by: Tizazu Birhane

Signature _____

Date _____

Acknowledgment

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Abbreviations

ECCSA	Ethiopian Chamber of Commerce and Sectoral Associations.
B2B	Business to business
B2C	Business-to-consumer

List of Tables

Table 2.1: Population sample size.....	25
Table 4.1. Reliability Statistics	32
Table 4.2. Companies Information	34
Table 4.3. Respondents' Response to Information as a Factor Affecting Satisfaction of Participants on Evens Organized by ECCSA	37
Table 4.4. Respondents Report on Place Dimension	41
Table 4.5. Respondents Report on Facilities and Service Dimension	44
Table 4.6. Respondents Response on Variety Products.....	45
Table 4.7. Respondents Response on Quality Product	46
Table 4.8. Respondents Response on Trade Fair Satisfaction	49
Table 4.9: Correlation Analysis	51
Table 4.10: Model fit Summary	52
Table 4.11. Anova result.....	53
Table 4.12. Regression Coefficients	53

Table of Contents

Approval Sheet.....	i
Statement of Certification	ii
Declaration	iii
Acknowledgment	IV
ABSTRACT	v
Abbreviations/Acronyms	VI
List of Tables	vii
CHAPTER ONE: INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	4
1.3 Research Question	5
1.4 Objectives of the Study	6
1.4.1 General Objective	6
1.4.2 Specific Objectives	6
1.5 Significance of Study	6
1.6. The scope of the Study	7
1.7. Limitation of the Study	7
1.8. Definition of Terms.....	8
CHAPTER TWO: REVIEW OF RELATED LITERATURE	9
2.1 Theoretical Review	9
2.1.1 Marketing Communication.....	9
2.1.2 Trade Fair	10
2.1.3 International Trade Fairs	10
2.1.4 Customer Satisfaction.....	11
2.1.5 Determinant of Exhibitors Satisfaction	12
2.1.5.1 Relationship Quality.....	12
2.1.5.2 Training and Development	13
2.1.5.3 Achievement Trade Fair/Exhibition Objectives.....	14
2.1.5.4 Perceived Value and Social Value	14
2.1.5.5 Service quality	15
2.1.5.6 Exhibitors' Experience.....	16

2.1.6 Concepts of Customer Satisfaction	16
2.1.7 Factors that Affect Participant Satisfaction	18
2.2 Empirical Review	19
2.3 The Conceptual Framework	20
CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY	22
3.1 Research Design and Approach	22
3.2 Data types and source	22
3.5 Sampling Strategy and Procedures	24
3.5.1 Sampling size	24
3.6 Data processing and analysis	24
3.6.1 Data Processing	24
3.6.2 Data Analysis	25
3.6.2.1 Descriptive Analysis	25
3.6.2.2 Inferential Analysis	25
3.7 The Pearson Product Moment Correlation Coefficient	25
3.8 Linear Regression Analysis	27
3.8.1 Regression Functions	27
3.9 Instrument Development	28
3.10 Validity and Reliability	28
3.11 Ethical Considerations	29
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION.....	30
4.1 Descriptive Statistics	30
4.2 Company Information	31
4.3. Factors Affecting Participant Satisfaction on Trade Fair Organized by Ethiopian Chamber	32
4.3.1. Information Dimensions	33
4.3.2. Place Dimension	36
4.3.3. Welfare Facilities and Services Dimension	39
4.3.4. Variety of Product Dimensions	41
4.3.5. Quality Product Dimension	42
4.4. Participants Satisfaction	43
4.5. Inferential Statistics	45
4.5.1. Correlation Analysis	45
4.4.2. Regression Analysis	48
4.5.2. Regression Analysis	48

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATION	51
5.1. Summary	51
5.2. Conclusion	52
5.3. Recommendation	53
REFERENCES	55
Annex-1.....	xi

ABSTRACT

Business take part in various trade fairs among other with the aim to showcase their product or service quality to potential users, create contact with suppliers and to know more about the existing technologies and their competitors. However, their continuous participation on similar events depends on their level of satisfaction. Ethiopian Chamber of Commerce Ethiopian Chamber of Commerce continues organizing international trade fairs every year. Accordingly, this study was carried out with the aim of assessing factors affecting Participant' satisfaction during participation in a trade fair organized by Ethiopian chamber. It will lead to identify mechanisms needed to be employed to handle factors affecting participant' satisfaction and highlights on the promotion mix needed to be deployed in the process of organizing an effective trade fair. In order to undertake the research the target population used comprises participants from the Ethiopian Chamber trade fair organized at the exhibition center in the year 2022. Per the participant's record of the Ethiopian Chamber of Commerce International Trade Fair for the year 2022 the local companies participants are 80 companies. In order to look for relationship between and among data groups descriptive and inferential analysis are used on the processed data. This study was conducted by defining dependent and independent variables. The dependent variable was participant satisfaction whereas the independent variables were information, place, 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 participant satisfaction would influence exhibitor satisfaction using multiple linear regression analysis. The scopes were: information, place, welfare facilities services, a variety of products and quality of products. The results indicate that among the dimension, information followed by place and facilities services and quality of products would have most influence on exhibitor's satisfaction. It is recommended that Ethiopian Chamber of Commerce should work in a coordinated manner on the factors influencing exhibition participants' satisfaction when organizing trade fairs and further detail studies should be conducted on the individual factors influencing participant's satisfaction.

Key Words: Satisfaction, Trade Fair, Participant (Exhibitor), Price, Product Quality, Information, Facility, Promotion

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Marketing strategy is important for businesses to maximize their sales profits. 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 4 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. The marketing mix includes all activities that may affect the company capability to meet customer's interest.

Kotler, P., Kartajaya, H. and Setiawan, (2010) stressed that effective promotion 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 play an important role in today's competitive market and it is one of the tools included in the promotion mix. Properly planned and organized trade fairs can bring 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).

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. 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.

Patten (2001) enumerated some of the marketing objectives that organizations could set when they plan to participate in 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.

As per the 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).

Here in Ethiopia trade fairs mostly are organized by associations, private event organizers, and government bodies. This research paper specifically focuses on trade fair which is organized by Ethiopian Chamber of Commerce.

As per Ethiopian Chamber of Commerce website its mission is to promote trade and investment by providing support service to its members and by advocating for the favorable business environment based on international best practices. The Ethiopian Chamber of Commerce is set to create an environment in which business in Ethiopia can develop and grow faster. In doing so, the Ethiopian Chamber encourages the Ethiopian business community to direct its resources in a way that promotes trade and investment. More specifically the objectives of the Ethiopian chamber are: to support business by providing information and advisory services, provide technical assistance, training and research to upgrade the quality of economic activity, promote a more flexible economic environment.

Ethiopian Chamber of Commerce is organizing two exhibitions per year. The association 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. ECCSA organized the 12th International Trade Fair in June 2022.

1.2 Statement of the Problem

The goal of participating in a trade fair organized by an event organizer create opportunities for business firms in many respect, however, exhibitors could gain comparative advantages from their participation in the trade fair to mention but some of them are to introduce product or service quality to potential users, to create contact with suppliers and above all it may give an opportunity to know competitors.

Stevens explained trade fairs are an instrument in the promoting of merchandise and products of

companies. The international trade fair business has turned into a multi-billion-dollar industry, with coordinators attracting a major part of the deals from exhibitors, paying charges for display space (Stevens, 2005). Therefore, endeavor to achieve high levels of exhibitor satisfaction. Customer satisfaction is an important aspect of retaining customers, and the participants are satisfied that will take part in the trade fair. Therefore, exhibitors would be loyal (Ball & Rundle, 2004).

Participants that planned to use trade fairs a place to enhance their sales volume and to promote their product or services. So, considering all the facts mentioned above, this study is intended to look into the factors that affect the satisfaction of participants which were being participated in the 12nd international trade fair organized by the Ethiopian Chamber of Commerce.

1.3 Research Question

- Does price affect the satisfaction of exhibitors who participated in exhibitions organized by Ethiopian Chamber of Commerce?
- Does Facilities affect satisfaction of participants who participated in exhibitions organized by Ethiopian Chamber of Commerce?
- Does product quality and variety affect satisfaction of exhibitors who participated in trade fair organized by Ethiopian Chamber of Commerce?
- Does information affect the satisfaction of participants who participated in trade fairs organized by Ethiopian chamber of commerce?
- Does the convenience of the exhibition place affect the satisfaction of exhibitors who take part in the trade fairs organized by the Ethiopian Chamber of Commerce?

1.4 Objectives of the Study

Objective of this study is to 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 trade fair participants which is organized by Ethiopian Chamber of Commerce.

1.4.2 Specific Objectives

The specific objectives are to:

- Investigate the impact of price on exhibitors satisfaction

- Asses the implication of supply of facility on the exhibitors level of satisfaction.
- Examine the relationship between products quality and variety with exhibitor’s satisfaction.
- Indicate the impact of availability of information on satisfaction level of exhibitors.
- Asses the relationship between the exhibitions place on exhibitor’s level of satisfaction.
- Point out possible recommendations to address issues that may improve the level of satisfaction of exhibitors in the similar events in the future.

1.5 Significance of Study

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

i. Ethiopian Chamber of Commerce

Findings from this study will help the Ethiopian Chamber of Commerce Event department to address its gap if there is any and to strengthen on its quality to reach the satisfaction level of their customers and achieving the cause what it stands for.

ii. 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 trade fairs.

iii. Business Companies

The findings of this study will help business companies within an insight into the benefits of using different factors studied in this research to predict the factors that influencing customer satisfaction of their participation on trade fair organized by Ethiopian Chamber of Commerce.

iv. Event Companies

Event companies can use the results of this study to help them in designing a strategy to organize a successful trade fairs which satisfy the demand of participating companies.

1.6. The scope of the Study

This study assessed key factors affecting the participant satisfaction on the events organized by Ethiopian Chamber of Commerce. This study is defined to factors affecting satisfaction of participants which participated on the 12nd trade fair organized by Ethiopian chamber of commerce.

1.7. Limitation of the Study

This study has face limitation related to respondent's hesitation to provide some information such as capital status, profit etc. Besides that few companies selected for the study fail to fill and return the questionnaires. As a result the author reduced some of the questions included in the questionnaire but has no or insignificant impact in addressing the objectives and research questions of the study. Similarly, the data analysis was carried out based the returned questionnaires.

1.8. Organization of the Study

In the first chapter the background of the study will elaborate the overall information about the study along with a brief. The chapter is also define different terms. Statement of the problem, research questions, and research objectives will also be addressed in the first chapter. In the second chapter, literature of different authors is discussed. Different concepts are introduced and different terms are also defined according to different authors. The relationship and the effect of these terms to customer satisfaction are also addressed. Most of the consistencies and discrepancies between the writings of different authors is critically reviewed. The third chapter elaborate the methodologies used to collect data, analyze and interpret it. The broad categories of data collection, such as primary and secondary data collection, quantitative data collection as well as a specific data collection approaches or techniques are discussed in the third chapter. This includes the explanatory research methods employed and the identification and delineation of the causal relationship between the dependent and independent variables. The fourth chapter focuses on data presentation, analysis, and interpretation. Different methodologies, such as mean and regression analysis are used to analyze the data. Data tabulation is employed to present the data in a meaningful way. The information presented in the data analysis will be interpreted to give it a meaningful structure. The last and fifth chapter constitutes the conclusion and recommendation part. Based on data analysis and interpretation, findings of the research are summarized and recommendations delivered.

CHAPTER TWO

REVIEW OF LITERATURE

Introduction

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

2.1 Theoretical Review

2.1.1 Event Marketing

As explained by Damm (2011) event originally used to describe big happenings. These days, it can be related to meetings, sports, performances and social gatherings or shows. The success of the event depends among other on its marketing. According to Chartered Institute of Marketing (2015.), the definition of event marketing differs partially from common definition of marketing. Marketing is usually described as managerial process which is responsible for identifying, anticipating and satisfying customer requirements profitably (when the event marketing is defined more interactive one when the event management interacts with the event participants and visitors.

Event marketing is a promotional strategy that involves face-to-face contact between brands and their customers at events like conferences, seminars and trade shows. It is a strategy marketers use to promote their brand, product, or service with an in-person or real-time engagement. These events can be online or offline and companies can participate as hosts, participants or sponsors. Marketers use both inbound and outbound event marketing strategies for promotional purposes (Instapage, 2020). Each event is different; it has different audiences, different content, and different culture. Therefore, it deserves to be marketed in its own unique way. To succeed, the event marketer of the future needs to stay on top of the event marking.

As explained by Hoyle (2002), regardless of the nature of the event, its success will depend on the recognition by the event marketer that the five Ps of marketing will play an essential role. The Five Ps of event is marketing, product, price, place, public relations and positioning.

2.1.2 Trade Fair

Trade show is where products in a specific industry are exhibited and demonstrated to other businesses. 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

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

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).

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). A reason 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 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. 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 J.S and Back K.J. 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).

He added that customer satisfaction is a subject that has gained more 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 customer in trade fair is 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

This section discusses the factors that may influence participants' satisfaction in trade fair context.

2.1.6 Relationship Quality

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 N. and Žūkaitė-Jefimovienė G., 2012).

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. 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 M., Bonner J., Smith P. (2007) 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.

2.1.7 Training and Development

Trained 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).

The better people in trade fairs 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. 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) stress 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. Companions need to effectively bolster preparing in the procurement and ensuring use of gained information at work. Training's effectiveness influence customer satisfaction.

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).

2.1.7.1 Achievement Trade Fair Objectives

Number of customers, the exhibitor can enhance the corporate brand image and find information on attracting visitors to its stand. The display attracts more visitors and gets more information on market trends hence increase the satisfaction level of participants. Characteristics 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 is very close to achieving the relations and sales through a small impact on the agenda provided by visitors (Ball et al 2004).

2.1.7.2 Perceived Value and Social Value

Perceived value 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. 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. 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 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).

2.1.7.3 Service quality

It 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).

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. 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).

2.1.7.4 Exhibitors' Experience

This 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, participant' satisfaction with an exchange can be affected by the novel encounters they have at the trade fair which they can't acquire from their 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 purchasers 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).

2.1.8 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).

It 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. Thus, 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.

Companies 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 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).

2.1.9 Factors Affect Customer Satisfaction

The satisfaction which is imprecisely defined as fulfilling the needs for which a product 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 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).

In the 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. 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:** the minimum requirements that is required for a product to prevent the customer from being dissatisfied. 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:** the factors that lead to satisfaction if fulfilled and can lead to dissatisfaction if not fulfilled. These include reliability and friendliness.
- iii. **Excitement factors:** factors that increase customers' satisfaction if fulfilled but does not cause dissatisfaction if not fulfilled which include project management.

2.2 Empirical Review

A number of researches have been conducted to identify factors that affect satisfaction of participants in trade fairs. Thus in this part, those studies are discussed.

Kim (2008), conduct a study with the aim to examin how the service quality of trade exhibition affect the participants satisfaction, how participation motivation moderates the relationships between the service quality and satisfaction (core service, physical environment and personal service of trade exhibitions). Accordingly, he concluded that, core services had largets impact on the participant's satisfaction. Similarly, the influence of the personal service was next strong and the impact of the physical environment was weak. Besides that, particpantion motivation was shown to moderate the effect of core service and personal service on satisfaction. Furthermore, particpantion motivation has moderating impact on the realtionship between physical environmrnt and satisfaction was not observed.

Jiménez-Guerrero, Burgos-Jiménez, & Tarifa-Fernández (2020) conducted a study with the objective of analyzing analyze to what extent organizational efforts that affect in satisfaction for the exhibitor and, thus, the degree to which your fair objectives are fulfilled. The results obtained reveal that two dimensions of quality linked to the organizer (event design and quality of results) highly correlate with the final perceptions of exhibitors, and that their deficient quality level prevents the exhibitors from reaching their fair goals. The dimension "quality of results", includes the two most important aspects that normally characterize the prestige of a fair: quality and number of exhibitors and visitors, which obtained the worst scores from the exhibitors. The other dimension of quality is related to "event design". This dimension encompasses very important aspects that organizers must consider (e.g., the event date and the promotion prior to

the fair).

Similarly, Wei & Weidong (2011) also carry out an empirical study on the factors on participation decisions of exhibitors. Firstly, a model was proposed as the conceptual model of this study. Accordingly, they concluded that reputation of the exhibition, the quantity and quality of professional visitors, organizers' influence as well as organizers' professional competence are key factors for participation decisions of exhibitors.

Jeong & Arcilla (2017), conduct a study to identify the factors that encouraged them to join the Manila FAME Trade Fair. The study results showed that generating sales and meet new buyers gather information about competitors, customers, trends and new products, seeking distribution channels, promoting the company's image and upholding the Philippines as an exporter of high-quality products are factors that encouraged Filipino exporters to join the Manila FAME Trade Fair.

George (2005), conducted a study was to identify if differences exist in the perceived satisfaction of exhibitors on selected attributes of impact Exhibition Center based on their demographic factors. Accordingly he concluded that there exist in differences in exhibitors' perceptions of the facilities of impact Exhibition Center based on their age, gender, nationality, work experience and prior exhibition experience. Differences in exhibitors' perceptions of the accessibility of impact Exhibition Center based on their age, and work experience was also proved to be present. Similarly, exhibitors' perceptions of the services of impact Exhibition Center were found to be different depending on their age, nationality, position, work experience and prior exhibition experience. Furthermore, differences in exhibitors' perceptions regarding the image of IMPACT Exhibition Center also existed depending on their nationality, position, work experience and prior exhibition experience. Moreover, the demographic factors of age, gender, position and work experience of the exhibitors' also proved to influence their perception and established that there were differences in exhibitors' perceptions regarding the attractions at IMPACT Exhibition Center.

Similarly, Kang and Schrier (2011), conducted a study entitled "An examination of the factors effecting tradeshow exhibitors' decisions. The aim of the study was to examine the role social value has on the satisfaction level of exhibitors while increasing their willingness to pay and return intentions and the effects of company size and prior experience on both exhibitors'

satisfaction and behavioral intentions within the tradeshow context. Accordingly, the study found out that experienced exhibitors are more likely to show lower levels of satisfaction and have less intention to pay for large booth space. In other words that the more times an exhibitor has attended the same show the less satisfied they are with it.

Most studies reviewed above 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).

A 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 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

Concepts that relate to one another were used to explain the research problem. 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.

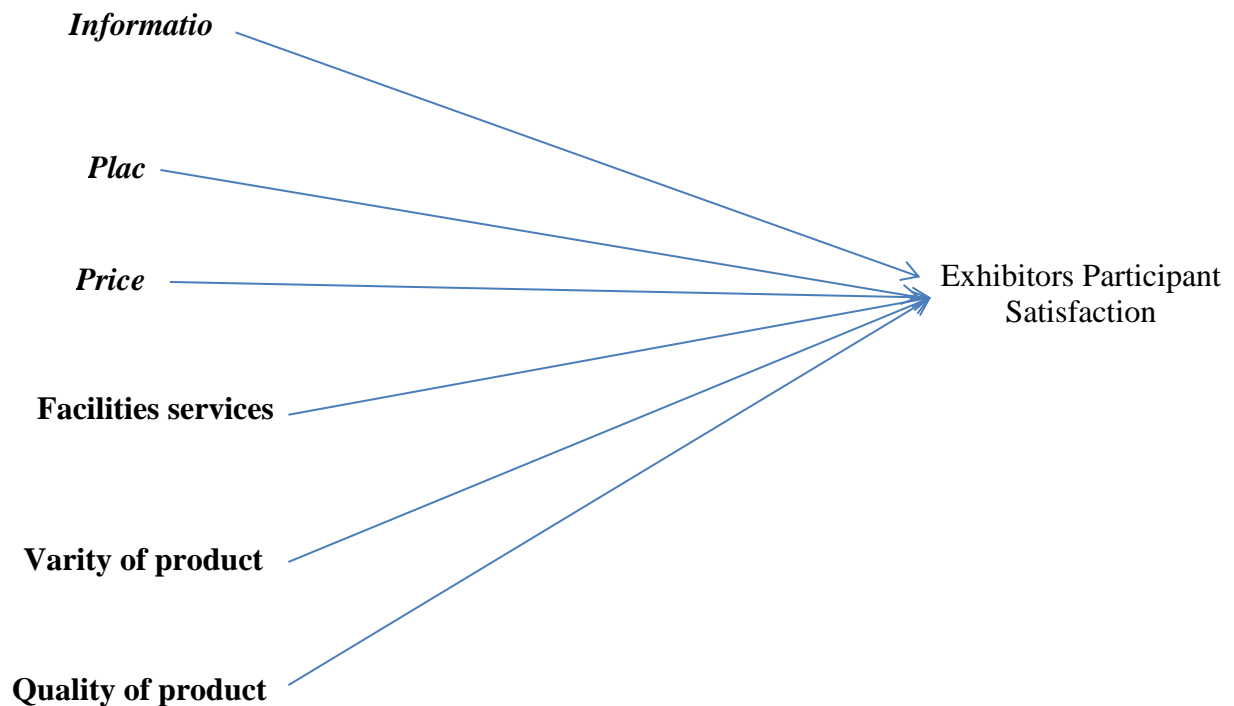


Figure .1 Conceptual frameworks adopted from Hani et al (2013)

Hypotheses

H1: Information significantly and positively affect exhibitor participants' satisfaction

H2: Exhibitor participants' satisfaction is positively and significantly affected by place

H3: Price significantly and positively affect exhibitor participants' satisfaction

H4: Facilities service significantly and positively affect exhibitor participants' satisfaction

H4: Variety of product significantly and positively affect exhibitor participants' satisfaction

H4: Quality of product significantly and positively affect exhibitor participants' satisfaction

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

To examine the factors affecting customers' satisfaction of participants' participation in a trade fair organized by Ethiopian chamber of commerce, this study used a research methodology. This 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 issues and the study area profile.

3.1 Research Design and Approach

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 information. Types of research that were employed in this study is explanatory research. Then this study describes and critically assesses the factors affecting participant' satisfaction of participation in a trade fair organized by Ethiopian Chamber of Commerce. The 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, brochures, and the websites. The questions that had been used in the questionnaire were multiple-choice questions and 5-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).

3.3 Study population

As per 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 Ethiopian Chamber of Commerce

trade fair at the exhibition center in the year 2022. As per the participant's record of the Ethio Chamber of Commerce International Trade Fair for the year 2017 event the local companies' participants are 67.

3.4.1 Data processing and Analysis

3.4.2 Data Processing

A 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. This data have the common characteristics were placed together and in this way, the entered data were divided into a number of groups. At last, a tabulation was used to summarize the raw data and displayed in the form of tabulation for further analysis.

3.4.3 Data Analysis

This is the further transformation of the processed data to look for patterns and relationship between 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.

3.4.4 Descriptive Analysis

The 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.

3.4.4.1 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.

3.5 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	} Negative
(-0.8 to -0.6]	Substantial	
(-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	} Positive
[0.4 to 0.6)	Medium	
[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;

3.6 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 Ethiopian 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.

3.6.1 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

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

Where:

Y is the response or dependent variable- Customer satisfaction

X₁= Information,

X₂= place,

X₃= price,

X₄= welfare facilities services,

X₅= Variety of products,

X₆= 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. $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5,$ 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

3.7 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.

3.8 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.

This can clearly address how these factors affect the performance of participants. The necessary data was collected on the factors of customer satisfaction that can better indicate the relationship b/n 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. This 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.

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. 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

4.1. Data Presentation, Analysis and Interpretation

The purpose of the research is to analyze the different factors that affect the satisfaction of exhibitors. The relative importance of each of these factors will be analyzed and measured against the respective weight.

The data which was obtained from respondents through data collection instruments such as questionnaire and interview. Accordingly, sixty-seven questionnaires were distributed to a participant of the 12nd Ethio Chamber international trade fair using census method of sampling technique and the interview was conducted. From the distributed questionnaire forty nine of it was returned back, of which eleventh questionnaires remained in the hand of the respondents while seven questionnaires were discarded not properly filled. This data collected was summarized as follows. The return rate for the questionnaire distributed is 71 %. 16 % of the questionnaire remained at the hands of the respondents. The remaining questionnaire were discarded.

4.2. 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	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 0.827 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.

4.1 Company Information

The company information was the establishment, business, being exhibitors or visitors, length of time the exhibitor used to participate in an exhibition organized by Ethiopia Chamber of commerce. About company information, the result summarized as follows.

	Company information	Years	Frequency	Percent
1	Establishment	1-10 Years	28	42.9
		10-20 years	11	20.4
		20-30 years	18	34.7
		31 and above years	1	2.0
		Total	58	100
2	Business type	Services	25	51.0
		Goods	24	49.0
		Total	49	100
3	An Exhibitor or a visitor	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 organized by ECCSA	Below 1 years	6	10.2
		2-5 years	25	49.0
		6-10 years	12	24.5
		11-15 years	8	14.3
		16-19 years		
		20 and above years	1	2.0
		Total	48	100

Table 4.2. Companies Information
Source: Field survey, 2022 computed by SPSS, 20

The companies which participated in this study 28(42.9) were established in the time period of 1 to 10 years while 18(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 ECSSA in the last 2-5 years.

4.3. Factors Affecting Satisfaction of Participants on the Trade Fair Organized by Ethiopian Chamber of Commerce

The objectives of this study were the identification of factors affecting exhibitors' satisfaction in a trade fair an exhibition organized by Ethiopian Chamber of Commerce. The researcher tried to categorize the factors into 6 dimensions which include information, place, price, 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 organized by ECCSA. To describe information as a factor affecting exhibition participation statements were designed which has the power to express information dimensions.

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

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	I participated in trade fair organized by ECCSA 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 organized by ECCSA 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 ECCSA 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 trade fair organized by ECCSA to gain information to build a relationship with a new partner for future purchase.	Agree	11	22.4	4.76	.422
		Strongly agree	38	77.5		
		Total	49	100		
5	I recognized the reputation of the event organizer, ECCSA on trade fair	Strongly disagree	10	20.4	3.96	1.306
		Disagree	5	10.2		
		Neutral	18	36.8		
		Agree	9	18.4		
		Strongly agree	7	14.3		
		Total	49	100		
6	High promotion activities made by trade fair organizer, ECCSA.	Strongly disagree	15	30.5	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 organizer has professional promoters to organize the trade fair.	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	We participated in trade fair 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	We 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 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 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 deals with respondents' response to information as a factor affecting exhibitors' participation in trade fair organized by ECCSA. 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

ECCSA 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 ECCSA 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 3rd statement was I participated in trade fair organized by ECCSA 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 ECCSA 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 (ECCSA) 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.

So , participants are neutral to their experience of reputation is the organizer of the trade fair. The 6 statement was 'high promotion activities made by trade fair organizer' seventieth (34.7%) of the respondents reported that agreed to the statement while sixteen (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 promotions are made by the organizer. The 7th statement was ‘I participated in the trade fair to compare market prices in relation to my product’. Regarding this statement, thirty-eight(73.8%) of the respondents reported that agrees with the statement while twelve(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 product.

4.3.2. Place Dimension

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

Table 4.4. Respondents Report on Place Dimension

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	The a 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.	Neutral	24	49.0		
		Agree	11	22.3		
		Strongly agree	9	18.5		
		Total	49	100		
5	The event organizer, ECCSA 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, ECCSA 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 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 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 ECCSA to display their products.	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 organized by the event organizer, ECCSA.	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, ECCSA invest to bring new technology to meet the participant standard.	Strongly disagree	18	36.7	2.756	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 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 disagreed 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 companies in an exhibition organized by Ethiopian chamber of commerce. Thus the result presented as follows

Table 4.5. Respondents Report on Facilities and Service Dimension

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	ECCSA processes enough food and restaurant facilities in the time of trade fair 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	ECCSA organize accommodation and hotel facilities during the time of trade fair.	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	ECCSA 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	ECCSA communicates dates of the exhibition to the visitors.	Neutral	8	16.3	4.142	.677
		Agree	26	53.1		
		Strongly agree	15	30.6		
		Total	49	100		
5	ECCSA works on safety 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 ECCSA 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, ECCSA.	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		

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 Ethiopian chamber of commerce. From the collected data the following result is obtained and presented as follows.

Table 4.6. Respondents Response on Variety Products

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
1	A trade fair organized by ECCSA 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 trade fair help to review the competitors' products/services.	Neutral	1	2.0	4.122	.388
		Agree	41	83.7		
		Strongly agree	7	14.3		
		Total	49	100		
3	Exhibition help to attend special events about products.	Strongly disagree	12	24.5	3.226	1.447
		Neutral	12	24.5		
		Agree	15	30.6		
		Strongly agree	10	20.4		
		Total	49	100		
4	Trade fair triggers computation among some product providers.	Strongly Disagree	1	2.0	3.919	.759
		Neutral	13	26.5		
		Agree	24	49.0		
		Strongly agree	11	22.4		
		Total	49	100		
5	The 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		

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 trade fair organized by Ethiopian chamber of commerce.

Table 4.7. Response on Quality Product

S/N	Statements	Response	Frequency	Percent		
1	In the exhibition organized by ECCAS 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 trade fair organized by ECCSA quality and new products is displayed	Disagree	2	4.1	4.163	717
		Neutral	2	4.1		
		agree	32	65.3		
		strongly agree	13	26.4		
		total	49	100		
3	There are a quality wide range of products on display	Disagree	2	4.1	3.897	.823
		Neutral	13	26.5		
		Agree	22	44.9		
		Strongly agree	12	24.5		
		Total	49	100		

4.4. Exhibition Satisfaction

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

Table 4.8. Respondents Response on Trade Fair Satisfaction

S/N	Statement	Response	Frequency	Percent	Mean	Stan dev.
		Very satisfied	0	0	3.163	1.105
1	Exhibition satisfied me for fulfillment of business needs	Satisfied	17	34.7		
		Neutral	16	32.7		
		Dissatisfied	7	14.3		
		Very dissatisfied	9	18.4		
		Total	49	100		
2	Trade fair organized by ECCSA satisfied me in information search.	Very satisfied	10	20.4	2.714	1.098
		Satisfied	6	12.2		
		Neutral	23	46.9		
		Dissatisfied	8	16.3		
		Very dissatisfied	2	4.1		
		Total	49	100		
3	The trade fair/exhibition satisfied me with networking opportunities.	Satisfied	1	2.0	3.795	.675
		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	3.288	.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	2.836	1.196
		Satisfied	15	30.6		
		Neutral	15	30.6		
		Dissatisfied	7	14.3		

		Very dissatisfied	6	12.2		
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		Total	49	100		
7	I'm pleased with the trade fair because we meet our 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 trade fair organized by ECCSA 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 event 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 organized by ECCSA is successful.	Satisfied	11	22.4	3.407	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	3.389	1.382
		Satisfied	6	12.2		
		Neutral	16	32.7		
		Dissatisfied	5	10.2		
		Very dissatisfied	16	32.7		
Total	49	100				
12	The trade fair opens the desire to learn.	Satisfied	16	32.7	3.531	1.174
		Neutral	2	4.1		
		Dissatisfied	20	40.8		
		Very dissatisfied	11	22.4		
		Total	49	100		
13	The 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 ECCSA 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 ECCSA is successful with regards to the objectives	Very satisfied	5	10.2	2.978	1.182
	Satisfied	13	26.5		
	Neutral	15	30.6		
	dissatisfied	10	20.4		
	very dissatisfied	6	12.2		
	Total	49	100		

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 wanted to establish the relationship between independent variables (the dimension of factor affecting medium enterprise participation on exhibition/trade fair organized by Ethiopian chamber of commerce such as info, place, facilities and service, variety of product and standard 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 statistics' 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 coefficient (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.

Table 4.8: Correlation Analysis

Correlations							
		information	place	welfare facilities and services	variety of products	Quality of products	exhibition satisfaction
Information	Pearson Correlation	1	-.100	.032	-.425**	-.158	.407**
Place	Pearson Correlation	-.100	1	.432**	.620**	-.018	.360*
Facilities and services	Pearson Correlation	.032	.432**	1	.717**	.550**	.480**
variety of products	Pearson Correlation	-.426**	.620**	.717**	1	.521**	.269
Quality of products	Pearson Correlation	-.158	-.017	.550**	.521**	1	.206
Trade fair satisfaction	Pearson Correlation	.407**	.360*	.480**	.269	.206	1
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: Field survey, 2022 computed by SPSS, 20

Table 4.8 shows that there was significant correlation coefficient were established between independent variables (dimensions of the chamber satisfaction) and dependent variables (participant 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 participant 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 participant 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 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

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

Table 4.10: Model fit Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	.666 ^a	.446	.381	1.13193
a. Predictors: (Constant), Quality of products, place, information, welfare facilities and services, a variety of products				

Source: Field survey,2022 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.

Table 4.11. Anova result

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	44.253	5	8.851	6.907	.000 ^b
	Residual	55.094	43	1.281		
	Total	99.348	48			
a. Dependent Variable: exhibition satisfaction						
b. Predictors: (Constant), Quality of products, place, information, welfare facilities and services, a variety of products						

Source: Field survey,2022 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.

Table 4.12. Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.581	1.175		-1.345	.185
	Information	.591	.187	.487	3.141	.003
	Place	.364	.256	.253	1.425	.161
	welfare facilities and services	.202	.188	.220	1.088	.283
	variety of products	.106	.286	.102	.370	.713
	Quality of products	.144	.207	.114	.692	.493
a. Dependent Variable: exhibitor satisfaction						

Source: Field survey,2022 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 (place, information, welfare facilities, and services, a variety of products and quality of products) are at zero, the participant 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 participants satisfaction. A unit increase in place would lead to a .364 increase in influencing participants satisfaction. Holding information, place, welfare facilities and services, a variety of products and quality of products is constant, a unit increase in welfare facilities will lead to a .203 increase in influencing participant 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.

Generally, with the absence of all the factors, the level of satisfaction of trade participants are negative, which implies that trade participants are dissatisfied with the current service delivery. A unit increase in the level of information available to trade participants resulted in a 0.519 increase in the level of satisfaction, which implies that the level of the level of satisfaction is positively and significantly affected by the an increase in the level of information.

As such the other factors, does not have a positive and significant effect on the level of satisfaction of trade fair participants.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1. Summary

The aim of the study was an investigation of factors affecting satisfaction of participant in trade fair organized by Ethiopian Chamber of Commerce and Sectoral Association. These factors were categorized into 6 dimensions which are information, price , place, 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.

The 1st dimension information the respondents reported that participation in trade fair organized by ECCSA is to current info, to get buyers, to gain information and to build relationship with new partner for next purchase, to experience reputation of the event organizer(ECCSA) in trade fair, high promotion activities made by trade fair organizer, to compare market prices in relation to their product, the trade fair organizer has professional promoters to organize the trade fair and to have associate with suppliers get the opportunity for B2B meetings . About the location the respondents reported that the exhibition center is good enough to display products, looking around the exhibition center is good to display products ,the exhibition center design help to spark the interest to use it as a tool to promote the product, the environment invite to explore the trade fair, the exhibition organizer (Ethiopian Chamber) very concerned about the space of the exhibition.

The environment of the trade fair engages all the senses, the exhibition organizer provides enough options to exhibitors to choose their booth. It is difficult to focus on product promotion since there is no advanced form to help on facilities, exhibitors get good facilities from ECCSA to display their products but it takes much effort to stay focused on the trade fair, ECCSA need to invest to bring new technology to meet the exhibitors' standard. Regarding accommodation services respondents reported that ECCSA operates enough restaurant facilities in the time of event, during the time trade fair ECCSA organize discussion platform for exhibitors with potential foreign countries, ECCSA communicates dates of the time availability to the visitors.

The Chamber works on safety of location, employers of chamber are highly professional in handling the exhibition or trade fair, there are exhibition reputation practices, there is high-security personnel's to protect the participants property, there is financial a discount for booth or

free registration, there is friendliness' of locals there is availability of nightlife, there is opportunities. Regarding to variety of products the researcher reported that the trade fair help to see new products and developments, the trade fair help to review the competitors' products, exhibition help to attend special events about the product, the event encourage competition between some product providers, The chamber brings highly qualified companies to participate.

5.2. Conclusion

This study has conducted by defining dependent and independent variables. The dependent variable was participant 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 each other. The study required to establish how the dimension of participant satisfaction would influence participant 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 facilities services, X_4 is a different 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, 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 participant satisfaction. A unit increase in place would lead to a .364 increase in influencing participant satisfaction. Having information, place, accommodation facilities services, a variety of products and quality of products is constant; a unit increase in accommodation would lead to a .203 increase in influencing participant satisfaction. Having this information, place, accommodation, 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 participant 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 participants satisfaction.

5.3. Recommendation

As per the conclusion made the researcher tried to recommend the following:

- 1) ECCSA is more focused about playing fair marketing mix factors. They are of the order of 5 factors: 1) information, 2) place, 3) facilities services, 4) a variety of products 5) quality of products have an impact on participants satisfaction have to be considered.
- 2) Organizers make use of the modern techniques and information that will be important.
- 2) Trade Fair organizers seek to increase the perceived desirability of participants and they feel more satisfied with the quality of trade fair.
- 5) Appropriate information about buyers, competitors involvement, and opportunity of B2B should be communicated at a time of broadcasting.

Therefore:

- Ethiopian chamber of commerce and other concerned body should work on the venue to promote and attract the participants' attention.
- Ethiopian chamber of commerce should work on information that creates participants satisfaction.

- Ethiopian chamber of commerce and other concerned body should work on the quality of products which enable to create customer satisfaction.
- Ethiopian chamber of commerce should work on a different products that creates customer satisfaction.
- Ethiopian chamber of commerce should work on facilities services that hold the participant satisfaction.

□

Ethiopian chamber of commerce should continue the same study to get latest information about customer satisfaction.

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Annex-1
ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES .
SCHOOL OF BUSINESS

Dear Respondents,

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

This questionnaire is an attempt to solicit your opinions regarding the Factors affecting satisfaction of participants in trade fairs organized by Ethiopian 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?

A) Exhibitor

B) Visitor(others)

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

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 Ethiopian Chamber of Commerce and Sectoral Association. 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 organized by ECCSA is to obtain up to date information.					
2	I participated in trade fair organized by ECCSA to get potential buyers					
3	I participated in trade fair organized by ECCSA to get real buyers					

4	I participated in trade fair organized by ECCSA to gain information to build a relationship with a new partner for future purchase					
5	I recognized the reputation of the event organizer, ECCSA on trade fair					
6	High promotion activities made by trade fair organizer, ECCSA					
7	I participated in the exhibition to compare market prices in relation to my products					
8	The trade fair organizer has professional promoters to organize the trade fair					
9	I participated in trade fair to have acquaintance with potential suppliers					
10	I participated in trade fair to get the opportunity for B2B meetings					
11	The trade fair organizer has a capacity of organizing a trade fair					
12	ECCSA 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, ECCSA is concerned about the space of the trade fair activities emplaced.					
6	The event organizer, ECCSA worked hard to make the space of exhibition center looks attractive to exhibitors.					
7	The environment at the trade fair engages all the senses.					
8	The 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 ECCSA to display their products.					
11	It takes a lot of effort to stay focused on the trade fair					

	organized by the event organizer, ECCSA.					
12	ECCSA 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 ECCSA					
2	The event organizer, ECCSA is concerned while setting a price on behalf of exhibitors to encourage their participation in trade fair organized.					
3	Price is the basic thing to participate in trade fair organized by ECCSA.					
4	The event organizer, ECCSA has a fair price for exhibitors to participate in trade fair it organized.					
5	Price is not an issue to participate in trade fair organized by ECCSA.					
6	All are fare in regards to price while participate in trade fair organized by ECCSA.					
7	The event organizer, ECCSA has given subsidy to encourage local business companies to participate in Trade fair 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, ECCSA is very concerned on to benefit exhibitors in regards to the amount they spend.					
11	When I think about trade fair/exhibition with ECCSA I frustrated because of the price they charged.					
12	I considered that the amount paid by exhibitors to participate in an event organized by ECCSA immaterial in regards to the benefit.					
V3	Welfare facilities and services					
1	ECCSA processes enough food and restaurant facilities in the time of trade fair organization					
2	ECCSA organize accommodation and hotel facilities during the time of trade fair/exhibition.					
3	ECCSA organize discussion platform for exhibitors with potential foreign countries.					
4	ECCSA communicates dates of the exhibition to the visitors.					

5	ECCSA works on safety /security of location.					
6	Employers of ECCSA highly professional in handling the exhibition or trade fair.					
7	There are trade fair/ exhibition reputation practices by the event organizer, ECCAS.					
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 sightseeing opportunities.					
V4	Variety of products					
1	A trade fair organized by ECCAS 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 trade fair organized by ECCAS are quality products.					
2	In the exhibition or trade fair organized by ECCSA quality and new products is displayed.					
3	There are quality products variety range is very wide in the trade fair/exhibition organized by ECCSA.					

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

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

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

Thank you very much for your time!