



**Flinders**  
UNIVERSITY  
ADELAIDE · SOUTH AUSTRALIA

**Beyond proxy measures of post-event evaluation:**

**Measuring attendee satisfaction in the Zimbabwean exhibition industry**

by

**Nomathemba Ndlovu**

Thesis Submitted to Flinders University for the Degree of **Doctor of Philosophy (PhD)**

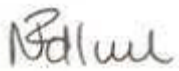
College of Business Government and Law

**06 May 2021**

## DECLARATION

I certify that this thesis:

1. does not incorporate without acknowledgment, any material previously submitted for a degree or diploma in any university; and
2. to the best of my knowledge and belief, does not contain any material previously published or written by another person except where due reference is made in the text.



---

Nomathemba Ndlovu

## ACKNOWLEDGEMENTS

Ngiyabonga ubuhle bukaThixo empilweni yami! (I am grateful to God for His goodness in my life!) He has directed my paths and connected me to the following people whose contribution to this finished work deserves special mention:

- The Chairman, Mr. Mabed Ngulani; the Programme Coordinator, Dr. Nqobizitha Dube; Supervisors, Professor Richard Shambare and Professor Richard Chinomona; Librarian, Mr. Judah Marowa as well as the support staff at the Graduate Business School of the National University of Science and Technology, Bulawayo, Zimbabwe, where I was initially enrolled, for starting me off on this life-changing journey.
- The Dean of Graduate Research at Flinders University, Adelaide, Australia, Professor Tara Brabazon, who graciously accepted to take over the supervision of my doctoral studies to completion.
- The management and staff of the Zimbabwe International Trade Fair Company, the Zimbabwe Agricultural Show Society and the Zimbabwe Tourism Authority for access to the exhibition venues, attendee databases and industry reports for purposes of collecting the primary and secondary research.
- My research assistant Mr. George Warinda as well as the focus group discussion moderators Dr. Nicholas Ndebele and Mr. Shadreck Zhou.
- The 623 survey respondents and 37 focus group discussion participants who were willing to provide the primary data that is the backbone of this thesis.
- The various virtual platforms where I met amazing mentors and exhorters. I am grateful for the intellectual generosity displayed by fellow researchers from all over the world.

As a first-generation PhD candidate, it is with pride that I lift the flag high for my late father, Mr. Elliot Mabhena, my mother Mrs. Sikhangezile Mabhena (nee Lusinga), my younger sisters Simelokuhle and Sikhanyisile Mabhena including the entire clan that nurtured me from childhood. From the depths of my heart, I appreciate my husband Mlondolozzi and our children Melisizwe, Solomuzi and Bongisipho for their incredible sacrifice. I could never have accomplished this feat without their belief in me and unwavering support.

Thank you and God bless you all!

## ABSTRACT

Research has located a deficiency in the satisfaction measurement techniques deployed by exhibition organisers. This deficiency has emerged in Zimbabwe, where there is over reliance on attendance rates as the primary, if not only, measure of exhibition success. This use of such proxy measures is not only limiting but provides unreliable measures to evaluate attendee perceptions about the exhibition experience and leaves exhibition organisers with an untested basis for gauging the long-term sustainability of their exhibitions. Motivated by the dearth of empirical studies in the African exhibition context, this doctoral research offers a significant and original contribution to knowledge, via an improvement of post-event evaluation methodology and practice. The imperative was to develop a multi-dimensional model to measure and evaluate attendee satisfaction in the Zimbabwean exhibition industry. In the process, the impact of the relationships among the predictors and outcomes of attendee satisfaction was empirically determined and explained as a first step towards developing a self-evaluation tool for the improvement of quality in the exhibition industry in Zimbabwe.

Deploying a two-phase explanatory sequential mixed methodology framed by a pragmatist research paradigm, 612 respondents were surveyed at four national exhibitions in 2019. Following a Confirmatory Factor Analysis, the research demonstrated that the attendee service experience is made up of six dimensions (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration). After testing hypotheses using Structural Equation Modelling, Booth Management and Booth Layout were found to have a significant impact on Overall Experience Quality, while Registration significantly impacted Overall Attendee Satisfaction. These findings provided empirical evidence that the hypothesised impact of the attendee service experience dimensions on the Overall Experience Quality and Overall Attendee Satisfaction largely did not apply as expected in the Zimbabwean exhibition industry.

In seeking possible reasons for such a marked deviation from prior industry research, further investigation through focus group discussions - with 37 participants - found that the harsh economic environment as well as the acute lack of alternative exhibition platforms in Zimbabwe indicated that a “one-size-fits-all approach” in the practical application of the model is not ideal, useful or productive. This underscored the need for exhibition organisers to be

cognisant of the additional contextual dimensions that may further moderate the inter-relationship of the research variables.

The value of the research lies in its contribution to the conceptualisation of attendee satisfaction as well as the development of reliable and valid industry-specific performance measures in the Zimbabwean exhibition industry. Further, the research provides a springboard for future studies in the exhibition industry in Zimbabwe as well as other countries in Africa. By measuring satisfaction from the perspective of the business attendee, this research does not only add its voice to balancing a research history that has been predominantly skewed towards exhibitors, but also advances the understanding of attendees' needs and behaviour, yielding practical recommendations for industry practitioners to increase satisfaction levels and behavioural intention.

Though occurring after the period in which the empirical component of the research was conducted, it would be remiss not to highlight the disruption of face-to-face and close-contact industries such as the exhibition industry by the COVID-19 pandemic. Building on the foundation laid in this research, future studies must investigate what dimensions of the attendee service experience come into play in the wake of COVID-19 and how these defined dimensions fit in with, or alter, the dimensions that were validated in this and other studies. This will ensure that post-event evaluation practices continuously evolve and remain relevant.

**KEY WORDS** *exhibitions, post-event evaluation, attendee experience quality, attendee satisfaction, attendee behavioural intention*

## PROLOGUE

I remember the first exhibition following my joining of the Zimbabwe International Trade Fair Company in 2010. The nervousness of the night before as I checked on the final preparations, the captivating sights and sounds of the bustling first day, the intrigue of the innovative displays, the buzz of the concurrent conferences, business meetings and events, culminating in the pomp and fanfare of the official opening ceremony. The basic planning process was similar every year after that, but when it comes to execution, in Africa the show is the focus. Each themed showcase had such a unique energy that no matter how many times I went through it, the exhilaration and prestige of hosting the national event was in no way dampened. The weight of the significance of the event on the country's national calendar did not diminish, nor did the satisfaction of seeing months of work align. The Patron of the exhibition, His Excellency the President of Zimbabwe, was always in attendance accompanied by visiting Heads of State, Ministers of Industry and Commerce as well as other distinguished guests and visiting international delegations who were complimentary about the quality of the exhibits and the organisation of the event as a whole. These highlights are what made all the challenges of planning and executing the exhibition even more worth it.

At the end of each event, my question remained of evaluation, not through my eyes as the organiser, but from the perspective of the attendees. Was the quality of the attendee service experience in line with their expectations? Did they get a positive return on their investment of time and money? The overall attendee satisfaction was the litmus test for the effectiveness of the show as well as the predictor of their future event participation and behaviour. I realised that the proxy measures of the event's success that were commonly used in the industry, like the number of participants attending, only served to fuel the pressure to project the superficial image of a "bigger and better" show each year. Not much was being explored, probed or evaluated about satisfaction with the attendee experience or the resultant likelihood of repeat visits and recommendations.

As I pondered these concerns, I was struck by an article asserting that the lack of variation in the exhibition experience was resulting in attendee fatigue (Bettis-Outland, Johnston & Wilson, 2012). On further reading, I found that this fatigue was caused by attendees being stuck in what Bishop (2015:1) terms "the attendee cycle of death", having to move through the same set of

repetitive activities year after year without being meaningfully engaged. Second, the exhibition organisers themselves were guilty of what The Experience Institute (2017:7) refers to as “hitting the replay button”, where they perennially repeated the same activities hoping that attendees would still want to attend. Was there a way I could avoid falling into these traps? After observing that other exhibition organisers hardly conducted feedback surveys during or after their events, I asked myself whether the industry in Zimbabwe could ever hope to improve the attendee experience quality at future editions without a deliberate focus on the post-event evaluation process.

To find answers, I drew from what I had gleaned from visiting several international exhibitions. While it was clear that a consolidated and comprehensive measure of attendee satisfaction to replace the use of proxy measures such as attendance statistics was a necessary first step to exhibition organisers improving the quality of the attendee experience, what concerned me was that I found that there were no established industry norms to measure and track attendee satisfaction in the Zimbabwean exhibition industry. Further, because the very nature of the satisfaction construct is subjective and context-specific, a review of the satisfaction research conducted at other exhibitions around the world made me curious to see if I would get similar results from applying the same research instruments in Zimbabwe. So, when the opportunity to embark on my PhD came, I gravitated towards developing a self-evaluation tool to measure attendee satisfaction as my significant contribution to knowledge and practice. Now, as a seasoned marketing specialist, budding thought leader and consultant to the industry, my goal is to challenge long-held views and continuously improve operational practices. I consider it a privilege to be able to share my knowledge and experience for the betterment of the exhibition industry in Africa, particularly in Zimbabwe.

This research is precise and focused, so that it may yield actionable outcomes. It was my desire to move closer to the customer and use their feedback to inform my strategies. I knew all too well that as an organiser, it is easy to fall into the rut of organising an event routinely guided by an internal technical checklist or riding the wave of positive stakeholder comments and media attention without much consideration for the attendee experiences. I found that even in my own organisation, at times, the feedback from survey data collected was not addressed sufficiently resulting in the same issues being raised year after year. Conducting my first focus group discussions during this doctoral research provided the much-needed dose of reality. For years I designed long surveys for attendees to evaluate each operational aspect of the

exhibition. This meant that open-ended questions could not be included in case the respondents were put off by the questionnaire length. The adoption of the explanatory sequential methodology in this research closed this gap. It was so refreshing for me to interact with attendees in the focus group discussions. For the first time, I heard the details of their frustration with the service experience. As a result of this research, I would now recommend follow up focus group discussions to get deeper insights whenever a predominantly quantitative questionnaire is used.

Going forward as a scholar and professional, I am concerned about the survival of the exhibition industry in the wake of COVID-19 and would like to see it resume. Notably, Zimbabwe has not really moved any of its cancelled exhibitions online which, in my view, is a missed opportunity given the indications that the post-COVID exhibition industry will increasingly be conducted online with greater augmentation of the exhibitions through digitally enhanced services. As such, in future I would like to build from this research, focusing on the impact of digitally enhanced services on the attendee service experience quality, overall satisfaction and behavioural intention. During the focus group discussions, I also realised the complexity of the exhibition participant who has a dual role (taking part as both an exhibitor and an attendee). Notably, this respondent group expressed how trapped they felt given that event choices in Zimbabwe were so limiting. Though these issues fell outside of the scope of this research, the relationship quality between exhibition organisers and other participants needs further exploration in future research.

The journey towards completing this research was one of immense growth and self-discovery. My PhD thesis survived the upheaval of two international relocations first from Zimbabwe to Kuwait in 2018 during the first year of my candidature, then, a year later from Kuwait to the United States of America. At the time of the first relocation, I was in the middle of my proposal writing prior to the confirmation of candidature. During the second relocation, I was at the data collection phase while concurrently writing my methodology chapter. However, with the help of research assistants, I managed to get the field work done for the first phase. Though I was unable to travel to conduct the focus groups in Zimbabwe, thanks to technology, the meetings were held via Skype as scheduled. The final revisions of the last four thesis chapters took place during the peak of the lockdown juggling caring responsibilities and home-schooling three young children. Without a doubt, this improved my academic scholarship and ability to work independently.



When COVID-19 hit at the beginning of 2020, I resolved that I would not let it delay or derail my progress. Consequently, in the face of the closure of the university in Zimbabwe at which I had initially enrolled, I had to make the difficult, but necessary, decision to transfer my studies so that I could still complete my doctoral degree within three years. Having studied as a remote student, I often felt isolated and alone in the writing process. This prompted me to convene an online writing club to connect weekly with fellow students and I also benefitted from an even larger online community of scholars that I discovered through various academic social media sites. Looking back, I am amazed at how much work I managed to complete despite it all.

Would I change anything? No. I can confirm that my resilience, discipline and determination have never been tested like this before in my life. That said, I know that I could never have come this far without my supportive husband and children who allowed me the latitude to work on my PhD, often sacrificing precious family time with them. What kept me motivated to continue when the going got tough was the investment that my mother and late father made in me. The seed they sowed through their exemplary lifestyles inspired the learning spirit in me. I am certain that if he were here to witness this accomplishment, my father would be proud.

This doctoral research has argued that a consolidated and comprehensive measure of attendee satisfaction to replace the use of deficient proxy measures such as attendance statistics, is critical to improving the quality of the attendee experience at exhibitions (Gopalakrishna & Lilien, 1995; Lee & Kim, 2008; Lin, Kerstetter & Hickerson, 2015; Tafesse & Skallerud, 2016). The hypothesised relationships among the dimensions of the attendee service experience that impact the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention that were tested in this research indicated that the attendee service experience is made up of six dimensions (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration). Of these dimensions, only Booth Management and Layout were found to have a positive and statistically significant impact on Overall Experience Quality, while only Registration was found to significantly impact on Overall Attendee Satisfaction.

Enter COVID-19. Overnight, scheduled events were postponed or cancelled, abruptly stalling the trajectory of an otherwise thriving exhibition industry (Gössling, Scott & Hall, 2020). This unexpected turn of events, with unprecedented ramifications across the globe, resulted in the

industry pivoting from the traditional face-to-face medium to partial or full online channels (Diebner, Silliman, Ungerman & Vancauwenberghe, 2020). This was ironic in that prior to the pandemic, the rapid growth of digitisation had not disrupted the traditional business model of exhibitions because buyers and sellers still preferred face-to-face interaction to close deals (Han & Verma, 2014; Outsell Incorporated, 2017). Further, prior research, including this research, had focused on the evaluation of satisfaction of the attendee experience at live face-to-face events with relatively little investigation of digital exhibition platforms. The slow penetration of online platforms was because the exhibition industry had not been among the “early adopters” of technology, though digital technology had been found to be a powerful tool for exhibition organisers to creatively support the attendee experience and make it as seamless and engaging as possible (Fatma, 2014; Han & Verma, 2014; Bishop 2015; Outsell Incorporated, 2017; The Global Association of the Exhibition Industry (UFI), 2018:3). This technology has also provided cheaper, flexible and more efficient ways of organising, structuring and delivering events (Khoon & Ramaiah, 2008; Han & Verma, 2014; Schulz, 2020).

However, the COVID-19 pandemic has disrupted many industries including the exhibition industry hence, perceptions of pandemic readiness as well as participant health and safety are emerging research streams. As more organisers embrace digital technology and host virtual and hybrid events, future research can explore the impact of e-commerce and digital technology on the attendee experience quality, overall satisfaction and behavioural intention (Fatma, 2014; Hyken, 2020, Ritter & Pedersen, 2020; Sigala, 2020) Building on this research, future research could provide empirical evidence for the dimensions of the attendee service experience that are relevant during- and post-COVID. In addition, an exploration of how these defined dimensions fit in with, or alter, the dimensions and measurement scales that were developed in this and other studies would make a valuable contribution to theory, methodology and practice.

As the exhibition industry positions itself for a post-COVID shift in its modus operandi, future studies could provide guidance to industry practitioners on the specific interventions required to revive and sustain the industry. This doctoral research is timely and is powerfully productive to enable an understanding of the evolution of attendee satisfaction measurement in Zimbabwe post-COVID-19. The significant contribution of building on this research is that the results will guide exhibition organisers’ design considerations for pandemic-readiness as well as the

application of appropriate digital technology to increase attendee satisfaction with exhibition experiences into the future.

# TABLE OF CONTENTS

<b>DECLARATION</b> .....	<b>i</b>
<b>ACKNOWLEDGEMENTS</b> .....	<b>ii</b>
<b>ABSTRACT</b> .....	<b>iii</b>
<b>PROLOGUE</b> .....	<b>v</b>
<b>TABLE OF CONTENTS</b> .....	<b>xi</b>
<b>LIST OF TABLES</b> .....	<b>xviii</b>
<b>LIST OF FIGURES</b> .....	<b>xx</b>
<b>LIST OF APPENDICES</b> .....	<b>xxi</b>
<b>LIST OF ABBREVIATIONS</b> .....	<b>xxii</b>
<b>PART I</b> .....	<b>1</b>
<b>INTRODUCTION</b> .....	<b>2</b>
<b>CHAPTER 1: EXHIBITION INDUSTRY OVERVIEW</b> .....	<b>16</b>
<b>1.1 Introduction</b> .....	<b>16</b>
<b>1.2 Exhibition Industry Origins and Definition</b> .....	<b>17</b>
<b>1.3 The Structure and Stakeholders in the Exhibition Industry</b> .....	<b>19</b>
<b>1.4 Exhibition Industry Growth and Contribution</b> .....	<b>22</b>
<b>1.5 Zimbabwe as a Research Setting</b> .....	<b>25</b>
<b>1.6 Empirical Research Themes and Gaps</b> .....	<b>28</b>
<b>1.7 Conclusion</b> .....	<b>34</b>
<b>CHAPTER 2: THEORETICAL FRAMEWORK</b> .....	<b>35</b>
<b>2.1 Introduction</b> .....	<b>35</b>
<b>2.2 Satisfaction Construct Conceptualisation</b> .....	<b>36</b>
<b>2.3 Satisfaction Construct Formation</b> .....	<b>41</b>
2.3.1 Expectancy-Disconfirmation Paradigm (EDP) Origin and Conceptualisation.....	42
2.3.2 Alternative Theories to EDP .....	45
2.3.3 Theory of Reasoned Action .....	51
<b>2.4 Satisfaction Construct Measurement and Modelling</b> .....	<b>53</b>
2.4.1 Overview of Post-event Evaluation .....	53
2.4.1.1 Completeness of Existing Measures .....	54
2.4.1.2 Efficacy of Research Instruments and Scales Used .....	56
2.4.2 Overview of Satisfaction Measurement Scales.....	57

2.4.2.1 Classification of Satisfaction Scales .....	59
2.4.2.2 Attendee Satisfaction Measurement Scale Development Considerations .....	61
2.4.3 Attendee Satisfaction Modelling.....	65
2.4.4 Defining and Categorising Attendee Experiences .....	72
<b>2.5 Conclusion .....</b>	<b>82</b>
<b>CHAPTER 3: CONCEPTUAL FRAMEWORK.....</b>	<b>84</b>
<b>3.1 Introduction.....</b>	<b>84</b>
<b>3.2 Attendee Service Experience Dimensions.....</b>	<b>85</b>
3.2.1 Tangibles.....	85
3.2.2 Reliability.....	88
3.2.3 Responsiveness .....	89
3.2.4 Assurance.....	90
3.2.5 Empathy .....	91
3.2.6 Content.....	92
3.2.7 Booth Management.....	94
3.2.8 Booth Attractiveness.....	94
3.2.9 Booth Layout .....	95
3.2.10 Registration.....	97
<b>3.3 Overall Experience Quality.....</b>	<b>98</b>
3.3.1 Differentiating Service Quality from Experience Quality .....	100
3.3.2 Related Studies on the Overall Experience Quality .....	101
<b>3.4 Overall Attendee Satisfaction .....</b>	<b>103</b>
3.4.1 Related Studies on Attendee Satisfaction .....	103
3.4.2 Dimensions of Attendee Satisfaction.....	105
<b>3.5 Attendee Behavioural Attention .....</b>	<b>107</b>
3.5.1 Related Research on Attendee Behavioural Intention .....	107
3.5.2 Conceptualisation of Attendee Behavioural Intention.....	107
<b>3.6 Conceptual Model .....</b>	<b>109</b>
<b>3.7 Hypothesis Development .....</b>	<b>110</b>
3.7.1 Attendee Service Experience Dimensions – Overall Experience Quality and Overall Attendee Satisfaction Relationship.....	111
3.7.2 Overall Experience Quality – Overall Attendee Satisfaction Relationship.....	113
3.7.3 Overall Experience Quality – Attendee Behavioural Intention Relationship.....	113
3.7.4 Overall Attendee Satisfaction – Attendee Behavioural Intention Relationship.....	114
<b>3.8 Conclusion.....</b>	<b>115</b>

<b>PART II.....</b>	<b>117</b>
<b>CHAPTER 4: RESEARCH METHODOLOGY .....</b>	<b>118</b>
<b>4.1 Introduction.....</b>	<b>118</b>
<b>4.2 Research Design .....</b>	<b>119</b>
<b>4.3 Research Philosophy .....</b>	<b>119</b>
<b>4.4 Research Approach.....</b>	<b>123</b>
<b>4.5 Methodological Choice, Research Strategy and Time Horizon.....</b>	<b>124</b>
<b>4.6 Phase 1 Methodology .....</b>	<b>127</b>
4.6.1 Research Techniques and Procedures .....	127
4.6.2 Population Being Studied .....	128
4.6.3 Sampling Considerations .....	129
4.6.4 Sample Size Considerations.....	130
4.6.5 Respondent Demographic Profile .....	131
4.6.6 Scale and Data Collection Tool Development Process.....	135
4.6.6.1 Attendee Service Experience Dimension Scale Development .....	137
4.6.6.2 Overall Experience Quality Scale Development .....	137
4.6.6.3 Overall Attendee Satisfaction Scale Development .....	138
4.6.6.4 Attendee Behavioural Intention Scale Development.....	138
4.6.7 Expert Review and Pre-Testing .....	138
4.6.8 Operationalisation of Construct Measures.....	140
4.6.9 Data Collection Tool Structure and Format.....	143
4.6.10 Approach to Fieldwork .....	145
4.6.11 Data Analysis Methods .....	145
4.6.11.1 Data Preparation.....	147
4.6.11.2 Descriptive Statistics.....	147
4.6.11.3 Measurement Model Performance.....	147
4.6.11.4 Structural Model Performance .....	149
4.7 Phase 2 Methodology.....	150
4.7.1 Research Techniques and Procedures .....	150
4.7.2 Population Being Studied and Sampling Considerations .....	152
4.7.3 Sample Size Considerations and Determination of Number of Focus Groups.....	154
4.7.4 Focus Group Participant Profile.....	156
4.7.5 Data Collection Tool Development and Construct Operationalisation .....	158
4.7.5.1 Data Collection Tool Design .....	158
4.7.5.2 Data Collection Tool Pre-Testing .....	159
4.7.5.3 Approach to Fieldwork .....	159

4.7.5.4 Data Analysis Methods .....	161
<b>4.8 Ethical Considerations.....</b>	<b>162</b>
<b>4.9 Conclusion .....</b>	<b>163</b>
<b>PART III.....</b>	<b>164</b>
<b>CHAPTER 5: PRESENTATION OF RESULTS – PHASE 1.....</b>	<b>165</b>
<b>5.1 Introduction.....</b>	<b>165</b>
<b>5.2 Descriptive Statistics of the Construct Items.....</b>	<b>166</b>
5.2.1 Attendee Service Experience Dimensions .....	166
5.2.1.1 Tangibles.....	166
5.2.1.2 Reliability.....	169
5.2.1.3 Responsiveness .....	170
5.2.1.4 Assurance.....	172
5.2.1.5 Empathy .....	174
5.2.1.6 Content.....	175
5.2.1.7 Booth Management.....	177
5.2.1.8 Booth Attractiveness.....	178
5.2.1.9 Booth Layout .....	180
5.2.1.10 Registration.....	181
5.2.2 Overall Experience Quality Scale.....	183
5.2.3 Overall Attendee Satisfaction Scale.....	185
5.2.4 Attendee Behavioural Attention Scale.....	187
<b>5.3 Structural Equation Modelling.....</b>	<b>188</b>
5.3.1 Confirmatory Factor Analysis.....	188
5.3.2 Measurement Model Performance .....	192
5.3.2.1 Scale Reliability Measures.....	192
5.3.2.2 Scale Validity Measures .....	196
5.3.2.3 Summary of Iterative Scale Purification Process.....	203
<b>5.4 Structural Model Performance.....</b>	<b>207</b>
<b>5.4.1 Model Fit.....</b>	<b>208</b>
<b>5.4.2 Path Analysis .....</b>	<b>209</b>
5.4.2.1 Reliability and Overall Experience Quality .....	211
5.4.2.2 Assurance and Overall Experience Quality .....	211
5.4.2.3 Empathy and Overall Experience Quality .....	211
5.4.2.4 Booth Management and Overall Experience Quality .....	211
5.4.2.5 Booth Layout and Overall Experience Quality.....	212

5.4.2.6	Registration and Overall Experience Quality .....	212
5.4.2.7	Reliability and Overall Attendee Satisfaction.....	212
5.4.2.8	Assurance and Overall Attendee Satisfaction .....	212
5.4.2.9	Empathy and Overall Attendee Satisfaction .....	213
5.4.2.10	Booth Management and Overall Attendee Satisfaction .....	213
5.4.2.11	Booth Layout and Overall Attendee Satisfaction .....	213
5.4.2.12	Registration and Overall Attendee Satisfaction .....	213
5.4.2.13	Overall Experience Quality and Overall Attendee Satisfaction .....	214
5.4.2.14	Overall Experience Quality and Attendee Behavioural Intention .....	214
5.4.2.15	Overall Attendee Satisfaction and Attendee Behavioural Intention .....	214
5.4.2.16	Mediating Effect of Overall Experience Quality .....	214
5.4.2.17	Mediating Effect of Overall Attendee Satisfaction .....	215
<b>5.5</b>	<b>Conclusion .....</b>	<b>216</b>
 <b>CHAPTER 6: DISCUSSION AND IMPLICATIONS – PHASE 1.....</b>		<b>218</b>
<b>6.1</b>	<b>Introduction.....</b>	<b>218</b>
<b>6.2</b>	<b>Research Summary.....</b>	<b>219</b>
<b>6.3</b>	<b>Dimensions of the Attendee Service Experience that Impact Overall Attendee Experience Quality and Overall Attendee Satisfaction.....</b>	<b>220</b>
6.3.1	Reliability and Overall Experience Quality .....	222
6.3.2	Assurance and Overall Experience Quality .....	223
6.3.3	Empathy and Overall Experience Quality .....	223
6.3.4	Booth Management and Overall Experience Quality .....	224
6.3.5	Booth Layout and Overall Experience Quality.....	224
6.3.6	Registration and Overall Experience Quality .....	225
6.3.7	Reliability and Overall Attendee Satisfaction.....	225
6.3.8	Assurance and Overall Attendee Satisfaction .....	226
6.3.9	Empathy and Overall Attendee Satisfaction .....	226
6.3.10	Booth Management and Overall Attendee Satisfaction .....	227
6.3.11	Booth Layout and Overall Attendee Satisfaction .....	227
6.3.12	Registration and Overall Attendee Satisfaction .....	227
6.3.13	Overall Experience Quality and Overall Attendee Satisfaction .....	228
6.3.14	Overall Experience Quality and Attendee Behavioural Intention .....	229
6.3.15	Overall Attendee Satisfaction and Attendee Behavioural Intention .....	229
<b>6.4</b>	<b>The Inter-relationship of the Research Variables in the Zimbabwean Exhibition Industry.....</b>	<b>231</b>
6.4.1	Mediating Effect of Overall Experience Quality .....	231



6.4.2	Mediating Effect of Overall Attendee Service Quality.....	232
<b>6.5</b>	<b>Implications for Phase 2.....</b>	<b>233</b>
<b>6.6</b>	<b>Conclusion.....</b>	<b>234</b>
<b>CHAPTER 7:</b>	<b>PRESENTATION OF RESULTS – PHASE 2.....</b>	<b>235</b>
<b>7.1</b>	<b>Introduction.....</b>	<b>235</b>
<b>7.2</b>	<b>Explanatory Insights on Attendee Service Experience Dimensions.....</b>	<b>236</b>
7.2.1	Descriptions of Satisfying Exhibition Experiences .....	237
7.2.1.1	Descriptors of the Servicescape and Boothscape.....	237
7.2.1.2	Descriptors of Tangible Benefit Derived.....	240
7.2.1.3	Descriptors of Overall Impressions .....	243
7.2.2	Extent to Which the Descriptions of Satisfying Exhibition Experiences Matched the Actual Attendee Experience in 2019 .....	244
7.2.2.1	Lack of Excitement.....	245
7.2.2.2	Inadequate Organiser and Exhibitor Preparation.....	246
7.2.2.3	Decline in Exhibition Content .....	248
7.2.2.4	Challenges with Venue Facilities and Services .....	249
7.2.2.5	Lack of Focus.....	250
7.2.2.6	Recurring Unaddressed Issues .....	251
7.2.3	Extent to Which Fulfilment of Attendance Motivations/Objectives Affects Future Behavioural Intention.....	252
<b>7.3</b>	<b>Reasons for Divergent Research Results .....</b>	<b>255</b>
7.3.1	Lack of Choice.....	256
7.3.2	Differences in Zimbabwe’s Economic Environment and Level of Development.....	258
7.3.3	Attendance Participation Objectives.....	258
7.3.4	Differences in Attendee Characteristics.....	259
7.3.5	Exhibition Organiser Actions .....	261
<b>7.4</b>	<b>Criteria for Attendee Satisfaction Measurement.....</b>	<b>261</b>
<b>7.5</b>	<b>Top Three Attendee Service Experience Dimensions That Influence Behavioural Intention.....</b>	<b>263</b>
<b>7.6</b>	<b>Attendee Statistics as a Measure of Exhibition Success .....</b>	<b>266</b>
7.6.1	Knowledge of Event Statistics Influences Behavioural Intention .....	267
7.6.2	Better Indicators of Exhibition Success.....	270
<b>7.7</b>	<b>Improvement of Future Event Experiences .....</b>	<b>273</b>
7.7.1	Organiser-Specific Recommendations.....	274
7.7.1.1	Improvement of Attendee Service Experience Dimensions .....	274
7.7.1.2	Setting and Enforcement of Standards.....	275

7.7.1.3 Refreshing the Platform .....	275
7.7.1.4 Effective Marketing Strategies .....	275
7.7.2 Exhibitor-Specific Recommendations .....	276
7.7.2.1 Booth Management.....	276
7.7.2.2 Booth Design and Layout .....	277
<b>7.8 Final Comments .....</b>	<b>277</b>
<b>7.9 Conclusion .....</b>	<b>278</b>
<b>CHAPTER 8: DISCUSSION AND IMPLICATIONS – PHASE 2.....</b>	<b>279</b>
<b>8.1 Introduction.....</b>	<b>279</b>
<b>8.2 Explanatory Insights on Attendee Service Experience Dimensions.....</b>	<b>280</b>
<b>8.3 Possible Reasons for Divergent Research Results.....</b>	<b>283</b>
8.3.1 Negative and Non-significant Relationship Between Variables.....	283
8.3.2 Negative and Significant Relationship Between Variables .....	285
8.3.3 Highly Correlated Variables .....	286
8.3.4 Positive and Non-significant Relationship Between Variables .....	287
8.3.4.1 Harsh Economic Conditions .....	287
8.3.4.2 Lack of Choice .....	289
8.3.4.3 Attendee Characteristics .....	289
<b>8.4 Transformation of Post-event Evaluation in Zimbabwe.....</b>	<b>290</b>
<b>8.5 Focus Group Limitations .....</b>	<b>293</b>
<b>8.6 Conclusion .....</b>	<b>296</b>
<b>CONCLUSION .....</b>	<b>298</b>
<b>REFERENCES.....</b>	<b>321</b>
<b>APPENDICES.....</b>	<b>387</b>

## LIST OF TABLES

Table 1.1: Exhibition Industry Classification .....	22
Table 1.2: Summary of 2018 Exhibition Activity .....	23
Table 1.3: Exhibition Participation in 2018 .....	24
Table 1.4: Business-to-Business Exhibitions in Zimbabwe .....	27
Table 1.5: Dominant Attendee-Specific Research Themes .....	30
Table 2.1: Conceptual and Operational Definitions in Customer Satisfaction Literature .....	37
Table 2.2: Formation of Expectations.....	43
Table 2.3: Conceptual and Operational Issues on the Expectancy-Disconfirmation Paradigm .....	46
Table 2.4: Adoption of Experience Logic in Exhibition Industry Research.....	66
Table 2.5: Research Focus: Stakeholder Category Mix.....	70
Table 2.6: Characterisation of the Service Experience .....	76
Table 2.7: Summary of Some Important Definitions of Service Experiences.....	78
Table 3.1: Exhibitor Overall Satisfaction Dimensions .....	105
Table 4.1: Common Paradigm Elements .....	120
Table 4.2: Reasons for Conducting Mixed-Methods Research .....	126
Table 4.3: Phase 1 Sample Size and Sample Interval Per Exhibition.....	130
Table 4.4: Phase 1 Respondent Gender and Age Crosstabulation.....	131
Table 4.5: Phase 1 Respondent Gender and Level of Influence on Buying Activities Crosstabulation .....	132
Table 4.6: Phase 1 Respondent Areas of Responsibility .....	133
Table 4.7: Phase 1 Respondent Length of Time Visiting the Exhibition and Frequency of Visiting Other Similar Exhibitions .....	134
Table 4.8: Phase 1 Types of Business and Information Source.....	135
Table 4.9: Attendee Service Experience Dimensions Specific Questions.....	140
Table 4.10: Overall Experience Quality Specific Questions .....	142
Table 4.11: Overall Attendee Satisfaction Specific Questions .....	142
Table 4.12: Attendee Behavioural Intention Specific Questions.....	143
Table 4.13: Structure of the Research Questionnaire .....	144
Table 4.14: Measurement Model Fit Indices .....	149
Table 4.15: Focus Group Limitations and Mitigation .....	151
Table 4.16: Focus Group Discussion Summary .....	153
Table 4.17: Focus Group Demographic Profile.....	156
Table 5.1: Tangibles.....	167
Table 5.2: Reliability .....	169
Table 5.3: Responsiveness .....	170

Table 5.4: Assurance.....	172
Table 5.5: Empathy.....	174
Table 5.6: Content.....	176
Table 5.7: Booth Management.....	177
Table 5.8: Attractiveness .....	179
Table 5.9: Booth Layout .....	180
Table 5.10: Registration.....	182
Table 5.11: Overall Experience Quality .....	184
Table 5.12: Overall Attendee Satisfaction .....	186
Table 5.13: Attendee Behavioural Intention .....	187
Table 5.14: KMO and Bartlett’s Test of Sphericity for the Predictor Variable Scale Items .	189
Table 5.15: Scale Reliability Assessment.....	193
Table 5.16: Convergent Validity Assessment.....	197
Table 5.17: Revised Convergent Validity Assessment.....	200
Table 5.18: Predictor Variable Correlation Matrix.....	202
Table 5.19: Mediating and Outcome Variable Correlation Mix.....	203
Table 5.20: Iterative Measurement Scale Purification Process .....	204
Table 5.21: Purified Scale Psychometric Properties.....	206
Table 5.22: Structural Model Fit.....	209
Table 5.23: Hypothesis Testing .....	210
Table 5.24: Mediating Effect of OEQ on the Predictor Variables and OAS.....	215
Table 5.25: Mediating Effect of OAS on the OEQ and ABI.....	216
Table 7.1 Top Three Attendee Service Experience Dimensions that Influence Behavioural Intention .....	264
Table (i) Major Findings.....	302

## LIST OF FIGURES

Figure (i): Conceptual Model Summary .....	7
Figure (ii): Thesis Structure .....	12
Figure 1.1: Chapter 1 Overview.....	17
Figure 2.1: Chapter 2 Overview.....	36
Figure 2.2: The Expectancy-Disconfirmation Model .....	44
Figure 2.3: Theory of Reasoned Action.....	52
Figure 2.4: SERVQUAL Model .....	60
Figure 2.5: The Four Realms of Experience .....	71
Figure 2.6: Internal and External Perspectives of an Event Experience.....	74
Figure 3.1: Chapter 3 Overview.....	85
Figure 3.2: Exhibition Attendee Satisfaction Conceptual Model .....	109
Figure 4.1: The Research Onion .....	119
Figure 4.2: Research Approach.....	123
Figure 4.3: Explanatory Sequential Design (Two-Phase).....	124
Figure 4.4: Methodology Process Flow .....	125
Figure 4.5: Phase 1 Data Analysis Process Flow.....	146
Figure 5.1: Confirmatory Factor Analysis Model: Predictor Variable Scale Items .....	190
Figure 5.2: Confirmatory Factor Analysis Model: Mediating/Outcome Variable Scale Items .....	191
Figure 5.3: Six-Dimension Predictor Variable Confirmatory Factor Analysis Model.....	205
Figure 5.4: Structural Model Path Diagram.....	208
Figure (iii): Predictors and Outcomes of OAS in the Zimbabwean Exhibition Industry .....	304

## **LIST OF APPENDICES**

<b>APPENDIX 1: DATA COLLECTION TOOLS – PHASE 1</b> .....	<b>387</b>
<b>A1.1 Data Collection Instrument Cover Letter</b> .....	<b>388</b>
<b>A1.2 Data Collection Instrument</b> .....	<b>389</b>
<b>APPENDIX 2: DATA ANALYSIS – PHASE 1</b> .....	<b>393</b>
<b>A2.1 Frequency Tables</b> .....	<b>394</b>
<b>A2.2 Multicollinearity Coefficients</b> .....	<b>416</b>
<b>APPENDIX 3: DATA COLLECTION TOOLS – PHASE 2</b> .....	<b>418</b>
<b>A3.1 Focus Group Invitation Letter</b> .....	<b>419</b>
<b>A3.2 Focus Group Discussion Guide</b> .....	<b>421</b>
<b>A3.3 Focus Group Participant Data Capture Form</b> .....	<b>423</b>
<b>APPENDIX 4: FOCUS GROUP TRANSCRIBED DATA – PHASE 2</b> .....	<b>424</b>
Table A4.1: Focus Group 01.....	425
Table A4.2: Focus Group 02.....	461
Table A4.3: Focus Group 03.....	500
Table A4.4: Focus Group 04.....	530
Table A4.5: Focus Group 05.....	574
Table A4.6: Focus Group 06.....	616

## LIST OF ABBREVIATIONS

BAS:	Bulawayo Agricultural Society
B2B:	Business-to-Business
B2C:	Business-to-Consumer
CFA:	Confirmatory Factor Analysis
ID:	National Identity Document
JICA:	Japanese International Cooperation Agency
MICE:	Meetings, Incentives, Conferences and Exhibitions
NAC:	National AIDS Council of Zimbabwe
NUST:	National University of Science and Technology
SADC:	Southern African Development Community
SEM:	Structural Equation Modelling
SME:	Small-to-Medium Sized Enterprise
UCE:	United College of Education
UFI:	l'Union des foires internationales (Global Association of the Exhibition Industry)
UK:	United Kingdom
USA:	United States of America
USD:	United States Dollars
VID:	Vehicle Inspection Department
WASHen:	Water, Sanitation, Hygiene and Energy Conference and Exhibition
ZANU PF:	Zimbabwe African National Union (Patriotic Front)
ZAS:	Zimbabwe Agricultural Show (The Show)
ZIEC:	Zimbabwe International Exhibition Centre
ZINARA:	Zimbabwe National Roads Administration
ZITF:	Zimbabwe International Trade Fair (Trade Fair)
ZTA:	Zimbabwe Tourism Authority
ZTV:	Zimbabwe Broadcasting Corporation Television
ZUPCO:	Zimbabwe United Passenger Company



**PART I**



## **INTRODUCTION**

An organisation's satisfaction levels are considered the litmus test of its responsiveness to the needs of its market and they are critical to ensuring its survival and competitive advantage (Gottlieb, Brown & Drennan, 2011; Kurtulmuşoğlu, Atalay & Alagöz, 2017). Consequently, satisfaction measurement has come to the fore given its strategic significance (Monitinaro & Chirico, 2006; Ngo, 2015). Even in the exhibition industry, attendee satisfaction with recurring exhibitions is a critical measure of success and is considered a strong predictor of positive behavioural outcomes (Jung, 2005; Lee, Lee & Joo, 2015; Wu, Cheng & Ai, 2016; Alias & Othman, 2018). While this is of importance to exhibition organisers, authors acknowledge deficiencies in post event evaluation practices (Jaimangal-Jones, Fry & Haven-Tang, 2018; Nordvall & Brown, 2018). More so in the Zimbabwean exhibition industry where the use of proxy measures such as attendance rates dominate the reporting on exhibition measures of success and there are no known empirically established post-evaluation measures to guide industry practitioners.

It is against this backdrop that this introduction provides the rationale for this doctoral research, opening with the context, a statement of the research problem as well as a motivation for the conceptual model and the research questions to be addressed. The key terminology that will be used are then defined, followed by revealing the significant contribution to knowledge, the development of a multi-dimensional model to measure and evaluate attendee satisfaction in the Zimbabwean exhibition industry. An overview of the research design is outlined along with the delimitation of the study and the ethical considerations. This background to the doctoral research concludes with the structure and organisation of this thesis.

### **Literature Overview**

A review of satisfaction literature first reveals a deficiency in the current post-event evaluation practices among exhibition organisers (Jaimangal-Jones et al, 2018), a position Nordvall and Brown (2018:1) describe as “ad hoc”, “inconsistent” and “unsatisfactory”. More so, performance in the exhibition industry has tended to be judged using proxy measures such as attendance rates, lead acquisition and exhibition sales whose efficacies have not been validated (Gopalakrishna & Lilien, 1995; Lin et al, 2015). Consequently, prior research in the broader

events industry also acknowledges an inherent deficiency in the satisfaction measurement tools and scales that are in use, with Nordvall and Brown (2018:1) calling for the development of measures that can not only be considered “theoretically sound and practically relevant” but, more importantly, valid and reliable (Lin et al, 2015; Jaimangal-Jones et al, 2018; Sarmiento & Simões, 2018).

Second, the literature exposes a gap in the understanding of the drivers and outcomes of satisfaction (Halim & Moktar, 2016; Tafesse & Skallerud, 2016). The focus of prior research has more been on linking attribute- and service quality-based predictor variables to the outcomes of satisfaction and repeat visitation (Jung, 2005; Whitfield & Webber, 2011; Lin et al, 2015) leaving the experiential aspects of customer satisfaction formation largely neglected (Liu, Sparks & Coghlan, 2016). It is ironic that decades of research across industries have not resulted in a consensus among authors regarding the definition and conceptualisation of the satisfaction construct (Yüksel & Yüksel, 2001). Furthermore, it has not been adequately linked with inter-related constructs such as the customer experience (Chahal & Dutta, 2014; Dalla-Pozza, 2014; Sung & Lee, 2015; Alias & Othman, 2018). This lack of a common understanding has limited the development and testing of appropriate attendee satisfaction measures in the exhibition industry and could explain why studies on the drivers and outcomes of attendee satisfaction are relatively few in the exhibition industry (Lee & Kim, 2008; Halim & Moktar, 2016; Tafesse & Skallerud, 2016).

## **Research Context**

The global exhibition industry has recorded growth in event and participant numbers as well as in the level of competition (Chu & Chiu, 2013; Jin, Weber & Bauer, 2013; Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018). Moreover, academic research interest in the exhibition industry is also increasing (Chu & Chiu, 2013; Tafesse & Skallerud, 2016). Among the threads investigated, research acknowledges that service quality and the attendee experience are crucial elements not only for satisfaction, but also for influencing future behaviour which includes re-visit or re-patronage intentions (Chen, Chiou, Yeh & Lai, 2012; Chen & Mo, 2012, Choe, Lee & Kang, 2014; Lee et al, 2015). Given that exhibition organisers tend not to obtain post-event feedback from their stakeholders (Jaimangal-Jones et al, 2018), what often is misleading in this industry, particularly for exhibitions like the Zimbabwe

International Trade Fair (ZITF), is the over reliance on attendance rates as the primary, if not, the only measure of success (Lee & Kim, 2008; Lin et al, 2015).

Using such proxies to evaluate exhibition performance sends inaccurate signals to both exhibition organisers and participating exhibitors that a high business attendee turnout means their marketing efforts are effective. While high attendance may indeed be a good sign, on its own it is self-limiting, deficient, and inaccurate as it leaves exhibition organisers without answers to pertinent questions on the attendee satisfaction levels as well as the specific dimensions of the attendee experience that influence repeat attendance behaviour. Given that exhibition performance is multi-dimensional in nature, moving towards a comprehensive measure of exhibition success, beyond just attendance numbers, is ideal (Lee & Kim, 2008; Tafesse & Skallerud, 2016). It follows that these metrics could then be used by exhibition organisers as a better measure of event success than the commonly used attendance statistics as enhancing these dimensions would enhance the overall experience quality which, in turn, would impact attendee satisfaction and repeat visit intentions (Lin et al, 2015).

### **The Statement of the Problem**

With the rise in the strategic significance of experiences as a predictor of future consumption behaviour (Klaus & Maklan, 2013), this thesis argues that without a consolidated and comprehensive measure of attendee satisfaction to replace the use of proxy measures such as attendance statistics, exhibition organisers' ability to improve the quality of the attendee experience at exhibitions in Zimbabwe is limited. Hence, this is viewed as a gap within the extant literature that needs urgent attention.

The purpose of the doctoral research is to develop an attendee satisfaction measurement model for the Zimbabwean exhibition industry that validates the dimensions that make up the attendee experience in one measurable metric. Consequently, this research makes a further two-fold significant contribution to post-event evaluation methodology and practice, first, through the analysis of empirical evidence of how the dimensions of the attendee service experience impact both the Overall Experience Quality and the Overall Attendee Satisfaction and second, through determining the inter-relationship of the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention variables in the Zimbabwean exhibition industry.

## Research Objectives and Questions

Framed by a pragmatist paradigm, blending objectivist and interpretivist epistemologies, (Shannon-Baker, 2015; Kivunja & Kuyini, 2017; Kaushik & Walsh, 2019), this doctoral research deployed a two-phase explanatory sequential mixed methodology to fill the above-mentioned gaps in the extant literature and address, research problem as well as the following research objectives and questions:

- a) Empirically validate the dimensions of the attendee service experience that impact the Overall Experience Quality (OEQ) and Overall Attendee Satisfaction (OAS) in the Zimbabwean exhibition industry as well as to answer the primary research question; *What are the dimensions of the attendee service experience that impact the Overall Experience Quality (OEQ) and Overall Attendee Satisfaction (OAS)?* To this end, the following hypotheses were tested:

### **H<sub>1</sub>: The attendee service experience dimensions have an impact on OEQ**

- H<sub>1a</sub> Tangibles have an impact on OEQ
- H<sub>1b</sub> Reliability has an impact on OEQ
- H<sub>1c</sub> Responsiveness has an impact on OEQ
- H<sub>1d</sub> Assurance has an impact on OEQ
- H<sub>1e</sub> Empathy has an impact on OEQ
- H<sub>1f</sub> Content has an impact on OEQ
- H<sub>1g</sub> Booth Management has an impact on OEQ
- H<sub>1h</sub> Booth Attractiveness has an impact on OEQ
- H<sub>1i</sub> Booth Layout has an impact on OEQ
- H<sub>1j</sub> Registration has an impact on OEQ

### **H<sub>2</sub>: The attendee service experience dimensions have an impact on OAS**

- H<sub>2a</sub> Tangibles have an impact on OAS
- H<sub>2b</sub> Reliability has an impact on OAS
- H<sub>2c</sub> Responsiveness has an impact on OAS
- H<sub>2d</sub> Assurance has an impact on OAS
- H<sub>2e</sub> Empathy has an impact on OAS

- H<sub>2f</sub> Content has an impact on OAS
- H<sub>2g</sub> Booth Management has an impact on OAS
- H<sub>2h</sub> Booth Attractiveness has an impact on OAS
- H<sub>2i</sub> Booth Layout has an impact on OAS
- H<sub>2j</sub> Registration has an impact on OAS.

b) Empirically determine how the dimensions of the attendee service experience, Overall Experience Quality (OEQ), Overall Attendee Satisfaction (OAS) and Attendee Behavioural Intention (ABI) are related to each other in the Zimbabwean exhibition industry to answer the secondary research question; *What is the inter-relationship of the variables; Overall Experience Quality (OEQ), Overall Attendee Satisfaction (OAS) and Attendee Behavioural Intention (ABI) in the Zimbabwean exhibition industry?* To this end, the following hypotheses were tested:

**H<sub>3</sub>: OEQ has an impact on OAS**

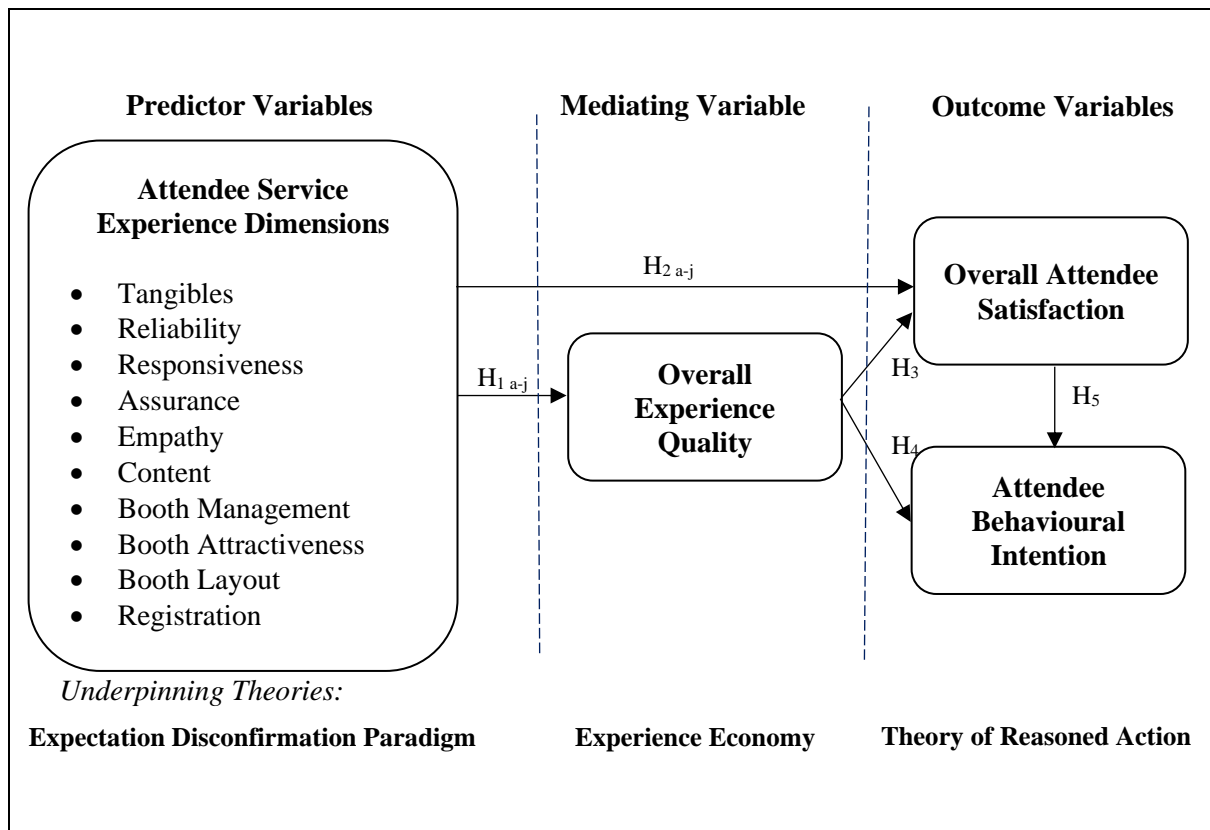
**H<sub>4</sub>: OEQ has an impact on ABI**

**H<sub>5</sub>: OAS has an impact on ABI**

c) Given that the underpinning measurement models and scales adapted in this research were developed in different geographical contexts, it could not be assumed that the research variables would impact each other the same way in Zimbabwe as they had in the prior literature. This comparison of the behaviour of marketing phenomena in developed versus developing markets is an area in need of more research (Mhlanga, 2018). Hence, in the second phase, a follow-up qualitative study was conducted, to provide deeper insights on the above-mentioned hypothesised relationships tested in the first phase in order to answer the question; *What are the possible reasons for the outcomes of the tested hypothesised relationships?*

## **Conceptual Model**

Figure (i) below depicts this research's conceptual model. Whereas prior satisfaction measurement studies have tended to evaluate each variable in isolation (Whitfield & Webber, 2011; Lin & Lin, 2013; Lin et al, 2015), in this research the variables were modelled using Structural Equation Modelling (SEM) in order to make simultaneous comparisons.



**Figure (i): Conceptual Model Summary**

Source: Developed for This Research

### Definition of Key Terms

The key terms used in this research are defined from the onset in order to familiarise readers of this research with the industry-specific terminology. The operationalisation of the research variables listed below is based on peer-reviewed literature so as to ensure a common understanding of industry jargon as well as the dimensions that make up the conceptual model:

#### a) **Business Attendee**

In this research, an attendee (also known as a visitor, customer, buyer or decision influencer) is one who visits an exhibition, usually on invitation, to view the displays or exhibits (Joo & Yeo, 2014; Sarmiento, Farhangmehr & Simões, 2015).

## b) Attendee Service Experience Dimensions

The attendee service experience dimensions in the exhibition industry are defined as follows:

- **Tangibles:** The physical characteristics of a service setting including; the exhibition venue appearance, the convenience of its tangible facilities and meeting spaces, equipment, transportation as well as the appearance of the exhibition organiser personnel (Parasuraman, Zeithaml & Berry 1988).
- **Reliability:** The exhibition organiser's staff's consistency in meeting attendee service delivery expectations (Parasuraman et al, 1988).
- **Responsiveness:** The exhibition organiser's staff's willingness to help attendees and provide prompt service (Parasuraman et al, 1988).
- **Assurance:** The exhibition organiser's staff's professional knowledge and courtesy as well as their ability to inspire trust and confidence (Parasuraman et al, 1988).
- **Empathy:** The exhibition organiser's caring, individualised attention provided to the attendees in a friendly manner (Parasuraman et al, 1988).
- **Content:** The number of participating exhibitors, the appropriateness of their exhibits as well as the organisation of the concurrent conferences, seminars and events (Jung, 2005).
- **Booth Management:** The attitude displayed by the booth attendants, how knowledgeable they were about their products and services as well as the adequacy and relevance of the exhibitor-related information materials (Jung, 2005).
- **Booth Attractiveness:** The effectiveness of the pre-exhibition promotions, invitations and incentives to attract attendees to the booths (Jung, 2005).
- **Booth Layout:** The appropriateness of the design and layout of the exhibition as well as the individual exhibition stands including the visibility of the signage (Jung, 2005).
- **Registration:** The processes and procedures related to attendees registering for and gaining access to an exhibition including the convenience of the registration and access points as well as the attitude of registration staff (Jung, 2005).

### **c) Overall Experience Quality**

The perceived fitness-for-purpose of the attendee-focused operational aspects of an exhibition (Rinallo, Borghini & Golfetto 2010; Lee et al 2015).

### **d) Overall Attendee Satisfaction**

A collective term that refers to a subjective feeling resulting from specific experiences, individual perceptions or emotions (Biesok & Wyród-Wróbel, 2011). Attendee satisfaction is an emotional response to the experience value gained after visiting an exhibition (Jung, 2005).

### **e) Attendee Behavioural Intention**

Behavioural intention is a prediction of the likelihood of future re-visit or recommend behaviour (Kuo, Wu & Deng, 2009; Lee et al, 2015). In the exhibitions industry, behavioural intention is defined as being the likelihood to return to the exhibition in the near future as well as the extent to which an attendee will spread positive word of mouth comments (Jung, 2005).

## **The Justification of the Doctoral Research and New Knowledge to be Produced**

In developing an attendee satisfaction measurement model for the Zimbabwean exhibition industry, this research advances three broad under-represented perspectives as my original contribution to the exhibition industry research. First, while the literature does recognise the growing strategic significance of the exhibition industry, peer reviewed academic research on the industry is lagging (Jin & Weber, 2013; Sarmiento & Simões, 2018). Consequently, the rate of growth in exhibition industry research has not been in tandem with the level of global interest and the increasing strategic significance of exhibitions in practice (Adams, Coyle, Downey & Lovett, 2017; Sarmiento & Simões, 2018). This scarcity of industry research, coupled with the fact that education curricular also only cover exhibitions to a limited extent, has not only left exhibition industry practitioners without sufficient theoretical grounding in their chosen field but has also not done justice to the potential of the medium of exhibitions through increasing knowledge and understanding about it (Sarmiento & Simões, 2018).



Second, satisfaction measurement within this research is seen through the lens of the business attendee at a time when there are still limited studies on attendee perspectives, especially on delegate characteristics, motivations and needs (Han & Verma, 2014) as well as the experience-satisfaction/loyalty link in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry (Whitfield & Webber, 2011; Aguiar-Quintana, 2015; Sung & Lee, 2015; Tafesse & Skallerud, 2016). The majority of exhibition industry studies are more exhibitor focused, including the validated exhibitor satisfaction scales (Kang & Schrier, 2011a; Kang & Schrier, 2011b; Lin & Lin, 2013; Lin et al, 2015). Hence, some prior studies call for more research to guide exhibition organisers in creating relevant experiences for their attendees (Rittichainuwat & Mair, 2012).

Lastly, this doctoral research increases understanding of the African exhibition industry, particularly Zimbabwe, as much of the international trade exhibition research is on European markets (Blythe, 1997; Hansen, 2004; Smith, Hama & Smith, 2003; Berne & Garcia-Uceda, 2008; Alberca-Oliver, Rodriguez-Oromendia & Parte Esteban, 2015; Pizam, Shapoval & Ellis, 2016; Roy, Srejeesh & Bhatia, 2019). This limited coverage of the African perspective prompted Sadd and Musikavanhu (2018) to stress the need for a specific research focus on the MICE industry in other African countries besides South Africa.

### **Overview of Research Approach and Design**

Guided by the framework provided by the Research Onion (Saunders, Lewis & Thornhill, 2016:124), the research problem, the theoretical underpinning, construct operationalisation as well as the data analysis procedures were determined after conducting secondary data analysis. Primary data were obtained through personal interview surveys at four national exhibitions in Harare and Bulawayo, Zimbabwe during Business Days. A probability sampling method, systematic sampling, was used for Phase 1 to identify 612 respondents whose survey responses were used in the final quantitative data analysis. A further 37 participants were identified through judgmental sampling for the focus group discussions in Phase 2 of the research.

The construct operationalisation was through scale items derived from reliable and valid scales in the literature guided by standard scale development procedures. Phase 1 data were analysed using SPSS and AMOS version 26 while qualitative data in Phase 2 were auto-coded using

NVivo 12 software. The research was conducted in line with accepted research standards. Access to exhibition venues and permission to interview participants was obtained in writing from the organisers. Participation was voluntary and respondents were assured of research confidentiality as the data would only be used for research purposes.

### **The Delimitation of the Doctoral Research**

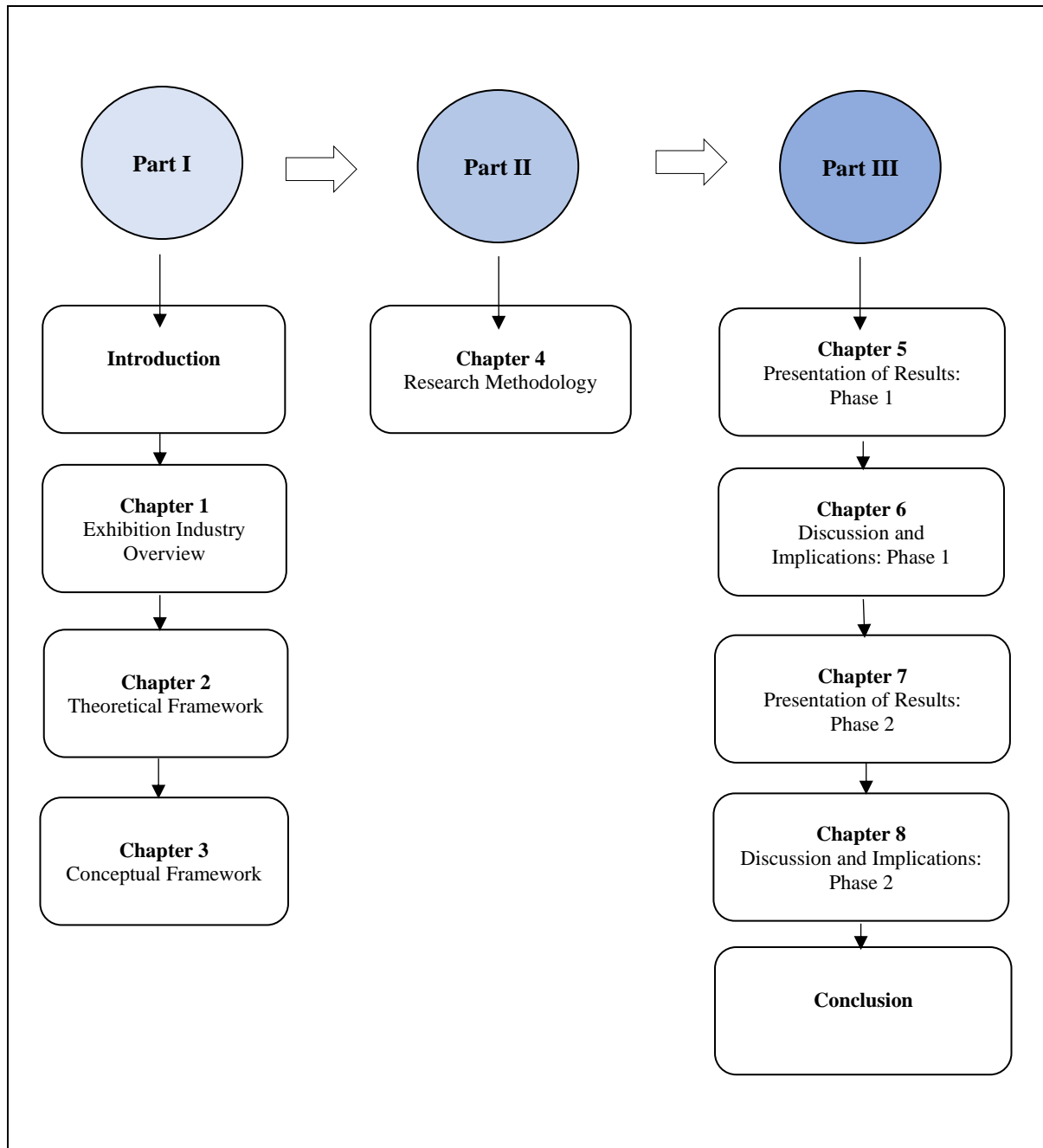
This research was confined to the exhibition industry in Zimbabwe, which is part of the broader MICE industry. The focus was especially on recurring national exhibitions that are representative of single or multiple sectors of the Zimbabwean economy as these are considered most likely to benefit from the development of an attendee satisfaction measurement model. As such, once-off and irregularly held exhibitions were excluded from the research parameters. Given that the nature of an event (such as business-to-business, consumer-only or mixed) as well as the attendee profile (business or public) would result in different research outcomes (Lee et al, 2015), it was necessary to narrow down to a specific event and attendee type. Hence, this research investigated only business-to-business events, focusing on only business attendees.

Though useful for industry practitioners to know, the focus of the research was not primarily on understanding the varying levels of the satisfaction of attendees from exhibition to exhibition or for the broader industry. Rather, more weight was put into validating the specific drivers of attendee satisfaction and behavioural intention in Zimbabwe in order to contribute to existing literature on the conceptualisation of attendee satisfaction as well as the development of reliable and valid industry-specific performance measures in the Zimbabwean exhibition industry. Further, this research was limited to the dimensions of the attendee service experience that are within the direct control of an exhibition organiser. Hence, though acknowledged as also having a bearing on the overall attendee experience quality, dimensions such as the state of the accommodation and transportation provided by third parties during exhibitions fell outside the scope of this thesis. The final output of the doctorate, and my original contribution to knowledge was a model to measure attendee satisfaction in Zimbabwe. It was intended to serve as a self-evaluation tool for the industry to promote the improvement of the quality of exhibitions in the country. Consequently, though important lessons for the

MICE industry in general can be drawn, the findings and results may not be generalisable to attendee satisfaction measurement outside the exhibition industry in Zimbabwe.

### Structure of the Thesis

This thesis presents the arc of the argument, illustrated in Figure (ii) and explained below:



**Figure (ii): Thesis Structure**

Source: Developed for This Research

## a) Part I

This introduction outlines the rationale for the study as well as the research context, research problem and research questions to be addressed. The key terms that will be used are defined, as well as the research justification and delimitations. A case is made that confirms the gap in knowledge, with a summary of the research's theoretical, methodological and practical relevance. This introduction concludes with ethical considerations and an outline of the structure of this thesis and organisation of the chapters.

The following chapters provide a background to the research and situate the research in the extant literature:

- **Chapter 1: Exhibition Industry Overview** – The chapter provides an overview of the exhibition industry; its origins and definitions, its structure and stakeholders as well as the dominant research themes and gaps.
- **Chapter 2: Theoretical Framework** – The chapter interrogates the prominent classic and contemporary literature that has shaped the research variables. It also analyses the industry's performance measurement approaches and justifies the underpinning paradigms and theoretical grounding.
- **Chapter 3: Conceptual Framework** – The research's conceptual framework is addressed in this chapter, expounding on the research variables and the basis for the hypotheses posited in this research.

## b) Part II

This section details the specific research design and methodological considerations driven by the doctorate's research objectives:

**Chapter 4: Methodology** – Using Saunders et al (2016:124)'s Research Onion, this chapter details and justifies the methodological choices including the research philosophy, research approach and the methodological process flow for the two-phase explanatory sequential mixed methodology. For each phase, the chapter explains the research techniques and procedures, the

sampling considerations, data collection tool design, the approach to the field work as well as the data analysis procedures. The chapter closes with ethical considerations.

### c) Part III

The following chapters present the findings, discuss the conclusions and provide implications and recommendations:

- **Chapter 5: Presentation of Findings: Phase 1** – This chapter displays the results for the first phase of the research. These include the descriptive statistics, the psychometric properties of the measurement scales as well as the assessment of the structural model and outcomes of the statistical tests performed.
- **Chapter 6: Discussion and Implications: Phase 1** - This chapter discusses the Phase 1 findings in response to the research objectives and specific research questions. The chapter opens with the findings related to the dimensions of the attendee service experience and the performance of the measurement scales used in Phase 1 of the study. This is followed by the implications of the inter-relationship of the research variables in the Zimbabwean exhibition industry and the areas for further investigation in Phase 2.
- **Chapter 7: Presentation of Findings: Phase 2** – The findings of the follow up qualitative study are presented in this chapter, addressing the outcomes for the hypothesised relationships tested in Phase 1. The recommendations for the improvement of future attendee experiences are also proffered.
- **Chapter 8: Discussion and Implications: Phase 2** – This chapter highlights the implications of the findings of the study's Phase 2.
- **Conclusion** - The conclusion reflects on the arguments and aligns the research findings to reveal an original contribution to knowledge. It offers a summary, highlights implications and resultant recommendations. The limitations and directions for future study are tabled, as well as the research's significant contributions to theory, methodology and practice.

## **Conclusion**

This introduction has provided an orientation into this doctorate and situated the research in the wider context. It has also framed the context for the research problem and research questions, highlighting the deficiencies of over-reliance on proxy measures of exhibition success, arguing that the development of reliable and valid measures of attendee satisfaction is at the core of the improvement of the quality of exhibitions in Zimbabwe. A case is made that there is a gap in knowledge, particularly the limited understanding of the dimensions that impact the attendee experience quality, overall satisfaction and the resultant behavioural intention. By spotlighting the undesirable state of post-event evaluation methodology and practice, my significant contribution to knowledge is made through the development of a multi-dimensional model to measure and evaluate attendee satisfaction in the Zimbabwean exhibition industry. Consequently, the PhD's theoretical, methodological and practical relevance is justified. The next chapter introduces the three-part review of the extant literature beginning with that which pertains to the exhibition industry, a necessary foundation for the subsequent two chapters that expound the research's theoretical and conceptual frameworks.

# **CHAPTER 1:**

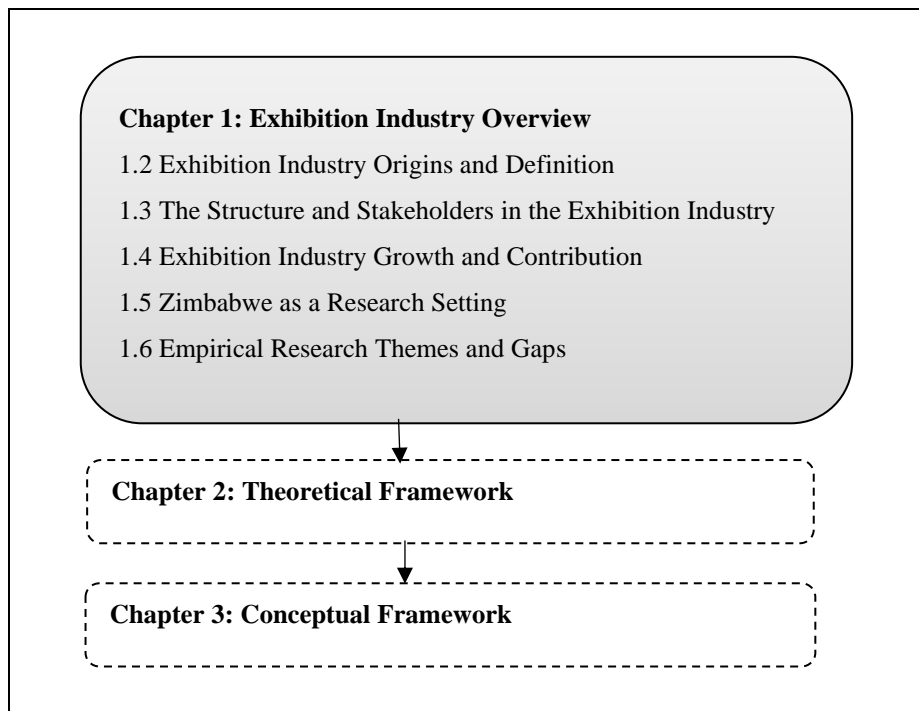
## **EXHIBITION INDUSTRY OVERVIEW**

### **1.1 Introduction**

The broader research context is the Meetings, Incentives, Conferences and Exhibitions (MICE) industry. As the tourism sector's highest growth segment, the significant contribution of the global MICE industry cannot be downplayed (Papadimitriou, 2013; Han & Verma, 2014; Malek, 2016; Dashper & Finkel, 2020; Rai & Nayak, 2020). This growth, however, is not commensurate with the research output in the MICE industry, particularly in the sub-set of exhibitions with industry research in other African countries, besides South Africa, being largely neglected (Gottlieb et al, 2011; Tafesse & Korneliussen, 2011; Rittichainuwat & Mair, 2012; Jin & Weber, 2013; Tafesse & Skallerud, 2016; Sadd & Musikavanhu, 2018; Sarmiento & Simões, 2018).

As framed in the introduction, my significant original contribution was to develop a multi-dimensional model to measure attendee satisfaction in the Zimbabwean exhibition industry. Drawing on peer-reviewed journal articles as well as published industry-specific systematic literature reviews, meta-analyses and empirical research studies, the following three chapters provide the research context, underpinning theories as well as a detailed discussion on the research variables. Electronic search engines and databases were used to identify relevant published, peer-reviewed journal articles using keywords specific to each section in line with the objectives of each review. Particularly for emerging research areas, reference was made to some grey literature sources. These publications were then critically analysed around the major themes and arguments in each chapter.

The literature review, conducted in accordance with practical guidelines for narrative literature reviews (Gabbott, 2004; Green, Johnson & Adams, 2006; Gasparyan, Ayvazyan, Blackmore & Kitas, 2011; Ferrari, 2015; Hart, 2018), begins in this chapter with an overview of the exhibition industry; its origins and definitions, its structure and stakeholders as well as its growth and contribution. The chapter also justifies Zimbabwe as a research setting, explicating the dominant industry research themes and gaps as summarised in the chapter overview in Figure 1.1 below.



**Figure 1.1: Chapter 1 Overview**

Following this, the theoretical grounding of the construct of attendee satisfaction is interrogated in Chapter 2, reflecting on prominent classic and contemporary literature that has shaped the conceptualisation of the research variables and the methodological considerations of the industry’s performance measurement approaches, culminating in a presentation of the research’s conceptual framework in Chapter 3.

## **1.2 Exhibition Industry Origins and Definition**

The concept of exhibitions has its origins in early trade practices dating back to almost 600 BC. The book of Ezekiel in the Bible refers to merchants and traders selling a variety of items (Situma, 2012; Tafesse & Skallerud, 2016). According to the International Trade Centre (2012), from as early as the eighth century BC, “marketplaces are said to have developed around the crossroads of long-distance trading routes” with the first purpose-built exhibition facilities in Europe being constructed as from the 12<sup>th</sup> to 13<sup>th</sup> centuries (Beier, 2010). Exhibitions expanded in the 15<sup>th</sup> and 16<sup>th</sup> centuries as the global financial systems modernised, however, the word “exhibition” was only mentioned as from 1649 (Beier, 2010:3). The period covering the 18<sup>th</sup> and 19<sup>th</sup> centuries saw the introduction of specialised exhibitions particularly agricultural and industrial exhibitions in Europe and America.



The Great Exhibition of the Works of All Nations, held at the Crystal Palace in London in 1851, is believed to have been the catalyst for the expansion of exhibitions (Beier, 2010). During this period, the format of exhibitions innovated from being primarily buying and selling markets to showcases of just product samples with the first of these contemporary exhibitions, also known as sample fairs, being recorded in Germany as from the 1850s (Tafesse & Skallerud, 2016; Lee, Tsai & Jan, 2018) From the 20<sup>th</sup> into the 21<sup>st</sup> century, the continued expansion of the global exhibition industry was spurred by the increasing industrial and economic co-operation among countries in Europe, America and the Near East (Beier, 2010). New exhibition media such as virtual exhibitions also came into being with increasing Internet use (Beier, 2010).

Descriptions of exhibitions in contemporary literature still have trade promotion at the core (Beier, 2010; International Trade Centre, 2012). These temporary business-to-business marketplaces are held in purpose-built or designed facilities where sector or industry-specific players come together to display their market offerings, not necessarily for immediate sale, but for stimulating future sales (Breiter & Milman, 2006). Often interchangeably referred to as trade shows, fairs, expositions or expos (Breiter & Milman, 2006; Bettis-Outland et al; 2012; Lee, Seo & Yeung, 2012; Chu & Chui, 2013; Lee & Kang 2014), the word “exhibition” is a derivative of the Latin word “*expositio*”, which Beier (2010:3) refer to as “displaying” or “putting on a show.” Interest in exhibitions is growing as they are useful platform for business-to-business deal-making, relationship building and professional networking as well as the exchange of knowledge and ideas (Lee et al, 2012; Lee & Kang, 2014; Tafesse & Skallerud, 2016; Jha, Balaji, Ranjan & Sharma, 2019).

In the extant literature, exhibitions are defined as events where “manufacturers, distributors and other vendors display their products and describe their services to invited persons including current and prospective customers” (Bonoma, 1983:76), while in contemporary literature, Tafesse and Skallerud (2016:2) define exhibitions as “recurrent business events that facilitate various forms of commercial and social exchanges among key stakeholders of an industry.” What the close similarity of these and other definitions proffered shows is how little the basic format of exhibitions has evolved (Kirchgeorg, Springer & Kastner, 2010; Han & Verma, 2014; Lee & Kang, 2014; Wei & Lin, 2015; Kurtulmuşoğlu et al, 2017). Exhibitions are still a one-stop business platform aggregating parties with a common interest in a given subject, at the

same time for a designated period (Breiter & Milman, 2006; Chu & Chiu, 2013; Gottlieb, Brown & Ferrier, 2014; Lin, 2016; Sarmiento & Simões, 2018). As a complement to other marketing mix elements such as personal selling, Lee and Kang (2014:186) highlight the cost-effective provision of a “qualified and targeted audience” as a strength of exhibitions as a medium.

Bonoma (1983:76) specifies these parties as including the multiple players in the exhibition industry value chain such as “manufacturers, distributors and other vendors, buyers, industry associations, regulators, Government departments, current and prospective customers, suppliers, other business associates and the press.” Prior studies have found differences among these stakeholders in their reasons for participation as well as the motives (Tafesse & Skallerud, 2016). The definition from Banting and Blenkhorn (1974) adopted in this research describes an exhibition as

a facilitating market event in the form of an exposition, fair, exhibition or mart; which takes place at a periodically recurring interval, ranging from quarterly to triennially; having pre-established hours of operation during a period lasting between one day and several weeks; whose primary objective is to disseminate information about, and display the goods and services of competing and complementary sellers who have rented specifically allocated and demarcated areas or “booths”, clustered within a particular building(s), or bounded grounds; and whose audience is a selected concentration of customers, potential buyers, decision influencers and middlemen (Banting & Blenkhorn, 1974:286-287).

The appeal of this definition as observed by Tafesse and Skallerud (2016), is that it comprehensively includes all the essential elements that are, at times, only partly captured in other definitions (such as the nature of the event, timing, duration, participant types and the location) and it presents a vivid description of what is typical of the bustling trade platforms.

### **1.3 The Structure and Stakeholders in the Exhibition Industry**

Exhibitions fall under the ambit of event studies, which, as defined by Getz and Page (2016:595), “studies all planned events, and meanings attached to events and their experience.” Business events are a sub-set of planned event studies that includes meetings, incentives, conferences and exhibitions, commonly known as the MICE industry (Aguilar-Quintana, 2015;

Getz & Page, 2016; Alias & Othman, 2018). Conceptualised as a service industry (Lee & Kang, 2014), authors acknowledge the exhibition industry is made up of three main participants; namely, organisers, exhibitors and attendees (Whitfield & Webber, 2011; Mensah & Lestyo, 2012; Lin, Kerstetter & Hickerson, 2016; Lee et al, 2018; Jiménez-Guerrero, de Burgos-Jiménez & Tarifa-Fernández, 2020). First, exhibition organisers comprise all the organisations that are critical to the staging of the exhibition including the promotion of the exhibitions to attract exhibitors and relevant attendees (Jung, 2005; Whitfield and Webber, 2011; Lee et al, 2018). According to Tafesse & Skallerud (2016) organisers typically tend to the operational aspects of the set up and staging of the exhibition including the specific focus as well as exhibitor selection and placement on the exhibition floor. The onus is on exhibition organisers to refresh the exhibition platform and keep it up to date (Jin & Weber, 2013). Tomšič (2009) distinguishes the owners of the venues where exhibitions are held (exhibition centres/fairgrounds) from the owners/organisers of the exhibitions who run them as a business though some organisations do have the joint business of owning both the business organising and staging exhibitions as well as the exhibition centres.

Second, exhibitors include those organisations/suppliers/individuals that display their market offering at the exhibition (Tomšič; 2009). Exhibitors participate in exhibitions to fulfil a host of sales-, communication/public relations-related motives including the fulfilment of a corporate social responsibility mandate (Whitfield & Webber, 2011). Lastly, the structure of the exhibition industry includes exhibition attendees. Though some authors refer to both exhibitors and visitors as attendees (Chen & Mo, 2012), attendees are most referred to as visitors, customers, buyers and decision influencers (Joo & Yeo, 2014:232; Lee & Kang, 2014; Sarmiento et al, 2015). Attendees also comprise other stakeholders that attend on invitation. Rai and Nayak (2020:370) include “existing and prospective customers, suppliers, press and other business companions” in this category. Considered by Tafesse and Skallerud (2016:4) as the “demand side” of exhibitions, attendees are the ones who visit the exhibition, usually on invitation or as a specifically planned business engagement (Goplalakraishna et al, 2019). They visit an exhibition primarily to view the displays or exhibits for purposes of gaining information on or comparing exhibitor offerings and industry trends as well as for business networking (Godar & O’Connor, 2001; Whitfield & Webber, 2011; Mensah & Lestyo, 2012). This information is used by attendees to inform the buying process (Lee & Kang, 2014).

The relative importance of exhibitors and attendees to exhibition organisers is a subject of debate among researchers. Some authors assert that it is the exhibitors that are at the core of exhibitions because of their financial benefit to exhibition organisers (Lin et al, 2015). Supporters of this view argue that exhibitor needs are uppermost and that the number of participating exhibitors is an indication of an exhibition's performance, so much so that Lee et al, (2015) emphasise the impact that exhibitor satisfaction with an exhibition attributes and future participation behaviour have on the long-term survival of exhibitions. However, in a counter argument, some scholars posit that attendees are what Mensah and Lestyo (2012:496) argue is "the *raison d'être* for the products and services exhibited by companies" because if the exhibition fails to meet the needs of attendees or attract the expected local or international attendee then the event will not achieve its objectives no matter how efficiently the organiser puts the show together (Whitfield & Webber, 2011). Lee et al (2018), in their motivation for an attendee-focus, contend that the survival of an exhibition has been linked to attendee participation to the extent that a decline in attendance potentially leads to the failure or death of an exhibition.

The position taken in this research aligns with International Trade Centre (2012) which refers to the exhibitor and attendee groups as being complementary in the sense that for an exhibition to attract exhibitors, there must be a guarantee that the right type of attendee will be there. Authors acknowledge the centrality of the attendees to both the organisers and exhibitors (Wong & Lai, 2019); hence, Lee et al (2018)'s conclusion that it is in the interest of the exhibition organisers and the exhibitors to collaboratively attract and retain exhibition attendees making the dimensions that influence attendee satisfaction and repeat attendance of critical importance (Mensah & Lestyo, 2012; Lee et al, 2018; Anas, Maddiah, Eizamly, Sulaiman & Wee, 2020). Similarly, attendee satisfaction and retention are of importance to other industry players who include the government (as an enabler and facilitator of business), the organisers of concurrent programmes (conferences, workshops), service providers (stand design, plant hire as well as suppliers of inputs, components and accessories) as well as trade promotion organisations, media representatives, sponsors, partners and advertisers in the various exhibition publications (International Trade Centre, 2012; Lee et al, 2018).

Indeed, event tourism boosts the economies of the city and/or town councils around the world that host exhibitions, collaborating with the public at large to grow the industry, making their respective destinations attractive to regular and new attendees (Jin et al, 2013; Aguiar-

Quintana, 2015). Exhibitions are classified under three broad groups based on participant characteristics, product or industry specialisation, or the nature of the organiser as shown in Table 1.1 below:

**Table 1.1 Exhibition Industry Classification**

<b>Characteristic</b>	<b>Type of Exhibition</b>
Participant (Exhibitor - or Attendee) origin and profile	International, national, regional and local.
	Industry-related (B2B), or customer/consumer-related (B2C).
	Trade only (for professional buyers, the media and invited organisations); Consumer (open to the public); Mixed (both trade/business and consumer attendees participate in the same exhibition, though at different times or separate days).
Product/sector/industry specialisation or scope	Universal/general/horizontal (still prevalent in emerging markets), special interest, industry specific exhibitions (the trend in leading markets).
	Vertical (multi-sectoral, narrow range) versus horizontal (specialised, wider range).
Organiser	Public (government ministries) or private sector (industry bodies, Government-assisted or private exhibition organisers).
Medium	Live face-to-face event vs virtual (taking place on the Internet).

Source: (Beier, 2010; International Trade Centre, 2012; Tafesse & Skallerud, 2016; Sarmento & Simões, 2018; Rai & Nayak, 2020).

This classification determines the participation and attendance motivations of potential exhibitors and attendees (Tafesse & Skallerud, 2016; Kurtulmuşoğlu et al, 2017). The different event types attract different audience profiles and varying product, sector or industry groupings are represented. Event attendees are then free to select exhibitions of interest depending on how the type of the exhibition meets their needs.

#### **1.4 Exhibition Industry Growth and Contribution**

The global MICE industry has made a significant economic contribution to host destinations through increased tourism arrivals and resultant revenues as well as increased business

opportunities for all players in the value chain (Papadimitriou, 2013; Han & Verma, 2014; Malek, 2016; Rai & Nayak, 2020). During the 2017-2019 period, the MICE industry represented the tourism sector’s highest growth segment, with global 2017 revenues of over US\$805 billion with potential to grow to over US\$1,439.3 billion by 2025 (Anas et al, 2020:188; Dashper & Finkel, 2020). Though they are considered part of the larger MICE, exhibitions make up a multi-billion-dollar industry in their own right (Bettis-Outland et al, 2012; Chen et al 2012; Chen & Mo, 2012; Han & Verma 2014; Alias & Othman, 2018). Indications from trends in the recent past were that the exhibition industry was growing steadily, recording a rising number of new exhibition venues being established and new exhibitions held annually (Tafesse & Korneliussen, 2011; Chen & Mo, 2012; Lee et al, 2012; Jin & Weber, 2013).

According to The Global Association of the Exhibition Industry (UFI) (2020), the exhibition industry generated over US\$136.9 billion from exhibitor and attendee direct expenditure in 2018. Global indoor exhibition space exceeded 27.6 million square metres at the start of the decade (Kirchgeorg et al, 2010) growing to 137.5 million net square metres in 2018 (The Global Association of the Exhibition Industry (UFI), 2020). Table 1.2 below indicates that 68.7 percent of this space was sold in North America and Europe with Africa sales recorded at below 1.0 percent.

**Table 1.2: Summary of 2018 Exhibition Activity**

	Space sold (net square meters, millions)	Direct Spending		Share of Total	
		(Billions of Euros)	(Billions of US\$)	Direct Spending (Percentage)	Space Sold (Percentage)
<b>Global Total</b>	<b>137.5</b>	<b>€ 115.9</b>	<b>\$136.9</b>	<b>100%</b>	<b>100%</b>
<b>By Region</b>					
North America	48.0	€ 50.6	\$59.7	43.6%	34.9%
Europe	46.5	€ 39.5	\$46.7	34.1%	33.8%
Asia/Pacific	33.8	€ 22.4	\$26.4	19.3%	24.6%
Central & South America	5.2	€ 1.8	\$2.2	1.6%	3.8%
Middle East	3.0	€ 1.2	\$1.4	1.0%	2.2%
Africa	1.0	€ 0.4	\$0.5	0.4%	0.7%

Source: The Global Association of the Exhibition Industry (UFI) (2020:11)

Authors attribute such growth rates, largely, to the inclusion of exhibitions in the communication mix as well as to the effectiveness of exhibitions as a relationship building vehicle (Alberca-Oliver et al, 2015), as a catalyst to local and global economic productivity (Kellezi, 2013; Han & Verma, 2014), as a marketing tool to complement personal selling and augment new product introductions (Ling-yee, 2008; Chu & Chui, 2013; Sarmiento et al, 2015; Adams et al, 2017). Exhibitions enable numerous potential suppliers and buyers to meet face-to-face in a relatively cost-effective manner making them more economic as a marketing medium than other face-to-face marketing approaches (Chu & Chiu, 2013, Sarmiento et al, 2015). As few media are able to present such a unique opportunity to keep abreast of industry trends while enabling business and social interaction (Rinallo et al, 2010; Chu & Chiu, 2013; Tafesse & Skallerud, 2016), the exhibition industry continues to attract business professionals and industry practitioners (Lin et al, 2015). Table 1.3 below indicates that in 2018, an estimated 4.5 million exhibitors and 302 million attendees participated in exhibitions; largely from Europe and North America.

**Table 1.3: Exhibition Participation in 2018**

	Visitors (000's)	Exhibitors (000's)	Share of Total	
			Visitors (Percentage)	Exhibitors (Percentage)
<b>Global Total</b>	<b>302,950</b>	<b>4,534</b>	<b>100%</b>	<b>100%</b>
<b>By Region</b>				
Europe	112,000	1,340	37.0%	29.6%
North America	91,200	1,600	30.1%	35.3%
Asia/Pacific	81,500	1,210	26.9%	26.7%
Central & South America	9,900	217	3.3%	4.8%
Middle East	6,250	125	2.1%	2.8%
Africa	2,100	42	0.7%	0.9%

Source: The Global Association of the Exhibition Industry (UFI) (2020:11)

Given the versatility and value of the exhibition medium, it is no wonder then that exhibitions remain among the top-ranking marketing platforms particularly for industrial markets (B2B) (Gottlieb et al, 2014). Hence, exhibitions have enjoyed a proportionally higher portion of infrastructure and corporate marketing spend allocated to it versus other marketing activities

averaging 20 percent in the USA and Europe, followed by digital and content marketing at 13 and 12 percent respectively (Han & Verma, 2014; Tafesse & Skallerud, 2016; Kurtulmuşoğlu et al, 2017).

### **1.5 Zimbabwe as a Research Setting**

Exhibition industry research output dating as far back as 1927, is characterised by what are considered as narrowly focused qualitative studies with a bias towards gaining operational insights for industry practitioners (Gottlieb et al, 2011; Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018). What is apparent is that while academic studies of the exhibition industry have been expanding, particularly as from the 1990s, the industry's research avenues have not been as well explored as other sectors (Tafesse & Korneliussen, 2011; Rittichainuwat & Mair, 2012; Sarmiento & Simões, 2018). Consequently, the theories applied to the MICE industry originate in other disciplines (Sadd & Musikavanhu, 2018). To close this gap, researchers have called for more empirical studies in the exhibition industry, particularly those that advance industry-specific theory building (Gottlieb et al, 2011; Sarmiento & Simões, 2018). The MICE industry research in other African countries besides South Africa, however, is largely neglected. Sadd and Musikavanhu (2018) attribute this to the limited application of research models developed in an African context as the prevalent theories and models originated in developed countries with little testing to factor in the contextual differences of developing nations.

Exhibitions around the world are held under different political, economic, social and technological environments (Butler, Bassiouni, El-Adly & Widjaja, 2007). Particularly in Zimbabwe, political uncertainty has reduced foreign direct investment and confidence in doing business which has, at times, led potential international investors and business delegations to adopt a wait-and-see attitude (Anand, 2014). The underlying reason for the investor hesitance is deemed by Bhoroma (2020) to be that they are “still concerned about Zimbabwe's business climate which they deem hostile as compared to other SADC destinations.” Further, market illiquidity is limiting access to working capital while the deficiencies and high cost of power, transport, travel and communication are increasing operating costs resulting in low industry capacity utilisation (Makombe, 2010; Mutomba, 2015). The reduced customer spending power is also limiting exhibition attendees from visiting a range of shows locally and in the region.



Consequently, they must choose the best shows to attend based on the value they derive and the potential for doing business (Whitfield & Webber, 2011).

Poor infrastructural development in the country (transport, power and energy or water), as well as limited hotel facilities in Bulawayo and erratic flights between Harare and Bulawayo, have also constrained the growth of the industry in Bulawayo (Katunga, 2014). Generally, cities outside the capital city Harare are not easily accessible by air for international visitors and limited hotel accommodation exposes visitors to being overcharged by accommodation providers during peak periods, increasing their rates by as much as 300 percent during an exhibition week. Consequently, visitor delegation numbers per organisation are reduced to manage costs (Katunga, 2014).

Technological advancement especially in Information and Communication Technology (ICT) has revolutionised the conduct of business (Roztock, Soja & Weistroffer, 2019). The current expansion of mobile telephone facilities and Internet access have reshaped channels and speeds of communicating and opening new platforms for marketing. Gradual migration from physical to virtual space such as on-line booking and visitor registration systems are increasing in importance though hampered by the fact that online payment systems are still not yet fully operational in Zimbabwe (Kwabeza, 2014; Nyoni, 2018). Lastly, from a legal/regulatory standpoint, international participants in Zimbabwean exhibitions face challenges with the excessive import regulations on promotional material that is for exhibition purposes (Shereni, Mporu & Ngwenya, 2018).

This discussion justifies Zimbabwe as an appropriate research setting for this research. On the whole, there is limited published literature on the exhibition industry in Zimbabwe and the sector is also an area of untapped potential. According to the Zimbabwe Tourism Authority (ZTA), exhibitions accounted for just one percent of all MICE activities in Harare in 2016 (Tourism Trends and Statistics Report 2016). The fragmentation of the industry also makes it an interesting case study. In terms of structure, the largest national event organisers are the Zimbabwe International Trade Fair (ZITF) Company in Bulawayo, incorporating the Bulawayo Agricultural Society (BAS) and the Zimbabwe Agricultural Society (ZAS) in Harare. Government departments, such as the ZTA, also organise sector-specific exhibitions. The following Table 1.4 provides a summary of the largest national business-to-business exhibitions in Zimbabwe.

**Table 1.4 Business-to-Business Exhibitions in Zimbabwe**

<b>Exhibition</b>	<b>Focus (Sector)</b>	<b>Inception</b>	<b>2019 Statistics</b>
Zimbabwe International Trade Fair (ZITF) organised by the Zimbabwe International Trade Fair (ZITF) Company	The largest national multi-sectoral exhibition	1960	<ul style="list-style-type: none"> <li>• 53,710m<sup>2</sup> occupied</li> <li>• 808 exhibitors</li> <li>• 7,767 business visitors</li> <li>• 14 foreign nations</li> </ul>
Mine Entra (ME) organised by the ZITF Company	The largest national sector-specific exhibition for the mining, engineering, transport and construction sectors	1995	<ul style="list-style-type: none"> <li>• 5,175m<sup>2</sup> occupied</li> <li>• 211 exhibitors</li> <li>• 3,254 business visitors</li> <li>• 4 foreign nations</li> </ul>
Zimbabwe Agricultural Show (ZAS) organised by the Zimbabwe Agricultural Society	The largest national sector-specific exhibition for the agricultural sector	1909	<ul style="list-style-type: none"> <li>• 75,481m<sup>2</sup> occupied</li> <li>• 528 exhibitors</li> </ul>
Sanganai/Hlanganani World Tourism Expo (S/H) organised by the Zimbabwe Tourism Authority	The largest national sector-specific exhibition for the business and leisure tourism sectors	2006	<ul style="list-style-type: none"> <li>• 7,500m<sup>2</sup> occupied in 2018</li> <li>• 290 exhibitors</li> <li>• 170 hosted buyers and 25 international media representatives</li> <li>• 10 foreign nations</li> </ul>

Source: (New Zimbabwe, 2019; Nsingo, 2019; Zimbabwe International Trade Fair Company, 2019; Chikwati, 2019; Sibanda & Antonio, 2019; The Sunday Mail, 2019)

At provincial level, there are agricultural show societies in Chiredzi (the Lowveld), Mazowe Valley, Mashonaland South, Mashonaland East, Mashonaland West, Mashonaland Central, Masvingo, Matabeleland, Midlands and Kadoma that organise annual agricultural shows that have gradually been expanding to include business and commercial aspects (New Zimbabwe, 2020). Within the larger cities, government departments, industry associations, entrepreneurs or private companies organise events targeting niche sectors such as mining (Business & Human Rights Resource Centre, 2020). These are often conferences or meetings with

concurrent exhibitions. Regional players also operate in Zimbabwe organising conferences with concurrent exhibitions in key economic sectors such as mining, water and infrastructure (Kotze, 2013). Mini-expos are also being organised along-side more industry-specific meetings and conferences (The Herald, 2012). In a relatively small market like Zimbabwe, all the organisers compete for the same exhibitor, visitor, sponsor and advertiser base (New Zimbabwe, 2020).

Sector-specific exhibitions continue to mushroom, targeting sectors in which there are already established players as well as niche sectors (Armellini, 2018). Entry is relatively easy as no organiser has a monopoly or exclusive rights over any sector and patents and copyrights are difficult to enforce. Smaller organisers tend to have the advantages of operating at lower cost and with greater flexibility. The impact of a growing industry is that organisers are under pressure to differentiate their events for them to continually attract attendees (Malek, 2016). With the decline in economic activity and increased company closures, organisers cannot charge optimally if they are to attract exhibitor participation (The Zimbabwe Sentinel, 2019). However, infrastructure providers, stand designers and contractors, venue providers, accommodation and transport services tend to capitalise on the increased demand and charge exorbitant rates (Ncube, 2019). The effect is that profiteering by these contractors and service providers who supply the industry pushes up total participation costs beyond the reach of potential attendees (Harris, 2019).

## **1.6 Empirical Research Themes and Gaps**

The majority of the exhibition industry research is nestled in the field of marketing. However, research interest on exhibitions in the tourism literature is growing, particularly within the ambit of business events given the significant investments that exhibitors make into the sector and the contribution of the exhibition industry to tourism income (Lee & Kang, 2014; Aguiar-Quintana, 2015; Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018). In the recent past, there has been more organiser- and attendee-oriented research, however, exhibitor-focused studies remain the dominant stream of literature (Kang & Schrier, 2011a; Kang & Schrier, 2011b; Lin & Lin, 2013; Lee et al, 2015; Lin et al, 2015; Reinhold, Reinhold & Schmitz, 2017), particularly regarding the measurement of the economic impact of exhibition participation (Whitfield & Webber, 2011; Tafesse & Skallerud, 2016), the achievement of desired

participation objectives and outcomes (Hansen, 2004), the return on investment on exhibition spend (Sarmiento & Simões, 2018), as well as service quality, exhibitor satisfaction and behavioural intention. (Kang & Schrier, 2011b; Lin & Lin, 2013; Lin, 2016).

Exhibition industry research, in general, is characterised by a dearth in the literature on the drivers and outcomes of attendee satisfaction (Halim & Mokhtar, 2016). The heavy skew towards exhibitors is due to the relative significance of exhibitors as the main source of income for exhibition organisers (Lin et al, 2015; Lee et al, 2015) particularly because exhibitor attrition is consequential to an exhibition organiser's bottom line (Lee et al, 2015). Further, exhibitor satisfaction or service quality perceptions are seen as key determinants of repeat participation which, in turn, determines the sustainability of an exhibition into the future (Lee et al, 2015). However, this bias does not promote an inclusive business approach that considers input from all stakeholders; namely the exhibition organisers, the exhibitors and the attendees (Hansen, 2004; Rittichainuwat & Mair, 2012; Sarmiento & Simões, 2018). While the number of exhibitors and the space they take up may be seen as the main measure of exhibition success, authors view this exhibitor-only perspective as deficient (Bruhn & Hadwich, 2005; Berne & Garcia-Uceda, 2008; Whitfield and Webber, 2011; Jin & Weber, 2013; Lin et al, 2015; Lee et al, 2015; Oh & Oh, 2018) with a call for the consideration of both organiser and attendee perspectives, to paint a complete picture of an exhibition's performance (Lin et al, 2015).

While in terms of the exhibition attendee and organiser thrust, Gottlieb et al (2014)'s research pioneered in the area of modelling attendee-focused exhibition effectiveness, albeit from a public attendee perspective, more studies are needed to determine the specific dimensions that impact business attendee satisfaction and behavioural intention (Hansen, 2004; Gottlieb et al, 2011; Jin et al, 2013). A review of the literature though, brings out that research on the attendee's perspective is increasing (Tafesse & Korneliussen, 2011; Sarmiento & Simões, 2018) particularly focusing on aspects such as attendee profile/characteristics and the selling/non-selling roles of exhibitions (Rosson & Seringhaus, 1995; Rittichainuwat & Mair, 2012), attendee participation objectives and attendance motivations (Rittichainuwat & Mair, 2012; Colombo & Marques, 2019), attendee participation goals and future attendance intention (Smith et al, 2003) as well as what exhibition attendees are attracted by (Solman, 2017) as shown in Sarmiento and Simões (2018) overview presented in its original form in Table 1.5 below.

**Table 1.5 Dominant Attendee-Specific Research Themes**

<b>Authors</b>	<b>Theme</b>	<b>Method/Sample/Country</b>	<b>Objectives/Findings/Contributions</b>
Gopalakrishna and Williams (1992)	Effectiveness	Survey (attendees to 27 exhibitions) ( $n=800$ to 1,500) attendees ( $n=100$ ) (r.r. from 30 percent to 60 percent) – B2B, USA	Proposes the index lead generation efficiency to measure exhibition performance. The study examines the impact of several exhibition variables on lead generation efficiency
Bello and Lohita (1993)	Effectiveness	Survey ( $n=976$ , r.r. 39 percent) – B2B, USA	Selling at exhibition is more effective when considering the analysis of the attendee's job role
Zhang et al (2010)	Effectiveness	Survey 2 exhibitions ( $n=184$ ; r.r. 62 percent) – B2B and B2C, China	Using Importance Performance Analysis, results reveal differences between sources of importance and performance
Whitfield and Webber (2011)	Effectiveness	Survey ( $n=248$ ; r.r. 24.6 percent) – B2B, UK	Results from Importance Performance Analysis suggest exhibitors and organisers should enhance the number and range of new products on display
Gottlieb, Brown and Drennan (2011)	Effectiveness	Survey (automotive exhibitions) ( $n=92$ ) – B2C, Australia	Constitutes a first step in understanding effectiveness from an attendee's perspective
Gottlieb, Brown and Ferrier (2014)	Effectiveness	Mixed methods Study 1: 47 field interviews Study 2: survey ( $n=147$ ) Study 3: survey ( $n=592$ ) – B2C, Australia	First study to provide an empirically valid model for assessing exhibition effectiveness from the consumer's perspective
Cunningham and White (1974)	Objectives	Survey at major exhibition ( $n=370$ ) – B2B, UK	The reason for attendees attending the exhibition is to learn what is new and to keep the information for imminent future purchases
Bello (1992)	Objectives	Survey ( $n=593$ ), B2B, USA	Attendees at industrial exhibitions are more concerned with obtaining technical information than transactional information

Hansen (1996)	Objectives	Survey ( <i>n</i> =88), r.r. 44 percent B2B, Norway	Exhibition participants (exhibitors and attendees) may have dual motives for exhibition participation: selling and buying
Blythe 1999	Objectives	Survey ( <i>n</i> =104, r.r. 52 percent, B2B, UK	Examines the relationship between exhibitor objectives and attendees' expectations of exhibition participation
Munera and Ruiz (1999)	Objectives	Survey ( <i>n</i> =158); B2B, Spain	The most important objectives for SME participation in exhibitions are gathering information about the market and new products and contacting potential suppliers
Godar and O'Connor (2001)	Objectives	Conceptual, B2B	Establishes the motivations for the buyer's attendance of an exhibition. attendees at exhibitions are segmented into current, potential and non-buyers
Smith et al (2003)	Exhibition Objectives	Survey ( <i>n</i> =190); B2B, Japan and USA	Attendees have similar goals for international exhibition attendance regardless of the show's geographic location
Park (2009)	Objectives	Survey ( <i>n</i> =2,698); B2C, USA	Determines the existence of three consumer segments of boat show attendees: "boat purchase seekers", "multi-purpose seekers" and "show event browsers"
Goplalakrishna et al (2010)	Objectives	Survey ( <i>n</i> =281); B2B, USA	Drawing on literature on shopper typologies in retailing (which parallels the exhibition atmosphere) the paper develops a set of attendee metrics that organisers can use
Rittichainuwat and Mair (2012)	Objectives	Mixed Methods (14 interviews plus survey <i>n</i> =36) – B2C, Thailand	Identifies the major motivations for attendees participating consumer-travel exhibitions. The attendees are segmented according to their motivations
Sarmento, Farhangnehr and Simões, 2015	Objectives	Mixed Methods (interviews plus survey <i>n</i> =1,136) – B2B, Portugal	Reveals that attendees do not highlight buying at exhibitions. Most experienced visitors are the ones who attribute least importance to the buying function

Nayak and Bhalla, 2016	Objectives	Survey at 4 exhibitions ( $n=206$ ), r.r. 20.6 percent B2C, India	Proposes three clusters based on different characteristics of the visitors: shoppers, casual visitors and knowledge seekers
Berne and Garcia (2008)	Selection and Participation	Survey ( $n=268$ ; r.r. 25 percent); B2B, Spain	Provides an empirical analysis of the criteria used by potential attendees to evaluate the exhibition they expect to attend
Jin et al (2010)	Selection and Participation	Survey ( $n=150$ attendees and $n=156$ exhibitors); B2B, China	Suggests that the organiser and venue performance are key determinants in participants' decision making
Barczak et al (1992)	New product development and adoption	Survey ( $n=1,000$ plus sub-sample follow-up interview $n=250$ ) – B2C, USA	Three distinct types of attendees look at new products at consumer exhibitions: early adopters, late adopters and non-adopters
Jung (2005)	Service quality	Survey ( $n=195$ ); B2B, South Korea	Identifies the dimensions of service quality that are relevant for attendees to accomplish their objectives
Sarmiento and Farhangmehr (2016)	Service quality	Survey ( $n=458$ ); B2B, Portugal	Looking at exhibitions as services, the role of the exhibitor is more important than the role of the organiser in determining attendees' global satisfaction and intention to participate in future events

Source: Sarmiento and Simões (2018:157-161)

Key: r.r. = response rate  $n$  = sample size

Table 1.5 highlights the limited extent of peer-reviewed and published studies that have been conducted specifically on satisfaction measurement or evaluation of satisfaction with exhibition experiences from an attendee perspective as well as the outcome of their participation such as behavioural intention (Hultsman, 2001; Halim & Moktar 2016; Sarmiento & Farhangmehr, 2016). The position marginally increased since the period reviewed by Sarmiento and Simões (2018) with Chung, Koo and Lee (2017)'s investigation of the causal relationship between mobile technology and behavioural outcomes, interviewing 522 B2B and B2C attendees in the South Korean exhibition industry, Colombo and Marques (2019)'s exploration of attendee experiences at B2B events as well as Rai and Nayak (2020)'s development of an exhibition experience measurement scale using data collected from 220 attendees at three international business exhibitions in India, among others.

While the focus has been on satisfaction attributes and repeat visitation (Whitfield & Webber, 2011), very little research has specifically focused on a comprehensive model of attendee perceptions of satisfaction, and its related constructs as a competitive tool for the MICE industry (Aguiar-Quintana, 2015; Tafesse & Skallerud, 2016). Aguiar-Quintana (2015) highlight the sidelining of the exhibition attendee needs in the extant literature. In fact, there is no known published investigation of attendee satisfaction measurement in Zimbabwe. The closest other studies that the exhibition industry in Zimbabwe could draw lessons from have been those conducted in other countries that focus on attendee participation evaluation of an exhibition using the construct of service quality (Jung, 2005), exhibition effectiveness (Gottlieb et al, 2011) and event experiences (Rai & Nayak, 2020). In this regard, the significance of this research is that it amplifies the voice of the attendee in exhibition research. Such an understanding of the attendee perspective does not only broaden the scope of industry research but also serves to guide practitioners in Zimbabwe in creating relevant experiences for their attendees and increasing the competitiveness of their exhibitions (Rosson & Seringhaus, 1995; Rittichainuwat & Mair, 2012; Rai & Nayak, 2020).



## **1.7 Conclusion**

The effectiveness of exhibitions as a marketing platform has seen the industry grow from the initial rudimentary exhibitions to a multibillion-dollar global industry. As highlighted in this chapter, the growth of the global exhibitions industry has not been complemented by a corresponding interest from academia as evidenced by the dearth of empirical studies. However, what Tafesse and Skallerud (2016:2) argue is an “uncoordinated”, “patchy”, “narrow”, limited” and “piece meal” coverage of the exhibition industry in the extant literature actually presents scholars with a wide-open field to direct future theory building research efforts (Gottlieb et al, 2011; Sarmiento & Simões, 2018).

By investigating under-researched areas such as the attendee perspective and the African context, this doctoral research makes a significant contribution to post-event evaluation methodology by responding to calls for a broadening of the lens to capture the progression from the narrowly focused, highly contextualised research of prior years to more inclusive studies that simultaneously investigate multiple stakeholder perspectives using reliable and appropriate measurement tools (Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018). Having provided the overview of the exhibition industry as well as the dominant research themes, the next chapter provides a critical appraisal of the theoretical framework for the doctorate.

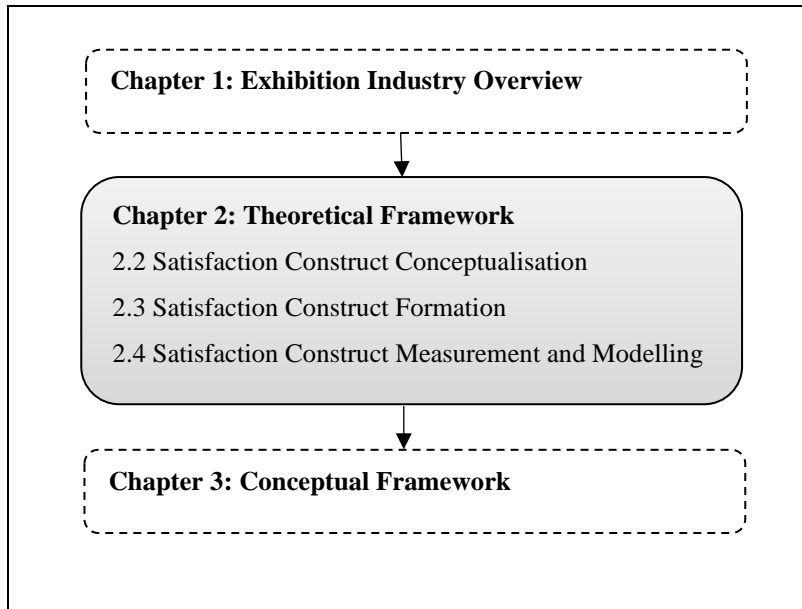
## **CHAPTER 2:**

### **THEORETICAL FRAMEWORK**

#### **2.1 Introduction**

Satisfaction is a well-established construct owing to its multi-industry and multi-disciplinary application (Gunning, 2000; Mill, 2002; Keiningham, Cooil, Aksoy, Andreassen & Weiner, 2007; Lu & Cai, 2009; Dalla-Pozza, 2014). It is no wonder then it has risen to become not only a prominent theme in academia, but a business imperative (Mittal & Kamakura, 2001; Liu & Zhao, 2013; Ngo, 2015; Ali, Kim, Li & Jeon, 2016). Considered by Szymanski and Henard (2001:16) as “an important cornerstone for customer-oriented business practices”, satisfaction influences strategic business outcomes, particularly future consumer behaviour and overall organisational success (Baker & Crompton, 2000; Isac, Rusu & Cureteanu, 2011; Ali et al, 2016). In light of the previous chapter on the overview of the exhibition industry, this chapter contributes to this research’s significant original contribution to knowledge by interrogating the foundational satisfaction measurement theory in service/events industries. The theoretical context is underpinned by the following three complementary, perspectives.

Attendee satisfaction measurement must be preceded by a full appreciation of the construct as this has methodological implications on this research’s conceptual model and research design. As outlined in Figure 2.1 below, the chapter opens with the satisfaction construct conceptualisation followed by a reflection on satisfaction formation framed by the dominant Expectation Disconfirmation Paradigm (EDP) (Oliver, 1980). Attention is then drawn to the satisfaction evaluation process, where the tenets of the Experience Economy theory (Pine & Gilmore, 1998) are woven into an industry that has predominantly been viewed through a service-dominant lens. Finally, the discussion on the outcomes of attendee satisfaction is underpinned by the classic Theory of Reasoned Action (Fishbein & Azjen, 1975). This critical review of existing attendee satisfaction measurement models, particularly their underlying assumptions and limitations, nests the doctoral research in the existing body of knowledge. It highlights the pressing theoretical gaps it fills as well as the research’s significant contribution to attendee satisfaction measurement theory in the exhibition industry via the development of the conceptual model and related hypotheses.



**Figure 2.1: Chapter 2 Overview**

## **2.2 Satisfaction Construct Conceptualisation**

Satisfaction studies are among the most widely reflected in marketing literature, including the evaluation of services (Aigbavboa & Thwala, 2013; Schüller & Pekárek, 2018). Ironically, there is still no consensus on the conceptualisation of the satisfaction construct as there is no one agreed position when it comes to its definition (Mill, 2002; Suhartanto, Brien, Primiana, Wibisono & Triyuni; 2020). As a backdrop to the development of an attendee satisfaction measurement model for the exhibition industry, the challenge posed by these diverging perceptions is that conceptual understanding continues to be fragmented. This leaves each researcher to craft his or her own definition of satisfaction peculiar to their study, adding to the myriad of perspectives already presented in the extant literature (Schüller & Pekárek, 2018). Decades later, Day (1980:593)’s assertion that “while everyone knows what satisfaction means, it clearly does not mean the same thing to everyone” rings true. Consequently, the validity of satisfaction measures developed to date is affected, ultimately, limiting meaningful inter-study comparisons and extrapolations (Geis & Cote, 2000; Isac et al, 2011). Derived from Geis & Cote (2000)’s overview and presented below in its original form, Table 2.1 provides a summary of conceptual definitions in early satisfaction research.

**Table 2.1: Conceptual and Operational Definitions in Consumer Satisfaction Literature**

Source	Conceptual Definition	Response	Time
Oliver (1997:13)	The consumer's fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under or over fulfillment	Fulfillment response/judgment	During consumption
Halstead, Hartman, and Schmidt (1994:122)	A transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard (Hunt 1977; Oliver 1989)	Affective response	During or after consumption
Mano and Oliver (1993:454)	(Product satisfaction) is an attitude-like post-consumption evaluative judgment (Hunt 1977) varying along the hedonic continuum (Oliver, 1989; Westbrook & Oliver 1991)	Attitude - evaluative judgment. Varying along the hedonic continuum	Post-consumption
Fornell (1992:11)	An overall post-purchase evaluation	Overall evaluation	Post-purchase
Oliver (1992:242)	Examined whether satisfaction was an emotion. Concluded that satisfaction is a summary attribute phenomenon coexisting with other consumption emotions	Summary attribute phenomenon coexisting with other consumption emotions	During consumption
Westbrook and Oliver (1991:84)	A post-choice evaluative judgment concerning a specific purchase selection (Day, 1984)	Evaluative judgment	Post-choice
Oliver and Swan (1989:2829)	No conceptual definition. Satisfaction (with the salesperson) is a function of fairness, preference, and disconfirmation		During purchase

Tse and Wilton (1988:204)	The consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption	Response to the evaluation	Post consumption
Cadotte, Woodruff and Jenkins (1987:305)	Conceptualised as a feeling developed from an evaluation of the use experience	Feeling developed from an evaluation	During consumption
Westbrook (1987:260); Hunt (1977)	Global evaluative judgment about product usage/consumption	Global evaluative judgment	During consumption
Day (1984:496)	the evaluative response to the current consumption event ... the consumer's response in a particular consumption experience to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product perceived after its acquisition	Evaluative response	Current consumption event, particularly the consumption experience after its acquisition
Bearden and Teel (1983:22)	No conceptual definition. A function of consumer expectations operationalised as product attribute beliefs (Olson & Dover, 1979) and disconfirmation		During consumption
LaBarbera and Mazursky (1983:394)	Post-purchase evaluation. Cited Oliver's (1981) definition: An evaluation of the surprise inherent in a product acquisition and/or consumption experience	Evaluation	Post purchase product acquisition and/or consumption experience
Westbrook and Reilly (1983:256, 258)	An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even patterns of behavior such as shopping and buyer behavior, as well as the overall marketplace. An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one's values (or needs, wants, desires)	Emotional response	Post-purchase

Churchill and Surprenant (1982:493)	Conceptually, an outcome of purchase and use resulting from the buyer's comparison of the rewards and costs of the purchase relative to anticipated consequences. Operationally, similar to attitude in that it can be assessed as a summation of satisfactions with various attributes	Outcome	Implies after purchase and use
Oliver (1981:27)	An evaluation of the surprise inherent in a product acquisition and/or consumption experience. In essence, the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the consumer's prior feelings about the consumption experience	Evaluation Summary psychological state Emotion	Product acquisition and/or consumption experience
Swan, Trawick and Carroll (1980:17)	A conscious evaluation or cognitive judgment that the product has performed relatively well or poorly or that the product was suitable or unsuitable for its use/purpose. Another dimension of satisfaction involves effect of feelings toward the product	Conscious evaluation or cognitive judgment. Another dimension involves effect of feelings	During or after consumption
Westbrook (1980:49); (Hunt 1977)	Refers to the favourability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming it (product)	Favorability of the individual's subjective evaluation	During consumption
Hunt (1977:459)	A kind of stepping away from an experience and evaluating it. The evaluation rendered that the experience was at least as good as it was supposed to be	A kind of stepping away from an experience and evaluating it	During consumption experience
Howard and Sheth (1969:145)	The buyer's cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone	Cognitive state of being	After consumption

Source: Geise and Cote (2000:5-8)

From the etymology of the word, scholars and commentators describe satisfaction as a “state of fulfilment”, taken from the Latin words “satis”, enough, and “facere”, to do or to make (Tian-Cole & Crompton, 2003, Aigbavboa & Thwala, 2013:48; Schüller & Pekárek, 2018:561). The definitions in Table 2.1 above distinguish two approaches to customer satisfaction conceptualisation, being seen either as an evaluative process, or as an outcome of an evaluation process regarding a product or service experience (Parker & Matthews, 2001; Schüller & Pekárek, 2018). The process view is best captured by Fornell (1992:11) as “an overall post-purchase evaluation.” From this perspective, the satisfaction construct is most commonly conceptualised as a judgement about how fulfilling a product, service or consumption experience is (Yi, 1990; Geis & Cote, 2000; Parker & Matthews, 2001; Aigbavboa & Thwala, 2013; Choe et al, 2014; Lee et al, 2015; Saha & Nath, 2017; Schüller & Pekárek, 2018). The supporting work of other proponents of the process view further explains that the evaluation process is defined from a user’s perspective (Yi, 1990; Mill, 2002; Peyton, Pitts and Kamery, 2003; Omar, Ariffin & Ahmad, 2016) and it is cognitive or affective in nature (Parasuraman et al, 1988; Yi, 1990; Giese & Cote, 2000; Gunning, 2000; Zins, 2002; Omar et al, 2016).

While the extant literature leans more towards cognitive definitional aspects associated with the process view (Oliver, 1997; Ali et al, 2016), the exhibition/event industry-related research adopts the alternative conceptualisation of satisfaction that authors refer to as the outcome view (Parker & Matthews, 2001; Kurtulmuşoğlu et al, 2017). In this regard, Tse and Wilton (1988:204) define satisfaction as “the consumer’s response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.” The most commonly held position in the outcome view is that satisfaction is evaluated post-event (Giese & Cote, 2000) either from a needs-based perspective, where consideration is taken of the extent to which customer needs, objectives, drives and motives are met or from an appraisal perspective where authors consider the extent to which the perceived reality meets initial beliefs and expectations (Tian-Cole & Crompton, 2003). The appraisal perspective, coined by Bultena and Klessig (1969), is the most dominant in the literature.

Given the acknowledged complex and multi-faceted nature of the satisfaction construct, the distinction between the process and outcome views in the extant literature may be unclear (Mill, 2002). Hence, the position taken in this research aligns with Geis and Cote (2000)'s assertion that the two views are, in fact, complementary classifications that can be considered together in defining attendee satisfaction in the exhibition industry. The value that this approach adds to this research is that, as Geis and Cote (2000:1) assert, the perspectives put forward are more likely to be "conceptually richer and empirically more useful than previous definitions." Crafted in this way, the overall evaluation of an exhibition experience is considered to be as a result of an evaluative process where an attendee compares the attributes of their experience with their prior expectations (Parker & Matthews, 2001; Liu & Zhao, 2013; Saha & Nath, 2017), performance perceptions (Lu & Cai, 2009; Omar et al, 2016; Saha & Nath, 2017), beliefs (Mill, 2002) or feelings (Parasuraman et al, 1988).

As other authors attempt to deepen the understanding of the satisfaction construct, they take into consideration the duration and timing. In this regard, Kuo et al (2009:4) identify the transaction-specific perspective (situational) where a customer's satisfaction evaluation is based only on specific purchases or service encounters made in the recent past and the cumulative/overall perspective (holistic) where a customer bases their overall evaluation on a series of purchases or service encounters made over a period of time (Chahal & Dutta, 2014; Dalla-Pozza, 2014; Srivastava & Kaul, 2016; Terblanche, 2018; Suchánek & Králová, 2019). This research aligns with the latter view given that when authors go the next step of linking the satisfaction construct to its consequent variables, the cumulative perspective has been found to be more indicative of customer perceptions with a greater influence on behavioural intention (Kuo et al, 2009; Terblanche, 2018).

### **2.3 Satisfaction Construct Formation**

In providing a basis for satisfaction measures, the marketing literature reflects two main approaches to customer satisfaction formation. What is known as Parasuraman et al (1985)'s "American school", takes the position that customer satisfaction has a negative or positive outcome when comparing initial expectations and perceived performance (the expectation-perception gap



model) while Grönroos (1990)'s Nordic School considers customer satisfaction to only result from customer perceptions of performance quality (Cronin & Taylor, 1992; Kozak & Rimmington, 2000). The American school of thought is adopted in this research as it is most aligned with Oliver (1980)'s Expectancy-Disconfirmation Paradigm (EDP) which, apart from having high acceptance due to broad application possibilities, is considered to be a strong predictor of customer satisfaction (Baker and Crompton, 2000; Rossomme, 2003; Lankton & McKnight, 2012; Aigbavboa & Thwala, 2013; Reinhold et al, 2017). The EDP is also the most extensively used theoretical underpinning of customer satisfaction as well as the dominant approach adopted in the literature to conceptualise and measure satisfaction (McQuitty, Finn & Wiley, 2000; Aigbavboa & Thwala, 2013; Grimmelikhuijsen & Porumbescu, 2017). Further, the appeal of the EDP in the context of this research is its multi-industry applicability (Elkhani & Bakri, 2012; Grimmelikhuijsen & Porumbescu, 2017; Reinhold et al, 2017).

### **2.3.1 Expectancy-Disconfirmation Paradigm (EDP) Origin and Conceptualisation**

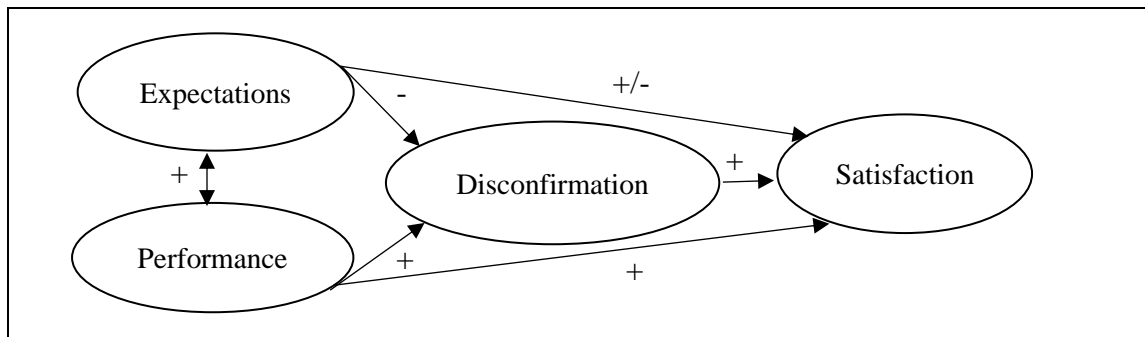
With its origins in the Cognitive Dissonance Theory (CDT), the EDP was born out of the early work of Kurt Lewin (1890-1947) and was developed further by Leon Festinger in 1957 (Elkhani & Bakri, 2012). It is premised on the fact that perceptions of satisfaction reflect the extent to which actual performance measures up to the prior expectations that attendees have (Gunning, 2000; Yüksel & Yüksel, 2001; Tian-Cole & Crompton, 2003; Weis, Feinstein & Dalbor, 2004; Keiningham et al, 2007). These expectations which are defined by Elkhani and Bakri (2012:97) as “the customers anticipations about performance of products and services.” According to Mill (2002), expectations are formed around four perspectives; what they hope to derive from the service experience versus what they have put in, their ideal or comparative performance experiences as well as their perceptions of the relationship they have with the frontline staff in a service experience as highlighted in Table 2.2 below.

**Table 2.2: Formation of Expectations**

<b>Perspective</b>	<b>Description</b>
Equitable performance	Formed by the consumer based on individual's cost or investment and anticipated rewards
Ideal or service performance	The consumer's ideal level of service performance
Experience-based norms	The desired level of performance based on experience with competitors
Relationship quality	Quality of the relationship between the salesperson and customer

Source: Adapted from Mill (2002:8-9)

What these perspectives have in common is that in most cases, expectations are said to have formed prior to the product or service encounter based on past experience with a product or service, or, in the case of a new customer, expectations are informed by recommendations as well as advertising/promotional messages in various media (Elkhani & Bakri, 2012; Aigbavboa & Thwala, 2013). After a product or service encounter, customers then subjectively evaluate the actual performance, comparing it to their prior expectations (Oh, 1999; Tian-Cole & Crompton, 2003; Elkhani & Bakri, 2012). In this regard, authors distinguish two forms of disconfirmation; the positive (actual performance < prior expectations) and negative (actual performance > prior expectations) as shown in Figure 2.2 below.



**Figure 2.2 The Expectancy-Disconfirmation Model**

Source: Elkhani and Bakri (2012:96); Grimmelikhuijsen and Porumbescu (2017:1274)

Consistent with the tenets of the EPD, the expectations (beliefs and assumptions) as well as the actual performance are therefore central to the evaluation process (Churchill & Suprenant, 1982; Szymanski & Henard, 2001; Yüksel & Yüksel, 2001; Elkhani & Bakri, 2012). According to Biesok and Wyród-Wróbel (2011) as well as Aigbavboa and Thwala (2013), the extent of fulfillment of these expectations determines the extent to which one is satisfied or dissatisfied. Further, variations in these expectations result in variations in satisfaction outcomes (Grimmelikhuijsen & Porumbescu, 2017). As was concluded in prior studies applying the EDP to the tourism industry, positive disconfirmation would lead to satisfaction while negative disconfirmation would lead to dissatisfaction (Yüksel & Yüksel, 2001; Tian-Cole & Crompton, 2003).

Applied to the exhibition industry, confirmation occurs when the actual attendee service experience is in line with prior expectations and, conversely, disconfirmation would occur when the exhibition experience does not meet expectations (Gunning, 2000; Tian-Cole & Crompton, 2003). This research concerns itself with the disconfirmation which is best explained by Isac and Rusu (2014:85) as “the discrepancy between a pre-purchasing standard (such as expectation or desires) and actual performance” or, as Elkhani and Bakri (2012:96) put it, the “dissonance between the cognition of something and its reality.” While it is widely accepted that customers evaluate the performance of service experience dimensions versus their prior expectations as the measure of their level of satisfaction, conceptual debates in the literature have centred on whether these performance and expectations are best measured separately or as a combined measure (Kanning & Bergmann, 2009).

In using the EDP to inform satisfaction measurement practices, researchers often measure disconfirmation directly using what Yüksel and Yüksel (2001:108) refer to as “summary judgement scales.” These scales allow respondents to evaluate how much better or worse a product or service is versus their expectations. This does away with, or infers, the long-held subtractive approach which was premised on the calculation of the difference scores by the researcher (Yüksel & Yüksel, 2001).

### **2.3.2 Alternative Theories to EDP**

Though the use of the EDP is prevalent, some authors have found the model to be inconclusive and inconsistent (Yi, 1990; Oliver, 2010). Yüksel and Yüksel (2001)’s major findings regarding the EDP’s reliability and validity are highlighted in Table 2.3 below.

**Table 2.3: Conceptual and Operational Issues on the Expectancy-Disconfirmation Paradigm**

Issue	Key Questions	Key Conclusions
Conceptual Pre-purchase Expectations	Without expectations, disconfirmation cannot occur. How realistic would it be to expect customers to have firm expectations of all the attributes prior to purchase in every consumption situation?	The use of expectations might be less meaningful for experiential services than for tangible good that are easy to calculate
Meaning of expectations	Would an expectation question signify the same meaning to everyone?	Expectation represents a baseline against which performance is compared, and it may vary from a minimum, tolerable level of performance and estimates of anticipated performance to some concept of ideal or perfect service. The expectation component of both service quality and satisfaction investigations might have serious discriminant validity shortcomings
Single or multiple comparison	Does satisfaction come from disconfirmation of expectations alone?	Some studies have used predictive expectations as the comparative standard. However, there is inadequate research evidence on whether customers use only predictive expectations in their post-purchase product evaluations, whether they use other standards(s) which they bring into the consumption experience (minimum tolerable level, desires, ideals) or other standards that may emerge after the purchase (what others have received)
Logical inconsistency	Would meeting low expectations generate satisfaction as the model predicts? Why do customers report overall satisfaction when their ratings indicate service performance falling short of their initial expectations?	Depending on the situation, some customers may be satisfied with the service experience even when performance falls short of their predictive expectations but above the minimum tolerable level
Disconfirmation process	Would the disconfirmation process operate in every consumption situation?	Depending on the product category and the nature of customers' expectations, the customer assessment may not even rely on performance evaluations only. For instance, when customer expectations have become passive (not actively processed) as is the case with continuously consumed services, or when there is a high familiarity with the service (repeat patronage),

		the confirmation/disconfirmation process may not operate unless performance is clearly outside the range of experience-based norms
Operational timing of the expectation measurement	Should it be measured before or after the service experience?	Customers initial expectations of a product or service might be substantially different from their expectations if measured after service experience that involves several encounters. If customers are using these retrospective expectations in their post purchase evaluations, then the reliability of suggesting the occurrence of a positive or negative confirmation/disconfirmation of initially measured expectations is disputable
“I have high expectation” norm	If scores on expectations are consistently and constantly high, then it may never be possible to exceed them	The expected level may exceed the existing level for no other reason than this response bias
Possibility of misleading conclusions	Would meeting a high expectation with a low performance signify equal satisfaction in each case?	
Dual administration and possibility of response-tendency- bias	Answering the same set of questions twice will bore the respondents	This methodology may hold administrative difficulties, which may consequently have an impact on the reliability of the collected data.

Source: Yüksel and Yüksel (2001:110)

Table 2.3 shows how other studies have questioned the applicability of the EDP after finding that customer responses may not be as cut-and-dried in all situations. The EDP has also been found to be limited in that it assumes that customers have had prior experiences that they have learnt from (Isac & Rusu, 2014) or that they can make a direct reference to (Grimmelikhuijsen & Porumbescu, 2017). Consequently, the inconclusiveness of the EDP has given rise to alternative perspectives.

Aigbayboa and Thwala (2013) observe that the understanding of the satisfaction construct is hinged on the discrepancy theory where customers make a comparison between the actual and expected performance. In expanding their arguments, other authors have debated situational aspects such as the novelty of an experience, the history as well as prior product or service exposure as these have an impact on the extent of the discrepancy with actual performance and a bearing on the appropriate satisfaction measures to be applied (Yüksel & Yüksel, 2001). This would have implications particularly on recurring exhibitions, where expectations diminish in importance as a standard of comparison because the outcome becomes very well known. It also gives rise to other factors than just expectations that can be used as the basis for comparison against actual performance (Yüksel & Yüksel, 2008) leading to the proliferation of alternative theories based, first, on investigations of more bases of comparison that can be considered than just expectations such as:

- a) Previous personal experiences as well as with those of other customers. This is known as the **Comparison Level Theory** originated by La Tour and Peat in 1979 (Yi, 1990; Yüksel & Yüksel, 2001).
- b) The benefits that one perceives that other customers are getting a better experience, or they are paying less as explained in the **Equity Theory** developed by Adams in 1963 as well as Fisk and Young in 1985 (Yi, 1990; Yüksel & Yüksel, 2008).
- c) What an experience “should be” versus the EDP’s view that the standard is what the experience “will be” as brought out in Woodruff, Cadotte and Jenkins’ 1983 **Norms Model** (Yi, 1990:90).

- d) The alignment of an evaluation of an experience with a customer's values, as explained in the **Value Percept Disparity Theory** originally developed by Locke (1967) where satisfaction arises depending on how closely aligned a customer's perception of the experience is to their values (Westbrook & Reilly, 1983; Yi, 1990; Aigbavboa & Thwala, 2013).
- e) The specific conditions that customers are looking for, conditions that are in line with their character and disposition as in the **Person Fit Model** developed by Pearce and Moscardo in 1994 (Yüksel & Yüksel, 2008).
- f) The perception of quality versus the relative cost taken from the **Performance Model** (Tse & Wilton, 1988; Spreng & Mackoy, 1996; Gunning, 2000).
- g) The relative importance of product or service specifications, characteristics or attributes to the customer and how these relate to the organisation's performance as explained in the **Importance-Performance Model** (Martilla & James, 1977). When the model is used as a tool to prioritise organisational resources and effort, focus would be on maximising areas of high importance to customers and high performance by the organisation, as well as improving areas of high importance but low performance. On the other hand, an organisation would consider scaling back resources allocated to areas of low importance and high performance and de-emphasising areas of low importance and low performance (Yüksel & Yüksel, 2008; Silva & Fernandes, 2011).

Second, there are also special circumstances that make the response to the disconfirmation unpredictable as positive disconfirmation may not always lead to satisfaction neither will negative disconfirmation necessarily always lead to dissatisfaction. More alternative theories to the EDP have arisen from this line of thinking which consider the following:

- a) Where expectations are not met by the actual performance, customers may seek to maintain a positive relationship between the two by altering their perceptions of either or both. This reduces the dissonance arising from disconfirmed expectations as explained in Leon



Festinger's 1957 **Cognitive Dissonance Theory** (Elkhani & Bakri, 2012; Aigbavboa & Thwala, 2013).

- b) Where customers amplify the difference between their expectation and the actual experience as a dissonance-reducing strategy taken from the **Contrast Theory** originated by Harvey and Sheriff in 1957 and developed further by Cardozzo in 1965 (Yi, 1990; Aigbavboa & Thwala, 2013).
- c) That the customer will create a hypothesis in their mind based on a perception that they form after receiving communication and advertising messages about the product. This gave rise to the **Hypothesis Testing Theory** developed by Deighton in 1984 (Yi, 1990).
- d) That where the customer considers the difference between their expectations and the actual experience so small that it is acceptable to them and, as a result, they align the actual experience to their initial perceptions. This **Assimilation Contrast Theory** was developed by Sherif and Hovland in 1961 (Yi, 1990; Aigbavboa & Thwala, 2013).
- e) Where the customer responds negatively regardless of whether the actual experience exceeds or falls short of their expectations as postulated in 1963 by Carlsmith and Aronson in their **Generalised Negativity Theory** (Yi, 1990; Aigbavboa & Thwala, 2013; Isac & Rusu, 2014).

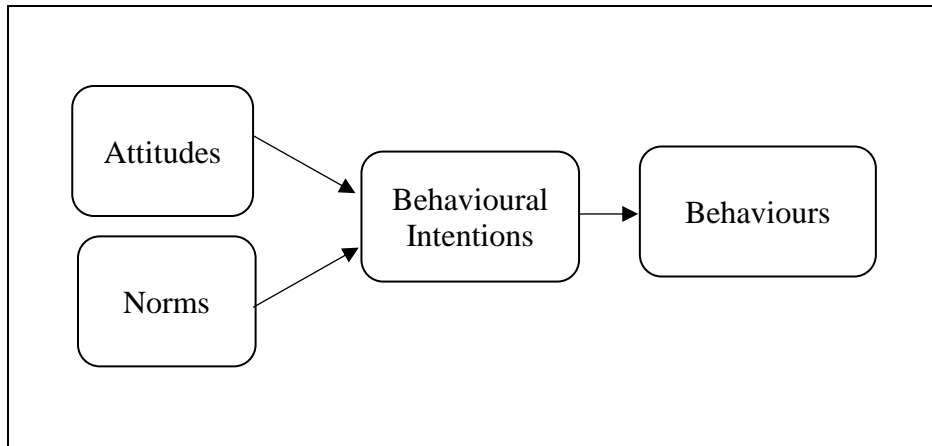
Though there is some support recorded for the various standards used for comparison, research shows the service experience dimensions have varying degrees of influence on overall satisfaction (Yi, 1990; Niedrich, Kiryanova & Black, 2005). While these alternative theories put forward some valid arguments, they have just not gained as much momentum as the EDP (Yüksel & Yüksel, 2008). Further testing of some of the theories has also found that their theoretical basis has not been established nor has their applicability in real life settings been tested (Yi, 1990; Yüksel & Yüksel, 2008). Consequently, in the absence of a commonly agreed basis of evaluation, the EDP remains well supported (Gunning, 2000; Yüksel & Yüksel, 2001; Weis et al, 2004; Yüksel & Yüksel, 2008; Grimmelikhuijsen & Porumbescu, 2017) and it has influenced the conceptualisation of other widely used satisfaction measurement models such as the SERVQUAL (Gunning, 2000;

Isac et al, 2011). However, what the alternative theories have demonstrated that the EDP is limited in that it focuses only on expectations and does not take into account other moderating factors such as frequency of encounters or the performance of competitors (Yüksel & Yüksel, 2001).

### **2.3.3 Theory of Reasoned Action**

It is clear from the literature that applying just one theory in all situations is inadequate and leaves gaps in understanding the satisfaction construct. The position of this research, therefore, echoes that of Yüksel and Yüksel (2001) that a mixed methodology allows the flexibility to draw on the positives of the various theories which is desirable because it is more robust and beneficial. Given that the EDP is limited in that it is not causally linked to behavioural outcomes (Mill, 2011), a complementary theory is adopted to frame this research, the Theory of Reasoned Action (TRA). The TRA is considered appropriate as it is the dominant underpinning model for predicting the likelihood of future behaviour (Ajzen, 2012; Sotiriadis, 2017; Hagger, 2019). The theory behind these behavioural intentions asserts that customer actions are preceded by intentions (Ajzen & Fishbein, 1980; Baker & Crompton, 2000; Kaur & Gupta, 2012; Adinegara, Suprapti, Yasa & Sukaatmadja, 2017).

The utility of the TRA as it is applied in this research lies in it explaining as well as predicting customer intentions and actions (Sheppard, Hartwick & Warshaw, 1988) The model is succeeded by the **Theory of Planned Behaviour** for explaining situations outside the control of the consumer (Hagger, 2019). Essentially, it provides two bases for measurement; either the intention to perform certain behaviours or the likelihood that these behaviours will be performed as shown in Figure 2.3 below:



**Figure 2.3: Theory of Reasoned Action**

Source: Sheppard et al, 1988:336

Behavioural intention is also a function of prior-set objectives being met hence, the more attendee objectives are met by attending an exhibition, the higher the likelihood of positive behavioural intentions (Sarmiento et al; 2015). However, the TRA is limited in that it does not lend itself well to situations where some aspects of the customer’s intended behaviour are outside his/her control, the customer intentions are based on incomplete information, the customer has inadequate resources to fulfill the intention or the intended behaviour is decided so far in advance that, with time, other factors may arise that influence or alter the intention (Sheppard et al, 1988).

Further, Sheppard et al (1988:326) assert that the model application does not distinguish the “goal intention” construct from the “behavioural intention” construct. The originators of the model concede that “every intention is a goal whose intention is subject to some degree of uncertainty” (Sheppard et al, 1988:326) and that an action is considered a goal if “there are major obstacles to the individual’s performance of the action or attainment of the goal” (Sheppard et al, 1988:328). The original model “focuses on the determinants and performance of a single behaviour” (Sheppard et al, 1988:326) without factoring in the possibility of the consumer’s choice among the options for alternative behaviour. Though intention to perform behaviour does not necessarily imply that the intention will be carried out or will translate into actual performance (Ajzen, 2012), some studies on the outcomes of positive customer experiences do not separate the intention from

the actual re-patronage behaviour (Mhlanga, 2018). Nonetheless, the TRA was considered appropriate in this research given the prevalence of its use in similar studies.

## **2.4 Satisfaction Construct Measurement and Modelling**

The lack of consensus on the satisfaction construct conceptualisation has resulted in the lack of uniformity in the application of satisfaction measures. The following sub-sections review post-event evaluation methodologies and practices.

### **2.4.1 Overview of Post-event Evaluation**

Exhibition performance measurement, particularly post-event evaluation of recurring exhibitions, presents exhibition organisers with a unique opportunity to gain feedback from participants and stakeholders that will result in the long-term sustainability and continuous improvement in the quality of future editions (Jaimangal-Jones et al, 2018). Brown, Getz, Pettersson and Wallstam (2015:136) define event evaluation as “a holistic assessment of an event through the utilisation of a broad range of measures and approaches to determine its value and impacts in an agreed or prescribed context.” Viewed in this way, event evaluation is an internal self-improvement process for the design (for process improvement) and management of events (Nordvall & Brown, 2018). The literature distinguishes two categories of event evaluations. Low complexity evaluations are considered routine management tasks that include market and competitor analyses as well as specific feedback from the market that is obtained through post-event evaluation based on pre-defined criteria (Armbrecht, Lundberg & Andersson 2019). Feedback from such evaluation can also be used in stakeholder reporting regarding measures of success and return on investment (Nordvall & Brown, 2018). On the other hand, high complexity evaluations are those that Armbrecht et al (2019:52) describe as “requiring special expertise and multi-stakeholder engagement” where the event organiser has to go outside their organisation to enable the feedback process.

Though satisfaction is recognised as a key metric of post-event evaluation, as a research area, satisfaction measurement has received limited attention from academics, particularly in a B2B context (Rossomme, 2003; Tafesse & Skallerud, 2016) as well as in the exhibition industry (Reinhold et al, 2017). A review of the specific literature on measurement methodology and tools in the exhibition industry as they relate to post-event evaluation highlights gaps in two main areas; namely, the completeness of existing measures as well as the efficacy of the research instruments and scales used as elaborated on in the following sub-sections:

#### **2.4.1.1 Completeness of Existing Measures**

Blythe (1997) long highlighted the inadequacy of the performance measures in the exhibition industry. Prior to that, Peterson and Wilson (1992:62) had observed that, “studies of customer satisfaction are perhaps best characterised by their lack of definitional and methodological standardisation.” This suggests that though the need for evaluation and measurement has long been acknowledged, the practical implementation still has shortcomings. In spite of its importance, authors observe the tendency of event organisers to relegate the task of obtaining post-event feedback from the various stakeholders particularly on attendee satisfaction with the overall event experience (Jaimangal-Jones et al, 2018). Yet, the exhibition industry would benefit from an increased focus on the measurement and evaluation of participant satisfaction to inform budget allocation and strategies to improve organiser-participant relationship quality (Reinhold et al, 2017). A measurement and evaluation culture would also enable exhibition organisers to make informed decisions in order to ensure repeat attendance (Wysong, Rothschild & Beldona 2011). In support of this argument, research has also found that without a focus on satisfaction levels and behavioural intention, the long-term survival of an exhibition is questionable (Gottlieb et al, 2011; Jin & Weber, 2013).

Given that satisfaction levels are acknowledged as an indication of an organisation’s management effectiveness as well as the link to business growth, repeat patronage and customer loyalty, authors first advocate for satisfaction measurement to be given more strategic significance (Piercy, 1996; Baker and Crompton, 2000; Rossomme, 2003; Montinaro & Chirico, 2006). To do this requires that satisfaction management be embedded in the organisation’s culture with clear measurement

criteria, including the necessary measurement tools and customer feedback response mechanisms (Piercy, 1996; Pizam et al, 2016). Hence, Tafesse and Skallerud (2016:5) call for the development of multi-stakeholder post-event evaluation practices that focus on performance measures that are “managerially relevant and conceptually sound” such as attendee levels of participation and engagement, attendance growth, satisfaction, revisit behaviour and overall profitability (Sarmento & Simões, 2018). Tafesse and Skallerud (2016:6) also argue that the measurement tools themselves could do with a revamp, asserting that “advances in the development of relevant performance metrics can inspire sophisticated empirical models linking specific organisational tactics and approaches to attendee and organisers performances.” This research aligns with calls for future research to specifically be directed at identifying and measuring industry-specific performance indicators that are relevant to both exhibition organisers and attendees (Tafesse & Skallerud, 2016).

As highlighted in the Introduction, performance in the exhibition industry has tended to be judged using proxy measures such as attendance rates, lead acquisition and exhibition sales whose efficacies have not been validated (Gopalakrishna & Lilien, 1995; Lin et al, 2015). This could well be attributed to the accepted position that the priority is that an event must deliver the highest possible attendees while controlling expenses (Armbrecht et al, 2019). According to Lee and Kim (2008), such measures are limited in that they provide an incomplete picture of the multi-dimensional satisfaction construct which has sales and non-sales-related aspects. Authors, therefore, advocate for a valid and reliable, all-inclusive measure of overall satisfaction (Hansen, 2004; Lin et al, 2015) especially from an organiser-attendee perspective (Tafesse & Skallerud, 2016). That said, it must be highlighted that existing satisfaction measures are not without their limitations as some authors argue that they do not capture the value, impact and meaning of experiences to attendees (Armbrecht, 2019). As such, they recognise that measuring event perceptions alone is insufficient, thus calling for more studies that investigate the affective elements of the actual event experiences such as memorability and personal impact (Armbrecht, 2019).

#### **2.4.1.2 Efficacy of the Research Instruments and Scales Used**

There is also a call for the development and testing of reliable and valid scales to ascertain the impact of exhibition participation where authors advocate for a valid and reliable, all-inclusive measure of overall satisfaction (Lin et al, 2015; Kurtulmuşoğlu et al, 2017; Sarmiento & Simões, 2018). As prevalent as the measurement of satisfaction may be, there are still several limitations when it comes to the reliability and comparability of the results (Geise & Cote, 2000). Scant attention to methodological aspects has been a further limitation of research in the exhibition industry (Rosson & Seringhaus, 1995; Rittichainuwat & Mair, 2012). The main criticisms are to do with the detail of the procedures undertaken that is not disclosed as well as the shallow application of the data analysis procedures (Rittichainuwat & Mair, 2012), all of which affect the quality of the data produced, particularly how representative and generalisable they are (Lin et al, 2015; Lee et al, 2015; Morgado, Meireles, Neves, Amaral and Ferreira, 2017).

Regarding practical application, a study by Jaimangal-Jones et al (2018) provides the most comprehensive insights on the state of post-event evaluation practices in the events industry. Their most significant finding was that almost two-thirds of their sample of event organisers had never done any customer satisfaction research. They attributed this to the fact that event organisers have a myriad of event aspects and variables to measure and keep track of which in itself can be a hinderance to internal evaluation especially in terms of questionnaire length. A key consideration in determining questionnaire length is the delicate balance between the number of items to include and the impact on what Rolstad, Alder and Rydén (2011:1101) term the “response burden.” As a way forward, they conclude that there is a need to have a way of prioritising the key areas to evaluate, making use of ready-to-use standardised questions or measures of participant satisfaction focusing on attendee motivations (Rolstad et al, 2011). In terms of methodology, the Jaimangal-Jones et al (2018) study observed the limited representation of attendee motivation and attendee satisfaction with their experiences in event evaluation practices. By nature, the scope and scale of exhibition management is demanding, with organiser attention divided in order to delicately balance the needs of the different stakeholders as well as the pressure of successfully organising and hosting an exhibition.

Industry researchers are not oblivious to the fact that post-event evaluation is fraught with challenges. In particular, Jaimangal-Jones et al (2018:1) highlight “a multitude of barriers including skills, time, access and resources” that are typical of the process. In finding a way forward, the task of developing appropriate, efficacious measures has also sparked heated debates in the literature about whether existing attribute-based customer experience measures are as relevant and responsive as they ought to be (Liu et al, 2016). A review of exhibition industry literature to do with the dimensions of the attendee service experience indicates that the majority of dimensions used are derived from Parasuraman et al (1988)’s SERVQUAL model either directly or in a modified form that is relevant to the exhibition industry (Getz, O’Neill & Carlsen, 2001; Jung, 2005; Gottlieb et al, 2011; Chen & Mo, 2012; Chen et al, 2012; Choe et al, 2014; Uzunboylu, 2015). The drawback of these prior studies, as articulated by Joo and Yeo (2014:221) is that “their findings are sporadic and somewhat limited in terms of methodology and its application.” Nonetheless, Havíř (2017) observes that the SERVQUAL model has so far proved reliable and valid in a variety of service settings. It is also well-respected and has stood the test of time.

This analysis indicates that the deficiencies in the post-event evaluation practices are areas that need urgent attention. A theme raised repeatedly in the literature is that without a clear, agreed-upon definition of the satisfaction construct as well as a thorough understanding of the specific factors taken into account in an evaluation of satisfaction, the development of relevant and valid measurement scales will be hampered (Heide, Grønhaug & Engset, 1999; Geise & Cote, 2000). For starters, it may not always be easy to uncover the motivations (Schüller & Pekárek, 2018) but the drawbacks of proceeding without these pre-conditions would produce research results that would not easily be compared over time nor would they be generalisable to other studies (Yi, 1990). As such, this thesis argues that it is the lack of a consolidated and comprehensive measure of satisfaction that is limiting exhibition organiser intervention in improving the quality of exhibitions in Zimbabwe.

## **2.4.2 Overview of Satisfaction Measurement Scales**

As already alluded to, documented satisfaction scale development in the exhibition industry has largely been from an exhibitor perspective, notably; Lin et al (2015) developed a validated



exhibitor satisfaction measurement scale combining scales developed by Brady and Cronin (2001) and Hansen (1999). Rather than just focusing on the exhibitors' self-performance as the benchmark, Lin et al (2015)'s study draws on the Stakeholder Theory postulated by Freeman (1984) to include measures for exhibitor satisfaction with the organisers and attendees in the scale. However, the study did not include measures for any outcome variables such as behavioural intention or loyalty.

Another study by Lee et al (2015) in Hong Kong, empirically investigated the dimensions of the exhibition that have a bearing on exhibitor satisfaction and behavioural intention (booth design and layout, exhibition logistics as well as venue logistics). While their work filled a research gap for a framework to empirically test, using Structural Equation Modelling, exploring the relationships among variables of service quality, exhibitor satisfaction and behavioural intention, however, the methodological decisions (convenience sampling; one location) limited the representativeness and generalisability.

Lastly, Lin and Lin (2013) determined six criteria used by exhibitors at a convention to evaluate their satisfaction with exhibition organisers through an Analytic Hierarchy Process (exhibition marketing, exhibition design, surrounding environment, service personnel, booth management and service information). However, by their own admission, the criteria they used were not exhaustive hence their recommendation that future research should apply alternative research methods for robust results. Lin and Lin (2013)'s study also did not link the criteria they determined to any outcome variables. What is glaring is the scarcity of attendee-focused satisfaction measurement research in the extant literature. The study by Jung (2005) on the determinants of attendee-specific experiences that impact satisfaction and behavioural intention, is limited in that only the attendees from one exhibition in Busan, South Korea were interviewed. Further, Jung (2005) conceded that attendee experiences may vary depending on the context and their findings would require modification on application in different settings.

### 2.4.2.1 Classification of Satisfaction Scales

For decades, the literature has provided a multitude of satisfaction measurement scales and methodologies applicable in a variety of industries (Danaher & Haddrell, 1996; Terpstra, Kuiljen, & Sijtsma, 2014). The literature on the satisfaction measurement approaches brings out the following two classifications:

#### a) **One-dimensional Scales**

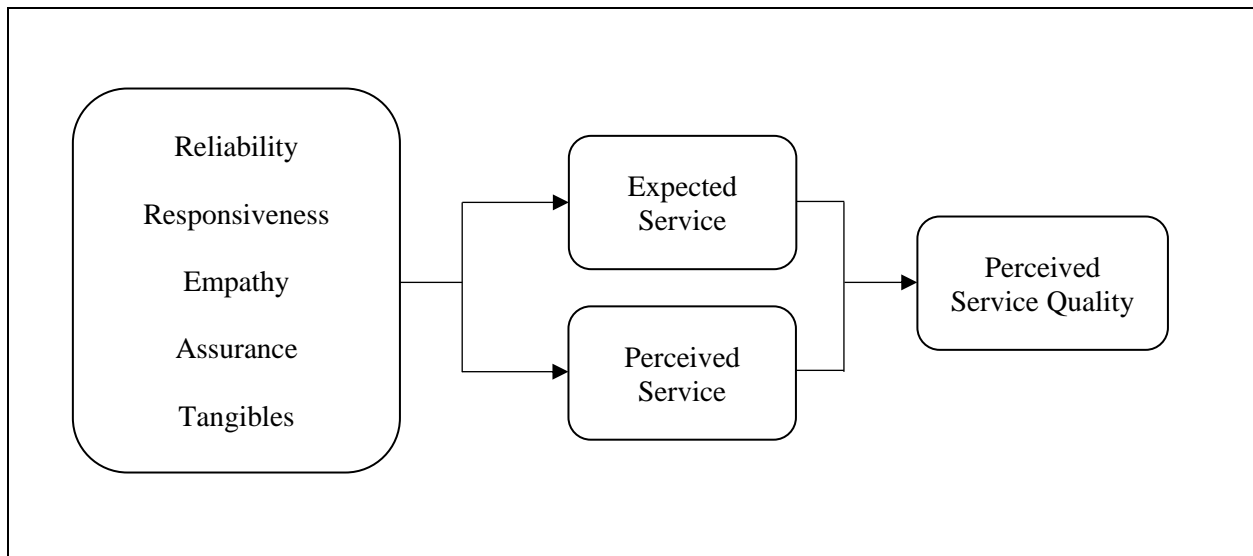
These scales, referred to as single-item scales (Danaher & Haddrell, 1996; Shin & Elliott, 2001), are simple in nature, seeking to measure the final outcome of satisfaction, which, in this research, is the attendee's overall assessment of satisfaction after an exhibition experience (Montinaro & Chirico, 2006). Typical of one-dimensional scales, attendees are asked the extent of their satisfaction or dissatisfaction on a simple ordinal scale which only allows limited data analysis techniques to be applied (Montinaro & Chirico, 2006). As such, these measures do not paint a full picture of the intricacies of the satisfaction construct and measuring reliability is not so straightforward or easy (Danaher & Haddrell, 1996; Shin & Elliott, 2001).

#### b) **Multi-dimensional Scales**

Multi-dimensional scales come in two forms; namely, **composite models** such as the Service Quality Model (SERVQUAL), the Multi-criteria Satisfaction Analysis (MUSA) and the Ordered Probit and Ordered Logic Model as well as **causal models** with latent variables such as the National Customer Satisfaction Index (NCSI), the Important-Performance Analysis (IPA), Cluster Analysis and the Data Envelopment Analysis (DEA) (Montinaro & Chirico, 2006; Ngo, 2015). Authors tend to favour multi-item approaches as these are considered to be more reliable (Danaher & Haddrell, 1996, Shin & Elliott, 2001). Further, they provide an aggregate measure that allows the respondents' thought processes to be followed, thereby giving more detail on what informs not only their overall evaluation but that of all the variables or key components of the service that make up satisfaction as well (Danaher & Haddrell, 1996; Montinaro & Chirico, 2006). Danaher and Haddrell (1996) distinguish three broad categories; performance **scales** (poor, fair, good,

excellent), disconfirmation **scales** (worse than or better than expected) and **satisfaction scales** (very dissatisfied to very satisfied).

The most common multi-dimensional satisfaction scale used is the **SERVQUAL** developed by Parasuraman et al (1988). The SERVQUAL has been widely accepted across industries as a tool to measure service quality and customer satisfaction for its practicality and relative simplicity. As authors consider customer satisfaction as a consequence of service quality, the SERVQUAL has come to be used to measure customer satisfaction (Ngo, 2015). The model allows for adaptation and contextualisation in line with specific researcher needs (Heide et al, 1999; Mill, 2002; Montinaro & Chirico, 2006; Adil, Al Ghaswyneh & Albkour, 2013; Ghotbabadi, Feiz & Baharun, 2015; Jain & Aggarwal, 2015; Ngo, 2015). The model, born out of the Expectancy-Disconfirmation Paradigm (EDP), is premised on disconfirmation of perceptions and expectations for five variables; Tangibles, Reliability, Responsiveness, Assurance and Empathy (Montinaro & Chirico, 2006) as shown in Figure 2.4 below:



**Figure 2.4: SERVQUAL Model**

Source: Ghotbabadi et al (2015:276)

Over the years, refinements to the SERVQUAL have sought to tailor the model for multi- industry application. Authors observe that the number of dimensions varies across studies, with the average range being between three and eight on average (Thompson & Getty,1994; Stevens, Knutson &

Patton, 1995; Bayraktaroglu & Atrek, 2010). In most instances, the SERVQUAL cannot be applied without some modification (Ngo, 2015). Examples include the DINESERV for food services (Stevens et al, 1995), LODGQUAL for the hotel industry (Getty & Thompson, 1994), HOLSERV for the hospitality industry (Mei, Dean & White, 1999), DIVEPERF for diving services (O’Neill, Williams, MacCarthy & Grovers, 2000), HISTOQUAL for historic houses (Frochot & Hughes, 2000), SITEQUAL for Internet shopping sites (Yoo & Donthu, 2001), AIRQUAL for the airline industry (Ekiz, Hussain & Bavik, 2006), ECOSERV for eco-tourism (Khan, 2003), E-S-QUAL for electronic services (Parasuraman, Zeithaml & Malhotra, 2005) and SELEB for educational services (Toncar, Reid, Burns, Anderson, & Nguyen, 2006), among others. What the number of modifications in the various industries indicates is that the SERVQUAL, though useful, has its shortcomings, particularly that it lacks generalisability in multiple industries (Kulašin & Fortuny-Santos, 2005; Erdil & Yildiz, 2011; Chen & Mo, 2012; Ghotbabadi et al 2015).

Observing the 50:50 split of articles that adopt either the SERVQUAL dimensions or develop their own new context-specific satisfaction measures, Havíř (2017) as well as Bueno, Weber, Bomfirm and Kato (2019) conclude that though Parasuraman et al (1988)’s SERVQUAL model has come under scrutiny for its limitations regarding applicability to specialised industries and that it is unable to capture experiential aspects (Maklan & Klaus, 2011; Altunel & Ekru, 2015), the model’s dimensions are still a point of reference for many studies (Coulthard, 2004). This would seem to support Brady and Cronin (2001:34)’s view that the SERVQUAL provides a “unifying theory” more so considering that the more recent scales have not proven their multi-industry applicability.

#### **2.4.2.2 Attendee Satisfaction Measurement Scale Development Considerations**

The effective management of attendee satisfaction hinges on exhibition organisers being able to measure it (Ngo, 2015). Consistent with the prior-discussed satisfaction construct conceptualisation debates, Aigbavboa and Thwala (2013) also emphasise the need for a common understanding, in academia and practice, of customers’ specific evaluative criteria. Having noted the gap in the literature for relevant measures as well as the shortcomings observed in post-evaluation practice, Nordvall and Brown (2018:2) call for “readily available and standardised, well-designed evaluation methods.” In providing guidance for the development of evaluation

measures and scales, Nordvall and Brown (2018:5) specifically cite the need for a “standardised framework for developing, administering and using impact evaluation.” To unpack this, Jaimangal-Jones et al (2018) recommend the adoption of the dimensions of the SERVQUAL model as a way of standardising the approach, ensuring reliability, comparability and benchmarking (Wysong et al, 2011; Nordvall & Brown, 2018).

Regarding the considerations for the operationalisation of the measures, Wysong et al (2011:8) stress that “the standardised survey should not only measure the perceptions of the events’ venue itself, but the service they receive from the people working at the event.” This indicates that robust, multi-dimensional self-evaluation tools are needed to measure and track attendee satisfaction including both the tangible and intangible elements of an exhibition. At times, exhibition organisers also seek to manage the somewhat unrealistic expectations of sponsors or financiers (if events are Government-sponsored or funded) who tend to favour methods that can be universally applied regardless of geographic location or event type.

Second, authors call for measures that are simple and cost effective to administer. In this regard, Jaimangal-Jones et al (2018) advise against evaluation measures that are daunting and time-consuming for exhibition organisers to administer. In a bid to simplify the process and reduce the complexity on what to ask, Jaimangal-Jones et al (2018), advocate for the removal of the burden from organisers by providing a generic question bank that is “based on event areas, processes and outcomes” noting that if the costs of developing and using such tools are prohibitive, then post-event evaluation would likely fall by the wayside (Jaimangal-Jones et al, 2018); Nordvall & Brown, 2018).

Third, authors call for measurement scales that are contextualised. In this regard, Nordvall and Brown (2018:2) argue that for post-event evaluation to be meaningful, it must not only have the characteristics of being “relevant, credible, usable and effective” but it must also be tailored to the exhibition organiser’s needs and specific context. In the practical application of standardised measurement tools and scales, Nordvall and Brown (2018:18) also point out that a “one-size-fits-all approach” may not be applicable in all cases as research results are considered more meaningful if they are taken in context. Yielding insightful data requires the analysis of how variables such as

attendee motives and respondent demographics impact the event criteria (Jaimangal-Jones et al, 2018). That said, Jaimangal-Jones et al (2018) note that it is key for exhibition organisers to adopt evaluation practices that serve their interests while being mindful of resource constraints. Authors do acknowledge the paucity of research in the exhibition industry as well as the bias towards developed countries, highlighting the need for more empirical research on the context-specific dimensions that determine exhibition performance evaluations particularly in developing countries (Tafesse & Korneliussen, 2011; Sadd & Musikavanhu, 2018).

Lastly, Jaimangal-Jones et al (2018) propose a breakdown of the commonly used overall ratings to the specific event dimensions that determine overall success. That way, event organisers can evaluate their performance on specific aspects of the attendee service experience. This calls for satisfaction measurement scales to be broken down into the dimensions that make up the event experience. Cole and Chancellor (2009) underscore the fact that with such a granular approach to post-event evaluation, the management can review and make improvements to specific areas that have an impact on attendee experience, satisfaction and behavioural intention. Regarding the data used in post-event evaluation, Nordvall and Brown (2018:6-13) identify the following measures to be included:

- a) **Economic impacts** – an evaluation of the total financial returns that come from holding an event be they event-related or the additional revenues from the influx of visitors into the host destination. The economic impact also includes income from the spike in business activity for companies and other down-stream industry spin-offs resulting in job creation (Rich, Tomas, Canberg & Smith, 2016). The economic impact of an event is the most commonly evaluated and researched area and is often used to justify any use of public funds.
  
- b) **Social and cultural impacts** - an evaluation of the extent to which the hosting of an event in a particular locale changes the daily routines of the people who are in some way associated with the event such as the impact of the influx of visitors on a host city's resources and infrastructure. Nordvall and Brown (2018:13) also make reference to the extent that the event “generates local pride” or whether or not they feel they have a stake in the event being hosted.

- c) **Environmental impacts** – an evaluation of the input and outputs of an event and how they ensure environmental sustainability.
  
- d) **Visitor profiles** – an evaluation of the attendance statistics, demographic profiles and other attendee characteristics to inform event design considerations in order to tailor the marketing effort (Godar & O’Connor, 2001). Attendee surveys are the most common way this data is obtained, with individual/group interviews yielding richer data. A qualitative study by Nordvall and Brown (2018:15) questioned the actual implementation of the results of these studies, with one respondent expressing the view that “that type of evaluation risks ending up in a drawer”. However, those in favour of the evaluation of visitor profiles saw them as being triggers for the continual improvement of event experiences (Nordvall & Brown, 2018).
  
- e) **Experience quality** – an evaluation of the successes and failures of an event as a way of identifying points of improvement. Respondents in a qualitative study by Nordvall and Brown (2018:13) considered evaluations of the experience quality as “an ongoing requirement to help adapt and improve the event experience.” This includes perceptions of the evaluation of the fulfillment of attendee needs/motivations, evaluations of perceived quality as well as their overall experiences gleaned from attendee surveys or from direct observation.
  
- f) **Media coverage** – an evaluation of the extent, scope and reach of media coverage (Nordvall & Brown, 2018)
  
- g) **Cost-benefit analysis (CBA)** -an evaluation of the costs versus the accrued benefits of organising and hosting events. Nordvall and Brown (2018) highlight that conducting an accurate evaluation requires accountability of all event-related costs and benefits, which may be challenging to account for. Given the complexity and cost of conducting a CBA, the effort is more justifiable with large-scale events.

The significance of this doctoral research is that it uses learnings from the above approaches and heeds the call to develop a conceptual model for the exhibition industry. The outcome of the research is a standardised self-evaluation tool that takes away the complexities and burdens of

event evaluation that lead to avoidance behaviour, or, as this thesis argues, that lead to proxy measures such as attendance being used as indicators of success. Particularly regarding evaluation of attendee satisfaction, prior research provides several pertinent perspectives to scaffold the central argument of this doctoral thesis. From Nordvall and Brown (2018:2)'s summation that current post-event evaluation approaches are "ad-hoc", "inconsistent and unsatisfactory", it is clear that a shift from traditional approaches and the use of proxy measures is long overdue. Their call for post-event evaluation methods that are "theoretically sound and practically relevant" yet "uncomplicated and inexpensive to use" gives this doctoral research impetus (Nordvall and Brown, 2018:1).

### **2.4.3 Attendee Satisfaction Modelling**

Just as with other high-contact, face-to-face industries, the experiential perspective finds relevance in event studies. As aptly captured by Getz and Page (2016:8), "the essence of a planned event is that of an experience that has been designed", implying that planned event experiences are by no means haphazard. Born out of the seminal work of Holbrook and Hirschman (1982), the case for an experience focus in the exhibition industry is premised on the argument that the drivers of consumption behaviour go beyond rationality to include what Rinallo et al (2010:249) term "emotional, sensorial and relational aspects" in response to stimuli in the environment. Hence, in the last three decades, marketing literature, including the exhibition industry, has migrated from long-held schools of thought that link customer behaviour and cognitive processes to those that include an experiential perspective (Rinallo et al, 2010; Sundbo, 2015; González-Rodríguez, Domínguez-Quintero & Paddison, 2019) as shown in Table 2.4 below.



**Table 2.4: Adoption of Experience Logic in Exhibition Industry Research**

<b>Orientation</b>	<b>Research Themes</b>
Exhibitions as promotion/sales tools	Selling objectives received more emphasis than non-selling objectives (Herbig, O’Hara & Palumbo, 1988; Bathelt and Schuldt, 2008; Power & Jansson, 2008; Kirchgeorg, Jung & Klante, 2010; Tafesse & Korneliussen, 2012; Menon & Manoj, 2013; Søylen, 2013; Çobanoğlu & Turaeva, 2014; Li, 2015; Rodriguez, Riena & Rufin, 2015, Aloui, 2016).
Exhibitions as integral to the marketing mix	Both selling and non-selling objectives are pursued in marketing strategies (Sasaka, 2012; Søylen, 2013; Çobanoğlu & Turaeva, 2014; Rinallo, Bathelt & Golfetto, 2016).
Exhibitions as relational and information exchange platforms	Shift in focus from selling to non-selling objectives to do with building networks and relationships. Exhibition participants go beyond only just responding to “commercial stimuli” to seeking “interactive exchanges”. The emphasis is on the provision of opportunities to learn, share knowledge, keep abreast of innovative developments and industry benchmarking (Rinallo et al, 2010; Tafesse & Korneliussen, 2012; Andreae, Hsu & Norcliffe, 2013; Chu & Chiu, 2013; Søylen, 2013; de Freitas Santos & da Silva, 2013; Cop & Kara 2014; Li, 2015; Rodriguez et al, 2015; Aloui, 2016).
Emotional/Experiential	Emphasis is on the impact of experiences on exhibition performance (Rinallo et al, 2010; Björner & Berg, 2012; Gottlieb et al, 2014).

Source: Adapted from Perncelli, Cioppi, Curina and Forlani (2018:170-171)

Having taken root in consumer marketing, there is growing interest in the application of experiential perspectives in the B2B context, referred to as the “experience economy” by Pine and Gilmore (1998:99). Rinallo et al (2010:250) highlight the shift in prevalent consumer behaviour from a focus on “features-and-benefits advertising” to pleasure or “hedonic dimensions” (Brakus Schmitt & Zorantello, 2009; Jain, Aagja, & Bagdare, 2017). At the heart of their argument, authors view experiences as distinct from traditional services with Rinallo et al (2010:250) considering them to be a “new supply category” and Pine and Gilmore (1998:97) differentiating experiences as a “distinct economic offering.” Building on this thinking, Sundbo (2015:109) asserts that experiences require their own “paradigm of understanding.” Authors do not only highlight the economic benefit arising because customers are prepared to pay more for experiences than for

goods and services but contend that without a focus on experiences, products and services are neither sufficient to gain market acceptance nor adequate to withstand the increasing pressure of competing offers (Pine & Gilmore 1999; Jain et al, 2017).

Hence, this thinking has led contemporary scholars such as Sundbo (2015:107-108) as well as Pencarelli and Forlani (2018) to question the continued relevance of the service quality construct and its underpinning “service-dominant logic” as predictors of long-term customer loyalty and profitability, in favour of the “experience.” In expressing their ontological differences with the proponents of the service dominant logic, some authors agree that by sticking to a rationalistic paradigm reminiscent of the preceding product-dominant logic, the service-dominant logic has not really advanced the customer’s perspectives on service experiences and have motivated instead for the “experience logic” which calls for the construction and evaluation of product or service quality to be viewed through the lens of the customer (Schembri, 2006; Heinonen, Strandvik, Mickelsson, Edvardsson, Sandström & Andersson, 2010; Berridge, 2012; Sundbo, 2015:107-108; González-Rodríguez et al, 2019).

The limited application of the experience perspective to business-to-business events notwithstanding, it has been more in the last decade that participant experiences have come to the fore in the exhibition industry, spurred by the exploratory work of Rinallo et al (2010) who used a novel ethnographic methodology to investigate the impact of the experience created by organisers on the attendees. As Rinallo et al (2010) observed attendees going about their business at an exhibition, they found that experiential marketing was just as applicable to the exhibition industry as in other industries, drawing the conclusion that that an increased focus on attendee experiences was the key to improving exhibitions. Among other researchers who have advanced this line of thought, notably Ayob (2010:24), asserts that the “traditional approach of staging and evaluating events based solely on physical aspects of products and services such as quality, functionality, accessibility, delivery and price is no longer of importance and arguably realistic in these days of intense business rivalry and heightened consumer demands.” This shift has resulted in more studies embracing the new order of experiences as a stand-alone research construct (Alias & Othman, 2018; Sipe, 2018).

Berridge (2007) and Ayob (2010:24) highlight the expansion of experiences from being just “a component within events” to being “the foundation of the whole event being delivered.” This pervasiveness of experiences is often reflected figuratively in the literature in several ways. To Pine and Gilmore (1998:98), “an experience occurs when a company intentionally uses services as the stage, and goods as props, to engage individual consumers in a way that creates a memorable event.” Pencarelli and Forlani (2018:174) describe the exhibition setting as an “experiential platform” where “visitors are immersed in a mix of sensorial stimuli, cognitive processes, emotional responses, relational activities and active behaviours.” The analogies between experiences and stages/platforms illustrate the importance of the specific role of the various exhibition stakeholders in the “construction of experience value” (Packer & Ballantyne, 2016; Pencarelli & Forlani, 2018:174). This implies that to be effective, the design of an attendee experience must deliver learning outcomes for attendees in line with their primary motivation in attending exhibitions which is to learn (Packer & Ballantyne, 2016). Pencarelli and Forlani (2018:175) assert that exhibitions must be appealing to attendees as potent “information sources” that provide notable “learning moments.” The onus is, therefore, on both exhibition organisers and exhibitors to collaborate in the creation of a conducive environment for attendees that enables them to achieve their participation objectives (Rinallo et al, 2010).

Recognising the limited extent of the research output on experiences in the events industry (Berridge, 2012; Rai & Nayak 2020:369), Table 2.5 below indicates how, in the last ten years, researchers have taken a multi-stakeholder approach to understanding and practically applying the experience logic to the exhibition industry. Based on the early work of Schmitt (1999), the literature refers to the complementary role of organisers and exhibitors as “experience providers” (Pencarelli & Forlani, 2018:178). In the exhibition context, Pencarelli and Forlani (2018:178) highlight that organisers “assume the role of director, selecting participants, designing the booth map and visitor route in the exhibition stage, setting the tone of the visitors’ experiences by creating the setting in which experiences are embedded.” By so doing, exhibition organisers fulfill their role to provide the conducive environment or setting.

Complementing this effort are exhibitors who are described by Pencarelli and Forlani (2018:177) as the “fundamental actors” and “the main source of learning through whom visitors can obtain in-

depth information and knowledge that would otherwise be impossible to acquire.” Both the organiser and the exhibitor seek to serve the attendee, providing them with what Pencarelli and Forlani (2018:177) term a “professional and socialised context.” The attendees are then conceptualised by Pencarelli and Forlani (2018:178) as the “active audience and as co-creators of TS [tradeshow] experiences.” To be successful, this carefully constructed experiential environment must, first and foremost, be functional, considering that the exhibition booth is primarily where business is conducted face to face and it is the backdrop against which business attendees are informed about exhibitor offerings (Pencarelli & Forlani, 2018).

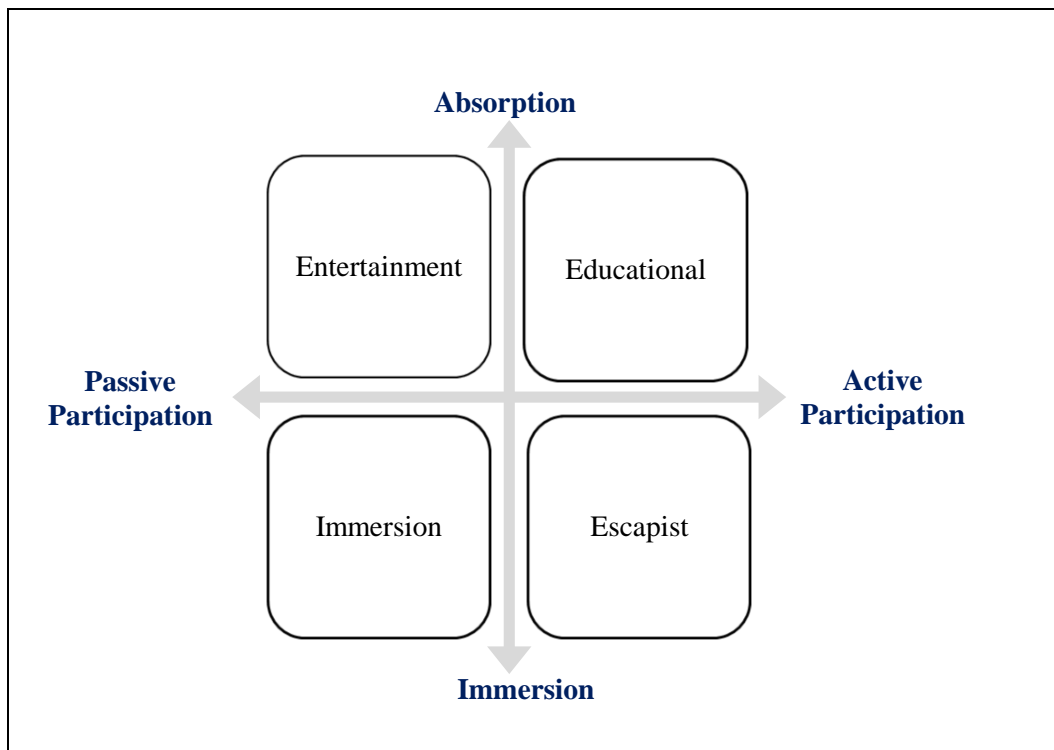
The exhibition venue, including the overall atmosphere in the exhibition booths must also be conducive, lending itself well to providing relevant concurrent events to inform as well as to entertain attendees who typically goal oriented in their approach, seeking experiences that are memorable and immersive as well as innovative and futuristic (Gopalakrishna, Roster & Sridhar, 2010; Gilliam, 2015; Kim & Mazumdar, 2016; Pencarelli & Forlani, 2018; Rai & Nayak, 2020). Having done all, the primary consideration of both the organisers and the exhibitors is the experience quality. Pencarelli and Forlani (2018:180) argue that the “outcomes of tradeshow activities are particularly influenced by experience quality and quantity proposed and organised by the principal tradeshow providers: exhibitors and organisers.” As such, organising and participation budgets should be directed at ensuring that the exhibition environment is relevant, attractive as well as effective in helping attendees to achieve their learning objectives (Björner & Berg, 2012; Pencarelli & Forlani, 2018).

**Table 2.5: Research Focus: Stakeholder Category Matrix**

Main Research Focus	Analysed Stakeholder				
	Attendees (B2B)	Attendees (B2C)	Exhibitors	Organisers	Other Stakeholders
Exhibitions as physical and cognitive experience (exhibitions as embodied experiences)	Rinallo et al (2010)				
Exhibitions as information sources	Rinallo et al (2010)		Rinallo et al (2010)		
Exhibitions as learning moments	Rinallo et al (2010); Sarmiento et al (2014, 2015)		Rinallo et al (2010); Sarmiento et al (2014, 2015)		Player-Koro et al (2017)
Relational opportunities as a fundamental driver of valuable exhibition experiences	Momsen (2010); Rinallo et al (2010); Sarmiento et al (2014)	Rodriguez et al (2015)	Jin et al (2013); Sarmiento et al (2014); Rodriguez et al (2015)	Björner and Berg (2012)	
Exhibition atmosphere and stakeholders' behaviour	Gopalakrishna et al (2010); Tafesse and Korneliussen (2012); Gilliam (2015); Kim and Mazumdar (2016),		Gopalakrishna et al (2010); Gilliam (2015); Kim and Mazumdar (2016); Bloch et al (2017)		
Exhibitions and entertainment components		Gottlieb et al (2011, 2014)			
Exhibitions as facilitators of everyday consumer creativity		Ahola (2012)			
Exhibitions as festival platforms			Søilen (2010); Ahola (2012)		
Exhibitions as typologies of provided experiences			Rinallo et al (2010); Søilen (2010); Kim and Mazumdar (2016)	Rinallo et al (2010)	

Source: Pencarelli and Forlani (2018:179)

While, for starters, there is no consensus on a definition of experiences (Cetin & Dincer, 2014; Alias & Othman, 2018; Becker & Jaakkola, 2020), they are conceptualised by Pine and Gilmore (1998) based on either the level of customer participation, where customers can choose to either passively or actively participate or the extent to which customers find the experience absorbing as shown in Figure 2.5 below:



**Figure 2.5: The Four Realms of Experience**

Source: Pine and Gilmore (1998:102)

Seen this way, experiences are, therefore, “inherently personal, existing only in the mind of an individual who has engaged on an emotional, physical, intellectual and even spiritual level” (Pine & Gilmore, 1998:99). Consequently, the impact of experiences and their interpretation varies from individual to individual (Sundbo, 2015).

Service experiences are increasingly becoming a focus area in research and management practice (Bilgihan, Kandampully & Zhang, 2016; Kranzbühler, Kleijnen, Morgan & Teerling, 2018; Bueno

et al, 2019; Foroudi, Gupta, Sivarajah & Broderock, 2018) particularly for experience-based industries like the exhibition industry (Johnston & Kong, 2011; Walls, Okumus, Wang & Kwun, 2011; Antéblian, Filser & Roederer, 2014; Choe et al, 2014; McColl-Kennedy, Gustaffson, Jaakkola, Radnor, Perks & Friman, 2015; Havíř, 2017) so much so that improving the customer experience is regarded as the number one priority for business executives or “the next big thing” (Lemon & Verhoef, 2016; Maklan, Antonetti & Whitty, 2017:92). As highlighted in Chapter 2, the attendee’s experience at an exhibition, is of special interest to both the organisers of annual exhibitions and the exhibitors themselves given its emergence as “a new basis for exchange” (Jain et al, 2017:645) as well as its influence on the outcomes of satisfaction and repeat business (Rinallo et al, 2010; Cetin & Dincer, 2014; Liu et al, 2016; Lesić, Bršćić, & Ružić, 2017; Alias & Othman, 2018).

This increase in the strategic significance of the service experience is spurred by the proliferation of media and customer touch points through which organisations interact with customers (Ali et al, 2016; Lemon & Verhoef, 2016) as well as the pressure that organisations are under to differentiate themselves as well as satisfy their customers through service encounters that are unique (Walls et al, 2011; Choe et al, 2014), meaningful (McColl-Kennedy et al, 2015; Ali et al, 2016), rewarding (Antéblian et al, 2014), memorable (Pine & Gilmore, 1998) and of high quality (Ali et al, 2016). Granted, the experience focus has not been as prevalent in business-to-business settings as it has been in consumer-oriented marketing, largely due to the conceptualisation of the experience as appealing more to the emotions, typical of consumer marketing, versus the rational decision making that is typical of business-to-business marketing (Gilliland & Johnson, 1997; Addis & Holbrook, 2001). Yet, the “experience-centric view of consumption”, initiated by the pioneering work of Holbrook and Hirschman (1982) and popularised by Pine and Gilmore (1998), provides a base on which to broaden the understanding of, and improve the approach to, the management of experiences at exhibitions (Rinallo et al, 2010; Jain et al, 2017).

#### **2.4.4 Defining and Categorising Attendee Experiences**

To date, no definition of the attendee experience has been agreed among authors (Sundbo, 2015; Havíř, 2017) neither have the relevant theoretical frameworks been defined (Jain et al, 2017). Even

after decades of research, Becker and Jaakkola (2020:630) opine that the subject area is characterised by “considerable fragmentation and theoretical confusion” an indication of the relatively slow progress that has been made by academics in developing the early research work on the experience construct (Palmer, 2010). Yet even without this clarity or guidance, the thrust is for organisations to still apply an experience focus in their operations; the exhibition industry being no exception (Klaus, Edvardsson & Maklan, 2012; Antéblian et al, 2014; Ali et al, 2016; Jain et al, 2017).

In categorising attendee experiences in a given setting, researchers distinguish between external and internal elements that have an impact on the outcomes of satisfaction and behavioural intention (Packer & Ballantyne, 2016). The external elements include the specific dimensions of the physical and social environment that service providers offer the attendee in order to enhance their experience (Liu et al, 2016). On the other hand, the internal elements are what the attendee brings into the setting based on their participation objectives as well as influences from any prior experiences (Packer & Ballantyne 2016) as detailed in Figure 2.6.



### **EXTERNAL (Service Provider-focused)**

- Physical and social environment (Packer & Ballantyne, 2016)
- Service setting (Chang & Horng, 2010)
- Where the interaction takes place (Bueno et al, 2019) be it direct or indirect (Klaus and Maklan, 2012)
- Attributes of the service experience (Helkkula, 2011; Bueno et al, 2019)
- Products and services on offer (Schembri, 2006; Amoah, Radder & van Eyk, 2017)
- Other stakeholders (Helkkula, 2011)
- Applied to the exhibition industry: specifically set up; elaborately designed (Chang & Horng, 2010); perfectly coordinated (Gottlieb et al, 2011)

### **INTERNAL (Attendee-focused)**

- Subjective response (Meyer & Schwager, 2007; Jaakkola, Helkkula & Aarikka-Stenroos, 2015) – cognitive, emotional, behavioural (Paregis, Echeverri & Edvardsson 2012)
- Emotional judgement (Chang & Horng, 2010)
- Customer perceptions (Berry, Wall & Carbone, 2006; Helkkula, 2011)
- Assessment (Klaus & Maklan, 2012)
- “Functional, mechanic and humanic service clues” (Berry et al, 2006:42)

### **OVERALL**

- Individual (Sandström et al, 2008)
- Unique (Johnston & Kong, 2011; Sundbo, 2015; Lemon & Verhoef; 2016; Liu et al, 2016; Bueno et al, 2019)
- Context-specific (Fernandes & Cruz, 2016)
- At point of purchase (Sandström et al, 2008)
- Recollection (Carbone & Haeckel, 1994; Pine & Gilmore, 1998; Sundbo, 2015;
- Co-creation (Packer & Ballantyne, 2016; Jain et al, 2017)

### **OUTCOME**

- Explains their behavioural response through loyalty and repeat purchasing (Klaus & Maklan, 2012)
- “Takeaway impressions” (Carbone & Haeckel, 1994:9; Choe et al, 2014; Liu et al, 2016)

**Figure 2.6: Internal and External Perspectives of an Event Experience**

Source: Developed for This Research

Service experiences are defined by Bueno et al (2019:4) as being “the result of interactions between organisations, related processes, service employees and customers” which may include face-to-face, telephonic or online (Shaw & Ivens, 2002; Bolton, Gustaffson, McColl-Kennedy, Sirianni, & Tse, 2014; Lemon & Verhoef, 2016; Jain et al, 2017), the product or service setting (Zomerdijk & Voss, 2010:67; Bolton et al, 2014; Ali et al, 2016; Liu et al, 2016), a brand (McLean, Al-Nhabhani & Wilson, 2018), a specific activity or the context/environment in which the interaction takes place (Choe et al, 2014; Bolton et al, 2014). Indeed, an exhibition organiser cannot control every element as the experience can also be influenced by the attendee’s concurrent interaction with exhibitors and other attendees (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, Schlesinger, 2009; Bolton et al, 2014; Packer & Ballantyne, 2016; Stein & Ramaseshan, 2016; McLean et al, 2018). These indirect experiences can come in the form of unintentional exposure to a service providers communication message or referrals (Meyer & Schwager, 2007; Bueno et al, 2019).

According to Helkkula (2011)’s systematic literature review (2005-2007), the service experience is characterised in one of three ways depending on a researcher’s orientation; phenomenological, process-based or outcome based as summarised in Table 2.6 below.

**Table 2.6 Characterisation of the Service Experience**

	<b>Phenomenological</b>	<b>Process-based</b>	<b>Outcome-based</b>
<b>Characterisation</b>	In accordance with Holbrook and Hirschman (1982:132) “primarily a subjective state of consciousness with a variety of symbolic meanings, hedonic responses and aesthetic criteria.”	Focused on transformation or change within the process	In terms of a causal model in which the outcomes (and/or antecedents) are measured, or experience is seen as a moderator of other relationships
<b>Scope and Content</b>	A subjective, event-specific and context-specific phenomenon; simultaneously individual and social; can be a practical or imaginary encounter	Focuses on architectural elements (phases) and their order during the process of service	Understanding service experience as one element in a model linking a number of variables or attributes to outcomes
<b>Relation to Time</b>	A subjective experience of the flow of time	Time and order of elements are usually included	Focuses on measuring the attitudes or variables (rather than a longitudinal process)
<b>Subject of Experience</b>	Any relevant actor in the service encounter e.g., customer, service-provider representatives	Focuses on measuring the attitudes or variables (rather than a longitudinal process); subject of the experience usually posited as the customer	Focuses on the aggregate data of multiple customers
<b>Methodology</b>	Mostly conceptual; ten out of eighteen articles lacked empirical study	Varies; six out seven articles were empirical	Mostly surveys: six out of seven articles were empirical

Source: Helkkula (2011:383)

Though not intended to be mutually exclusive, the majority of studies in Helkkula (2011)'s analysis were more aligned with the phenomenological perspective captured in Meyer and Schwager (2007)'s widely cited definition that the service experience is:

the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representatives of a company's products, service or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews and so forth (Meyer & Schwager, 2007:118)

More specific definitions have also been proffered to capture the differences in researcher orientations as shown in Jain et al (2017)'s review presented in its original form in Table 2.7 below.

**Table 2.7: Summary of Some Important Definitions of Service Experiences**

Scholars	Definition	Orientation/Focus
Berry, Wall and Carbone (2006:43)	Customer’s perceptions of a service experience are based on “the technical performance of the service (functional clues), the tangibles associated with the service (mechanic clues) and the behaviour and appearance of service providers (humanic clues). Functional, mechanic and humanic clues play specific roles in creating the customer’s service experience, influencing both rational and emotional perceptions of service quality.”	Service clues/rational and emotional perceptions of performance
Sandström, Edvardsson, Kristensson (2008:118)	A service experience is the sum total of the functional and emotional outcome dimensions of any kind of service. The service experience is always individual and unique to every single customer and every single occasion of consumption as it assumes that the customer is an active co-creating part of the service consumption process.	Output/value in use
Helkkula (2011:367)	Three characterisations of the concept of service experience are identified in the literature review phenomenological service experience, process-based service experience and outcome-based service experience	Typology/characterisation as phenomenological, process and outcome
Klaus and Maklan (2012:21)	Service experience is the customer’s assessment of all attributes of their direct and indirect dealings with a service provider that explains their behavioural loyalty through repeat purchasing. Its dimensions are product experience, outcome focus, moments of truth and peace of mind.	Customer assessment/multidimensional construct
Olsson, Friman, Pareigis and Edvardsson (2012:413)	Service experience is multi-dimensional, consisting of a cognitive dimension related to service quality and two affective dimensions related to positive activation such as enthusiasm or boredom and positive deactivation such as relaxation or stress.	Cognitive and affective response
Pareigis Echeverri and Edvardsson (2012:679)	The customer’s cognitive, emotional and behavioural responses that result in a mental conception.	Cognitive, emotional and behavioural response
Jaakkola Helkkula and Aarikka-Stenroos (2015:186)	Service experience is an actor’s subjective response to or interpretation of the elements of the service, emerging during the process of purchase and/or use, or through imagination or memory.	Subjective response

Source: Jain et al (2017:647)

From these service experience definitions, it is clear that defining service experiences is largely determined by the **perspective from which the experience is viewed**. An experience is said to be unique to, and is dependent upon, an individual (Johnston & Kong, 2011; Sundbo, 2015; Lemon & Verhoef, 2016; Liu et al, 2016; Bueno et al, 2019), taking place in the mind (Pine & Gilmore, 1998; Sundbo, 2015) or recollected in the mind as a memory (Carbone & Haeckel, 1994) in a specific context (Fernandes & Cruz, 2016). Following this argument, some authors conclude that experiences are “takeaway impressions” of encounters with products or services (Carbone & Haeckel, 1994:9; Choe et al, 2014; Liu et al, 2016).

Some authors differ on the **basis of their assessment** of the service experience. For example, Bueno et al (2019) in their systematic review of literature on customer experience measurement in services, highlight the **attributes** of the service experience. On the other hand, some authors argue that products and services are integral to the experience (Amoah, Radder & van Eyk 2017) with some going as far as considering “products, whether they are predominantly goods or services, are essentially experiences” (Schembri, 2006:38). It is in this context that Chang and Horng (2010:2401), in their conceptualisation, view the customer experience as being “the customer’s emotional judgement about an entire experience with an **elaborately designed service setting**” (emphasis added). This perspective is very much in line with Gottlieb et al (2011:90)’s assertion that “exhibitions are more like a service involving a series of activities that must be perfectly coordinated” putting the attributes of the “service experience” at the heart of business operations (Helkkula, 2011:367). Lastly, the definitions of the service experience differ depending on **the party in control of the service experience setting**. The most common rendering is referred to by Jain et al (2017:648), as the “co-creation phenomenon” where organisations accept that there are some aspects of the customer experience that they have limited control over (de Vasconcelos, Barichello, Lezana, Forcellini, Ferreira & Miguel, 2015; Kranzbühler et al, 2018). Stein and Ramaseshan, (2016) assert that the best that the organisation can do is only to provide a setting for an experience to occur leaving the interpretation of the experience in the hands of the customer.

Taken together, both the lack of consensus in the conceptualisation of experiences as well as the variability of interpretation of experiences depending on the individual creates a gap in the determination of commonly agreed measures (Nasution, Sembada, Miliiani, Resti & Prawono, 2014; Adhikari & Bhattacharya, 2016). There can be no one-size-fits-all approach (Klaus & Maklan, 2012) and the context-specific nature of experience-related research affects generalisability in different settings (Havř, 2017; Sipe, 2018). To close this gap, authors have proffered several conceptual models to measure the customer experience in response to the dynamic global environment (Parasuraman et al, 1988; Wolfinbarger & Gilly, 2003; Parasuraman et al, 2005; Gentile, Spiller & Noci, 2007; Verhoef et al, 2009; Klaus & Maklan, 2012).

While there is a school of thought in the literature that leans heavily on the concept of service quality as being the underlying measure of the customer experience (Parasuraman et al, 1988; Chang & Horng, 2010; Lemke, Clark & Wilson, 2011; Chahal & Dutta, 2014), the alternative view is that it is an evaluation of the experience quality dimensions that provides an indication of the overall experience (Dziewanowska, 2015). While researchers at times use the same constructs to measure both service quality and experience quality, some authors argue that it does not necessarily follow that a high-quality perception of the specific service attributes will result in a high-quality perception of the overall experience indicating the need for a separate measure of the overall experience quality which is independent of the attributes (Klaus & Maklan, 2012; Nasution et al, 2014).

Exhibition attendees are classified as either B2B “professional visitors” or B2C attendees (Pencarelli & Forlani, 2018:175). B2C attendees differ in their perceptions as, by nature, B2C exhibitions are considered to be more “entertainment focused” (Gottlieb et al, 2011; Pencarelli & Forlani, 2018:177). Business attendees, on the other hand, according to Pencarelli and Forlani (2018:175) seek “interactive platforms”, “relational opportunities” and “collective experiences” in order for them to derive value from the exhibition experience. (Rinallo et al, 2010; Björner & Berg, 2012; Kim & Muzamdar, 2016). The level of seriousness with which these attendee types approach the networking and social interaction at exhibitions necessitates the separation of attendees into distinct respondent groups to understand them better (Gottlieb et al, 2011).

There is no consensus on the dimensions that make up the experience as well as on the number of dimensions included on an experience measurement scale (Nasution et al, 2014; Sundbo, 2015; Brun, Rajaobelina, Ricard and Berthiaume, 2017). The complexity of customer experiences has also been found to affect measurement scale development. As observed by Nasution et al (2014:256), scales “may become too unwieldy to be summarised into a succinct and usable instrument.” Authors argue that ideally, it should be possible to determine which specific dimensions of a customer experience have a significant impact on future customer behaviour (Nasution et al, 2014). Without this, it remains a challenge to develop reliable and valid measurement scales (Palmer, 2010; Nasution et al, 2014). Though a few of the more recently developed customer experience models have drawn on prior studies to propose new experience dimensions and conceptual frameworks, there is still no experience scale that has multiple industry applicability (Klaus & Maklan, 2012; Havíř, 2017). Furthermore, Havíř (2017) observes that these models have not yet earned the same industry regard and wide-spread use as Parasuraman et al (1988)’s SERVQUAL model.

A review of the extant literature highlights that limited research has been done on the experiential aspects of exhibition and event attendance (Rinallo et al, 2010; Colombo & Marques, 2019). This is in spite of Pine and Gilmore (1998:101)’s inclusion of exhibitions as very much a part of the experience economy in their assertion that “the business equivalent of a shopping mall is a trade show – a place for finding, learning about and, if a need is met, purchasing exhibitors’ offerings.” This slow pace of industry research has resulted in some inadequately answered questions, according to Lesić et al (2017:606), include the following; “... do event organisers know what experiences attendees realise at events? What variables affect the experiences from events and are the organisers able to influence the attendee’s end experience? What are their event’s special features which can be highlighted through their programmes, thus designing an experience to remember?” These questions serve to illustrate the extent to which exhibition organisers are perceived to be groping in the dark as well as the looming industry decline if they continue to operate without firm responses to these strategic imperatives.

Lesić et al (2017:615) call for more experience-oriented attendee research particularly geared “for existing event programmes to be adjusted to the principles of the experience economy.” In



responding to this call, guidance from Tafesse and Skallerud (2016:7) lays the foundation for future research studies. They underscore the importance of theoretical underpinnings in exhibition industry research, highlighting how “theories, conceptual frameworks and models provide a useful analytical lens through which pertinent research problems can be framed.” However, more research is needed that applies or contributes to theory in the exhibition industry as Tafesse and Skallerud (2016) found that 46 out of the 91 articles they reviewed made no reference to theory, or because of their exploratory nature, they yielded data that were not generalisable beyond their research context.

In their analysis of the trends, Tafesse and Skallerud (2016) found that in studies between 2010 and 2014, as many as 86 percent of the studies they reviewed had theoretical underpinning drawn from over 22 different theoretical perspectives. Of these, the majority (64 percent) applied existing theories to the exhibition industry setting while the rest of the studies made original contributions to new theory development. Of special interest were research studies deploying customer experience theoretical perspectives which were found to be increasing in the same period (Tafesse & Skallerud, 2016). That said, there is still room for more exhibition-specific theories to be applied.

## **2.5 Conclusion**

The empirical literature related to the theoretical framework for this research was presented in this chapter beginning with the need for conceptual clarity on the satisfaction construct, a necessary first step towards developing effective post-event evaluation practices to overcome the deficiencies of using proxy measures. Acknowledging this lack of uniformity and inconsistency in the application of satisfaction measures, gives the impetus to improve the quality of exhibitions in Zimbabwe. This chapter also established that post-event evaluation is guided by the tenets of the widely used EDP, which is premised on comparisons between actual experiences and the prior expectations. Coming from a period where research was predominantly influenced by the service logic, the experience logic has come to the fore, spurred by the popularisation of the experience economy. Hence, evaluations of attendees’ satisfaction with their experiences are critical versus

just evaluating the way a service is delivered by the provider. As the diverse classifications of satisfaction presented in the extant literature are considered, this theoretical discussion frames the basis for attendee satisfaction measurement in the Zimbabwean exhibition industry.

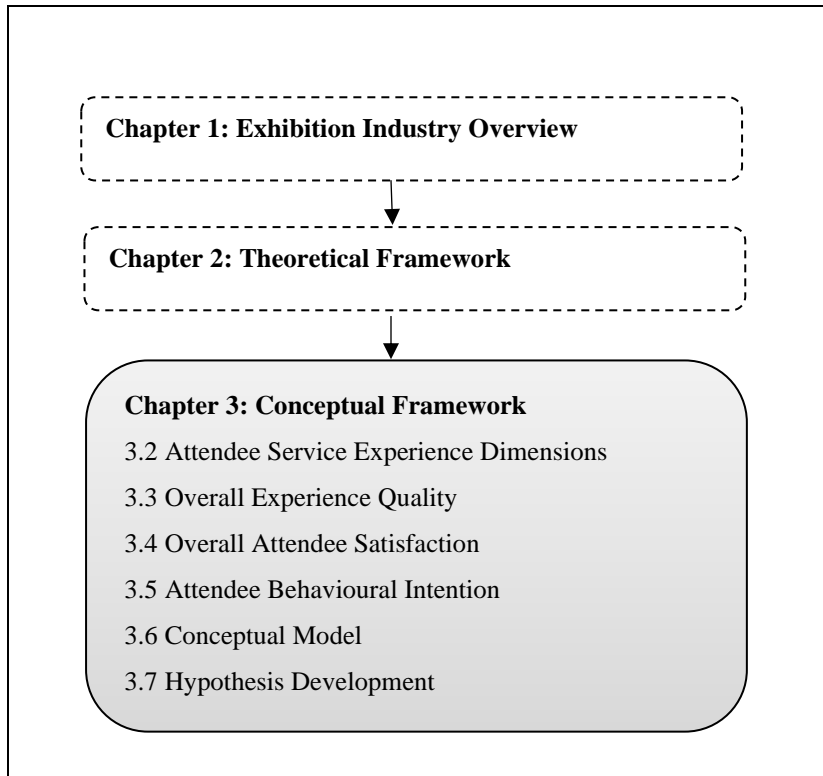
However, measurement is only useful in as far as it gives the exhibition organisers insight into how they can influence the long-term sustainability of their recurring exhibitions. Using the Theory of Reasoned Action, this chapter highlights that the end goal of developing post-event evaluation tools is to arrive at a predictor of future behaviour such as re-visiting or recommending the exhibition to peers. Brought together, the three underpinning theories in this chapter serve to inform the selection of the specific variables to be investigated in this research study's conceptual framework (discussed in the next chapter) as well as to influence and justify the methodological decisions (detailed in Chapter 4).

## CHAPTER 3: CONCEPTUAL FRAMEWORK

### 3.1 Introduction

The theoretical foundation laid in the previous chapter highlights the multi-faceted nature of the satisfaction construct. The raging theoretical debates emphasise the complexity that this brings to the development and operationalisation of performance indicators (Mill, 2002; Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018). Though satisfaction measures may vary, Mittal, Katrichis and Kumar (2001:343) acknowledge that “most firms use a multi-attribute approach for isolating the determinants of overall satisfaction.” However, prior research has not resulted in generalisable measures of success for the exhibition industry, providing limited guidance for Zimbabwean exhibition organisers to improve the overall quality of their exhibitions (Jin & Weber, 2013; Sarmiento & Simões, 2018). Responding to this gap, the variables that make up an attendee service experience are modelled in this research’s conceptual framework as predictors of the Overall Experience Quality and Overall Attendee Satisfaction. This indicates that they are important measures of event success for exhibition organisers, having been found to increase the likelihood of re-visit behaviour (Baker & Crompton, 2000; Ramli, Januri and Ghani, 2018).

As summarised in the overview in Figure 3.1 below, this chapter defines and conceptualises the **predictor variables** (attendee service experience dimensions), the **mediating** and **outcome variables** (Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention) that are specifically investigated in this research. The research’s conceptual model is expounded, highlighting its significant contribution to filling the gaps in the extant literature and the exhibition industry theory development. Pertinent empirical evidence of the inter-relationship of the research variables within and outside the exhibition industry is laid out culminating in the basis for the hypotheses posited in this research.



**Figure 3.1: Chapter 3 Overview**

### **3.2 Attendee Service Experience Dimensions**

The exhibition attendee service experience was conceptualised in this research to comprise ten dimensions. The first five are adopted from Parasuraman et al (1988:38-40): Tangibles, Reliability, Responsiveness, Assurance and Empathy. Five additional dimensions were derived from Jung (2005:92): Content, Booth Management, Booth Attractiveness, Booth Layout and Registration. The definitions, conceptualisation and empirical research on each of these sub-dimensions of the attendee service experience are detailed below, buttressed by findings from prior industry-specific studies.

#### **3.2.1 Tangibles**

Critics of the traditional view about the intangibility of services argue that many aspects of services are, in fact, tangible (Moeller, 2010). As such, the extant literature provides evidence that the actual

environment where the encounter or experience takes place cannot be ignored (Hightower, Brady & Baker, 2002; Pareigis, Echeverri & Edvardsson, 2012). Defined by Parasuraman et al (1988:8) as the “physical facilities, equipment and appearance of personnel”, the tangible aspects of the attendee service experience refer to the physical characteristics of the service setting itself (the physical environment) that elicit a customer response (Ali et al, 2016), shape the actual experience (Fatma, 2014; Liu, et al, 2016) leave an overall impression (Bitner, 1992; Lemke et al, 2011; Bueno et al, 2019).

Tangibles, commonly referred to in the literature as “atmospherics” (Cetin & Dincer. 2014:184; Wong, Li, Chen & Peng, 2017:669), the “built environment” (Ardley, Taylor, McLintock, Martin & Leonard, 2012:653), “physical quality” (Wu et al, 2016:569), “facility services” (Joo & Yeo, 2014:223), “sensory cues” (Ali et al, 2016:2) or the “servicescape” (Bitner, 1992:58), are venues or settings where the customer experiences the service performance (Ardley et al, 2012; Nilsson & Ballanyne, 2014) or where purchases are made (Hightower et al, 2002). Getz, O’Neill and Carlsen (2001:382,388) refer to “site elements” in their visitor surveys as well as “physical evidence” in their service mapping both of which include aspects such as site cleanliness, comfort, catering, parking, seating, signage and ablution facilities. Gottlieb et al (2011:1646) measure what they term “holistic environment quality” which includes the ambient conditions and design as well as an outcome quality measure that includes what they also refer to as “tangibles” (Gottlieb et al, 2011:1644). Choe et al (2014:902) include a variable on “supporting amenities and facilities” which has measures on the state of public restrooms, security, fire equipment and transport facilities. Though termed differently, authors agree that Tangibles must be carefully constructed in order for them to positively impact the overall experience (Bitner, 1992; Dong & Siu, 2013; Chahal & Dutta, 2015; Ali et al, 2016; Liu et al, 2016; Stein & Ramaseshan, 2016; Wong et al, 2017; Oh & Oh, 2018; Lee, Fu & Tsai, 2019) as well as future buying behaviour and long-term loyalty (Dong & Siu, 2013; Chahal & Dutta, 2015; Adhikari & Bhattacharya, 2016). Executed poorly, tangibles affect a customer’s comfort and length of time spent (Nilsson & Ballanyne, 2014)

Applied to the exhibition industry, Tangibles include those elements such as the exhibition venue appearance particularly the exhibition infrastructure and technology, the cleanliness and overall

maintenance of its physical facilities and meeting spaces as well as the appearance of the exhibition organiser personnel (Berne & Garcia-Uceda, 2008; Lee et al, 2015; Wu et al, 2016; Rawat & Mann, 2018). Included in this dimension of Tangibles is the convenience of the location as well as the size of the exhibition or conference venue; all key considerations for exhibition attendees (Parasuraman et al, 1988; Joo & Yeo, 2014:231).

Bitner (1992:64-65) conceptualises three relevant servicescape elements. First, “**ambient conditions**” make reference to the creation of a conducive environment for attendees such as overall cleanliness of the facility as well as access to parking and internet facilities (Joo & Yeo, 2014). Second, “**spatial layout and functionality**” refers to the space allocation and usage in an exhibition by organisers and exhibitors; ensuring that spaces are designed for attendee convenience and comfort (Jung, 2005; Siu, Wan and Dong, 2012), enabling attendees to achieve their participation objectives (Ryu and Han, 2011; Lee et al, 2019). Lastly, “**signs, symbols and artefacts**” refer to the design and visibility of signage at an exhibition that communicates directions and facilitates navigation of the exhibition venue (Chen & Mo, 2012; Lee et al, 2019). In the MICE industry, the onus is on event organisers to provide a conducive environment (Bitner, 1992; Cetin & Dincer, 2014). Rinallo et al (2010) observe the highly stimulating and overwhelming exhibition environment.

Tangibles are considered an important need and service priority when attendees consider events to attend, featuring among the top six motivators (Berne & Garcia-Uceda, 2008; Han & Verma, 2014). Zhang, Qu and Ma (2010)’s research findings in the MICE industry in China underscored the high regard that attendees have of the meeting facilities and their related services. Further, in a study by Joo and Yeo (2014), the state of the facility ranked second in their evaluations of the service setting. Thus, a positive correlation has been made between Tangibles and attendee re-visit intention (Wong et al, 2017). Research supports the importance of Tangibles as the backdrop of service settings and customer experience in industries such as hospitality and retailing (Adhikari & Bhattacharya, 2016; Ali et al, 2016; Stein & Ramaseshan, 2016). The same is true in the events industry where the impact of Tangibles on customer perceptions of quality has been investigated (Getz et al, 2001) and, more importantly, the emotional response to Tangibles or physical cues in the service environment on outcomes such as on post-consumption customer intention/behaviour

(Adhikari & Bhattacharya, 2016; Wong et al, 2017) and customer loyalty (Hightower et al, 2002). From an exhibition organiser's perspective, a well-maintained exhibition facility has been found to be causally linked to driving attendee traffic (Joo & Yeo, 2014; Lee et al, 2019).

These findings are corroborated in the convention industry where studies have found that the importance of facility cleanliness ranked highly in attendee evaluations of event experience quality with the extent of the facility maintenance and the service personnel attitude ranking second (Breiter & Milman, 2006; Zhang et al, 2010; Joo & Yeo, 2014; Wu et al, 2016). Facility comfort, adequacy of restrooms and other conveniences, the use of appropriate and modern equipment as well as how spaces are furnished have also been found to affect the overall assessment of the quality of a facility (Siu et al, 2012). Similar studies in sporting and leisure activities also found that the layout and appearance of the physical facilities and equipment as well as cleanliness and comfort were important attendee considerations (Hightower et al, 2002; Oh & Oh, 2018).

### **3.2.2 Reliability**

Reliability is defined by Parasuraman et al (1988:23) as the “ability to perform the promised service dependably and accurately.” Alternatively, Galetzka, Verhoeven and Pruyn (2006:272) define it as the “the appraisal as to what extent the service is ‘correctly’ produced”. What is clear from these definitions is that dependability and accuracy are at the core of the Reliability construct. At its most basic, for a service to be deemed reliable, customers value efficient problem resolution as well as accurate service delivery, accurate and confidential record maintenance (Parasuraman et al, 1988; Galetzka et al, 2006; Minh, Ha, Anh & Matsui, 2015) as well as timely communication (Yousuf, 2017). This means the service provider has to provide the service in line with customer expectations in a manner that is timeous (Ladhari, 2009; Minh et al, 2015), consistent and error-free (Galetzka et al, 2006; Ahmed, Vveinhardt, Štreimikienė, Ashraf & Channar, 2017; Pakurár, Haddad, Nagy, Popp & Oláh, 2019).

A study by Wong et al (2017), exploring how the exhibition environment affects attendees, suggested that exhibition attendees also took into account service reliability among their exhibition venue selection criteria. Further, another study in the hospitality industry found that of four

antecedents of service quality (Reliability, Empathy and Competence of Staff, Accessibility and Tangibles), reliability had the greatest influence (Minh et al, 2015). Joo and Yeo (2014) linked service reliability to the creation of long-term attendee loyalty.

### **3.2.3 Responsiveness**

Responsiveness is defined by Parasuraman et al (1988:23) as the “willingness to help customers and provide prompt service.” It refers to staff informing customers when services are likely to be performed (Pakurár et al, 2019), the time that it actually takes to resolve customer issues (Yousuf, 2017), as well as the willingness to assist on request (Pakurár et al, 2019). In the exhibition industry, it also means that the service must respond to customer needs in terms of convenience, particularly referring to the exhibition operating hours well as the duration of the exhibition. Han and Verma (2014) highlight the tendency of attendees not to stay at an exhibition for longer than they have to which particularly affects exhibitions that run over a number of days. They found that attendees rarely want to stay until the conclusion of the exhibition if they have accomplished their set objectives. The implications for exhibition organisers are that exhibition experiences must also respond to the attendees’ need for innovative and engaging experiences that trigger an “aha moment” that makes attending an exhibition a worthwhile investment (Han & Verma, 2014:243).

Baloglu and Love (2001) highly rank a responsive service in their meeting venue selection criteria. Several studies have also highlighted the importance of staff responsiveness on the selection of exhibition and meeting venues (Wong et al, 2017), customer experience and satisfaction (Loke, Taiwo, Salim & Downe, 2011; Adhikari & Bhattacharya, 2016; Yousuf, 2017) as well as on the customer’s evaluation of the quality of the overall experience (Adhikari & Bhattacharya, 2016) so much so that it is considered a service imperative (Joo & Yeo, 2014). Of particular interest is that while responsive service delivery has not always been found to be factored in by attendees in their overall evaluations, any perceived shortcomings by the service provider staff in responding to customer requests do lead to dissatisfaction (Joo & Yeo, 2014:224).



### 3.2.4 Assurance

Parasuraman et al (1988:23) as well as de Jager and du Plooy (2007:100) define Assurance as the “knowledge and courtesy of employees and their ability to inspire trust and confidence.” Pakurár et al (2019:5) highlight that Assurance is expressed when staff “provide friendly, confidential, courteous and competent services.” Two aspects are highlighted in these definitions, first, Assurance is a function of staff competence and lastly, staff ability to give attendees peace of mind. Staff competence includes aspects such as the ability of service personnel to connect with customers as well as to keep them informed of important developments or updates (Pakurár et al, 2019) It also refers to their knowledge of the company and its products as well as their ability to promptly respond to customer queries (Minh et al, 2015).

Prior research has positively related Assurance and service quality perceptions (de Jager & du Plooy, 2007) in determining the quality of the overall experience (Baker and Crompton, 2000; Bharwani & Jauhari, 2013; Ali et al, 2016; Stein & Ramaseshan, 2016) as well as overall satisfaction (Walls et al 2011; Ali et al, 2016). Prior research in the exhibition industry has highlighted the importance of staff training to overall service delivery (Joo & Yeo, 2014) and evidence has been found that inexperienced staff at the service front line, such as inadequately trained contract workers and volunteers, have a negative effect on attendee service quality and satisfaction (Joo & Yeo, 2014).

The customer experience has been found to be driven by the peace of mind from dealing with experienced staff with positive links also having been established to satisfaction and recommending behaviour (Klaus and Maklan, 2013). Amoah, Radder and van Eyk (2016:5) in a study conducted in the hospitality industry, linked peace of mind to the aspects of “safety, security and privacy” in visitor dealings with service providers. Applied to the exhibition industry, Parasuraman et al (1988)’s dimensions of Assurance would refer to the organiser staff being reassuring to business visitors and knowledgeable, that attendees can trust of both organisers and the exhibiting companies in transactions in addition to frontline staff being adequately supported to do their job.

### **3.2.5 Empathy**

Empathy is defined by Parasuraman et al (1988:23) as the “caring, individualised attention the firm provides customers.” It implies that a service provider should be able to provide personal attention to customer needs (Ahmed et al, 2017), putting themselves in their customer’s shoes and being able to see situations through their eyes (Collier, Barnes, Abney & Pelletier, 2018). Doing so enables service providers to be more understanding, accommodating and helpful (Wieseke, Geigenmüller & Kraus, 2012; Yousuf, 2017).

Though there are limited empirical studies on empathy, some studies have shown that customer experiences are more likely to be satisfying in situations where frontline staff are attentive and courteous (Wieseke et al, 2012). The reverse is also true. The link between Empathy and positive customer experiences is brought out in the literature as being essential to service delivery and satisfaction (Wieseke et al, 2012), competitive advantage (Collier et al, 2018) and long-term profitability (Yousuf, 2017). Applied to the exhibition industry it is reasonable to expect that Parasuraman et al (1988)’s dimensions of service assurance would apply; namely, the exhibition organiser’s caring, individualised attention provided to attendees in a friendly manner as well as the demonstration of an understanding of attendee needs and having the best interests of attendees at heart (Lee et al, 2005).

In conceptualising Empathy, Wieseke et al (2012) recognise two schools of thought; namely, the psychology and psychotherapy domain as well as the sales and marketing domain. Authors in the psychology and psychotherapy domains conceptualise Empathy as a phenomenon which is focused on experiencing, perceiving, reacting to, acknowledging or understanding the emotional state or situation of another person (Wieseke et al, 2012). On the other hand, the marketing and sales domain has a direct application to the customer where a salesperson shows understanding, takes interest in and appropriately responds to the customer’s emotional state or situation which may necessitate that service employees go the extra mile (Wieseke et al, 2012; Sarmiento et al 2015). Both domains appreciate the inter-personal nature of Empathy and most see it from either

cognitive or affective perspectives. Wieseke et al (2012:317) distinguish a cognitive view, defined as “a person’s understanding of the internal state of another person” as well as an affective view which recognises Empathy as “an emotional response to another person’s state or situation.” Increasingly, there is consensus that Empathy is multi-dimensional, expressing how one person can step into the shoes of another in thought, feeling, experience and even to the extent of reactions (Wieseke et al, 2012).

Taken together, **Reliability, Responsiveness, Assurance and Empathy** are collectively referred to by Getz et al (2001) as “staff elements” to measure how helpful, knowledgeable, neat, available, approachable and friendly/pleasant the staff are in their surveys. In their service mapping Getz et al (2001) consider “visible staff contacts” referring to staff identification and visibility at a busy event. Chen et al (2012) refer to “professional ability” which covers staff attitude and professionalism, while Gottlieb et al (2011) discuss “interaction quality” which measures staff attitude, behaviour and expertise.

### **3.2.6 Content**

Content, a term coined by Jung (2005:88) and subsequently used by Chen and Mo (2012:31) as well as Choe et al (2014:906), was used as a measure of exhibition service quality. It is also referred to as “booth quality” by Joo and Yeo (2014:222). Considered by Whitfield and Webber (2011:440) as one of the “fundamental exhibition attributes”, Content, as used by exhibition industry researchers, refers to the following aspects:

- the adequacy of participating exhibitors; referring to both “quality and quantity” (Berne & Garcia-Uceda, 2008; Whitfield & Webber, 2011; Chen & Mo, 2012:29).
- the appropriateness of the exhibitors and their exhibits vis-à-vis the focus of the exhibition as well as the display of future trends (Han & Verma, 2014).
- the organisation and relevance of concurrent conferences and seminars Joo and Yeo (2014) advise exhibition organisers to be inclusive, catering for a variety of attendee needs.
- the provision of pre-event information and timely updates, the ease of access to current event information, directories and resources (Liu, et al 2016). Overall, attendees require

timely pre-event event information to enable them to plan their time as well as real-time event updates, directories and resources to help them to identify exhibits and events that are of interest (Lee & Kim, 2008).

The above aspects have been found to positively influence an exhibition's reputation and industry standing (Whitfield & Webber, 2011). Research results also suggest that attendees are motivated by fair industry representation in their sectors of interest, including particular exhibiting companies and products that they wish to see (Lee & Kim, 2008). In addition, they look for content that is of interest to them which includes aspects such as:

- Future trends, new products and new suppliers (Gottlieb et al, 2014).
- Concurrent conferences and workshops (Rinallo et al, 2010; Chen & Mo, 2012).
- Innovation, new products/services and latest trends (Rinallo et al, 2010; Whitfield & Webber, 2011).
- Learning and professional development outcomes have been found to have the strongest influence on satisfaction for convention attendees (Breiter & Milman, 2006; Rinallo et al, 2010; Whitfield & Webber, 2011; Joo & Yeo, 2014).
- Relevant exhibits and displays (Whitfield & Webber, 2011).
- New sources of supply (Whitfield & Webber, 2011).
- Technical advice (Whitfield & Webber, 2011).
- Informal meeting and networking areas (Whitfield & Webber, 2011).

Some authors conclude that it is primarily the organisers and not so much the individual exhibitors who “set the tone” of the exhibition (Rinallo et al, 2010:256). In fact, they assert that one cannot separate organiser actions from the overall performance of exhibitors, therefore, the ability of exhibitors to achieve their participation objectives is tied directly to the ability of organisers to attract attendees that match the profile that exhibitors are looking for (Rinallo et al, 2010; Teixeira, Patrício, Nunes, Nóbrega & Fisk, 2012). However, Lin et al (2015:4) observe that, in keeping with the Stakeholder Theory, “visitors might enjoy the most meticulous service from the organiser but if they don't meet enough exhibitors then the whole experience could be considered unsatisfactory, leading to negative word-of-mouth.” Notably, there is less emphasis on attendee selling objectives,

indicating a shift in the medium of exhibitions. Joo and Yeo (2014:223) explain that “the traditional role of exhibitions as a sales/purchase venue had been repositioned as a place for sharing and collecting information about overall market needs.” Hence, exhibition booth Content was found to be the most important consideration in determining the quality of an exhibition in two studies by Jung (2005) and Chen and Mo (2012), establishing a positive link between the quality of exhibition booth Content and Overall Attendee Satisfaction.

### **3.2.7 Booth Management**

Exhibitions are key information gathering and sharing events (Sarmiento et al, 2015). The helpfulness of information and displays, termed “Booth Management” by Jung (2005), refers to the attitude and knowledgeability of the stand personnel as well as the provision of catalogues or flyers for more information are all key considerations for attendees and, as such, exhibition organisers must provide them (Whitfield & Webber 2011; Chen & Mo, 2012; Choe et al, 2014; Joo & Yeo, 2014; Lee et al, 2015).

Research has found that attendees rely on exhibitors for their information and learning needs at an exhibition with the extent of the knowledge that can be gleaned differing from exhibitor to exhibitor (Rinallo et al, 2010). In a study of the differences in importance placed by business and public attendees at an exhibition, a study by Joo and Yeo (2014) found that this dimension was ranked higher by public attendees than business attendees and that it influenced repeat visits as well as positive reviews of service encounters (Whitfield & Webber, 2011; Stein & Ramaseshan, 2016; Joo & Yeo, 2014). However, authors acknowledge a training gap, evident in the attendee-booth/stand staff interactions (Gilliam, 2015).

### **3.2.8 Booth Attractiveness**

The term “Booth Attractiveness”, coined by Jung (2005:92), encompasses pre-event promotions, exhibitor pre-show marketing and giveaways which have been found to attract visitors to an

exhibition (Chen & Mo, 2012; Choe et al, 2014). In addition, Godar and O'Connor (2001) and Ali et al (2016), found that the ability of the exhibition to provide the specific product and service information needs that attendees have was also an important consideration for business attendees at an exhibition. Ethnographic studies confirmed that in fulfilling their information needs, business attendees are first of all drawn to the “market leaders” or “big fish” and their existing supplier base before visiting others (Rinallo et al, 2010:254). What moves them in particular, according to Lee et al (2012) as well as Joo and Yeo (2014), is the novelty of these exhibitor displays.

The research confirms that the organisation and presentation of the information matters to participants. Empirical research particularly highlights the value that attendees place on the ease with which the new products/services of the various exhibitors can be compared (Lee et al, 2012; Joo & Yeo, 2014). Business attendees are attracted by the provision of relevant information by exhibitors through the stand personnel, the exhibits and displays themselves as well as the static information provided in the form of brochures and catalogues (Joo & Yeo, 2014). On a lighter note, Getz et al (2001) found that items and activities such as souvenirs and competitions can be effective draw cards. Even product demonstrations, when held frequently throughout the duration of the exhibition, also provide more opportunities for exhibitor-attendee interaction and relationship building (Han & Verma, 2014). Further, the research shows that in addition to attracting attendees to the exhibition booths, educative and informative displays influence satisfaction, decisions to attend in future and positive word-of-mouth (Servert, Wang, Chen & Breiter, 2007; Rinallo et al, 2010; Whitfield & Webber, 2011; Han & Verma, 2014, Joo & Yeo 2014; Ali et al, 2016).

### **3.2.9 Booth Layout**

The term “booth layout and function” (Jung, 2005:92) is referred to by other authors as the “boothscape” or “standscape” (Gilliam, 2005:1879), “booth design and layout” (Lee et al, 2015:68), “architectural aspects” (Rinallo et al, 2010:251) as well as the “spatial and ergonomic layout of booths” (Whitfield & Webber; 2011:440). Referred to as Booth Layout in this research,

the variable includes the following aspects (excluding venue properties discussed under Tangibles):

- a) the layout of the exhibition, taking into consideration the positioning and placement of exhibitors on the exhibition floor, the location of concurrent events within the exhibition venue (Lee et al, 2005; Han & Verma, 2014) as well as the navigability of the exhibition (Bloch, Gopalakrishna, Crecelius & Muraroli, 2017).
- b) the layout of the individual booths including the allocation of display, meeting and entertainment areas as well as the “surface decoration”, signage and branding considerations (Gilliam, 2015; Bloch et al, 2017:241; Lee et al, 2019).
- c) Aspects related to the Booth Layout are considered to be significant to the attendee experience (Siu et al, 2012). This comes as no surprise when viewed in the light of Gilliam (2015:1879)’s conclusion that “given the intangibility of services and the consequent lack of physical cues, it is natural that customers will look to the physical surroundings for indicators about the service and its quality.” Gilliam (2015:5) also found that the “openness and orderliness” of the booths tends to make them appealing to business attendees for both their functionality and attractiveness.

Booth Layout is, therefore, also an area of interest for exhibition organisers recognising the inferences that attendees make about the quality of an exhibition based on the presentation of the exhibition booths (Rinallo et al, 2010). Prior studies show that the design and layout of both the exhibition and the individual booths tends to be informed by the type of the exhibition, the participant profile (exhibition organisers, exhibitors, attendees) as well as their participation objectives, motivations and preferences (Rinallo et al, 2010; Han & Verma, 2014; Gilliam, 2015; Bloch et al, 2017; Rawat & Mann, 2018). Specific considerations for Booth Layout include the need to:

- a) optimise the floor space utilisation, taking into account the flow of traffic (Han & Verma, 2014).
- b) place exhibitors according to their product groupings in designated areas while, at the same time, striking the delicate balance of ensuring that attendee convenience is not achieved at

the expense of exhibitor satisfaction in cases where exhibitors may not welcome being in close proximity to their competition (Han & Verma, 2014).

- c) ensure the functionality of the individual booths to allow for discussion and comfortable attendee movement when viewing exhibits, displays and demonstrations (Whitfield & Webber, 2011; Gilliam, 2015; Lee et al, 2015).

Gilliam (2015)'s study on boothscapes responds to the need for more theory building research to guide exhibition booth design principles, applying concepts that had been developed and tested for decades in the retail and hospitality industries. In this regard, Gilliam (2015) observed that the lack of theory and conceptual frameworks was leaving exhibitors, or the companies they contracted to design their exhibition booths, without specific research-based insights on how to cost-effectively drive the right traffic to their booths, how to best design the space available to cater for attendee comfort and traffic flow. Furthermore, Bloch et al (2017) observe the scarcity of, and highlight the need for, more B2B studies, particularly focusing on the design of exhibitions (both floor spaces and exhibitor booths) in such a way that they are appealing to business attendees. In practice, exhibitors tend to invest heavily on Booth Layout (design and layout, booth/stand location and visible signage), as much as 30 percent of total exhibition participation budgets (Bloch et al, 2017). Benefits that accrue include increased attendee numbers (Joo & Yeo, 2014; Gilliam, 2015; Bloch et al, 2017), memorability of the booth/stand (Gilliam, 2015; Bloch et al, 2017), exhibitor's image and reputation enhancement (Lee et al, 2015) as well as improved attendee-booth staff interaction quality (Bloch et al, 2017).

### **3.2.10 Registration**

Registration refers to the off-site and on-site systems and procedures set up by exhibition organisers to facilitate the recording and entry of attendees into the exhibition venue (Jung, 2005; Chen & Mo, 2012). Industry research on attendee registration has drawn attention to the increasing discussion among scholars on the digital disruption of the exhibition industry, particularly the emerging research on the extent of the technology-enhancement of services offered by exhibition organisers. Han and Verma (2014:241) highlight how technology could revolutionise the



exhibitions industry, particularly the way exhibitions are “organised, structured and delivered”. Notably, the investment by exhibition organisers in online event registration is motivated by the need to offer increased convenience and reduced waiting time by allowing business attendees to pre-register and pre-pay using self-service technology even for the advance printing of their attendance badges (Gottlieb et al, 2011; Han & Verma, 2014). The registration areas are often the first port of call for attendees and, as such, speed and efficiency at the points of on-site registration can form first impressions and influence future visits as well as impact attendee evaluations on an exhibition’s quality of service (Jung, 2005; Joo & Yeo, 2014).

Closely linked to Registration is Access which refers to those aspects related to attendees physically gaining entry into the exhibition venue (Jung, 2005). Wu et al (2016:571) define access quality as “the ease and speed with which people reach their desired location.” Specifically, for the exhibition industry, Wu et al (2016) highlight aspects such as the registration process, convenience, and the information accuracy. Though outside the scope of this research, Wu et al (2016) also include hotel access quality as part of this dimension. Prior studies on access quality also bring out how inattentiveness to prompt service as well as lengthy queues can negate a positive evaluation of an event experience (Hightower et al, 2002).

### **3.3 Overall Experience Quality**

In a study of the dimensions and outcomes of experience quality in the tourism industry, Fernandes and Cruz (2016) highlight the practical nature of attendee experience evaluations. Applied to the exhibition industry, this utility or functionality is a collective term to describe fitness-for-purpose of the attendee-focused operational aspects of the exhibition context (Rinallo et al, 2010; Lee et al, 2015) and the ability of the exhibition to meet specific participant needs and the accomplishment of goals (Getz, 2005; Siu et al, 2012; Lesić et al, 2017). Adding to the ongoing debate surrounding the complexity of the dimensionality of services, Brady and Cronin (2001:34) conclude that the conceptualisation and measurement of the service quality construct is not only “elusive” and “unresolved” but is also “far from conclusive.” Indeed, it is not so much that authors dispute the multi-dimensional nature of experience quality, but their point of divergence is on what

should be measured. Consequently, Amoah et al (2016) tabulate no less than 19 dimensions of experience quality as proffered by various authors and, given the personal and context-specific nature of experience evaluation, the likelihood of more dimensions being added to the list increases with each new study.

In determining the specific influences to customer quality perceptions, authors have found three main dimensions; **predispositions**; referring to prior encounters or expectations that the customer brings into an experience, **interaction**; the specific period during which the customer has an encounter with a product or service (at any, or all, of three levels that Lemke et al (2011:6) identify as the “communication encounter”, the “service encounter” or the “consumption encounter”) as well as **reactions**; the conscious or sub-conscious post-encounter residual feelings, reflections and subjective evaluations that influence pre-dispositions to new encounters as well as future behaviour (Zomerdijk & Voss, 2010, Bueno et al, 2019:784). Given the numerous customer contact points with the service provider as well as the variety of influences on the overall experience evaluation, this research agrees with earlier researchers who argued that the customer experience quality should be conceptualised holistically as an “aggregate construct” (Lemke et al, 2011; Kim & Choi, 2013:324) and called for more “holistic empirical examinations of customer experience” (Lemke, et al, 2011:2). Picking up on this, the focus of this research is on the physical interaction period as it is considered to be the one over which a service provider would have the most influence (Adhikari & Bhattacharya, 2016; Bueno et al, 2019).

This dimension of assessment is best expressed by Chen and Chen (2010:35) who posit that in experiential services, “the quality visitors perceive is much more associated with their experiences **during the processes of visitation than the service per se**” (emphasis added). It follows then that if the goal of any business is for the service exchange to positively affect satisfaction, loyalty and trust (Johnston & Kong, 2011), there is a need to go a step further to make customer experiences memorable (Loureiro, 2014; Halim & Mokhtar, 2016; Rais, Musa & Muda, 2016; Amoah et al, 2017), placing more management emphasis on the quality of the overall experience (Amoah et al, 2016).

In conceptualising the potential influences to this overall assessment, Walls et al (2011) as well as Nasermodeli, Ling and Maghnati (2013:129) highlight three facets of the holistic service experience which include the **sensory experience**, the aspects that are perceived by or that affect the senses; the **emotional experience**, the affective responses of a customer during a service encounter that have the potential to affect future behaviour as well as the **social experience** which takes into account the customer's interaction with, and response to, other people present during the encounter, which in the exhibition industry would be exhibitors and other attendees (Rinallo et al 2010). The emotional experience is of particular interest to researchers with well documented studies on the link between emotional reactions in a service setting and satisfaction (Zins, 2002). In the exhibition industry, the overall evaluation or sum total of the attendees' impressions is heavily influenced by what they perceive they have gained by participating in exhibitions, referred to as "outcome quality" by Kim and Choi (2013:325). Consistent with prior literature, the overall satisfaction or dissatisfaction with the exhibition experience impacts future consumer behaviour such as repurchase, recommend, complaint intention or action (Johnston & Kong, 2011).

### **3.3.1 Differentiating Service Quality from Experience Quality**

While service quality definitions tend to emphasise the customer's appraisal of the "excellence or superiority" of the attributes of a service (Lemke et al, 2011:10), experience quality definitions tend to emphasise the overall impression that customers are left with. Amoah et al (2017:295) define experience quality as "the resulting perception when customers emotionally assess their experiences following their engagement with an organisation, its products and services." Amoah et al (2016), Lemon and Verhoef (2016) and Bueno et al (2019) highlight the inadequacy of the well-cited rational service quality measures in the evaluation of service experiences arguing that they do not quite capture the affective or the pleasurable nature of customer experiences. In line with this thinking, the focus of the literature has also shifted, with authors conceptualising the customer experience as a stand-alone construct, distinct from the service quality (Cole & Chancellor, 2009; Verhoef et al, 2009; Bueno et al, 2019). Amoah et al (2016) also acknowledge the progression of the evaluation of quality from service to experience quality recognising that seeking to delight customers through traditional service quality measures is a concept that has done

its time. This therefore implies that contemporary marketing paradigms must shift in line with the experience economy popularised by Pine & Gilmore (1998).

A review of the literature brings out a contemporary school of thought that finds relevance in this doctoral research. In a case study of visitor perceptions in the hospitality industry in Ghana, Amoah et al (2016:3) calls for a more “dynamic approach” to the conceptualisations of quality which has implications on management strategy. First, he asserts that organisations must deliberately focus more on improving experience quality in order to ensure satisfying outcomes. In this regard, experience quality now transcends the traditional service quality focus (Amoah et al, 2016). Second, Amoah et al (2016) go on to highlight the increasing need for an understanding of the specific dimensions or attributes of the experience quality that customers consider in their evaluations of their interactions with organisations. Gottlieb et al (2011) observe that the extent of goal orientation in attendees is linked to increased satisfaction levels and positive future behaviour.

The effectiveness of participation in an exhibition is defined by Gottlieb et al (2011:91) as “the degree to which he/she was able to achieve his/her attendance objectives.” Indeed, the research shows that attendees have positive perceptions of value as well as the overall experience quality at exhibitions when their participation objectives are achieved (Gottlieb et al, 2011). Indicators of overall experience quality include the extent to which attendees can locate relevant and innovative exhibits to address their information needs (Breiter & Millman, 2006; Kozak & Kayar, 2008) as well as the extent to which they can also engage in fruitful social interaction and professional networking at an exhibition (Rinallo et al, 2010). Research has found these to be important factors in influencing overall satisfaction with an exhibition experience as well as repeat attendance (Gentile et al, 2007; Berne & Garcia-Uceda, 2008; Lee & Back, 2008; Verhoef et al, 2009; Yoo & Zhao, 2010; Whitfield & Webber, 2011; Lee & Min, 2013; Joo & Yeo, 2014; Ali et al, 2016).

### **3.3.2 Related Studies on the Overall Experience Quality**

Research has shown that the secret to customer delight, attraction and retention in the 21<sup>st</sup> century lies in personalised customer experiences (Rinallo et al, 2010; Beltagui, Riedel, & Candi, 2016).

Kale, Pentecost (2010:148) assert that these experiences should also be “memorable and compelling.” Yet, customer experience quality is relatively under-researched (Suhartanto et al, 2020:869) with a less-than-desired focus on its theory development particularly in the exhibition industry (Rinallo et al, 2010; Klaus et al, 2012; Teixeira et al, 2012; Foroudi et al, 2018). As customer experience quality is said to be replacing service quality as the battleground for marketing, there is need for more empirical studies to develop the discourse in this area (Klaus et al, 2012; Teixeira et al, 2012; Klaus & Maklan, 2013; Foroudi et al, 2018). According to Lemon and Verhoef (2016:89), a focus on closing this gap serves to “strengthen the theory, understanding and knowledge.” This research responds to this call. Available exhibition industry researchers view participant experiences from two main perspectives; namely, the **prospective**, where one anticipates an experience prior to actually experiencing it and the **reflective**, where one evaluates the experience during and/or after experiencing it (Holbrook & Hirschman, 1982; Adhikari & Bhattacharya, 2016). The most common perspective, also supported in this research, is the reflective view, promoted by the work of Pine & Gilmore (1998).

Major research themes, as brought out by Tafesse and Skallerud (2016) as well as Sarmiento and Simões (2018) are predominately on exhibitor experiences (Tanner, 2002; Kang & Schrier, 2011a; Kang & Schrier, 2011b; Lin & Lin, 2013; Lee et al, 2005; Lin, 2016; Liu, Xiang, Liu, Zach & McGehee, 2020). Exhibition attendee research has established the causal relationships among the variables of the attendee attendance/experience, service quality, value, satisfaction and behavioural intention (Smith et al, 2003; Knuston & Beck, 2008; Berne & Garcia, 2008; Sarmiento & Farhangmehr, 2016) as well as the criteria used by attendees to evaluate their experiences at exhibitions such as service quality (Jung, 2005); the experiential marketing techniques of exhibition organisers and exhibitors (Rinallo et al, 2010); mindfulness (Choe et al, 2014). According to Lesić et al (2017), attendees typically approach an event expecting to get something out be it the meeting of a specific need or expectation or the desire for different, rewarding and engaging experiences (Getz, 2007). The growing body of work illustrates that the exhibition industry cannot ignore the experience-based evaluations of attendees. Rather, it is in the interest of both exhibition organisers and exhibitors to apply experience concepts to create exhibitions, and displays within those exhibitions, that not only provide functional benefits but also appeal to

the emotions of business attendees (Goode, Dahl & Moreau, 2010; Rinallo et al, 2010; Rai & Nayak, 2020).

### **3.4 Overall Attendee Satisfaction**

A review of the literature brings out extensive studies in a variety of industries investigating the nature of satisfaction as a construct (Dalla-Pozza, 2014; Srivastava & Kaul 2016; Saxena, 2017). Of particular interest is in the exhibition industry where increasing competition and pressure to demonstrate a return on exhibition participation is prompting more research that focuses on exhibition effectiveness (Gottlieb et al 2014; Kurtulmuşoğlu, Atalay & Alagöz, 2017; Sarmiento & Simões, 2018), participant needs and expectations (Berne & Garcia-Uceda, 2008) as well as participant satisfaction (Hultsman, 2001).

Guided by the framework for developing what Geis and Cote (2000:1) refer to as “context-relevant” definitions, exhibition attendee satisfaction is conceptualised in this research as:

a during- or post-experience summary affective response of varying intensity that results from a process involving a series of comparisons of the dimensions of an actual attendee service experience with expectations.

This working definition best captures the position taken in this research on the above perceptual debates on satisfaction, relating these to the context of the exhibition industry.

#### **3.4.1 Related Studies on Attendee Satisfaction**

Exhibition industry research trends in the last decade have seen the marked increase in the adoption of research-based theoretical perspectives (Tafesse & Skallerud, 2016). With more and more studies, responding to the call for the further development and testing of exhibition industry-specific theoretical and conceptual models, as well as the improvement of the research methodologies used in order to ensure the production of relevant and widely applicable research

conclusions. Prior exhibition and events industry-specific studies have focused on satisfaction with the exhibition organisers (Jin & Weber, 2013; Lin et al, 2016) or satisfaction with event attributes (Kim, Ng & Kim, 2009; Jaimangal-Jones et al, 2018). However, some studies in closely related convention and conference industries are characterised by a narrow focus and small sample size which limit generalizability (Servert et al, 2007; Kim, Lee & Love, 2009).

Jaimangal-Jones et al (2018:4) in their definition of event satisfaction highlight that it is an “understanding the quality of people’s experience through their perceptions and expectations of event criteria.” In narrowing down the event criteria, dimensions or attributes that drive attendee satisfaction, Jaimangal-Jones et al (2018:4) highlight that because “consumer perceptions are based on technical (performance outcomes) and functional (process-related) qualities of the experience”, it follows that event organisers use the attributes in the SERVQUAL model (Parasuraman et al, 1988) as a basis, such as Tangibles, Reliability, Responsiveness, Assurance and Empathy. In addition to these, Jung and Tanford (2017:4), following a meta-analysis of convention attendee satisfaction and loyalty, identified four event criteria that were found to drive attendee satisfaction:

- a) **Networking:** the provision of opportunities for social interaction and professional networking were found to positively affect attendee satisfaction and behavioural intentions (Lee & Back, 2007; Kim et al 2009; Yoo & Zhao, 2010; Whitfield & Webber, 2011; Tanford, Montgomery & Nelson, 2012).
- b) **Education benefits:** exhibitions and conventions are seen as opportunities for learning and information exchange (Lee & Back, 2007; Servert et al, 2007; Mair & Thompson, 2009; Yoo & Zhao, 2010; Hoyt & Whyte, 2011; Whitfield & Webber, 2011; Lee & Min, 2013), gaining product information from the convention proceedings and exhibits (Whitfield & Webber, 2011; Wei & Lin, 2015) as well as attending concurrent workshops and demonstrations (Whitfield & Webber, 2011).
- c) **Physical environment qualities:** notably the accessibility and convenience (Jung, 2005; Mair & Thompson, 2009; Lee & Min, 2013; Rajabi & Andam, 2013), satisfaction with the venue

attributes (Zhang et al, 2010; Lu & Cai, 2011; Hoyt & Whyte, 2011; Rajabi & Andam, 2013) as well as the servicescape (Siu et al, 2012).

- d) **Destination features:** including image (Lee & Back, 2007; Yoo & Zhao, 2010; Hoyt & Whyte, 2011; Lu & Cai, 2011), location (Mair & Thompson, 2009) and other activities (Tanford, Montgomery & Nelson, 2012).

Of these, education and networking were found in prior research to have the greatest influence on satisfaction and behavioural intention (Jung & Tanford, 2017). Attendees value the learning opportunities that such gatherings provide, particularly through the concurrent content-driven seminars and workshops. They also actively seek social interaction and relationship building with like-minded professionals under the same roof (Jung & Tanford, 2017).

### 3.4.2 Dimensions of Attendee Satisfaction

In developing an exhibitor satisfaction scale, Lin et al (2015) conceptualise a three-part overall satisfaction measure, tabulated below (Table 3.1) which offered some learning points for the development of an attendee satisfaction model for this research:

**Table 3.1: Exhibitor Overall Satisfaction Dimensions**

Dimension	Measures	Limitations and Implications
Satisfaction with organisers	<ul style="list-style-type: none"> <li>• Use Brady and Cronin (2001)'s 21-item scale to develop a scale to evaluate service quality delivered by organisers.</li> <li>• Brady and Cronin (2001:38) make use of three of SERVQUAL variables (Reliability; Responsiveness; Empathy) as “descriptors” of interaction quality, physical environment quality and outcome quality.</li> </ul>	<ul style="list-style-type: none"> <li>• The attendee’s perspective of satisfaction with organisers would contribute to the amplification of the voice of attendees in exhibition industry research.</li> <li>• The inclusion of SERVQUAL dimensions in scale development is an accepted practice, albeit with modification and/or additional variables to cater for</li> </ul>



	<ul style="list-style-type: none"> <li>• Tangibles were considered by Brady and Cronin (2001:38) as “direct determinants of service quality” on the strength of research that found tangibles to be “a proxy for evaluating service outcomes.”</li> <li>• The Assurance dimension was excluded on the basis of it having a weak relationship to overall service quality in Brady and Cronin (2001)’s study.</li> </ul>	<p>industry-specific nuances (Havíř, 2017),</p> <ul style="list-style-type: none"> <li>• Unlike Lee et al (2015), Lin et al (2015) do not go on to link their overall exhibitor satisfaction measures to outcomes such as behavioural intentions.</li> </ul>
Satisfaction with self-performance	Use Hansen (1999)’s performance framework to measure exhibitor perceptions of their performance versus set objectives.	<ul style="list-style-type: none"> <li>• Hansen (1999)’s lament with prior studies was the lack of a theoretical basis and called for future scale development that would be grounded in theory using accepted scale development guidelines</li> <li>• In determining service quality and exhibition effectiveness, Gottlieb et al (2011) also approach attendee self-performance from a goal-oriented perspective.</li> </ul>
Satisfaction with visitors	Develop their own measures seeking to determine whether attendees possess the desired characteristics.	Satisfaction with exhibitors (discussed under the Booth-related Content variable) was found to be key determinant of attendee satisfaction with an exhibition and repeat attendance (Jung, 2005; Choe & Kim, 2012).

Source: adapted from Lin et al (2015:2)

### **3.5 Attendee Behavioural Intention**

Most commonly portrayed in literature as an outcome of satisfaction (Kang & Schrier, 2011a; Lee et al, 2015; Wu et al, 2016), Attendee Behavioural Intention is defined as being the likelihood (Dolnicar, Coltman & Sharma, 2015), tendency (Kuo et al, 2009; Kaur & Gupta, 2012), signal (Kurtuluşoğlu, et al, 2017), willingness (Forgas-Coll, Palau-Samuell, Matute & Larrea, 2017) or expectation (Saha & Nath, 2017) that an exhibition attendee will return to visit an exhibition in the near future as well as the extent to which that attendee will spread positive word of mouth comments (Lin, 2016; Choe et al, 2014; Lee et al, 2015; Wu et al, 2016). While behavioural intention is an indication of a customer's readiness, Forgas-Coll et al (2017:247) highlight that the behaviour is still "unrealised action", it is "a measure of the strength of one's intention to perform a specific behaviour" (Wu et al, 2016:568) and it is commonly used as a predictor or determinant of actual behaviour (Nasermoadeli et al, 2013; Forgas-Coll et al, 2017).

#### **3.5.1 Related Research on Attendee Behavioural Intention**

Though post-participation behaviour research is still relatively limited (Malek, 2016), a positive correlation between attendee satisfaction and behavioural intention in experiential industries has been found particularly in festival and tourism research (Lee, Petrick & Crompton, 2007; Forgas-Coll et al, 2017) this relationship has also been investigated by several authors in the conference and exhibition industries (Jung, 2005; Servert et al, 2007; Wu et al, 2016). Notably though, in satisfaction research the studies are limited, with greater research focus being placed on the predictors of satisfaction rather than its outcomes (Söderlund, 2002).

#### **3.5.2 Conceptualisation of Behavioural Intention**

Behavioural intention widely conceptualised as an outcome of customer satisfaction (Lu & Cai, 2009; Fatma, 2014) and it influences or predicts future behaviour (Lee et al, 2015, Saha & Nath, 2017). This behaviour could be participation in future exhibitions (Lee et al, 2015) repurchase (Kuo et al, 2009) recommendation to peers or willingness to pay more (Zeithaml, Berry &

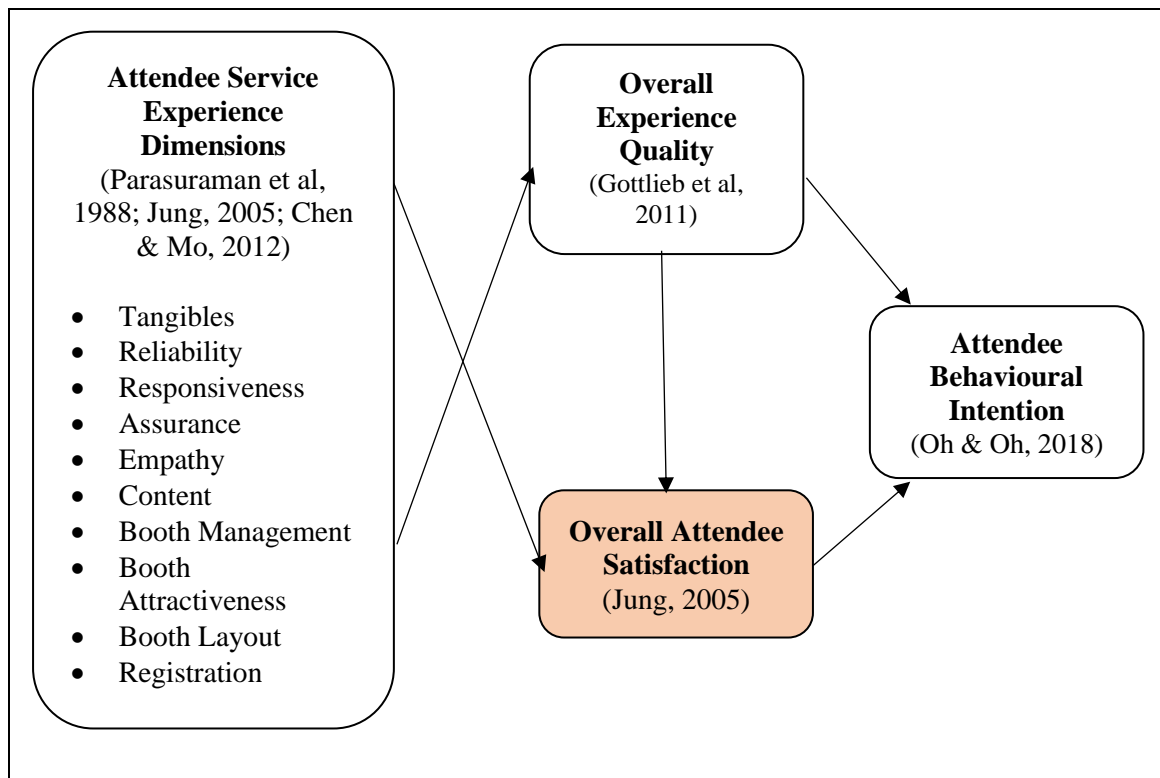
Parasuraman, 1996). As such, behavioural intention is a powerful indicator of the future or sustainability of exhibitions (Rosson & Sernghaus, 1995), particularly the peer recommendation as prior studies have shown that reviews from trusted colleagues are strongly considered by future participants at exhibitions (Yoo & Chon, 2008).

Söderlund and Öhman (2005) observe the lack of focus by researchers on behavioural intention especially in comparison to its predictor variable satisfaction and call for more attention to be paid to it. In conceptualising behavioural intention, Söderlund and Öhman (2005:411) posit three types of intention or “orientations towards the future.” First, intentions are portrayed as expectations which they define as “the individual’s assessment of the probability that he or she will perform a particular behaviour in future.” This outcome-oriented conceptualisation features most prevalently in consumer research though it is limited in that it does not indicate the extent of readiness to perform the behaviour. Second, in considering intentions as plans, Söderlund and Öhman (2005:411) define them as “indicators of how hard people are willing to try or how much effort they are planning to exert in order to perform the behaviour.” Though this aspect addresses the attendee’s preparedness to do what is necessary for them to achieve their desired outcome, it does not define the motivations or the makeup of these outcomes. Lastly, when a problem-oriented conceptualisation is adopted, Söderlund and Öhman (2005:411) define intentions as “perceptions of a gap between a current and a desired future state of mind.” Unlike the other two conceptualisations, plans reflect the customer’s state of action readiness.

This research aligns with the conceptualisation of intentions as expectations. While authors do acknowledge that the strength of intentions on other variables may vary (Söderlund, 2002), expectations have been found to be stronger predictors of future behaviour (Kaur & Gupta, 2012) Further, in keeping with the earlier-described Theory of Reasoned Action where attitudes affect intention which, in turn, affects future behaviour (Söderlund, 2002).

### 3.6 Conceptual Model

Figure 3.2 depicts the research variables as discussed in the above review underpinned by Expectancy Disconfirmation Theory (Oliver, 1980), Experience Theory (Holbrook & Hirschman, 1982; Pine & Gilmore, 1998) and Theory of Reasoned Action Theory (Fishbein & Azjen, 1975). Relationships among the dimensions of the attendee experience (predictor variables), customer satisfaction (mediating/outcome variable) and behavioural intention (outcome variable) are tested, underpinned by the SERVQUAL Model (Parasuraman et al, 1988).



**Figure 3.2: Exhibition Attendee Satisfaction Conceptual Model**

Source: Developed for This Research

### 3.7 Hypothesis Development

Given that the majority of exhibition industry studies are more exhibitor-focused and service quality-dominant (Lin et al, 2015; Lee et al, 2015), this doctoral research argues that this currently skewed position needs to be balanced by amplifying the voice of the exhibition attendee if exhibition organisers are to truly ensure that the exhibition platform is effective for all stakeholders (Sarmiento & Farhangmehr, 2016). This doctoral research explores the relationship between the antecedents of attendee satisfaction (the attendee service experience dimensions) and the desired outcome of behavioural intention. While studies investigating one or more of these variables have been conducted, in the majority of cases the research findings are limited in that they cannot be generalised to different contexts due to some of the respective researchers' methodological choices (Choe et al, 2014; Sarmiento & Farhangmehr, 2016). Further, prior studies do tend to evaluate each variable in isolation with limited studies undertaking simultaneous comparisons, indicating the resultant effect on the bottom line (Cronin, Brady & Hult, 2000; Sandström, Edvardsson, Kristensson & Magnusson, 2008; Theodorakis, Kaplanidou & Karabaxoglou, 2015).

In response to a call for a deeper understanding on the exhibition attributes that have an impact on future behaviour (Sarmiento & Farhangmehr, 2016), this research supports the case for the inclusion of an experiential perspective to the evaluation of attendee participation in exhibitions, aligning itself with Pine and Gilmore (1998)'s differentiation of services and experiences. Dalla-Pozza (2014), calls for a shift from the long-held view that satisfaction is concerned with product performance evaluations to bring in the dimension of experiences, investigating the direct relationship between these constructs. It follows then that, in its own right, the overall experience quality is an integral measure of overall attendee satisfaction (Rinallo et al, 2010; Dalla-Pozza, 2014). It is against this background that this sub-section explores the research variable inter-relationship and hypotheses posited.

### **3.7.1 Attendee Service Experience Dimensions – Overall Experience Quality and Overall Attendee Satisfaction Link**

Experience quality in tourism industry studies has been found to have a direct bearing on overall satisfaction and behavioural intention (Baker & Crompton, 2000; Chen & Chen, 2010; Forgas-Coll et al, 2017; González-Rodríguez et al, 2019). Likewise, in the exhibition industry, research evidence from investigations of attendee experiences arrived at similar conclusions (Rinallo et al, 2010). While researchers acknowledge that the task of harmonising the various definitions and conceptualisations of the attendee service experience, to reach a consensus will, more than likely, remain elusive (Palmer, 2010). Exhibition organisers must still grapple with the impact of increasing competition among exhibitions and event venues as well as the pressure on attendee time/expense budgets and on long term attendee retention (Halim & Mokhtar, 2016).

Consequently, this makes the focus on the dimensions of the attendee service experience by exhibition and event organisers a pressing business concern (Breiter & Milman, 2006; Song et al, 2018). The attendee service experience dimensions were drawn from prior industry-specific research, an approach used successfully in similar studies (Getz et al, 2001; Jung, 2005; Gottlieb et al, 2011; Chen & Mo, 2012; Chen et al, 2012; Choe et al, 2014; Wong et al 2014; Uzunboylu, 2015; Lee et al, 2019). In addition, literature highlights attendee preferences as well as factors influencing their post-exhibition behaviour (Whitfield & Webber, 2011; Han & Verma, 2014; Oh & Oh, 2018). Researchers have elaborated on the factors that attract attendees to specific exhibitions and their overall experience perceptions (Chu & Chiu, 2013; Choe et al, 2014; Halim & Mokhtar, 2015; Solman, 2017). Other studies have also provided some insights into attendance motivations and expectations (Blythe, 1999, Berne & Garcia-Uceda, 2008; Chung et al, 2017) as well as relationship building objectives and attendees' overall needs (Breiter & Milman, 2005; Sarmiento et al, 2015).

Prior studies also demonstrate that the attendee service experience dimensions vary in their impact on outcome variables, hence the potential for contextual differences when applied in a different setting (Jung, 2005, Choe & Kim, 2012). So, while satisfaction with the attendee experience dimensions has at times been used as a proxy for overall satisfaction (Malek, 2016), this approach

can be misleading. As such, this thesis argues that the management focus should be on the attendee service experience dimensions that have the most impact on the desired behavioural outcomes particularly for recurring exhibitions where organisers seek to maximise repeat attendance (Breiter & Milman, 2006; Pizam et al, 2016). It was, therefore, hypothesised that:

H<sub>1</sub>: The attendee service experience dimensions have an impact on the Overall Experience Quality (OEQ)

- H<sub>1a</sub> Tangibles have an impact on OEQ
- H<sub>1b</sub> Reliability has an impact on OEQ
- H<sub>1c</sub> Responsiveness has an impact on OEQ
- H<sub>1d</sub> Assurance has an impact on OEQ
- H<sub>1e</sub> Empathy has an impact on OEQ
- H<sub>1f</sub> Content has an impact on OEQ
- H<sub>1g</sub> Booth Management has an impact on OEQ
- H<sub>1h</sub> Booth Attractiveness has an impact on OEQ
- H<sub>1i</sub> Booth Layout has an impact on OEQ
- H<sub>1j</sub> Registration has an impact on OEQ

H<sub>2</sub>: The business attendee perceptions of attendee service experience dimensions have an impact on the Overall Attendee Satisfaction (OAS).

- H<sub>2a</sub> Tangibles have an impact on OAS
- H<sub>2b</sub> Reliability has an impact on OAS
- H<sub>2c</sub> Responsiveness has an impact on OAS
- H<sub>2d</sub> Assurance has an impact on OAS
- H<sub>2e</sub> Empathy has an impact on OAS
- H<sub>2f</sub> Content has an impact on OAS
- H<sub>2g</sub> Booth Management has an impact on OAS
- H<sub>2h</sub> Booth Attractiveness has an impact on OAS
- H<sub>2i</sub> Booth Layout has an impact on OAS
- H<sub>2j</sub> Registration has an impact on OAS

### **3.7.2 Overall Experience Quality – Overall Attendee Satisfaction Relationship**

Research studies have found a positive relationship between the quality of an exhibition experience and the overall satisfaction of attendees, enhancing behavioural intention and repeat attendance (Jung, 2005; Whitfield & Webber, 2011; Choe et al, 2014; Lee et al, 2015). Findings show that depending on the context, the experience is conceptualised as a predictor of satisfaction and/or as an outcome variable in its own right (Kranzbühler et al, 2018; Becker & Jaakkola, 2020). To a limited extent there has also been some research in experiential industries such as tourism, questioning whether the quality of the experience is a predictor of overall satisfaction or vice versa (Baker & Crompton, 2000; Johnston & Kong, 2011; Liu et al, 2016; McLean et al, 2016; Song et al, 2018).

However, Dalla-Pozza (2014) contends that, by definition, customer satisfaction is a judgement about or a consequence of a customer experience in a given setting, a view that is supported by research in other industries (Lu & Cai, 2009; Fatma, 2014; Fernandes & Cruz, 2016; Lemon & Verhoef, 2016; Liu et al, 2016; Forgas-Coll et al, 2017; Saha & Nath, 2017; Sotiriadis, 2017). Further, the satisfaction with the experience quality dimensions in the tourism industry was found to be both predicted and mediated by the overall experience quality (Domínguez-Quintero, González-Rodríguez & Paddison, 2018). To deepen insights in the context of the exhibition industry and take a position on the above academic debates, it was is hypothesised that:

H<sub>3</sub>: Overall Experience Quality (OEQ) has an impact on Overall Attendee Satisfaction (OAS).

### **3.7.3 Overall Experience Quality – Attendee Behavioural Intention Relationship**

Though limited, the literature suggests that the customer experience can be a stronger indicator of future purchase intention than customer satisfaction (Lu & Cai, 2009; Whitfield & Webber, 2011). In fact, Nasermodeli et al (2013) argue that it “creates an immediate and oblique effect on



purchase intention”, suggesting that an increase in positive perceptions about customer experiences increases the likelihood of purchase intention (Mhlanga, 2018). Though Nasermodeli et al (2013)’s study is exploratory in nature, using non-probability sampling techniques which limit the application of the findings beyond the Malaysian context, it does provide a basis to conclude that the customer experience influences behavioural intention.

In considering the various approaches to behavioural intention measurement and their adequacy, this thesis argues that a focus on attendance figures is misleading as past participation is not necessarily a predictor of future attendance. Particularly for recurring exhibitions, it cannot be taken for granted that attendees will return in future editions as studies in the festival industry found a non-significant relationship between perceived quality and behavioural intention Esu (2014). Hence, Nasermodeli et al (2013) call for more generalisable longitudinal studies, particularly those that go beyond just investigating the dimensions that make up the attendee experience to evaluate their long-term effects on behavioural intentions. In light of this, the following hypothesis is posited:

H<sub>4</sub>: Overall Experience Quality (OEQ) has an impact on Attendee Behavioural Intention (ABI).

#### **3.7.4 Overall Attendee Satisfaction – Attendee Behavioural Intention Relationship**

Empirical studies confirm the causal relationship between satisfaction and behavioural intention has been made (Cronin et al, 2000; Söderlund, 2002; Wirtz & Lee, 2003; Kuo et al, 2009; Zhang et al, 2010; Kang & Schrier, 2011a; Lee et al, 2015; Malek, 2016; Adinegara et al, 2017; Lesić et al, 2017; Sotiriadis, 2017). Further, research conclusions from the retail and tourism industries suggest that attendees with a higher level of satisfaction are more likely to have a stronger intention to revisit and recommend because when attendee satisfaction is enhanced, repeat attendance can be more frequent (Tian-Cole & Crompton, 2003; Kuo et al, 2009; Kang & Schrier, 2011a; Chen et al 2012, Papadimitriou, 2013).

The majority of these studies have found the relationship to be positive with satisfaction with a product or service having been found to increase the likelihood of positive behavioural intentions and/or repeat purchase (Lu & Cai, 2009; Kuo et al, 2009; Klaus & Maklan, 2012; Kumar, Umashankar, Kim & Bhagwat, 2014) and lead to the long—term sustainability of the events (Lesić et al, 2017). In line with the Theory of Reasoned Action, the majority of studies, the satisfaction-behavioural intention link is viewed hierarchically where it is expected that satisfaction precedes behavioural intention (Keiningham et al, 2007; Kim et al, 2009; Kuo et al, 2009; Lu & Cai, 2009; Klaus & Maklan, 2012; Getz et al, 2016; Sotiriadis, 2017) or that it mediates the relationship between the dimensions of the service experience and post-participation behaviour (Malek, 2016). However, cases have also been recorded where satisfaction does not necessarily lead to positive behavioural intention (Papadimitriou, 2013; Dolnicar et al, 2015). Consequently, the following hypothesis is posited:

H<sub>5</sub>: Overall Attendee Satisfaction has an impact on Attendee Behavioural Intention.

### **3.8 Conclusion**

This doctoral research makes a significant contribution to knowledge through the development of a comprehensive model to measure attendee satisfaction. This chapter has detailed all the research constructs in the conceptual model beginning with the predictor variables (attendee service experience dimensions: Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Management, Booth Attractiveness, Booth Layout and Registration), followed by the mediating and outcome variables (Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention), providing relevant comparative studies to justify the hypothesis development.

In this chapter, the service experience is seen through the eyes of the attendee. Further, a comprehensive model is presented versus studying the variables in isolation. In applying the conceptual model to an under-researched African context such as Zimbabwe, it is not blindly assumed that the satisfaction measurement models adopted from developed countries are applicable as the researchers concede that their results are often not generalisable beyond their

original context. Rather, the exhibition attributes that specifically impact overall experience quality, attendee satisfaction and future behaviour are empirically validated. The next chapter details the methodological considerations for this research which are shaped by the context, theory and the hypothesised inter-relationship of the research variables.



**PART II**

## **CHAPTER 4:**

### **RESEARCH METHODOLOGY**

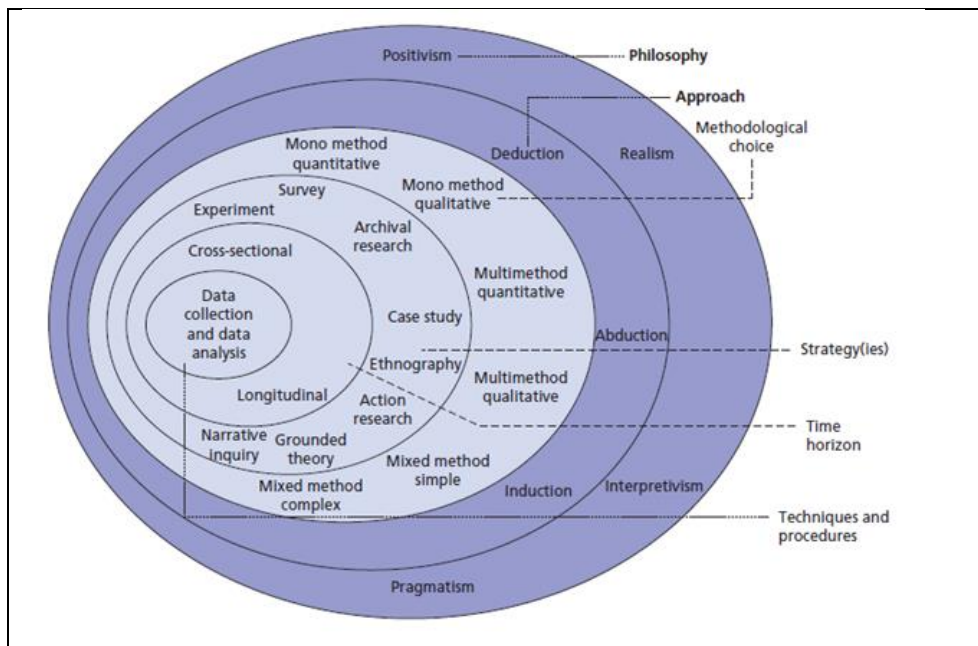
#### **4.1 Introduction**

The prevalence of the use of proxy measures indicates the inherent deficiencies in post-event evaluation practices, particularly in the Zimbabwean exhibition industry. The conceptual differences in prior satisfaction studies have resulted in the lack of uniformity in the application of satisfaction measures. In light of the research's overarching aim to develop a comprehensive measure of exhibition success that goes beyond just attendance statistics, it has so far been established that construct conceptualisation is the starting point of any measurement scale development process (Nunnally, 1978; Churchill, 1979). It has also been highlighted that limited attention has been given to developing B2B satisfaction measures with authors contending that existing measurement scales are lagging behind the demands of current practice (Rossomme, 2003; Maklan & Klaus 2011; Jin & Weber, 2013; Reinhold et al, 2017; Sarmiento & Simões, 2018) and are often not generalisable beyond the context they are developed in (Jung, 2005; Lee et al, 2015; Wu et al, 2016). As an important methodological contribution, this doctoral research responds to the call for improved exhibition industry measures that meet accepted standards of completeness, reliability, validity and relevance (Tafesse & Skallerud, 2016).

Building on the foundation laid in preceding chapters where the research problem (Introduction), overview of the exhibition industry (Chapter 1), theoretical underpinnings (Chapter 2), conceptual framework and hypothesis development (Chapter 3) were detailed, this chapter outlines and highlights the methodological approach to answering the research objectives and questions. While some previous work has been limited in that scant attention has been paid to the disclosure of methodological procedures undertaken as well as the shallow application of the data analysis procedures (Rosson & Seringhaus, 1995; Rittichainuwat & Mair, 2012), this chapter discusses and justifies the research design, research paradigm, sampling techniques as well as the data collection and analysis procedures. It includes the demographic characteristics of the sample populations for both the quantitative and qualitative phases as well as an overview of the ethical considerations in this research.

## 4.2 Research Design

The research design provided a framework to ensure that the research aim and objectives were achieved (Saunders & Tosey, 2012). It was structured based on Saunders et al (2016:124)'s seminal Research Onion shown in Figure 4.1 below and discussed in the subsequent sections.



**Figure 4.1 The Research Onion**

Source: Saunders, Lewis and Thornhill (2016:124)

## 4.3 Research Philosophy

As guided by Kivunja and Kuyini (2017:26), this research's philosophical considerations are framed by "paradigms" or "world views." Coined by Thomas Kuhn (1970), paradigms are defined by Kaushik and Walsh (2019:1) as "shared generalisations, beliefs and values of a community of specialists regarding the nature of reality and knowledge ... that are used to solve specific research problems". Kivunja and Kuyini (2017:26) consider paradigms to be "abstract beliefs and principles

that shape how a researcher sees the world that she lives in or wants to live in.” Paradigms are made up of five elements as summarised in Table 4.1 below:

**Table 4.1 Common Paradigm Elements**

<b>Element</b>	<b>Explanation</b>
Axiology	Beliefs about the role of values and morals in research.
Ontology	Assumptions about the nature of reality.
Epistemology	Assumptions about how we know the world, how we gain knowledge, the relationship between the known and the unknown.
Methodology	Shared understanding of the best means for gaining knowledge about the world.
Rhetoric	Shared understanding of the language of research.

Source: Adapted from Kaushick and Walsh (2019:1)

Each of the above elements serve to guide researchers on how to approach research problems and provide answers to their research questions based on their personal influences and interpretations of knowledge and reality (Abbott, 2004; Thompson & Perry, 2004; Carter & Little, 2007; Kaushik & Walsh, 2019). Paradigms also underpin the conclusions that are drawn from the data (Kivunja & Kuyini, 2017).

Saunders, Lewis and Thornhill (2016) identify three research paradigms; namely:

- a) **positivism** (objectivist epistemology and empiricist ontology) which, as stated by Kaushik and Walsh (2019:1), is an approach that “views enquiry as a series of logical steps and makes claims of knowledge on objectivity, standardisation, deductive reasoning and control within the research process.” Proponents of this view believe that reality is validated through reasoning and scientific enquiry.
- b) **constructivism** (interpretivist epistemology and relativist ontology) acknowledges and derives meaning from the individual and subjective nature of people’s responses to situations (Roth & Mehta, 2002). Kaushik and Walsh (2019:2) assert that constructivism

is “typically associated with qualitative methods and literary informal rhetoric in which researchers rely as much as possible on the participants’ view and develop subjective meanings of the phenomena.” The inherent assumption is that reality is created rather than proven, shaped by perceptions and personal experiences.

- c) **pragmatism** (relational epistemology and non-singular reality ontology) is put across as the middle ground which, as confirmed by Kaushik and Walsh (2019:2), “claims to bridge the gap between scientific method and structural orientation of older approaches and naturalistic methods and freewheeling orientation of newer approaches.” By not being prescriptive, pragmatism embraces flexibility to apply practical approaches to research problems.

Informed by positivist philosophical underpinnings, the research study first sought to validate the dimension structure of attendee service experience in the Zimbabwean exhibition industry as well as to assess the reliability and validity of the measures of these dimensions. This necessitated the deployment of a structured methodology in response to a gap in the knowledge on attendee satisfaction measurement practices in Zimbabwe. The appeal of positivism for this research lay in the fact that research conducted through this lens provides an evidence-based understanding of reality (Levers, 2013). The rigour associated with these methods would support the theoretical and practical assumptions made (Johnston, 2014), enabling an objective understanding of the causal relationship of the research variables through the testing of their inter-relationships using accepted standards for reliability and validity (Roth & Mehta, 2002; Cohen, Manion & Morrison, 2011). The benefit of this was that the research would yield quantifiable and replicable results depending on the research context (Roth & Mehta, 2002; Johnson & Onwuegbusie, 2004).

Considering that this doctoral research specifically focuses on the Zimbabwean exhibition industry, the methodology was also influenced by the constructivist paradigm. The interpretivist epistemology allowed for the exploration of the intricacies of a unique research context like the exhibition industry in Zimbabwe to gain a deeper contextual understanding (Creswell, 2007). The flexibility of the research methods that could be adopted under this paradigm allowed for issues to be teased out in greater detail through qualitative research methods (Schembri & Sandberg, 2011).



Used in isolation, neither positivism nor constructivism were considered appropriate for this research in light of the complexity of the satisfaction construct as brought out in the literature review. Positivism alone was limited in that it would not allow for deeper exploration which would pose challenges when seeking to apply the research findings to different contexts (Johnson & Onwuegbuzie, 2004). On the other hand, when used alone, the subjective and context-specific nature of research methods grounded in constructivism would raise questions on the extent to which the research results could be considered valid and applicable beyond the current research (Schembri & Sandberg, 2011).

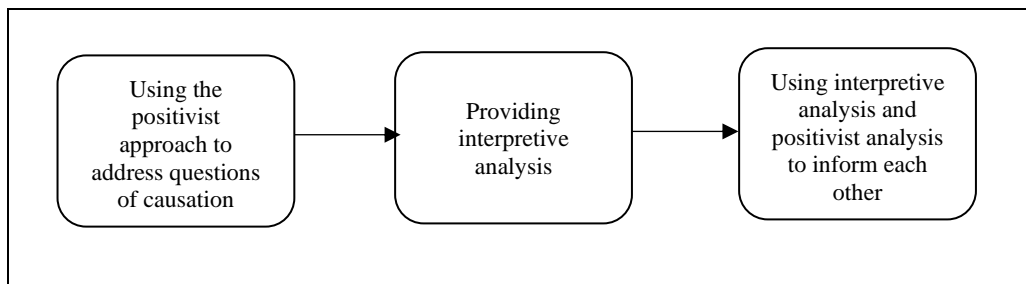
In seeking guidance from the literature on the extent to which paradigms can be blended in a given study, one school of thought, referred to by Mingers (2001:240) as “isolationism”, takes the position that the two perspectives are in competition (Aliyu, Bello, Kasim & Martin, 2014; Bazeley, 2018). In fact, Blumberg, Cooper and Schindler (2011:16) conceptualise positivism and constructivism as “extremes” while Roth and Mehta, (2002:7) present the paradigms as being “diametrically opposed ways of conducting research.” This “paradigm tension” that Whitehead and Schneider (2013:264) describe, implies that positivism and constructivism are mutually exclusive. The alternative school of thought referred to by Mingers (2001:241) as “complementarist”, posits that the two paradigms could complement each other in a specific study (Pole, 2007). In this regard, Roth and Mehta (2002:2) assert that “positivist and interpretivist approaches are not at odds, with one another, but simply require different analytical lenses for the same data ... they are not only compatible, but each may help achieve the goals of the other.” According to Kaushik and Walsh (2019:4), pragmatism is neither bound by the limitations of “traditional philosophical dualism” nor “forced dichotomies” making the pragmatist paradigm appropriate for this research.

Adopting pragmatism in this doctoral research was advantageous in that it enabled a multi-lens reflection, investigation and response to the research problem (Mingers, 2001). It offered a flexible approach to research design that was focused on bringing together and deploying the mix of paradigms that is needed to fulfil the research aim as well as answer the specific research questions (Tashakkori & Teddlie, 1998; Bazeley, 2018). In keeping with the tenets of pragmatism, this research, embraced mixed methodologies (Maxcy, 2003; Magnus, 2004; Hall, 2013; Kaushik &

Walsh, 2019). Knowledge was deduced objectively through statistical hypothesis tests to fill the gap identified both in the extant literature and in management practice (Dierontinou, 2014) as well as subjectively by soliciting of participants' views through follow up focus group discussions (Kivunja & Kuyini, 2017).

#### 4.4 Research Approach

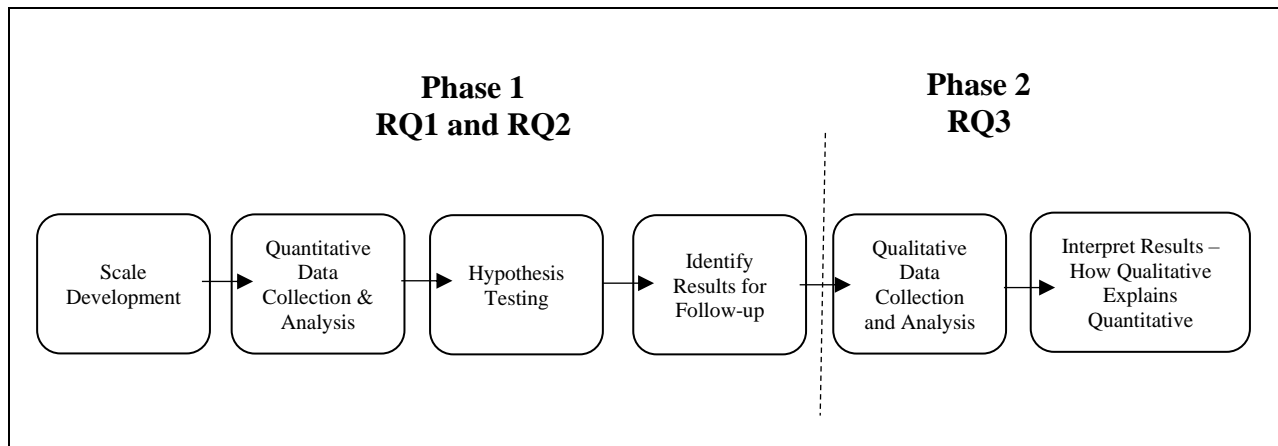
Roth and Mehta (2002)'s approach was adopted to achieve the primary research objective of the doctoral research, to validate the dimensions of the attendee experience that impact overall attendee satisfaction and behavioural intentions in the Zimbabwean exhibition industry. The research approach is summarised in Figure 4.2 below.



**Figure 4.2: Research Approach**

Source: Adapted from Roth and Mehta (2002:8)

The research approach, according to Creswell and Creswell (2018:3), includes the “plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis and interpretation.” In this research, a two-phase explanatory sequential mixed methods design was used to answer the study’s research questions outlined in the Introduction. The explanatory sequential mixed methodology, as defined by Creswell and Creswell (2018:220), “involves a two-phase data collection project in which the researcher collects quantitative data in the first phase, analyses the results to plan (or build on to) the second qualitative phase.” When practically applied in this research, quantitative data were collected in the first phase while qualitative data were collected in Phase 2 as illustrated in Figure 4.3 below.



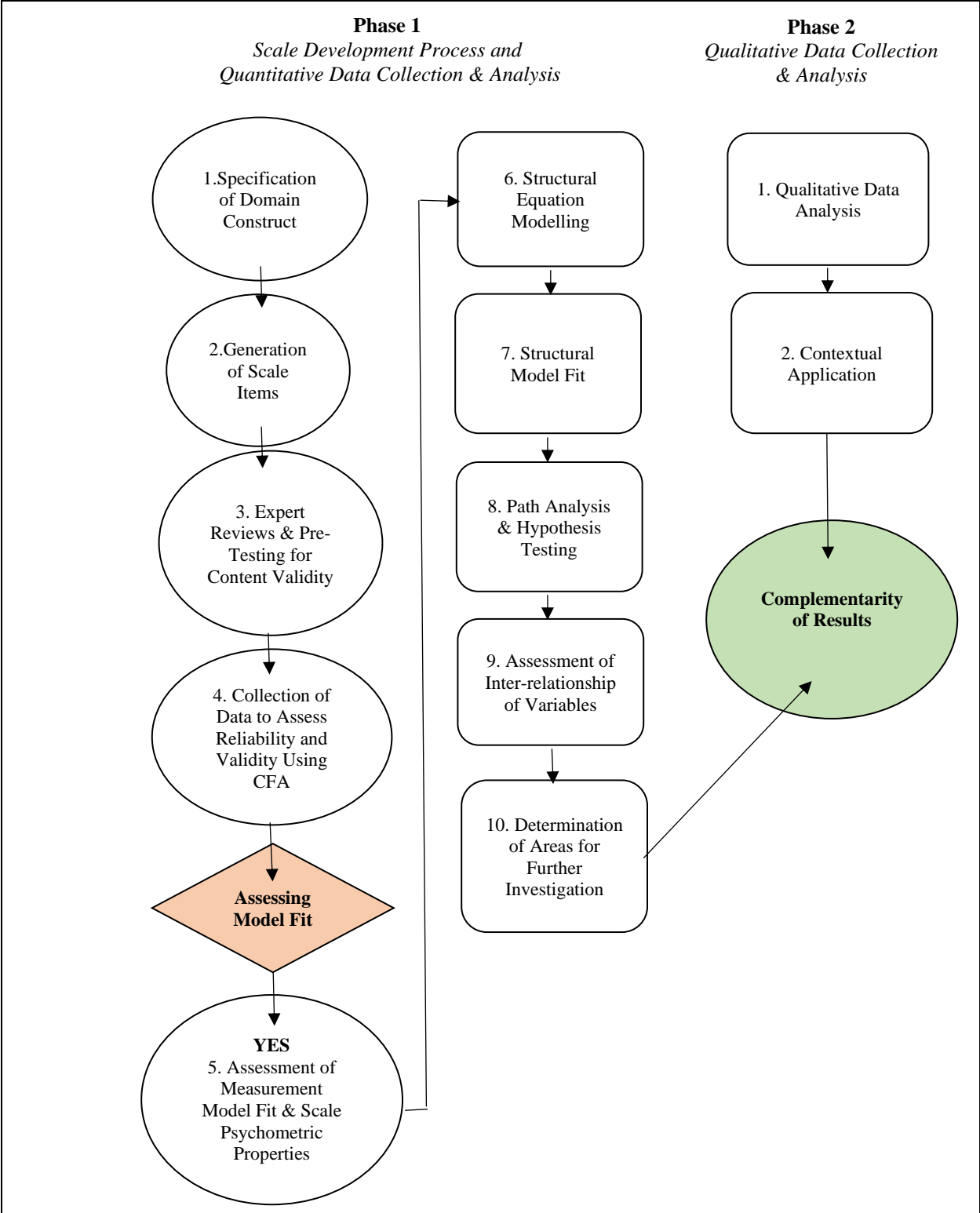
**Figure 4.3: Explanatory Sequential Design (Two-Phase)**

Source: Adapted from Creswell and Creswell (2018:218)

The research approach borrowed from both the positivist paradigm, which identified more with quantitative studies where causal relationships are investigated, and the constructivist paradigm, one identified with constructing reality often through qualitative research (della Porta & Keating, 2008; Shannon-Baker, 2015; Kivunja & Kuyini, 2017). As such, in line with explanatory research methods, a deductive research approach was adopted for Phase 1 to objectively measure and test the hypothesised relationships among the research constructs (Blaikie, 2000; Creswell & Creswell, 2018). Conversely, an inductive research approach was adopted for Phase 2 to tease out and obtain deeper insights to explain the findings obtained in the first phase (Blaikie, 2000; Creswell & Creswell, 2018). The explanatory sequential research method gave the flexibility to explore possible reasons for any divergent outcomes in the Zimbabwean context (Ivankova, Creswell & Stick, 2006; Creswell & Creswell, 2018).

#### **4.5 Methodological Choice, Research Strategy and Time Horizon**

In keeping with the philosophical assumptions of the pragmatist paradigm, a mixed research methodology was used following the process flow summarised in Figure 4.4 below. The study's time horizon was cross-sectional hence the primary data were collected during a defined period between April and September 2019 (Phase 1) and during the month of January 2020 (Phase 2).



**Figure 4.4: Methodology Process Flow**

Adapted from: Ivankova et al (2006:16); Sibanda (2011:11)

Schoonenboom and Johnson (2017:110) summarise the following reasons for conducting mixed-methods research in Table 4.2 below:

**Table 4.2 Reasons for Conducting Mixed-Methods Research**

<b>Reason</b>	<b>Explanation</b>
Triangulation	Seeks convergence, corroboration, correspondence of results and from different methods.
Complementarity	Seeks elaboration, enhancement, illustration, clarification of the results of one method with the results of another method.
Development	Seeks to use the results from one method to help develop or inform another method, where development is broadly construed to include sampling and implementation, as well as measurement decisions.
Initiation	Seeks the discovery of a paradox and contradiction, new perspectives of frameworks, the re-casting of questions or results from one method with questions or results from another method.
Expansion	Seeks to extend the breadth and range of enquiry using different methods for different inquiry components.

Source: Schoonenboom and Johnson (2017:110)

This research sought complementarity to the findings. While the quantitative Phase 1 of the research yielded what scholars would call “dry” and “externally valid findings” (Schoonenboom & Johnson, 2017:110), the qualitative data provided complementary deeper insights, much like “putting meat on the bones” (Schoonenboom & Johnson, 2017:111). This flexibility to obtain richer data from the participants to augment or explain the prior-collected quantitative survey data were the motivation for the use of the explanatory sequential mixed methodology (Ivankova et al, 2006). It addressed the inherent weaknesses of a mono-method study which would not fully explain the research findings (Pole, 2007; Schoonenboom & Johnson, 2017; Liem, 2018). As aptly captured by Bazeley (2012:815), “all behavioural data analysis requires a combination of empiricism and interpretation and it can be argued that both quantitative and qualitative approaches, components, data or strategies for analysis are necessary to adequately understand human behaviour, whether individual, group or societal”. As summarised by Schoonenboom and

Johnson (2017:116), “the power of mixed methods research is its ability to deal with diversity and divergence.” Hence, the qualitative research enabled the further exploration of the quantitative findings as a basis for more meaningful conclusions to be drawn.

## **4.6 Phase 1 Methodology**

Phase 1 sought to validate the dimensions of the attendee service experience that impact the Overall Experience Quality and Overall Attendee Satisfaction as well as to test the hypothesised inter-relationship of the research variables. In the process, the ten-dimension attendee service experience measurement model was validated along with testing the reliability and validity of the dimension measures. This necessitated the methodological choices explained in the following subsections.

### **4.6.1 Research Techniques and Procedures**

Secondary data from previous exhibition attendee surveys, post-exhibition reviews, industry-specific journals, media reports and various online publications, were used to first frame the research problem, provide the theoretical underpinning for the research as well as to inform the construct operationalisation and data analysis procedures (Wang et al, 2014). This was followed by primary data collection from four national exhibitions in Zimbabwe through personal interview surveys using a structured questionnaire.

A similar approach was used by Lin et al (2015) in the development of a satisfaction measurement scale for exhibitors. In contrast to other empirical research done in the exhibition industry which generated data from one exhibition only (Jung, 2005, Gottlieb et al, 2011; Whitfield & Webber, 2011; Chen & Mo, 2012; Choe et al, 2014; Oh & Oh, 2018), the wider industry representation was designed to provide more generalisable results than a single case approach where researchers found that the results of their studies could not confidently be applied to exhibitions in other industries and locations (Jung, 2005). While post-exhibition online surveys could also have been used in this research because the full database (including e-mail addresses) of registered business attendees

could have been requested from the exhibition organisers, they were avoided in order to minimise the risk of achieving a low response rate (Whitfield & Webber, 2011).

#### **4.6.2 Population Being Studied**

The sampling plan enabled the identification of relevant and representative survey respondents (Shiu, Hair, Bush & Ortinau, 2009). The population from which the sample was drawn consisted of the business attendees who visited the national business-to-business exhibitions in Zimbabwe in 2019. The target population is often reduced to an item (unit of analysis) that is being measured or observed in a given study (Dolma, 2010). In this research, business attendees were the unit of analysis and they were specifically selected for the following reasons:

- a) To fill a lacuna in exhibition industry research given that prior exhibition industry research predominantly focuses on the exhibitor perspective (Kang & Schrier, 2011a; Kang & Schrier, 2011b; Lin & Lin, 2013; Lin et al, 2015; Lee et al, 2015; Tafesse & Skallerud, 2016; Sarmiento & Simões, 2018).
- b) To build on the limited past research that studies business attendees (Berne & Garcia-Uceda, 2008; Whitfield & Webber, 2011; Aguiar-Quintana, 2015).
- c) To recognise exhibition attendees as critical stakeholders in the exhibition ecosystem (Tafesse & Skallerud, 2016; Lee et al, 2018) given that their level of attendance, their profile and overall satisfaction is of interest to both exhibition organisers and exhibitors (Lin & Lu, 2011; Whitfield & Webber, 2011; Jin et al, 2013).

In line with similar studies (Choe et al, 2014), the research focused on well-established national annual exhibitions; namely, the ZITF, ME, ZAS and S/H as presented in Chapter 1, Table 1.4. These exhibitions were selected for their being the largest in their sectors in terms of participating exhibitors and business attendees.

### 4.6.3 Sampling Considerations

The choice of sampling method was influenced by the need to provide an equal opportunity for each respondent to be selected. As such, a probability sampling technique, was preferred over non-probability techniques used in other studies such as convenience (Jung, 2005; Cole & Chancellor, 2009; Chen & Mo, 2012) and intercept (Gottlieb et al, 2011; Lin et al, 2015) that relied heavily on the researcher to determine the appropriateness of a respondent to the study (Churchill & Iacobucci, 2006). As in Jung (2005)'s investigation of exhibition attendee satisfaction, trained assistant researchers conducted the fieldwork during the Business or Traders Days when the public was not permitted in order to ensure that the target respondents were present. Given that other stakeholders also attend an exhibition including conference delegates, other exhibitors, organiser staff, contractors, competition judges as well as members of the media, the respondents relevant to this research were identified using Business Visitor identification badges that they received on registration at the exhibition entrance. Also, in line with prior research, respondents were approached to take part in the survey as they were leaving the exhibition venue after viewing the exhibits to ensure data reliability (Jung, 2005; Gottlieb et al, 2011; Chen & Mo, 2012; Choe et al, 2014).

The Every  $k$ -th Systematic Sampling method was used in this research (Elsayir, 2014). As such, the first respondent on a given Business Day was selected at random during each of the four national exhibitions with no gender or age bias. From there, every 43<sup>rd</sup> respondent was approached. The sample interval was calculated using the formula  $k = N/n$  where  $k$  was the sample interval,  $N$  was the population size and  $n$  was the sample size (Elsayir, 2014) as shown in Table 4.3 below:



**Table 4.3 Phase 1 Sample Size and Sample Interval Per Exhibition**

<b>Exhibition</b>	<b>N (Estimate)</b>	<b>Percentage of Total</b>	<b>N (2019 Actual)</b>	<b>n (Target)</b>	<b>n (Actual)</b>	<b>K</b>
ZITF	7,000	35	7,767	162	143	43
ME	3,000	15	3,254	70	102	43
ZAS	9,000	45	*	209	286	43
S/H	1,000	5	*	23	92	43
<b>Total</b>	<b>20,000</b>	<b>100</b>		<b>464</b>	<b>623</b>	<b>43</b>

Source: Developed for this Research

\* No published data. Actual attendance in 2019 could not be obtained from the exhibition organisers.

*Key: Zimbabwe International Trade Fair (ZITF); Mine Entra (ME); Zimbabwe Agricultural Show (ZAS); Sangana/Hlanganani World Tourism Expo (S/H).*

#### **4.6.4 Sample Size Considerations**

The number of business attendees was determined prior to the commencement of the doctoral research, drawing on the trend-based projections from the exhibition organisers. The target sample size for the four exhibitions combined was calculated using the Krejcie and Morgan (1970) table for determining sample size. For a total business visitor population estimated at 20,000, the combined target sample size of 464 shown in Table 4.3 above was calculated at the 95 percent significance level and 4.5 percent margin of error.

The target sample size per exhibition was then calculated based on its percentage of total projected business visitors which compared favourably with established research norms such as those highlighted by Zikmund, Babin, Carr and Griffin (2012) where at least seven to eight respondents per question were found to be necessary for statistical relevance. Further, the guidelines for recommended sample sizes for Structural Equation Modelling (SEM) averaged 200 respondents or a minimum of five respondents per item (Lei & Wu, 2007; Hair, 2014). Therefore, the research study's 52-item questionnaire, excluding respondent profile data, necessitated a minimum sample

size of between 260 and 416 respondents. The actual questionnaires received (623) were well in excess of this as shown in Table 4.3 and, of these, the total usable questionnaires were 612.

#### 4.6.5 Respondent Demographic Profile

Survey respondent selection was done using systematic sampling with no gender or age bias. The data set was dominated by male respondents (62.4 percent) with 67.0 percent of the total respondents being below the age of 40 as shown in Table 4.4 below.

**Table 4.4: Phase 1 Respondent Gender and Age Crosstabulation**

			Respondent Age				
			18-29	30-39	40-49	50 and Over	Total
<b>Gender</b>	<b>Male</b>	Count	102	146	92	42	<b>382</b>
		Percentage of Total	16.7%	23.9%	15.0%	6.9%	<b>62.4%</b>
	<b>Female</b>	Count	74	88	49	19	<b>230</b>
		Percentage of Total	12.1%	14.4%	8.0%	3.1%	<b>37.6%</b>
<b>Total</b>		Count	176	234	141	61	<b>612</b>
		Percentage of Total	28.8%	38.2%	23.0%	10.0%	<b>100.0%</b>

Source: Survey Data (See Appendix A2.1, Table A1 and A2)

47.5 percent of total respondents were in a final or co-decision-making role in their company's buying activities (see Appendix A2.1, Table A5), with 30.7 percent of these being males as shown in Table 4.5.

**Table 4.5: Phase 1 Respondent Gender and Level of Influence on Buying Activities Crosstabulation**

			Level of Influence on Buying Activities				
			Final Decision Maker	Co-decision Maker	Advisory	Not Involved	Total
Gender	Male	Count	73	115	120	74	<b>382</b>
		Percentage of Total	11.9%	18.8%	19.6%	12.1%	<b>62.4%</b>
	Female	Count	36	67	69	58	<b>230</b>
		Percentage of Total	5.9%	10.9%	11.3	9.5	<b>37.6%</b>
Total		Count	109	182	189	132	<b>612</b>
		Percentage of Total	17.8%	29.7%	30.9	21.6	<b>100.0%</b>

Source: Survey Data (See Appendix A2.1, Table A1 and A5)

These statistics aligned with industry trends in the Global Association for the Exhibition Industry (UFI) and Explori Global Visitor Insights 2018/19 reports indicating that globally, exhibitions tend to attract a mature audience of senior decision makers.

The respondents' country of origin was analysed. The results indicated that 96 percent of respondents were Zimbabwean with minor representation of business visitors from South Africa (1.6 percent), Malawi (0.7 percent), Botswana (0.8 percent), England (0.5 percent) and China (0.2 percent) (see Appendix A2.1, Table A3). Regarding educational levels, 41 percent of the respondents had a university degree, followed by 28 percent who had gone up to certificate/diploma level (see Appendix A2.1, Table A4). Respondents indicated that they were from a cross-section of industries, the majority (30.0 percent), being from Sales/Marketing/PR followed by Executive Management (20.0 percent) as well as Research & Development (14.0 percent) as shown in Table 4.6 below. This diversity in survey respondents' professions reflected the multi-sectoral nature of the exhibitions themselves (see Appendix A2.1, Table A6).

**Table 4.6: Phase 1 Respondent Areas of Responsibility**

<b>Variable</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Area of responsibility</b>	Executive Management	124	20.3%
	Research & Development	83	13.6%
	Manufacturing/Production	45	7.4%
	Sales/Marketing/PR	185	30.2%
	Buying/Ordering	23	3.8%
	Finance	22	3.6%
	ICT	29	4.7%
	Logistics/Transport	20	3.3%
	HR/Training	34	5.6%
	Quantity Surveying	1	0.2%
	Operations	11	1.8%
	Administration	4	0.7%
	Legal	4	0.7%
	Middle Management	1	0.2%
	Technical	5	0.8%
	Security	3	0.5%
	Religion	1	0.2%
	Service Provision	2	0.3%
	Media	5	0.8%
	Academia	3	0.5%
Insurance	1	0.2%	
Health/Medical	3	0.5%	
Hospitality	1	0.2%	
Construction	2	0.3%	
	<b>Total</b>	<b>612</b>	<b>100.0%</b>

Source: Survey Data

With regard exhibition attendance history, first-time business attendees accounted for 20.0 percent of the respondents indicating that the majority of respondents (80.1%) were repeat visitors, with 17.2 percent having attended the various exhibitions more than ten times (see Appendix A2.1, Table A7). 48.0 percent of those had attended similar exhibitions to the one they were attending at the time of the survey (see Appendix A2.1, Table A8) indicating that the respondents, on the whole, were experienced exhibition attendees as shown in Table 4.7 below.

With regard exhibition attendance history, first-time business attendees accounted for 20.0 percent of the respondents, with 17.2 percent having attended the various exhibitions more than ten times (see Appendix A2.1, Table A7). 47.9 percent of those respondents had visited similar exhibitions

1-3 times (see Appendix A2.1, Table A8) indicating that the respondents, on the whole, were experienced exhibition attendees. Only 15.8% had never been to a similar exhibition to the one they attended in 2019 as shown in Table 4.7 below.

**Table 4.7: Phase 1 Respondent Length of Time Visiting the Exhibition and Frequency of Visiting Other Similar Exhibitions**

			Frequency of Visiting Other Similar Exhibitions						
			Never	1-3 Times	4-6 Times	7-10 Times	More Than 10 Times	Total	
<b>Frequency of Visiting the Exhibition</b>	<b>First Time</b>	Count	35	63	16	2	6	<b>122</b>	
		Percentage of Total	5.7%	10.3%	2.6%	0.3%	1.0%	<b>19.9%</b>	
	<b>1-3 Times</b>	Count	34	113	24	7	8	<b>186</b>	
		Percentage of Total	5.6%	18.5%	3.9%	1.1%	1.3%	<b>30.4</b>	
	<b>4-6 Times</b>	Count	12	63	41	5	6	<b>127</b>	
		Percentage of Total	2.0%	10.3%	6.7%	0.8%	1.0%	<b>20.8%</b>	
	<b>7-10 Times</b>	Count	7	22	13	22	8	<b>72</b>	
		Percentage of Total	1.1%	3.6%	2.1%	3.6%	1.3%	<b>11.8%</b>	
	<b>More Than 10 Times</b>	Count	9	32	17	12	35	<b>105</b>	
		Percentage of Total	1.5%	5.2%	2.8%	2.0%	5.7%	<b>17.2%</b>	
	<b>Total</b>		Count	97	293	111	48	63	<b>612</b>
			Percentage of Total	15.8%	47.9%	18.1%	7.8%	10.3%	<b>100.0%</b>

Source: Survey Data

As illustrated in Table 4.8 below, the majority of survey respondents were from private or commercial organisations (61.9 percent) followed by representatives from Government ministries or departments (25.5%) (see Appendix A2.1, Table A9). The main information source on the various exhibitions were the organisers themselves (46.7 percent) followed by the media (26.1 percent) and trade associations (13.6 percent) as shown in Table 4.8 below (see Appendix A2.1, Table A10).

**Table 4.8: Phase 1 Type of Business and Information Source**

<b>Variable</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Type of Business</b>	Agency	41	6.7%
	Government Ministry/Department	156	25.5%
	Private Sector/Commercial	373	60.9%
	Civic Organisation	20	3.3%
	Not-for-Profit/Non-Commercial	22	3.6%
	<b>Total</b>	<b>612</b>	<b>100.0%</b>
<b>Information Source</b>	Trade Associations	83	13.6%
	Exhibition Organiser/Exhibitor	286	46.7%
	Media	160	26.1%
	Internet	65	10.6%
	Word-of-mouth Recommendation	13	2.1%
	Past Visits/Tradition	3	0.5%
	Observation	1	0.2%
	Government Ministry	1	0.2%
	<b>Total</b>	<b>612</b>	<b>100.0%</b>

Source: Survey Data

#### **4.6.6 Scale and Data Collection Tool Development Procedures**

In line with Danaher and Haddrell (1996), a multi-dimensional data collection tool, also termed a questionnaire, scale or research/survey instrument, was developed specifically for this research using well-established scales derived from the literature. Sub-scales were developed for each of the dimensions in the conceptual model in order to collect data to answer the primary research question, *What are the dimensions of the attendee service experience that influence the Overall Experience Quality (OEQ) and Overall Attendee Satisfaction (OAS)?* The scale development procedures were guided by Nunnally (1978), Churchill (1979), Gerbing and Anderson (1988), Parasuraman et al, (1988) as well as Hinkin (1998) following the steps summarised in the Methodology Process Flow (Chapter 4, Figure 4.4).

First, the domain and construct specification for each of the research variables was defined as detailed in the preceding Chapters 2 and 3. Following that, a pragmatic approach was taken to adapt scales from empirical exhibition industry studies where there were no copyright restrictions as well as where scale validity and reliability had been established (Pallant, 2005; Kaur & Gupta, 2012). This approach is prevalent in the literature (Getz et al, 2001; Jung, 2005; Gottlieb et al, 2011; Chen & Mo, 2012; Chen et al, 2012; Choe et al, 2014; Wong et al, 2014; Uzunboylyu, 2015; Lee et al, 2019; Jiménez-Guerrero et al, 2020). In fact, Wirtz and Lee (2003:346) highlight that “measures that have been shown to have high validity and reliability in one context are implicitly assumed to be applicable in other contexts.” New measures were therefore not developed in this research because the literature provided appropriate scales to operationalise the constructs that had proven reliability and validity. Authors justifying this approach include Hyman, Lamb and Bulmer (2006) who argue that,

Currently, many researchers (particularly those in academia) feel the need, or even a pressure to be “original” with regard to questionnaire design and the construction of survey questions for the purpose of measuring aspects of the social world. This sentiment is felt despite the feasibility of ‘borrowing’ or ‘recycling’ existing survey questions for use in one’s own survey and thus preventing re-inventing the wheel. There are several implications of this that must be taken into account, particularly concerning reliability and validity, and ultimately quality of data obtained from these questions. However, question ‘recycling’ also has many advantages such as savings that can be made in terms of both time and money, and the removal of any need for question testing (Hyman et al, 2006:7).

In the question selection for this research, tested measurement scales were used. An objective measure, Chronbach’s alpha ( $\alpha$ ) or Co-efficient  $\alpha$ , was used as the unit of assessment with  $\alpha$  values of at least 0.700 being considered acceptable (Shiu et al, 2009; Taber, 2018). This step was taken to ensure that the adoption of scales in the literature would not compromise data quality.

#### **4.6.6.1 Attendee Service Experience Dimension Scale Development**

The dimensions and measures for the predictor variables, the attendee service experience dimensions, were predominantly derived from scales developed by Parasuraman et al (1988) and Jung (2005). The SERVQUAL framework (Parasuraman et al, 1988), was used in the research as it had high reliability with an  $\alpha$  value of 0.920. In addition, it satisfied the evaluative requirements considered for content validity, which is the extent to which the scale items are representative of the theoretical construct the questionnaire is designed to assess (Brennan, Camm & Tanas, 2007). The internal reliability of the scale items developed for the exhibition industry (Jung, 2005) ranged from 0.700 – 0.820. These scales compared favourably with the recommended  $\alpha$  coefficient value of above 0.700 which indicated good reliability (Shiu et al, 2009; Taber, 2018).

As more fully explained in Chapter 2, the SERVQUAL framework (Parasuraman et al, 1988) has been widely adopted across industries as a tool to measure customer satisfaction, allowing for adaptation and contextualisation in line with specific researcher needs (Adil et al, 2013; Ghotbabadi et al, 2015; Jain & Aggarwal, 2015). Consequently, the original five dimensions of the SERVQUAL model (Tangibles, Reliability, Responsiveness, Assurance and Empathy) were maintained, though modified to include exhibition industry terminology. Five additional variables (Content, Booth Management, Booth Attractiveness, Booth Layout and Registration) were adapted from Jung (2005)'s exhibition attendee-oriented study. The questions were retained as is from the original sources, with only slight modification to tailor to the exhibition industry. They were also all positively worded and the response categories were adopted as is.

#### **4.6.6.2 Overall Experience Quality Scale Development**

A six-item measurement scale was developed to measure the Overall Experience Quality that was intended for respondents to indicate the extent to which the overall exhibition experience was in line with their expectations. The scale for this research was adapted from one that was developed by Gottlieb et al (2011) using established scale development methods which included qualitative



item generation, content analysis, item-total correlation, factor analysis and large-scale testing (Gottlieb et al, 2014). The scales adopted had Cronbach's  $\alpha$  values between 0.710 and 0.960 (Gottlieb et al, 2011:1649).

#### **4.6.6.3 Overall Attendee Satisfaction Scale Development**

A three-item scale was developed for respondents to indicate the extent to which they were satisfied with the overall exhibition. In this case, the questions for the Overall Attendee Satisfaction scale were adapted from Cronin et al (2000); Jung (2005) and Gottlieb et al (2011).

#### **4.6.6.4 Attendee Behavioural Intention Scale Development**

Finally, a three-item scale was developed for respondents to indicate their likelihood to take certain post-exhibition action as a result of their experience at the exhibition. As more fully explained in Chapters 3 and 4, behavioural intention was reflected by the likelihood to return to the exhibition in the near future as well as the extent to which the attendee would spread positive word of mouth comments (Lin, 2016; Choe et al, 2014). The scale items for Attendee Behavioural Intention used in this research were adapted from studies by Oh and Oh (2018) as well as Gottlieb et al (2011).

#### **4.6.7 Expert Review and Pre-Testing**

Based on Rossiter (2002)'s C-OAR-SE procedure which was used successfully by McMullan and O'Neill (2010) in the development of a tourism industry satisfaction measure, the face validity of the scales used in this research was validated through an Expert Review. The draft scales were sent via e-mail to nine independent industry experts to determine the appropriateness, completeness, response category exhaustiveness as well as the relevance of the four scales included in the framework to measure attendee satisfaction based on their expert knowledge. The experts, drawn from the exhibition industry practitioners comprising Chief Executives and Heads of Marketing

(4), retired, well-experienced exhibition industry experts (1), tourism industry practitioners, under the ambit of their MICE portfolio (3) as well as trade and export promotion agencies (1), were separately requested to evaluate and refine the scales based on their industry knowledge and experience (McMullan & O'Neill, 2010; Wong et al, 2014). The experts assessed the content; whether the questionnaire was sufficient to measure the variables of interest.

The expert reviewer feedback resulted in a) the elimination of questions that were redundant, ambiguous, unclear or too similar, b) the inclusion of additional items where some aspects were lacking and some were deemed not to be exhaustive, c) the addition of questions to provide more information on the respondent profile as well as d) the revision of the research instrument length, format and clarity of the instructions. This satisfied the requirements for face validity (McMullan & O'Neill, 2010; Choe et al, 2014) which Brennan et al (2007:8) describe as being “the extent that the measurement measures the quality that it purports to measure on the basis of a common sense assessment.” This validation was a necessary step to confirm the appropriateness of the research instruments. Upon validation by expert reviewers, the individual scales were put together to make up the multi-dimensional research instrument. The questionnaire was carefully constructed, paying particular attention to its overall presentation and layout as research studies have linked the appearance of a questionnaire to respondent willingness to complete it as well as to their understanding of the questions. Due care had to be taken so as not to affect the overall survey response rate and data reliability (Hilton, 2015).

A two-stage approach to pre-testing the questionnaire was adopted in order to refine the data collection instrument before fieldwork commenced. Pre-testing the data collection tool ensured that the specific wording of the questions was appropriate and that the instructions for the completion of the questionnaire were understood in the same way by respondents and also interpreted in the manner that was originally intended (Collins, 2003; Hilton, 2015). The fact that the questionnaires were self-administered meant that greater attention needed to be paid to the question wording and the clarity of the instructions. First, the questionnaire was tested on a convenience sample of 16 respondents to check the ease of administration and completion time in order to be assured that the measurement instrument would perform in the field as planned (Leedy & Ormrod, 2010; Hilton, 2015). Respondents were verbally asked by research assistants to

highlight any questions that were not clear. The feedback received from respondents on the some of the question wording as well as the overall length of the questionnaire resulted in the removal and rephrasing of some questions. Another sample of 12 respondents then took part in the pre-test of the revised questionnaire. The fact that no further issues were raised confirmed the suitability of the questionnaire to be administered in the field. The questionnaires completed during the pre-testing phase were not included in the final data analysis.

#### 4.6.8 Operationalisation of the Construct Measures

As highlighted above, all constructs were measured using multi-item scales that were developed from those utilised in previous studies and modified in line with this research. The specific questions included on the survey instrument were also drawn from the literature as detailed in Tables 4.9, 4.10, 4.11 and 4.12 below.

**Table 4.9 Attendee Service Experience Dimensions Specific Questions**

Variable	Variable Source	Total Items	Items	Questions	Question Source
Tangibles	SERVQUAL (Parasuraman, Zeithaml & Berry (1988:38-40))	5	Q1	The exhibition centre has up-to-date exhibition infrastructure and technology	SERVQUAL
			Q2	The exhibition centre's physical facilities (grounds, pavilions, exhibition halls and parking areas) are maintained	SERVQUAL
			Q3	The exhibition organiser's staff are easily identifiable	SERVQUAL
			Q4	The areas within the exhibition are clean	SERVQUAL
			Q5	The location of the exhibition centre is convenient	SERVQUAL
Reliability	SERVQUAL	3	Q6	When the exhibition organiser's staff promised to do something by a certain time, they did so	SERVQUAL
			Q7	The exhibition organiser's staff were dependable	SERVQUAL
			Q8	The exhibition organisers keep accurate records	SERVQUAL
Responsiveness	SERVQUAL	4	Q9	Exhibition organiser's staff told me exactly when services would be performed	SERVQUAL
			Q10	The exhibition organiser's staff were willing to help business visitors	SERVQUAL
			Q11	The operating hours of the exhibition are convenient	SERVQUAL
			Q12	The duration of the exhibition is appropriate	SERVQUAL

Assurance	SERVQUAL	5	Q13	The exhibition organiser's staff were reassuring to business visitors who had problems	SERVQUAL
			Q14	The exhibition organiser's staff were knowledgeable	SERVQUAL
			Q15	Business visitors could trust the companies that are exhibiting	SERVQUAL
			Q16	Business visitors felt safe in their transactions with companies that are exhibiting	SERVQUAL
			Q17	The exhibition organiser's staff had all the resources they needed to do their jobs well	SERVQUAL
Empathy	SERVQUAL	4	Q18	The exhibition organiser's staff were polite	SERVQUAL
			Q19	The exhibition organiser's staff gave business visitors individualised personal attention in a friendly manner	SERVQUAL
			Q20	The exhibition organiser's staff attitude shows that they understand the needs of their business visitors	SERVQUAL
			Q21	The exhibition organiser's staff have their business visitors' best interests at heart	SERVQUAL
Content	Termed 'Content' by Jung (2005:92); Chen & Mo (2012:29)	3	Q22	A sufficient number of exhibitors participated	Jung (2005:92-93)
			Q23	Products and services exhibited were appropriate for the focus of the exhibition	Jung (2005:92-93)
			Q24	Exhibition-related conferences, seminars and events were well organised	Jung (2005:92-93)
Booth Management	Termed 'Exhibition Stand Management' (Jung, 2005:92)	4	Q25	The exhibitors provided displays and information that was helpful in better understanding their products and services	Jung (2005:92-93)
			Q26	The exhibitors responded to business visitors with good manners	Jung (2005:92-93)
			Q27	The exhibitors were knowledgeable about their products and services	Jung (2005:92-93)
			Q28	Exhibitor-related information (such as catalogues, brochures, flyers) was amply provided	Jung (2005:92-93)
Booth Attractiveness	Termed 'Attractiveness' (Jung, 2005:92)	3	Q29	Pre-exhibition promotions through TV, internet, radio and newspapers helped to attract business visitors to the booths	Jung (2005:92-93)
			Q30	Exhibitors' giveaways (bags, notepads, pens) helped attract business visitors to the booths	Jung (2005:92-93)
			Q31	Free entry vouchers, invitation letters, product brochures with invitation helped attract business visitors to the booths	Jung (2005:92-93)
Booth Layout	Termed 'Booth Layout & Function' (Jung, 2005:92; Chen & Mo, 2012:29)	4	Q32	The exhibition booth layout was good to deal with traffic flow	Jung (2005:92-93)
			Q33	Signage at the exhibition was visible	Jung (2005:92-93)
			Q34	The exhibitor booths were well designed for comfortable visit and conversation	Jung (2005:92-93)

			Q35	Conference and seminar rooms and other service facilities such as rest areas were convenient for use	Jung (2005:92-93)
Registration	Combining the terms 'Registration' and 'Access' (Jung, 2005:92; Chen & Mo, 2012:29)	5	Q36	Pre-registration through the Internet made attendance simpler	Jung (2005:92-93)
			Q37	The gate registration procedure was easy	Jung (2005:92-93)
			Q38	The gate registration staff kept visitor waiting time to a minimum	Jung (2005:92-93)
			Q39	The gate registration area was placed in a convenient location	Jung (2005:92-93)
			Q40	The gate registration support staff was well mannered	Jung (2005:92-93)

Source: Developed for this Research

**Table 4.10 Overall Experience Quality Specific Questions**

Dimension	Dimension Source	Total Items	Items	Questions	Question Source
Overall Experience Quality	Termed "Exhibition Effectiveness" Gottlieb et al (2011:1651)	5	Q1	I was able to gather product and service information that I was looking for at the exhibition	Gottlieb et al (2011:1651)
			Q2	I was able to identify exhibitors in the field that I am interested in	Gottlieb et al (2011:1651)
			Q3	I was able to identify future trends in my industry/sector from the products and services that were exhibited	Gottlieb et al (2011:1651)
			Q4	I benefitted from the networking opportunities provided	Gottlieb et al (2011:1651)
			Q5	My objectives for visiting this exhibition were met	Gottlieb et al (2011:1651)
	Termed "Valence" Gottlieb et al (2011:1651)	1	Q6	I feel that I had a positive overall experience at the exhibition	Gottlieb et al (2011:1651)

Source: Developed for this Research

**Table 4.11 Overall Attendee Satisfaction Specific Questions**

Variable	Variable Source	Total Items	Items	Questions	Question Source
Overall Attendee Satisfaction	Jung (2005:94)	3	Q1	My choice to visit this exhibition was a wise one	Cronin, Brady & Hult (2000:213)
			Q2	I am satisfied with what the exhibition provides its business visitors	Gottlieb et al (2011:1651)
			Q3	Overall, I am satisfied with the service at this exhibition	Jung (2005:94)

Source: Developed for this Research

**Table 4.12 Attendee Behavioural Intention Specific Questions**

Variable	Variable Source	Total Items	Items	Questions	Question Source
Attendee Behavioural Intention	Termed “ <i>Revisit Intention</i> ” Oh and Oh (2018:1708)	1	Q54	I am willing to visit this exhibition again in the near future	Oh & Oh (2018:1708)
	Termed “ <i>Recommend Intention</i> ” Oh and Oh (2018:1708)	2	Q55	I will recommend this exhibition to other business visitors	Oh & Oh (2018:1708)
			Q56	I will tell a positive story to others about this exhibition	Oh & Oh (2018:1708)

Source: Developed for this Research

#### 4.6.9 Data Collection Tool Structure and Format

As proposed by Creswell (2014), a cover letter was included that invited the attendee to voluntarily participate in the study. It gave the title of the research, outlined its purpose, highlighted the specific objectives and indicated the estimated completion time. The letter also assured respondents of confidentiality and anonymity, giving them the freedom to withdraw at any time without penalty (See Appendix A1.1).

In line with Kim et al (2009) as well as Choe et al (2014), the survey instrument had multiple parts which covered a) the respondent profile and background information, b) the dimensions and questions of the predictor variables and c) the overall ratings of the attendee experience quality, satisfaction and behavioral intention (see Appendix A1.2). These were structured as shown in Table 4.13 below.

**Table 4.13 Structure of the Research Questionnaire**

Section	Structure of the Final Questionnaire	Scale	Response Format	References
1. Respondent Profile	<ul style="list-style-type: none"> <li>Respondent demographics (gender, age, country of residence, educational level, area of responsibility)</li> <li>Exhibition attendance history and frequency of attending similar exhibitions</li> <li>Classification of the type of organisation</li> <li>Major source of information about the exhibition</li> </ul>	Nominal	<ul style="list-style-type: none"> <li>Dichotomous: two possible responses; Scaled: multiple-item responses with a specific sequence (Malhotra et al, 2010)</li> <li>Limited open-ended questions were respondents to specify any responses that fell outside the set choices</li> </ul>	Jung (2005:91); Chen and Mo (2012:30); Choe, Lee and Kim (2014:905).
2. Predictor Variables (Attendee service experience dimensions)	Tangibles; Reliability; Responsiveness; Assurance; Empathy; Content; Booth Management; Booth; Attractiveness; Booth Layout; Registration	Ordinal	Seven-point Likert-type scale <i>Strongly Disagree (1), Neither Disagree/Agree (3), Strongly Agree (7)</i>	Parasuraman et al (1988:38-40); Jung (2005:92-93); Gottlieb et al (2011:1651); Chen and Mo (2012:29); Choe et al (2014:906).
3. Overall Measures	<ul style="list-style-type: none"> <li>Overall Experience Quality (OEQ)</li> <li>Overall Attendee Satisfaction (OAS)</li> <li>Attendee Behavioural Intention (ABI) - the degree to which they are likely to re-patronise and the degree to which they are likely to recommend the exhibition to their peers</li> </ul>	Ordinal	Seven-point Likert-type scale <i>Strongly Disagree (1), Neither Disagree/Agree (3), Strongly Agree (7)</i>	Jung (2005:92-93); Gottlieb et al (2011:1651); Oh and Oh (2018:1708).

Source: Developed for This Research

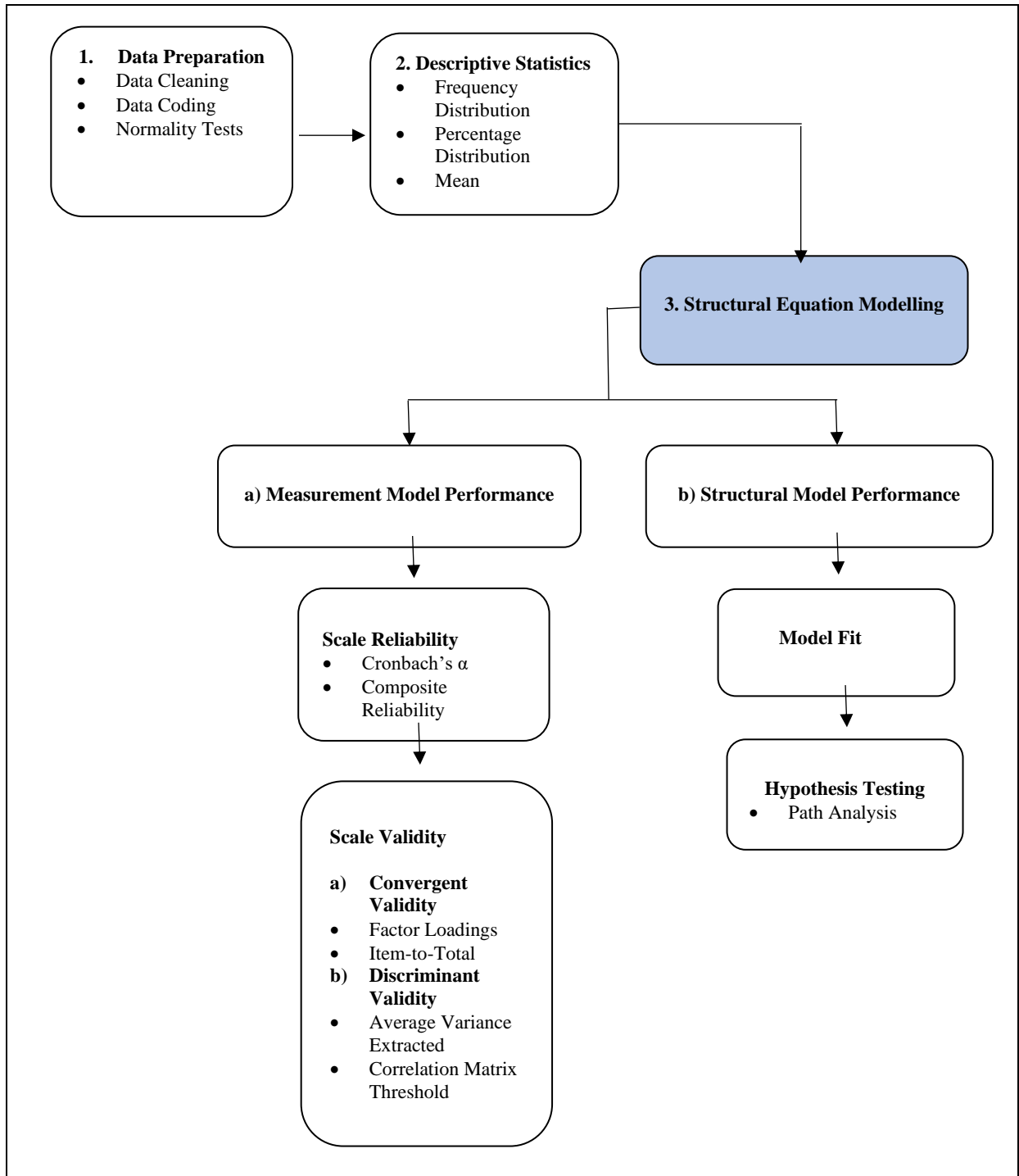
#### **4.6.10 Approach to Fieldwork**

All the variables were intended to be measured individually using interview questions designed specifically for them before being tested simultaneously. The deductive approach of this research necessitated the adoption of the structured, self-completed research instrument described above to collect primary data. Similar to the methodology of prior studies (Gottlieb et al, 2011), respondents were required to complete the questionnaires in the presence of the trained research assistants who provided respondents with the relevant stationery for questionnaire completion. They remained close by to be available to provide explanations as needed.

#### **4.6.11 Data Analysis Methods**

In preparation for the Assessment of Model Fit as outlined in the Methodology Process Flow in Figure 4.4, upon completion of the fieldwork, the steps outlined in Figure 4.5 below were conducted.





**Figure 4.5: Phase 1 Data Analysis Process Flow**

Source: Developed for This Research

#### 4.6.11.1 Data Preparation

Data were cleaned by checking for incorrect and missing entries. To minimise data errors, all questionnaires with missing values were excluded (Maletic & Marcus, 2005). Following this, tests for outliers, normality and linearity were done (see Gottlieb et al, 2011).

#### 4.6.11.2 Descriptive Statistics

The Statistical Package for Social Studies (SPSS 26.0) was used to capture the data as well as to derive the descriptive statistics. The following trends in the data were recorded for further analysis (Dytham, 2011): a) **Frequency distribution**: the number of times a response appears with certain values, b) **Percentage distribution**: a frequency distribution expressed as a percentage of all responses, c) **Mean**: the average of responses obtained and d) **Standard deviation**: the degree of variation from the mean in the responses obtained.

#### 4.6.11.3 Measurement Model Performance

The data reliability and the internal consistency of the data set's four scales were first assessed using *Cronbach's alpha* ( $\alpha$ ) values prior to the running of the inferential statistics (Malhotra et al, 2010). The Cronbach's  $\alpha$  co-efficient provided a measure of the strength of the internal consistency of scale items in the questionnaire (Jaccard & Becker, 2010; Kothari, 2004). As already highlighted, this was to ensure the suitability of the measurement scales, what Taber (2018:1273) referred to as being "fit for purpose", measuring what they were intended to measure such that future studies conducted using the same methodology would yield comparable results (Leedy & Ormrod, 2010). Taber (2018:1278) describes  $\alpha$  values above 0.900 as "excellent" or "strong", above 0.800 as "reliable" or "robust", above 0.700 as "high" or "good", above 0.600 as "reasonable", "adequate", "moderate" or "satisfactory". As previously highlighted, guidance from social science literature indicated that a Cronbach's  $\alpha$  of at least 0.700 was considered acceptable

(Shiu et al, 2009; Taber, 2018). Second, two measures of reliability were tested. *Construct reliability* was tested using Cronbach's  $\alpha$ . The use of Cronbach's  $\alpha$  is so prevalent that Taber (2018:1275) considered it as "one of the most important and pervasive statistics in research involving test construction and use to the extent that its use in research with multi-item measures is considered routine." The values were compared with accepted research norms where a coefficient value of 1.000 for Cronbach's  $\alpha$  signified perfect reliability, 0.800 - 0.960 signified very good reliability while 0.700 - 0.800 indicated good reliability (Shiu et al, 2009). In general, values greater than 0.500 were considered acceptable (Ramayah, 2011). *Composite reliability*, which estimates how latent construct indicators share the measurement of a construct, was tested using the Composite Reliability Co-efficient. Values above 0.700 were considered acceptable (Hair, Black, Babin & Anderson, 2010).

Third, regarding measurement instrument validity, the extent to which the measurement items measured what they were supposed to measure (Hair et al, 2010), two measures of validity were tested using CFA. *Convergent validity*, a reflection of how much the variables can be said to be measuring the same construct (Brennan et al, 2007), was assessed using factor loadings comparing the results with the recommended threshold being between 0.500 (Geisler-Brenstein, 1993) and 0.700 (Hulland, 1999). Convergent validity was also assessed using Item-to-Total for each item with a recommended threshold of 0.500 (Hajjar, 2018). *Discriminant or divergent validity*, the extent to which a measure is different to other measures (Brennan et al, 2007), was assessed using the Average Variance Extracted (AVE); where guidance from the literature indicated that values above a threshold of 0.500 were considered acceptable (Fornell & Larcker, 1981; Zwick & Velicer, 1986; Dytham, 2011). Discriminant validity was also assessed using the correlation matrix with the recommended threshold of 0.600 (Westen & Rosenthal, 2003; Zait & Berteau, 2011) to 0.700 (Schober, Boer & Schwarte, 2018).

After the psychometric properties of the scales had been assessed, the measurement model fit was assessed through CFA.

#### 4.6.11.4 Structural Model Performance

As preferred by many researchers in the social sciences, the complex relationships between the predictor and outcome variables in the structural model were tested through Structural Equation Modelling (SEM) (Hooper, Coughlan & Mullen, 2008; Nye & Drasgow, 2011; Cangur & Ercan, 2015) Referred to by Nye and Drasgow (2011:54) as “rules of thumb”, the commonly recommended fit indices in Table 4.14 below were used as the basis of comparison with the results of the observed data (model fit) to avoid model mis-specification (Kaplan, 2009; Schreiber, Nora, Stage, Barlow & King, 2010; Bowen & Guo, 2012; Bryne, 2016; Suchánek & Králová, 2019).

**Table 4.14: Measurement Model Fit Indices**

<b>Fit Indices</b>	<b>Explanation</b>	<b>Recommended Threshold</b>
Chi-square (PCMIN/DF)	A test of the differences between observed and expected variable values. The index is rarely used in isolation as it is affected by large sample sizes and model complexity	<3 Good <5 Acceptable
Goodness of Fit Index (GFI)	The number of variances and covariances in the empirical covariance matrix is compared to not having a model	>0.800 Acceptable >0.950 Good
Normed Fit Index (NFI)	This test presents the worst case where all the variables in the model are not correlated	>0.800 Cut-off >0.900 Good
Incremental Fit Index (IFI)	Compares the chi-square value to a baseline model	>0.900 Acceptable/Cut-off >0.950 Good
Comparative Fit Index (CFI)	The tests compare the sample covariance matrix with a model where variables are uncorrelated	>0.950 Good >0.900 Acceptable
Tucker Lewis Index (TLI) or Non-normed Fit Index (NNFI).	The test is a measure of relative fit and it is not affected by sample size	>0.950 Good >0.900 Acceptable

Root Mean Square Error of Approximation (RMSEA)	A test of the square root of the difference between the residuals of the sample covariance matrix and the hypothesised covariance model	<0.050 Close fit 0.050-0.080 Adequate 0.080-0.100 Mediocre >0.100 Poor
---	---	---

Source: Compiled from Hu and Bentler (1999); Schermelleh-Engel, Moosbrugger and Müller (2003); Hooper et al (2008); Schreiber et al, (2010).

For the construct interdependencies, path modelling was performed using AMOS 26 software to test the relationships proposed in the hypotheses. The benefit of SEM was that the relationships in the hypothesised model could be tested simultaneously (Liu et al, 2016).

## 4.7 Phase 2 Methodology

A follow-up qualitative study (Phase 2) was designed to complement and seek a fuller explanation to the Phase 1 findings (Liem, 2018). More specifically, Phase 2 sought to gain deeper insights on the divergent results in Phase 1 of the research as well as to provide recommendations for industry practitioners on how the overall experience quality could be improved in order to enhance attendee satisfaction and behavioural intention in future editions of exhibitions in Zimbabwe.

### 4.7.1 Research Techniques and Procedures

Focus group discussions were used to collect the primary data in this phase. The discussions were focused in the sense that they were centred around a prior-defined theme (Ryan, Gandha, Culbertson and Carlson, 2014; Nyumba, Wilson, Derrick and Mukherjee, 2017), the participants had common knowledge or experience on the topic (Yin, 2011) and they were willing to share their personal perspectives, motivations and narratives in the discussion (Nyumba et al, 2017). The focus groups were designed and planned by me; however, the discussions were steered by independent moderators, in order to achieve the specific objectives (Carlsen & Glenton, 2011;

Creswell & Creswell, 2018). In line with accepted practice, care was taken to create a conducive atmosphere for discussions where participants could feel comfortable enough to share their experiences openly and freely (Krueger, 1994).

As a methodology, focus group discussions leveraged group synergies and participant interaction to yield far richer data than could be obtained in interviewer-participant interviews (Lederman, 1990; Carlsen & Glenton, 2011). Though lauded in the literature for being flexible enough to allow for in-depth discussion and response follow up in order to get clarify or more information (Lederman, 1990; Kitzinger, 1994), the group dynamics may result in the challenges and unintended consequences summarised in Table 4.15 below.

**Table 4.15: Focus Group Limitations and Mitigation**

<b>Challenge</b>	<b>Mitigation</b>
Dominant personalities	Moderators were to balance the discussions and ensure that all participants were heard.
Confirmed participants who eventually do not attend	Recruitment of more participants than would be required to create a buffer in case of last-minute cancellations and no-shows.
Venue set up and layout	Adjustments were made as necessary, particularly when the audio and sound quality was poor.
Varying output from the groups	Moderators were encouraged to draw out participants and encourage them to talk as well as to tactfully steer participants from lengthy unproductive discussions. Moderators were briefed to probe responses for clarity and there was also provision for participants to express themselves in the vernacular.
Biased responses due to the researcher's presence in the discussions	I introduced and closed the focus group sessions while the moderators directed the discussions. I was available to follow up specific issues for clarity and respond to any specific participant questions.

Source: Compiled from Lederman (1990); Creswell and Creswell (2018)

The mitigation of these effects was dependent on the moderator's ability to control the discussions (Creswell & Creswell, 2018). Notwithstanding, the time saving and other prior- highlighted benefits of the focus group discussions outweighed the potential challenges (Lederman, 1990).

#### **4.7.2 Population Being Studied and Sampling Considerations**

Business attendees to 2019 exhibitions who were based in Bulawayo, Zimbabwe were invited to six focus group discussions. The design of the focus groups was mixed, including both first-time and repeat exhibition attendees. The sample was drawn from the business attendee database of the Zimbabwe International Trade Fair Company which hosts three out of the four national exhibitions sampled in Phase 1. To ensure homogeneity, participants were selected through purposive sampling from the database of business visitors that specifically attended an exhibition in 2019. As explained by Carter and Little (2007:1318), purposive sampling was adopted "to serve an investigative purpose" to ensure that relevant insights that address the research objectives in Phase 2 would be obtained. Access was granted to the ZITF Company database of surveyed business visitors that had responded to questionnaires at the 2019 editions of the ZITF, ME and S/H from which a sample could be drawn. A database of potential participants was supplied based on a) that they indicated that they were from Bulawayo for proximity to the venue of the focus groups, b) their written consent to be contacted in future for research purposes (this was captured on survey forms that they had completed when they took part in various ZITF Company in-house surveys in their capacity as business visitors that were conducted by the exhibition organisers during the ZITF and ME in 2019 and c) provision of correct and legible contact details (telephone numbers and e-mail addresses).

A total of 207 potential participants met the above criteria and were all invited to take part in the research. Initially, 40 participants were drawn at random and invited to the two planned sessions on the first day (FG01 and FG02). Formal invitations were sent out via email with follow up via

text messaging (see Appendix A3.1) After the initial contact, each potential participant was followed up to a maximum of three times. If no response was received, the participant was replaced with another drawn randomly from the list. For the focus groups planned for the second day, 61 participants were invited (FG03 and FG04). Finally, the remaining 106 business attendees on the database were contacted for the third day (FG05 and FG06) as shown in Table 4.16 below:

**Table 4.16: Focus Group Discussion Summary**

<b>Focus Group</b>	<b>Invited</b>	<b>Confirmed</b>	<b>Attended</b>	<b>Participant Codes **</b>	<b>Discussion Time</b>
FG01	19	8	4	M: P1M, P2M, P4M F: P3F	1 hour 32 minutes
FG02	21	8	7	M: P5M, P8M, P9M, P11M F: P6F, P7F, P10F	1 hour 47 minutes
FG03	31	12	5	M: P16M F: P12F, P13F, P14F, P15F	1 hour 34 minutes
FG04	30	9	8	M: P18M, P23M F: P17F, P19F, P20F, P21F, P22F, P24F	1 hour 55 minutes
FG05	53	10	6	M: P25M, P26M, P27M, P28M, P29M, P30M	1 hour 53 minutes
FG 06	53	10	7	M: P31M, P32M, P33M, P35M F: P34F, P36F, P37F	1 hour 35 minutes
<b>Total</b>	<b>207</b>	<b>57</b>	<b>37</b>	<b>M: Male 20</b> <b>F: Female 17</b>	<b>10 hours 16</b> <b>minutes</b>

Source: Developed for this Research

\*\* Participants were given reference codes to ensure anonymity



### **4.7.3 Sample Size Considerations and Determination of Number of Focus Groups**

The recommended practice on sample size determination in focus groups is characterised by being inconsistent, incomplete and inconclusive with authors differing on their interpretation of what should be the unit of analysis (Carlsen & Glenton, 2011). As Carlsen and Glenton (2011:3) confirmed, “most of the guidance recommends that the focus group should be the unit of analysis in focus group studies. In line with this, the sample size (*n*) should refer to the number of groups and not the total number of participants in a study.” Adopting this approach in the research, an average of between six and twelve participants confirmed attendance to the six focus groups that were conducted. Those who were unable to attend a session to which they were initially invited were offered to attend other sessions if they felt these were more convenient. The participants were invited to attend each group with no gender or age bias. This compared favourably with the recommended group guidelines of no less than four and no more than twelve participants (Carlsen & Glenton, 2011; Ryan et al, 2014). In total, 37 participants took part in Phase 2 of the research as shown in Table 4.16 above.

The literature provided limited guidance on the specific number of focus groups needed for qualitative studies. According to Guest, Namey and McKenna (2016:14), studies recorded anywhere between “two to five groups per category of participants depending on the complexity of the research question and the composition of the groups.” Further, an exploration by Guest et al (2016:14) found that “a sample size of two to three focus groups will likely capture at least 80 percent of the themes on a topic ... As few as three to six groups are likely to identify 90 percent of the themes.” Guided by this, initially, three days were planned to be dedicated to the research. Depending on the response to the invitations as well as the progress of the research, there was flexibility to hold up to two focus group discussions in a day. The pre-planning was necessitated by the fact that there was need to pre-book the proposed venue to ensure availability as well as to secure mutually convenient dates and times with the moderators.

In the planning of this research, there was allowance for the possibility to reduce or add more sessions depending on the point at which it could be said data saturation had been reached. Commonly known as “theoretical saturation”, this term coined by Glaser and Strauss in 1967, describes a stage when subsequent focus group discussions do not yield any new themes (Guest et al, 2016). However, details on how to reach theoretical saturation were unclear (Saunders, Sim, Kingstone, Baker, Waterfield, Bartlam, Burroughs & Jinks, 2018; Hennick, Kaiser & Weber, 2019) with Carlsen and Glenton (2011:2) observing that “the authors present no definition of ‘new or relevant data’ and give no advice regarding the number of interviews with no new information that is required before the researcher can be reasonably certain that saturation has been reached.” Further, in Carlsen and Glenton (2011)’s systematic review of methodological aspects of focus group discussions in health literature, many studies showed no evidence of an iterative process involving data collection and analysis to show convincingly that saturation had been reached. Few authors reported or discussed the number of focus groups that had been conducted with no new relevant information before it was decided that data saturation had been reached.

In this research, determining the theoretical saturation was guided by Carlsen and Glenton (2011) who caution that

both too few and too many groups can lower the quality of focus group studies. Quantity must be balanced against quality, and the more hours of taped interviews or pages of transcribed material, the less depth and richness the authors will be able to extract from the data (Carlsen & Glenton, 2011:3).

Consequently, a de-brief was conducted after each set of two sessions to reflect on the themes raised in each discussion. The focus group sessions were stopped once no new issues could be identified. Regarding the total number of participants per group, this was determined by the rate of the attendance confirmations received. For planning purposes, a minimum of eight confirmations for each group was aimed for so as to ensure that, assuming a worst case of 50

percent last minute cancellations, the recommended minimum number of four participants would still be achieved.

#### 4.7.4 Focus Group Participant Profile

Respondent demographics are summarised in Table 4.17 below.

**Table 4.17: Focus Group Demographic Profile**

<b>Variable</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	21	56.8%
	Female	16	43.2%
	<b>Total</b>	<b>37</b>	<b>100.0%</b>
<b>Age</b>	18-29	10	27.0%
	30-39	12	32.4%
	40-49	7	18.9%
	50 and above	8	21.6%
	<b>Total</b>	<b>37</b>	<b>100.0%</b>
<b>Country of residence</b>	Zimbabwe	37	100.0%
<b>Education level</b>	Primary	0	0.0%
	Secondary	6	16.2%
	Certificate	8	21.6%
	Degree	15	40.5%
	Post-graduate	8	21.6%
	<b>Total</b>	<b>37</b>	<b>100.0%</b>
<b>Buying influence</b>	Final decision maker	5	13.5%
	Co-decision maker	11	29.7%
	Advisory	16	43.2%
	Not involved	5	13.5%
	<b>Total</b>	<b>37</b>	

			<b>100%</b>
<b>Area of responsibility</b>	Executive Management	8	21.6%
	Research & Development	4	10.8%
	Manufacturing/Production	3	8.1%
	Sales/Marketing	14	37.8%
	Buying/Ordering	0	0.0%
	Finance	2	5.4%
	ICT	1	2.7%
	Logistics/Transport	1	2.7%
	HR/Training	1	2.7%
	Medical	2	5.4%
	Student	1	2.7%
	Public Relations	0	0.0%
<b>Total</b>	<b>37</b>	<b>100.0%</b>	
<b>Number of visits to exhibitions</b>	First Time	4	10.8%
	1 to 3 Times	6	16.2%
	4 to 6 Times	15	40.5%
	7 to 10 Times	4	10.8%
	More than 10 Times	8	21.6%
<b>Visiting other exhibitions</b>	Never	4	10.8%
	1 to 3 Times	27	73.0%
	4 to 6 Times	5	13.5%
	7 to 10 Times	1	2.7%
	More Than 10 Times	0	0%
<b>Total</b>	<b>37</b>	<b>100%</b>	
<b>Type of business</b>	Agency	1	2.7%
	Government Ministry/Department	4	10.8%
	Private Sector/Commercial	28	75.7%
	Civic Organisation	3	8.1%
	Not-for-Profit/Non-Commercial	1	2.7%

	<b>Total</b>	<b>37</b>	<b>100%</b>
<b>Information source</b>	Trade Associations	2	5.4%
	Exhibition Organiser/Exhibitor	16	43.2%
	Media	12	32.4%
	Internet	6	16.2%
	Word-of-Mouth	1	2.7%
	<b>Total</b>	<b>37</b>	<b>100%</b>

Source: Survey Data

#### **4.7.5 Data Collection Tool Development and Construct Operationalisation**

The following sub-sections detail the data collection tool design and pre-testing as well as the fieldwork and data analysis procedures for Phase 2.

##### **4.7.5.1 Data Collection Tool Design**

Discussion questions were drawn from the outcomes of the quantitative study ensuring that they addressed the research question and objectives. The question format was open-ended, with flexibility for both the moderator and I to probe (see Appendix A3.2 for the full discussion guide). To open the floor, participants were invited to recall their experience at any of the four 2019 national exhibitions surveyed in Phase 1 (ZITF, ME, ZAS and S/H). Following that, the discussion guide was divided into the following three sections as guided by Breen (2006) and Liem (2018):

- a) Engagement: to ease the participants into the discussion and provide explanatory insights on the research variables.
- b) Exploration: to tease out the reasons for the divergent findings and appropriate measures of exhibition success.

- c) Exit: to conclude the discussion and provide recommendations for improvement.

#### **4.7.5.2 Data Collection Tool Pre-testing**

The discussion guide was pre-tested on a convenience sample of five participants randomly drawn from the employees of organisations that rent office space at the Zimbabwe International Exhibition Centre (ZIEC). This was to ensure the questions were easy to understand and were not ambiguously worded. It also partly provided an opportunity for the training of the moderators as well. The discussion guide was modified slightly after this process, mainly to re-order the questions.

On the first day of the focus group discussions, the first one (FG01) was used as the test case. Immediately after the discussion, the moderators, research assistant and I de-briefed the session and made further changes to the discussion guide wording for clarity.

#### **4.7.5.3 Approach to Fieldwork**

The approach to the fieldwork was guided by the methodological principles from Breen (2006) and Liem (2018). Formal invitations (see Appendix A3.1) were sent via email address and/or direct social networking messages on the Whatsapp platform. The most effective approach was through the direct messages because they allowed for a quicker response than email communication. Respondents were followed up by phone calls and mobile phone text reminders to ensure attendance.

- a) The focus groups began with two sessions scheduled for the first day (Friday 17 January 2020). The need for subsequent sessions, provisionally planned for 24 and 30 January 2020, was determined after de-briefing and reflecting the discussions on each day.

- b) The time allowed for each session was two hours with refreshments and tokens of appreciation provided for participants.
- c) The venue was the Zimbabwe International Exhibition Centre VIP Lounge. Two moderators were recruited and trained. Being based outside Zimbabwe, I participated in the sessions via Skype.
- d) Ground rules included mutual respect and listening. Though English was the official language of communication, participants had the freedom to express themselves in isiNdebele or chiShona if that was necessary to put their point across.
- e) All the discussions were audio recorded. The participants were advised at the start of the session that the discussions would be recorded for purposes of transcribing the data for an accurate record. At that point they were also given the option to pull out of the discussion with no prejudice.
- f) Participants were requested to give their names each time they spoke for their voices to be easily identifiable on the audio recordings at transcription stage. They were assured of anonymity both in the transcription, final reporting and research publication. The views expressed in the discussion were strictly confidential, being purely used for academic purposes only.
- g) In addition to audio recording, notes were taken for all sessions to record the main themes as they came up as well as to aid recollection and enable reflection after each discussion.
- h) In preparation for analysis, I personally did the transcribing verbatim from over ten hours of audio recordings in order to ensure an intimate connection with the data. The lack of video streaming (due to Internet connectivity challenges) as well as the poor audio quality resulted in some inaudible text and also affected the speed at which the transcription could be done.
- i) Being a native isiNdebele speaker with conversational chiShona knowledge, contributions that were made in a vernacular language (mainly in isiNdebele and to a lesser extent in chiShona) were left in the original language to maintain the integrity of the data. However, when quoted in the thesis, English translations were provided in brackets.

- j) The participants were randomly assigned identification codes to ensure their anonymity in the transcribed data.

#### **4.7.5.4 Data Analysis Methods**

According to Onwuegbuzie, Dickinson, Leech and Zoran (2009), there is limited guidance for focus group researchers on how to conduct qualitative analysis. In line with Bonello and Meehan (2019)'s methodology, the following steps were conducted in this research:

- a) **Familiarisation:** the transcripts were read extensively, complemented by listening to the actual audio recordings. The participant demographic data captured in Microsoft Excel was reviewed along with the notes taken during the discussions. The transcripts were then prepared in Microsoft Word for auto-coding using NVivo 12.
- b) **Identifying a Thematic Framework:** the themes raised in the discussions were logged and reflected upon using the constant comparative method in which similar text segments were collated and coded together (Maykut & Morehouse, 1994). The auto-coded data from NVivo were used to draw out the emerging themes. The data were then analysed to reduce the qualitative data to key themes (Riffe, Lacy & Fico, 2014; Erlingsson & Brysiewicz, 2017). Special attention was paid to emerging themes and noteworthy quotations from participants. Through an iterative process, these themes were woven into a concise data-driven argument (Ritchie & Spencer, 1994, Bazeley, 2009).
- c) **Data Integration:** Guided by Creswell and Creswell (2018), the results of the qualitative study were integrated with those of the quantitative study as the studies complemented each other. This was in order to achieve the research's first research objective which was to empirically validate the dimensions of the attendee service experience that impact the Overall Experience Quality and the Overall Attendee Satisfaction in the Zimbabwean exhibition



industry. Typical of an explanatory sequential mixed methods study, deeper insights into findings of the quantitative investigation in Phase 1 were sought in a qualitative study in Phase 2 (Ivankova et al, 2006).

#### **4.8 Ethical Considerations**

The research was conducted in line with accepted research standards. First, there was need for me to disengage from the position of an industry practitioner and fully take on the role of PhD researcher so as to minimise insider subjectivity and bias. Access to exhibition venues, 2019 exhibition databases and exhibition participants was not assumed or taken for granted, rather, authorisation was sought and obtained in writing from the organisers of the respective exhibitions with full disclosure of the team of research assistants as well as the data collection tools and focus group discussion guides. I deliberately distanced myself from the direct interface with focus group participants to allow the data collection to continue independently. Prior to the commencement of all the focus group discussions, I connected via video Skype to give the opening remarks before handing over to the discussion moderators. This served to build rapport and also gave the participants an opportunity to ask questions and get clarity on any aspect of the research process.

Second, the rights of the survey respondents and focus group participants were protected at all stages of the research. The participation of respondents was formally sought through cover letters and formal invitations (See Appendix 1, A1.1 and A3.1 respectively) wherein the purpose of the research was explained, and respondents were assured of the survey and focus group confidentiality. In line with Patton (1990 & 2002), their participation was voluntary. It was explained that they could withdraw from the surveys or focus group discussions at any time without penalty. Respondents were advised how databases had been obtained and how they had been selected to participate in the research. Lastly, there was also full disclosure that the focus group discussions were being recorded (audio only) for transcription and analysis purposes.

Participants were assured of anonymity at all stages of data collection, analysis, dissemination and storage and that the data would only be used for the purpose of the research and subsequent publications.

#### **4.9 Conclusion**

This chapter detailed and justified the use of Saunders et al (2016)'s Research Onion as a framework for this doctoral research. The nature of the research and the specific objectives necessitated the adoption of a two-phase explanatory sequential mixed methodology with pragmatist philosophical underpinnings. The main data collection tools for Phase 1 were questionnaires administered on 612 participants selected through a systematic sampling technique. In light of the call for reliable and valid measures articulated in the Introduction, the scale development process and data collection instrument pre-testing procedures were guided by well-established research practices, only scales with proven psychometric properties were adopted for this research. Phase 2 obtained qualitative data through six focus group discussions among 37 purposively targeted participants. The quantitative data were analysed using SPSS Version 26 and AMOS Version 26, while the qualitative data were auto coded using NVivo 12. Due care was taken to conduct the research ethically and in line with accepted research standards. The following chapter presents the Phase 1 research findings.



**PART III**

## **CHAPTER 5:**

### **PRESENTATION OF RESULTS – PHASE 1**

#### **5.1 Introduction**

Following the development of the exhibition attendee satisfaction conceptual model in Chapter 3, a two-phase explanatory sequential mixed methodology was deployed to validate the dimensions of the attendee service experience that impact the Overall Experience Quality and Overall Attendee Satisfaction in the Zimbabwean exhibition industry. As more fully explained in Chapter 4, 612 personal interview surveys were conducted at four national exhibitions in Harare and Bulawayo, Zimbabwe during Business Days. Framed by a pragmatist research paradigm (della Porta & Keating, 2008; Shannon-Baker, 2015; Kivunja & Kuyini, 2017), the research approach borrowed from both the positivist and constructivist paradigms. Given the need to first objectively measure and test the hypothesised relationships among the research constructs, the intention was to first address the research objectives using deductive quantitative approaches before drawing on inductive qualitative analysis to enrich and explain the hypothesised inter-relationship of the research variables (Blaikie, 2000; Creswell & Creswell, 2018). This approach was beneficial in that it enabled the flexibility to further explore any context-specific divergent outcomes (Ivankova et al, 2006; Creswell & Creswell, 2018).

This chapter presents the results of the data analysis for Phase 1 of the research as outlined in the Phase 1 Data Analysis Process Flow (Chapter 4, Figure 4.5), beginning with the descriptive statistics of the research constructs analysed using SPSS version 26. This is followed by the two-stage SEM analysis including a) the performance of the measurement model where the psychometric properties of the measurement scales assessed through CFA are tabled. After this, b) the performance of the structural model is presented including the hypothesis tests conducted using SEM in AMOS version 26. For clarity, care is taken to provide a step-by-step rationale for

the methodological choices that have a bearing on the results. Empirical evidence for how the dimensions of the attendee service experience, Overall Experience Quality (OEQ), Overall Attendee Satisfaction (OAS) and Attendee Behavioural Intention (ABI) were inter-related is detailed.

## **5.2 Descriptive Statistics of the Construct Items**

This sub-section presents the four scales that made up the survey instrument; namely, the attendee service experience dimension scale that measured the predictor variables, the Overall Experience Quality scale that measured the mediating variable as well as the Overall Attendee Satisfaction and the Attendee Behavioural Intention scales that measured the outcome variables. As more fully articulated in Chapter 4, the scales were developed through a pragmatic approach following an extensive review of exhibition literature. The following sub-sections present the results of the various aspects that were measured through the lens of business attendees.

### **5.2.1 Attendee Service Experience Dimensions**

The scale comprised ten variables determined from the literature; namely, Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Management, Booth Attractiveness, Booth Layout and Registration.

#### **5.2.1.1 Tangibles**

The construct was measured by five items using a seven-point Likert-type scale (1 = Strongly Disagree; 7 = Strongly Agree) adopted from the SERVQUAL model. As shown in Table 5.1, the mean for each item related to the tangibles construct ranged between 4.46 and 5.66 which indicated

that attendee perceptions of the tangible aspects of the exhibitions such as the modernity of the exhibition infrastructure and technology, the maintenance of the physical facilities, the visibility of the organiser’s employees as well as the overall the cleanliness and the exhibition venue’s location convenience, were slightly above average.

**Table 5.1: Tangibles**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B1	The exhibition centre has up-to-date exhibition infrastructure and technology	4.46	1.619	-0.395	-0.455
B2	The exhibition centre’s physical facilities (grounds, pavilions, exhibition halls and parking areas) are maintained	4.93	1.561	-0.647	-0.161
B3	The exhibition organiser’s staff are easily identifiable	5.00	1.829	-0.662	-0.575
B4	The areas within the exhibition are clean	5.62	1.400	-1.080	0.697
B5	The location of the exhibition centre is convenient	5.66	1.477	-1.296	1.346
	<b>TOTAL SCALE</b>	<b>5.13</b>	<b>1.083</b>	<b>-0.623</b>	<b>0.287</b>

Source: Survey Data

Respondents were asked to indicate the extent to which they thought their experience could be described by the statements in Table 5.1 above. The majority (25.7 percent) somewhat agreed that the exhibition infrastructure and technology was up to date while 20.6 percent neither agreed nor disagreed with the statement. Of those who disagreed with the statement, 6.5 percent did so strongly. 5.7 percent said they disagreed, and 13.9 percent did so somewhat. On the other hand, 17.3 percent and 10.3 percent of respondents agreed or strongly agreed with the statements regarding the modernity of the exhibition infrastructure and technology respectively (see Appendix A2.1, Table B1). The exhibitions were held in facilities that are more than 60 years old with refurbishments and upgrades. This could explain the higher weighting for neutral scores.

Regarding the maintenance of the exhibition centre physical facilities, 16.0 percent of respondents strongly agreed that the facilities were well maintained while 25.5 percent agreed, and 23.5 percent somewhat agreed. 17.5 percent of respondents neither disagreed nor agreed while the remainder strongly disagreed (3.6 percent), disagreed (4.7 percent) or somewhat disagreed (9.2 percent) (see Appendix A2.1, Table B2). It is clear that the venue owners were investing in maintenance for the benefit of exhibition participants. Regarding respondent perceptions on the ease with which exhibition organiser employees could be identified, 27.8 percent of respondents strongly agreed, 20.1 percent agreed, and 15.5 percent somewhat agreed. Those sitting on the fence accounted for 16.3 percent of respondents while those who did not agree with the statement somewhat disagreed (7.8 percent), disagreed (6.2 percent) or strongly disagreed (6.2 percent) (see Appendix A2.1, Table B3).

Regarding cleanliness of the facilities, 32.2 percent strongly agreed that the areas within the exhibition were clean while 30.6 percent agreed, 18.3 percent somewhat agreed and percent neither disagreed nor agreed. Respondents who did not agree with the statement were in the minority. 5.2 percent somewhat disagreed, 3.1 percent disagreed and just 1.0 percent strongly disagreed that areas within the exhibition were clean (see Appendix A2.1, Table B4).

Finally, respondents rated the convenience of the exhibition centre location. Three of the exhibitions (ZITF, Mine Entra and Sanganai/Hlanganani) were held at the Zimbabwe International Exhibition Centre in Bulawayo while the Zimbabwe Agricultural Show was held at the Exhibition Park in Harare. On the whole, respondents felt that the venues were conveniently located. 36.3 percent strongly agreed, 27.8 percent agreed, and 18.6 percent somewhat agreed with the statement presented. Conversely, 7.8 percent of respondents were neutral, 4.6 percent disagreed somewhat, 2.3 percent disagreed, and 2.6 percent disagreed strongly. In view of the fact that the two venues are over 60-100 years old, the survey results show that the venue owners, to a large extent, have managed to keep the facilities acceptably clean and maintained (see Appendix A2.1, Table B5).

### 5.2.1.2 Reliability

The construct was measured by three items using a seven-point Likert-type scale adopted from the SERVQUAL model. The results in Table 5.2 below show that the mean for the items that measure reliability ranged between 4.45 and 4.76 which indicates that the majority of the respondents agreed to varying degrees with the statements presented.

**Table 5.2: Reliability**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
B6	When the exhibition organiser's staff promised to do something by a certain time, they did so	4.45	1.648	-0.449	-0.260
B7	The exhibition organiser's staff were dependable	4.76	1.610	-0.541	-0.116
B8	The exhibition organisers keep accurate records	4.65	1.508	-0.407	0.006
	<b>TOTAL SCALE</b>	<b>4.62</b>	<b>1.294</b>	<b>-0.477</b>	<b>0.168</b>

Source: Survey Data

A total of 48.9 percent of respondents felt that exhibition organiser staff were true to their word. 11.4 percent of respondents strongly agreed, 15.8 percent agreed, and 21.7 percent somewhat agreed that when exhibition organiser staff promised to do something by a certain time they did so. The majority of respondents (30.7 percent) responded neutrally while 6.9 percent, 4.7 percent and 8.7 percent somewhat disagreed, disagreed and strongly disagreed respectively. The majority were neutral on organiser reliability (see Appendix A2.1, Table B6).

Regarding the dependability of exhibition organiser staff, 18.5 percent of respondents agreed with the statement presented. 22.4 percent agreed somewhat, and 16.2 percent did so strongly. Conversely, 3.9 percent of respondents disagreed with the statement, 6.2 percent disagreed



somewhat, 5.9 percent disagreed strongly while 27.0 percent neither disagreed nor agreed (see Appendix A2.1, Table B7).

Lastly, respondents gave their perceptions of the state of exhibition organiser record keeping. 33.0 percent of respondents responded neutrally while 12.4 percent strongly agreed, 18.1 percent agreed, and 20.6 percent somewhat agreed that the exhibition organisers kept accurate records. Typical attendee records included items such as pre-registration information, prior attendance records and attendee databases. 5.1 percent of respondents strongly disagreed, 2.8 percent disagreed, and 8.0 percent somewhat disagreed with the statement (see Appendix A2.1, Table B8).

### 5.2.1.3 Responsiveness

The results in Table 5.3 below revealed that attendees were agreeable to the five items that measured the construct, with a mean range between 4.63 and 5.70. The results indicate staff efficiency in handling attendees as well as a knowledge of the exhibition.

**Table 5.3: Responsiveness**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B9	The exhibition organiser’s staff told me exactly when services would be performed	4.63	1.646	-0.495	-0.246
B10	The exhibition organiser’s staff were willing to help business visitors	5.27	1.470	-0.953	0.684
B11	The operating hours of the exhibition are convenient	5.88	1.262	-1.306	1.605
B12	The duration of the exhibition is appropriate	5.70	1.478	-1.311	1.397
	<b>TOTAL SCALE</b>	<b>5.37</b>	<b>1.065</b>	<b>-0.813</b>	<b>0.943</b>

Source: Survey Data

Respondents were first asked to indicate the extent to which they agreed that the exhibition organiser staff told them when services would be performed. The majority (28.6 percent) neither disagreed nor agreed with the statement. 20.1 percent somewhat agreed, 18.8 percent agreed, and 14.1 percent strongly agreed that they were given accurate service information. On the other hand, 7.2 percent, 4.1 percent and 7.2 percent somewhat disagreed, disagreed and strongly disagreed respectively (see Appendix A2.1, Table B9). Next, respondents indicated whether they agreed or disagreed that the exhibition organiser staff were willing to help them. The majority (28.9 percent) agreed while 23.9 percent agreed somewhat, and 21.6 percent agreed strongly. 15.7 percent indicated the mid-point of the scale, while 3.4 percent disagreed with the statement. Just 3.4 percent and 2.9 percent of respondents disagreed somewhat and strongly respectively (see Appendix A2.1, Table B10).

Regarding the convenience of the exhibition operating hours, a combined 71.3 percent of respondents either strongly agreed or agreed with the statement presented. 14.1 percent somewhat agreed, and 9.6 percent were neutral. Of the minority who disagreed with the statement, 2.9 percent somewhat disagreed, 1.3 disagreed and just 0.8 percent said they strongly disagreed (see Appendix A2.1, Table B11).

The final measure of responsiveness was to do with attendee perceptions on the appropriateness of the duration of the exhibition. Again, the majority (80.7 percent) agreed with the statement presented to varying degrees. 38.9 percent strongly agreed, 27.1 percent agreed, and 14.7 percent somewhat agreed. To a lesser extent (7.9 percent) disagreed with the statement to varying degrees. 2.8 percent strongly disagreed, 1.8 percent disagreed, and 3.3 percent somewhat disagreed. 11.4 percent of respondents neither disagreed nor agreed that the duration of the exhibition was appropriate (see Appendix A2.1, Table B12).

### 5.2.1.4 Assurance

As the results in Table 5.4 below indicate, attendees were somewhat in agreement with the three items that measured the construct with the mean ranging between 4.62 and 5.43.

**Table 5.4: Assurance**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B13	The exhibition organiser’s staff were reassuring to business visitors who had problems	4.83	1.431	-0.537	0.252
B14	The exhibition organiser’s staff were knowledgeable	5.05	1.482	-0.662	0.037
B15	Business visitors could trust the companies that are exhibiting	5.42	1.304	-0.749	0.543
B16	Business visitors felt safe in their transactions with companies that were exhibiting	5.43	1.225	-0.537	0.086
B17	The exhibition organiser’s staff had all the resources they needed to do their jobs well	4.62	1.598	-0.413	-0.285
	<b>TOTAL SCALE</b>	<b>5.07</b>	<b>0.993</b>	<b>-0.372</b>	<b>0.249</b>

Source: Survey Data

The majority (29.6 percent) of respondents gave a neutral response to the statement regarding the reassuring response of exhibition organiser staff to business attendees who had problems. 23.2 percent of respondents agreed that the statement described their exhibition experience while 22.4 percent said they somewhat agreed, and 12.1 percent said they agreed strongly. Of the combined 12.7 percent who disagreed to varying degrees, 7.2 percent somewhat disagreed, 3.9 disagreed strongly and just 1.6 percent said they disagreed (see Appendix A2.1, Table B13). When asked if at the exhibition they attended they had interacted with knowledgeable exhibition organiser staff, 26.8 percent agreed 22.2 percent somewhat agreed and 17.2 percent said they strongly agreed. Of

those who disagreed, 7.5 percent strongly disagreed, 3.3 percent disagreed moderately, and 2.8 percent strongly disagreed. A fifth of the respondents (20.3 percent) neither disagreed nor agreed that the statement described their experience (see Appendix A2.1, Table B14).

Two statements were presented on issues of trust and security as business attendees interacted with the exhibiting companies. 28.6 percent of respondents agreed that they felt they could trust the companies that were exhibiting. 23.9 percent strongly agreed with the statement and 22.7 percent somewhat agreed. On the other end of the spectrum, 1.5 percent of respondents disagreed with the statement with 2.5 percent and 1.3 percent saying they disagreed somewhat and strongly respectively. 19.6 percent of survey respondents responded neutrally (see Appendix A2.1, Table B15). Regarding respondent views on how safe they felt in their transactions with companies that were exhibiting, the majority (28.3 percent) agreed with the statement presented. 24.7 percent somewhat agreed while 22.9 strongly agreed. Similar to responses on trust, 19.9 percent of respondents were neutral about how they felt about issues to do with the security of their transactions with exhibiting companies. Those who disagreed with the statement were in the minority. 2.8 percent somewhat disagreed while 0.8 percent and 0.7 percent disagreed or strongly disagreed respectively (see Appendix A2.1, Table B16).

On the last measure of the Assurance construct, respondents were asked to show the extent they thought their exhibition experience could be described by the statement - the exhibition organiser staff had all the resources they needed to do their job well. The majority (27.6 percent) responded neutrally followed by 20.1 percent who somewhat agreed. 18.8 percent of respondents agreed with the statement and 13.4 percent strongly agreed. On the other hand, 10.6 percent of respondents somewhat disagreed with the statement while 3.6 percent disagreed and 5.9 percent disagreed strongly (see Appendix A2.1, Table B17).

### 5.2.1.5 Empathy

The Empathy construct was measured by four items on a seven-point Likert-type scale. Results of the research in Table 5.5 below indicated a general agreement to the items. The mean average ranged between 5.08 and 5.43. The results indicate that the staff went an extra mile in serving the clients.

**Table 5.5: Empathy**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
B18	The exhibition organiser's staff were polite	5.43	1.479	-1.004	0.796
B19	The exhibition organiser's staff gave business visitors individualised personal attention in a friendly manner	5.23	1.551	-0.781	0.120
B20	The exhibition organiser's staff attitude shows that they understand the needs of their business visitors	5.10	1.445	-0.745	0.421
B21	The exhibition organiser's staff have their customer's best interests at heart	5.08	1.420	-0.722	0.413
<b>TOTAL SCALE</b>		<b>5.21</b>	<b>1.265</b>	<b>-0.828</b>	<b>0.727</b>

Source: Survey Data

A combined 75.6 percent of respondents agreed that the statement presented described their experience as follows; 28.4 percent agreed that the exhibition organiser staff were polite with 26.8 percent agreeing moderately and 20.4 percent agreeing somewhat. 15.2 percent of those surveyed responded neutrally. Of the remaining 9.2 percent who disagreed with the statement, 4.9 percent somewhat disagreed while 1.0 percent said they disagreed and 3.3 percent strongly disagreed (see Appendix A2.1, Table B18). Next, respondents were asked the extent to which they got personalised attention in a friendly manner. The majority (25.3 percent) strongly agreed with the statement presented followed by 24.5 percent who agreed and 19.3 percent who somewhat agreed.

19.0 percent of respondents responded neutrally to the statement while 5.9 percent said they somewhat disagreed, 2.8 percent said they disagreed and 3.3 percent disagreed strongly (see Appendix A2.1, Table B19)

In rating the staff attitude, a combined 68.9 percent of respondents affirmed that the exhibition organiser staff attitude showed that they understood the needs of their business visitors. 17.6 percent did so strongly, 25.8 percent agreed with the statement and 25.5 percent agreed somewhat. 19.4 percent of respondents neither disagreed nor agreed with the statement presented while the remaining 11.6 percent of respondents disagreed to varying extents. 3.3 percent strongly disagreed, 1.6 percent disagreed, and 6.7 percent somewhat disagreed (see Appendix A2.1, Table B20).

On the last measure of empathy, respondents evaluated if they felt that the exhibition organiser staff had their best interests of their customers at heart. The majority (69.5 percent) responded positively to the statement with 16.7 percent strongly agreeing, 25.0 percent agreeing and 27.8 percent somewhat agreeing to it. 19.6 percent of respondents could neither disagree nor disagree with the statement when describing their exhibition experience. 5.2 percent somewhat disagreed, 3.1 percent disagreed, and 2.6 percent strongly disagreed with the statement (see Appendix A2.1, Table B21).

#### **5.2.1.6 Content**

For Content, as shown in Table 5.6 below, the average for the study sample of the three items that measured the construct, ranged between 4.70 and 5.24. The results indicate that, on the whole, respondents felt that the statements presented described their attendance experience.

**Table 5.6: Content**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B22	A sufficient number of exhibitors participated	4.70	1.667	-0.528	-0.455
B23	Products and services exhibited were appropriate for the focus of exhibition	5.24	1.369	-0.880	0.877
B24	Exhibition-related conferences, seminars and events were well organised	4.84	1.445	-0.530	0.175
	<b>TOTAL SCALE</b>	<b>4.93</b>	<b>1.181</b>	<b>-0.560</b>	<b>0.385</b>

Source: Survey Data

Respondents first evaluated the sufficiency of the exhibitors who participated in the exhibition that they attended. 23.2 percent of respondents said they somewhat agreed that there was a sufficient number of exhibitors participating, 21.4 percent agreed, and 14.5 percent strongly agreed. On the other hand, 9.3 percent somewhat disagreed, 6.9 percent disagreed, and 5.6 percent strongly disagreed. Those who responded neutrally accounted for 19.1 percent of the sample population (see Appendix A2.1, Table B22).

Respondents also assessed if the products and services exhibited were appropriate for the focus of the exhibition. The sentiments expressed were similar to those on the evaluation of the participating exhibitor adequacy. The majority (75.2 percent) positively responded. 15.8 percent of respondents neither disagreed nor agreed with the statement presented while only 9.1 percent disagreed, 4.6 percent somewhat disagreed, 2.0 percent disagreed and 2.5 percent strongly disagreed (see Appendix A2.1, Table B23). The last measure of the Content construct required respondents to indicate the extent to which they agreed or disagreed that the exhibition-related conferences, seminars and events were well-organised. A combined 59.8 percent of respondents agreed with the statement presented. 13.4 percent strongly agreed, 20.9 percent agreed, and 25.5 percent somewhat agreed. 27.3 percent of respondents gave a neutral response while 6.2 percent

somewhat disagreed, 3.3 percent disagreed and 3.4 percent strongly disagreed that the concurrent activities were well organised (see Appendix A2.1, Table B24).

### 5.2.1.7 Booth Management

The Booth Management construct was measured by four items on a seven- point Likert-type scale. The results revealed that the Booth Management was generally highly rated by the respondents, with mean scores ranging between 5.38 and 5.64 as shown in Table 5.7 below. Regarding the helpfulness of exhibitor displays and information in business visitor understanding of products and services, 33.8 percent of respondents agreed with the statement presented. 21.2 percent agreed strongly while 26.0 percent somewhat agreed. 12.1 percent of the remaining respondents were neutral and a total of 6.8 percent expressed their disagreement (see Appendix A2.1, Table B25).

**Table 5.7: Booth Management**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
B25	The exhibitors provided displays and information that was helpful in better understanding their products and services	5.46	1.279	-1.029	1.348
B26	The exhibitors responded to business visitors with good manners	5.51	1.309	-1.006	1.129
B27	The exhibitors were knowledgeable about their products and services	5.64	1.275	-1.051	1.240
B28	Exhibitor-related information (such as catalogues, brochures, flyers) was amply provided	5.38	1.591	-1.018	0.521
	<b>TOTAL SCALE</b>	<b>5.50</b>	<b>1.076</b>	<b>-0.966</b>	<b>1.172</b>

Source: Survey Data



In evaluating exhibitor attitudes to attendees visiting their booths, the overwhelming majority (80.6 percent) expressed their agreement that exhibitors responded to business visitors with good manners. Only 6.4 percent expressed disagreement with the remaining 13.1 percent taking the middle ground (see Appendix A2.1, Table B26). Respondents also assessed how knowledgeable the exhibitors were about their products and services. 29.4 percent of those surveyed strongly agreed with the statement presented, 30.7 percent agreed, and 23.2 percent somewhat agreed. On the other hand, just 1.1 percent and 1.5 percent strongly disagreed and disagreed respectively, with 2.9 percent expressing that they somewhat disagreed with the statement. The remaining 11.1 percent neither disagreed nor agreed (see Appendix A2.1, Table B27). The majority of respondents (74.8 percent) felt that there was ample provision of exhibitor-related information. 13.2 percent were neutral while 12 percent expressed disagreement (see Appendix A2.1, Table B28).

#### **5.2.1.8 Booth Attractiveness**

The Booth Attractiveness construct was measured by three items on a seven-point Likert-type scale. The results revealed that the Booth Attractiveness was somewhat highly rated by the respondents, with mean scores ranging between 4.58 and 5.10 as shown in Table 5.8 below.

**Table 5.8: Booth Attractiveness**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B29	Pre-exhibition promotions through TV, internet, radio and newspapers helped to attract business visitors to the booths	5.10	1.557	-0.657	-0.033
B30	Exhibitors' giveaways (bags, notepads, pens) helped attract business visitors to the booths	4.58	1.862	-0.448	-0.779
B31	Free entry vouchers, invitation letters, product brochures with invitations helped attract business visitors to the booths	4.87	1.705	-0.671	-0.246
	<b>TOTAL SCALE</b>	<b>4.85</b>	<b>1.305</b>	<b>-0.416</b>	<b>-0.190</b>

Source: Survey Data

Regarding pre-exhibition marketing and promotion, respondents felt that the promotions through various media helped to attract attendees to the exhibition. 22.7 percent each of respondents strongly agreed or agreed with the statement presented, 19.4 percent somewhat agreed and 22.4 were neutral. The remaining 12.7 percent expressed their disagreement to varying degrees (6.5 percent, somewhat disagreed; 2.6 percent disagreed; 3.6 percent strongly disagreed) (see Appendix A2.1, Table B29).

Respondents also felt that exhibitor giveaways such as bags, notebooks and pens helped to attract them to the various booths. 37.2 percent of those surveyed strongly agreed or agreed with the statement presented, 19.6 percent somewhat agreed, 16.5 percent or took the middle ground while the remaining 26.7 percent expressed their disagreement (see Appendix A2.1, Table B30). Still related to pre-exhibition promotion, the survey results show that free vouchers, invitation letters and product brochures with invitations helped attract business visitors to the booths. Notably, 63.2 percent of responded agreed with the statement presented, 18.0 percent neither disagreed nor agreed while the remaining 18.8 percent disagreed (see Appendix A2.1, Table B31).

### 5.2.1.9 Booth Layout

The Booth Layout construct was measured by four items on a seven-point Likert-type scale. The results revealed that the Booth Layout was generally highly rated by the respondents, with mean scores ranging between 5.29 and 5.50 as shown in Table 5.9 below.

**Table 5.9: Booth Layout**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
B32	The exhibition booth layout was good to deal with traffic flow	5.34	1.528	-1.018	0.675
B33	Signage at the exhibition was visible	5.50	1.449	-0.992	0.717
B34	The exhibitor booths were well designed for comfortable visit and conversation	5.41	1.373	-0.987	1.053
B35	Conference and seminar rooms as well as other service facilities such as rest areas were convenient for use	5.29	1.387	-0.672	0.322
	<b>TOTAL SCALE</b>	<b>5.38</b>	<b>1.106</b>	<b>-0.923</b>	<b>1.642</b>

Source: Survey Data

Regarding the exhibition booth layout, respondent sentiments were that the layout of the booths was good to deal with traffic flow. 53.6 percent of respondents strongly agreed or agreed with the statement presented, 35.2 percent somewhat agreed or were neutral while 11.3 percent disagreed (see Appendix A2.1, Table B32). Overall, business visitors positively rated the visibility of the signage at the various exhibition. 30.9 percent of respondents strongly agreed with the statement presented, 25.7 percent agreed while 20.9 percent somewhat agreed. 14.1 percent neither agreed nor disagreed with the statement with the remaining 8.5 percent expressing their disagreement (see Appendix A2.1, Table B33). According to the survey results, the majority of respondents (78.5 percent) felt that the exhibitor booths were well designed for comfortable visit and conversation.

To 7.8 percent of respondents the layout was not conducive, while 13.7 percent neither disagreed nor agreed with the statement presented (see Appendix A2.1, Table B34).

The last item to measure, Booth Layout, was an evaluation of the extent to which the conference and seminar rooms as well as other service facilities such as rest areas were convenient for use. 72.5 percent agreed with the statement presented, 19.0 percent were neutral while 8.5 percent disagreed (see Appendix A2.1, Table B35).

#### **5.2.1.10 Registration**

The last construct, Registration, was measured using five items on a seven-point Likert-type scale. Descriptive statistics of the items indicate a mean average ranging between 4.86 and 5.69 as shown in Table 5.10 below. The results suggest that the processes and venue were ideal for the exhibition. Registration-related evaluations centred on the two available modes of registration; namely, online (through the Internet) and on-site (at designated registration sites at the points of entry into the exhibition venues). Ease of entry into the exhibition venue by mode was evaluated first. Regarding exhibition pre-registration through the internet, 20.8 percent of respondents strongly agreed that attendance was made easier, 18.3 percent agreed, and 19.3 percent somewhat agreed.

**Table 5.10: Registration**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
B36	Pre-registration through the Internet made attendance simpler	4.86	1.707	-0.463	-0.182
B37	The exhibition gate registration procedure was easy	5.33	1.641	-0.982	0.297
B38	The gate registration staff kept visitor waiting time to a minimum	5.19	1.675	-0.903	0.178
B39	The gate registration area was placed in a convenient location	5.69	1.353	-1.205	1.500
B40	The gate registration support staff was well mannered	5.58	1.491	-1.257	1.391
	<b>TOTAL SCALE</b>	<b>5.33</b>	<b>1.170</b>	<b>-0.811</b>	<b>0.758</b>

Source: Survey Data

A total of 17.4 percent disagreed that attendance was made simpler by attendees having pre-registered to attend the event, while 24.2 percent remained neutral (see Appendix A2.1, Table B36). When evaluating the ease of the on-site gate registration procedure, the majority of respondents (29.4 percent) strongly agreed that the registration procedure was easy. A further 26.6 percent agreed, and 16.3 percent somewhat agreed to the statement presented. Of those who disagreed, 5.6 percent did so to some extent, 3.1 percent did so moderately, and 4.4 percent did so strongly. 14.5 percent of respondents remained neutral (see Appendix A2.1, Table B37).

The survey delved deeper into the specifics of the on-site registration experience evaluating waiting time, the location convenience as well as the registration staff attitude. Regarding waiting time experienced at the on-site gate registration, the majority of respondents (71.5 percent) agreed that the registration staff kept visitor waiting time to a minimum. 13.4 percent neither disagreed nor agreed while 15.2 percent expressed their disagreement (see Appendix A2.1, Table B38). Respondents also felt that the on-site attendee registration areas were conveniently located. Consequently, 62.8 percent of those surveyed strongly agreed or agreed with the locations were

convenient, 20.1 percent of respondent somewhat agreed while 11.3 percent were neutral. Only 5.9 percent of respondents felt the location of the registration points was inconvenient to them (see Appendix A2.1, Table B39). Lastly, respondents rated the attitude of the registration support staff. 33.8 percent strongly agreed that they were well mannered, 27.0 percent agreed, and 19.9 percent somewhat agreed. Sitting on the fence were 11.1 percent of respondents while the remaining 8.1 percent expressed their disagreement with the statement presented (see Appendix A2.1, Table B40).

### **5.2.2 Overall Experience Quality Scale**

The Overall Experience Quality construct is conceptualised, in this thesis, to measure the overall attendee experience with the exhibition. As derived from the literature, focus was mainly on value addition and fulfilment of attendee objectives at the exhibition. The construct was measured by six items on a seven-point Likert-type scale. The results in Table 5.11 below show the average mean scores for the sample ranged between 5.41 and 5.63, indicating that attendees agreed that they had a positive overall experience.

**Table 5.11: Overall Experience Quality**

<b>Item</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Skewness</b>	<b>Kurtosis</b>
C1	I was able to gather the specific product and service information that I was looking for at the exhibition	5.49	1.281	-1.131	1.852
C2	I was able to identify relevant exhibitors in the field that I am interested in	5.63	1.311	-1.287	2.027
C3	I was able to identify future trends in my industry/sector from the products and services that were exhibited	5.41	1.346	-0.849	0.709
C4	I benefitted from the networking opportunities provided	5.59	1.323	-1.204	1.860
C5	My objectives for visiting this exhibition were met	5.51	1.368	-1.127	1.406
C6	I feel that I had a positive overall experience at the exhibition	5.63	1.354	-1.343	2.004
	<b>TOTAL SCALE</b>	<b>5.54</b>	<b>1.086</b>	<b>-1.283</b>	<b>2.607</b>

Source: Survey Data

The extent to which respondents indicated that they were able to gather specific product and service information that they were looking for at an exhibition ranged from strongly agree (22.1 percent) to somewhat agree (26.3 percent). Those who disagreed (0.5 percent) were in the minority. Others strongly disagreed (2.3 percent) and somewhat disagree (3.1 percent). 12.3 percent of those participating in the survey neither disagreed nor agreed with the statement presented (see Appendix A2.1, Table C1).

The majority of respondents (34.5 percent) agreed that they were able to find relevant exhibitors in the field that they were interested, 28.1 percent strongly agreed, and 21.1 percent agreed somewhat. On the other hand, 2.1 percent of respondents strongly disagreed with the statement presented, 1.1 percent disagreed, and 2.5 percent somewhat disagreed (see Appendix A2.1, Table C2). 76.9 percent of respondents also indicated that they were able to identify relevant future trends at the exhibitions they attended. Of these, 24.3 percent strongly agreed, 27.6 percent agreed and

25.0 somewhat agreed. A further 16.0 percent neither disagreed nor agreed with this view while a combined 7.0 percent of respondents disagreed with the statement presented (see Appendix A2.1, Table C3).

Regarding the value of the networking opportunities provided, the overwhelming majority (82.5 percent) said they benefitted from the networking opportunities while 12.4 percent remained neutral. Just 5.0 percent disagreed with the statement provided (see Appendix A2.1, Table C4). 31.4 percent of the business attendees surveyed agreed that their objectives for visiting the exhibition were met. A further 26.5 percent strongly agreed, and 22.4 percent somewhat agreed. Those who somewhat disagreed (3.4 percent), disagreed (1.1 percent) and strongly disagreed (2.5 percent) were in the minority. 12.7 percent of respondents neither disagreed nor agreed with the statement presented (see Appendix A2.1, Table C5).

Lastly, 83.1 percent of respondents felt they had a positive experience at the exhibition. Their responses ranged from strongly agree (28.8 percent) to somewhat agree (18.8 percent) that the statement presented described their overall experience at the exhibition they attended. 10.5 percent of respondents were neutral, and the remaining 6.6 percent disagreed with the statement (see Appendix A2.1, Table C6).

### **5.2.3 Overall Attendee Satisfaction Scale**

The Overall Attendee Satisfaction construct was measured by three items on a seven-point Likert-type scale. The results in Table 5.12 show that the mean range between 5.60 and 5.86 within the sample, indicating attendee overall satisfaction with the exhibitions.



**Table 5.12: Overall Attendee Satisfaction**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
D1	My choice to visit this exhibition was a wise one	5.86	1.321	-1.455	2.270
D2	I am satisfied with what the exhibition provides its business visitors	5.60	1.370	-1.236	1.610
D3	Overall, I am satisfied with the service at this exhibition	5.67	1.294	-1.264	1.934
	<b>TOTAL SCALE</b>	<b>5.71</b>	<b>1.173</b>	<b>-1.287</b>	<b>2.094</b>

Source: Survey data

Respondents were asked to indicate the extent to which their exhibition attendance objectives were met. Regarding their perceptions of the wisdom of their choice to visit the exhibition, 40.7 percent strongly agreed with the statement presented, 29.1 percent agreed while 16.3 percent somewhat agreed. The minority said neither disagreed nor agreed (8.3 percent) and that they somewhat disagreed (2.8 percent), disagreed (1.0 percent) and strongly disagreed (1.8 percent) (see Appendix A2.1, Table D1).

Second, respondents were asked to indicate if they were satisfied with what the exhibition provided them. The majority agreed (32.7 percent), strongly agreed (29.4 percent) or somewhat agreed (19.8 percent). 11.3 percent of respondents were neutral, while 3.1 percent disagreed somewhat, 1.5 percent disagreed and 2.3 percent disagreed strongly (see Appendix A2.1, Table D2). Lastly, the survey sought respondents' indications of their overall satisfaction with the service at the exhibition to which 34.0 percent strongly agreed, followed by 29.6 percent who strongly agreed and 20.6 percent who somewhat agreed. A further 10.3 percent neither disagreed nor agreed while 2.6 percent somewhat disagreed followed by 1.8 percent who strongly disagreed and just 1.1 percent who said they disagreed (see Appendix A2.1, Table D3).

## 5.2.4 Attendee Behavioural Intention Scale

The Attendee Behavioural Intention construct is conceptualised, as one of the dependent variables in this thesis, to extract information related to attendees' intention to recommend and revisit the exhibition the future. Three items were measured using a seven-point Likert-type scale. The results of the descriptive analysis show that, the mean ranged between 5.99 and 6.04 for the sample as shown in Table 5.13 below, indicating a high likelihood to revisit and take part at future editions of the exhibitions as well as recommend to other attendees.

**Table 5.13: Attendee Behavioural Intention**

Item	Description	Mean	Standard Deviation	Skewness	Kurtosis
F1	I am willing to visit this exhibition again in the near future	6.04	1.281	-1.747	3.469
F2	I will recommend this exhibition to other business visitors	6.04	1.262	-1.589	2.575
F3	I will tell a positive story to others about this exhibition	5.99	1.263	-1.439	2.116
	<b>TOTAL SCALE</b>	<b>6.02</b>	<b>1.173</b>	<b>-1.599</b>	<b>2.840</b>

Source: Survey Data

Respondents were asked to indicate their likelihood to perform certain aspects because of their exhibition experience. First, they rated their willingness visit the exhibition again in the near future. 49.3 percent of respondents strongly agreed with the statement presented, followed by those who agreed (24.7 percent) and those who somewhat agreed (15.7 percent). In the minority were those who opted to take a neutral position (5.9 percent) as well as those who indicated they would not be willing to visit again with 1.8 percent strongly disagreeing, 1.6 percent somewhat disagreeing and 1.0 percent disagreeing with the statement presented (see Appendix A2.1, Table F1). Second, respondents were asked if they would recommend the exhibition to other business visitors. 49.3 percent strongly agreed that they would recommend, 24.3 percent said they agreed, and 16.0

percent somewhat agreed. The remainder indicated a neutral position (4.7 percent) or the disagreed with the statement presented with varying intensity (5.6 percent) (see Appendix A2.1, Table F2). Lastly, respondents had to indicate if they would likely tell a positive story about the exhibition they had attended. The overwhelming majority strongly agreed with the statement presented (47.1 percent) followed by 24.3 percent who agreed and 16.3 percent who somewhat agreed to it. On the other hand, 7.8 percent said they neither disagreed nor agreed with the statement while 2.1 percent said they somewhat disagreed and a negligible 1.3 percent and 1.0 percent said they disagreed and strongly disagreed respectively (see Appendix A2.1, Table F3).

### **5.3 Structural Equation Modelling**

In line with the Phase 1 Data Analysis Process Flow outlined in Chapter 4, Figure 4.5, a two-stage assessment of the data was conducted. As presented in the next sub-section, a CFA was conducted on the measurement model using AMOS for SPSS version 26 to assess how well the measures of the hypothesised dimensions explained the observed data. CFA was justifiable because it is widely used in scale validation and refinement, particularly for theory based or well-established scales (Hurley, Scandura, Schirriesheim, Brannick, Seers, Vanderberg & Williams, 1997; Wong et al, 2014; Hair, Risher, Sarstedt & Ringle, 2019). It is also designed to test observed variables as well as their inter-relationship (van Prooijen & van der Kloot, 2001) as done in other exhibition industry studies (Gottlieb et al, 2011:1651, Cronin et al, 2000:213, Jung, 2005:94, Oh & Oh, 2018:1708).

#### **5.3.1 Confirmatory Factor Analysis**

The 40-item predictor variable measurement instrument had ten variables (Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Management, Booth Attractiveness, Booth Layout and Registration). As outlined in the Phase 1 Data Analysis Process Flow in Chapter 4 (Figure 4.5), the data had been checked for incorrect entries and missing data, hence, the dataset

of 612 usable cases had no inconsistencies, errors or missing values. Normality tests were then conducted which, as guided by Gottlieb et al (2011:1648), were “to ensure that data did not violate any underlying assumptions of the analysis methods utilised in this research.” As shown in Tables 5.1 – 5.13 above, all the values of skewness of variables were below 2.000 while the kurtosis levels were all below 6.000. The fact that the skewness and kurtosis levels fell within acceptable ranges was an indication that factor analysis could be performed on the data set. This was then confirmed using the Kaiser-Myer-Olkin (KMO) measure of sampling and Bartlett’s Test of Sphericity (Pallant, 2005) as shown in Table 5.14 below.

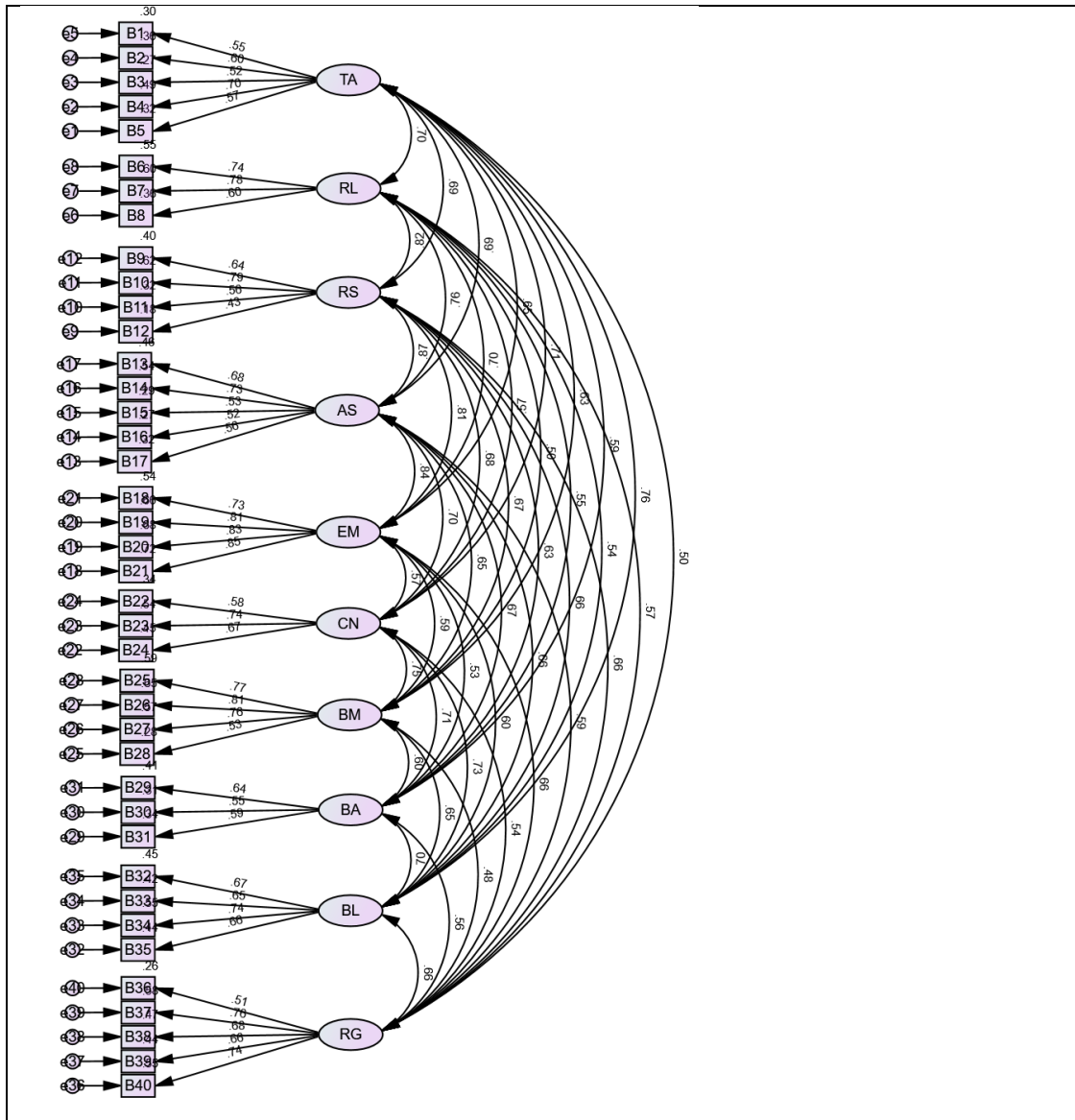
**Table 5.14: KMO and Bartlett's Test of Sphericity for the Predictor Variable Scale Items**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.934
Bartlett's Test of Sphericity	Approx. Chi-Square	11728.101
	Df	780
	Sig.	**

\*\*  $p < 0.05$

Source: Survey Data

Using the Maximum Likelihood extraction method and Promax rotation method, guidance from the literature is that the KMO index should fall within the range from 0.000 to 1.000, any value over 0.600 was considered acceptable (Tabachnick & Fidell, 2001). Regarding the Bartlett’s Test of Sphericity, any significant value ( $p < 0.05$ ) was considered acceptable (Hair et al, 2010). As shown in Table 5.14 above, the data were considered suitable for factor analysis with a KMO value for the 40-item scale was 0.934 and the Bartlett’s Test of Sphericity for the scale was found to be significant at less than 0.05. The CFA was first conducted on this research’s hypothesised measurement model with ten predictor variables as well as the mediating and outcome variables derived from well-established scales as shown in Figure 5.1 and 5.2 below.



**Figure 5.1: Confirmatory Factor Analysis Model: Predictor Variable Scale Items**

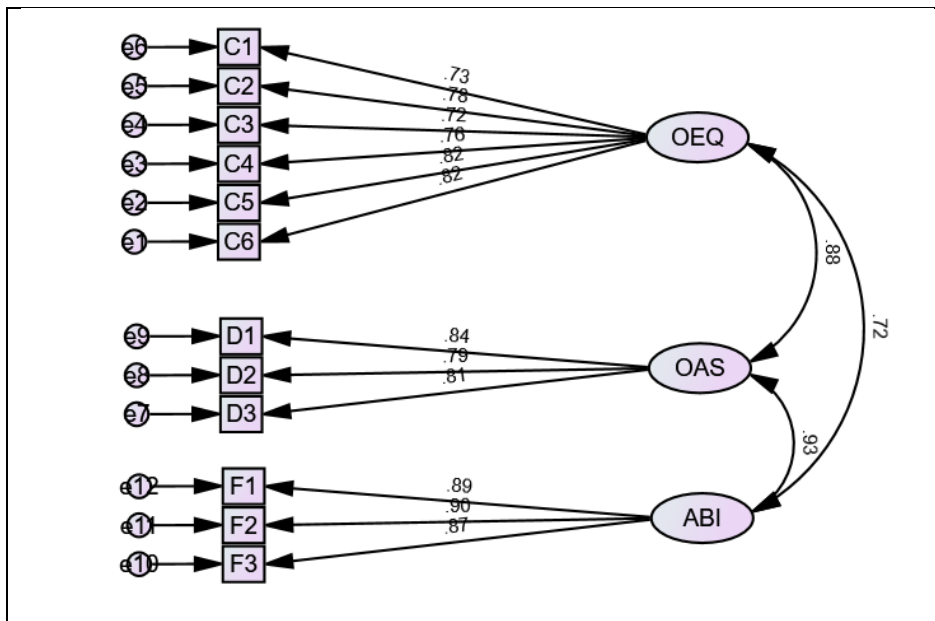
Source Survey Data

*Key: Tangibles (TA); Reliability (RL); Responsiveness (RS); Assurance (AS); Empathy (EM); Content (CN); Booth Management (BM), Booth Attractiveness (BA); Booth Layout (BL); Registration (RG)*

Items B1-B5 represented the Tangibles (TA) scale, items, B6–B8 represented Reliability (RL), B9-B12 represented Responsiveness (RS), B13–B17 represented Assurance (AS) and B19-B21

represented Empathy (EM) as adopted from the SERVQUAL model (Parasuraman et al, 1988:38-40). In addition, dimensions were adopted from validated industry-specific attendee scales. Items B22-B24 represented Content (CN), B25-B28 represented Booth Management (BM), B29-B31 represented Booth Attractiveness (BA), B32-B35 represented Booth Layout (BL) and B36-B40 represented Registration (RG) adopted from Jung (2005:92-93). Correlations among the ten dimensions were allowed and, for identification purposes, the factor loading for one item on each factor was set to 1.

A CFA was then conducted for the mediating and outcome variable scale items as shown in Figure 5.2 below.



**Figure 5.2: Confirmatory Factor Analysis Model: Mediating/Outcome Variable Scale Item**

Source: Survey Data

Key: Overall Experience Quality (OEQ); Overall Attendee Satisfaction (OAS); Attendee Behavioural Intention (ABI)

In Figure 5.2 above, Items C1-C6 represented the Overall Experience Quality scale, items D1-D3 represented Overall Attendee Satisfaction and F1-F3 represented Attendee Behavioural Intention. Based on the above CFA models, the following sub-sections detail the assessment of the measurement and structural models as outlined in the Phase 1 Data Analysis Process Flow (Chapter 4, Figure 4.5).

### **5.3.2 Measurement Model Performance**

The performance of all the scales developed to operationalise the model (attendee service experience dimensions, OEQ, OAS and ABI) is discussed below beginning with scale reliability measures:

#### **5.3.2.1 Scale Reliability Measures**

Scale reliability is the proportion of the variance attributed to the true score of the latent construct, measured by looking at internal consistency (inter-correlation) that indicates the homogeneity of items on the measurement scale (Field et al, 2010; Jaccard & Becker, 2010). Guided by established practice, two measures to assess scale reliability were used, Cronbach's  $\alpha$  and the composite reliability (CR) coefficient. In line with Taber (2018), the internal consistency of each scale was assessed separately. The aim was to achieve high Cronbach's  $\alpha$  statistics and inter-item correlations as they indicate that items of a measurement scale have a strong relationship and are complementary (Cooper & Schindler, 2011; Taber, 2018). In this research, a co-efficient of 0.700 was considered acceptable (Nunnally, 1978; Jackson, 2008; Shiu et al, 2009; Hair et al, 2010; Lin et al, 2015; Taber, 2018) for both Cronbach's  $\alpha$  and the CR as shown in Table 5.15 below.

**Table 5.15: Scale Reliability Assessment**

<b>Description</b>		<b>Cronbach's <math>\alpha</math></b>	<b>CR</b>
		<b>(&gt;0.700)</b>	<b>(&gt;0.700)</b>
<b>Tangibles</b>		0.715	0.727
B1	The exhibition centre has up-to-date exhibition infrastructure and technology		
B2	The exhibition centre's physical facilities (grounds, pavilions, exhibition halls and parking areas) are maintained		
B3	The exhibition organiser's staff are easily identifiable		
B4	The areas within the exhibition are clean		
B5	The location of the exhibition centre is convenient		
<b>Reliability</b>		0.746	0.750
B6	When the exhibition organiser's staff promised to do something by a certain time, they did so		
B7	The exhibition organiser's staff were dependable		
B8	The exhibition organisers keep accurate records		
<b>Responsiveness</b>		0.698	0.703
B9	The exhibition organiser's staff told me exactly when services would be performed		
B10	The exhibition organiser's staff were willing to help business visitors		
B11	The operating hours of the exhibition are convenient		
B12	The duration of the exhibition is appropriate		
<b>Assurance</b>		0.743	0.745
B13	The exhibition organiser's staff were reassuring to business visitors who had problems		
B14	The exhibition organiser's staff were knowledgeable		
B15	Business visitors could trust the companies that are exhibiting		
B16	Business visitors felt safe in their transactions with companies that are exhibiting		
B17	The exhibition organiser's staff had all the resources they needed to do their jobs well		



	<b>Empathy</b>	0.880	0.882
B18	The exhibition organiser's staff were polite		
B19	The exhibition organiser's staff gave business visitors individualised personal attention in a friendly manner		
B20	The exhibition organiser's staff attitude shows that they understand the needs of their business visitors		
B21	The exhibition organiser's staff have their customer's best interests at heart		
	<b>Content</b>	0.694	0.702
B22	A sufficient number of exhibitors participated		
B23	Products and services exhibited were appropriate for the focus of the exhibition		
B24	The exhibition-related conferences, seminars and events were well-organised		
	<b>Booth Management</b>	0.793	0.811
B25	The exhibitors provided displays and information that was helpful in better understanding their products and services		
B26	The exhibitors responded to business visitors with good manners		
B27	The exhibitors were knowledgeable about their products and services		
B28	Exhibitor-related information (such as catalogues, brochures, flyers) was amply provided		
	<b>Booth Attractiveness</b>	0.639	0.619
B29	Pre-exhibition promotions through TV, Internet, radio and newspapers helped to attract business visitors to the exhibition		
B30	Exhibitors' giveaways (bags, notepads, pens) helped attract business visitors to the booths		
B31	Free entry vouchers, invitation letters, product brochures with invitations helped attract business visitors to the booths		
	<b>Booth Layout</b>	0.772	0.775
B32	The exhibition booth layout was good to deal with traffic flow		
B33	Signage at the exhibition was visible		

---

B34	The exhibitor booths were well designed for comfortable visit and conversation		
B35	Conference and seminar rooms as well as other service facilities such as rest areas were convenient for use		
	<b>Registration</b>	0.794	0.806
B36	Pre-registration through the internet made attendance simpler		
B37	The exhibition gate registration procedure was easy		
B38	The gate registration staff kept visitor waiting time to a minimum		
B39	The gate registration area was placed in a convenient location		
B40	The gate registration support staff was well mannered		
	<b>Overall Experience Quality</b>	0.900	0.899
C1	I was able to gather the specific product and service information that I was looking for at the exhibition		
C2	I was able to identify relevant exhibitors in the field that I am interested in		
C3	I was able to identify future trends in my industry/sector from the products and services that were exhibited		
C4	I benefitted from the networking opportunities provided		
C5	My objectives for visiting this exhibition were met		
C6	I feel that I had a positive overall experience at the exhibition		
	<b>Overall Attendee Satisfaction</b>	0.859	0.778
D1	My choice to visit this exhibition was a wise one		
D2	I am satisfied with what the exhibition provides its business visitors		
D3	Overall, I am satisfied with the service at this exhibition		
	<b>Attendee Behavioural Intention</b>	0.917	0.916
F1	I am willing to visit this exhibition again in the near future		
F2	I will recommend this exhibition to other business visitors		
F3	I will tell a positive story to others about this exhibition		

---

Source: Survey Data (Parasuraman et al,1988:38-40; Jung, 2005:92-93; Gottlieb et al, 2011:1651; Oh & Oh, 2018:1708)

Table 5.15 above shows that all but three of the variables were above the commonly recommended threshold of 0.700. Responsiveness ( $\alpha = 0.698$ ), Content ( $\alpha = 0.694$ ) and Booth Attractiveness ( $\alpha = 0.639$ ) were however, initially retained for further analysis considering Nunnally (1978 & 1988)'s argument that newly developed measures could be accepted at an  $\alpha$  of 0.600 as well as Ramayah (2011)'s assertion that values of more than 0.500 were also considered acceptable.

Considering the limitations of Cronbach's  $\alpha$  in confirming that the different scale items are related or that they load on the constructs that they are intended to (Taber, 2018), composite reliability (CR) was also used to assess scale reliability. One predictor variable, Booth Attractiveness (CR=0.619), was below the recommended CR threshold of 0.700. Given that Booth Attractiveness also had a marginally acceptable Cronbach's  $\alpha$ , there was sufficient justification to remove the variable from the scale.

### **5.3.2.2 Scale Validity Measures**

To confirm that the scale items (and variables) removed from the scale were indeed what Taber (2018:1284) terms "problematic" scale items, which did not "clearly belong in the scale or test section they are designed to be a part of", convergent and discriminant validity were assessed as detailed in the following sub-sections.

#### **a) Convergent Validity**

To assess convergent validity, the factor loadings from the CFA (after the removal of Booth Attractiveness variable) were analysed as shown in Table 5.16 below.

**Table 5.16: Convergent Validity Assessment**

<b>Variables</b>	<b>Factor Loadings (0.700)</b>	<b>Corrected Item-Total (&gt;0.500)</b>
<b>Tangibles</b>		
B1	0.550	0.480
B2	0.601	0.537
B3	0.524	0.391
B4	0.699	0.563
B5	0.567	0.425
<b>Reliability</b>		
B6	0.739	0.650
B7	0.778	0.573
B8	0.596	0.500
<b>Responsiveness</b>		
B9	0.633	0.403
B10	0.788	0.573
B11	0.565	0.569
B12	0.432	0.416
<b>Assurance</b>		
B13	0.677	0.518
B14	0.731	0.575
B15	0.538	0.522
B16	0.527	0.511
B17	0.557	0.431
<b>Empathy</b>		
B18	0.733	0.678
B19	0.815	0.769
B20	0.828	0.757
B21	0.848	0.762
<b>Content</b>		
B22	0.582	0.495

---

B23	0.755	0.577
B24	0.651	0.470
<b>Booth Management</b>		
B25	0.771	0.624
B26	0.808	0.670
B27	0.758	0.686
B28	0.522	0.473
<b>Booth Layout</b>		
B32	0.667	0.565
B33	0.646	0.562
B34	0.747	0.647
B35	0.661	0.524
<b>Registration</b>		
B36	0.502	0.412
B37	0.765	0.694
B38	0.684	0.627
B39	0.661	0.564
B40	0.738	0.604
<b>Overall Experience Quality</b>		
C1	0.727	0.705
C2	0.778	0.725
C3	0.725	0.689
C4	0.761	0.717
C5	0.817	0.754
C6	0.825	0.748
<b>Overall Attendee Satisfaction</b>		
D1	0.838	0.690
D2	0.792	0.743
D3	0.815	0.767

---

<b>Overall Behavioural Intention</b>		
F1	0.885	0.825
F2	0.901	0.825
F3	0.870	0.806

Source: Survey Data

As recommended by Hullard (1999) and Hair et al (2019), only scale items with factor loadings above 0.700 were deemed acceptable and items falling below this were considered for elimination from the scales (B1, B3, B5, B8, B11, B12, B15, B16, B17, B22, B,28, B36). While some researchers do accept a lower limit of 0.500 (Geisler-Brenstein, 1993), in this research, stern measures were taken, as cautioned by Hullard (1999:198), that “even when the researcher has a strong theoretical rationale for including such items in his or her model, items with extremely low loadings should be carefully reviewed, since they will add very little explanatory power to the model while attenuating (and therefore biasing) the estimates of the parameters linking constructs.” Considering the measures were being used in a new context, scale items with marginally acceptable loadings (0.600-0.700) were initially retained for further analysis (Hulland, 1999; Hair et al, 2019).

A second measure was used to assess convergent validity; the Item-to-Total for each item was calculated in SPSS as shown in Table 5.16 above. Consequently, items B9 (Item-to-Total=0.403) and B24 (Item-to-Total=0.470) were removed from the scale as they fell below the recommended threshold of 0.500. This meant that Responsiveness and Content variables remained with just one item each (B10 and B23 respectively) necessitating their removal from the scale.

## b) Discriminant Validity

Two measures were then used to assess discriminant validity; namely, the Average Variance Extracted (AVE) and the correlation matrix threshold (Zait & Berteau, 2011). First, Table 5.17 below shows the AVE for all the scale items.

**Table 5.17 Revised Convergent Validity Assessment**

<b>Variables</b>	<b>Factor Loadings (&gt;0.700)*</b>	<b>AVE (&gt;0.500)</b>	<b>CR (&gt;0.700)</b>
<b>Tangibles</b>		0.451	0.617
B2	0.573		
B4	0.757		
<b>Reliability</b>		0.610	0.754
B6	0.670		
B7	0.878		
<b>Assurance</b>		0.595	0.746
B13	0.732		
B14	0.809		
<b>Empathy</b>		0.651	0.881
B18	0.729		
B19	0.813		
B20	0.829		
B21	0.851		
<b>Booth Management</b>		0.611	0.825
B25	0.740		
B26	0.843		
B27	0.759		
<b>Booth Layout</b>		0.464	0.776
B32	0.672		
B33	0.654		
B34	0.744		
B35	0.652		

<b>Registration</b>		0.518	0.811
B37	0.769		
B38	0.688		
B39	0.677		
B40	0.740		
<b>Overall Experience Quality</b>		0.598	0.899
C1	0.727		
C2	0.752		
C3	0.689		
C4	0.717		
C5	0.754		
C6	0.748		
<b>Overall Attendee Satisfaction</b>		0.539	0.778
D1	0.690		
D2	0.743		
D3	0.767		
<b>Overall Behavioural Intention</b>		0.784	0.916
F1	0.825		
F2	0.825		
F3	0.896		

*\*Revised factor loadings after elimination of variables*

Source: Survey Data

*Key: AVE = Average Variance Extracted; CR = Composite Reliability*

As shown in Table 5.17, Tangibles (AVE=0.451) and Booth Layout (AVE=0.464) did not meet the threshold for 0.500 for AVE (Fornell & Larcker, 1981; Hair et al, 2019). Considering that the measures were being applied in a new context, the AVE was assessed in conjunction with the CR before deciding on these. Consequently, with a CR of 0.617, the Tangibles variable was justifiably removed from the scale. However, Booth Layout (CR=0.776) was retained on the strength that an AVE of less than 0.500 threshold can be accepted provided that the CR is above 0.600 (Fornell & Larcker, 1981). While researchers recommend the retention of at least three to five items per factor



to improve scale reliability and completeness of the construct description (MacCallum et al, 1999; Raubenheimer, 2004; Hair et al, 2010), as guided by Raubenheimer (2004), there was some flexibility in retaining Reliability (AVE=0.610) and Assurance (0.595) with two scale items each because they still met the recommended reliability and validity thresholds.

The second assessment for discriminant validity was the correlation matrix threshold, an accepted measure of variable uniqueness (Westen & Rosenthal, 2003; Zait & Berteau, 2011) as shown below in Table 5.18 (predictor variables) and Table 5.19 (mediating and outcome variables).

**Table 5.18: Predictor Variable Correlation Matrix**

<b>Research Variables</b>	<b>RL</b>	<b>AS</b>	<b>EM</b>	<b>BM</b>	<b>BL</b>	<b>RG</b>
<b>RL</b>	1					
<b>AS</b>	0.524**	1				
<b>EM</b>	0.560**	0.661**	1			
<b>BM</b>	0.366**	0.385**	0.511**	1		
<b>BL</b>	0.397**	0.370**	0.467**	0.479**	1	
<b>RG</b>	0.372**	0.328**	0.440**	0.311**	0.436**	1

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

Source: Survey Data

*Key: Reliability (RL); Assurance (AS); Empathy (EM); Booth Management (BM); Booth Layout (BL); Registration (RG)*

Table 5.18 above indicates the mediating and highest correlation value is 0.661, comparing favourably with the recommended threshold of 0.600-0.700 (Westen & Rosenthal, 2003; Schober et al, 2018). Hence, all six variables were retained for further analysis. Table 5.19 below indicates that the mediating and outcome variables were above the discriminant validity threshold as the

highest correlation value is 0.822 at 0.01 level of significance. This pointed to the fact that Overall Attendee Satisfaction and Attendee Behavioural Intention were highly correlated.

**Table 5.19: Mediating and Outcome Variable Correlation Matrix**

<b>Research Variables</b>	<b>OEQ</b>	<b>OAS</b>	<b>ABI</b>
<b>OEQ</b>	1		
<b>OAS</b>	0.765**	1	
<b>ABI</b>	0.653**	0.822**	1

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

Source: Survey Data

*Key: Overall Experience Quality (OEQ); Overall Attendee Satisfaction (OAS); Attendee Behavioural Intention (ABI).*

### **5.3.2.3 Summary of the Iterative Scale Purification Process**

According to Boateng, Neilands, Frongillo, Melgar-Quiñonez and Young (2018:9), the scale purification process is meant “to ensure that only parsimonious, functional, and internally consistent items are ultimately included.” While some researchers do not disclose the items eliminated (an example of the industry research methodological shortcomings highlighted in Chapter 2 of this thesis), as advised by Wieland, Durach, Kembro and Treiblmaier (2017), the iterative scale purification process in this research is presented in the following Table 5.20.

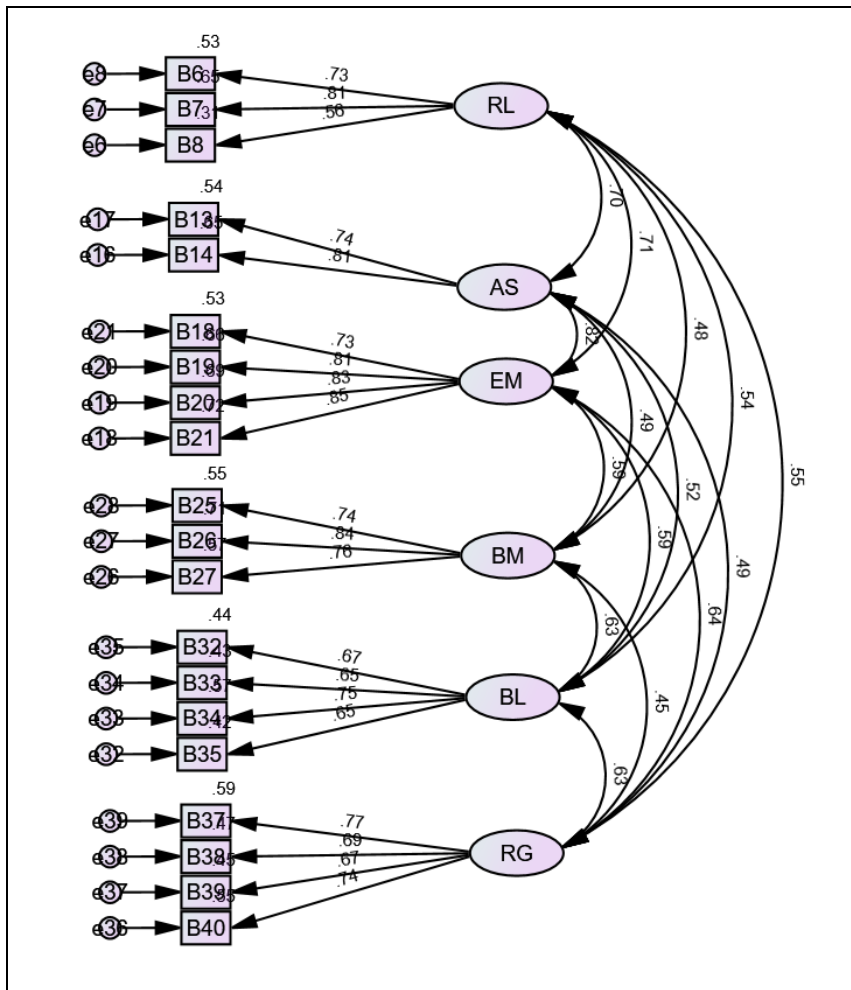
**Table 5.20 Iterative Measurement Scale Purification Process**

<b>Step</b>	<b>Action</b>	<b>Items Eliminated</b>
1	Removed Booth Attractiveness variable which fell below the Cronbach's $\alpha$ and CR threshold of 0.700	B29; B30; B31
2	Removed scale items that had factor loadings below 0.500	B12
3	Removed scale items that had factor loadings 0.500-0.600	B1; B3; B5; B8; B11; B12; B15; B16; B17; B22; B28; B36
4	Removed remaining items below Item-to-Total threshold of 0.500	B9; B24
5	Removed Responsiveness and Content variables remaining with one scale item each	B10; B23
6	Removed Tangibles variable which fell below the AVE threshold of 0.500	B2; B4

Source: Survey Data

Such a conservative approach was firstly taken to ensure that the overall measurement instrument was fit for purpose in light of Kyriazos and Stalikas (2018:2552)'s advice that "scales which are developed thoughtfully and precisely have a greater potential of growing into questionnaires that measure real world criteria more accurately." Second, in line with guidance from Hyman et al (2006) on the use of established measurement tools, discriminant and convergent validity could not be compromised given their impact on the overall quality of the resultant data (Gottlieb et al, 2011; Lee et al, 2015). Lastly, the ten-dimension scale for the predictor variables was reduced to a six-dimension, 19-item scale with adequate psychometric properties. This was considered beneficial as shorter questionnaires have been found to reduce the bias and errors that come from participant fatigue (Rolstad et al, 2011).

After making the above changes, the resultant six-dimension CFA model path diagram for the predictor variables is illustrated in Figure 5.3 below. The mediating and outcome variables were unchanged.



**Figure 5.3: Six-Dimension Predictor Variable CFA Model**

Source Survey Data

Key: Reliability (RL); Assurance (AS); Empathy (EM); Booth Management (BM), Booth Layout (BL); Registration (RG)

The psychometric properties of all the scales combined are as shown in Table 5.21 below. All the recommended indicators for measurement model conformity were satisfied, a pre-requisite for proceeding to assess the psychometric properties of the structural model.

**Table 5.21: Purified Scale Psychometric Properties**

<b>Item</b>	<b>Cronbach's <math>\alpha</math> (&gt;0.700)</b>	<b>Cronbach's <math>\alpha</math> if Item Deleted</b>	<b>Corrected Item-Total (&gt;0.500)</b>	<b>Factor Loadings (&gt;0.500)</b>	<b>AVE (&gt;0.500)</b>	<b>CR (&gt;0.700)</b>
<b>Reliability</b>	0.741				0.499	0.745
B6		-	0.588	0.730		
B7		-	0.588	0.809		
<b>Assurance</b>	0.743					
B13		-	0.592	0.735	0.594	0.745
B14		-	0.592	0.805		
<b>Empathy</b>	0.880				0.691	0.870
B18		0.870	0.678	0.729		
B19		0.835	0.769	0.814		
B20		0.840	0.757	0.830		
B21		0.838	0.762	0.850		
<b>Booth Management</b>	0.822				0.611	0.825
B25		0.797	0.633	0.743		
B26		0.704	0.725	0.843		
B27		0.758	0.672	0.756		
<b>Booth Layout</b>	0.772				0.473	0.728
B32		0.722	0.565	0.667		
B33		0.723	0.562	0.655		
B34		0.679	0.647	0.755		
B35		0.742	0.524	0.647		
<b>Registration</b>	0.810				0.517	0.810
B37		0.726	0.696	0.770		

B38		0.757	0.638	0.688		
B39		0.778	0.593	0.674		
B40		0.777	0.591	0.740		
<b>OEQ</b>	0.900				0.598	0.899
C1		0.885	0.705	0.727		
C2		0.878	0.752	0.778		
C3		0.888	0.689	0.725		
C4		0.884	0.717	0.761		
C5		0.878	0.754	0.817		
C6		0.879	0.748	0.825		
<b>OAS</b>	0.859				0.539	0.778
D1		0.841	0.690	0.838		
D2		0.793	0.743	0.796		
D3		0.771	0.767	0.815		
<b>ABI</b>	0.917				0.784	0.916
F1		0.881	0.825	0.885		
F2		0.856	0.825	0.901		
F3		0.896	0.806	0.870		

Source: Survey Data

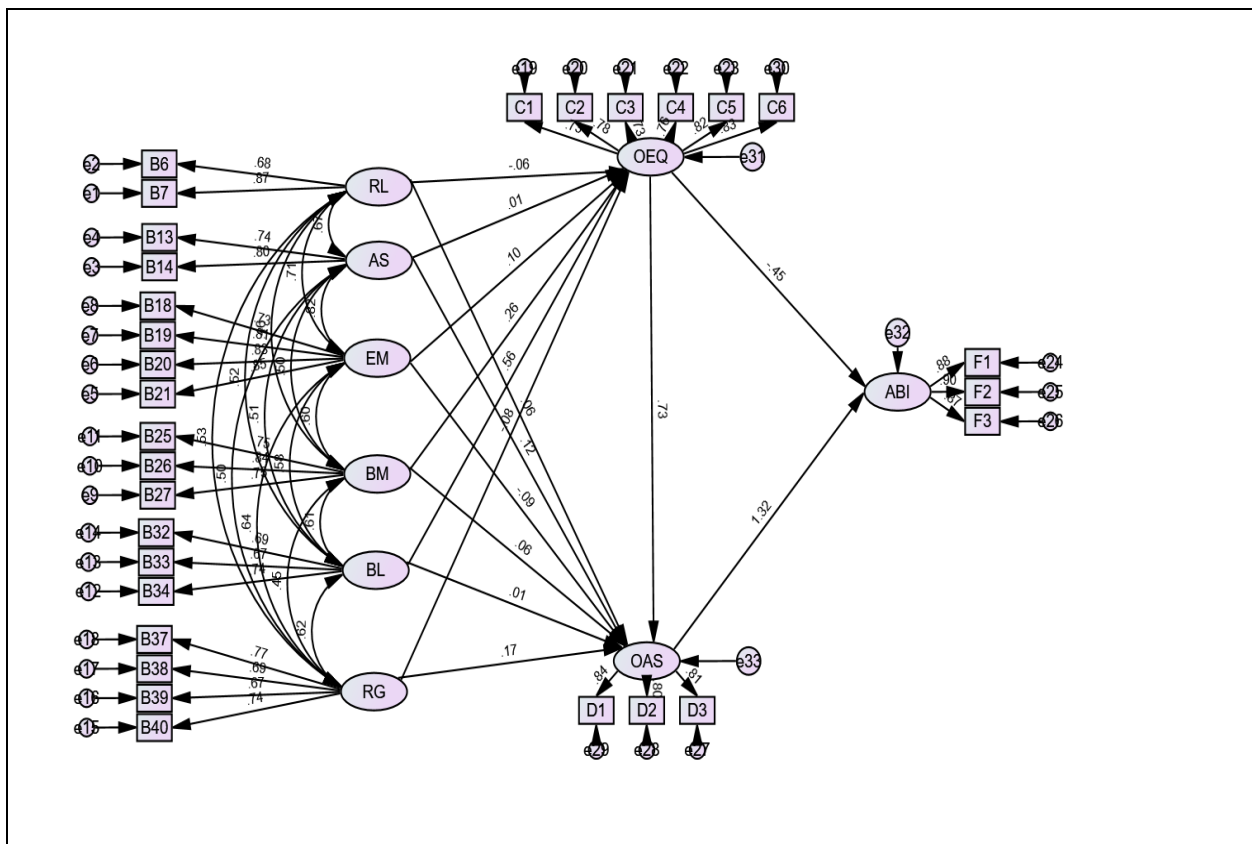
Key: AVE= Average Variance Extracted; CR=Composite Reliability

#### 5.4 Structural Model Performance

The structural model was assessed in two ways, model fit and hypothesis testing as detailed in the sub-sections below.

### 5.4.1 Model Fit

As recommended in the literature (Hu & Bentler, 1999; Schermelleh-Engel et al, 2003; Hooper et al, 2008; Schreiber et al, 2010), accepted fit indices were used to assess the structural model fit of the purified scales. Figure 5.4 below presents the path diagram of the hypothesised inter-relationship of the research variables.



**Figure 5.4: Structural Model Path Diagram**

Source: Survey Data

*Key: RL=Reliability; AS=Assurance; EM=Empathy; BM=Booth Management; BL=Booth Layout; RG=Registration; OEQ=Overall Experience Quality; OAS=Overall Attendee Satisfaction; ABI=Attendee Behavioural Intention.*

Regarding model fit, Table 5.22 below shows that the above structural model demonstrated good model fit with no modifications necessary

**Table 5.22: Structural Model Fit**

Fit Indices	Recommended Threshold	Experience Dimensions	Comment
PCMIN/DF	<3 Good; <5 Acceptable	2.769	Good
GFI	>0.800 Acceptable; >0.950 Good	0.895	Acceptable
NFI	>0.800 Cut-off; >0.900 Good	0.912	Good
IFI	>0.900 Acceptable; >0.950 Good	0.942	Acceptable
TLI	0.900 Acceptable; >0.950 Good	0.933	Acceptable
CFI	0.900 Acceptable; >0.950 Good	0.942	Acceptable
RMSEA	>0.05 - 0.08 Adequate	0.054	Adequate

Source Survey Data

*Key: PCMIN/DF=Chi-square; GFI=Goodness of Fit Index; NFI=Normed Fit Index; IFI, Incremental Fit Index; TLI=Tucker Lewis Index; CFI=Comparative Fit Index; RMSEA=Root Mean Square Error of Approximation*

#### **5.4.2 Path Analysis**

The second assessment of the structural model was the hypothesis testing. The study's hypotheses were tested using Path Analysis to fulfil the second research objective (RO2), to determine how the dimensions of the attendee service experience, the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention are related to each other in the Zimbabwean exhibition industry. The hypothesis tests related to Tangibles, Responsiveness, Content, Booth Attractiveness were not conducted as the variables did not meet the reliability and validity thresholds at the CFA stage.



The results of the SEM analysis (maximum likelihood estimation) of the hypothesised structural model are summarised in Table 5.23 below. The measures of effect ( $\beta$ ) and statistical significance (P value) of the hypothesised relationships are presented as guided by Kalinowski and Fidler (2010).

**Table 5.23 Hypothesis Testing**

Hypothesis	Hypothesised Path	SRW ( $\beta$ )	CRt (t-value)	P Value	Effect/Significance
H <sub>1b</sub>	RL → OEQ	-0.060	-0.916	0.360	Negative/Not Significant
H <sub>1d</sub>	AS → OEQ	0.012	0.138	0.890	Positive/Not Significant
H <sub>1e</sub>	EM → OEQ	0.104	1.025	0.305	Positive/Not Significant
H <sub>1g</sub>	BM → OEQ	0.262	4.506	***	Positive/Significant
H <sub>1i</sub>	BL → OEQ	0.560	7.308	***	Positive/Significant
H <sub>1j</sub>	RG → OEQ	-0.082	-1.315	0.189	Negative/Not Significant
H <sub>2b</sub>	RL → OAS	0.056	1.335	0.046	Positive/Not Significant
H <sub>2d</sub>	AS → OAS	0.119	1.998	0.182	Positive/Not Significant
H <sub>2e</sub>	EM → OAS	-0.091	-1.366	0.172	Negative/Not Significant
H <sub>2g</sub>	BM → OAS	0.064	1.721	0.085	Positive/Not Significant
H <sub>2i</sub>	BL → OAS	0.013	0.238	0.812	Positive/Not Significant
H <sub>2j</sub>	RG → OAS	0.171	4.106	***	Positive/Significant
H <sub>3</sub>	OEQ → OAS	0.735	13.361	***	Positive/Significant
H <sub>4</sub>	OEQ → ABI	-0.445	-4.577	***	Negative/Significant
H <sub>5</sub>	OAS → ABI	1.312	12.416	***	Positive/Significant

\*\* P < 0.05; \*\*\* P < 0.01

Squared Multiple Correlations (R-square): OEQ = 0.553; OAS = 0.830; ABI = 0.905

Source: Survey data

*Key: SRW = Standardised Regression Weight; CRt = Critical Ratio; RL = Reliability; AS = Assurance; EM = Empathy; BM = Booth Management; BL = Booth Layout; RG = Registration; OEQ = Overall Experience Quality; OAS = Overall Attendee Satisfaction; ABI = Attendee Behavioural Intention*

#### **5.4.2.1 Reliability and Overall Experience Quality**

As shown by the t-values in Table 5.23 above, the hypothesised paths relating Reliability and Overall Experience Quality was negative and statistically not supported at  $p < 0.01$ . Regarding the strength of the relationship, Reliability ( $\beta = -0.060$ ) had a negligible effect on Overall Experience Quality.

#### **5.4.2.2 Assurance and Overall Experience Quality**

The t-value for Assurance (t-value = 0.138) indicated a positive relationship with Overall Experience Quality, though not statistically significant at  $p < 0.01$ . Regarding the strength of the relationship, Assurance ( $\beta = 0.012$ ) had a negligible effect on Overall Experience Quality.

#### **5.4.2.3 Empathy and Overall Experience Quality**

The t-value for Empathy (t-value = 1.025) indicated a positive relationship with Overall Experience Quality, though not statistically significant at  $p < 0.01$ . Regarding the strength of the relationship, Empathy had the third strongest effect ( $\beta = 0.104$ ) explaining 10.4 percent of Overall Experience Quality.

#### **5.4.2.4 Booth Management and Overall Experience Quality**

Booth Management (t-value = 4.060) had a positive and significant relationship with Overall Experience Quality at  $p < 0.01$ . Regarding the strength of the relationship, Booth Management had the second strongest effect ( $\beta = 0.262$ ), explaining 26.2 percent of Overall Experience Quality.

#### **5.4.2.5 Booth Layout and Overall Experience Quality**

Booth Layout (t-value = 7.308) had a positive and significant relationship with Overall Experience Quality at  $p < 0.01$ . Regarding the strength of the relationship, Booth Layout had the strongest effect on the overall experience ( $\beta = 0.560$ ), explaining 56 percent of Overall Experience Quality.

#### **5.4.2.6 Registration and Overall Experience Quality**

The hypothesised paths relating Registration (t-value = -1.3055) and Overall Experience Quality was negative and statistically not supported at  $p < 0.01$ . Regarding the strength of the relationship, Registration ( $\beta = -0.082$ ) had a negligible effect on Overall Experience Quality.

#### **5.4.2.7 Reliability and Overall Attendee Satisfaction**

Reliability (t-value = 1.335) was found to have a positive relationship with Overall Attendee Satisfaction, though not statistically supported at  $p < 0.01$ . Reliability ( $\beta = 0.056$ ) had a negligible effect on Overall Attendee Satisfaction

#### **5.4.2.8 Assurance and Overall Attendee Satisfaction**

Assurance (t-value = 1.998) was found to have a positive relationship with Overall Attendee Satisfaction, though not statistically supported at  $p < 0.01$ . The standardised regression weights ( $\beta$ ) in Table 5.24 show that Assurance had the second strongest effect on Overall Attendee Satisfaction ( $\beta = 0.119$ ) indicating that 11.9 percent of Overall Attendee Satisfaction could be explained by Assurance.

#### **5.4.2.9 Empathy and Overall Attendee Satisfaction**

The t-value between Empathy and Overall Attendee Satisfaction indicated a negative relationship which was non-significant (t-value = 0.138;  $p > 0.01$ ). However, Empathy ( $\beta = -0.091$ ) explained 9.1 percent of Overall Attendee Satisfaction.

#### **5.4.2.10 Booth Management and Overall Attendee Satisfaction**

Booth Management (t-value = 1.721) was found to have a positive relationship with Overall Attendee Satisfaction, though not statistically supported at  $p < 0.01$ . However, Booth Management ( $\beta = 0.064$ ) explained 6.4 percent of Overall Attendee Satisfaction.

#### **5.4.2.11 Booth Layout and Overall Attendee Satisfaction**

Booth Layout (t-value = 7.308) was found to have a positive relationship with Overall Attendee Satisfaction, though not statistically supported at  $p < 0.01$ . However, the effect of Booth Layout ( $\beta = 0.013$ ) on Overall Attendee Satisfaction was negligible.

#### **5.4.2.12 Registration and Overall Attendee Satisfaction**

The hypothesised relationship between Registration and Overall Attendee Satisfaction was positive and statistically significant (t-value = 4.106;  $p < 0.01$ ). The standardised regression weights ( $\beta$ ) in Table 5.24 show that Registration had the strongest effect ( $\beta = 0.171$ ), explaining 17.7% of Overall Attendee Satisfaction.

#### **5.4.2.13 Overall Experience Quality and Overall Attendee Satisfaction**

The Overall Experience Quality was found to have a significant effect on Overall Attendee Satisfaction ( $\beta = 0.735$ ,  $t\text{-value} = 13.361$ ,  $p < 0.01$ ). In terms of effect size, Overall Experience Quality explained 73.5 percent of Overall Attendee Satisfaction.

#### **5.4.2.14 Overall Experience Quality and Attendee Behavioural Intention**

Overall Experience Quality was negatively related to Attendee Behavioural Intention ( $\beta = -0.445$ ,  $t\text{-value} = -4.577$ ,  $p < 0.05$ ).

#### **5.4.2.15 Overall Attendee Satisfaction and Attendee Behavioural Intention**

Overall Attendee Satisfaction had the strongest effect on Attendee Behavioural Intention ( $\beta = 1.312$ ,  $t\text{-value} = 12.416$ ,  $p < 0.05$ ).

#### **5.4.2.16 Mediating Effect of Overall Experience Quality**

Using Bootstrapping in AMOS version 26, the indirect effect of the Overall Experience Quality on the relationship between the predictor variables and Overall Attendee Satisfaction was explored. The results are summarised in Table 5.24 below.

**Table 5.24: Mediating Effect of OEQ on the Predictor Variables and OAS**

Relationship	Direct Effect (x→ y)	Indirect Effect	Result
RL →OEQ →OAS	0.056 (n.s.)	0.044 (n.s.)	No mediation
AS →OEQ →OAS	0.119 (n.s.)	0.009 (n.s.)	No mediation
EM →OEQ →OAS	0.091 (n.s.)	0.076 (n.s.)	No mediation
BM →OEQ →OAS	0.064 (n.s.)	0.193***	Partial mediation
BL →OEQ →OAS	0.013 (n.s.)	0.411***	Partial mediation
RG →OEQ →OAS	0.171 ***	-0.06 (n.s.)	No mediation

\*\* P < 0.05; \*\*\* P < 0.01

Source: Survey Data

*Key: RL=Reliability; AS=Assurance; EM=Empathy; BM=Booth Management; BL=Booth Layout; RG=Registration; OEQ=Overall Experience Quality; OAS=Overall Attendee Satisfaction*

Table 5.24 above indicates that the Overall Experience Quality had no mediating effect on the relationship between Reliability and Overall Attendee Satisfaction, Assurance and Overall Attendee Satisfaction, Empathy and Overall Attendee Satisfaction as well as Registration and Overall Attendee Satisfaction. The Overall Experience Quality had a partial mediating effect on the relationship between Booth Management and Overall Attendee Satisfaction as well as between Booth Layout.

#### **5.4.2.17 Mediating Effect of Overall Attendee Satisfaction**

The mediating effect of the Overall Attendee Satisfaction on the relationship between Overall Experience Quality and Attendee Behavioural Intention was explored. The results are shown in Table 5.25 below.

**Table 5.25: Mediating Effect of OAS on OEQ and ABI**

Relationship	Direct Effect (x→ y)	Indirect Effect	Result
OEQ →OAS →ABI	0.735***	0.97**	Full mediation

\*\* P < 0.05; \*\*\* P < 0.01

Source: Survey Data

*Key: OEQ=Overall Experience Quality; OAS=Overall Attendee Satisfaction; ABI=Attendee Behavioural Intention.*

Table 5.25 above indicates that the Overall Attendee Satisfaction had a full mediating effect on the relationship between Overall Experience Quality and Attendee Behavioural Intention.

## 5.5 Conclusion

This chapter presented the descriptive statistics for each of the variables in the conceptual model (Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Attractiveness, Booth Management, Booth Layout, Registration, Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention) as well as the results of the two-part testing of the research's conceptual model and hypotheses in line with established data analysis procedures. The hypothesised ten- dimension attendee service experience dimension measurement model (Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Management, Booth Attractiveness, Booth Layout, Registration) initially produced unacceptable model fit indices, however, after a series of rigorous scale purification processes, the resultant six-dimension measurement model (Reliability, Assurance, Empathy, Booth Management, Booth Layout, Registration) yielded fit indices that fell within the acceptable ranges as guided by the literature. This responded to the primary research objective which was to empirically validate the dimensions

of the attendee service experience that impact the OEQ and OAS in the Zimbabwean exhibition industry.

Five of the fifteen hypotheses posited were found to have positive and significant relationships at  $p < 0.01$  while six were found to be positive and non-significant at  $p < 0.01$ . Three tested relationships were negative and non-significant and one relationship was negative and statistically significant at  $p < 0.01$ . The results of the hypothesis tests addressed the secondary research objective to empirically determine how the dimensions of the attendee service experience, Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention are related to each other in the Zimbabwean exhibition industry. In this regard, the mediating effect of the Overall Experience Quality on the relationship between the predictor variables and Overall Attendee Satisfaction as well as the mediating effect of Overall Attendee Satisfaction on the relationship between Overall Experience Quality and Attendee Behavioural Intention was established. The next chapter, Chapter 6, focuses on the discussion and implications of the results of the Phase 1 data analysis.



## **CHAPTER 6:**

### **DISCUSSION AND IMPLICATIONS - PHASE 1**

#### **6.1 Introduction**

Responding to the call for relevant industry-specific performance measures, the over-arching objective of the research was to develop a multi-dimensional model to measure attendee satisfaction in the Zimbabwean exhibition industry. Of particular interest was the relationship between the antecedents of attendee satisfaction (the attendee service experience dimensions) and the desired outcome of overall satisfaction and, ultimately, positive behavioural intentions were determined. Positive and significant relationships were hypothesised among the research variables as more fully explained in Chapter 3. This research sought to validate the attendee service experience dimensions that impact Overall Experience Quality and Overall Attendee Satisfaction. By understanding the inter-relationship of the research variables, the organisers of recurring exhibitions could focus on the dimensions that have the most impact on the desired behavioural outcomes. Consequently, this would maximise repeat attendance and result in the industry-wide improvement of the quality of exhibitions in Zimbabwe.

This chapter discusses the findings of the Phase 1 data analysis presented in Chapter 5, responding to the research objectives and specific research questions. The implications of the research are presented considering the literature review as well as the research results of recent studies. The chapter opens with the findings related to the dimensions of the attendee service experience and the performance of the measurement scales investigated in Phase 1 of the study. This is followed by a discussion of the implications of the inter-relationship of the research variables in the Zimbabwean exhibition industry. Finally, the areas for further investigation in Phase 2 are highlighted.

## 6.2 Research Summary

Phase 1 of the research sought to empirically validate the specific dimensions of the attendee service experience that impact the Overall Experience Quality (OEQ) and the Overall Attendee Satisfaction (OAS) in the exhibition industry in Zimbabwe. Using SEM, it also sought to empirically determine how the dimensions of the attendee service experience would impact the Overall Experience Quality, Overall Attendee Satisfaction and, ultimately, the Attendee Behavioural Intention (ABI). The survey data used was obtained from 612 business attendees at the 2019 editions of the four national exhibitions in Zimbabwe who were identified through systematic sampling with no gender or age bias.

The quantitative data were analysed using SPSS Version 26 and SEM in AMOS version 26. The results of the CFA and subsequent SEM showed that a six- dimension structure (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration) was representative of the attendee service experience at exhibitions in Zimbabwe. In empirically determining the inter-relationship of the study's mediating and outcome variables, Overall Experience Quality had a positive and significant impact on the Overall Attendee Satisfaction. However, it had a statistically significant but negative relationship with Attendee Behavioural Intention. Overall Attendee Satisfaction was found to have a positive and significant impact on the Attendee Behavioural Intention. The following sub-sections discuss the findings and their implications as they relate to the PhD's research objectives. At each stage, the significant contribution of this research to theory, methodology and practice is highlighted thereby situating this research in the extant literature.

### **6.3 Dimensions of the Attendee Service Experience That Impact Overall Experience Quality and Overall Attendee Satisfaction**

Validating the dimensions of the attendee service experience that influence the Overall Experience Quality and Overall Attendee Satisfaction required the assessment of the model's psychometric properties to establish the reliability and validity of the attendee service experience dimension measures as well as the measurement model fit. Though the measurement instruments used in the study were adapted from widely used existing measurement scales, when assessed in this research, six out of the ten hypothesised measures of the attendee service experience dimensions met the required thresholds for scale reliability and validity and were retained for further analysis (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration). Prior research indicated a possibility that some dimensions and/or scale items could fall away in the measurement scale purification process. This is not unique to this research as lessons drawn from the application of the five-factor SERVQUAL model in different contexts, at times resulted in fewer than five factors being extracted (Kulašin & Fortuni-Santos, 2005).

The three scales for the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention were found to have acceptable reliability and validity. Though these variables are also widely studied, it was still necessary to confirm this as some studies have revised well-tested attendee satisfaction scale items due to poor psychometric properties, insufficient factor loadings and statistically insignificant relationships among research variables when applied in different contexts (Yun & Pyo, 2013). Such variations necessitate due care in the scale development process and justify the validation of the factor structure of a research variable through confirmatory factor analysis whenever an existing measurement model is applied in a new research context (Terpstra et al, 2014; Wu, Cheng & Hsu, 2014; Becker & Jaakkola, 2020).

Just as Ramli et al (2018) attributed the divergent research results in their study to contextual differences, it is clear from the results of the scale purification process conducted in Phase 1 that

contextual factors also have a strong bearing on the dimensions of the attendee service experience in Zimbabwe. Becker and Jaakkola (2020) in their systematic review of customer experience literature, observe that scant attention has been paid to the moderating effect of the research context on the perceptions of an experience. While their impact is acknowledged, contextual differences tend to be relegated to the directions for future research sections as opposed to them being the focus of the studies (Becker & Jaakkola, 2020).

The implications of the above results are two-fold. First, the extent of dimension reduction in the CFA suggested that the variation in the results of the model application in the Zimbabwean context were more than the demographic differences cited by Jung (2005) in Korea and (Chen and Mo (2012) in Taiwan. This buttresses Sadd and Musikavanhu (2018)'s caution against the blanket application of research models adopted from developed countries to developing countries. Given the call for theory building research in the exhibition industry (Gottlieb et al, 2011; Sarmiento & Simões, 2018), the validation of the attendee service experience dimension measures in this research advances theory development particularly in developing African countries. According to Becker and Jaakkola (2020:640) this approach applies "if the extant empirical research has addressed a relatively narrow set of contextual contingencies and new insights can be generated." Hence, this doctoral research is an important first step to developing a context-specific model to measure attendee satisfaction in the Zimbabwean exhibition industry.

Though Hyman et al (2006:6) identify three variations arising from the adoption of pre-existing measures that could have affected the data reliability; namely time-specific ("stability reliability"), sample or demographic-related ("representative reliability") and response consistency ("equivalence reliability"), the specific reasons for the variation of the results in Zimbabwe could not accurately be inferred from the quantitative research data analysed in Phase 1. These were noted for further investigation in Phase 2 to enrich the model. The following sub-sections discuss the specific findings related to each hypothesis.

### 6.3.1 Reliability and Overall Experience Quality

Reliability was found to have a negative and non-significant relationship with Overall Experience Quality hence, hypothesis H<sub>1b</sub> (Reliability has an impact on Overall Experience Quality) was not supported. This would imply that an increase in Reliability would result in a decrease in the Overall Experience Quality, an argument which does not have theoretical support. Wong et al (2017) found Reliability to have a positive and significant relationship with the outcome variable of service quality in the hospitality industry. Min et al (2015) also found that Reliability, in fact, had the greatest impact on behavioural outcomes. Further, Joo and Yeo (2014) found a link between service reliability and long-term loyalty.

Unusual relationships among variables found in the literature are often an indication of multicollinearity (Deegan, 1978). According to Mason and Perreault (1991) multicollinearity is problematic in regression analyses because highly correlated independent variables appear to be measuring the same construct which can result in statistically significant variables being rendered non-significant and t-test results being misleading and open to misinterpretation. To detect possible multicollinearity among the predictor variables in this research, tests were conducted in SPSS (see Appendix A2.3). Guidance from the literature was that Variance Inflation Factor (VIF) values between 0.800 – 0.900 indicate “strong linear correlations” with values above 10.000 considered as “harmful collinearity” (Mason & Perreault 1991:270). More cautious authors indicate a VIF as low as 2.5 to indicate “considerable collinearity” (Johnston, Jones & Manley, 2018:1968). However, multicollinearity was ruled out for the predictor variables in this research because the VIFs were all less than 2.500 (Appendix A2.3 Table MC1-6) Hence, these divergent results called for further investigation in Phase 2.

### **6.3.2 Assurance and Overall Experience Quality**

Assurance was found to have a positive relationship with Overall Experience Quality, though statistically non-significant. This result was divergent to the literature where a positive and significant relationship has been found between Assurance and behavioural outcomes (Baker & Crompton, 2000; Bharwani & Jauhari, 2013; Ali et al, 2016; Stein & Ramaseshan, 2016). Possible explanations were derived from literature related to the asymmetrical effects of quality dimensions on overall satisfaction where prior studies have shown that these elements are taken as a given so enhancing them would not necessarily lead to satisfaction (Matzler & Sauerwein, 2002). Rather, not having them could lead to dissatisfaction (Falk, Hammerschmidt & Schepers, 2010). As guided by Kalinowski and Fidler (2010), the results were not discounted on account of their statistical non-significance as the results showed that Assurance was the third most important dimension impacting the Overall Experience Quality. Hence, hypothesis H<sub>1e</sub> (Assurance has an impact on Overall Experience Quality) was partly supported. The implications for exhibition organisers are that staff-related behaviour is an area requiring specific focus as not doing so would have negative unintended consequences on behavioural outcomes such as non-attendance in future and reduced likelihood of recommending the exhibition to their peers.

### **6.3.3 Empathy and Overall Experience Quality**

Empathy was found to have a positive relationship with Overall Experience Quality, though statistically non-significant. Hence, hypotheses H<sub>1e</sub> (Empathy has an impact on Overall Experience Quality) was also partly supported. This result was divergent to the literature where a positive and significant relationship has been found between Empathy and behavioural outcomes (Wieseke et al, 2012). As with Assurance, asymmetrical effects were a possible explanation implying that Empathy must remain a focus area for exhibition organisers, However, the dimension would also be further investigated in Phase 2.

### **6.3.4 Booth Management and Overall Experience Quality**

The results show that the second most important attendee service experience dimension was Booth Management. Booth Management was found to be positively and significantly related to the Overall Experience Quality. Hence, hypothesis H<sub>1g</sub> (Booth Management has an impact on Overall Experience Quality) was supported. The survey responses indicated that business attendee perceptions were informed by exhibitor staff attitude and the extent of the provision of exhibitor product/service information. A combined 80.6 percent of respondents (including responses for somewhat agree, agree and strongly agree) felt that exhibitors responded to business visitors with good manners while 74.8 percent agreed that exhibition-related information (catalogues, brochures, flyers) was amply provided (Appendix A2.1, Tables B25-B28). Prior research found a similar relationship between Booth Management and behavioural outcomes (Jung, 2005; Chen & Mo, 2012). Based on these findings, the implication is that exhibition organisers wanting to increase the levels of the overall experience quality and attendee satisfaction, must work with exhibitors to improve Booth Management practices.

### **6.3.5 Booth Layout and Overall Experience Quality**

The results indicate that Booth Layout was the most important dimension impacting the Overall Experience Quality. The relationship between the two variables was positive and statistically significant hence, hypothesis H<sub>1i</sub> (Booth Layout has an impact on the Overall Experience Quality) was supported. The survey results showed that the overwhelming majority of respondents (a combined 91.5 percent) concurred with the statement that exhibitor Booth Layout was good to deal with traffic flow while 78.5 percent said the exhibition booths were well-designed for comfortable visit and conversation (see Appendix 2.1, Tables B32-B34).

The results suggest that Booth Layout has the most impact on attendees navigating the exhibition and achieving their goals. Both Jung (2005) and Lin et al (2015)'s studies acknowledge the importance of the exhibition booth as a venue for meetings, product/service information dissemination and business exchange. For goal-seeking participants such as B2B attendees, booth design considerations come to the fore (Bitner, 1992). Implications to organisers and exhibitors is that there is need to focus on creating a conducive atmosphere by paying careful attention to both the exhibition and booth layout. The additional perspectives of focus group attendees would be gleaned from participants in Phase 2.

### **6.3.6 Registration and Overall Experience Quality**

Registration was found to have a negative and non-significant relationship with Overall Experience Quality. Regarding the effect size, with negative standardised regression weights, the impact of Registration was non-significant. Hence, hypotheses H<sub>1j</sub> (Registration has an impact on Overall Experience Quality) was not supported. Contrary to the literature, this would imply that an increase in Registration variables would result in a decrease in the Overall Experience Quality. Jung (2005) found a positive and significant relationship between Registration and Access-related factors to satisfaction and behavioural intention. Hence, these divergent results called for further investigation in Phase 2.

### **6.3.7 Reliability and Overall Attendee Satisfaction**

When related with Overall Experience Quality, Reliability had a negative relationship. However, against the Overall Attendee Satisfaction, the relationship was positive, though statistically non-significant ( $p > 0.01$ ), a result which was divergent to the literature (Parasuraman et al, 1988; Joo & Yeo, 2014; Minh et al, 2015; Wong et al, 2017). Moving on to dimensions impacting the Overall Attendee Satisfaction, Reliability was found to be the fourth most important dimension impacting Overall Attendee Satisfaction. Hence, H<sub>2b</sub> (Reliability has an impact on Overall Attendee



Satisfaction) was partly supported. Implications to industry practitioners are that the consistent and error-free service delivery must remain focus areas particularly from the perspective of organiser staff training (Galetzka et al, 2006; Joo & Yeo, 2014; Gilliam, 2015; Ahmed et al, 2017; Pakurár et al, 2019).

### **6.3.8 Assurance and Overall Attendee Satisfaction**

While Assurance was the third most important dimension affecting Overall Experience Quality, it found to be the second most important dimension affecting Overall Attendee Satisfaction. While the relationship between the two variables was positive, it was found to be statistically non-significant ( $p > 0.01$ ). Hence, hypothesis H<sub>2d</sub> (Assurance has an impact on Overall Attendee Satisfaction) was partly supported. This result was divergent to the literature (Parasuraman et al, 1988; Walls et al, 2001; Ali et al, 2016). The implication to exhibition organisers is that as with Reliability, Assurance cannot be ignored as doing so could lead to dissatisfaction.

### **6.3.9 Empathy and Overall Attendee Satisfaction**

Empathy was unexpectedly found to have a negative and statistically non-significant relationship with Overall Attendee Satisfaction while with Overall experience Quality, Empathy had a positive effect, though statistically non-significant. In prior research, a positive and significant relationship was established between Empathy and customer satisfaction (Wieseke et al, 2012). Hence, hypothesis H<sub>2e</sub> (Empathy has an impact on Overall Attendee Satisfaction) was not supported. As with the negative and non-significant relationship between Reliability, Registration and Overall Experience Quality, this divergence from the literature needed to be investigated further in Phase 2 of the study.

### **6.3.10 Booth Management and Overall Attendee Satisfaction**

When related with Overall Experience Quality, Booth Management had a positive and significant relationship. However, against the Overall Attendee Satisfaction, the relationship was positive and statistically non-significant. This result was also divergent to the literature (Jung, 2005; Whitfield & Webber, 2011; Joo & Yeo, 2014; Stein & Ramaseshan, 2016). In terms of effect, Booth Management was found to be the third most important dimension impacting Overall Attendee Satisfaction. Hence,  $H_{2g}$  (Booth Management has an impact on Overall Attendee Satisfaction) was partly supported and further insights were needed to fully explain the relationship between the two variables.

### **6.3.11 Booth Layout and Overall Attendee Satisfaction**

Booth Layout was found to have a positive and non-significant relationship on Overall Attendee Satisfaction, a result which was divergent to prior research (Jung, 2005; Siu et al, 2012; Gilliam, 2015). However, in terms of effect, Booth Layout was found to be the fifth important dimension affecting Overall Attendee Satisfaction). Hence,  $H_{2i}$  that Booth Layout has an impact on Overall Attendee Satisfaction was partly supported and further insights were needed to fully explain the relationship between the two variables.

### **6.3.12 Registration and Overall Attendee Satisfaction**

Registration was the most important attendee service experience dimension influencing Overall Attendee Satisfaction. Hence  $H_{2j}$  (Registration has an impact on Overall Attendee Satisfaction) was supported. While Registration had a negative and non-significant relationship with Overall Experience Quality, the results indicate with Overall Attendee Satisfaction as the outcome

variable, the relationship was positive and significant. The findings are supported by prior research (Jung, 2005; Joo & Yeo, 2014).

From the survey results, frequencies on the key indicators used to evaluate the Registration dimension, a combined 62.8 percent of respondents said they strongly agreed or agreed that the registration locations were convenient. 60.8 percent strongly agreed or agreed that the registration staff were well mannered and that they kept waiting time to a minimum (71.5 percent). Hightower et al (2002) found that lengthy queues can negate a positive evaluation. Therefore, implications to organisers are that efficiency at the entrances can be a deal breaker if not managed well. Particularly where technology is used, the expectation is that access to the exhibition venues should be made even easier (Gottlieb et al, 2011; Han & Verma, 2014). Notably, in this research, 17.4 percent expressed their disagreement that attendance was made simpler by technology-enhanced pre-registration mechanisms that had been put in place.

### **6.3.13 Overall Experience Quality and Overall Attendee Satisfaction**

This research provides evidence that Overall Experience Quality had a positive and statistically significant relationship with Overall Attendee Satisfaction, just as had been found by (Chen & Chen, 2010; Rinallo et al, 2010). Similar results were found in recent research investigating the impact of the experience quality dimensions of theme park visitors (Ghorbanzade, Mehrani & Rahehagh, 2019), festival visitors (Marković, 2019) and destination tourists (Lee, Park & Ahn, 2020).

The results also show that the positive effect of Overall Experience Quality on Overall Attendee Satisfaction ( $\beta = 0.735$ ) was the largest effect among all the variables confirming prior conceptualisations of the experience as a predictor of satisfaction (Jung, 2005; Whitfield & Webber, 2011; Choe et al, 2014; Dalla-Pozza, 2014; Lee et al, 2015; Kranzbühler et al, 2018; Becker & Jaakkola, 2020). Hence, H<sub>3</sub> (Overall Experience Quality has an impact on Overall

Attendee Satisfaction) was supported. The implications to exhibition organisers are that more weight should be given to enhancing the overall attendee experience and not just the operational and technical aspects of organising an exhibition. By so doing, enhancing the dimensions of the attendee service experience that have the most impact on the Overall Experience Quality, in turn enhances the Overall Attendee Satisfaction.

#### **6.3.14 Overall Experience Quality and Attendee Behavioural Intention**

Though the relationship between Overall Experience Quality and Attendee Behavioural Intention was statistically significant, contrarily, it was found to be negative. These findings suggest that an increase in Overall Experience Quality leads to a decrease in Attendee Behavioural Intention, an argument that does not have theoretical support. Mhlanga (2018) found that an increase in positive perceptions about customer experiences increased the likelihood of purchase intention in the hospitality industry.

The results show the extent of the negative effect between Overall Experience Quality and Attendee Behavioural Intention ( $\beta = -0.445$ ) is substantial. Hence, H<sub>4</sub> (Overall Experience Quality has an impact on Overall Attendee Behavioural Intention) was partly supported. This was unexpected considering prior research that posits that the customer experience is a stronger indicator of future purchase intention than customer satisfaction (Lu & Cai, 2009; Whitfield & Webber, 2011). The divergent results required further investigation in Phase 2.

#### **6.3.15 Overall Attendee Satisfaction and Attendee Behavioural Intention**

The Overall Attendee Satisfaction was found to have a significant impact on the Attendee Behavioural Intention. Hence, as supported by prior research (Cronin et al, 2000; Söderlund, 2002;

Tian-Cole & Crompton, 2003; Wirtz & Lee, 2003; Kuo et al, 2009; Zhang et al, 2010; Kang & Schrier, 2011a; Chen et al 2012; Lee et al, 2015; Malek, 2016; Adinegara et al, 2017; Sotiriadis, 2017), the findings indicate that increasing the levels of attendee satisfaction increases the likelihood of positive behavioural intentions (Lu & Cai, 2009; Kuo et al, 2009; Klaus & Maklan, 2012; Lesić et al, 2017). However, in terms of effect, the results show that the standardised regression weight is more than the threshold of 1.000. To detect multicollinearity among the outcome variables, additional tests were conducted in SPSS (see Appendix A.2.3) The results indicated that with Overall Experience Quality held as the dependent variable, Overall Attendee Satisfaction and Behavioural Intention had VIFs of 3.091 each (see Appendix A2.3, Table MC7). According to Mason and Perreault (1991:270), these VIFs would not warrant any remedial action. However, if the cautious approach were to be taken in line with Johnston et al (2018:1968) using a threshold of 2.500, the results suggested that Overall Attendee Satisfaction and Attendee Behavioural Intention were measuring the same construct and would need to be combined.

While the model could have been modified to reduce the negative effects of this, it was initially left as is considering Deegan (1978) who cautions:

Finally, let us consider for a moment the ramifications of model revision occurring as a response to the mere presence of estimated standardised regression coefficients greater than one. Since it has been established that such coefficients can legitimately occur (and may readily occur in the presence of strong multicollinearity), analysts should not be reticent to report models with this characteristic. Neither should analysts feel compelled to modify models simply because of concern that the presence of multicollinearity may render offered models vulnerable to criticism. By modifying models simply to reduce the presence of multicollinearity and/or to rid a model of standardised coefficients greater than one an analyst risks the biasing effects of model specification (Deegan,1978:887).

Considering that prior research has conceptualised satisfaction as preceding behavioural intention in line with the Theory of Reasoned Action (Kim et al, 2009; Kuo et al, 2009; Lu & Cai, 2009; Keiningham et al, 2007; Klaus & Maklan, 2012; Getz et al, 2016; Sotiriadis, 2017), an alternative explanation is that as these two variables were placed one after another and at the end of the research instrument, common method bias could have influenced the survey results (Tehseen, Ramayah & Sajilan, 2017). To gain more insight on the possible reasons for the divergence, there was need for further investigation in Phase 2 of the research.

#### **6.4 The Inter-relationship of the Research Variables in the Zimbabwean Exhibition Industry**

As a secondary objective, the research also sought to empirically determine the inter-relationship of the research variables as hypothesised in the conceptual model. This being the first known study to empirically investigate the relationship between the attendee service experience dimensions, Overall Experience Quality and Overall Attendee Satisfaction in the Zimbabwean exhibition industry, the above findings were significant in setting a baseline for the exhibition industry in Zimbabwe and giving important insights into how the Overall Experience Quality and Overall Attendee Satisfaction measures can be increased, thereby positively impacting future Attendee Behavioural Intentions. The mediating effects of the Overall Experience Quality were investigated are discussed in the sub-sections below.

##### **6.4.1 Mediating Effect of Overall Experience Quality**

The research findings provided new empirical evidence to support the prior literature in the following respects:

- a) The direct and indirect effects of Overall Experience Quality on the relationship between Reliability and Overall Attendee Satisfaction, Assurance and Overall Attendee Satisfaction as well as Empathy and Overall Attendee Satisfaction each were not supported.

- b) The Overall Attendee Experience partially mediates the relationship between Booth Management and Overall Attendee Satisfaction as well as between Booth Layout and Overall Attendee Satisfaction.
- c) The Overall Attendee Experience does not mediate the relationship between Registration and Overall Attendee Satisfaction.

Prior studies in the tourism industry also found direct and indirect effects of the Overall Experience Quality on the relationship between experience quality dimensions and behavioural outcomes (Domínguez-Quintero et al, 2018). These findings provide further support that enhancing the dimensions of the attendee service experience that have the most impact on the Overall Experience Quality, in turn enhances the Overall Attendee Satisfaction. The implications for exhibition organisers are that Booth Management, Booth Layout and Registration are the key focus areas to improve Overall Attendee Satisfaction and Overall behavioural Intention.

#### **6.4.2 Mediating Effect of Overall Attendee Satisfaction**

This research confirmed that Overall Attendee Satisfaction fully mediates the relationship between Overall Experience Quality and Attendee Behavioural Intention. Prior research by Sung and Lee (2015), Malek (2016) and Virabhakul and Huang (2018) also found that satisfaction mediates the relationship between the dimensions of the service experience and post-participation behaviour. These results indicate that enhancing the Overall Experience Quality enhances Overall Attendee Satisfaction, which in turn enhances Attendee Behavioural Intention in the exhibition industry in Zimbabwe. As such, these findings support the main argument of this thesis that a focus on attendance figures is misleading as past participation alone is not necessarily a predictor of future attendance. The organisers of recurring exhibitions cannot take for granted that attendees will routinely return in future editions if there is no focus on the measuring attendee satisfaction and proactively improving it.

## 6.5 Implications for Phase 2

The significance of the above results is that they provide industry practitioners with an empirical basis for the selection of indicators for use in their post-event evaluation and reporting as well as to narrow down their strategic focus to those dimensions that have the most impact on desired behavioural outcomes (Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention). Whereas a linear, positive and statistically significant inter-relationship of the research variables had been hypothesised based on the successful prior application of the measurement scales adopted for this research in different contexts, further insights were needed to better understand and explain the divergent findings. Recognised as a limitation of quantitative research methods, Becker and Jaakkola (2020) spotlight the prevalent adoption of positivist research paradigms particularly in customer experience literature, recommending a move towards more interpretive analysis. Hence, this research goes beyond simply identifying the pertinent attendee service experience dimensions to understanding what is driving them.

In this doctoral study, it was recognised at research design stage that the positivist inspired measurement model would not provide additional explanatory insights without the inclusion of open-ended questions or the collection of follow-up qualitative data. Due to the explanatory sequential mixed methodology, this research differs from prior studies in that it has in-built interpretive analysis. The follow up study, Phase 2, was designed to address the issues that were divergent from the literature or that were unexplained in Phase 1 of the research including:

- a) Explanatory insights on the attendee service experience dimensions that were not validated in Zimbabwe.
- b) Possible reasons for the divergent research findings particularly the impact of the predictor variables on the outcome variables as well as the inter-relationships among the variables.
- c) Identification of the confounding effects of other pertinent variables originally not included in the conceptual model.



## 6.6 Conclusion

This chapter discussed the implications of the Phase 1 data analysis, highlighting the areas for further investigation in a follow up qualitative study. Chief among them were possible reasons for divergent relationships among the variables in the Zimbabwean exhibition industry. Though the extent of the variation could not have been predicted, it neither undermined nor invalidated the findings. Rather, as a significant contribution to scale validation in the African exhibition industry, the divergencies clearly reflected the idiosyncrasies of the Zimbabwean context that called for further investigation. These could not simply be explained away as in prior studies by citing sample differences alone without considering the confounding effect of other factors at play.

In defining the scope for the follow up phase, the key areas to be addressed in Phase 2 included, a) input for the refinement of the B2B attendee satisfaction construct conceptualisation for the Zimbabwean exhibition industry for which additional insights on the attendee service experience dimensions were needed, b) specific criteria to inform post-event evaluation indicators and industry practices focusing particularly on the divergent outcomes of the hypothesised relationships among the research variables tested in Phase 1 as well as c) recommendations for exhibitors and exhibition organisers regarding the improvement of future attendee experiences. The results of focus group discussions of these pertinent issues are first presented in Chapter 7 before the significance of the findings is discussed in Chapter 8.

## **CHAPTER 7:**

### **PRESENTATION OF FINDINGS – PHASE 2**

#### **7.1 Introduction**

Seeking complementarity to the findings, the conclusions drawn in Phase 1 informed the focus of Phase 2 for this research. The utility of the explanatory sequential mixed methodology was that it allowed the flexibility to augment and provide clarity on the divergent outcomes of the prior-collected Phase 1 quantitative survey data (Blaikie, 2000; Ivankova et al, 2006; Schoonenboom & Johnson, 2017; Creswell & Creswell, 2018). The inductive qualitative research techniques overcame the inherent limitations of a mono-method study which could not fully explain the research findings (Pole, 2007; Schoonenboom & Johnson, 2017; Liem, 2018). Six focus group discussions were held in Bulawayo, Zimbabwe from which deeper insights were gleaned on the dimensions of the attendee service experience that influence overall satisfaction and behavioural intention. Phase 2 sought to answer the research question, *What are the possible reasons for the outcomes of the tested hypothesised relationships?*

Having followed the methodology outlined in Chapter 4, this chapter presents the findings of the follow up qualitative study under three sections identified in Phase 1 a) insights on the attendee service experience dimensions, b) explanations of the findings of Phase 1 that were a deviation from the literature or that had unexpected outcomes for the hypothesised relationships among the research variables and c) recommendations from participants for industry practitioners on how the attendee experience quality can be improved in order to ensure overall attendee satisfaction and positive behavioural intention in future editions of the exhibitions. After using NVivo 12 software to auto-code the focus group discussions, the findings are presented thematically with illustrative

quotations given directly from the six transcribed focus group discussions ( $n=6$ ) with a combined 37 participants (See Appendix 4).

## **7.2 Explanatory Insights on Attendee Service Experience Dimensions**

As the survey instrument administered in Phase 1 had no provision for respondents to expand on their responses, the focus groups enabled a deeper understanding of the dimensions of the attendee service experience that impact the Overall Experience Quality (OEQ), Overall Attendee Satisfaction (OAS) and Attendee Behavioural Intention (ABI), particularly those that were not validated in the Zimbabwean exhibition industry. To open the discussion in each focus group, participants were asked to recall their experiences at the national exhibitions they attended in 2019 (ZITF, Mine Entra, Zimbabwe Agricultural Show or Sanganai/Hlanganani).

### **7.2.1 Descriptions of Satisfying Exhibition Experiences**

Participants across all the groups were first asked what words or phrases came to mind when they thought of a satisfying exhibition experience. Some participants expressed difficulty in reducing their contribution to just a word or a phrase opting rather to provide brief statements or longer narratives and detailed descriptions. This reflected the multi-faceted nature of attendee service experiences as well as how eager some participants were to launch straight into the discussions particularly airing their disgruntlement about some aspects of their experience or giving their recommendations. The participant responses fell under three categories. Issues that first came to mind had to do with the servicescape and boothscape, the overall impression of the exhibition as well as the tangible benefit derived from their attendance experience as detailed below.

### 7.2.1.1 Descriptors of the Servicescape and Boothscape

Five key words were used to describe a satisfying exhibition experience that focused on aspects specifically to do with the servicescape and boothscape. The frequencies (in brackets next to the word/phrase) indicate the number of mentions of the theme across all the focus groups. Some participants went on to explain in more detail what they meant as illustrated below:

- **“efficient”** (3) – (Appendix 4, Table A4.4, Participant P18M, P21F and P24F)
- **“creativity”** (1) - “Over the years ... ZITF has been found wanting perhaps where creativity is concerned both in the internal spaces as well as the exterior like adequate parking spaces for the motorists ... Also, when you look at our spaces, the exhibition stands, they are not as creative as you want it to be” (Appendix 4, Table A4.5, Participant P30M).
- **“a degree of excellence”** (1) – “paying attention to the small details that would make everything come together” (Appendix 4, Table A4.1, Participant P4M).
- **“quality”** (1) - “The quality of the service. The quality of the products” (Appendix 4, Table A4.3, Participant P12F).
- **“interactive and friendly”** (1) (Appendix 4, Table A4.5, Participant P29M).

Those who went on to describe what first came to mind when they thought of a satisfying exhibition experience using longer narratives mentioned service delivery at the exhibition. They went on to describe their frustrations, as well as what they **did not** associate with a satisfying experience. The descriptive themes brought out are summarised in the illustrative extracts below:

- a) Four participants explained that aspects to do with **service delivery** and **security** at the exhibition came to mind when they thought of a satisfying experience:
- “I am expecting for this particular service and the organisations that offer those services be able to tailor make or to attend to me as an individual” (Appendix 4, Table A4.3, Participant P12F).
  - “The people here are of different tribes and languages...I have people from all over Zimbabwe and outside the country who come for the same fair; ... so the support staff which is there is supposed to be able to communicate to me it has to be in a language I can understand. Not to speak the local language only. Then when I go there, and I don't understand Ndebele it means I am not going to get services from them” (Appendix 4, Table A4.4, Participant P22F).
  - “Some didn't have tags right up to the end of the show which is a bad thing because how are you able to identify a person who is not part of it from a person who is part of it. It becomes a security risk for people who came to the exhibition. You never know the intention of an outsider who comes inside with no authorised entry. So that becomes a problem” (Appendix 4, Table A4.3, Participant P21F)
  - “those who come with the Presidium hierarchy [referring to State Security Agents], they should not harass our customers ... we don't need to see police officers all over harassing people when the Presidium comes” (Appendix 4, Table A4.5, Participant P26M).
  - “We need people who can secure our cars and we need to improve parking” (Appendix 4, Table A4.5, Participant P26M).
- b) Three participants for whom challenges to do with **navigating** the exhibition were uppermost highlighted that direction signage, guides and accessibility were needed for a satisfying exhibition experience:

- “I don’t want to struggle to locate the sites... it should just be clear and should be easy to understand ... So that I quickly get to where I must be for seeing the things around that I have come for” (Appendix 4, Table A4.4, Participant P17F).
- “we need to have a corner where people will be directing people to places... you need someone who is wearing something which reflects that he is an usher or welcoming people and directing people” (Appendix 4, Table A4.5, Participant P26M).
- “when I come here, I should have easy access to the buildings that I am supposed to be using here” (Appendix 4, Table A4.4, Participant P22F).

c) Three participants whose first thoughts were to do with the **registration processes** and **gaining access** to the exhibition described a satisfying experience as one with quick registration turnaround times, efficient queue management and timeous issuing of attendee welcome packages:

- “There was a challenge with the visitor registration at the gates last year to the extent that most of the people were frustrated and it might have an impact on the future exhibitions. ” (Appendix 4, Table A4.2, Participant P8M).
- “Usually when I come, I have the tickets already and the time it takes to process entry even though I already have the ticket - it’s too much! 10-15 minutes and they tell you that the system is not up” (Appendix 4, Table A4.4, Participant P18M).
- “Everyone knows that each and every year there is a trade fair that is going to happen so I am hoping that those arrangements should be made like far beyond ... like way back. That when we are coming there to Trade Fair it should be already be organised, I shouldn’t have to stand more than 10 minutes when I already have the ticket” (Appendix 4, Table A4.4, Participant P18M).
- “Before I get in, if there are any materials to be given to the visitors or people exhibiting, I expect that it be given to the respective persons on arrival” (Appendix 4, Table A4.4, Participant P17F).

- “I would consider the turnaround time it will take for me to get the tickets from the boxes ... I don’t want to see a queue that is long and winding. I don’t describe that as satisfactory” (Appendix 4, Table A4.4, Participant P17F).
- d) One participant was particularly vocal about aspects to do with **exhibition booth layout** and **booth management** at the exhibition. To her, a satisfying exhibition was one characterised by exhibitor preparedness on the first day of an exhibition:
- “Sometimes you walk in there, it looks a bit clumsy and discouraging. You find one stand and it’s like these things will fall on you. These are business days; I have visited the Trade Fair and I have the right to be safe, and I am coming here to look for business opportunities. I don’t want to be careful of something falling on me because someone is still building their stand” (Appendix 4, Table A4.4, Participant P17F).
  - “Yes, there has to be a time when the exhibition even exhibitors must have set their stands. And when walking in Hall number 4, we want to see the stands that have been set up already ... That alone gives you the picture that this is a seriously organised exhibition programme or people are just haphazard.” (Appendix 4, Table A4.4, Participant P17F).

### 7.2.1.2 Descriptors of the Tangible Benefit Derived

Participants across all the focus groups used the following four key words/phrases to describe the tangible benefit they derived from a satisfying exhibition experience. The number of participants mentioning each word is indicated in brackets. Some participants went on to explain in more detail what they meant as illustrated below:

- “**information/informative and relevant**” (4) – to illustrate, one participant said, “I would love to attend an exhibition whereby I am able to gain information as much as possible”

(Appendix 4, Table A4.3, Participant P16M). Another said, “a satisfying exhibition is one where I get what I want ‘cause I can say I am going to this exhibition, I am looking for this information” (Appendix 4, Table A4.3, Participant P12F). Regarding the ease with which information is obtained at an exhibition, one participant described how the layout of the exhibition in product groupings came to mind when reflecting on the characteristics of a satisfying exhibition. She said, “I should get the information that I need. I am here for business so if I am coming in, everything that I need should be there then you should direct me exactly to the point where I want. And the things that I should see there should be relevant to that exhibition” (Appendix 4, Table A4.4, Participant P19F). Another participant’s first thought was on the ease of getting information from the exhibitors themselves, “You get all the information that you cannot get like if you are out there. And also, those who exhibit, like the offices, they are very willing, very helpful to give you more information on what you are looking for” (Appendix 4, Table A4.6, Participant P35M).

- **“beneficial” / “customer benefit”** (2) – One participant said, “beneficial in that it should accommodate all the age groups from 18 right up to 60 or 70” (Appendix 4, Table A4.4, Participant P21F). Another said, “... if somebody gets what he is expecting in an exhibition, that person, that benefit he or she would have received from that particular company and that’s it. That’s a satisfactory exhibition” (Appendix 4, Table A4.5, Participant P28M).
- **“educative”** (1) (Appendix 4, Table A4.6, Participant P32M).
- **“progress”** (1) – the participant said to him, a satisfying exhibition is one that results in the improvement of the economy “kungenzakala njalo this year, next year siyabesifuna maybe an update on so far sokwenzakaleni. Are those guys doing anything about it kukhanye ukuthi there is progress in the country?” [if it happens that way this year, next year we would want maybe an update on what has happened so far. Are those guys doing



anything about it to show that there is progress in the country?]) (Appendix 4, Table A4.5, Participant P27M).

The remaining respondents used longer narratives to describe what came to mind as tangible benefits they sought to make a satisfying exhibition as shown below with examples:

a) Those that were related directly to the attendee **objectives** at a given exhibition:

- “For me I would say an effective exhibition is one that meets my needs as a visitor. By the end of the day, my business needs to be met. Now looking at all what the other guys have been saying, that will actually contribute to me meeting my business needs. If I come in for business, whatever kind of business I am in, my needs have to be met” (Appendix 4, Table A4.4, Participant P20F).
- “If I manage to get at least say maybe 90 percent of what I have been looking for then I will be satisfied” (Appendix 4, Table A4.3, Participant P12F).
- “For me a satisfying exhibition is one where I am able to connect with various business contacts where at least I can get some business leads that I can follow up after the exhibition ... When I come to an exhibition, I need to get value out of it in terms of my business orientation” (Appendix 4, Table A4.3, Participant P13F).

b) Those that were related to the **content** of the exhibition:

- “A satisfying exhibition to me is where I get a wide pool of exhibitors for the products or services that I am looking for because it enables me to make a wide choice. It gives me

room for choosing than to say there are only two” (Appendix 4, Table A4.3, Respondent P12F).

- “I am in the transportation industry. It will be a good thing for me to meet as many companies that are in the transportation industry as possible. So, in that regard, I get dissatisfied when I come to an exhibition and I don't see the number of transportation companies that I will be expecting to see” (Appendix 4, Table A4.3, Participant P16M).
- “It worked well for me because I met people from South Africa, Harare, different parts of the world and that gave me more contacts” (Appendix 4, Table A4.6, Participant P33M).

### 7.2.1.3 Descriptors of Overall Impressions

Lastly, four key words were used to describe a satisfying exhibition experience that focused on aspects specifically to do with the overall impression. The frequencies (in brackets next to the word) indicate the number of mentions of the theme across all the focus groups. Some participants went on to explain in more detail what they meant as illustrated below:

- **“exciting”** (1) (Appendix 4, Table A4.1, Participant P1M).
- **“inspirational”** (1) (Appendix 4, Table A4.4, Participant P23M).
- **“innovative”** (1) - “let this Trade Fair not be a traditional thing. Introduce new things every time” (Appendix 4, Table A4.5, Participant P26M).
- **“interesting”** (1) - there were many activities being done there for young and old people” (Appendix 4, Table A4.6, Participant P36F).

The descriptive themes of the overall impression in the brief narratives of two participants captured the novelty of the exhibition experience are summarised below with examples:

- “I am thinking of something that is adventurous, something that is history making, something that gives me some new experience” (Appendix 4, Table A4.1, Participant P3F).
- “It’s like I never thought that I would see those things around, even I was just shocked, you know, to experience those things” (Appendix 4, Table A4.6, Participant P31M).

### **7.2.2 Extent to Which the Descriptions of Satisfying Exhibition Experiences Matched the Actual Attendee Experience in 2019**

Participants discussed whether the words and phrases that they used to describe a satisfying experience could be said about any of the exhibitions they attended in 2019. Across all the focus groups, only four participants said their description of a satisfying exhibition matched their actual experience. These participants appreciated the fact that organisers were doing the best they could under the circumstances. For example, one participant said, “I think ZITF is doing a great job. Looking at our economy, when our economy had totally collapsed, we think our economy was totally collapsing but trade fair, still people are coming in their large numbers ...” (Appendix 4, Table A4.1, Participant P3F). Another said, “I think it was fulfilled in that even though the economy was hard last year there was actually quite a sizeable number of people that managed to come and exhibit” (Appendix 4, Table A4.2, Participant P9M).

The participants appreciated the organisers’ investment in marketing the events and in attracting exhibitors in sectors of the economy that had declined significantly over the years with one observing that, “for this year it was good because of what we had at the stalls there for cattle and goats. Yeah, we now have the breeds that we used to see long back” (Appendix 4, Table A4.3, Participant P12F). The efforts of some of the individual exhibitors did not go unnoticed. One participant appreciated the stand design, “I can say the set-up is just excellent... the structures that are there; they are just excellent.” Another said “... there are a few stands that really stood out for

me over the years” (Appendix 4, Table A4.6, Participant P34F). Finally, two participants linked the satisfaction with their experience to the achievement of their participation objectives. One of them said, “As for me I would say it was educational because I learnt a lot of things. It also helped me to choose career wise” (Appendix 4, Table A4.6, Participant P37F) while another summarised and said, “... by the end of the day it was well educative” (Appendix 4, Table A4.6, Participant P32M).

Conversely, most of the participants who contributed to the discussion (13) said their idea of a satisfying experience was not matched in the actual attendance experience citing the following reasons presented in the order they were raised as the discussions progressed from meeting to meeting.

#### **7.2.2.1 Lack of Excitement**

In terms of overall impressions, five participants felt that the excitement of the exhibition platform was waning, particularly for the ZITF. One participant observed, “... not just in 2019 but over the past years it has ceased to be exciting. I come personally because there is a lot of business contacts to be made but the exciting element is no longer there and you know even like what some of the guys were saying there is no more innovation” (Appendix 4, Table A4.1, Participant P1M). Another echoed these sentiments and detailed the effect that this lack of excitement had on him, “I won't have the same kind of zeal that I had. But probably 2020 I will be like OK ZITF; I'll probably pick a day I will just go. I don't have the zeal anymore. And if I meet the same people in maybe one, two halls then that's it, I'm going back to my daily routine” (Appendix 4, Table A4.1, Participant P2M).

Participants across the groups indicated possible causes were the apparent stagnation of the platform in terms of presentation and service delivery such that attendees could predict the progress and outcome of the exhibition as captured below:

- “This particular exhibition centre for example has remained the same ... for years. And the halls ... there was a time the international hall was packed with all these exciting exhibitors from America, Canada and they would always bring something exciting but now it is full of a lot of local companies. So, all your halls are now just packed with exhibitors so it’s like more about the exhibitors than the experience of the exhibition itself” (Appendix 4, Table A4.1, Participant P1M).
- “So therefore, last year, for me there was not much of **any** difference from **any** other years. They are still using the **same** things. Like this year again, we are already in 2020, only you know what is changing? Their theming. Their theming is giving us goose bumps. But, come now April, you open the doors you are coming ah ... the tags are still the same, the uniforms, they are still the same, the set up still the same” (emphasis by the participant) (Appendix 4, Table A4.5, Participant P25M).
- “But to as far as creativity is concerned to improving infrastructure in the grounds ah! ZITF has been found wanting” (Appendix 4, Table A4.5, Participant P30M).
- “You find that innovation is very limited as far as what the exhibitors bring to us. You find that there is a lot of duplication” (Appendix 4, Table A4.1, Respondent P2M).

#### **7.2.2.2 Inadequate Organiser and Exhibitor Preparation**

Four participants felt that exhibition organisers and exhibitors had not invested enough in ensuring adequate preparation as indicated in the following illustrative comments:

- “Right from the gate especially on the first day it’s so discouraging because there is a lot of disorder on business days ...” (Appendix 4, Table A4.4, Participant P19F).

- “I personally like to come into the exhibition during business days and you find that there are so many empty stalls which people probably haven’t put in their exhibitions, ... I guess just getting ready for the whole thing. And then you come probably on the public days you find that everyone is there now and yet the business visitors have come and gone” (Appendix 4, Table A4.1, Participant P2M).
- “So, when I enter there [Hall4], I find at least 5 stands that people are still setting up and sorting out the things ... and I said OK, let me move to another hall” (Appendix 4, Table A4.4, Participant P18M).
- “I went to other halls at the back and the stand I was looking for they hadn’t arrived totally and now I am thinking how many days should I come here just to look for these guys?” (Appendix 4, Table A4.4, Participant P18M).
- “When you go in, you know people are not really concerned about the people who are coming in, they are worried about their stands, they are still doing their things. Even for us they don’t have time to talk to us ... or if they try to talk to you, they will be talking to you whilst trying to do their setting up” (Appendix 4, Table A4.4, Participant P19F).
- “We are not seeing the suppliers we are looking for as businesspersons who come on the business days, so we find that more like not satisfactory. If then I come and like he is saying come looking for a particular company yeah ... and the next thing you find they haven’t even arrived, and you have your own things that you want to go back and do” (Appendix 4, Table A4.4, Participant P17F).

By not addressing the late arrival and booth set up by exhibitors, the interests of business attendees were not being best served. One of the participants summarised this sentiment as follows, “Remember I have bought a ticket and I am buying a ticket from Trade Fair as the best facilitator, the go- between, between the supplier and me the businessperson. So, if you just meet the requirement of the companies coming to exhibit and leave out the expectations of the one coming

to seek for business opportunities, I think there is a gap there. A serious one that needs to be closed” (Appendix 4, Table A4.4, Participant P17F).

### **7.2.2.3 Decline in the Exhibition Content**

Seven participants highlighted the decline in the representation and quality of exhibitors as well as in the participation of internationals.

- “ in as much as last year ZITF, the number of exhibitors was supposedly higher, but it’s the nature and the quality of the exhibitors for me that was a let-down. Because you will find that most of your number of the larger corporates are not participating the way that they used to so it’s now the smaller enterprises, your home industries that you find ... that were there mostly. So, in terms of the value, for me, in my sector, there wasn’t as much value” (Appendix 4, Table A4.3, Participant P13F).
- “I have discovered that over the years, comparing with previous years the numbers are going down” (Appendix 4, Table A4.3, Participant P12F).
- “I felt like the exhibitors were few in 2019 compared to the past years. And it didn’t have that vibe. ‘Cause like I don’t know maybe it was because we are still trying to adjust to the new economic challenges” (Appendix 4, Table A4.3, Participant P15F).
- “I think Mine Entra is one of the best exhibitions in terms of exhibitors and visitors, but this year was a bit low key” (Appendix 4, Table A4.3, Participant P13F).
- [Referring to some exhibitors] “They were people who were actually just buying from China and just reselling. No one was really bringing in new technologies” (Appendix 4, Table A4.1, Participant P2M).

- “the international side is suffering a lot. For example, you can say I came in looking for South African Embassy, for example, they haven’t exhibited for the past two years, no one knows why” (Appendix 4, Table A4.1, Participant P4M).
- “I think it was the year 2010 there were international people from around the world ... however, last year, there were not many people, I only saw the Chinese people, so I think ZITF is just lacking in reaching out to the international community” (Appendix 4, Table A4.3, Participant P14F).

This decline in exhibitor participation was largely attributed to the state of the Zimbabwean economy as cited by the following participants:

- “because you find that people, they are very much interested in coming. In those few industries, you find that the industrial sector or the manufacturing sector is collapsing” (Appendix 4, Table A4.1, Participant P3F).
- “the people we expected to meet or get connected to most of them didn’t attend the 2019 ZITF because of mainly the economic situation. It didn’t yield the way we expected” (Appendix 4, Table A4.6, Participant P33M).

#### 7.2.2.4 Challenges with Venue Facilities and Services

Five participants highlighted the following issues:

- **Crowding:** “I think more and more over the years the exhibition has become very crowded” (Appendix 4, Table A4.1, Participant P1M).
- **Queues:** “Why are we having long queues of people who want to get inside the trade fair?” (Appendix 4, Table A4.5, Participant P26M).
- **Ambience:** one participant said “I think that was my worst experience because the hall was so stuffy and so hot. People didn’t really want to be in there. The exhibitors couldn’t



stand being in there” (Appendix 4, Table A4.3, Participant P13F), while another recounted, “so, in such a situation, as much as I would love to wait and speak to other clients, I would not and I could not simply because of the conditioning, the air conditioning. The hall was very hot” (Appendix 4, Table A4.3, Participant P16M).

- **Wi-Fi connectivity:** “I had challenges in connecting to Wi-Fi. I think that's the other issue that I think they need to work on... I think within the ZITF it has to be at least open to everyone, the free Wi-Fi, during the exhibitions” (Appendix 4, Table A4.3, Participant P16M).
- **Direction signage:** “I know there is an information centre, but this is now a digital world. I think we can also have a lot of billboards around the trade fair, information boards” (Appendix 4, Table A4.1, Participant P3F).

#### **7.2.2.5 Lack of Focus**

Some participants observed that the essence of the exhibitions had been diluted over the years. One said, “All we are saying, or what I am saying, sorry, is that I think we have moved away from making it a specialist exhibition” (Appendix 4, Table A4.1, Respondent P1M). Another participant, though in response to another question, felt that the ZITF in particular was no longer the “business fair” that it was meant to be, “Like in the 90s, you could see that people are really here for business, but now, there is some dilution” (Appendix 4, Table A4.5, Participant P25M).

The lack of focus was evident in the design of the exhibition and the seemingly haphazard placement of the various exhibitors in the halls and open sites captured in the following participant sentiments:

there is no way Econet as big as they are should be in that hall with someone making peanut butter. I have seen them there in Hall 4. A big, big conglomerate like Econet. Then you've

got people who are making peanut butter, people who are making belts, who are making honey, all in the same place ... How can we then clearly mark out so that even if an executive comes in, he knows what sector he is coming for? When he goes to that place, let him not meet someone selling peanut butter. They cannot meet someone selling belts, you know what I'm saying, but let him go to that exhibit or a group of exhibitors that will appeal to him so that he is able to engage them at that level. So, I think that is what has happened and maybe can put it right. We need to segment our space (Appendix 4, Table A4.1, Participant P1M).

Further, because of the State Occasion status of the ZITF which attracted Government involvement, one participant noted a possible conflict in the exhibition organiser interests that could also explain the shift from the ZITF being seen as a purely business event, "I am not political, we are turning this as a political event" (Appendix 4, Table A4.5, Participant P26M).

#### **7.2.2.6 Recurring Unaddressed Issues**

Three participants lamented the fact that some issues continued unaddressed, year after year:

- "So, for the past two editions I have noticed that there has always been a glitch with the badges and what not, which can be really frustrating 'cause you've now gotta whole lot of people there who are trying to go in ... I think for me it's in those small things, the small details, but they struggling to put things together" (Appendix 4, Table A4.1, Participant P4M).
- Usually, you know when you come to trade fair, you need to come two hours early so that you can get inside in time. So, there is nothing which is changing" (Appendix 4, Table A4.5, Participant P26M).

- “For the past few years, accessing that particular directory has been a challenge because I haven’t got one in the last, I think three years ... I think that will help ‘cause that used to go a long way, ‘cause even after the exhibition is long gone you still have those contacts, you can still refer to that directory and still make business contacts” (Appendix 4, Table A4.1, Participant P2M).

### **7.2.3 Extent to Which Fulfilment of Attendance Motivations/Objectives Affects Future Behavioural Intention**

As a follow-up, participants were asked to reflect on their reasons for attending exhibitions in 2019 and whether these had been met. Specifically, they were asked how this would affect their future intention to revisit. Five participants who contributed to the discussion and said they met their objectives indicated positive behavioural intentions as captured in the following illustrative comments:

- “Yeah, the motivating reason really is that there are services on a normal business day out there it is difficult to get them, but you **know** that during ZITF, you have a good chance of getting them done. For example, registry, the Registrar's department. They were doing birth certificates and IDs. They do that very well because when you get there you are not told any excuses ... So, for me the biggest motivator was services that I would struggle to get done outside of the ZITF, they are brought here, and you have a guarantee that you will have them done” (emphasis by participant) (Appendix 4, Table A4.1, Participant P1M).
- “I would recommend because there is potential in the exhibition. I attended the trade fair last year and also the Mine Entra but even though the large corporates were not that many, but those that were there I think were consistent in their ... exhibitions” (Appendix 4, Table A4.2, Participant P11M).

- “I will definitely come back because I am no longer coming back as a person who is generally looking for agricultural suppliers, now I want to exhibit ...” (Appendix 4, Table A4.3, Participant P12F).
- “I would say that recommending to a person, I would recommend. It is a very beautiful platform for anyone who wants to grow in business. But then I will tell them that of course there are some show teething problems on the first day” (Appendix 4, Table A4.4, Participant P17F).
- “I benefitted information. And that information will make me come again in two thousand and twenty, in 2020” (Appendix 4, Table A4.6, Participant P33M).
- Yes, definitely I would because each and every Trade Fair comes out with new people” (Appendix 4, Table A4.6, Participant P31M).

For some of these participants, the revisit behaviour was **conditional**. One expanded on her response saying, “if you’re gonna promise that you’re gonna improve the way you control the customers you allocate space to exhibit at the trade fair; because your customers are not behaving in my opinion some of them. Why must they be allowed to do what they want, pitching on the very day?” (Appendix 4, Table A4.4, Participant P17F). Another said he would return, “on one condition ... that we improve and advertise so that business attends” (Appendix 4, Table A4.5, Respondent P30M). Other responses received indicated participants had:

- **A positive expectation for the future:** “We won’t stop coming because 2019 taught us something and we want to visit and see how 2020 will be ... there is always something new that you may or will get” (Appendix 4, Table A4.6, Participant P33M).
- **An acceptance of the status quo:** “But generally, I am just saying people are de-motivated not because of the performance of the agricultural show but because of the performance of the economy of the country... So, it’s not the ZITF itself, or The Show [ZAS], but it’s the state of the economy” (Appendix 4, Table A4.3, Participant P12F).

- **A compromise:** “I would recommend anyone to come to the ZITF even if there were negatives here, I believe they were not so bad because it has progressed” (Appendix 4, Table A4.2, Participant P11M).
- **A curiosity:** “Just to scout for new sponsors and to see the new companies that will be there” (Appendix 4, Table A4.3, Participant P14F).
- **A belief in the value of the platforms:** “2020 we will come back probably a bit of the low-key ‘cause I know most people won’t even come back given the state of the economy. Would I recommend? Specialised exhibitions yes, I would ‘cause there is value in it” (Appendix 4, Table A4.3, Participant P13F).
- **A kind of helplessness:** “I think the situation forces us to accept what is not right. We now see it as normal that there is disorder on the first day. We kind of expect that disorder because that goes on over the years. So, on the first days you know there will be so much pressure by the gates, you know some stands are not complete. We are accepting the wrong things” (Appendix 4, Table A4.4, Participant P19F).

Of interest were the participants who indicated that their objectives were **not met**, largely due to some of the aforementioned reasons such as the challenging economic environment, the declining international and large corporate participation, frustrations with the gate registration processes, late stand preparations by exhibitors as well as the decline in the business networking owing to the fact that “it’s always the same competitors, always the same exhibitors” (Appendix 4, Table A4.3, Respondent P15F). Such reasons were compelling enough for one participant to say, “I don’t think there is motivation enough for someone to come back” (Appendix 4, Table A4.3, Participant P14F).

However, another said, “We keep coming. We can’t miss it and we keep recommending people to attend. We can’t say no it didn’t work out, so we are no longer coming back” (Appendix 4, Table

A4.2, Participant P10F). Probed on the reasons for this apparent contradiction, some of the reasons given by the other participants reflected:

- **A lack of alternatives:** “We will still come back because these are annual events. They will go on with or without us, but we all want to be part of this” (Appendix 4, Table A4.3, Participant P13F).
- **A fear of missing out:** “You never know, something new may come up and you'll miss out on an opportunity. I think it's the level at which you come back at, that is the issue” (Appendix 4, Table A4.3, Participant P13F).

Though these fell outside the scope of the study, a few participants gave recommendations on areas outside the exhibition organiser's direct control that could be addressed in order to positively impact behavioural intention such as transport and accommodation, “...Why don't we have transport which is written ZITF?” (Appendix 4, Table A4.5, Participant P26M). On accommodation why don't we have maybe accommodation that is owned by ZITF? ... there are so many people who are flocking in Bulawayo here and they don't have accommodation. And wherever they get it, the prices are so exorbitant and it's not good for our visitors” (Appendix 4, Table A4.5, Respondent P28M).

### **7.3 Reasons for Divergent Research Results**

In the second segment of the focus discussions, participants were given the highlights of the study conducted in Phase 1. The dimensions of the attendee service experience that were studied were explained and it was noted that overall, attendees agreed that these issues had defined their service experiences. However, when it came to the hypothesis tests to determine the impact of these dimensions on a) the Overall Experience Quality, b) the Overall Attendee Satisfaction and c) the

Attendee Behavioural Intention, it was found that the attendee service experience dimensions did not relate with behavioural outcomes as hypothesised. Participants were engaged in a discussion to get deeper insights on these divergent findings.

Overall, while participants agreed that the attendee service experience dimensions are important and, all things being equal, they would use them to evaluate their experiences and to base their revisit and recommend intentions, they often had to set them aside. Possible explanations are presented below in the order of frequency of mention as the discussions progressed from meeting to meeting.

### 7.3.1 Lack of Choice

In one form or another, this explanation came up in each of the six focus groups. One participant said he felt “forced” to attend the exhibitions to keep abreast with business trends.

That criteria works in a normal set up, in a normal environment where we actually grade the exhibition. Where we actually make a decision and say, you know what it’s not worth our investment so this year we are not going. But we ignore these. We ignore these standards because there is no other place as {P2M} is saying where we can go and maybe hope to bump into these things that we come and bump into here ... Standards have gone down ... there is no **value** in us going there if these things were not there; a lot of these things are **not there** and yet we keep coming because we need to come. From a business perspective you can’t ignore what is happening around you (emphasis by participant) (Appendix 4, Table A4.1, Participant P1M).

Using similar emotive language, other participants drew attention to the unique circumstances in Zimbabwe that do not enable direct comparisons with other countries. Their responses showed that they fully appreciated the need for standards and a return on their participation but explained how they find themselves having to “set aside” or “ignore” accepted evaluative criteria when making future participation decisions only because they had no alternatives. The lack of choice was attributed to:

- a) **there being no meaningful competition:** one participant said, “If the guys had competition, I am sure it would paint a different picture. If there were other exhibitions happening maybe say at this same time in April maybe it would paint a different picture because people have nowhere else to go” (Appendix 4, Table A4.1, Participant P2M). Two participants observed that other countries could consider attendee service experience dimensions because they had more options. One said, “If I don’t attend it, where else will I attend? Where else will I attend a trade fair? Maybe because I can’t afford to go to South Africa or any other country. So, I’d rather go to this one which is very much local” (Appendix 4, Table A4.4, Participant P22F). Another said, “In Zimbabwe we don’t have any other choice because there is only one ZITF. Probably in some other countries they’ve got plenty in Manchester, London, wherever. They can choose wherever they want to go but here you can’t go anywhere. You just go to Agricultural show and you come back here” (Appendix 4, Table A4.2, Participant P5M).
- b) **the size of the events:** “Like if I come to a place and I am ill-treated, I am going to come back simply because I need it and not because I want to ... I would recommend even if there is disorganisation because either way this is the biggest trade event in Bulawayo so I am going to recommend someone to come but that does not mean that I am satisfied or I like it there. But I need to” (Appendix 4, Table A4.4, Participant P20F).



In comparison with other countries, participants noted that exhibitions in Zimbabwe were infrequent with one exhibition being held at any given time. They also highlighted their inability to travel out of the country, within the region or abroad. Confined to the available local options, attendees indicated that they revisited and recommended the exhibitions out of necessity and not because they were satisfied with their experiences.

### **7.3.2 Differences in Zimbabwe’s Economic Environment and Level of Development**

One participant said, “The economic climate in Zimbabwe has a bearing on the quality of the exhibitions that we have in the country as compared to other countries” (Appendix 4, Table A4.2, Respondent P11M). Other participants observed that participation in Zimbabwean exhibitions was affected by declining disposable incomes where potential exhibitors could not afford the stands and attendees did not have the spending power (Appendix 4, Table A4.2, Participant P5M). Participants also acknowledged that Zimbabwe, as a developing country, did not have the appropriate technology particularly for the gate registration (Appendix 4, Table A4.1, Participant P3F). One participant observed that, “some of these things you know we are still learning” and called for the investment particularly in gate registration technology that could handle large numbers (Appendix 4, Table A4.4, Participant P19F).

### **7.3.3 Attendee Participation Objectives**

While some participants acknowledged the decline in the quality of the attendee service experience dimensions, they said that this did not stop them from attending future editions of the exhibitions. One participant said, “As much as it might be an issue, it’s not an issue that might really stop me from attending future what, exhibitions simply because my motivation for coming here is for brand visibility, for networking so these are the things that don’t change. They remain constant regardless

of the technology...These don't affect future attendance in any way” (Appendix 4, Table A4.3, Participant P16M).

Further, one participant said she was prepared to ignore the frustrations she had particularly with gate registration processes because her need to get into the exhibition was greater. She stated, “How I got into the trade fair will not matter much because I want it. If I sit back it means I am not going to get anything. So, I would rather come ... my main focus is to **go in** and see and get what I want. Then that's secondary, how they treated me. Though I will be complaining I will complain moving forward. I don't complain and go back” (emphasis by participant) (Appendix 4, Table A4.4, Participant P19F).

#### **7.3.4 Differences in Attendee Characteristics**

Some participants noted the following differences between Zimbabwean exhibition attendees and those in other countries:

- a) **Exposure:** “I myself for one, I haven’t attended an exhibition outside Zimbabwe, so it doesn’t really affect my coming here or not coming here because I have got no other better standard to compare it with. Maybe those who have been to other countries will say ah, the Zimbabwean ZITF doesn’t actually measure up. But most of the people who come here, they have only known our show” (Appendix 4, Table A4.3, Participant P12F). Along the same lines, another participant said, “Some of us have never been exposed to other countries to see the standards there. So, we tend to say OK this is what we have, even though I have complaints, it’s a minor thing, right” (Appendix 4, Table A4.4, Participant P22F).

- b) **Culture of acceptance:** “If you notice how we are queueing [*at banks*] in Zimbabwe, in some countries they wouldn’t stand for that. You queue for days and days and you don’t get the money. Tomorrow you come back. 5 o’clock you are there, you sleep there. Following month, it’s the same thing and no one complains, no one makes a fuss, no one riots. But in some countries, you can’t take it. I suppose that is where the difference is” (Appendix 4, Table A4.2, Participant P5M). Two participants concluded that Zimbabweans were so accepting of the status quo because they had been “hardened by the situation” (Appendix 4, Table A4.4, Participant P19F and P20F). One participant reluctantly accepted that she had to just “live with it.” She questioned if it was right for business attendees to set aside the event quality dimensions, “Because if you look at other countries these are very, very important things. But how come it doesn’t matter to us?” (Appendix 4, Table A4.4, Participant P22F). She also expressed concern that this would create a culture which would negatively affect the exhibition industry and continue to make it “difficult to compare with the other countries” (Appendix 4, Table A4.4, Participant P22F).
- c) **Indifference:** Three participants singled out hosted buyers (sector-specific business visitors that are specially invited by exhibition organisers) as being the most indifferent about standards because all their travel, accommodation and exhibition entrance costs were fully sponsored by the exhibition organisers (Appendix 4, Table A4.6, Participants P25M, P26M). One concluded that, “if we can make them pay, that’s when they will complain about the standards, the attitudes of staff and the quality rendered at an exhibition” (Appendix 4, Table A4.6, Participant P27M).
- d) **Attendance behaviour:**
- **Loyalty:** “We come also probably because we are loyal” (Appendix 4, Table A4.4, Participant P23M).

- **Routine:** “Maybe they will be coming just because there is Trade Fair just for the sake of coming because there is Trade Fair” (Appendix 4, Table A4.6, Participant P31M).
- **Opportunism:** “But then you know what they say about ZITF that its Harare people coming to Bulawayo to make money... People are just coming to get away from the office to be on T & S [referring to travel and subsistence allowances] ... So, people will be coming here looking at making an extra dollar out of their company” (Appendix 4, Table A4.3, Participant P13F).

### 7.3.5 Exhibition Organiser Actions

Some participants felt that Zimbabwean exhibition organisers had directly contributed to this culture of indifference by not addressing business attendee feedback over the years and by not dealing with deviant exhibitor behaviour (Appendix 4, Table A4.5, Participant P26M). One said, “I think these issues are probably raised year in year out and they haven’t been attended to its neither here nor there. We have accepted that that is the standard and we just go with the flow” (Appendix 4, Table A4.3, Participant P13F). Another observed, “that culture of wanting to do anything and setting up anything anywhere, any time and in any way you feel like, it more like infiltrated the standards of the trade fair organisation to a great deal that you find now we can’t benchmark with another country ... I basically think that just laxity in the way we have been managing and the way we organise the exhibition, this show, that we have tended to just leave it and say people can do what they want” (Appendix 4, Table A4.4, Participant P17F).

### 7.4 Criteria for Attendee Satisfaction Measurement

Since traditional measures of satisfaction had been set aside due to the factors put forward in subsection 7.3 above, participants were asked what alternative criteria they would use to measure satisfaction with Zimbabwean exhibitions if it were up to them. The following themes (number of mentions) were gleaned from the discussions with illustrative participant comments:

- a) **Booth management** (5): “Exhibitors must know the product they are exhibiting ... otherwise ... it’s a waste of time to come to the trade fair” (Appendix 4, Table A4.4, Participant P17F). Another participant considered staff attitude, “pleasant staff who know what they are selling and why they are there” (Appendix 4, Table A4.4, Participant P19F).
- b) **Efficiency** (4): “... turnaround times to access service” (Appendix 4, Table A4.4, Participant P17F).
- c) **Attendance objectives** (3): one participant said, “... the ease with which I break into new markets.” He expanded saying, “I love to meet individuals or organisations in the same industry as me” (Appendix 4, Table A4.3, Participant P16M).
- d) **Standards** (3): “I wish to see the international standards being matched in the local community or the nation” (Appendix 4, Table A4.4, Participant P23M).
- e) **Innovation** (2): one participant said, “Every time you come you need to see something new” (Appendix 4, Table A4.1, Participant P4M). Another said, “... innovativeness of exhibitors” (Appendix 4, Table A4.1, Participant P2M)
- f) **Registration** (2): “Once someone is frustrated at the gate, they will not see the beauty of the exhibition” (Appendix 4, Table A4.2, Participant P10F).
- g) **Exhibition venue** (2): one participant said, “You need a pleasant environment. It must be clean; well ventilated” (Appendix 4, Table A4.4, Participant P19F) while another said, “I will say the issue of signage inside the exhibition ... somehow signage influences satisfaction at the end of the day” (Appendix 4, Table A4.2, Participant P11M).

Though not asked about, participants in all groups tended to launch into giving recommendations for improvement and these tended to dominate the responses for this discussion item. Some of the recommendations put forward included issues to do with: -

- a) **exhibitor training** (2): “I would propose maybe the orientation of exhibitors before. So that that when they come on the day of ZITF the standards we have been mentioned before will be there” (Appendix 4, Table A4.4, Participant P23M).
- b) **youth exhibits and presentations** (2): “I realise that there are halls that that are usually there for business uses and presentations and what. So, I want to ask that can't there be such halls, for...people our age” (Appendix 4, Table A4.4, Participant P21F).
- c) **the layout of stands in the exhibition** halls (1): “...to get into a hall and then you see a lot of empty space ... is not a good image for the exhibition” (Appendix 4, Table A4.3, Participant P11M).
- d) **technology advancement** (1): “something to show that is an improvement from the last edition of the trade fair” (Appendix 4, Table A4.4, Participant P18M).
- e) **operating hours** (1): “... between the hours of 11 and 3 its usually hot. It’s usually hot and when you are walking around in these stands you get tired a lot” (Appendix 4, Table A4.4, Participant P18M).
- f) **exhibitor preparedness** (1): “I am not for the people who come and start pitching, sorting out their stands on the very day of starting” (Appendix 4, Table A4.4, Participant P17F).

## **7.5 Top Three Attendee Service Experience Dimensions That Influence Behavioural Intention**

Participants were asked to mention their top three specific dimensions that the exhibition experience would need to have for it to influence behavioural intention. The criteria are summarised in the Table 7.1 below.

**Table 7.1 Top Three Attendee Service Experience Dimensions That Influence Behavioural Intention**

First Mention	Second Mention	Third Mention
<ul style="list-style-type: none"> <li>• Gate registration processes (7)</li> <li>• New products/services (4)</li> <li>• Venue facilities (4)</li> <li>• Quality of exhibits and stand personnel (3)</li> <li>• Visibility (3)</li> <li>• Exhibitor preparedness (3)</li> <li>• Adequacy/Representativeness of exhibitors (2)</li> <li>• Creativity (2)</li> <li>• Attendee welcome (2)</li> <li>• Giveaways and promotions (2)</li> <li>• Security (2)</li> <li>• Information (2)</li> <li>• Standards/Service delivery (2)</li> <li>• Achievement of attendee objectives (2)</li> <li>• Accommodation (1)</li> <li>• Feedback being actioned by organisers (1)</li> <li>• Technology (1)</li> <li>• Venue accessibility for people living with disabilities (1)</li> <li>• Inclusivity (1)</li> </ul>	<ul style="list-style-type: none"> <li>• Gate registration (3)</li> <li>• Achievement of attendee objectives (2)</li> <li>• Exhibitor preparedness (2)</li> <li>• Adequacy/Representativeness of exhibitors (2)</li> <li>• Quality of products and services (2)</li> <li>• Information (2)</li> <li>• Accommodation (1)</li> <li>• Innovation (1)</li> <li>• Service delivery (1)</li> <li>• Signage (1)</li> <li>• Stand presentation (1)</li> <li>• Transport (1)</li> <li>• Inclusivity (1)</li> <li>• Operating hours (1)</li> </ul>	<ul style="list-style-type: none"> <li>• Business Leads/Networking (2)</li> <li>• Technology/Innovation (2)</li> <li>• Cheap products (1)</li> <li>• Venue facilities (1)</li> <li>• Quality of exhibits and stand personnel (1)</li> <li>• Service efficiency (1)</li> <li>• Creativity (1)</li> </ul>

Source: Focus Group Data

Notably on venue facilities, participants highlighted the importance of the accessibility of the venue to people living with disabilities. One participant asked, “Can they go into any building at any point without assistance?” (Appendix 4, Table A4.2, Participant P6F). Regarding the deaf community, another participant asked if sign language translation was available from the organisers or the exhibitors, “I'm now thinking are they catered for in this exhibition?” (Appendix 4, Table A4.2, Participant P7F).

Participants mentioned the following as deal-breakers, listed in order of the number of mentions:

- Registration glitches, queues and crowding (5)
- Exhibitor quality/representativeness (3)
- Lack of creativity/innovation (2)
- Exhibitor ill-preparedness (booth set up, product knowledge, information provision) (2)
- Discourteous security personnel (1)

It was noted that the criteria mentioned in Table 7.1 above bore similarity to the criteria measured in Phase 1. When probed about this and the fact that they continue to attend despite the above-mentioned deal breakers not being addressed, participants cited the lack of choice as illustrated in the following comments:

This is not business as usual, it's not a normal environment. And don't think that when we come here, we are not looking at these things, we are looking for them and more often than not we are not finding them. But that does not really then say we will not come back. I will still come back because I have no choice. I am the Operations Manager in my business, I **have to** go and interact with people and the most convenient place to find them is at Trade Fair...we are seeing it, kuti [that] this is poor, that is poor, we see it. We just might not then use that as criteria not to come back (emphasis by the participant) (Appendix 4, Table A4.1, Participant P1M).



There is no choice, yes ... it's not because I am satisfied. I don't have a choice. That's why I am coming. And there is only one Trade Fair (Appendix 4, Table A4.4, Participant P17F).

We are not happy with the system of queuing at the bank every day but we are still going there every single day to do it because we don't have any other choice. So, doing these exhibitions, coming for these exhibitions. Not coming too is an issue, coming is an issue so by the end of the day you just want to be part of it. Don Williams sang a song that 'I can't live with you, I can't live without you, but I still hold on.' So here we are. We can't do without the exhibitions; we still hold on. We just have to one way or the other be part of it because it's now systematic, it's in the system that you just have to be part of it (Appendix 4, Table A4.2, Participant P7F).

Participants said though they otherwise would act differently, the challenging environment in Zimbabwe left them with no choice but to revisit and recommend the exhibitions. They said their future participation behaviour was dictated more by their needs and participation objectives than accepted evaluation criteria such as satisfaction. This tendency was evident even in other situations (such as the need to queue at the banks because of cash shortages in the country) where due to lack of choice, participants had to accept the status quo and re-patronise organisations that they otherwise would not.

## **7.6 Attendee Statistics as a Measure of Exhibition Success**

Attention was drawn to the fact that particularly in Zimbabwe, exhibition success is measured by attendee statistics with organisers often reporting that their exhibitions are getting "bigger and better." Participants were asked if knowing this information had any influence on their decision to attend or keep attending exhibitions. 24 participants contributed to this discussion across all the

groups. Eleven of them indicated that statistics do impact their decision to attend or keep attending exhibition while nine of them felt statistics have limited or no effect. The comments of four participants were excluded because they represented exhibitor interests and not those of business attendees.

### **7.6.1 Knowledge of Event Statistics Influences Behavioural Intention**

Among those for whom the knowledge of event statistics was a source of motivation, one participant said, “Knowing that a lot of people have attended is actually an encouragement to me” (Appendix 4, Table A4.1, Participant P3F). Another said, “... if I have got a lot of people coming it means it's an attractive event” (Appendix 4, Table A4.2, Participant P5M).

A knowledge of the statistics also sparked curiosity among business visitors, “I would be curious to see what's new. If it's bigger than last year what will have changed?” (Appendix 4, Table A4.3, Participant P13F). Another said, “... you will be asking yourself, what is it that keeps drawing these people there. Maybe there is something new, let me go and see, then you go and see” (Appendix 4, Table A4.4, Participant P19F).

The statistics raised expectations of a positive outcome as captured by one participant who said, “The more the exhibitors, the higher the possibility that I will get what I am looking for” (Appendix 4, Table A4.3, Participant P12F) and another who said, “People attend ZITF to seek new business and new markets, so better statistics portray better market prospects for my line of business. So, if they improve so will my zeal to attend the exhibition” (Appendix 4, Table A4.5, Participant P30M). A swell in the numbers potentially increased opportunities for the entire exhibition value chain including the exhibition organisers, the exhibitors and catering outlets.

Participants acknowledged that to exhibition organisers, the attendance numbers indicated growth. To capture this, one participant said, "... to me numbers mean progress in a way" (Appendix 4, Table A4.5, Participant P29M), while another said, "... I think the number that is what determines your sphere of influence...because the higher the number, the more you are exposed to the community and even to the world at large ... it shows kuti [that] you are covering the wider population, they know about your organisation, about your company" (Appendix 4, Table A4.6, Participant P31M).

However, the true test of success could only be judged in terms of the value derived from the increased attendance. One participant expressed this by saying, "On business days you might say it was successful because there were a lot of people that came say than last year. The numbers increased but then on the exhibitors' side, how much did the exhibitors benefit from all of those visitors who came?" (Appendix 4, Table A4.4, Participant P20F). Given the variety of reasons why people enter an exhibition venue during an exhibition (some for business, some for entertainment), participants highlighted that attendance to the various stands was more important than simply recording the general attendance. One participant concluded that, "The number of visitors as far as I am concerned, if I don't get business out of them, I wouldn't use that as a measure" (Appendix 4, Table A4.2, Participant P8M).

The remaining nine participants said that a knowledge of event statistics had no impact on their attendance decisions. The most cited reason was that the numbers alone did not reflect the profile of the visitors that were attracted to an event as captured by the following illustrative comments:

Well, I would say that knowing the number of people that are attending won't affect me maybe because I stay here and I know the kind of people that come here especially when it is the public days. You will still have rowdy teens. It's an excuse for them to get drunk and they get up to all kinds of nonsense. So maybe for someone who does not reside here in Bulawayo and doesn't know the quality of people that we are talking about if they say

attendance was this much this year could probably be swayed...but for me personally, no (Appendix 4, Table A4.1, Participant P2M).

For me as well, if you stay in Bulawayo it would actually deter me to know that more people are coming especially for public days because I know the kind of people that are coming (Appendix 4, Table A4.1, Participant P4M).

Numbers only don't say anything because out of those people you will discover that only five percent were businesspeople attending and the rest were just children and most of the people are children under the age of 18 that don't have any impact in terms of business contribution (Appendix 4, Table A4.2, Participant P5M).

The participants who expressed the above sentiments said that they were more interested to hear the exhibitor statistics as well as the participation of internationals.

Some participants felt it was important to understand the reason behind the increase in numbers. From their experience at previous exhibitions, at times the spike in numbers was due to the unique organiser's advertising and marketing for a particular edition of the exhibition or because of a once-off attraction. Without more information on the profile of the visitor, their objectives for attending and the value derived from their attendance, relying on event statistics was deemed to be misleading. Further, some participants also highlighted the subjectivity of using event statistics as a measure of success as captured in the following illustrative comments: -

We must go beyond the numbers. Yes, numbers do not lie but they disappoint (Appendix 4, Table A4.5, Participant P26M).

Personally, I think that statistics are highly misleading because the number of attendees can depend on a lot of factors for starters the economic situation. You can't call something

a success or failure because a certain number of people failed to come up with money to get into a trade fair (Appendix 4, Table A4.2, Participant P9M).

I don't think I would use that as a reason to come. To say ah ... I heard them saying all the stands are full this year, I don't think that will be a reason to come. For example, the reason why, I come, I want something industry specific. But if I hear them saying in the 2020 exhibition there will be 10 logistics companies or 10 transportation companies, for me that's a motivation to come. But for them to say, all the stands are full, I will come yes but it wouldn't be a motivation to come. Simply because filling the stands up does not necessarily mean you will get whatever you will be visiting for or that you will get whatever you want (Appendix 4, Table A4.3, Participant P16M).

For me not really because take ZITF for instance, the number of visitors may increase because there's lots of little kids that have come through ... maybe who come to get freebies. So maybe it doesn't tell me the quality of the visitor that comes through. It really doesn't tell me the quality especially on public days (Appendix 4, Table A4.3, Participant P13F).

### **7.6.2 Better Indicators of Exhibition Success**

Participants were asked how they felt about exhibition organisers using attendee satisfaction as a measure of success instead of event statistics. The question did not generate much discussion in the various groups. Posed with this question, the few who did contribute to this discussion agreed with the statement presented, acknowledging that satisfaction influenced future attendance and recommendation as captured in the following illustrative comments: -

Ah oh yes. Basically, 'cause that's what we are all looking for. Whether you are exhibiting or visiting. Am I satisfied; did I get what I am looking for? Yeah. That's definitely a good measure (Appendix 4, Table A4.3, Participant P12F).

On my side, I start saying, if I gain more clients, manage to network then I will be satisfied. So, in that regard I would say satisfaction is definitely a measure of success. I would go around saying that event was a success just because I gained new clients, I broke into new markets, I managed to network, I got new technological ideas, so yeah it is a good measure of the success of an event (Appendix 4, Table A4.3, Participant P16M).

“Yes. It is. Because if they are not satisfied, chances are they will not come back. If they don't come back, then your exhibition is a flop” (Appendix 4, Table A4.3, Participant P13F).

“The satisfaction of the visitors is important because they will come and also, they will go and tell others to also come” (Appendix 4, Table A4.6, Participant P32M).

One participant was not quite settled because he felt more information was needed to make the assessment, “From a qualitative point of view yes. It would. But if you want to investigate it more, from a quantitative point of view it may not be” (Appendix 4, Table A4.4, Participant P17F).

These participants were then probed about what other criteria they would use to measure exhibition success. Granted, this was not an easy-response answer as one participant put it, “Success is not easy to measure ... depending on what you are looking for or what you want. Whenever you are asked to measure success, it will depend on you because for example our Government, they have a rally. Once a rally is well attended it means the rally is successful, Once the people attend then you don't even care what did they want at that rally maybe they are coming for t-shirts or they are

coming for food. According to them the rally was a success and they will report that the rally was a success” (Appendix 4, Table A4.1, Participant P3F).

Another sentiment expressed was that it was important to understand the perspective from which event success was being measured as captured by one participant who said, “My best indicator would be on **what** people say about the event. For example, I think there has to be a platform for feedback for maybe individuals or enterprises on **how** the exhibition was. Maybe a feedback platform to say how did you find our 2019 ZITF event? What other people say about the event is what would motivate me to say yeah, the event was a success. What **people** say about it, not necessarily what the **organisers** say about it” (emphasis by participant) (Appendix 4, Table A4.3, Participant P16M).

Participants then suggested that other variables that could be used as measures of success included:

- a) **Tangible outcomes:** participants cited examples of exhibitors opening assembly plants or appointing local distributors following their participation (Appendix 4, Table A4.1, Participant P1M) as well as the practical implementation of the technologies and innovation seen at an exhibition (Appendix 4, Table A4.2, Participant P5M). One participant said, “It is one thing to come and see all these nice things but cannot use any one of those things later or implement those things here at home. I think what we carry out from an exhibition is a good measure of if it was successful or not” (Appendix 4, Table A4.1 Participant P4M).
- b) **Attendee service experience:** participants again highlighted their perceptions of service experience dimensions such as “the turnaround time for getting into the show” (Appendix 4, Table A4.4, Participant P17F).

- c) **Achievement of attendance objectives:** one participant said, "... for me if I am visiting as a businessperson and I get to network with the right people that I was expecting to meet, right. For me it a success. Even though maybe I might have been frustrated by the queues and the signage was poor and all those but the core of my visit for me ... maybe I had certain people I wanted to meet like I knew that I would never get an opportunity to actually visit them, maybe to go to Harare and visit their company. So, if they were to come here, I somehow get to meet ... maybe they came with their marketing person or the director is there, and I get to meet and talk to them. For me it's a success" (Appendix 4, Table A4.4, Participant P20F).
- d) **Attendee metrics:** suggestions included the extent and frequency of revisits as well as the time people spend inside an exhibition (Appendix 4, Table A4.5, Participant P30M). One participant felt that the focus should not just be on the headcount, "Of course, we've got the number of people who are inside you can use them as a statistic, but the number of people who are just getting in and getting out without doing anything tells it all ... I don't just want to see people, I want to do business with people" (Appendix 4, Table A4.5, Participant P26M).

## 7.7 Improvement of Future Attendee Service Experiences

In the last segment of the discussions, participants were asked to provide organiser-specific and exhibitor-specific recommendations on how their future event participation experiences could be improved. As already highlighted, this was an area that participants were passionate about, with some groups launching straight into recommendations from the first question. In one form or another, participants called for improvement and change as aptly captured by one respondent who said, "Make changes such that when we come its different. It gives us an appeal. That's why in our homes we cook different dishes every day because you don't want to come to the same dish



every day. But you guys are offering us the same thing ... 30 years ... every time it's one dish, one dish, one dish. **Just change** (emphasis by participant) (Appendix 4, Table A4.2, Participant P7F).

### **7.7.1 Organiser-Specific Recommendations**

Some participants began by commending the exhibition organisers for what had gone right despite the challenges. One participant said, "To your credit, you are able to fill up your halls, albeit with some substandard exhibitors, but you are filling them up and I think that is great" (Appendix 4, Table A4.1, Participant P1M). Another appreciated the cleanliness of the exhibition venue, "To add on to that, I was really happy about the toilets. They were kept clean ... and even the litter, the guys who were picking up the litter. It was just smart" (Appendix 4, Table A4.2, Participant P6F). Participant recommendations for exhibition organisers fell under four main themes as summarised below (frequency of mentions in brackets):

#### **7.7.1.1 Improvement of Attendee Service Experience Dimensions**

Participants proposed improvements particularly to do with gate registration procedures and queue management. The most recommendations were for recurring registration glitches to be rectified once and for all as well as for organisers to use technology to speed up entry of attendees and manage the queues (8). Participants also called for the introduction of online registration (4), the pre-selling of entry tickets (2) and database accuracy (1). Other service experience dimensions mentioned included security (4), provision of adequate/relevant attendee information (3), directions for easier navigation of exhibition venues (signage, personnel, digital billboards) (3) and the tailoring the event experience for people living with disabilities (2).

Participants also suggested that organisers ensure the selection of quality exhibitors (1) and consider extending their operating hours (1). Regarding venue/facility improvements, participants

mentioned venue air conditioning (1) cleanliness (1) and parking (1). Though not directly within the control of organisers, participants called for a one-stop service where organisers also provide or facilitate the provision of affordable, good quality accommodation and transport (3) as well as the supervision of the workmanship of third-party contractors (1).

#### **7.7.1.2 Setting and Enforcement of Standards**

Participants called the setting and enforcement of standards particularly with regard exhibitor preparations (5) and the quality of their displays (4) as well as the training of exhibitors (1).

#### **7.7.1.3 Refreshing the Platform**

Participants called for a revamp of the exhibition platform (4) with one saying, “I believe this is the time to formulate trends, not follow trends” (Appendix 4, Table A4.5, Participant P30F). Participants recommended the modernisation of the exhibition venues (1) the establishment of a research desk to monitor trends in the industry (1) as well as the introduction of participant feedback mechanisms (3). They also cited the need for sustainable exhibitions and innovative green solutions such as paperless exhibits (2).

#### **7.7.1.4 Effective Marketing Strategies**

Participants recommended the earlier pre-show marketing/announcement of event dates in a variety of media (5), the increased use of social media channels versus traditional media (3), the implementation of corporate social responsibility initiatives to give back to the community (2), the expansion of customer relationship marketing effort, such as direct marketing (1) as well as year-round communication and not just event-specific (1). Participants highlighted gaps in the

exhibition organisers' marketing efforts to recruit sufficient relevant exhibitors. The recommended a focus on the attraction of new exhibitors (4), the introduction of more sector-specific concurrent events (2), casting the net wider to new international markets (2) and the attracting exhibitors who have stopped participating over the years (2). This would ensure that they balanced local versus international participation as well as the participation of large corporates versus small-to-medium enterprises (1).

## **7.7.2 Exhibitor-Specific Recommendations**

Participant recommendations for exhibitors fell under two main booth-related themes as summarised below:

### **7.7.2.1 Booth Management**

Participants recommended booth attendants to be carefully selected and trained (4) ensuring that they were “fit for purpose” (Appendix 4, Table A4.1, Participant P1M), confident, knowledgeable, and friendly (2). Participants suggested that booth staff provide a full service at their exhibition booths (1) be inclusive in their communication (language and catering for those with disabilities) (1) as well as to seek relationships with attendees versus selling to them (1). They called for exhibitors who would stay for the entire duration of the exhibition so as not to disadvantage attendees (3) as well as for more promotions and giveaways during the show to attract attendees (1).

### **7.7.2.2 Booth Design and Layout**

Regarding booth design quality, one respondent questioned the effort that exhibitors were putting into their displays, “Zimbabwe where is the problem? Why are we still operating at this level, you see some big companies will be having poor displays and you wonder kuti [if] don’t they know that a nice display is important? Or they don’t care that its important?” (Appendix 4, Table A4.1, Participant P1M). To improve in this area, other participants recommended innovative booth designs (3) and that allowed for attendee privacy if needed, such as for counselling services (2). They also called for booth designs to be set up in time (2) and in line with international standards (1). Regarding signage, they suggested strategically placed billboards to direct attendees to their booths (1).

### **7.8 Final Comments**

All the focus groups closed with a mop-question to gather any other information that participants felt they wanted to add to the discussion. Additional recommendations mentioned to improve the attendee service experience included the following: -

- The invitation of large international corporates: Netflix or Facebook
- Strategically placed information billboards to give directions and important information
- Arrangement of the exhibits according to their product groupings, placing related exhibits in the same area for attendee convenience
- Earlier marketing of the exhibitions in varied media
- For the recommendations given to be taken seriously and actioned by organisers and exhibitors.

## 7.9 Conclusion

This chapter thematically presented the findings of the follow-up qualitative study (Phase 2) to provide further insights into the Phase 1 findings to answer the over-arching research question, *What are the possible reasons for the outcomes of the tested hypothesised relationships?* Participants articulated the reasons why some variables in the research's original conceptual model were not validated in the Zimbabwean exhibition industry. They also shed light on why hypothesised relationships that were positive and statistically significant in prior studies were not found to be so in the Zimbabwean context. The divergent findings called for further investigation that would not have been possible in a mono-method study. The advantage of the follow-up interpretive enquiry such as the focus group discussions was that participants could elaborate on their responses to provide deeper insights on their perceptions of what satisfying experiences were made up of, the performance of 2019 exhibitions against these criteria as well as the potential impact on future participation decisions. The next chapter, Chapter 8, discusses the implications of these results as they relate to the findings from Phase 1 of this research.

## **CHAPTER 8:**

### **DISCUSSION AND IMPLICATIONS – PHASE 2**

#### **8.1 Introduction**

The findings and implications of the research outcomes in the Phase 2 focus group data analysis are discussed in this chapter. This approach is not uncommon in the literature given the limitations of quantitative data to provide such detail (Richards, 2019), giving credence to McMullan and O’Neill (2010:41)’s assertion that quantitative data is often a “mere jump off to a more detailed qualitative enquiry.” Complementarity, defined by Carroll and Rothe (2010:3479) as “an epistemological design to understand human behaviour through the use of separate but dialectically related research processes”, was used to harness the findings and derive meaning from the two phases of this research.

This chapter is arranged in four main parts discussing the issues that were left for further investigation in Phase 2 of this research, a) explanatory insights on the attendee service experience dimensions that were not validated in Zimbabwe to provide input for the refinement of the B2B attendee satisfaction construct conceptualisation for the Zimbabwean exhibition industry, b) possible reasons for the divergent research findings to inform post-event evaluation indicators and industry practices relevant to the Zimbabwean context, c) identification of the confounding effects of other pertinent variables originally not included in the conceptual model and d) recommendations for the transformation of post-event evaluation methodology and practice in Zimbabwe.

The main objective of the six focus group discussions in Phase 2 of the research was to provide additional explanatory insights on the dimensions of the attendee service experience that influence Overall Experience Quality and Overall Attendee Satisfaction with the end goal of positively

influencing the Attendee Behavioural Intention. The research sought specific recommendations to address the deficiencies of the post-event evaluation practices in Zimbabwe, particularly to focus the attention of industry practitioners on tracking and reporting the aspects of the attendee experience that have the most impact on desired behavioural outcomes.

## **8.2 Explanatory Insights on the Attendee Service Experience Dimensions**

Based on empirical evidence from prior studies as well as existing tried and tested measurement scales for each dimension, the research data from Phase 1 of this research indicated that the exhibition attendee service experience in Zimbabwe is made up of six dimensions (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration). The focus group discussions provided further insights on these and other relevant dimensions. To obtain these insights, participants were asked to recall their experiences at any of the four national exhibitions that were held in 2019 and describe their idea of a satisfying exhibition experience in a word or a phrase. This process was revelatory in that it provided possible reasons why four of the measurement scales were not validated in the Zimbabwean context (Tangibles, Responsiveness, Content and Booth Attractiveness).

Largely, the descriptors used by participants corresponded with dimensions that had been originally derived from the literature review as well as being covered in existing measurement instruments particularly on the Empathy, Registration, Booth Layout, Tangibles, Booth Management and Responsiveness dimensions. These results indicated that though the variables measured by the surveys that were administered resonated with the participants, there was a slight difference on the items being evaluated, suggesting that there was scope for the scale items to be further refined in line with attendee perceptions. For example, the Tangibles scale measured the maintenance, cleanliness and convenience of the physical exhibition venues as well as the relevant infrastructure and technology. However, the participant discussions suggested that attendees are

concerned about their interaction with other attendees within those facilities as captured in their distaste for long queues and crowds. For example, one focus group participant highlighted dissatisfaction with the crowding of the exhibition over the years while another asked why there were long queues of people waiting to get into exhibitions (with specific reference to the ZITF). This indicated a weakness in the exhibition organisers' crowd management strategies. Literature on attendee experiences indicates that crowding has an impact on both experience quality and overall satisfaction (Grau & Freidmund, 2007). Liu et al (2016:473) also found that poor layout and overcrowding elicited strong negative feelings and "detracted from the experience." The results imply that not addressing this congestion at exhibition venues in Zimbabwe could potentially put off business attendees. Though the venues were considered to be well-maintained, some focus group participants also highlighted that the facilities were dated, with inadequate secure parking areas.

Second, while the scale items for Content captured the sufficiency of the number of participating exhibitors, the appropriateness of their exhibits for the focus of the exhibition as well as how organised the concurrent conferences, seminars and events were, the focus group participants were concerned about the continued decline in the quality of both the exhibitors and their exhibits which mirrored the overall decline in the state of the Zimbabwean economy. In addition to the wide pool of exhibitors to choose from, some participants described a satisfying exhibition experience as one where exhibitors were of an acceptable profile (large corporates and internationals versus local, small-to-medium enterprises), representative of the industry or sector of interest and were arranged in the exhibition venue in such a way that they could be easily located in their respective product groupings. Consistent with the literature, the results indicate that the exhibition Content has a bearing on the participant ability to achieve their objectives at an exhibition (Jung, 2005; Lee & Kim, 2008; Joo & Yeo, 2014).

Third, some participants said a satisfying exhibition experience is one where there is creativity and innovation suggesting that attendees were expecting the exhibition platform to evolve from year



to year, providing attractive displays. The major theme running through discussions on this aspect was that the exhibitions in Zimbabwe lacked excitement. Participants strongly put across that the venues and modus operandi had been the same for many years which was impacting their zeal to continue visiting the exhibition. It was therefore unlikely that pre-exhibition promotions and incentives, which were the items measured in the Booth Attractiveness scale, would be effective in drawing business attendees to the exhibition in such a case. The use of the word “creativity” as a descriptor of a satisfying attendee service experience was telling in that their comments related to the need to refresh and update internal and external spaces, which also touched on the scale items for Tangibles and Booth Layout dimensions derived in the literature. Supporting the literature linking innovative booth designs with exhibition success (Bloch et al, 2017), the results provided guidance for exhibition organisers and exhibitors to revamp their exhibition and their displays.

Lastly, while the Responsiveness scale measured the accuracy of the timelines given for services to be performed, staff willingness to help visitors, the convenience of the operating hours and the duration of the exhibition, participants commented most about the inefficiencies in the registration process that delayed them from getting into the exhibition centre in the first place. The implications to exhibition organisers were that these expectations could inform future improvements in post-event evaluation measurement criteria and operational practices. The participant comments on the extent to which the descriptors matched the actual attendee service experience were concerning in that the majority felt their expectations were not matched by reality. This highlighted the extent of the gap being masked by relying on superficial proxy measures of exhibition success. It could be gleaned from the focus group participant comments that there was also dissatisfaction with inefficiencies in the organisation of the exhibitions, a wake-up call to exhibition organisers.

### **8.3 Possible Reasons for the Divergent Research Results**

It was found in Phase 1 that only Booth Management and Booth Layout had a positive and statistically significant relationship with Overall Experience Quality while Registration had a positive and statistically significant relationship with Overall Attendee Satisfaction. There was evidence of congruence between the results of the two research phases as, when asked to describe a satisfying exhibition experience in a word or a phrase, the most mentions were received for descriptors of the servicescape, boothscape or registration/access. Whereas it was hypothesised that positive and statistically significant relationships existed among all the research variables, unanswered questions arising from the hypothesis tests conducted in Phase 1 were left for further investigation in Phase 2 are discussed in the sub-sections below.

#### **8.3.1 Negative and Non-significant Relationship Between Variables**

The Reliability and Registration dimensions were found to have negative and statistically non-significant relationships with Overall Experience Quality while Empathy was found to have a negative and statistically non-significant relationship with Overall Attendee Satisfaction, outcomes which had no theoretical support. As more fully explained in Chapter 6, the biasing effects of multicollinearity were tested for and ruled out as possible causes for these unexpected results. Hence, participant insights were sought to shed light on the inverse relationships.

First, while the Reliability dimension measured the extent to which exhibition organiser staff lived up to their promises and kept accurate records, the examples given by participants on the recurring service-related issues highlighted a possible disconnect between exhibition organiser focus and attendee perceptions. Participants cited delays in administrative aspects such as the timeous issuing of attendee badges at the gates and inaccuracies in the attendee database resulting in incorrectly spelled badges. Second, measured under Registration was the extent of the ease of entry as a result

of online pre-registration, the waiting times being kept to a minimum, the convenience of the registration point and the attitude of registration staff. However, participants highlighted efficiency as a key descriptor of a satisfying exhibition experience. While the scale items used unquantified measurement standards such as “adequate” and minimum”, some participants were clear about the turnaround times they expected at the entrances (ten to fifteen minutes at most). The existing scales measured aspects that, even if the organiser got right, would not have much effect on the bigger challenge of the registration system not being able to cope with volumes and lack of queue management strategies that some participants highlighted. Participants expressed that the recurring registration-related issues suggested a lack of exhibition organiser focus on resolving the glitches before the next edition of the exhibition. Lastly, Empathy measured the politeness of organiser staff, the extent of service personalisation and sensitivity to the needs of business attendees while some participants discussed the lack of inclusiveness they had come across when exhibition organiser staff spoke to them in a vernacular language that they did not understand. They also called for tailoring of the exhibition experience to attendees of all ages including people living with disabilities.

As frustrating as the inconveniences that participants raised under Reliability, Registration, and Empathy dimensions would be, they perhaps did not have the anticipated impact on behavioural outcomes because they did not impede attendees from eventually getting into the exhibition centre and going about their business. Considering that the majority of survey respondents in Phase 1 were repeat attendees (80 percent), it was also likely that they were familiar with the exhibition venue procedures and layout. As such, they would have come prepared for delays at the registration (as illustrated by the coping mechanisms that attendees had come up with) and did not need to interact much with exhibition organiser staff. Wieseke et al (2012) suggest that where attendees are understanding of a service provider’s situation, they may overlook or accommodate some undesirable aspects of their experiences. This in no way implies that exhibition organisers should not track and improve these dimensions. What participants desired was hassle-free entry and ease of navigation, hence the importance of direction signage and information centres. Finding lasting

solutions to the long queues and waiting times that characterise the national exhibitions will become even more urgent in the wake of COVID-19. Emerging research suggests the rising importance of decongested registration and access points as well as the increased need for organiser empathy and care (Diebner et al, 2020; Goldstein, 2020).

### **8.3.2 Negative and Significant Relationship Between Variables**

In Phase 1, a negative but statistically significant relationship was found between Overall Attendee Experience and Attendee Behavioural Intention. This result was unusual as an increase in the Overall Experience Quality would be expected to correspond with an increase in the Attendee Behavioural Intention. Clues on the possible reasons for this inverse relationship were expressed in participant comments on the drivers of attendance behaviour. Three participants suggested that their return to the annual exhibitions had less to do with the quality of their experience and more to do with loyalty behaviour, routine attendance and opportunism.

Unlike in the literature where behavioural intention is a function of prior-set objectives being met (Sarmiento et al, 2015), from their responses, it did not seem likely that these participants went through a cognitive evaluative process to inform their likelihood to attend again and recommend the exhibitions to others. Rather, they did so as a matter of habit or, in one case, selfish reasons (entitlement to travel and subsistence allowances). Three participants brought up another aspect, that of the indifference displayed by hosted buyers considering that their participation costs are met entirely by the exhibition organisers. Because this attendee segment is specially invited and hosted in a bid to incentivise them to attend an exhibition, their decision to attend future editions would be determined more by the availability of finances to sponsor them. The results suggest that focusing on attendance numbers without understanding the drivers of this behaviour is risky for exhibition organisers. Further it may lead exhibition organisers to allow standards to slip because attendees will habitually or contractually return to the exhibitions.

### 8.3.3 Highly Correlated Variables

The Overall Attendee Satisfaction was found to have a significant impact on the Attendee Behavioural Intention in Phase 1. However, in terms of effect, the results show that the standardised regression weight is more than 1.000. On further testing, Variance Inflation Factors of 3.091 each (see Appendix A2.3, Table MC7) were well below commonly used thresholds to determine problematic multicollinearity that are as high as 0.800 (Mason & Perreault 1991:270). As explained in Chapter 6, the low extent of multicollinearity was, therefore, deemed not to warrant a hasty modification of the model.

When focus group participants were asked to list their top three service experience dimensions that influence behavioural intention, gate registration processes received first mentions the most times (7 participants) followed by a tie between new products/services and venue facilities (4 participants each). These factors were the same as the ones they mentioned as being descriptors of a satisfying attendee experience suggesting that the participants considered the two variables interchangeably. This repetition of themes when answering questions related to the two variables would indicate a high likelihood that the divergent Phase 1 result was biased by multicollinearity necessitating a modification to the conceptual model.

A post-hoc assessment of the model having hypothetically combined the Overall Attendee Satisfaction and Attendee Behavioural Intention variables resulted in adequate fit indices (PCMIN/DF = 3.155; GFI = 0.881; NFI = 0.900; IFI = 0.929; TLI = 0.918; CFI = 0.929; RMSEA = 0.059). Notably, the relationship between the Overall Experience Quality and the combined outcome variables that was found in this research to be negative, became positive and significant in the refined model ( $\beta = 0.618$ ,  $t$ -value = 10.968,  $p < 0.05$ ) in line with prior theory. These further tests suggest that participants did not distinguish between Overall Attendee Satisfaction and Attendee Behavioural Intention, indicating that the measures can indeed be combined in future research.

### **8.3.4 Positive and Non-significant Relationship Between Variables**

Assurance and Empathy were found to have a positive but statistically non-significant relationship with the Overall Experience Quality. Reliability, Assurance, Booth Management and Booth Layout were found to also have a positive but statistically non-significant relationship with the Overall Attendee Satisfaction. The magnitude of the variables affected warranted further investigation in Phase 2.

The focus group data suggests that there were more contextual differences than just the sample characteristics that were the major reason for the divergence in prior research. This finding is supported by Jain et al (2017) as well as Becker and Jaakkola (2020) who highlight that potential moderators of experiences include customer characteristics, cultural and situational differences as well as the macroenvironment. This was also in line with prior research where comparative studies on attendee service experiences indicated that each event had a “distinctive experience footprint” that was influenced by the uniqueness of each setting (Richards, 2019:3). The focus group discussions indicate that the following unique attributes of the Zimbabwean exhibition industry, compared to those of other countries around the world, may have caused the variables not to inter-relate the same way as hypothesised based on prior studies.

#### **8.3.4.1 Harsh Economic Conditions**

In a study comparing event impacts in the United Kingdom (UK) and in Zimbabwe, Sadd and Musikavanhu (2018) acknowledge the inherent differences between developed and developing countries particularly the political, economic and social environments. Despite acknowledgement of the economy as a moderating variable, Kumar et al (2014) concede that the full impact of the state of the economy on customer experiences, satisfaction and future behaviour is unknown.

Given the scant attention to closing this knowledge gap, Sadd and Musikavanhu (2018) seek to make a case for more context-specific research, highlighting the dire state of the Zimbabwean economy. The respondents to their survey were cited as saying "... we have come out of a very difficult financial season and a lot of companies are now scrambling to advertise their new products hence the need to create awareness and do proper events" and that the "economy is the biggest influencer of event progression...most event companies are now coming out of a very difficult financial period and are finding it hard...due to lack of capital" (Sadd & Musikavanhu, 2018:207). Such context-specific variations in future studies were anticipated in prior research with recommendations that research variables and measurement scales could require modification and customisation when applied in different contexts (Jung, 2005; Lee et al, 2015; de Geus, Richards & Toepoel, 2015; Wu et al, 2016).

While participants acknowledged the importance of the attendee service experience dimensions in the evaluation of Overall Experience Quality and Overall Attendee Satisfaction, they indicated that they often had to set them aside due to the differences in the economic environment and the level of the country's development. According to The Global Association of the Exhibition Industry (UFI) (2019), the main performance driver of the global exhibition industry is the economic stability of the home market followed by competition within the industry or sector, online business-to-business channels and social media platforms. The implication to exhibition organisers is that challenging times in the economy call for increased investment in the attendee service experience to prevent attendee attrition in future. Kumar et al (2014:677) capture this sentiment in their argument that "when the state of the economy is better, an unrecovered service failure has a greater negative effect on a) service purchase frequency and b) service experience." Exhibition organisers in Zimbabwe would be wise to plan for what will happen in the event of an economic turnaround and exhibition participants have more options available to them.

#### **8.3.4.2 Lack of Choice**

After ruling out possible bias resulting from factors such as multicollinearity in Phase 1, it was clear from the focus group discussions that the lack of choice also had a confounding effect on the hypothesised inter-relationship of the research variables. Whereas in prior research, attendees had the latitude to choose which exhibitions to attend based on derived value (Whitfield and Webber, 2011), participants said they were forced to set aside regular event evaluation criteria to inform their re-attendance and recommendation decisions because there was no meaningful competition for the exhibitions in Zimbabwe and the events were the largest in the country or in their specific sector. Forced by the circumstances, some attendees described more of how they endure rather than enjoy their experiences at exhibitions. Nevertheless, the discussions suggest that they are prepared to go to great lengths, often at personal inconvenience, to achieve their participation objectives regardless of the circumstances.

#### **8.3.4.3 Attendee Characteristics**

Participants also cited the nature of the attendee participation objectives as well as the differences in attendee characteristics in the Zimbabwean setting such as their level of exposure, their attitudes and attendance behaviour as possible confounding factors. As highlighted in prior studies (Godar & O'Connor, 2001), these findings highlight the need for exhibition organisers to focus more on understanding their attendees better (particularly their objectives) versus just improving operational efficiency. The findings also suggest that exhibition organisers cannot afford to be complacent as the growth in online exhibition platforms will potentially empower participants who said they only re-visited because they were not exposed to any other exhibitions besides the ones they attended in Zimbabwe.



#### 8.4 Transformation of Post-event Evaluation in Zimbabwe.

All the focus groups closed with a discussion of how future attendee service experiences could be changed to improve the Overall Experience Quality and Overall Attendee Satisfaction. If adopted as a formal practice, this would provide exhibition organisers and exhibitors with focus areas for improvement from one exhibition to the next. First, the focus group discussions provided the following salient points for the transformation of post-event evaluation practice:

- a) **Listening:** specific pain points were articulated loud and clear by the participants. While these may change from exhibition to exhibition and from one edition to the next, organisers must devise ways of regularly getting these insights and tracking them.
- b) **Platform evolution:** particularly for “mature” exhibitions (in operation for more than eight years) the datedness and stagnation need to be addressed if the industry is to survive and remain relevant into the future (He, Lin and Li, 2020:7). While in the quantitative surveys conducted in Phase 1 respondents agreed that the exhibition venue physical facilities (grounds, pavilions, exhibition halls and parking areas) were maintained as well as that the exhibition booths were designed for comfortable visit and conversation, the call for creativity and excitement by the focus group participants suggested that it was no longer enough for exhibition organisers to simply provide the functional aspects of an exhibition in the same way year after year (The Experience Institute, 2017; Lee et al, 2019).
- c) **Expectations:** there also needs to be congruence between the external messaging/marketing and communication/themes with what is happening on the ground because of the expectations that are created (Packer & Ballantyne, 2016). In line with the EDP, the discussions revealed that expectations are key and that attendees do evaluate an

exhibition against prior expectations informed mainly by past experiences and marketing messages.

- d) **Acting on feedback:** a number of recurring issues on the major pain points (preparedness, gates, registration challenges/delays/frustrations, queues) were noted indicating slow, or lack of, attention to these issues by exhibition organisers and exhibitors.

Second, the findings highlight the urgency of going beyond proxy measures of exhibition success. To do this would require the industry to change the narrative when reporting on exhibitions. Focus group participants seemed to frown upon a preoccupation with participation numbers by exhibition organisers. In fact, one participant said, “Well just imagine Trade Fair has just been marketing it to fill up the halls of which it is bad” (Appendix 4, Table A4.5 Participant P26M). The end result was that exhibitions were crowded with exhibitors haphazardly placed. One participant said, “On the numbers, I think more and more, over the years the exhibition has become crowded” (Appendix 4, Table A4.1 Participant P1M).

Participants were then asked about the relevance of attendee statistics as a measure of exhibition success as well as the influence of the knowledge of these statistics on behavioural intention. The objective of this question was to get attendee views on the study’s research problem; the prevalent practice by exhibition organisers to use exhibition statistics as the main, if not the only, measure of exhibition success. While the majority indicated that a knowledge of attendance statistics could motivate them to attend, this was mostly driven by a sense of curiosity and an optimism that higher numbers implied a growth in the exhibition and the availability of more opportunities. However, the very reasons why this thesis argues that attendance figures are misleading were confirmed by some of the participants.

Of interest was that when asked what better measures, they would propose, some agreed that satisfaction is an appropriate measure of exhibition success as also argued by this thesis. Those suggesting alternative measures still went back to some of the attendee service experience dimensions covered in the existing scales. Others suggested a broadening of the scope of the measurement metrics to include attendee-specific dimensions such as the duration of the visits and the frequency of the revisits. Participants also called for organisers to invest in software and systems to track how long attendees spend in the exhibition centre and the latter could be captured using the gate registration systems to develop a database of attendees that could be updated annually. However, like attendance statistics, they would likely still leave unanswered questions about the reasons for short or long stays in an exhibition as the drivers of behavioural intention thereby limiting the ability of exhibition organisers to forecast and plan for future attendance levels.

Lastly, new dimensions were brought up for consideration as evaluative measures. Participants challenged the extent of inclusivity in the exhibition industry and called for the deliberate tailoring of the event experience for people living with disabilities. They had suggestions to ensure the provision of support services, ease of accessibility, communication and movement within the exhibition venues for people living with disabilities. They even extended to include accessible accommodation and transport services outside the exhibition venues. Recognising the unique needs of people living with disabilities in the events industry is a pertinent research stream that is receiving increasing attention (Dashper & Finkel, 2020; McPherson, Oluwaseyi, McGillivray & Misener, 2020). Admittedly, this was a dimension that had not been considered in the design of the research as highlighted in my closing remarks after the third and fifth focus group discussions:

I had not factored this into the study at all which has come up in this discussion which I find quite exciting - the design of the experience for the disabled community. The design of shows is really for able bodied people as you say who can see, who can hear. Facilities are being designed for inclusivity: ramps instead of stairs but the tailoring of the experience

for disabled people is something that I have not come across and I am excited to add that to my study (Appendix 4, Table A4.3).

Of particular interest is the focus on disabled people, the experience. It came up in another group, so I am glad that it has been re-enforced because this is going to be part of the future direction for research that I am going to recommend. We have looked at the experience from an able-bodied attendee's perspective and we have totally ignored the disabled person's experience at an exhibition (Appendix 4, Table A4.5).

This side-lining of issues to do with inclusivity and disability has been convincingly challenged in the literature (Platt & Finkel, 2018) with event organisers being called out for not walking the talk by following through with policy interventions and practical application. The major implication to exhibition organisers is the need for a deliberate focus on the evaluation of the extent to which an exhibition creates an inclusive and enabling environment for the accomplishment of attendee participation objectives.

## **8.5 Focus Group Limitations**

The focus group discussions yielded rich data to explain the divergent results of Phase 1, however, they had the following limitations:

### **a) The Dual Role of the Focus Group Participants**

While every effort was made in the screening process to only include exhibition attendees, it was apparent in the discussions that some participants also were exhibitors. Participants were (or had been in previous years) exhibitors and considered themselves attendees as well because during the

exhibition they visited other exhibition booths and attended conferences, workshops as well as other networking events.

For these participants with dual roles at an exhibition, their default responses tended to be from an exhibitor perspective. As such, the focus group moderators had to occasionally steer them back to the focus of the discussions whenever they got off track. As highlighted in Chapter 2, the literature also gravitates towards exhibitor experiences with limited research on visitor experiences, a gap which this research sought to contribute to closing.

The other dimension was that of the dual role of business and public attendees. Some participants attended both the business days and public days albeit in different capacities. To maintain the focus of the research on business attendees, all exhibitor related as well as public attendee comments made were excluded from the final analysis.

#### **b) The Influence of Nostalgia**

During the discussions, some participants based their comments on periods prior to the year of focus, 2019. They tended to relive their experiences of the exhibitions of old with a desire for the quality of the event to go back to the levels of yesteryear. This reflects the tendency of some long-standing visitors of recurring events to discuss their exhibition experiences cumulatively and was an indication that attendee evaluations of their prior exhibition attendance could not easily be compartmentalised edition by edition. Perhaps this was to be expected given that over 80 percent of the Phase 1 and 2 participants were repeat visitors.

### **c) The ZITF Effect**

Perhaps because of the sheer size of the ZITF (the largest international multi-sectoral exhibition in Zimbabwe) or that the exhibition interviews were held in Bulawayo (the host city of the ZITF), or that the Zimbabwe International Exhibition Centre was used as the venue of the focus group discussions (the venue where the annual ZITF, Mine Entra and Sanganai/Hlanganani exhibitions were held) or my previous position as General Manager of the ZITF Company from 2010 to 2018, the ZITF tended to dominate the discussions. Consequently, the participants referred to ZITF or used the ZITF as the context for their contributions to the discussion. Given that the ZITF is the largest business trade showcase and considered the country's premier exhibition, this was to be expected. The moderators periodically highlighted that they could refer to any of the three other exhibitions as well which a few of them did.

### **d) Hypothetical Responses Versus Personal Experiences**

Moderators also had to watch for hypothetical responses where participants gave responses of what they thought a typical business visitor would feel versus giving their own experiences. Where responses were overtly biased in this way, they were excluded from the analysis, particularly when given by participants who leaned heavily on their role as an exhibitor in the discussions.

### **e) Focusing More on Giving Recommendations than Responding Directly to the Questions**

As highlighted in Chapter 7, from the very first question, recommendations poured in which indicated a willingness of participants to contribute to the future success of a show if given the opportunity. Notably, an improvement of the attendee service experience dimensions dominated the discussions regardless of the question asked which resulted in the repetition of similar themes from question to question. This reflected the limited opportunities being given by exhibition

organisers to receive attendee feedback. On a practical note, this validated the need for the use of a mixed methodology as it gave respondents an opportunity to expand on the responses to the quantitative questions in Phase 1.

## **8.6 Conclusion**

This chapter discussed the four main threads in the Phase 2 findings and the resultant implications. First, the descriptors of the dimensions that constitute the attendee service experience that were mentioned by the focus group participants corresponded with those that had been identified in the literature and included in the conceptual model or captured in some form in the research instruments. The fact that issues to do with Registration dominated the discussion corroborated the Phase 1 finding that Registration was the only variable that had a positive and statistically significant relationship with Overall Attendee Satisfaction. Regarding the possible reasons for the divergent results in Phase 1 of this research, participants cited contextual differences such as lack of choice, differences in the economic environment and the country's level of development, attendee participation objectives as well as varying attendee demographics. This analysis supported the prior literature that context largely drives the differences in the performance of the research instruments and the resultant data. Third, participant perceptions of criteria that could be used as measures of exhibition success again corresponded with the dimensions already captured in Phase 1 implying that the original variables could be considered adequate measures of Overall Attendee Satisfaction. Lastly, focus group participants went all out to give suggestions and recommendations on how future attendee service experiences can be improved.

Notably, there was a call for creativity, which would require exhibition organisers to refresh and rejuvenate the attendee service experience from one exhibition to the next. Crowd control issues were found to be the greatest detractor to the Overall Attendee Satisfaction requiring an urgent focus from exhibition organisers on resolving these issues. Participants also called for organisers

and exhibitors alike to uphold standards. Consequently, the economic environment and the lack of choice played the greatest part in the explanation of the divergent findings. The magnitude of the statistically non-significant variables firstly implied that further modification may be needed to refine the measurement scales, particularly the Tangibles, Responsiveness, Content and Booth Attractiveness dimensions which could be reinstated on the conceptual model for validation in future research. Second, the fact that the majority of dimensions had a positive but non-significant relationship with Overall Attendee Satisfaction was an indication that attendees took these as a given. Hence the year on year improvement of these dimensions would not necessarily impact Overall Attendee Satisfaction with an exhibition but their absence would be a dissatisfier. Third, taken together, the confounding effect of the idiosyncrasies of the Zimbabwean context seemed to have a greater impact on the likelihood that attendees would return in future than their overall satisfaction with an exhibition. That said, the findings suggest that exhibition organisers must still focus on these year on year improvements to ensure loyalty when the country's economic fortunes turn. The next chapter provides concluding arguments and knits the two phases of the study together.



## CONCLUSION

This doctoral research makes a significant, original contribution to knowledge in and for the Zimbabwean exhibition industry. A critical review of the extant literature, complemented by my wealth of practical experience as a marketer and exhibition organiser, exposed knowledge gaps as well as deficiencies in the conduct of post-event evaluation in the Zimbabwean exhibition industry (Jaimangal-Jones et al, 2018; Nordvall & Brown, 2018). What required urgent attention was particularly the over reliance on superficial proxy measures such as attendance rates as the primary, if not only, measure of exhibition success (Gopalakrishna & Lilien, 1995; Lin et al, 2015). Ironically, despite decades of prior research including documented exhibition industry norms, there is still limited guidance for exhibition organisers seeking better indicators of event success given the divergent perceptions of the conceptualisation and measurement of the attendee satisfaction construct as well as the extent to which academic research has lagged behind the rate of industry growth (Jin & Weber, 2013; Sarmiento & Simões, 2018).

Where post-event evaluation measures have been developed and tested in the exhibition industry literature, the bias has been towards measures of exhibitor satisfaction (Kang & Schrier, 2011b; Lin & Lin, 2013; Jin & Weber, 2013; Lee et al, 2015; Lin et al, 2015). The available attendee-focused studies require further research as the methodological choices made by the researchers limit the generalisability of their findings in different contexts (Jung, 2005; Lee et al, 2015; Wu et al, 2016). Consequently, the Zimbabwean exhibition industry has no known empirically established post-event evaluation measures. Further, the specific dimensions of the business attendee service experience that impact the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention have also not been validated in Zimbabwe nor has the inter-relationship of these research variables been tested.

This thesis argues that the establishment of objective, reliable and valid post-event evaluation measures is a necessary first step to improving the quality of the attendee service experience at

recurring exhibitions in Zimbabwe. Moving beyond the prevalent use of proxy measures would provide exhibition organisers with a more reliable indication of the desired end goal of positive future behavioural intentions. In response to the call for post-event evaluation measures that have both theoretical and practical relevance, my significant contribution to knowledge is the development of a multi-dimensional model to measure attendee satisfaction in the Zimbabwean exhibition industry. The model provides a self-evaluation tool for exhibition organisers as well as an empirical basis for the inter-relationship of the predictors and outcomes of attendee satisfaction. The following closing arguments knit together the findings, implications and recommendations of this mixed-methods doctoral research, elucidating the significant contribution of the findings to post-event evaluation theory, methodology and practice in the Zimbabwean exhibition industry. The research limitations and directions for future study cap off this discussion.

## **Research Overview and Major Findings**

Guided by Saunders et al (2016:124)'s Research Onion, the research problem, the theoretical underpinning, construct operationalisation as well as the data analysis procedures were determined after conducting secondary data analysis as expounded in Chapters 1, 2 and 3 of this doctoral research. Framed by a pragmatist paradigm, blending objectivist and interpretivist epistemologies, a two-phase explanatory sequential mixed methodology was deployed to develop an attendee satisfaction measurement model for the Zimbabwean exhibition industry including the dimensions that make up the attendee experience in one measurable metric.

Chapter 4 details the methodological considerations made that inform the development of the exhibition attendee satisfaction conceptual model, providing research-based justifications for the hypothesised relationships among the attendee service experience dimensions, the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention in the

Zimbabwean exhibition industry. In line with standard scale development processes (Nunnally, 1978; Hinkin, 1998), Parasuraman et al (1988)'s five dimensions (Tangibles, Reliability, Responsiveness, Assurance and Empathy) from their SERVQUAL model as well as Jung (2005)'s six-construct scale (Content, Attractiveness, Exhibition Stand Management, Booth Layout and Function, Registration and Access) were adapted. The hybrid of these two scales (refined to ten dimensions; Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Attractiveness, Booth Management, Booth Layout and Registration) was deemed to be an adequate measure of the dimensions of the exhibition attendee service experience with the full appreciation that it would need to be further refined to suit the Zimbabwean context.

The research instrument was used to obtain primary data in Phase 1 of the research where personal interview surveys were conducted at four national exhibitions in Harare and Bulawayo, Zimbabwe during Business Days. Using a probability sampling method, systematic sampling, 612 business attendees were identified to take part in the research with no gender or age bias. The respondents were predominantly male business attendees (62.0 percent), below the age of 40 (67.0 percent) with final or co-decision-making authority (47.5 percent). In the main, the respondents originated from Zimbabwe (96.0 percent) and were well educated, with 41.0 percent of the respondents being university graduates representing a cross-section of industries. The majority were repeat business attendees (80.0 percent) who were also experienced exhibition goers (48.0 percent).

The analysis and discussion of the Phase 1 research findings in Chapters 5 and 6, demonstrates how the primary objective (RO1) was achieved. The research sought to empirically validate the dimensions of the attendee service experience that impact the Overall Experience Quality (OEQ) and the Overall Attendee Satisfaction (OAS) in the Zimbabwean exhibition industry to answer the primary research question, *What are the dimensions of the attendee service experience that influence Overall Experience Quality and Overall Attendee Satisfaction?* These two chapters also show how the secondary objective (RO2) was addressed where the influence of the dimensions of the attendee service experience on the Overall Experience Quality (OEQ), Overall Attendee

Satisfaction (OAS) and Attendee Behavioural Intention (ABI) was tested in the Zimbabwean exhibition industry; answering the secondary research question, *What is the inter-relationship of the variables; Overall Experience Quality (OEQ), Overall Attendee Satisfaction (OAS) and Attendee Behavioural Intention (ABI) in the Zimbabwean exhibition industry?*

A business attendee satisfaction measurement model with four sub-scales (attendee service experience dimensions, Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention) was developed from prior research underpinned by satisfaction formation theory (Oliver, 1980), the Experience Economy (Pine & Gilmore, 1998) and the Theory of Reasoned Action (Fishbein and Ajzen, 1975). Business attendee satisfaction was conceptualised as being predicted by attendee perceptions of ten attendee service experience dimensions derived from the literature (Tangibles, Reliability, Responsiveness, Assurance, Empathy, Content, Booth Management, Booth Attractiveness, Booth Layout and Registration). These dimensions were predicted to be mediated by Overall Experience Quality with the end goal of Attendee Behavioural Intention.

The hypothesised inter-relationship of the research variables was then tested using Structural Equation Modelling (SEM) software in AMOS version 26. While it was posited that the predictor variables had a positive and significant impact on the Overall Experience Quality and the Overall Attendee Satisfaction, the results in Table (i) below indicates that the above six attendee service experience dimensions varied in their impact on the Overall Experience Quality and Overall Attendee Satisfaction.

**Table (i) Phase 1 Major Findings**

Hypothesis	Hypothesised Path	SRW ( $\beta$ )	P Value	Decision
H <sub>1b</sub>	RL → OEQ	-0.060	0.360	Not supported
H <sub>1d</sub>	AS → OEQ	0.012	0.890	Partly supported
H <sub>1e</sub>	EM → OEQ	0.104	0.305	Partly supported
H <sub>1g</sub>	BM → OEQ	0.262	***	Supported
H <sub>1i</sub>	BL → OEQ	0.560	***	Supported
H <sub>1j</sub>	RG → OEQ	-0.082	0.189	Not supported
H <sub>2b</sub>	RL → OAS	0.056	0.046	Partly supported
H <sub>2d</sub>	AS → OAS	0.119	0.182	Partly supported
H <sub>2e</sub>	EM → OAS	-0.091	0.172	Not supported
H <sub>2g</sub>	BM → OAS	0.064	0.085	Partly supported
H <sub>2i</sub>	BL → OAS	0.013	0.812	Partly supported
H <sub>2j</sub>	RG → OAS	0.171	***	Supported
H <sub>3</sub>	OEQ → OAS	0.735	***	Supported
H <sub>4</sub>	OEQ → ABI	-0.445	***	Partly supported
H <sub>5</sub>	OAS → ABI	1.312	***	Supported

\*\* P < 0.05; \*\*\* P < 0.01

Source: Survey Data

*Key: RL=Reliability; AS=Assurance; EM=Empathy; BM=Booth Management; BL=Booth Layout; RG=Registration; OEQ=Overall Experience Quality; OAS=Overall Attendee Satisfaction*

In seeking possible reasons for the variables in the model not inter-relating as expected, follow-up focus group discussions were held in Phase 2 with 37 participants identified through purposive sampling to ensure homogeneity from the database of business visitors that attended any of the Zimbabwean national exhibitions in 2019. The Phase 2 results presented and discussed in Chapters

7 and 8 respectively, fulfilled the final research objective (RO3) to provide explanations for any unexpected outcomes, answering the follow-up question, *What are the possible reasons for the outcomes of the tested hypothesised relationships?* The inherent strength of the mixed methods research design was in the flexibility to gain these deeper insights on the quantitative data yielded in Phase 1.

### **Research Implications and Significant Contribution**

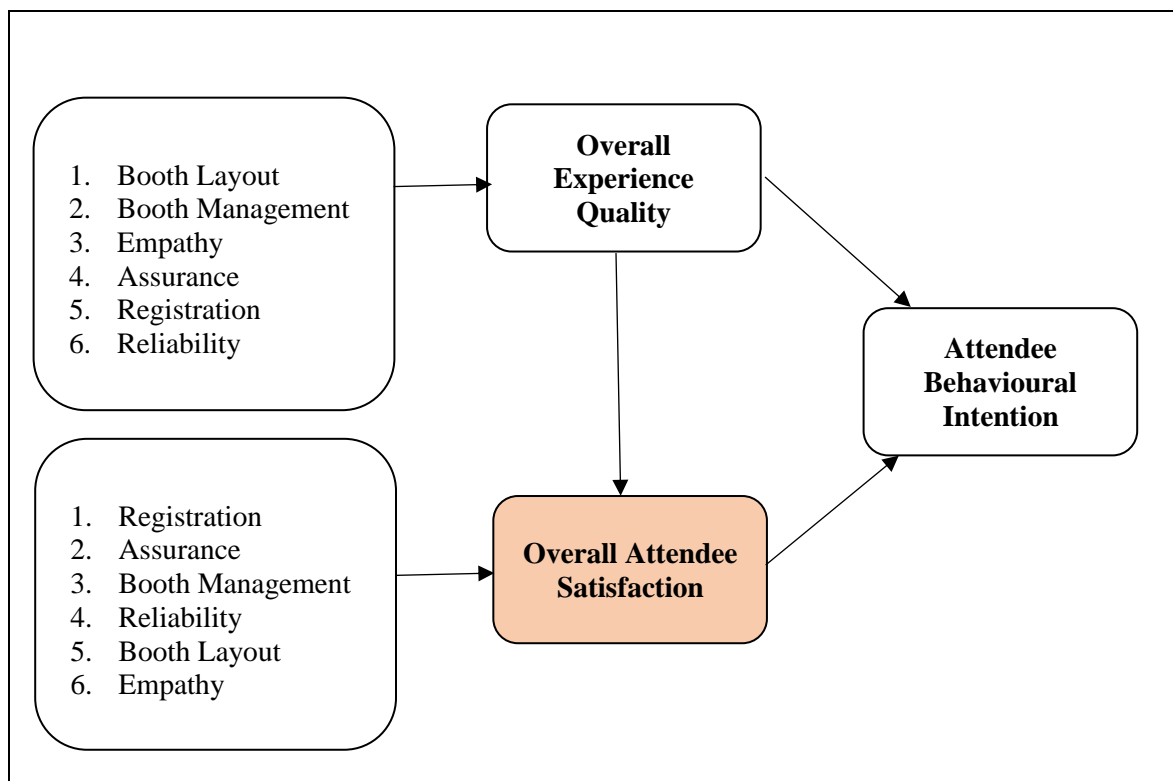
In response to the deficiencies and inconsistencies in post-event evaluation practices, this doctoral research proffers a comprehensive measure of attendee satisfaction for use by exhibition organisers as an alternative post-event evaluation metric to the superficial proxy measures that are in use. While prior studies have investigated some of the variables included in the conceptual model in isolation, modelling them simultaneously in this research using Structural Equation Modelling (SEM) highlighted some similarities and differences in the findings that make significant theoretical, methodological and practical contributions to the body of knowledge.

#### **a) Dimensions of the Attendee Service Experience That Influence OEQ and OAS**

A review of the extant literature locates the exhibition industry literature in the wider body of knowledge, highlighting the rate of growth in academic research which is not in tandem with the growth and economic contribution of the exhibition industry (Jin & Weber, 2013; Sarmento & Simões, 2018). The limited coverage of the exhibition industry even in the educational curricular leaves exhibition organisers with insufficient reference points for their guidance (Sarmento & Simões, 2018). From a theoretical perspective, the lack of consensus on the nature and number of dimensions that influence the attendee experience quality and satisfaction (Nasution et al, 2014; Sundbo, 2015, Lesić et al; 2017) has resulted in the industry not having agreed measures for these constructs (Havíř, 2017). Where the measures do exist, their validity has not been established beyond their original context (Jung, 2005; Lee et al, 2015; Wu et al, 2016). As my significant

contribution to theory, this research empirically validates the dimensions of the attendee service experience that influence the Overall Experience Quality and Overall Attendee Satisfaction. In the process, this research responds to calls for more studies that validate the nature of these dimensions in new contexts (Halim & Moktar, 2016).

Figure (iii) below depicts the empirically validated predictors and outcomes of Overall Attendee Satisfaction in the Zimbabwean exhibition industry as a significant contribution to theory. The revised model responds to the conceptual debates elucidated in Chapters 2 and 3 by providing clarity on the attendee satisfaction conceptualisation as well as aiding exhibition organisers to objectively understand and measure attendee satisfaction in the Zimbabwean exhibition industry.



**Figure (iii): Predictors and Outcomes of OAS in the Zimbabwean Exhibition Industry**

Source: CFA and SEM Analysis

This conceptual model to measure attendee satisfaction is a first step towards providing industry practitioners with a framework for understanding the dimensions of the attendee experience that impact the Overall Experience Quality and Overall Attendee Satisfaction. Notably, some of these predictor variables were well studied in a variety of industries globally, however, they had not been empirically validated in Zimbabwe. Six attendee experience dimensions (Reliability, Assurance, Empathy, Booth Management, Booth Layout and Registration) were validated through a CFA. The research found that the four dimensions that had inadequate psychometric properties (Tangibles, Responsiveness, Content and Booth Attractiveness) did not fit the dataset and so were removed from the model. The results confirmed, as in prior studies, that widely accepted metrics developed in one context may not be readily applicable in a new context without modification (Yun & Pyo, 2013; Wu et al, 2014). Further, this research provides an empirical basis for the dimensions to track when measuring exhibition attendee satisfaction in Zimbabwe. Focusing specifically on the business attendee perspective balanced the currently skewed position as the majority of previous studies have been conducted from the perspective of the exhibitor (Kang & Schrier, 2011a; Kang & Schrier, 2011b; Whitfield & Webber, 2011; Lin & Lin, 2013; Lin et al, 2015).

#### **b) Inter-relationship of Attendee Service Experience Dimensions, OEQ, OAS and ABI**

Second, the desired outcome of the research was for the model to measure attendee satisfaction to increase understanding among researchers and exhibition organisers of the inter-relationship of the research variables. These inter-relationships are particularly of interest as they determine which variables are better predictors of Attendee Behavioural Intention for the growth and sustainability of exhibitions in Zimbabwe. In particular, the mediating effect of the Overall Experience Quality was investigated. Overall Experience Quality was found to have no mediating effect on the relationship between Reliability and Overall Attendee Satisfaction, Assurance and Overall Attendee Satisfaction, Empathy and Overall Attendee Satisfaction as well as Registration and



Overall Attendee Satisfaction. It was found to partially mediate the relationship between Booth Management and Overall Attendee Satisfaction as well as between Booth Layout and Overall Attendee Satisfaction.

In the hypothesis development, the assumption was that of a linear relationship between the six remaining attendee experience dimensions. However, some dimensions were found to have no statistically significant impact on either the Overall Experience Quality or the Overall Attendee Satisfaction. These results were unexpected given the positive relationships that had been established in prior research. Paradoxically, in Phase 2 of the research, focus group participant perceptions on dimensions of the attendee service experience that impact Overall Experience Quality and Overall Attendee Satisfaction suggested that the variables that were removed from the final model shown in Figure (iii) above were still significant factors.

For example, the Tangibles variable was measured according to the recency of the exhibition infrastructure and technology, the state of the exhibition centre's physical facilities (grounds, pavilions, exhibition halls and parking areas) are maintained, the ease with which the exhibition organiser's staff could be identified, overall cleanliness and the exhibition venue's location convenience. However, focus group participants focused on ambience, air conditioning, the security and adequacy of parking areas as well as the provision of WiFi technology. For the Content dimension, participants were more concerned about the quality of the exhibitors at the exhibition and not just the quantity, lamenting the lack of creativity of the displays and innovation. Regarding Booth Attractiveness, focus group participants were unmoved by these traditional marketing tactics to attract attendees to visit the actual booths. Participants instead called for earlier marketing of the exhibitions in social media channels. The implications are that there is scope to re-look these dimensions and re-test the conceptual model after modifying the scale items to assess if acceptable thresholds of instrument validity could reliably be achieved in future versions of the scales.

The findings indicate that only Booth Management and Booth Layout have a positive statistically significant impact on the Overall Experience Quality, while only Registration was found to have a statistically significant impact on the Overall Attendee Satisfaction. Consistent with the literature, the Overall Experience Quality was found to moderate the relationship between the attendee service experience dimensions and Overall Attendee Satisfaction (Domínguez -Quintero et al, 2018). This research further confirmed that the Overall Experience Quality and the Overall Attendee Satisfaction were predictors of Attendee Behavioural Intention as all hypothesised relationships were supported.

While some of the relationships are generally well-studied, this research further contributes to industry theory as the inter-relationship of the study's research variables has not been tested in the Zimbabwean exhibition setting (Cronin et al, 2000; Whitfield & Webber, 2011; Chen & Mo, 2012; Lee et al, 2015; Lin & Lin, 2013; Lin et al, 2015). The deviation from the literature regarding the non-conformity of some of the research variables with results obtained in prior studies could not have been predicted. Rather, it was an indication that there could be moderating variables that come into play in the contextual application of tried and tested measurement models in a different setting. When asked to explain possible causes, focus group participants indicated the decline of the Zimbabwean economy, the lack of choice as well as business attendee-specific considerations, such as their goal seeking behaviour and their level of exposure or access to exhibitions outside Zimbabwe.

As a significant contribution to practice in Zimbabwe, these results serve to draw the attention of exhibition organisers to creating exhibition experiences that are driven by what attendees' value and not what organisers have traditionally provided. In this regard, one could question if the stage that is set up for attendees year after year still has an impact on the Overall Experience Quality and their Overall Attendee Satisfaction. Will continuing to perfect and refine these attendee service experience dimensions increase the likelihood of repeat attendance and recommendation into the

future? Answering these questions requires that the habitual or routine execution of the attendee service experience dimensions on an annual basis must be replaced by a deliberate sensitivity to their impact on the Overall Attendee Experience and Overall Attendee Satisfaction. Consequently, there should be less emphasis on performing the attributes of the service well, and more focus on ensuring reflective and evolving post-evaluation measures. As indicated by the statistical non-significance of seven out of ten attendee service experience dimensions, it is possible to misdirect efforts on variables that ultimately have no significant impact on the end goal of revisit and recommend behaviour.

The value of the resultant attendee satisfaction model, as a comprehensive measurable attendee satisfaction metric, is that it narrows the focus areas for exhibition organisers to just the ones that have a direct bearing on the Overall Experience Quality, Overall Attendee Satisfaction and, ultimately, the Attendee Behavioural Intention. This revamp of the post-evaluation process provides exhibition organisers in Zimbabwe with a ready-to-use tool, making an otherwise daunting and time-consuming process simpler, cost-effective and more focused. They can then direct their attention to formulating relevant strategies to ensure the growth and sustainability of their exhibitions.

### **c) Reasons for the Outcomes of the Tested Hypothesised Relationships**

Third, this research broadens the scope of the extant literature by increasing attendee-specific research avenues in developing African countries, particularly in Zimbabwe, at a time where there are calls for more MICE industry research in other African countries besides South Africa (Sadd & Musikavanhu, 2018). The magnitude of the divergence of the results from the prior literature buttressed, Sadd and Musikavanhu (2018)'s assertion that models adopted from developed countries could not be applied in the context of a developing country without modification. As the

original researchers concede that their results are often not generalisable beyond their initial context (Jung, 2005; Wu et al, 2016; Theodorakis et al, 2015), my original contribution to methodology and practice is the contextualisation of the measurement models adopted from the developed world in a developing African country.

The modification of the measurement scales and inter-relationship of the research variables reflects the representation of varied demographic groups as well as geographic and cultural differences. Notably, the findings from six focus group discussions indicated that participant views on the dimensions that constitute the attendee service experience in the exhibition industry largely matched the dimensions and scale items that were captured in the survey questionnaires for this research. While participants acknowledged the importance of all the attendee service experience dimensions in the evaluation of exhibition experiences, they indicated that they often had to set them aside. The parlous state of the Zimbabwean economy as well as the lack of choice on exhibition platforms appear to have provided the greatest push for them to take this stance. Participants indicated that this lack of choice resulted from there being no meaningful competition given that the exhibitions investigated in this research were the largest in the country or in their specific sector. Participants bemoaned the decline in the differences in the economic environment and the comparative level of the country's development, the nature of the attendee participation objectives and the differences in attendee characteristics in the Zimbabwean setting. Particularly, the attendee level of exposure, their attitudes and attendance behaviour.

The language used in the focus group discussions indicated that this was not done willingly, but rather out of a state of helplessness implying that what is saving the Zimbabwean exhibition industry from attendee attrition was the national event status of the exhibitions that were investigated in the study. As these exhibitions have no competition in Zimbabwe in terms of the scope and scale, attendees, by their own admission, revisit the exhibitions by force of habit or out of loyalty. The results show that 80 percent of respondents in Phase 1 of the study were repeat

attendees. Their goal-seeking behaviour showed that they had a desire to achieve their participation objectives at an exhibition made them oblivious to the inconveniences and frustrations of the process of getting there. Focus group participants reported that they had taken to arriving hours before the official start of the exhibitions to allow for delays at the registration points. They had also been forced to make peace with the fact that some exhibitors would still be setting up their displays during the first day of the exhibitions. Participants also cited attendee exposure, with some participants admitting that the Zimbabwean exhibitions are all they know so they had no better standard to compare the exhibitions to.

While on one hand the participants seemed to accept the situation and indicated that they had developed coping mechanisms to ensure they still derive value from their attendance, on the other they expressed that the lack of comparable exhibition platforms in the country was keeping them coming back when they otherwise would not. The implications for exhibition organisers are that should the economy improve, or if alternative exhibition platforms were offered, the attendees that were not satisfied with the attendee service dimensions would most likely make different revisit or recommend decisions about future exhibitions. However, in the Zimbabwean setting, attendees were forced to accept what they otherwise would not because there was no choice.

## **Limitations**

The following conditions and assumptions may have limited the research. First, due to the defined scope of the research, variables outside the organiser's control, such as accommodation and transport services in the exhibition host cities, were outside the scope of the research. However, these came through in the focus group discussions as determinants of Overall Attendee Satisfaction. Second, the surveys were conducted at one edition for each event at a specific point in time in 2019. This does not consider changes over time, particularly for recurring exhibitions. The proposed modifications to the scale items are based on focus group data. Qualitative research,

by nature, may not yield generalisable results implying that the new measures would need to be tested on a representative sample and once again taken through the scale development procedures detailed in Chapter 4 of this thesis.

The focus group discussions revealed their own limitations which may have positioned a particular lens in relation to the results. First, the dual role of the participants (the fact that they attend the exhibitions as attendees and/or exhibitors) meant that their default responses tended to be from an exhibitor perspective. Every effort was made in the screening process to avoid such cases, however, some slipped through. Second, repeat attendees tended to recall experiences that were earlier than the year of focus. It was also noted that some participants gave hypothetical responses instead of their lived experiences. Third, due to research budget constraints, one of the key criteria for selection of focus group participants was their proximity to the selected venue. As such, potential participants based outside Bulawayo or internationally could not be included. While the overwhelming majority of participants in Phase 1 of the research (96%) were Zimbabwean, the inclusion of international business attendee perspectives would have broadened the outlook. Fourth, the majority of discussions tended to be about the ZITF with the other exhibitions discussed to a lesser extent and, lastly, in some cases, participants focused more on giving recommendations than on responding directly to the questions. Though infrequent, the technical challenges of conducting the focus groups remotely resulted in some parts of the interviews being inaudible or not recorded. None-the-less, the insights from the discussions were key to providing possible reasons for the divergent Phase 1 findings.

### **Recommendations for Future Research**

A review of the literature indicated the novelty of a mixed methods study using SEM and focus groups on the Zimbabwean exhibition industry. As such, my future focus areas would begin by addressing the limitations of the current study indicated above as well as exploring the following

areas. First, the focus of prior studies, and indeed this research, is on investigating the causal relationships among the variables. The impact of choice and the macro-economic environment came through strongly in the focus group discussions as moderating the inter-relationship of the research variables in Zimbabwe. Further research, therefore, is needed to provide empirical evidence for all the context-specific factors that moderate the attendee satisfaction measurement model in Zimbabwe as well as to empirically determine the extent of the influence that these variables have on Overall Attendee Satisfaction and Attendee Behavioural Intention. Including these moderating variables in the conceptual model will ensure that exhibition organisers continue to monitor the influences of the external environment to enable proactive strategic responses.

There is also merit in combining the measures of Overall Attendee Satisfaction and Attendee Behavioural Intention in future research. A preliminary assessment of a model with one outcome variable was promising as the model fit indices were adequate and the research variables also inter-related in line with the theoretical framework. As the model is applied to new contexts, the self-evaluation tool that has been validated in this research must be flexible enough to allow for further context-specific dimensions to be added and for the model to be modified as necessary (Pizam et al, 2016). Dimensions that are within the control of the exhibition organisers can be incorporated into their strategic plans while those outside their control such as accommodation and transport would need the active engagement of the respective third-party suppliers. It was clear from the focus group discussions that profiteering by third party service providers in response to the spike in demand also had a negative impact on Overall Attendee Satisfaction.

Second, a longitudinal study may capture different or more dimensions over time and allow the conceptual model to evolve and remain relevant into the future (Jennings, Lee, Ayling, Lunny, Cater, Ollenburg, 2009). The focus group discussions proved that satisfaction is largely viewed cumulatively with experiences at prior editions of the exhibitions being drawn upon to inform the perceptions of the 2019 editions. It could well be that dimensions identified in this research may

increase or decrease in importance over time and that new dimensions may emerge in focus group discussions that would need to be incorporated in the model (Diebner et al, 2020; Goldstein, 2020).

Third, as the exhibition industry redefines the attendee service experience in the wake of COVID-19, the following themes have emerged through preliminary research:

- a) From an attendee perspective, researchers have observed the increased willingness to understand and use underutilised e-commerce platforms (Cortez & Johnston, 2020), including attendee groups that have previously been considered “digitally resistant” (Diebner et al, 2020).
- b) The use of technology in the exhibition industry has been accelerated due to the COVID-19 pandemic (Cortez & Johnston, 2020). However, industry professionals remain optimistic that face-to-face exhibitions will rebound, albeit with fewer attendees within at least a two-year horizon with some exhibitions in China having resumed (Hyken, 2020).
- c) The desire of exhibition organisers is that the virtual and hybrid events will be able to replicate the live events to the extent that attendees will be just as satisfied with the online events as they were with the live events (Ramaiah, 2014). These digital alternatives are, for now, seen as just temporary measures to keep the industry afloat. Exhibition organisers are still questioning the effectiveness of digital alternatives and believe that the face-to-face experience cannot be replicated online (Cortez & Johnston, 2020; Goldstein, 2020; Schulz, 2020).
- d) The focus of exhibition organisers has been on getting the facilities “acceptably safe” (Goldstein, 2020). It cannot be assumed that these standards for acceptance in one exhibition are applicable to other exhibitions. In an investigation conducted on the South African retail industry, Rukuni and Maziriri (2020) found that the sanitisation of facilities



including entrances, counters and shelving had an impact on customer satisfaction with COVID-19 readiness while social distancing and special operating hours for vulnerable groups like the elderly, had no impact. There is merit in testing their conceptual model in different contexts.

- e) It is likely that smaller and more focused gatherings will be considered more acceptable to attendees. Goldstein (2020) highlights the reluctance of audiences to being in crowded live events. Given the propensity of exhibition organisers to sell their events as being the “biggest and best”, what image would these descriptors conjure up in the mind of audiences post-COVID? Further, event size can no longer be a selling point when travel and public gathering restrictions still apply in some participant source markets (Goldstein, 2020; Gössling et al, 2020).
- f) The experience design considerations for exhibition and event organisers must ensure inclusivity and responsiveness to attendees’ existing and new needs (Darcy, 2012; Dashper & Finkel, 2020; Diebner et al, 2020). This calls for a focus not just on the technical operationalisation of the attendee service experience, but also on the empathetic and caring manner with which the exhibition organisers serve attendees. Diebner et al (2020).
- g) Regarding the exhibition layout and gate entry procedures, Goldstein (2020) found the need for reconsidering the aisle width, exhibitor spread on the exhibition floor and the flow of traffic to avoid congestion. The industry would also need to factor in temperature checks and isolation facilities for exhibition participants who may require on-site medical attention. It was recommended that queues be a thing of the past with measures put in place for pre-event registration online, the sanitation of entrances and social distancing of attendees.

- h) The online environment has availed more channels and media to participants who may have had limited choice on the exhibitions they could physically attend (Lemon & Verhoef, 2016). The combination of the live face-to-face exhibitions with online media has not only allowed the attendance of those who would otherwise miss the event but has created a collective audience that can also interact with one another (Ramaiah, 2014; Goldstein, 2020; Schulz, 2020). Further, it has increased opportunities for exhibition organisers to extend the life of an exhibition from being a once-off, episodic event to being an all-year-round conversation that also facilitates non-attendee engagement (Gopalakrishna, Malthouse & Lawrence, 2019).

In the interim, as exhibition organisers reflect on this new reality, it follows that the post-event evaluation measures of the exhibition attendee's service experience that have been relevant up to now be extended to factor in the necessary changes to the traditional face-to-face attendee experience. This research, as well as the preliminary research outlined above, initiates this revisioning. However, the lack of clarity and consensus on the dimensions of the attendee service experience that are relevant during- and post-COVID justifies the need to extend the conceptual model developed in this research and answer the following emerging research questions:

- a) What dimensions of the attendee service experience come into play in the wake of COVID-19?
- b) How do these defined dimensions fit in with, or alter, the dimensions that were validated in this and other studies?
- c) What modifications are needed to ensure that existing attendee satisfaction measurement scales are relevant?

Beyond the need to minimise the risk of infection at face-to-face events, the post-COVID era provides fertile ground to re-think the entire exhibition business model as a way of futureproofing it. Diebner et al (2020:3)'s summation is that "digital-led experiences will continue to grow in

popularity once the coronavirus is quelled, and companies that act quickly and innovate in their delivery model to help consumers navigate the pandemic safely and effectively will establish a strong advantage.” That being the case, how should exhibition organisers be responding to changes brought on by the pandemic and ensure positive behavioural intention of attendees for both online and offline events?

Fourth, future research could explore the perceptions as well as the determinants of the satisfaction of attendees living with disabilities. As mentioned in the focus groups, an exhibition service experience must be inclusive of all attendee types particularly those living with disabilities. Yet, in developing the conceptual model for this research, this attendee group was not overtly included. Building on existing research, fruitful avenues can be explored on how this demographic could be catered for in exhibitions as they have special experience design considerations (Platt & Finkel, 2018; Dashper & Finkel, 2020; McPherson, Oluwaseyi, McGillivray & Misener, 2020).

Fifth, though not specifically being studied, this research also shed light on the organiser-participant relationship quality. Indications were that the balance of power between exhibition organisers and participants in exhibitions (both attendees and exhibitors) was skewed in favour of exhibition organisers. The impact of relationship quality on participant experiences is an avenue for further investigation. Specifically, how does this skewed balance of power impact the Overall Experience Quality, Overall Attendee Satisfaction and Attendee Behavioural Intention?

Lastly, the application of the model to the broader MICE industry and to other African countries would be the natural next steps. As guided by Rai and Nayak (2020), comparative studies can be done applying the measurement model to other event types. As the model is applied in each new context, care would need to be taken to ensure the measurement model’s reliability and validity. This underscores the importance of the disclosure of methodologies for repeatability and re-testing in new environments. To develop the hypotheses tested in this research, the attendee experiences

in other business meeting types such as festivals and conferences were explored. It would be interesting to see the extendibility of the model developed in this research to other MICE events in Zimbabwe and Africa. That way, the model could find usefulness beyond its original context.

## **Conclusion**

The purpose of this doctoral research was to transform the post-event evaluation methodology and practice in Zimbabwe by providing relevant and practical self-evaluation tools that go beyond proxy measures of exhibition success. My original contribution to knowledge is the development of a multi-dimensional model to measure attendee satisfaction in the Zimbabwean exhibition industry. At a minimum, the current research offers fresh perspectives to academic researchers and industry practitioners to advance the knowledge of the antecedents and outcomes of attendee satisfaction in the Zimbabwean context.

The research matters, first, in terms of the construct conceptualisation for both the Overall Experience Quality and Overall Attendee Satisfaction. While the academic debates will no doubt rage on, this doctoral research provides an empirical basis for the construct conceptualisation from the perspective of a developing African nation. In the Zimbabwean context, the Overall Experience Quality and Overall Attendee Satisfaction are predicted by Reliability, Assurance, Empathy, Booth Layout Booth Management and Registration. Second, the inadequate psychometric properties of four out of ten predictor variables as well as the variability in the effect of the attendee service experience dimensions on behavioural outcomes, challenges the applicability and suitability of the widely researched and accepted measures for the attendee service experience dimensions in Zimbabwe. Insights from the focus group discussions provide input for the future refinement of the measurement model to consider the specific factors that Zimbabwean business attendees emphasised. This approach impresses upon academic researchers and industry practitioners the

need to move beyond the blanket adoption of existing attendee satisfaction measures to being deliberate about validating these measures for their contextual relevance. By so doing, future attendance and recommend behaviour metrics will be closely monitored for the overall industry growth and sustainability.

Third, this research fills a void by providing research-based operational guidance for Zimbabwean exhibition organisers to narrow down the focus areas for attendee service experience improvement to those that have a direct impact on achieving the end goal of positive Attendee Behavioural Intentions. It also challenges academic researchers to not only use, but also declare, rigorous scale development and validation procedures in future research. The full disclosure of the methodological considerations in this research ensures replicability and repeatability.

Fourth, the research exposes the precarious position that Zimbabwean exhibition organisers are in should the economic fortunes of the country turn around. Focus group participants expressed disappointment that exhibition organisers are providing the same events in the same way year after year, worsened by the fact that exhibitors are also presenting exhibits that lack the desired innovation and creativity. They also lamented the slipping standards and lack of attention to detail from both organisers and exhibitors when setting the stage for the exhibitions. On one hand, business attendees seemed to accept the situation and had developed coping mechanisms to ensure they still derive value from exhibitions. On the other, they expressed that the lack of comparable exhibition platforms in the country was keeping them coming back when they otherwise would not. Whether this situation is induced by the state of the economy or complacency on the part of exhibition organisers and exhibitors, it is clear that the major reason business attendees continue to re-visit exhibitions in Zimbabwe is driven by the lack of choice. Continuing to measure exhibition success using proxy measures is misleading as it masks these strategic insights. The effects of this may not be so noticeable in the short term, but much more in the medium to long term should the country's economic fortunes turn.

Finally, this doctoral research matters to me personally as an academic researcher and thought leader as we are on the cusp of a pandemic-induced dramatic shift in the world as we know it. I believe in the potential of the MICE industry to rebound and play an important role in the economic revival of Zimbabwe. Given the significant economic, social and cultural impact that exhibitions have, this would present positive prospects for the host cities as well as the down-stream industries that are linked to it. Hence, the timing of this research could not be better. Nothing calls for reflexivity quite like a global pandemic. The grinding to a halt of face-to-face gatherings as from March 2020 put pressure on the exhibition industry to consider changing its modus operandi. What will it take? For starters there is a need for Zimbabwean exhibition organisers to plan for the sustainability of exhibitions in a stable economy. The urgency with which this change is required came through loud and clear from focus group participants. While the receptiveness and the resilience of business attendees in Zimbabwe is a positive attribute that will help keep the industry afloat in the interim, Zimbabwean exhibition organisers must plan for the sustainability of exhibitions in a stable economy where business attendees will have more choice. Further, there is need to embrace digital technology as emerging research already indicates that the attendee service experience as we know it will evolve from the traditional face-to-face platform as virtual and online media gain increased acceptance globally by exhibition organisers, exhibitors and attendees alike.

As the global exhibition industry pivots to reinvent and reposition itself for COVID-readiness, the unexplored nexus between emerging service experience dimensions and the desired behavioural outcomes provides fruitful academic research avenues to build on this research. The attendee satisfaction measurement model developed in this doctorate is a base to continue transforming post-event evaluation practices, advancing the knowledge of exhibition attendees and improving the overall quality of the exhibition industry in Zimbabwe. The imminent disruption of the traditional model of face-to-face exhibitions by digital and virtual platforms, presents a unique opportunity for exhibition organisers to revamp their approach to the design and delivery of

attendee service experiences. These insights are significant to industry practitioners as they seek to continuously innovate and future-proof their exhibitions.

## REFERENCES

- Abbott, A. 2004. *Methods of Discovery: Heuristics for the Social Sciences*. Eighteenth Edition. New York: W.W. Norton & Company, Incorporated.
- Adams, R., Cole, T., Downey, C and Lovett, M. 2017. Macroeconomic Impact on Trade Show Goals. Journal of Business & Industrial Marketing. 32(5) pp. 710–721.
- Addis, M. and Holbrook, M.B. 2001. The Conceptual Link Between Mass Customisation and Experiential Consumption: An Explosion of Subjectivity. Journal of Consumer Behaviour. 1 pp. 50-66.
- Adhikari, A. and Bhattacharya, S. 2016. Appraisal of Literature on Customer Experience in the Tourism Sector: Review and Framework. Current Issues in Tourism. 19(4) pp. 296-321.
- Adil, M., Al Ghaswyneh, O. F. M. and Albkour, A. M. 2013. SERVQUAL and SERVPERF: A Review of Measures in Services Marketing Research. Global Journal of Management and Business Research. 13(6) pp. 65-76.
- Adinegara, G. N. J., Suprapti, N. W. S., Yasa, N. N. K. and Sukaatmadja, I. P. G. 2017. Factors That Influence Tourist's Satisfaction and its Consequences. European Journal of Business and Management. 9(8) pp. 39-50.
- Aguiar-Quintana, T. 2015. Under-researched Areas of Event Management in the Past 15 Years. Tourism & Hospitality. 4(3) pp. 159-160.



Ahmed, R. R., Vveinhardt, J. Štreimikienė, D. Ashraf, M. and Channar, Z. A. 2017. Modified SERVQUAL Model and the Effects of Customer Attitude and Technology on Customer Satisfaction in the Banking Industry: Mediation, Moderation and Conditional Process Analysis. Journal of Business Economics and Management. 18(5) pp. 974-1004.

Aigbavboa, C. and Thwala, W. 2013. *A Theoretical Framework of Users' Satisfaction/Dissatisfaction Theories and Models. Proceedings of the 2<sup>nd</sup> Conference on Arts, Behavioural Sciences and Economics Issues (ICABSEI 2013), Pattaya (Thailand)* pp. 48-53.

Ajzen, I. 2012. Martin Fishbein's Legacy: The Reasoned Action Approach. The Annals of the American Academy of Political and Social Science. 640(1) pp. 11-27.

Ajzen, I., and Fishbein, M. 1980. *Understanding Attitudes and Predicting Social Behaviour*. Englewood Cliffs, NJ: Prentice-Hall.

Alberca-Oliver, P., Rodriguez-Oromendia, A. and Parte-Esteban, L. 2015. Measuring the Efficiency of Trade Shows: A Spanish Case Study. Tourism Management. 47 pp. 127-137.

Ali, F., Kim, W. G., Li, J. and Jeon, H. 2016. Make it Delightful: Customers' Experience, Satisfaction and Loyalty in Malaysian Theme Parks. Journal of Destination Marketing & Management. 7 pp. 1-11.

Alias, Z. Z. M. and Othman, N. 2018. Visitors Experiences, Expectations and Satisfaction in Trade Shows and Exhibitions. In *Tourist Behaviour. Tourism, Hospitality & Event Management*. Edited by Kozak, M. and Kozak, N. Cham: Springer.

Aliyu, A. A., Bello, M. U., Kasim, R. and Martin, D. 2014. Positivist and Non-Positivist Paradigm in Social Science Research: Conflicting Paradigms or Perfect Partners? Journal of Management and Sustainability. 4(3) pp. 79-95.

Altunel, M. C. and Ekru, B. 2015. Cultural Tourism in Istanbul: The Mediation Effect of Tourist Experience and Satisfaction on the Relationship Between Involvement and Recommendation Intention. Journal of Destination Marketing & Management. 4 pp. 213-221.

Amoah, F., Radder, L. and van Eyk, M. 2016. Experience Quality Dimensions and Customer Perceptions: A Case Study of Guesthouses in Ghana. African Journal of Hospitality, Tourism and Leisure. 5 (4) pp. 1-21.

Amoah, F., Radder, L. and van Eyk, M. 2017. Experience Composite Worth: A Combination of Experience Quality and Experience Value. South African Business Review. 3 pp. 292-310.

Anand, T. R. 2014. Attracting FDI the Way Forward. *The Zimbabwe Independent* [Online]. <https://www.theindependent.co.zw/2014/10/03/attracting-fdi-way-forward/> 03 October 2014. Accessed 10 November 2020.

Anas, M. S., Maddiah, N. A., Eizamly, N. U. E. N., Sulaiman, N. A. and Wee, H. 2020. Key Success Factors Toward MICE Industry: A Systematic Literature Review. Journal of Tourism, Hospitality & Culinary Arts (JTHCA). 12 (1) pp. 18-221.

Anderson, J. C., and Gerbing, D. W. 1988. Structural Equation Modelling in Practice: A Review and Recommended Two-step Approach. Psychological Bulletin. 103(3), 411-423.

Antéblan, B., Filser, M. and Roederer, C. 2014. Consumption Experience in Retail Environments: A Literature Review. Recherche et Applications en Marketing. 28(3) pp. 82-109.

Ardley, B., Taylor, N., McLintock, E., Martin, F. and Leonard, G. 2012. Marketing a Memory of the World: Magna Carta and the Experiential Servicescape. Marketing Intelligence and Planning. 30(6) pp. 653-665.

Armbrecht, J., Lundberg, E. and Andersson, T. D. 2019. *A Research Agenda for Event Management*. Edward Elgar.

Armellini, W. 2018. First International Horticulture Trade Fair "HortiFlor" Coming to Harare Soon! *Flowers & Cents* [Online] <https://flowersandcents.com/forums/topic/first-international-horticulture-trade-fair-hortiflor-coming-to-harare-soon/> 13 August 2018. Accessed 10 November 2020.

Ayob, N. H. 2010. *Experiential Paradigm as a Foundation in Festival and Special Event Setting. Proceedings of the International Conference on Arts, Social Technology (icast 2010)*. 24-26 February 2010, Pulau Pinang, Malaysia.

Baker, D. A. and Crompton, J. L. 2000. Quality, Satisfaction and Behavioural Intentions. Annals of Tourism Research. 27(3) pp. 785-804.

Baloglu, S. and Love, C. 2001. Association Meeting Planners' Perceptions of Five Major Convention Cities. Journal of Convention & Exhibition Management. 3(1) pp. 21-30.

Banting, P. M. and Blenkhorn, D. L. 1974. The Role of Industrial Trade Shows. Industrial Marketing Management. 3(5) pp. 285–295.

Bayraktaroglu, G. and Atrek, B. 2010. Testing the Superiority and Dimensionality of SERVQUAL vs SERVPERF in Higher Education. Higher Education, Quality Management Journal. 17(1) pp. 47-59.

Bazeley, P. 2009. Analysing Qualitative Data: More Than 'Identifying Themes'. Malaysian Journal of Qualitative Research. 2(2) pp. 6-22.

Bazeley, P. 2012. Integrative Analysis Strategies for Mixed Data Sources. American Behavioural Scientist. 56(6) pp. 14-828.

Bazeley, P. 2018. Mixed Methods in my Bones: Transcending the Qualitative-Quantitative Divide. International Journal of Multiple Research Approaches. 10(1) pp. 334-341.

Becker, L. and Jaakkola, E. 2020. Customer Experience: Fundamental Premises and Implications for Research. Journal of the Academy of Marketing Science. 48 pp. 630-648.

Beier, J. 2010. The Role of Exhibitions in the Marketing Mix. The Global Association of the Exhibition Industry. pp. 1-129. [https://www.ufi.org/archive/ufi-online-course/UFI\\_education.pdf](https://www.ufi.org/archive/ufi-online-course/UFI_education.pdf)  
Accessed 10 November 2020.

Beltagui, A; Riedel, J. C. K. H. and Candi, M. 2016. Setting the Stage for Service Experience: Design Strategies for Functional Services, Journal of Services Management. 27 (5) pp. 751-772.

Berne, C. and Garcia-Uceda, M. E. 2008. Criteria Involved in Evaluation of Trade Shows to Visit. Industrial Marketing Management. 37 pp. 565-579.

Berridge, G. 2007. *Events Design and Experience*. Burlington: Elsevier.

Berridge, G. 2012. Event Experience: A Case Study of Differences Between the Way in Which Organisers Plan an Event Experience and the Way in Which Guests Receive the Experience. Journal of Park and Recreation Administration. 30(3) pp. 7-23.

Berry, L. L., Wall, E. A. and Carbone, L. P. 2006. Service Clues and Customer Assessment of the Service Experience: Lessons from Marketing. Academy of Management Perspectives. pp. 43-57.

Bettis-Outland, H., Johnston, W. J. and Wilson, R. D. 2012. Using Trade Show Information to Enhance Company Success: An Empirical Investigation. Journal of Business & Industrial Marketing. 27 (5) pp. 384-391.

Bharwani, S. and Jauhari, V. 2013. An Exploratory Study of Competencies Required to Co-Create Memorable Customer Experiences in the Hospitality Industry. International Journal of Contemporary Hospitality Management. 25 (6) pp. 823-843.

Bhoroma, V. 2020. Addressing Investor Concerns on Zim. *Zimbabwe Independent* [Online] <https://www.theindependent.co.zw/2020/03/06/addressing-investor-concerns-on-zim/> 06 March 2020. Accessed 10 November 2020.

Biesok, G. and Wyród-Wróbel, J. 2011. Customer Satisfaction — Meaning and Methods of Measuring. In *Marketing and Logistic Problems in the Management of Organisation*. pp. 23-41. Edited by Howaniec, H. and Waszkielewicz, W. Bielsko-Biała: Wydawnictwo Naukowe Akademii Techniczno-Humanistycznej w Bielsku-Białej.

Bilgihan, A., Kandampully, J. and Zhang, T. 2016. Towards a Unified Customer Experience in Online Shopping Environments. International Journal of Quality and Service Sciences. 8(1) pp 102-119.

Bishop, T. 2015. How Innovative Exhibition Experiences Will Change the Event Industry. <https://ungerboeck.com/blog/innovative-exhibition-experiences> Accessed 10 November 2020.

Bitner, M. J. 1992. The Impact of Physical Surroundings on Customers and Employees. The Journal of Marketing. 52(2) pp. 57-71.

Björner, E. and Berg, P. O. 2012. Strategic Creation of Experiences at Shanghai World Expo: A Practice of Communication. International Journal of Event and Festival Management. 3 (1) pp. 30-45.

Blaikie, N. 2000. *Designing Social Research*. Cambridge: Polity Press.

Bloch, P. H., Gopalakrishna, S., Crecelius, A. T. and Muraroli, M. S. 2017. Exploring Booth Design as a Determinant of Trade Show Success. Journal of Business-to-Business Marketing. 24(4) pp. 237-256.

Blumberg, B., Cooper, D.R. and Schindler, P.S. 2011. *Business Research Methods*. Third Edition. (European Edition). New York, NY, USA: McGraw-Hill Education.

Blythe, J. 1997. Does Size Matter? Objectives and Measures at UK Trade Exhibitions. Journal of Marketing Communications, 3 pp. 51-59.

Blythe, J. 1999. Visitor and Exhibitor Expectations and Outcomes at Trade Exhibitions. Marketing Intelligence and Planning. 17(2) pp. 100-108.

Boateng, G. O., Neilands, T. B., Frongillo, E. A., Melgar-Quiñonez, H. R. and Young, S. L. 2018. Best Practices for Developing and Validating Scales for Health, Social, and Behavioural Research: A Primer. Frontiers in Public Health. 6(149) pp. 1-18.

Bolton, R. N., Gustaffson, A., McColl-Kennedy, J., Sirianni, N. J. and Tse, D. K. 2014. Small Details That Make Big Differences: A Radical Approach to Consumption Experience as a Firm's Differentiating Strategy. Journal of Service Management. 25(2) pp. 253-274.

Bonello, M. and Meehan, B. 2019. Transparency and Coherence in a Doctoral Study Case Analysis: Reflecting on the Use of NVivo Within a 'Framework' Approach. The Qualitative Report. 24(3) pp. 483-498.

Bonoma, T. V. 1983. Get More Out of Your Trade Shows. Harvard Business Review. pp. 75– 83.

Bowen, N. K. and Guo, S. 2012. *Structural Equation Modelling*. Oxford, England: Oxford University Press.

Brady, M. K. and Cronin, J. J. 2001. Some Thoughts on Conceptualising Service Quality: A Hierarchical Approach. Journal of Marketing. 65(3) pp. 34-49.

Brakus, J. J., Schmitt, B. H. and Zarantonello, L. 2009. Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? Journal of Marketing. 73 pp. 52–68.

Breen, R. L. 2006. A Practical Guide to Focus-Group Research. Journal of Geography in Higher Education. 30(3) pp. 463-475.

Breiter, D. and Milman, A. 2006. Attendees' Needs and Service Priorities in a Large Convention Centre: Application of the Importance-Performance Theory. Tourism Management. 27 pp. 1364-1370.

Brennan, L., Camm, J., and Tanas, J. 2007. Validity in Market Research Practice: 'New' is Not Always 'Improved'. Der Markt. 46(1-2) pp. 3-12.

Brown, S., Getz, D., Pettersson, R. and Wallstam, M. 2015. Event Evaluation: Definitions, Concepts and a State-of-the-Art Review. International Journal of Event and Festival Management. 6(2) pp. 135-157.

Bruhn, M. and Hadwich, K. 2005. Managing the Service Quality of Trade Fairs. In Trade Show Management: Planning, Implementing and Controlling of Trade Shows, Conventions and Events pp. 787-821. Edited by Kirchgeorg, M. Berlin: Gabler Verlag.

Brun, I., Rajaobelina, L., Ricard, L. and Berthiaume, B. 2017. Impact of Customer Experience on Loyalty: A Multi-channel Examination. The Services Industry Journal. 37(5-6) pp. 317-340.

Bueno, E. V., Weber, T. B. B., Bomfirm, E. L. and Kato, H. T. 2019. Measuring Customer Experience in a Service: A Systematic Review. Services Industry Journal. pp. 1-2.

Bultena, G.L. and Klessig, L. L. 1969. Satisfaction in Camping: A Conceptualisation and Guide to Social Research. Journal of Leisure Research. 1 pp. 348-364.



Business & Human Rights Resource Centre. 2020. Zimbabwe: Mining Indaba Looks into Holding Government Accountable on Vision to Grow Mining Sector. <https://www.business-humanrights.org/en/latest-news/zimbabwe-mining-indaba-looks-into-holding-government-accountable-on-vision-to-grow-mining-sector/> 07 October 2020. Accessed 10 November 2020.

Butler, C., Bassiouni, Y., El-Adly, M. and Widjaja, A. 2007. Revamping the Value Chain in Exhibition Facilities: The Case of the Dubai Exhibition Industry. *Facilities*. 25(11/12) pp. 419-436.

Byrne, B. M. 2016. *Structural Equation Modelling with AMOS: Basic Concepts, Applications, and Programming*. Third Edition. New York: Routledge.

Cadotte, E. R. and Turgeon, N. 1988. Key Factors in Guest Satisfaction. *The Cornell Hotel and Restaurant Administration Quarterly*. 28(4) pp. 45-51.

Cangur, S. and Ercan, I. 2015. Comparison of Model Fit Indices Used in Structural Equation Modelling Under Multivariate Normality. *Journal of Modern Applied Statistical Methods*. 14 (1, Article 14) pp. 157-167.

Carbone, L. P., and Haeckel, S. H. 1994. Engineering Customer Experiences. *Journal of Marketing Management*. 3 (3) pp. 8-19.

Carlsen, B. and Glenton, C. 2011. What About N? A Methodological Study of Sample-size Reporting in Focus Group Studies. *BMC Medical Research Methodology*. 11(26) pp. 1-10.

Carroll, L. L. and Rothe, J. P. 2010. Levels of Reconstruction as Complementarity in Mixed Methods Research: A Social Theory-Based Conceptual Framework for Integrating Qualitative and Quantitative Research. International Journal of Environmental Research and Public Health. 7(9) pp. 3478-3488.

Carter, S. M. and Little, M. 2007. Justifying Knowledge, Justifying Method, Taking Action: Epistemologies, Methodologies and Methods in Qualitative Research. Qualitative Health Research. 17 (10) pp. 1316-1328.

Cetin, G. and Dincer, F. I. 2014. Influence of Customer Experience on Loyalty and Word-of-mouth in Hospitality Operations. An International Journal of Tourism and Hospitality Research. 25(2) pp. 181-194.

Chahal, H. and Dutta, K. 2014. Conceptualising Customer Experiences: Significant Research Propositions. The Marketing Review. 14(4) pp. 361-381.

Chahal, H., and Dutta, K. 2015. Measurement and Impact of Customer Experience in Banking Sector. Decision 42 pp. 57–70.

Chang, T. Y. and Horng, S. C. 2010. Conceptualising and Measuring Experience Quality: The Customer's Perspective. The Service Industries Journal. 30(14) pp. 2401-2419.

Chen, C. and Chen, F. 2010. Experience Quality, Perceived Value, Satisfaction and Behavioural Intention for Heritage Tourists. Tourism Management. 31 pp. 29-35.

Chen, H. C., Chiou, C. Y., Yeh, C. Y. and Lai, H. L. 2012. A Study of the Enhancement of Service Quality and Satisfaction by Taiwan MICE Service Project. Procedia Social and Behavioural Sciences. 40 pp. 382-388. The 2012 International (Spring) Conference on Asia-Pacific Business Innovation and Technology Management.

Chen, Y. and Mo, H. 2012. Attendees' Perspectives on the Service Quality of an Exhibition Organiser: A Case Study of a Tourism Exhibition. Tourism Management Perspectives. 1 pp. 28-33.

Chikwati, E. 2019. Zim Agric Show Roars to Life. *The Herald* [Online] <https://www.herald.co.zw/zim-agric-show-roars-to-life/> 20 August 2019. Accessed 10 November 2020.

Choe, Y., Lee, S. and Kim, D. 2014. Understanding the Exhibition Attendees' Evaluation of Their Experiences: A Comparison Between High Versus Low Mindful Visitors. Journal of Travel & Tourism Marketing. 31 pp. 899-914.

Chowdhary, N. and Prakash, M. 2007. Prioritising Service Quality Dimensions. Managing Service Quality. 17(5) pp. 493-509.

Chu, M. and Chiu, S. 2013. Effective Marketing Strategies to Attract Business Visitors at Trade Shows. International Journal of Business and Management. 8(24) pp. 64-72.

Chung, N., Koo, C. and Lee, K. 2017. Assessing the Impact of Mobile Technology on Exhibition Attendees' Unplanned Booth Visit Behaviour. Sustainability. 9(884) pp.1-15.

Churchill, G. 1979. A Paradigm for Developing Better Measures of Marketing Constructs. Journal of Marketing Research. 16 pp. 64-73.

Churchill, G.A. and Iacobucci, D. 2004. *Marketing Research: Methodological Foundations*. Eighth Edition. Structural Equation Modelling. London: Mason, South-Western College Pub.

Churchill, G. A. and Surprenant, C. 1982. An Investigation into the Determinants of Customer Satisfaction. Journal of Marketing Research. 19(4) pp. 491–504.

Çobanoğlu, E. and Turaeva, V. 2014. Effects of Pre-show, At-show and Post-show Firm Activities on Trade Show Performance Measurement. Procedia – Social and Behavioural Sciences. 150 pp. 762-771.

Cohen, L., Manion, L. and Morrison, K. 2011. *Research Methods in Education*. Seventh Edition. London: Routledge.

Cole, S. T. and Chancellor, H. C. 2009. Examining the Festival Attributes that Impact Visitor Experience, Satisfaction and Re-Visit Intention. Journal of Vacation Marketing. 15(4) pp. 323-333.

Collier, J. E., Barnes, D. C., Abney, A. K. and Pelletier, M. J. 2018. Idiosyncratic Service Experiences: When Customers Desire the Extraordinary in a Service Encounter. Journal of Business Research. 84 pp. 150-161.

Collins, D. 2003. Pre-testing Survey Instruments: An Overview of Cognitive Methods. Quality of Life Research. 12 pp. 229-238.

Cooper, D. and Schindler, P. 2011. *Business Research Methods*. (Eleventh Edition) Boston: McGraw Hill.

Cortez, R. M. and Johnston, W. J. 2020. The Coronavirus Crisis in B2B Settings: Crisis Uniqueness and Managerial Implications Based on Social Exchange Theory. Industrial Marketing Management. 88 pp. 125-135.

Coulthard, L. J. M. 2004. A Review and Critique of Research Using SERVQUAL. International Journal of Market Research. 46(4) pp.479-497.

Creswell, J. W. 2007. *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Second Edition. Sage Publications, Incorporated.

Creswell, J. W. 2014. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Fourth Edition. Thousand Oaks, CA: Sage.

Creswell, J. W. and Creswell, J. D. 2018. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Fifth Edition. Los Angeles: Sage.

Cronin, J. J., Brady, M. K. and Hult, G. T. M. 2000. Assessing the Effects of Quality, Value and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments. Journal of Retailing. 76 (2) pp. 193-218.

Cronin, J. J. and Taylor, S. A. 1992. Measuring Service Quality: A Re-examination and Extension. Journal of Marketing. 56(3) pp. 55-68.

Dalla-Pozza. 2014. Customer Experiences as Drivers of Customer Satisfaction. Association de recherches et publications en management - Gestion 2000. 3(31) pp. 115- 138.

Danaher, P. J. and Haddrell, V. 1996. A Comparison of Question Scales Used for Measuring Customer Satisfaction. International Journal of Service Industry Management. 7(4) pp. 4-26.

Darcy, S. 2012. Disability, Access, and Inclusion in the Event Industry: A Call for Inclusive Event Research. Event Management. 16 pp. 259–265.

Dashper, K. and Finkel, R. 2020. Accessibility, Diversity, and Inclusion in the UK Meetings Industry. Journal of Convention & Event Tourism. 21(4) pp. 283-307.

Day, R. L. 1980. How Satisfactory is Research on Consumer Satisfaction? in NA - Advances in Consumer Research. 07, eds. Olson, J. C and Abor, A. MI: Association for Consumer Research. pp. 593-597.

Deegan J. 1978. On the Occurrence of Standardised Regression Coefficients Greater Than One. Educational and Psychological Measurement. 38(4) pp. 873-888.

de Geus, S., Richards, G. and Toepoel, V. 2015. Conceptualisation and Operationalisation of Event and Festival Experiences: Creation of an Event Experience Scale. Scandinavian Journal of Hospitality and Tourism. 16(3) pp. 274–296.

de Jager, J. and du Plooy, T. 2007. Measuring Tangibility and Assurance as Determinants of Service Quality for Public Health Care in South Africa. Acta Commercii. pp. 96-111.

della Porta, D. and Keating, M. 2008. Approaches and Methodologies in the Social Sciences. A Pluralist Perspective. Graduate Journal of Social Science, Amsterdam University Press. 5(2) pp.158-161.

de Vasconcelos, A. M., Barichello, R., Lezana, A., Forcellini, F. A., Ferreira, M. G. G. and Miguel, P. A. C. 2015. Conceptualisation of the Service Experience by Means of a Literature Review. Benchmarking: An International Journal. 22(7) pp. 1301-1314.

Diebner, R., Silliman, E., Ungerman, K. and Vancauwenberghe, M. 2020. Adapting Customer Experience in the Time of Coronavirus. McKinsey & Company. pp. 1-7.

Dieronitou, I. 2014. The Ontological and Epistemological Foundations of Qualitative and Quantitative Approaches to Research. International Journal of Economics, Commerce and Management. 10 pp. 1-17.

Dolma, S. 2010. The Central Role of the Unit of Analysis Concept in Research Design. Istanbul University Journal of the School of Business. 39 pp.169-174.

Dolnicar, S., Coltman, T. and Sharma, R. 2015. Do Satisfied Tourists Really Intend to Come Back? Three Concerns with Empirical Studies of the Link Between Satisfaction and Behavioural Intention. Journal of Travel Research 54 (2): 152–78.

Domínguez-Quintero, A.M., González-Rodríguez, M. R. and Paddison, B. 2018. The Mediating Role of Experience Quality on Authenticity and Satisfaction in the Context of Cultural-heritage Tourism. Current Issues in Tourism. 23(2) pp. 248-260.

Dong, P. and Siu, N. Y. M. 2013. Servicescape Elements, Customer Predispositions and Service Experience: The Case of Theme Park Visitors. Tourism Management 36 pp. 541-551.

Dytham, C. 2011. *Choosing and Using Statistics: A Biologist's Guide*. Third Edition. Chichester, UK: Wiley-Blackwell.

Dziewanowska, K. 2015. Dimensions of Real and Virtual Consumer Experiences. Faculty of Management Working Paper Series. 9(4) pp. 1-36.

Ekiz, H.E., Hussain, K. and Bavik, A. (2006). *Perceptions of Service Quality in North Cyprus National Airline. Tourism and Hospitality Industry 2006 – New Trends in Tourism and Hospitality Management, Proceedings of 18th Biennial International Conference, Croatia*, 03(05) pp. 778-90. Conducted by Faculty of Tourism and Hospitality Management, Opatija.

Elkhani, N., & Bakri, A. 2012. Review on Expectancy Disconfirmation Theory (EDT) Model in B2C E-Commerce. Journal of Information Systems Research and Innovation. 2 pp. 1-13.

Elsayir, H. A. 2014. Comparison of Precision of Systematic Sampling with Some Other Probability Samplings. American Journal of Theoretical and Applied Statistics. 3 (4) pp. 111-116.

Erdil, S. T. and Yildiz, O. 2011. Measuring Service Quality and a Comparative Analysis in the Passenger Carriage of the Airline Industry. Procedia – Social and Behavioural Sciences. 24 pp. 1232-1242.

Erlingsson, C. and Brysiewicz, P. 2017. A Hands-on Guide to Doing Content Analysis. African Journal of Emergency Medicine. 7(3) pp. 93-99.

The Experience Institute. 2017. *Maximise Attendance: An Examination of the Behaviours Behind the Decision to Attend*. The Decision to Attend Study for Conventions and Exhibitions. 2 pp. 1-62. <https://www.theexperienceinstitute.org/wp-content/uploads/2017/09/TEI-Decision-to-Attend-2-FULL-REPORT-for-Industry.pdf>

Falk, T., Hammerschmidt, M. and Schepers, J. J. L. 2010. The Service Quality-Satisfaction Link Revisited: Exploring Asymmetries and Dynamics. Journal of the Academy of Marketing Science. 38 pp. 288–302.



Fatma, S. 2014. Antecedents and Consequences of Customer Experience Management – A Literature Review and Research Agenda. International Journal of Business and Commerce. 3(6) pp. 32-49

Fernandes, T. and Cruz, M. 2016. Dimensions and Outcomes of Experience Quality in Tourism: The Case of Port Wine Cellars. Journal of Retailing and Consumer Services. 31 pp. 371-379.

Ferrari, R. 2015. Writing Narrative Style Literature Reviews. The European Medical Writers Association. 24(4) pp. 230-235.

Fishbein, M. and I. Ajzen (1975). *Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research*. Reading, MA: Addison Wesley.

Forgas-Coll, S., Palau-Saumell, Matute, J. and Larrea, S. T. 2017. How do Service Quality, Experiences and Enduring Involvement Influence Tourists' Behaviour? An Empirical Study in the Picasso and Miró Museums in Barcelona. International Journal of Tourism Research. 19(2) pp. 246–256.

Fornell, C. 1992. National Customer Satisfaction Barometer: The Swedish Experience. Journal of Marketing. 56 pp. 6-21.

Fornell, C. and Larcker, D. F. 1981. Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. Journal of Marketing Research. 48 pp. 39-50.

Foroudi, P., Gupta, S., Sivarajah, U. and Broderock, A. 2018. Investigating the Effects of Smart Technology on Customer Dynamics and Customer Experience. Computers in Human Behaviour. 80 pp. 271-282.

Freeman, R. E. 1984. *Strategic Management: A Stakeholder Approach*. Boston: Pitman.

Frochot, I., and Hughes, H. 2000. HISTOQUAL: The Development of a Historic Houses Assessment Scale. Tourism Management. 21(2) pp. 157-167.

Gabbott, M. 2004. Undertaking a Literature Review in Marketing. The Marketing Review. 4(4) pp. 411-429.

Galetzka, M., Verhoeven, J. W. M. and Pruyn, A. T. H. 2006. Service Validity and Service Reliability of Search, Experience and Credence Services A Scenario Study. International Journal of Service Industry Management. 17(3) pp. 271-283.

Gasparyan, A. Y., · Ayvazyan, L., · Blackmore, H. and Kitas, G. D. 2011. Writing a Narrative Biomedical Review: Considerations for Authors, Peer Reviewers and Editors. Rheumatology International. 31 pp. 1409-1417.

Geise, J. L. and Cote, J. A. 2000. Defining Consumer Satisfaction. Academy of Market Science Review. 2000(1) pp. 1-24.

Gentile, C., Spiller, N. and Noci, G. 2007. How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value Within the Customer. European Management Journal. 25(5) pp. 395-410.

Gerbing, D.W., Anderson, J.C., 1988. An Updated Paradigm for Scale Development Incorporating Unidimensionality And Its Assessment. Journal of Marketing Research. 25(2) pp. 186-192.

Getty, J. M. and Thompson, K. N. 1994. A Procedure for Scaling Perceptions of Lodging Quality. Hospitality Research Journal. 17(2) pp.75-96.

Getz, D. 2005. *Event Management and Event Tourism*. Second Edition. New York: Cognizant Communications Corporation.

Getz, D. 2007. *Event Studies: Theory, Research and Policy for Planned Events*. London, UK: Elsevier Butterworth Heinemann.

Getz, D., O'Neill, M. and Carlsen, J. 2001. Service Quality Evaluation at Events Through Service Mapping. Journal of Travel Research. 39 pp. 380-390.

Getz, D. and Page, S. J. 2016. Progress and Prospects for Event Tourism Research. Tourism Management. 52. pp. 593-631.

Ghotbabadi, A. R., Feiz, S. and Baharun, R. 2015. Service Quality Measurements: A Review. International Journal of Academic Research in Business and Social Sciences. 5(2) pp. 267-286.

Ghorbanzade, D., Mehrani, H., and Rahehagh, A. 2019. The Effect of Experience Quality on Behavioural Intentions of Domestic Tourists in Visiting Water Parks. Cogent Business & Management. 6 pp.1-24.

Gilliam, D. A. 2015. Trade Show Boothscapes. Journal of Marketing Management. 31 (17-18) pp. 1878-1898.

Gilliland, D. I., and Johnston, W. J. 1997. Toward a Model of Business-to-Business Marketing Communications Effects. Industrial Marketing Management. 26 pp. 15-29.

The Global Association of the Exhibition Industry (UFI). 2017. *UFI & Explori Global Visitor Insights*. [https://www.ufi.org/wp-content/uploads/2017/11/UFI\\_Explori\\_Global\\_Exhib\\_Insights-2017-members.pdf](https://www.ufi.org/wp-content/uploads/2017/11/UFI_Explori_Global_Exhib_Insights-2017-members.pdf) Accessed 10 November 2020.

The Global Association of the Exhibition Industry (UFI). 2018. *UFI & Explori Global Visitor Insights*. <https://www.ufi.org/industry-resources/research/topical-reports/global-visitor-insight/> Accessed 06 June 2020.

The Global Association of the Exhibition Industry (UFI). 2019. *UFI Global Exhibition Barometer*. <https://www.ufi.org/archive-research/the-global-exhibition-barometer-july-2019/> Accessed 10 November 2020.

The Global Association of the Exhibition Industry (UFI). 2020. *UFI Global Economic Impact of Exhibitions*. <https://www.ufi.org/industry-resources/research/global-reports/economic-impact-studies/> Accessed 06 June 2020.

Godar, S. H. and O'Connor, P. J. 2001. Same Time Next Year – Buyer Trade Show Motives. *Industrial Marketing Management*. 30 pp. 77–86.

Goldstein, M. 2020. Will Business Travelers Still Flock to Tradeshows and Conventions Despite COVID-19? *Forbes*. <https://www.forbes.com/sites/michaelgoldstein/2020/07/11/will-covid-19-kill-giant-trade-shows-and-conventions/?sh=117618f76714> Accessed 10 November 2020.

González-Rodríguez, M. R., Domínguez-Quintero, A. M. and Paddison, B. 2019. The Direct and Indirect Influence of Experience Quality on Satisfaction: The Importance of Emotions. *Current Issues in Tourism*. pp. 1-19

Goode, M. R., Dahl, D. W. and Moreau, C. P. 2010. The Effect of Experiential Analogies on Consumer Perceptions and Attitudes. Journal of Marketing Research. XLVII pp. 274–286.

Gopalakrishna, S. and Lilien, G. L. 1995. A Three-Stage Model of Industrial Trade Show Performance. Marketing Science. 14(I) pp. 22-42.

Gopalakrishna, S., Malthouse, E. C. and Lawrence, J. M. 2019. Managing Customer Engagement at Trade Shows. Industrial Marketing Management. 81 pp. 99-114.

Gopalakrishna, S., Roster, C. A. and Sridhar, S. 2010. An Exploratory Study of Attendee Activities at a Business Trade Show. Journal of Business & Industrial Marketing 25(4) pp. 241–248.

Gössling, S., Scott, D. and Hall, M. 2020. Pandemics, Tourism and Global Change: A Rapid Assessment of COVID-19. Journal of Sustainable Tourism. pp. 1-20.

Gottlieb, U. R., Brown, M. R. and Drennan, J. 2011. The Influence of Service Quality and Trade Show Effectiveness on Post-Show Purchase Intention. Emerald Journal of Marketing. 45(11/12) pp. 1642-1659.

Gottlieb, U., Brown, M. and Ferrier, L. 2014. Consumer Perceptions of Trade Show Effectiveness. European Journal of Marketing. 48(1/2) pp.89-107.

Grau, K. and Freidmund, W. 2007. *The Effect of Sound and Crowding on Tourist Experiences in a National Park Setting. Proceedings of the 2007 Tourism Travel and Research Association International Conference*. Conducted by the University of Massachusetts Amherst Travel and Tourism Research Association: Advancing Tourism Globally. 49. Las Vegas, Nevada.

Green, B.N., Johnson, C.D. and Adams, A. 2006. Writing Narrative Literature Reviews for Peer-Reviewed Journals: Secrets of the Trade. Journal of Sports Chiropractic and Rehabilitation. 5(3) pp. 101-117.

Grimmelikhuijsen, S. and Porumbescu, G. A. 2017. Reconsidering the Expectancy Disconfirmation Model. Three Experimental Replications. Public Management Review. 19(9) pp. 1272-1297.

Grönroos, C. 1990. Service Management: A Management Focus for Service Competition. International Journal of Service Industry Management. 1(1) pp. 6-14.

Guest, G., Namey, E. and McKenna, K. 2016. How Many Focus Groups Are Enough? Building an Evidence Base for Non-Probability Samples Sizes. Field Methods. pp. 1-20.

Gunning, J. G. 2000. Models of Customer Satisfaction and Service Quality as Research Instruments in Construction Management. Association of Researchers in Construction Management. 1 pp. 21-30.

Hagger, M. S. 2019. The Reasoned Action Approach and the Theories of Reasoned Action and Planned Behaviour. In *Oxford Bibliographies in Psychology*. Edited by Dunn, D. S. New York, NY: Oxford University Press.

Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. 2010. *Multivariate Data Analysis*. Seventh Edition. New Jersey: Prentice Hall, Upper Saddle River.

Hair, J. F., Risher, J. J., Sarstedt, M. and Ringle, C. M. 2019. When to use and how to report the results of PLS-SEM. European Business Review. 31(1) pp. 2-24.

Hajjir, S. T. E. L. 2018. Statistical Analysis: Internal-Consistency Reliability and Construct Validity. International Journal of Quantitative and Qualitative Research Methods. 6(1) pp. 27-38.

Halim, A. H. A. and Mokhtar, A. R. M. 2016. Creating Memorable Visitor Experiences by Assessing Satisfaction Level and Behavioural Consequences of Attendees. Prodecia Economics and Finance. 37 pp. 1-6.

Hall, J. N. 2013. Pragmatism, Evidence and Mixed Methods Evaluation. In *Mixed Methods and Credibility of Evidence in Evaluation. New Directions for Evaluation*. 138 pp. 15-26. Edited by Mertens, D. M and & Hesse-Biber, S. American Evaluation Association.

Han, H. and Verma, R. 2014. Why Attend Trade Shows? A Comparison of Exhibitor and Attendee's Preferences. Cornell Hospitality Quarterly. 55(3) pp. 239-251.

Hansen, K. 1999. Trade Show Performance: A Conceptual Framework and Its Implications for Future Research. Academy of Marketing Science Review. 08 pp. 1-12.

Hansen, K. 2004. Measuring Performance at Trade Shows. Scale Development and Validation. Journal of Business Research. 57 pp. 1-13.

Harris, L. B. 2019. ZITF 2019: Govt Concerned with Hotel Rate Hike. *CITE*. <https://cite.org.zw/zitf-2019-govt-concerned-with-hotel-rate-hike/> 04 April 2019. Accessed 10 November 2020.

Hart, C. 2018. Doing a Literature Review: *Releasing the Research Imagination*. Second Edition. London: Sage.

Havíř, D. 2017. A Comparison of the Approaches to Customer Experience Analysis. Economics and Business. 31 pp. 82-93.

He, H., Lin, Z. and Li, H. 2020. Key Survival Factors in the Exhibition Industry. International Journal of Hospitality Management. 89 pp. 1-8.

Heide, M., Grønhaug, K., and Engset, M. G. 1999. Industry Specific Measurement of Consumer Satisfaction: Experiences from The Business Travelling Industry. International Journal of Hospitality Management. 18(2) pp. 201-213.

Heinonen, K. Strandvik, T., Mickelsson, K., Edvardsson, B., Sandström, E. and Andersson, P. 2010. A Customer-Dominant Logic of Service. Journal of Service Management. 21(4) pp. 531-548.

Helkkula. A. 2011. Characterising the Concept of Customer Experience. Journal of Service Management. 22(3) pp. 376-389.

Hennick, M. M., Kaiser, B. N. and Weber, M. B. 2019. What Influences Saturation? Estimating Sample Sizes in Focus Group Research. Qualitative Health Research. 29(10) pp. 1483-1496.

The Herald. 2012. All Set for Buy Zimbabwe Conference, Expo. *The Herald* [Online] <https://www.herald.co.zw/all-set-for-buy-zimbabwe-conference-expo/> 05 April 2012. Accessed 10 November 2020.

Hightower, R., Brady, M. K. and Baker, T. L. 2002. Investigating the Role of the Physical Environment in Hedonic Service Consumption: An Exploratory Study of Sporting Events. Journal of Business Research. 55 pp. 607-707.



Hilton, C. E. 2015. The Importance of Pretesting Questionnaires: A Field Research Example of Cognitive Pretesting the Exercise Referral Quality of Life Scale (ER-QLS). International Journal of Social Research Methodology. 20(1) pp. 21-34.

Hinkin, T. R. 1998. A Brief Tutorial on the Development of Measures for Use in Survey Questionnaires. Organisational Research Methods. 1(1) pp. 104-121.

Holbrook, M. B. and Hirschman, E. C. 1982. The Experiential Aspects of Consumption: Consumer Fantasies, Feelings and Fun. Journal of Consumer Research. 9 (2) pp. 132-140.

Hooper, D., Coughlan, J. and Mullen, M. R. 2008. Structural Equation Modelling: Guidelines for Determining Model Fit. The Electronic Journal of Business Research Methods. 6 (1) pp. 53 – 60.

Hoyt, J. E and Whyte, C. 2011. Increasing the Quality and Value of Conferences, Seminars, and Workshops. The Journal of Continuing Higher Education. 59(2) pp. 97-103.

Hu, L. and Bentler, P. M. 1999. Cut-off Criteria for Fit Indexes in Covariance Structure Analysis: Conventional Criteria Versus New Alternatives. Structural Equation Modelling. 6(1) pp. 1–55.

Hulland, J. 1999. Use of Partial Least Squares (PLS) in Strategic Management Research: A Review of Four Recent Studies. Strategic Management Journal. 20(2) pp. 195-204.

Hultsman, W. 2001. From the Eyes of the Exhibitor: Characteristics that Make Exhibitions a Success for All Stakeholders. Journal of Convention and Exhibition Management. 3(3) pp. 27-44.

Hurley, A. E., Scandura, T. A., Schirriesheim, C. A., Brannick, M. T., Seers, A., Vanderberg, R. J. and Williams, I. J. 1997. Exploratory and Confirmatory Factor Analysis: Guidelines, Issues and Alternatives. Journal of Organisational Behaviour. 18 pp. 667-683.

Hyken, S. 2020. Trade Shows and Exhibitions in the Post-COVID-19 Era. Forbes. <https://www.forbes.com/sites/shephyken/2020/08/09/trade-shows-and-exhibitions-in-the-post-covid-19-era/?sh=e5a720c28107> Accessed on 10 November 2020.

Hyman, L., Lamb, J. and Blumer, M. 2006. *The Use of Pre-existing Survey Questions: Implications for Data Quality. Proceedings of European Conference on Quality in Survey Statistics*. Conducted by the University of Surrey. Surrey: Department of Sociology

International Trade Centre (ITC) 2012. *Basics for Organising Trade Fairs – A Guide for Developing Countries* (Technical Paper). pp. 1-57. <http://www.intracen.org/Basics-for-organizing-trade-fairs/> Accessed 10 November 2020.

Isac, F. L. and Rusu, S. 2014. Theories of Consumer Satisfaction and the Operationalisation of the Expectation Disconfirmation Paradigm. Annals - Economy Series, Constantin Brancusi University, Faculty of Economics. 2 pp. 82-88.

Isac, F., Rusu, S. and Cureteanu, R. 2011. Different Views Regarding the Nature of Customer Satisfaction. *Analele Universității “Constantin Brâncuși” din Târgu Jiu, Seria Economie*, Nr. 4/I/2011. pp.1-6.

Ivankova, N. V., Creswell, J. W. and Stick, S. L. 2006. Using Mixed-Methods Sequential Explanatory Design: From Theory to Practice. Field Methods. 18(1) pp. 3–20.

Jaakkola, E., Helkkula, A. and Aarikka-Stenroos, L. 2015. Service Experience Co-creation: Conceptualisation, Implications, and Future Research Directions. Journal of Service Management. 26(2) pp. 182-205.

Jaccard, J. and Becker, M. A. 2010. *Statistics for the Behavioural Sciences*. Fifth Edition. London: Cengage Learning.

Jaimangal-Jones, D., Fry, J. and Haven-Tang, C. 2018. Exploring Industry Priorities Regarding Customer Satisfaction and Implications for Event Evaluation. International Journal of Event and Festival Management. 9(1) pp. 1-28.

Jain, P. and Aggarwal, V. S. 2015. Service Quality Models: A Review. BVIMSR's Journal of Management Research. 7(2) pp. 125-136.

Jain, R., Aagja, J. and Bagdare, S. 2017. Customer Experience – A Review and Research Agenda. Journal of Service Theory and Practice. 27(3) pp. 642-662.

Jennings, G., Lee, Y., Ayling, A., Lunny, B., Cater, C. and Ollenburg, C. 2009. Quality Tourism Experiences: Reviews, Reflections and Research Agendas. Journal of Hospitality Marketing & Management. 18 pp. 294-310.

Jha, S., Balaji, M. S., Ranjan, K. R., and Sharma, A. 2019. Effect of Service-related Resources on Employee and Customer Outcomes in Trade Shows. Industrial Marketing Management. 76 pp. 48-59.

Jin, X. and Weber, K. 2013. Developing and Testing a Model of Exhibition Brand Preference: The Exhibitors' Perspective. Tourism Management. 38 pp. 94-104.

Jin, X., Weber, K. and Bauer, T. 2013. Dimensions and Perceptual Differences of Exhibition Destination Attractiveness: The Case of China. Journal of Hospitality and Tourism. 37(4) pp. 447-469.

Jiménez-Guerrero, J. F., de Burgos-Jiménez, J. and Tarifa-Fernández, J. 2020. Measurement of Service Quality in Trade Fair Organisation. Sustainability. 12(9567) pp. 1-16.

Johnston, R. 1995. The Determinants of Service Quality: Satisfiers and Dissatisfiers. International Journal of Service Industry Management. 6(5) pp. 53-71.

Johnston, R., Jones, K. and Manley, D. 2018. Confounding and Collinearity in Regression Analysis: A Cautionary Tale and an Alternative Procedure, Illustrated by Studies of British Voting Behaviour. Qual Quant 52 pp. 1957–1976.

Johnston, R. and Kong, X. 2011. The Customer Experience: A Roadmap for Improvement. Managing Service Quality: An International Journal. 21 (1) pp 5-24.

Johnson, R. B. and Onwuegbuzie, A. J. 2004. Mixed Methods Research: A Paradigm Whose Time Has Come. Educational Researcher. 33(7) pp. 14-26.

Joo, Y. and Yeo, K. 2014. Exhibition Attendees' Perspectives on Service Quality: Trade vs Public Shows. 동북아관광연구 제10권 제3호 (통권26호) pp. 219-235.

Jung, M. 2005. Determinants of Exhibition Service Quality as Perceived by Attendees. Journal of Convention and Event Tourism. 7(3/4) pp. 85-98.

Jung, S. and Tanford, S. 2017. What Contributes to Convention Attendee Satisfaction and Loyalty? A Meta-Analysis. Journal of Convention & Event Tourism. pp. 1-17.

Kale, S.H., Pentecost, R.D. and Zlatevska, N. 2010. Designing and Delivering Compelling Experiences: Insights from the 2008 Democratic National Convention. International Journal of Event and Festival Management. 1(2) pp. 148-159.

Kalinowski, P. and Fidler, F. 2010. Interpreting Significance: The Differences Between Statistical Significance, Effect Size and Practical Importance. Newborn and Infant Nursing Reviews. 10(1) pp. 50-54.

Kang, J. H. and Schrier, T. R. 2011a. An Examination of the Factors Affecting Trade Show Exhibitors' Decisions. *Track 1, Formal Paper Presentation in 16th Graduate Students Research Conference, Iowa State University*.

Kang, J. H. and Schrier, T. R. 2011b. The Decision-Making Process of Tradeshow Exhibitors: The Effects of Social Value, Company Size, and Prior Experience on Satisfaction and Behavioural Intentions. Journal of Convention & Event Tourism. 12 pp. 65–85.

Kanning, U. P. and Bergmann, N. 2009. Predictors of Customer Satisfaction: Testing the Classical Paradigms. Managing Service Quality. 19(4) pp. 377-390.

Kaplan, D. 2009. *Structural Equation Modelling: Foundations and Extensions*. Second Edition. Newbury Park, CA: Sage.

Katunga, R. 2014. Rich Pickings for Bulawayo Hotels During ZITF. *The Sunday News* [Online]. <https://www.sundaynews.co.zw/rich-pickings-for-byo-hotels-during-zitf/> 27 April 2014. Accessed 10 November 2020.

Kaushik, V. and Walsh, A. 2019. Pragmatism as a Research Paradigm and Its Implications for Social Work Research. Social Sciences. 8(255) pp. 1-17.

Kaur, G. and Gupta, S. 2012. Consumers' Behavioural Intention Toward Self Service Technology in Emerging Markets. Journal of Global Marketing. 25 pp. 241-261.

Keiningham, T. L., Cooil, B., Aksoy, L., Andreassen, T. W. and Weiner, J. 2007. The Value of Different Customer Satisfaction and Loyalty Metrics in predicting Customer Retention, Recommendation and Share-of-Wallet. Managing Service Quality. 17(4) pp. 361-384.

Kellezi, J. 2013. The Effectiveness of Trade Shows in Global Competition. European Academic Research. 1 (3) 265-274.

Khan, M., 2003. ECOSERV: Ecotourists' Quality Expectations. Annals of Tourism Research. 30(1) pp. 109-124.

Khoon, L. C. and Ramaiah, C. K. 2008. An Overview of Online Exhibitions. Journal of Library and Information Technology. 28(4) pp.7-21.

Kim, H. and Choi, B. 2013. The Influence of Customer Experience Quality on Customers' Behavioural Intentions. Services Marketing Quarterly. 34 pp. 322–338.

Kim, T. and Mazumdar, T. 2016. Product Concept Demonstrations in Trade Shows and Firm Value. Journal of Marketing. 80 pp. 90–108.

Kim, W. G., Ng, C. Y. N. and Kim, Y. 2009. Influence of Institutional DINESERV on Customer Satisfaction, Return Intention and Word-of-Mouth. International Journal of Hospitality Management. 28 pp. 10-11.

Kim, Y., Lee, Y. and Love, C. A. 2009. Case Study Examining the Influence of Conference Food Function on Attendee Satisfaction and Return Intention at a Corporate Conference. Journal of Convention & Event Tourism. 10(3) pp. 211-230.

Kirchgeorg, M., Jung, K. and Klante, O. 2010. The Future of Trade Shows: Insights from a Scenario Analysis. Journal of Business and International Marketing. 25 (4) pp. 301-312.

Kirchgeorg, M., Springer, C. and Kastner, E. 2010. Objectives for Successfully Participating in Trade Shows. Journal of Business and Industrial Marketing. 25(1) pp. 63-72.

Kitzinger, J. 1994. The Methodology of Focus Groups: The Importance of Interaction Between Research Participants. Sociology of Health & Illness. 16(1) pp. 103-121.

Kivunja, C. and Kuyini, A. B. 2017. Understanding and Applying Research Paradigms in Educational Contexts. International Journal of Higher Education. 6(5) pp. 26-41.

Klaus, P., Edvardsson, B. and Maklan, S. 2012. Developing a Typology of Customer Experience Management Practice – From Preservers to Vanguards. *12<sup>th</sup> International Research Conference in Service Management*. La Londe les Maures, France.

Klaus, P. and Maklan, S. 2012. EXQ: A Multi-item Scale for Assessing Service Experience. Index CCEI. Managing Service Quality. 21(2) pp. 112-132.

Klaus, P. and Maklan, S. 2013. Towards a Better Measure of Customer Experience. International Journal of Market Research. 55(2) pp. 227-246.

Knutson, B. J. and Beck, J. A. 2004. Identifying the Dimensions of the Experience Construct: Development of the Model. Journal of Quality Assurance in Hospitality and Tourism. 4 (3/4) pp. 23-35.

Knuston, B. J. and Beck, J.A. 2008. Identifying the Dimensions of the Experience Construct: Development of the Model. Journal of Quality Assurance in Hospitality & Tourism. 4(3-4) pp.1-17.

Kothari, C.R. 2004. Research Methodology: Methods and Techniques. Second Edition. New Delhi: New Age International Publishers.

Kotze, C. 2013. Indaba Focuses on Redefining Africa. *Mining Weekly* [Online] <https://www.miningweekly.com/article/indaba-focuses-on-redefining-africa-2013-09-06>  
Accessed 10 November 2020.

Kozak, M. and Rimmington, M. 2000. Tourist Attraction with Mallorca, Spain as an Off-Season Holiday Destination. Journal of Travel Research. 38 pp. 260-296.

Kozak, N. and Kayar, C. H. 2008. Visitors' Objectives for Trade Exhibition Attendance: A Case Study on the East Mediterranean International Tourism and Travel Exhibition (EMITT). Event Management. 12(3-4) pp. 133-141.

Kranzbühler, A., Kleijnen, M., Morgan, R. and Teerling, M. 2018. The Multilevel Nature of Customer Experience Research: An Integrative Review and Research Agenda. International Journal of Management Reviews. 20(2) pp. 433-456.

Krejcie, R. V. and Morgan, D. W. 1970. Determining Sample Size for Research Activities. Educational and Psychological Measurement. 30 pp. 607-610.



Krueger, R. A. 1994. *Focus Groups: A Practical Guide for Applied Research* Second Edition. Thousand Oaks, CA: Sage Publications.

Kuhn, T. J. 1970. *The Structure of Scientific Revolutions*. United States of America: University of Chicago Press.

Kulašin, D. and Fortuny-Santos, J. 2005. Review of the SERVQUAL Concept. 4th Research/Expert Conference with International Participation “QUALITY 2005” Fojnica, B&H, 09-12 November 2005. pp. 133-140.

Kumar, V., Umashankar, N., Kim, K. H. and Bhagwat, Y. 2014. Assessing the Influence of Economic and Customer Experience Factors on Service Purchase Behaviours. Marketing Science. 33(5) pp. 673-692.

Kuo, Y., Wu, C. and Deng, W. 2009. The Relationships Among Service Quality, Perceived Value, Customer Satisfaction and Post-Purchase Intention in Mobile Value-added Services. Computers in Human Behaviour. 25(2009) pp. 887-896.

Kurtulmuşoğlu, F. B., Atalay, K. D. and Alagöz, A. 2017. Factors Affecting Trade Show Exhibitors’ Satisfaction and Behavioural Intentions. Journal of Health Management and Tourism. 2(3) pp. 53-74.

Kwabeza, L. S. M. 2014. PayPal Now in Zim But Not for Merchants and Peer-to-Peer. *Techzim*. <https://www.techzim.co.zw/2014/06/paypal-now-available-zimbabwe-merchants-peer-peer/>  
Accessed 10 November 2020.

Kyiazos, T. A. and Stalikas, A. 2018. Applied Psychometrics: The Steps of Scale Development and Standardisation Process. Psychology. 9(11) pp. 2531-2560.

Ladhari, R. 2009. Service Quality, Emotional Satisfaction and Behavioural Intentions: A Study in the Hotel Industry. Managing Service Quality: An International Journal. 19(3) pp. 308-331.

Lankton, N. K. and McKnight, H. D. 2012. Examining Two Expectation Disconfirmation Theory Models: Assimilation and Asymmetry Effects. Journal of the Association for Information Systems. 13(2) pp. 88-115.

Lederman, L. 1990. Assessing Educational Effectiveness: The Focus Group Interview as a Technique for Data Collection. Communication Education. 39(2) pp. 117-127.

Lee, C. H. and Kim, S. Y. 2008. Differential Effects of Determinants on Multi-Dimensions of Trade Show Performance: By Three Stages of Pre-Show, At-Show and Post-Show Activities. Industrial Marketing Management. 37 pp. 784-796.

Lee, J. and Min, C. 2013. Prioritising Convention Quality Attributes from the Perspective of Three-Factor Theory: The Case of Academic Association Convention. International Journal of Hospitality Management. 35 pp. 282-293.

Lee, M. and Back, K. 2007. Effects of Destination Image on Meeting Participation Intentions. Service Industries Journal. 27(1) pp. 59-73.

Lee, M. J. and Kang, Y. S. 2014. Subject Areas and Future Research Agendas in Exhibition Research: Exhibitor Perspectives. Event Management. 18 pp. 185-194.

Lee, M. J., Lee, S. and Joo, Y. M. 2015. The Effects of Exhibition Service Quality on Exhibitor Satisfaction and Behavioural Intention. Journal of Hospitality Marketing & Management. 24 pp. 683-707.

Lee, M. J., Seo, J. M. S. and Yeung, S. 2012. Comparing the Motives for Exhibition Participation: Visitors' Versus Exhibitors' Perspectives. International Journal of Tourism Sciences. 12(3) pp. 1-19.

Lee, S., Park, H. and Ahn, Y. 2020. The Influence of Tourists' Experience of Quality of Street Foods on Destination's Image, Life Satisfaction, and Word of Mouth: The Moderating Impact of Food Neophobia. International Journal of Environmental Research and Public Health. 17(163) pp.1-20.

Lee, S. Y., Petrick, J. F. and Crompton, J. 2007. The Roles of Quality and Intermediary Constructs in Determining Festival Attendees' Behavioural Intention. Journal of Travel Research. 45(4) pp. 402-412.

Lee, T. H., Fu, C. and Tsai, L. 2019. How Servicescape and Service Experience Affect Loyalty: Evidence from Attendees at the Taipei International Travel Fair. Journal of Convention & Event Tourism. 20 pp. 398-420.

Lee, T. H., Tsai, L. and Jan, F. 2018. Sustainability of Exhibitions. A Stakeholder Framework. International Journal of Development and Sustainability. 7(11) pp. 2797-2806.

Leedy, P. D. and Ormrod, J. E. 2010. *Practical Research: Planning and Design*. Ninth Edition. Upper Saddle River, NJ: Merrill.

Lei, P. and Wu, Q. 2007. Introduction to Structural Equation Modelling: Issues and Practical Considerations. Educational Measurement: Issues and Practice. 26(3) pp. 33-43.

Lemke, F., Clark, M. and Wilson, H. 2011. Customer Experience Quality: An Exploration in Business and Consumer Contexts Using Repertory Grid Technique. Journal of the Academy of Marketing Science. 39 pp. 846-869.

Lemon, K. N. and Verhoef, P. C. 2016. Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing Special Issue. 80 pp. 69-96.

Lesić, K. T., Brščić, K. and Ružić, D. 2017. The Importance of Understanding Event Experience. ToSEE – Tourism in Southern and Eastern Europe. 4 pp. 605-618.

Levers, M. D. 2013. Philosophical Paradigms, Grounded Theory, and Perspectives on Emergence. Sage Open. October-December pp. 1-6.

Liem, A. 2018. Interview Schedule Development for a Sequential Explanatory Mixed Method Design: Complementary-Alternative Medicine (CAM) Study Among Indonesian Psychologists. International Journal of Social Research Methodology. 21(4) pp. 513-525.

Lin, C. and Lin, C. W. 2013. Exhibitor Perspectives of Exhibition Service Quality. Journal of Convention and Event Tourism. 14:4 pp. 293-308.

Lin, Y. 2016. An Examination of the Determinants of Trade Show Exhibitors' Behavioural Intention: A Stakeholder Perspective. International Journal of Hospitality Management. 28 (12) pp. 2630-2653.

Lin, Y., Kerstetter, D. and Hickerson, B. 2015. Developing a Trade Show Exhibitor's Overall Satisfaction Measurement Scale. Travel and Research Association: Advancing Tourism Research Globally. 28 pp. 1-7.

Lin, Y. K., Kerstetter, D. and Hickerson, B. 2016. Constructing a Trade Show Exhibitor Satisfaction Scale from a Stakeholder Perspective. Journal of Tourismology. 2(2) pp. 13-35.

Ling-Yee, L. 2008. The Effects of Firm Resources on Trade Show Performance: How Do Trade Show Marketing Processes Matter? Journal of Business & Industrial Marketing. 23(1) pp. 35-47.

Liu, H. and Zhao, X. 2013. A Literature Review and Critique on Customer Satisfaction. Department of Economics and Management, Dezhou Vocational and Technological College, Dezhou, China.2012. <http://www.studymode.com/essays/a-Literature-Review-And-CritiqueOn-1650433.html>. pp. 359-364. Accessed on 02 September 2020.

Liu, L., Xiang, Z., Liu, Y., Zach, F. L. and McGehee, N. 2020. Factors Influencing Exhibitor Satisfaction and Loyalty: A Meta-Analysis on the Chinese Exhibition Market. Sustainability. 12 pp. 1-18.

Liu, W., Sparks, B. and Coghlan, A. 2016. Measuring Customer Experience *in Situ*: The Link Between Appraisals, Emotions and Overall Assessments. International Journal of Hospitality Management. 59 pp. 42-49.

Locke, E. A. 1967. Relationship of Success and Expectation to Affect on Goal Seeking Tasks. Journal of Personality and Social Psychology. 7(2) pp. 125–34.

Loke, S., Taiwo, A. A.; Salim, H. M. and Downe. A. G. 2011. Service Quality and Customer Satisfaction in a Telecommunication Service Provider. International Conference on Financial Management and Economics IPEDR 11 IACSIT Press, Singapore.

Loureiro, S. M. C. 2014. The Role of The Rural Tourism Experience Economy in Place Attachment and Behavioural Intentions. International Journal of Hospitality Management. 40 pp. 1-9.

Lu, Y. and Cai, L. A. 2009. Analysis of Image and Loyalty of Exhibitions and Host Destinations. International CHRIE Conference-Refereed Track. 15 pp. 1-8.

MacCallum, R. C., Widaman, K. F., Zhang, S., and Hong, S. 1999. Sample Size in Factor Analysis. Psychological Methods. 4(1) pp. 84–99.

Magnus, P.D. 2004. Reid's Dilemma and the Uses of Pragmatism. Philosophy Faculty Scholarship. 46. Journal of Scottish Philosophy. 2(1) pp. 69–72.

Mair, J. 2012. A Review of Business Literature. Event Management. 16 pp. 133-141.

Mair, J., and Thompson, K. 2009. The UK Association Conference Attendance Decision Making Process. Tourism Management. 30 pp. 400-409.

Maklan, S., Antonetti, P. and Whitty, S. 2017. A Better Way to Manage Customer Experience: Lessons from Royal Bank of Scotland. California Management Review. 59(2) pp. 92-115.

Maklan, S. and Klaus, P. 2011. Customer Experience: Are We Measuring the Right Things? International Journal of Market Research. 53(6) pp. 771–792.

Makombe, L. 2010. High Operating Costs Erode Profits. *The Zimbabwe Independent* [Online] [www.theindependent.co.zw](http://www.theindependent.co.zw). 09 April 2010. Accessed 10 November 2020.

Malek, A. 2016. An Empirical Study of Conference Attendees' Post-Participation Behaviour. Tourismos: An International Multidisciplinary Journal of Tourism. 11(4) pp. 133-157.

Maletic, J. I. and Marcus, A. 2005. Data Cleansing – A Prelude to Knowledge Discovery. In *Data Mining and Knowledge Discovery Handbook: A Complete Guide for Practitioners and Researchers*. pp. 21-36. Edited by Maimon, O. and Rokach, L. Kluwer Academic Publishers.

Malhotra, N. K. 2007. *Marketing Research: An Applied Orientation*. Upper Saddle River, NJ: Pearson/Prentice Hall.

Marković, S. 2019. How Festival Experience Quality Influence Visitor Satisfaction? A Quantitative Approach. Naše Gospodarstvo/Our Economy. 65(4) pp. 47-56.

Marković, S., Dorčić, J., and Krnetić, M. 2015. Visitor Satisfaction and Loyalty Measurement of a Local Food Festival: Application of FESTPERF Scale. 3rd International Scientific Conference Tourism in Southern and Eastern Europe (ToSEE 2015). Sustainable Tourism, Economic Development and Quality Life.

Martilla, J. A. and James, J. C. 1977. Importance-Performance Analysis. The Journal of Marketing. 41(1) pp. 77-79.

Mason, C. H. and Perreault, W. D. 1991. Collinearity, Power and Interpretation of Multiple Regression Analysis. Journal of Marketing Research. 28(3) pp. 268-280.

Matzler, K. and Sauerwein, E. 2002. The Factor Structure of Customer Satisfaction. International Journal of Service Industry Management. 13(4) pp. 314-332.

Maxcy, S. 2003. Pragmatic Threads in Mixed Methods Research in the Social Sciences: The Search for Multiple Modes of Inquiry and the End of the Philosophy of Formalism. In *Handbook of Mixed Methods in Social and Behavioural Research*. Edited by Tashakkori, A. and Teddlie, C. Thousand Oaks, CA: Sage Publications.

Maykut, P. and Morehouse, R. 1994. *The Falmer Press Teachers' Library, 6. Beginning Qualitative Research: A Philosophic and Practical Guide*. Falmer Press/Taylor & Francis, Incorporated.

McColl-Kennedy, J. R., Gustafsson, A., Jaakkola, E., Radnor, Z., Perks, H. and Friman, M. 2015. Fresh Perspectives on Customer Experience. Journal of Services Marketing. 29(6-7) pp. 430-435.

McLean, G., Al-Nhabhani, K. and Wilson, A. 2018. Developing a Mobile Applications Customer Experience Model (MACE) – Implications for Retailers. Journal of Business Research. 85 pp. 325-336.

McMullan, R. and O'Neill, M. 2010. Towards a Valid and Reliable Measure of Visitor Satisfaction. Journal of Vacation Marketing. 16(1) pp. 29-44.

McPherson, G., Oluwaseyi, A., McGillivray, D and Misener, L. 2020. Disability and Events. *The Routledge Handbook of Events* pp. 491-501. Second Edition. Publisher: Routledge.



McQuitty, S., Finn, A. and Wiley, J. B. 2000. Systematically Varying Consumer Satisfaction and its Implications for Product Choice. Academy of Marketing Science Review. 2000(10) pp. 1-16.

Mei, A. W. O., Dean, A. M. and White, C. J. 1999. Analysing Service Quality in the Hospitality Industry. Managing Service Quality: An International Journal. 9(2) pp. 136 – 143.

Mensah, C. and Lestyo, E. 2012. Visitors' Objectives for Attending a Regional Trade Fair in Ghana. European Journal of Social Sciences. 31(4) pp. 496-506.

Meyer, C. and Schwager, A. 2007. Understanding Customer Experience. Harvard Business Review. pp.1-11.

Mhlanga, O. 2018. Customer Experiences and Return Patronage in Airport Hotels: Evidence from O. R. Tambo International Airport, South Africa. Acta Commercii - Independent Research Journal in the Management Sciences. 18(01) pp. 1-11

Mill. R. C. 2002. A Comprehensive Model of Customer Satisfaction in Hospitality and Tourism: Strategic Implications for Management. International Business & Economics Research Journal. 1(6) pp. 7-18.

Mingers, J. 2001. Combining IS Research Methods: Towards a Pluralist Methodology. Information Systems Research. 12(3) pp. 240-259.

Minh, N. H., Ha, N. T., Anh, P.C. and Matsui, Y. 2015. Service Quality and Customer Satisfaction: A Case Study of Hotel Industry in Vietnam. Asian Social Science. 11(10) pp. 73-85.

Mittal, V. and Kamakura, W. A. 2001. Satisfaction, Repurchase Intent and Repurchase Behaviour: Investigating the Moderating Effect of Customer Characteristics. Journal of Marketing Research. XXXVIII pp. 131-142.

Mittal, V., Katricharis, J. M. and Kumar, P. 2001. Attribute Performance and Customer Satisfaction Over Time: Evidence from Two Field Studies. Journal of Services Marketing. 15(5) pp. 343-356.

Moeller, S. 2010. Characteristics of Services – A New Approach Uncovers Their Value. Journal of Services Marketing. 24(5) pp. 359-368.

Montinaro, M. and Chirico, P. 2006. Customer Satisfaction Measurement Procedures: One-Dimensional and Multi-Dimensional Approach. Statistica Applicata 18 (2). pp. 277-296.

Morgado, F. F. R., Meireles, J. F. F., Neves, C. M., Amaral, A. C. S. and Ferreira, M. E. C. 2017. Scale Development: Ten Limitations and Recommendations to Improve Future Research Practices. Psicologia: Reflexão e Crítica. 30(3) pp. 1-20.

Mutomba, V. 2015. Capacity Utilisation Reaches 39%. *Newsday* [Online] <https://www.newsday.co.zw/2015/06/capacity-utilisation-reaches-39/> 09 June 2015. Accessed 10 November 2020.

Nasermoadeli, A., Ling, K. C. and Maghnati, F. 2013. Evaluating the Impacts of Customer Experience on Purchase Intention. International Journal of Business and Management. 8(6) pp. 128-138.

Nasution, R. A., Sembada, A. Y., Miliani, L., Resti, A. D. and Prawono, D. A. 2014. The Customer Experience Framework as Baseline for Strategy and Implementation in Services Marketing. Procedia – Social and Behavioural Sciences. 148 pp. 254-261.

Ncube, L. 2019. Slash Prices, Hoteliers Told *The Herald* [Online] <https://www.herald.co.zw/slash-prices-hoteliers-told/> 06 April 2019. Accessed 10 November 2020.

New Zimbabwe. 2019. ZITF 2019 Ends on a High. *New Zimbabwe* [Online] <https://www.newzimbabwe.com/zitf-2019-ends-on-a-high/> 28 April 2019. Accessed 10 November 2020.

New Zimbabwe. 2020. Tough Times Beckon for Zim Agric Shows Set to be Held Same Months This Year. *New Zimbabwe* [Online] <https://www.newzimbabwe.com/tough-times-beckon-for-zim-agric-shows-set-to-be-held-same-months-this-year/> 18 May 2020. Accessed 10 November 2020.

Ngo, M. V. 2015. Measuring Customer Satisfaction: A Literature Review. *Proceedings of the 7<sup>th</sup> International Scientific Conference Finance and Performance of Firms in Science and Education and Practice*. pp. 1637-1654. Zlín, Czech Republic: Education and Practice.

Niedrich, R. W., Kiryanova, E. and Black, W. C. 2005. The Dimensional Stability of the Standards Used in the Disconfirmation Paradigm. Journal of Retailing. 81(1) pp. 49-57.

Nilsson, E. and Ballantyne, D. 2014. Re-examining the Place of Servicescape in Marketing: A Service-Dominant Logic Perspective. Journal of Services Marketing. 28(5) pp. 374-379.

Nordvall, A. and Brown, S. 2018. Evaluating Publicly Supported Periodic Events: The Design of Credible, Usable and Effective Evaluation. Journal of Policy Research in Tourism Leisure and Events. pp. 1-20

Nsingo, D. 2019. Exhibitors Clinch Big Deals at Mine Entra. *Sunday News* [Online] <https://www.sundaynews.co.zw/exhibitors-clinch-big-deals-at-mine-entra/> 21 July 2019. Accessed 10 November 2020.

Nunnally, J.C. 1978. *Psychometric Theory*. Second Edition. New York: McGraw-Hill.

Nunnally, J.C. 1988. *Psychometric Theory*. Engelwood-Cliffs, NJ: McGraw-Hill Book Company.

Nye, C. D. and Drasgow, F. 2011. Assessing Goodness of Fit: Simple Rules of Thumb Simply Do Not Work. Organisational Research Methods. 14(3) pp. 548-570.

Nyoni, T. 2018. Towards a Cashless Zimbabwe: An Empirical Analysis. International Journal of Marketing & Financial Management. 6(1) pp 32-44.

Nyumba, T. O., Wilson, K., Derrick, C. J. and Mukherjee, N. 2018. The Use of Focus Group Discussion Methodology: Insights from Two Decades of Application in Conservation. Methods in Ecology and Evolution. 9(1) pp. 20-32.

Oh, H. 1999. Service Quality, Satisfaction and Customer Value: A Holistic Perspective. International Journal of Hospitality Management. 18 pp. 67-82.

Oh, S. and Oh, J. 2018. The Influence of the Servicescape of Exhibition on Visitors Immersion and Revisit Intention. International Journal of Pure and Applied Mathematics. 118(19) pp. 1703-1715.

Oliver, R. L. 1980. A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. Journal of Marketing Research. 17 pp. 460-479.

Oliver, R.L. 2010. Customer Satisfaction. In *Wiley International Encyclopedia of Marketing*. New York: John Wiley and Sons, Ltd.

Olsson, L. E., Friman, M., Pareigis J. and Edvardsson, B. 2012. Measuring Service Experience: Applying the Satisfaction with Travel Scale in Public Transport. Journal of Retailing and Consumer Services. 19(4) pp. 413-418.

Omar, M. S., Ariffin, H. F. and Ahmad, R. 2016. Service Quality, Customer's Satisfaction and the Moderating Effects of Gender: A Study of Arabic Restaurants. Procedia – Social and Behavioural Sciences. 224 pp. 383-392.

O'Neill, M., Getz, D. and Carlsen, J. 1999. Evaluation of Service Quality at Events: The 1998 Coca-Cola Masters Surfing Event at Margaret River, Western Australia. Managing Service Quality. 9 (3) pp.158-166.

O'Neill, M. A., Williams, P., MacCarthy, M., and Grovers, R. 2000. Diving into Service Quality: The Dive Tour Operator Perspective. Managing Service Quality. 10 (3) pp. 131-140.

Onwuegbuzie, A. J., Dickinson, W. B., Leech, N. L. and Zoran, A. G. 2009. A Qualitative Framework for Collecting and Analysing Data in Focus Group Research. International Journal of Qualitative Methods. 8 pp. 1-21.

Outsell Incorporated. 2017. Digital Transformation in the Exhibition Industry: Market Size, Market Share, Forecast and Trend Report. [https://www.outsellinc.com/wp-content/uploads/woocommerce\\_uploads/2017/06/digitransformation-exhibition.pdf](https://www.outsellinc.com/wp-content/uploads/woocommerce_uploads/2017/06/digitransformation-exhibition.pdf) Accessed 08 November 2017.

Packer, J. and Ballantyne, R. 2016. Conceptualising the Visitor Experience: A Review of Literature and Development of a Multifaceted Model. Visitor Studies. 19(2) pp. 128-143.

Pakurár, M., Haddad, H., Nagy, J., Popp, J., Oláh, J. 2019. The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. Sustainability. 11(1113) pp. 1-24.

Pallant, J. 2005. *SPSS Survival Manual: A Step-by-Step Guide to Data Analysis Using SPSS for Windows*. Second Edition. Sydney, NSW: Sabon By Bookhouse.

Palmer, A. 2010. Customer Experience Management: A Critical Review of an Emerging Idea. Journal of Services Marketing. 24(3) pp.196-208.

Papadimitriou, D. 2013. Service Quality Components as Antecedents of Satisfaction and Behavioural Intentions: The Case of a Greek Carnival Festival. Journal of Convention and Event Tourism. 14(1) pp. 42-64.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. 1985. A Conceptual Model of Service Quality and Its Implications for Future Research. Journal of Marketing. 49 pp. 41-50.

Parasuraman, A., Zeithaml, V. A. and Berry, L. L. 1988. SERVQUAL: A Multi-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing. 64(1) pp. 12-40.

Parasuraman, A., Zeithaml, V. A., Malhotra, A., 2005. E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality. Journal of Service Research. 7(3) pp. 213-33.

Pareigis, J., Echeverri, P. and Edvardsson, B. 2012. Exploring Internal Mechanisms Forming Customer Servicescape Experiences. Journal of Service Management. 23(5) pp. 677-695.

Parker, C. and Mathews, B. P. 2001. Customer Satisfaction: Contrasting Academic and Consumers' Interpretations. Marketing Intelligence & Planning. 19 pp. 38-44.

Patton, M. Q. 1990. *Qualitative Evaluation and Research Methods*. Thousand Oaks, CA: Sage.

Patton, M. Q. 2002. *Qualitative Research and Evaluation Methods*. Third Edition. Thousand Oaks, CA: Sage.

Pencarelli, T. and Forlani, F. 2018. Marketing in an Experiential Perspective: From “Goods and Service Logic” to “Experience Logic”. *The Experience Logic as a New Perspective for Marketing Management: From Theory to Practical Applications in Different Sectors*. Edited by Pencarelli, T. and Forlani, F. International Series in Advanced Management Studies.

Peterson, R. A. and Wilson, W. R. 1992. Measuring Customer Satisfaction: Fact and Artefact. Journal of the Academy of Marketing Science. 20 (1) pp. 61-71.

Peyton, R., Pitts, S. and Kamery, R.H. 2003. *Consumer Satisfaction/Dissatisfaction: A Review of the Literature Prior to the 1990's*. *Proceedings of the Academy of Organisational Culture, Communication and Conflict*. 7(2).

Piercy, N.F. 1996. The Effects of Customer Satisfaction Measurement: The Internal Market Versus the External Market. *Marketing Intelligence and Planning*. 14(4) pp. 9–15.

Pine II, B. J. and Gilmore, J. J. 1998. Welcome to the Experience Economy. *Harvard Business Review*. July-August pp. 97-105.

Pizam, A., Shapoval, V. and Ellis, T. 2016. Customer Satisfaction and its Measurement in Hospitality Enterprises: A Revisit and Update. *International Journal of Contemporary Hospitality Management*. 28(1) pp. 2-35.

Platt, L. and Finkel, R. 2018. Editorial: Special Issue on Equality and Diversity in the Professional Planned Events Sector. *Journal of Policy Research in Tourism, Leisure and Events*. 10 (2) pp. 113-116.

Pole, K. 2007. Mixed Method Designs: A Review of Strategies for Blending Quantitative and Qualitative Methodologies. *Mid-Western Educational Researcher*. 20(4) pp. 1-4.

Rai, S. and Nayak, J. K. 2020. Conceptualisation and Development of Event Experience Scale: Lessons from India. *Tourism Review*. 75(2) pp. 369-381.

Rais, N. M., Musa, R. and Muda, M. 2016. Reconceptualisation of Customer Experience Quality (CXQ) Measurement Scale. *Prodecia Economics and Finance*. 37(2016) pp. 299-303.



Rajabi and Andam. 2013. Studying the Relationship Between Service Quality and Satisfaction and Intent to Return of Participants in Sport Convention. International Journal of Sport Studies. 3(7) pp.784-789.

Ramaiah, C. K. 2014. Trends in Online Exhibitions. Journal of Library & Information Technology. 34 (2) pp. 83-86.

Ramli, N., Januri, N. F. A. and Ghani, W. S. W. A. 2018. The Influence of Event Performance Quality on Attendees' Satisfaction. International Journal of Academic Research in Business and Social Sciences. 8(7) pp. 520–530.

Raubenheimer, J. 2004. An Item Selection Procedure to Maximise Scale Reliability and Validity. SA Journal of Industrial Psychology. 30 (4) pp. 59-64.

Rawat, J. and Mann, B. S. 2018. A Framework Defining Customer Experience Construct and Measurement. International Journal of Management Studies. V (3-4) pp. 35-42.

Reinhold, M. Reinhold, S. and Schmitz, C. 2010. *Exhibitor Satisfaction in Business-to-Business Trade Shows – Understanding Performance Patterns from Vavra's Importance Grid Perspective*. Paper presented at the 39th EMAC Annual Conference. Copenhagen, Denmark.

Reinhold, M. Reinhold, S. and Schmitz, C. 2017. Understanding Exhibitor Satisfaction in Trade Shows and Consumer Fairs. In Kirchgeorg, M. et al. 2017: *Handbuch Messemanagement 2. Auflage 2017* pp. 871–885.

Rich, S. R., Tomas, S. R., Canberg, A. S. and Smith, W. W. 2016. Measuring the Economic, Social, and Environmental Impacts of Special Events A Mixed Methods Approach. Travel and Tourism Research Association: Advancing Tourism Research Globally. 59 pp. 1-15.

Richards, G. 2019. Measuring the Dimensions of Event Experiences: Applying the Event Experience Scale to Cultural Events. Journal of Policy Research in Tourism, Leisure and Events. 12(3) pp. 422-436.

Richards, L. 2009. *Handling Qualitative Data: A Practical Guide*. Second Edition. London: Sage Publications, Incorporated.

Riffe, D., Lacy, S. and Fico, F. 2014. *Analysing Media Messages: Using Quantitative Content Analysis in Research*. Third Edition. New York, NY: Routledge.

Rinallo, D., Borghini, S. and Golfetto, F. 2010. Exploring Visitor Experiences at Trade Shows. Journal of Business and Industrial Marketing. 25(4) pp. 249-258.

Ritchie, J. and Spencer, L. 1994. Qualitative Data Analysis for Applied Policy Research in *Analysing Qualitative Data*. pp.173- 194. Edited by Bryman, A. and Burgess, R. G. London; New York: Routledge.

Ritter, C. and Pedersen, C. L. 2020. Analysing the Impact of the Coronavirus Crisis on Business Models. Industrial Marketing Management. pp. 2014-224.

Rittichainuwat, B. and Mair, J. 2012. Visitor Attendance Motivations at Consumer Travel Exhibitions. Tourism Management. 33 pp. 1236-1244.

Rolstad, S., Adler, J. and Rydén, A. 2011. Response Burden and Questionnaire Length: Is Shorter Better? A Review and Meta-analysis. Value in Health. 14 pp. 1101-1108.

Rossiter, J. R. 2002. The C-OAR-SE Procedure for Scale Development in Marketing. International Journal of Research in Marketing. 19 (4) pp. 305-335.

Rossomme, J. 2003. Customer Satisfaction Measurement in a Business-to-Business Context: A Conceptual Framework. Journal of Business & Industrial Marketing. 18(2) pp. 179-195.

Rosson, P. J and Seringhaus, F. H. R. 1995. Visitor and Exhibitor Interaction at Industrial Trade Fairs. Journal of Business Research. 32 pp. 81-80.

Roth, W. D. and Mehta, J. D. 2002. The Rashomon Effect: Combining Positivist and Interpretivist Approaches in the Analysis of Contested Events. Sociological Methods & Research 31(2) pp. 131-173.

Roy, S., Srejeesh, S. Bhatia, S. 2019. Service Quality Versus Service Experience: An Empirical Examination of the Consequential Effects in B2B Services. Industrial Marketing Management. 82 pp. 52-59.

Roztock, N., Soja, P. and Weistroffer, H. R. 2019. The Role of Information and Communication Technologies in Socioeconomic Development: Towards a Multi-dimensional Framework, Information Technology for Development. 25(2) pp. 171-18.

Rukuni, T. F. and Maziriri, E. T. 2020. Data on Corona-virus Readiness Strategies Influencing Customer Satisfaction and Customer Behavioural Intentions in South African Retail Stores. Data in Brief. 31 pp. 1-6.

- Ryan, C. and Cessford, G. 2003. Developing a Visitor Satisfaction Monitoring Methodology: Quality Gaps, Crowding and Some Results. Current Issues in Tourism. 6(6) pp. 457-507.
- Ryan, K. E., Gandha, T., Culbertson, M. J. and Carlson, C. 2014. Focus Group Evidence: Implications for Design and Analysis. American Journal of Evaluation. 35(3) pp. 328-345.
- Ryu, K. and Han, H. 2011. New or Repeat Customers: How Does Physical Environment Influence Their Restaurant Experience? International Journal of Hospitality Management. 30(3) pp. 599-611.
- Sadd, D. and Musikavanhu, R. 2018. A Comparison of Event Impacts: Zimbabwe and the UK. Event Management. 22 pp. 199-212.
- Saha, P. and Nath, A. 2017. *A Conceptual Framework of Festival Visitors' Behavioural Intentions. Conference Proceedings of the Management International Conference held in Monastier di Treviso, Venice, Italy 22-27 May 2017* pp. 275-284.
- Sandström, S., Edvardsson, B. Kristensson, P. and Magnusson, P. 2008. Value-in-use Through Service Experience. Managing Service Quality. 18 (2) pp. 112-126.
- Sarmiento, M., and Farhangmehr, M. 2016. Grounds of Visitors' Post-Fair Behaviour: An Exploratory Study. Journal of Promotion Management. pp. 1-16.
- Sarmiento, M. L., Farhangmehr, M. and Simões, C. 2015. A Relationship Marketing Perspective to Trade Fairs: Insights from Participants. Journal of Business & Industrial Marketing. 30(5) pp. 584-593.

Sarmiento, M. L. and Simões, C. 2018. The Evolving Role of Trade Fairs in Business: A Systematic Literature Review and a Research Agenda. Industrial Marketing Management. 73 pp. 154-170.

Saunders, B., Sim, J., Kingstone, T., Baker, S., Waterfield, J. Bartlam, B., Burroughs, H. and Jinks, C. 2018. Saturation in Qualitative Research: Exploring its Conceptualisation and Operationalisation. Qual Quant. 52 pp. 1893–1907.

Saunders, M., Lewis, P. and Thornhill, A. 2016. *Research Methods for Business Students*. Seventh Edition. Essex. England: Pearson.

Saunders, M. and Tosey, P. 2012. The Layers of Research Design. RAPPORT. (Winter) pp. 58-59. [http://www.anlp.org/files/research-onionlayers\\_42\\_357.pdf](http://www.anlp.org/files/research-onionlayers_42_357.pdf).

Saxena, D. 2017. Literature Review on Customer Satisfaction. International Journal of Advanced Research in Engineering & Management. 3 (1) pp. 20-26.

Schembri, S. 2006. Rationalising Service Logic or Understanding Services as Experience. Sage Marketing Theory Articles. 6(3) pp. 381-392.

Schembri, S. and Sandberg, J. 2011. The Experiential Meaning of Service Quality. Marketing Theory. 11(2) pp. 165-186.

Schermelleh-Engel, K., Moosbrugger, H. and Müller, H. 2003. Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. Methods of Psychological Research Online. 8(2) pp. 23-74.

Schober, P., Boer C. and Schwarte, L. A. 2018. Correlation Coefficients: Appropriate Use and Interpretation. Anaesthesia-Analgesia. 126(5) pp. 1763-1768

Schoonenboom, J. and Johnson, R. B. 2017. How to Construct a Mixed Methods Research Design. Köln Z Soziol 2 (69) pp.107–131.

Schreiber, J. B., Nora, A., Stage, F. K., Barlow, E. A. and King, J. 2010. Reporting Structural Equation Modelling and Confirmatory Factor Analysis Results: A Review. The Journal of Educational Research. 99(6) pp. 323-328.

Schüller, D. and Pekárek, J. 2018. Customer Satisfaction Measurement – Clustering Approach. Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis. 66(2) pp. 561-569.

Schulz, B. 2020. Could Pandemic Permanently Change Las Vegas Convention Industry. Las Vegas Review Journal.  
<https://www.reviewjournal.com/business/conventions/could-pandemic-permanently-change-las-vegas-convention-industry-2063185/>

Servet, D., Wang, Y., Chen, P. J. and Breiter, D. 2007. Examining the Motivation, Perceived Performance, and Behavioural Intentions of Convention Attendees: Evidence from a Regional Conference. Tourism Management. 28 pp.399–408.

Shannon-Baker, P. 2015. Making Paradigms Meaningful in Mixed Methods Research. Journal of Mixed Methods Research. 10(4) pp. 319-334.

Shaw, C. and Ivens, J. 2002. Building Great Customer-Experiences. Palgrave Macmillan, New York, 48-66.

Sheppard, B. H., Hartwick, J. and Warshaw, P. R. 1988. The Theory of Reasoned Action: A Meta-Analysis of Past Research with Recommendations for Modifications and Future Research. Journal of Consumer Research. 15(3) pp. 325–343.

Shereni, N. C., Mpofu, N. and Ngwenya, K. 2018. Exhibition Perception of the 2017 Sanganai/Hlanganani World Tourism Expo. African Journal of Hospitality, Tourism and Leisure. 7(3) pp. 1-13.

Shiu, E., Hair, J., Bush, R. and Ortinau, D. 2009. *Marketing Research*. First Edition. Berkshire: McGraw- Hill Education.

Shin, D. and Elliott, K. M. 2001. Measuring Customers' Overall Satisfaction. Services Marketing Quarterly. 22(1) pp. 3-19.

Shoham, A. 1999. Performance in Trade Shows and Exhibitions: A Synthesis and Directions for Future Research. Journal of Global Marketing. 12(3) pp. 41-57.

Sibanda, N. and Antonio, W. 2019. Sanganai/Hlanganani Expo Opens on High Note. *Newsday* [Online] <https://www.newsday.co.zw/2019/09/sanganai-hlanganani-expo-opens-on-high-note/> 13 September 2019. Accessed 10 November 2020.

Sibanda, R. 2011. *Developing a Service Quality Measurement Instrument for Archival Institutions*. (Unpublished Doctoral Thesis). University of South Africa (UNISA) Institutional Repository: Pretoria.

Sigala, M. 2020. Tourism and COVID-19: Impacts and Implications for Advancing and Resetting Industry and Research. Journal of Business Research. 117 pp. 312-321.

Silva, F. H. and Fernandes, P. O. 2011. *Importance Performance Analysis as a Tool in Evaluating Higher Education Service Quality: The Empirical Results of ESTiG (IPB)*. In the 17<sup>th</sup> International Business Information Management Association Conference. pp. 306-315.

Sipe, L. J. 2018. Emotional Value in Memorable Guest Experiences: Insights from Dining, Lodging, Events and Attractions. Journal of Tourism & Hospitality. 7(4) pp. 1-6.

Situma, S. P. 2012. The Effectiveness of Trade Shows and Exhibitions as a Marketing Tool (Analysis of Selected Companies in Mombasa). International Journal of Business and Social Science. 3(22) 219-230.

Siu, N. Y., Wan, P. Y. K. and Dong, P. 2012. The Impact of the Servicescape on the Desire to Stay in Convention and Exhibition Centres: The Case of Macao. International Journal of Hospitality Management. 31 pp. 236-246.

Smith, T. M., Hama, K. and Smith, P. M. 2003. The Effect of Successful Trade Show Attendance on Future Show Interest: Exploring Japanese Attendee Perspectives of Domestic and Offshore International Events. Journal of Business and Industrial Marketing 18 (4/5) pp. 403-418.

Söderlund, M. 2002. Customer Satisfaction and its Influence on Different Behavioural Intention Constructs. Journal of Customer Behaviour. 1 pp.145-166.

Söderlund, M. and Öhman, N. 2005. Intentions Are Plural: Towards a Multidimensional View of Intentions in Consumer Research. In *E - European Advances in Consumer Research*. 7 pp. 410-416. Edited by Ekstrom, K. M. and Brembeck, H. Goteborg, Sweden: Association for Consumer Research.



Solman, L. 2017. More Effective Trade Shows – What Visitors Are Attracted By. Halmstad University, School of Business, Engineering and Science. pp. 1-16.

Song, H., Kim, M. and Choe, Y. 2018. Structural Relationships Among Mega-Event Experiences, Emotional Responses and Satisfaction: Focused on the 2014 Incheon Asian Games. Current Issues in Tourism. 22(5) pp. 575-581.

Sotiriadis, M. 2017. Experiential Dimensions and Their Influence on Behavioural Intentions Within the Context of Nature-Based Tourism. Tourism and Hospitality Management. 23(1) pp. 35-50.

Spreng, R. A. and Mackoy, R. D. 1996. An Empirical Examination of a Model of Perceived Service Quality and Satisfaction. Journal of Retailing. 72(2) pp. 201-214.

Stein, A. and Ramaseshan, B. 2016. Towards the Identification of Customer Experience Touch Point Elements. Journal of Retailing and Consumer Services. 30 pp. 8-19.

Stevens, P., Knutson, B. and Patton, M. 1995. DINESERV: A Tool for Measuring Service Quality in Restaurants. Hotel and Restaurant Administration Quarterly. pp. 56-60.

Srivastava, M. and Kaul, D. 2016. Exploring the Link Between Customer-Experience-Loyalty-Customer Spend. Journal of Retailing and Consumer Services. 31 pp. 277-286.

Suchánek, P. and Králová, M. 2019. Customer Satisfaction, Loyalty, Knowledge and Competitiveness in the Food Industry. Economic Research-Ekonomska Istraživanja. 32(1) pp. 1237-1255.

Suhartanto, D., Brien, A., Primiana, I., Wibisono, N. and Triyuni, N. N. 2020. Tourist Loyalty in Creative Tourism: The Role of Experience Quality, Value, Satisfaction, and Motivation. Current Issues in Tourism. 23(7) pp. 867-879.

The Sunday Mail. 2019. Sanganai/Hlanganani Bolsters Byo Tourism. *The Sunday Mail* [Online] <https://www.sundaymail.co.zw/sanganaihlanganani-bolsters-byo-tourism> 04 August 2019. Accessed 10 November 2020.

Sundbo, J. 2015. From Service Quality to Experience – and Back Again? International Journal of Quality and Service Sciences 7(1) pp. 107-119.

Sung, L. and Lee, W. 2015. The Effect of Basic, Performance and Excitement Service Factors of a Convention Centre on Attendees' Experiential Value and Satisfaction: A Case Study of the Phoenix Convention Centre. Journal of Convention & Event Tourism. 16 (3) pp. 175-199.

Szymanski, D. M. and Henard, D. H. 2001. Customer Satisfaction: A Meta-Analysis of the Empirical Evidence. *Journal of the Academy of Marketing Science*. 29(16) pp. 16–35.

Tabachnick, B.G. and Fidell, L.S. 2001. *Using Multivariate Statistics*. Fourth Edition. Boston: Allyn and Bacon.

Taber, K.S. 2018. The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. Research in Science Education. 48 pp. 1273–1296.

Tafesse, W. and Korneliussen, T. 2011. The Dimensionality of Trade Show Performance in an Emerging Market. International Journal of Emerging Markets. 6(1) pp. 38-49.

Tafesse, W. and Skallerud, K. 2016. A Systematic Review of the Trade Show Marketing Literature: 1980-2014. Industrial Marketing Management. 63 pp. 1-13.

Tanford, S., Montgomery, R. and Nelson, K. B. 2012. Factors that Influence Attendance, Satisfaction and Loyalty for Conventions. Journal of Convention & Event Tourism. 13(4) pp. 290-318.

Tanner, J.F. (2002). Levelling the Playing Field: Factors Influencing Trade Show Success for Small Companies. Industrial Marketing Management. 31(3) pp. 229-239.

Tashakkori, A., and Teddlie, C. 1998. *Mixed Methodology: Combining Qualitative and Quantitative Approaches*. Applied Social Research Methods Series. Sage Publications, Incorporated. 46.

Tehseen, S., Ramayah, T and Sajilan, S. 2017. Testing and Controlling for Common Method Variance: A Review of Available Methods. Journal of Management Sciences. 4(2):142-168.

Teixeira, J., Patrício, L., Nunes, N. J., Nóbrega, L., Fisk, R. P. and Constantine, L. 2012. Customer Experience Modelling: From Customer Experience to Service Design. Journal of Service Management. 23(3) pp. 362-376.

Terblanche, N. S. 2018. Revisiting the Supermarket In-store Customer Shopping Experience. Journal of Retailing and Consumer Services. 40 pp. 48-59.

Terpstra, M., Kuijlen, T. and Sijtsma, K. 2014. How to Develop a Customer Satisfaction Scale with Optimal Construct Validity. Qual Quant. 48 pp. 2719–2737.

Theodokaris, N. D., Kaplanidou, K. and Karabaxoglou, I. 2015. Effect of Event Service Quality and Satisfaction on Happiness Among Runners of a Recurring Sporting Event. Leisure Sciences: An Interdisciplinary Journal. 37(1) pp. 87-107.

Thompson, F. and Perry, C. 2004. Generalising Results of an Action Research in One Workplace to Other Situations and Practice. European Journal of Marketing. 38 (3/4) pp. 401-18.

Thompson, K. N. and Getty, J. M. 1994. Structural Model of Relations Among Quality, Satisfaction, and Recommending Behaviour in Lodging Decisions. Structural Equation Modelling. 2 pp. 146-160.

Tian-Cole, S. and Crompton, J. L. 2003. A Conceptualisation of the Relationships Between Service Quality and Visitor Satisfaction and Their Links to Destination Selection. Leisure Studies. 22 pp. 65-80.

Tomšić, D. 2009. Competitiveness of the Exhibition Industry and Impact of the Economic Croatian the Crisis. Croatian International Relations Review. 15(54/57) pp. 53-72.

Toncar, M., Reid, J., Burns, D., Anderson, C., and Nguyen, H. 2006. Uniform Assessment of the Benefits of Service Learning: The Development, Evaluation, and Implementation of the Seleb Scale. Journal of Marketing Theory and Practice. 14(3) pp. 223-238.

Tse, R.K. and Wilton, P.C. 1988. Models of Consumer Satisfaction Formation: An Extension. Journal of Marketing 57 pp. 204-212.

Uzunboyulu, N. 2015. Service Quality in International Conference Industry: A Case Study of WCES 2015. Procedia – Economics and Finance. 39 pp. 44-56.

Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M. and Schlesinger, L. A. 2009. Customer Experience Creation: Determinants, Dynamics and Management Strategies. Journal of Retailing. 85(1) pp. 31-41.

Virabhakul, V. and Huang, C. 2018. Effects of Service Experience on Behavioural Intentions: Serial Multiple Mediation Model. Journal of Hospitality Marketing & Management. 27(8) pp. 997-1016.

Voorhees, C. M., Fombelle, P. W., Gregoire, Y., Bone, S., Gustaffson, A., Sousa, R. and Walkowiak, T. 2017. Service Encounters, Experiences and the Customer Journey: Defining the Field and a Call to Expand Our Lens. Journal of Business Research. 79 pp. 269-80.

Walls, A. R., Okumus, F., Wang, Y. R. and Kwun, D. J. 2011. An Epistemological View of Customer Experiences. International Journal of Hospitality Management. 30 pp. 10-20.

Wei, Y. and Lin, S. 2015. Factors Impacting Trade and Public Visitors' Satisfaction in Food-Related Exhibitions in Taiwan. Journal of Quality Assurance in Hospitality & Tourism. 16(3) pp. 283-302.

Weiss, R., Feinstein, A. H. and Dalbor, M. 2004. Customer Satisfaction of Theme Restaurant Attributes and Their Influence on Return Intent. Journal of Foodservice Business Research. 7(1) pp. 23-41.

Westbrook, R. A. and Reilly, M. D. 1983. Value-Percept Disparity: An Alternative to the Disconfirmation of Expectations Theory of Consumer Satisfaction. Advances in Consumer Research. 10 pp. 256-261.

Westen, D. and Rosenthal, R. 2003. Quantifying Construct Validity: Two Simple Measures. Journal of Personality and Social Psychology. 84(3) pp. 608-618.

White, C. and Yu, Y. 2005. Satisfaction Emotions and Consumer Behavioural Intentions. Journal of Services Marketing. 19(6) pp. 411-420.

Whitehead, D. and Schneider, Z. 2013. Mixed-Methods Research. In: Nursing & Midwifery Research: Methods and Appraisal for Evidence-Based Practice. 4<sup>th</sup> edition. pp. 263-284. Edited by Schneider, Z., Whitehead, D., LoBiondo-Wood, G. and Haber, J. Marrackville, Sydney: Elsevier-Mosby.

Whitfield, J. and Webber, D. J. 2011. Which Exhibition Attributes Create Repeat Visitation? International Journal of Hospitality Management. 30 pp. 439-447.

Wieland, A., Durach, C. F., Kembro, J. and Treiblmaier, H. 2017. Statistical and Judgmental Criteria for Scale Purification. Supply Chain Management: An International Journal 22(4) pp. 321–328.

Wieseke, J., Geigenmüller, A. and Kraus, F. 2012. On the Role of Empathy in Customer-Employee Interactions. Journal of Service Research. 15(3) pp 316-331.

Wirtz, J. and Lee, M. C. 2003. An Examination of the Quality and Context-Specific Applicability of Commonly Used Customer Satisfaction Measures. Journal of Service Research. 5(4) pp. 345-355.

Wolfenbarger, M. and Gilly, M. C. 2003. eTailQ: Dimensionalising, Measuring and Predicting Etail Quality. Journal of Retailing. 79 pp. 183-198.

Wong, J. W. C. and Lai, I. K. W. 2019. The Effects of Value Co-Creation Activities on the Perceived Performance of Exhibitions: A Service Science Perspective. Journal of Hospitality and Tourism Management. 39 pp. 97-109.

Wong, J., Li, T., Chen, A. and Peng, N. 2017. The Effects of Trade Show Environments on Visitors. Event Management. 21. pp. 665-681.

Wong, J., Wu, H. and Cheng, C. 2014. An Empirical Analysis of Synthesising the Effects of Festival Quality, Emotion, Festival Image and Festival Satisfaction on Festival Loyalty: A Case Study of Macau Food Festival. International Journal of Tourism Research. 17(6) pp. 521-536.

Wu, H., Cheng, C. and Ai, C. 2016. A Study of Exhibition Service Quality, Perceived Value, Emotion, Satisfaction and Behavioural Intentions. Event Management. 20 pp. 565-591.

Wu, H., Cheng, C. and Hsu, F. 2014. An Assessment of Visitors' Behavioral Intentions in the Taiwan Tourist Night Market Using a Multilevel and Hierarchical Approach. Tourism Analysis. 19(2) pp. 185-197.

Wysong, S., Rothschild, P. and Beldona, S. 2011. Receiving A Standing Ovation for the Event: A Comprehensive Model for Measuring Fan Satisfaction with Sports and Entertainment Events. International Journal of Event Management Research. 6(1) pp. 1-9.

Yi, Y. 1990. A Critical Review of Consumer Satisfaction. In *Review of Marketing*. 68-123. Edited by Zeithaml, V. A. Chicago: American Marketing Association.

Yin, R. K. 2011. *Qualitative Research from Start to Finish*. New York: Guilford.

Yoo, B. and Donthu, N., 2001. Developing a Scale to Measure the Perceived Service Quality of Internet Shopping Sites (SITEQUAL). Quarterly Journal of Electronic Commerce. 2(1) pp. 31-47.

- Yoo, J. E. and Chon, K. S. 2008. Factors Affecting Convention Participation Decision-Making: Developing a Measurement Scale. Journal of Travel Research. 47(1) pp. 113–122.
- Yoo, J. and Zhao, X. 2010. Revisiting Determinants of Convention Participation Decision Making. Journal of Travel & Tourism Marketing. 27(2) pp. 179-192.
- Yousuf. K. 2017. The Impact of Service Quality on Customer Satisfaction in the Banking Sector of Karachi. Market Forces – College of Management Sciences. XII (1) pp. 15-28.
- Yüksel, A. and Yüksel, F. 2001. The Expectancy-Disconfirmation Paradigm: A Critique. Journal of Hospitality & Tourism Research. 25 pp. 107-131.
- Yüksel, A. and Yüksel, F. 2008. Consumer Satisfaction Theories: A Critical Review. In *Tourist Satisfaction and Complaining Behaviour: Measurement, and Management Issues in the Tourism and Hospitality Industry*. New York: Nova Science Publishers.
- Yun, D. and Pyo, S. 2016. An Examination of an Integrated Tourist Satisfaction Model: Expectations and Desires Congruency. Travel and Tourism Research Association: Advancing Tourism Research Globally. [https://scholarworks.umass.edu/ttra/2013/AcademicPapers\\_Oral/14](https://scholarworks.umass.edu/ttra/2013/AcademicPapers_Oral/14)
- Zait, A. and Berteau, P. E. 2011. Methods for Testing Discriminant Validity. Management & Marketing. IX (2) pp. 217-224.
- Zeithaml, V. A., Berry, L. L. and Parasuraman, A. 1996. The Behavioural Consequences of Service Quality. Journal of Marketing. 60 pp. 31-46.
- Zhang, L., Qu, H. and Ma, J. E. 2010. Examining the Relationship of Exhibition Attendees' Satisfaction and Expenditure: The Case of Two Major Exhibitions in China. Journal of Convention and Event Tourism. 11(2) pp. 100-118.



Zikmund, W. G., Babin, B. J., Carr, J. C. and Griffin, M. 2012. *Business Research Methods*. Ninth Edition. South-Western, Mason, OH: Cengage.

Zimbabwe International Trade Fair Company. 2019. Mine Entra 2019 Post-Show Report. <file:///C:/Users/noman/Downloads/ME-2019-Post-Show-Report.pdf> Available at <https://zitf.co.zw/mineentra/> Accessed 10 November 2020.

The Zimbabwe Sentinel. 2019. Harare Show Lost its Lustre: Nightmare for Business, Entrepreneurs. *The Zimbabwe Sentinel* [Online] <https://www.zimsentinel.com/harare-show-lost-its-lustre-nightmare-for-business-entrepreneurs/> 29 August 2019. Accessed 10 November 2020.

Zimbabwe Tourism Authority. 2016. *Tourism Trends and Statistics Report*.

Zins, A. H. 2002. Consumption Emotions, Experience Quality and Satisfaction: A Structural Analysis for Complainers and Non-Complainers. *Journal of Travel and Tourism Marketing*. (12)2 pp. 3-18.

Zomerdijs, L. G. and Voss, C. A. 2010. Service Design for Experience-Centric Services. *Journal of Service Research*. 13(1) pp. 62-82.

Zwick, W.R. and Velicer, W. F. 1986. Comparison of Five Rules for Determining the Number of Components to Retain. *Psychological Bulletin*. 99 pp. 432–442.

## **APPENDIX 1**

### **DATA COLLECTION TOOLS – PHASE 1**

<b>A1.1 Data Collection Instrument Cover Letter .....</b>	<b>388</b>
<b>A1.2 Data Collection Instrument.....</b>	<b>389</b>

## A1.1 Data Collection Instrument Cover Letter



National University of Science and Technology  
Graduate School of Business  
Faculty of Commerce  
Bulawayo

Dear Sir/Madam

My name is Nomathemba Ndlovu, a Doctoral Student in the Graduate School of Business at the National University of Science and Technology. I am conducting research on measuring attendee satisfaction in the Zimbabwean exhibition industry to validate the dimensions of the exhibition attendee experience that influence overall satisfaction and behavioural intention (revisit or recommend intention).

You are invited to take part in this survey. Your participation is completely voluntary, you may choose not to participate in the study or to withdraw at any time without penalty. A competent research assistant will assist you should you have any queries regarding the questions or the survey process.

The survey is confidential and anonymous and there are no right or wrong answers. The results of the study will be only used to complete a Doctoral Thesis in partial fulfilment of the requirements of the Degree of Doctor of Philosophy (PhD) as well as for the writing of published research articles.

Thank you for your participation.

Kind regards,

Nomathemba Ndlovu (Student Number: N0189830W)

## A1.2 Data Collection Instrument

### A: RESPONDENT PROFILE

Please choose **ONE** response for each of the questions by ticking on the appropriate box.

<p><b>1. Gender</b></p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p> <p><b>2. Age</b></p> <p><input type="checkbox"/> 18 - 29</p> <p><input type="checkbox"/> 30 - 39</p> <p><input type="checkbox"/> 40 - 49</p> <p><input type="checkbox"/> 50 and over</p> <p><b>3. Country of residence</b></p> <p>.....</p> <p><b>4. Highest education level</b></p> <p><input type="checkbox"/> Primary</p> <p><input type="checkbox"/> Secondary/High school</p> <p><input type="checkbox"/> Certificate/Diploma</p> <p><input type="checkbox"/> Graduate degree</p> <p><input type="checkbox"/> Post-graduate</p> <p><b>5. What is your level of influence on the buying activities of your company?</b></p> <p><input type="checkbox"/> Final decision maker</p> <p><input type="checkbox"/> Co-decision maker</p> <p><input type="checkbox"/> Advisory</p> <p><input type="checkbox"/> Not involved</p>	<p><b>6. What is your area of responsibility in your company?</b></p> <p><input type="checkbox"/> Executive Management</p> <p><input type="checkbox"/> Research &amp; Development</p> <p><input type="checkbox"/> Manufacturing/Production</p> <p><input type="checkbox"/> Sales/Marketing</p> <p><input type="checkbox"/> Buying/Ordering</p> <p><input type="checkbox"/> Finance</p> <p><input type="checkbox"/> ICT</p> <p><input type="checkbox"/> Logistics/Transport</p> <p><input type="checkbox"/> HR/Training</p> <p><input type="checkbox"/> Other (Specify) .....</p> <p><b>7. How long have you been visiting the annual exhibition?</b></p> <p><input type="checkbox"/> First time</p> <p><input type="checkbox"/> 1 to 3 times</p> <p><input type="checkbox"/> 4 to 6 times</p> <p><input type="checkbox"/> 7 to 10 times</p> <p><input type="checkbox"/> More than 10 times</p> <p><b>8. How often do you visit other exhibitions that are similar to this exhibition (per year average)</b></p>	<p><input type="checkbox"/> Never</p> <p><input type="checkbox"/> 1 to 3 times</p> <p><input type="checkbox"/> 4 to 6 times</p> <p><input type="checkbox"/> 7 to 10 times</p> <p><input type="checkbox"/> More than 10 times</p> <p><b>9. Please tick the option most relevant to your business</b></p> <p><input type="checkbox"/> Agency</p> <p><input type="checkbox"/> Government Ministry/Department</p> <p><input type="checkbox"/> Private Sector/Commercial</p> <p><input type="checkbox"/> Civic Organisation</p> <p><input type="checkbox"/> Not-For-Profit/Non-commercial</p> <p><b>10. What was your major information source on this exhibition?</b></p> <p><input type="checkbox"/> Trade Associations</p> <p><input type="checkbox"/> Exhibition organiser/Exhibitor</p> <p><input type="checkbox"/> Media</p> <p><input type="checkbox"/> Internet</p> <p><input type="checkbox"/> Other (Specify) .....</p>
--	---	--

## B: ATTENDEE (BUSINESS VISITOR) EXPERIENCE DIMENSIONS

**DIRECTIONS:** Please show the extent to which you think your exhibition experience can be described by each statement. Do this by picking one of the seven numbers next to each statement. If you strongly agree that the statement describes your exhibition experience, tick the number 7. If you strongly disagree, tick 1. If your feelings are not strong, tick one of the numbers in the middle. *Please tick only ONE number for each statement.* There are no right or wrong answers.

Q1	The exhibition centre has up-to-date exhibition infrastructure and technology	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q2	The exhibition centre's physical facilities (grounds, pavilions, exhibition halls and parking areas) are maintained	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q3	Exhibition organiser's staff are easily identifiable	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q4	The areas within the exhibition are clean	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q5	The location of the exhibition centre is convenient	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q6	When the exhibition organiser's staff promised to do something by a certain time, they did so	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q7	The exhibition organiser's staff were dependable	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q8	The exhibition organisers keep accurate records	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q9	The exhibition organiser's staff told me exactly when services would be performed	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q10	The exhibition organiser's staff were willing to help business visitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q11	The operating hours of the exhibition are convenient	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q12	The duration of the exhibition is appropriate	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q13	The exhibition organiser's staff were reassuring to business visitors who had problems	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q14	The exhibition organiser's staff were knowledgeable	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q15	Business visitors could trust the companies that are exhibiting	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q16	Business visitors felt safe in their transactions with companies that are exhibiting	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q17	The exhibition organiser's staff had all the resources they needed to do their jobs well	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q18	The exhibition organiser's staff were polite	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q19	The exhibition organiser's staff gave business visitors individualised personal attention in a friendly manner	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

Q20	The exhibition organiser's staff attitude shows that they understand the needs of their business visitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q21	The exhibition organiser's staff have their customer's best interests at heart	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q22	A sufficient number of exhibitors participated	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q23	Products and services exhibited were appropriate for the focus of exhibition	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q24	The exhibition-related conferences, seminars and events were well-organised	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q25	The exhibitors provided displays and information that was helpful in better understanding their products and services	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q26	The exhibitors responded to business visitors with good manners	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q27	The exhibitors were knowledgeable about their products and services	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q28	Exhibitor-related information (such as catalogues, brochures, flyers) were amply provided	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q29	Pre-exhibition promotions through TV, Internet, radio and newspapers helped to attract business visitors to the booths	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q30	Exhibitors' giveaways (bags, notepads, pens etc) helped attract business visitors to the booths	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q31	Free entry vouchers, invitation letters, product brochures with invitation etc helped attract business visitors to the booths	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q32	The exhibition booth layout was good to deal with traffic flow	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q33	Signage at the exhibition was visible	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q34	The exhibitor booths were well designed for comfortable visit and conversation	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q35	Conference and seminar rooms and other service facilities such as rest areas were convenient for use	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q36	Pre-registration for the exhibition through the Internet made attendance simpler	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q37	The gate registration procedure was easy	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q38	The gate registration staff kept visitor waiting time to a minimum	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q39	The gate registration area was placed in a convenient location	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q40	The gate registration support staff was well mannered	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

### C: OVERALL EXPERIENCE QUALITY

**DIRECTIONS:** Please indicate the extent to which you think your overall experience at the exhibition was in line with your expectation. *Please tick only ONE number for each statement.*

Q1	I was able to gather the specific product and service information that I was looking for at the exhibition	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q2	I was able to identify relevant exhibitors in the field that I am interested in	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q3	I was able to identify future trends in my industry/sector from the products and services that were exhibited	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q4	I benefitted from the networking opportunities provided	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q5	My objectives for visiting this exhibition were met	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q6	I feel that I had a positive overall experience at the exhibition	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

### D: OVERALL ATTENDEE (BUSINESS VISITOR) SATISFACTION

**DIRECTIONS:** Please indicate the extent to which you think your attendance at the exhibition was met your expectations. *Please tick only ONE number for each statement.*

Q1	My choice to visit this exhibition was a wise one	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q2	I am satisfied with what the exhibition provides its business visitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q3	Overall, I am satisfied with the service at this exhibition	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

### E: ATTENDEE (BUSINESS VISITOR) BEHAVIOURAL INTENTION

**DIRECTIONS:** Please indicate your likelihood to perform the aspects stated as a result of your exhibition experience. *Please tick only ONE number for each statement.*

Q1	I am willing to visit this exhibition again in the near future	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q2	I will recommend this exhibition to other business visitors	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree
Q3	I will tell a positive story to others about this exhibition	Strongly Disagree	1	2	3	4	5	6	7	Strongly Agree

**Thank you for your participation!**

**APPENDIX 2:**

**DATA ANALYSIS – PHASE 1**

<b>A2.1 Frequency Tables .....</b>	<b>394</b>
<b>A2.2 Multicollinearity Coefficients .....</b>	<b>416</b>



## A2.1 Frequency Tables

**Table A1: Respondent Gender**

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	382	62.4	62.4	62.4
	Female	230	37.6	37.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A2: Respondent Age**

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	176	28.8	28.8	28.8
	30-39	234	38.2	38.2	67.0
	40-49	141	23.0	23.0	90.0
	50 and Over	61	10.0	10.0	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A3: Country of Residence**

Country of Residence		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Zimbabwe	589	96.2	96.2	96.2
	South Africa	10	1.6	1.6	97.9
	Malawi	4	0.7	0.7	98.5
	Botswana	5	0.8	0.8	99.3
	England	3	0.5	0.5	99.8
	China	1	0.2	0.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A4: Highest Education Level**

Education Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	4	0.7	0.7	0.7
	Secondary/High School	74	12.1	12.1	12.7
	Certificate/Diploma	170	27.8	27.8	40.5
	Graduate Degree	250	40.8	40.8	81.4
	Post-graduate	114	18.6	18.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A5: What is Your Level of Influence on the Buying Activities of Your Company?**

Level of Buying Influence		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Final Decision Maker	109	17.8	17.8	17.8
	Co-decision Maker	182	29.7	29.7	47.5
	Advisory	189	30.9	30.9	78.4
	Not Involved	132	21.6	21.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A6: What is Your Area of Responsibility in Your Company?**

Area of Responsibility		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Executive Management	124	20.3	20.3	20.3
	Research & Development	83	13.6	13.6	33.8
	Manufacturing/Production	45	7.4	7.4	41.2
	Sales/Marketing/PR	185	30.2	30.2	71.4
	Buying/Ordering	23	3.8	3.8	75.2
	Finance	22	3.6	3.6	78.8
	ICT	29	4.7	4.7	83.5
	Logistics/Transport	20	3.3	3.3	86.8
	HR/Training	34	5.6	5.6	92.3
	Quantity Surveying	1	0.2	0.2	92.5
	Operations	11	1.8	1.8	94.3
	Administration	4	0.7	0.7	94.9
	Legal	4	0.7	0.7	95.6
	Middle Management	1	0.2	0.2	95.8
	Technical	5	0.8	0.8	96.6
	Security	3	0.5	0.5	97.1
	Religious Minister	1	0.2	0.2	97.2
	Service Provider	2	0.3	0.3	97.5
	Media	5	0.8	0.8	98.4
	Academia	3	0.5	0.5	98.9
	Insurance	1	0.2	0.2	99
	Health/Medical	3	0.5	0.5	99.5
	Hospitality	1	0.2	0.2	99.7
Construction	2	0.3	0.3	<b>100.0</b>	
<b>Total</b>		<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A7: How Long Have You Been Visiting This Annual Exhibition?**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	First Time	122	19.9	19.9	19.9
	1 to 3 Times	186	30.4	30.4	50.3
	4 to 6 Times	127	20.8	20.8	71.1
	7 to 10 Times	72	11.8	11.8	82.8
	More than 10 Times	105	17.2	17.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A8: How Often Do You Visit Other Exhibitions That Are Similar to This Exhibition (Per Year Average)?**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Never	97	15.8	15.8	15.8
	1 to 3 Times	293	47.9	47.9	63.7
	4 to 6 Times	111	18.1	18.1	81.9
	7 to 10 Times	48	7.8	7.8	89.7
	More Than 10 Times	63	10.3	10.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A9: Please Tick the Option Most Relevant to Your Business**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Agency	41	6.7	6.7	6.7
	Government Ministry/Department	156	25.5	25.5	32.2
	Private Sector/Commercial	373	60.9	60.9	93.1
	Civic Organisation	20	3.3	3.3	96.4
	Not-for-Profit/Non- Commercial	22	3.6	3.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table A10: Major Information Source About the Exhibition**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Trade Associations	83	13.6	13.6	13.6
	ZITF Organiser/Exhibitor	286	46.7	46.7	60.3
	Media	160	26.1	26.1	86.4
	Internet	65	10.6	10.6	97.1
	Word-of-Mouth/Recommendation	13	2.1	2.1	99.2
	Past Visits/Tradition	3	0.5	0.5	99.7
	Observation	1	0.2	0.2	99.8
	Government Ministry	1	0.2	0.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B1: The Exhibition Centre Has Up-to-Date Exhibition Infrastructure and Technology**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	40	6.5	6.5	6.5
	Disagree	35	5.7	5.7	12.3
	Somewhat Disagree	85	13.9	13.9	26.1
	Neither Disagree nor Agree	126	20.6	20.6	46.7
	Somewhat Agree	157	25.7	25.7	72.4
	Agree	106	17.3	17.3	89.7
	Strongly Agree	63	10.3	10.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B2: The Exhibition Centre's Physical Facilities are Maintained**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	22	3.6	3.6	3.6
	Disagree	29	4.7	4.7	8.3
	Somewhat Disagree	56	9.2	9.2	17.5
	Neither Disagree nor Agree	107	17.5	17.5	35.0
	Somewhat Agree	144	23.5	23.5	58.5
	Agree	156	25.5	25.5	84.0
	Strongly Agree	98	16.0	16.0	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B3: Exhibition Organiser's Staff Are Easily Identifiable**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	38	6.2	6.2	6.2
	Disagree	38	6.2	6.2	12.4
	Somewhat Disagree	48	7.8	7.8	20.3
	Neither Disagree nor Agree	100	16.3	16.3	36.6
	Somewhat Agree	95	15.5	15.5	52.1
	Agree	123	20.1	20.1	72.2
	Strongly Agree	170	27.8	27.8	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B4: The Areas Within the Exhibition Are Clean**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	1.0	1.0	1.0
	Disagree	19	3.1	3.1	4.1
	Somewhat Disagree	32	5.2	5.2	9.3
	Neither Disagree nor Agree	59	9.6	9.6	19.0
	Somewhat Agree	112	18.3	18.3	37.3
	Agree	187	30.6	30.6	67.8
	Strongly Agree	197	32.2	32.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B5: The Location of the Exhibition Centre is Convenient**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	2.6	2.6	2.6
	Disagree	14	2.3	2.3	4.9
	Somewhat Disagree	28	4.6	4.6	9.5
	Neither Disagree nor Agree	48	7.8	7.8	17.3
	Somewhat Agree	114	18.6	18.6	35.9
	Agree	170	27.8	27.8	63.7
	Strongly Agree	222	36.3	36.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B6: When Exhibition Organiser’s Staff Promised to Something by a Certain Time They Did So**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	53	8.7	8.7	8.7
	Disagree	29	4.7	4.7	13.4
	Somewhat Disagree	42	6.9	6.9	20.3
	Neither Disagree nor Agree	188	30.7	30.7	51.0
	Somewhat Agree	133	21.7	21.7	72.7
	Agree	97	15.8	15.8	88.6
	Strongly Agree	70	11.4	11.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B7: Exhibition Organiser’s Staff Were Dependable**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	36	5.9	5.9	5.9
	Disagree	24	3.9	3.9	9.8
	Somewhat Disagree	38	6.2	6.2	16.0
	Neither Disagree nor Agree	165	27.0	27.0	43.0
	Somewhat Agree	137	22.4	22.4	65.4
	Agree	113	18.5	18.5	83.8
	Strongly Agree	99	16.2	16.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B8: Exhibition Organisers Keep Accurate Records**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	31	5.1	5.1	5.1
	Disagree	17	2.8	2.8	7.8
	Somewhat Disagree	49	8.0	8.0	15.8
	Neither Disagree nor Agree	202	33.0	33.0	48.9
	Somewhat Agree	126	20.6	20.6	69.4
	Agree	111	18.1	18.1	87.6
	Strongly Agree	76	12.4	12.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B9: Exhibition Organiser’s Staff Told Me Exactly When Services Would be Performed**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	44	7.2	7.2	7.2
	Disagree	25	4.1	4.1	11.3
	Somewhat Disagree	44	7.2	7.2	18.5
	Neither Disagree nor Agree	175	28.6	28.6	47.1
	Somewhat Agree	123	20.1	20.1	67.2
	Agree	115	18.8	18.8	85.9
	Strongly Agree	86	14.1	14.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B10: The Exhibition Organiser’s Staff Were Willing to Help Business Visitors**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	2.9	2.9	2.9
	Disagree	21	3.4	3.4	6.4
	Somewhat Disagree	22	3.6	3.6	10.0
	Neither Disagree nor Agree	96	15.7	15.7	25.7
	Somewhat Agree	146	23.9	23.9	49.5
	Agree	177	28.9	28.9	78.4
	Strongly Agree	132	21.6	21.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B11: The Operating Hours of the Exhibition Are Convenient**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	0.8	0.8	0.8
	Disagree	8	1.3	1.3	2.1
	Somewhat Disagree	18	2.9	2.9	5.1
	Neither Disagree nor Agree	59	9.6	9.6	14.7
	Somewhat Agree	86	14.1	14.1	28.8
	Agree	192	31.4	31.4	60.1
	Strongly Agree	244	39.9	39.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B12: The Duration of the Exhibition is Appropriate**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	17	2.8	2.8	2.8
	Disagree	11	1.8	1.8	4.6
	Somewhat Disagree	20	3.3	3.3	7.8
	Neither Disagree nor Agree	70	11.4	11.4	19.3
	Somewhat Agree	90	14.7	14.7	34.0
	Agree	166	27.1	27.1	61.1
	Strongly Agree	238	38.9	38.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B13: The Exhibition Organiser Staff Were Reassuring to Business Visitors Who Had Problems**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	24	3.9	3.9	3.9
	Disagree	10	1.6	1.6	5.6
	Somewhat Disagree	44	7.2	7.2	12.7
	Neither Disagree nor Agree	181	29.6	29.6	42.3
	Somewhat Agree	137	22.4	22.4	64.7
	Agree	142	23.2	23.2	87.9
	Strongly Agree	74	12.1	12.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B14: The Exhibition Organiser's Staff Were Knowledgeable**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	17	2.8	2.8	2.8
	Disagree	20	3.3	3.3	6.0
	Somewhat Disagree	46	7.5	7.5	13.6
	Neither Disagree nor Agree	124	20.3	20.3	33.8
	Somewhat Agree	136	22.2	22.2	56.0
	Agree	164	26.8	26.8	82.8
	Strongly Agree	105	17.2	17.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	



**Table B15: Business Visitors Could Trust the Companies That Were Exhibiting**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	1.3	1.3	1.3
	Disagree	9	1.5	1.5	2.8
	Somewhat Disagree	15	2.5	2.5	5.2
	Neither Disagree nor Agree	120	19.6	19.6	24.8
	Somewhat Agree	139	22.7	22.7	47.5
	Agree	175	28.6	28.6	76.1
	Strongly Agree	146	23.9	23.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B16: Business Visitors Felt Safe in Their Transactions with Companies That are Exhibiting**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	4	0.7	0.7	0.7
	Disagree	5	0.8	0.8	1.5
	Somewhat Disagree	17	2.8	2.8	4.2
	Neither Disagree nor Agree	122	19.9	19.9	24.2
	Somewhat Agree	151	24.7	24.7	48.9
	Agree	173	28.3	28.3	77.1
	Strongly Agree	140	22.9	22.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B17: The Exhibition Organiser's Staff Had All the Resources They Needed to Do Their Job Well**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	36	5.9	5.9	5.9
	Disagree	22	3.6	3.6	9.5
	Somewhat Disagree	65	10.6	10.6	20.1
	Neither Disagree nor Agree	169	27.6	27.6	47.7
	Somewhat Agree	123	20.1	20.1	67.8
	Agree	115	18.8	18.8	86.6
	Strongly Agree	82	13.4	13.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B18: Exhibition Organiser’s Staff Were Polite**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	20	3.3	3.3	3.3
	Disagree	6	1.0	1.0	4.2
	Somewhat Disagree	30	4.9	4.9	9.2
	Neither Disagree nor Agree	93	15.2	15.2	24.3
	Somewhat Agree	125	20.4	20.4	44.8
	Agree	164	26.8	26.8	71.6
	Strongly Agree	174	28.4	28.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B19: The Exhibition Organiser’s Staff Gave Business Visitors Individualised Personal Attention in a Friendly Manner**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	20	3.3	3.3	3.3
	Disagree	17	2.8	2.8	6.0
	Somewhat Disagree	36	5.9	5.9	11.9
	Neither Disagree nor Agree	116	19.0	19.0	30.9
	Somewhat Agree	118	19.3	19.3	50.2
	Agree	150	24.5	24.5	74.7
	Strongly Agree	155	25.3	25.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B20: The Exhibition Organiser’s Staff Attitude Shows That They Understand the Needs of Their Business Visitors**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	20	3.3	3.3	3.3
	Disagree	10	1.6	1.6	4.9
	Somewhat Disagree	41	6.7	6.7	11.6
	Neither Disagree nor Agree	119	19.4	19.4	31.0
	Somewhat Agree	156	25.5	25.5	56.5
	Agree	158	25.8	25.8	82.4
	Strongly Agree	108	17.6	17.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B21: The Exhibition Organiser’s Staff Have Their Business Visitors’ Best Interests at Heart**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	16	2.6	2.6	2.6
	Disagree	19	3.1	3.1	5.7
	Somewhat Disagree	32	5.2	5.2	10.9
	Neither Disagree nor Agree	120	19.6	19.6	30.6
	Somewhat Agree	170	27.8	27.8	58.3
	Agree	153	25.0	25.0	83.3
	Strongly Agree	102	16.7	16.7	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B22: A Sufficient Number of Exhibitors Participated**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	34	5.6	5.6	5.6
	Disagree	42	6.9	6.9	12.4
	Somewhat Disagree	57	9.3	9.3	21.7
	Neither Disagree nor Agree	117	19.1	19.1	40.8
	Somewhat Agree	142	23.2	23.2	64.1
	Agree	131	21.4	21.4	85.5
	Strongly Agree	89	14.5	14.5	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B23: Products and Services Exhibited Were Appropriate for the Focus of the Exhibition**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	15	2.5	2.5	2.5
	Disagree	12	2.0	2.0	4.4
	Somewhat Disagree	28	4.6	4.6	9.0
	Neither Disagree nor Agree	97	15.8	15.8	24.8
	Somewhat Agree	175	28.6	28.6	53.4
	Agree	172	28.1	28.1	81.5
	Strongly Agree	113	18.5	18.5	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B24: Exhibition-related Conferences, Seminars and Events Were Well Organised**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	21	3.4	3.4	3.4
	Disagree	20	3.3	3.3	6.7
	Somewhat Disagree	38	6.2	6.2	12.9
	Neither Disagree nor Agree	167	27.3	27.3	40.2
	Somewhat Agree	156	25.5	25.5	65.7
	Agree	128	20.9	20.9	86.6
	Strongly Agree	82	13.4	13.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B25: Exhibitors Provided Displays and Information That Was Helpful in Better Understanding Their Products and Services**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	10	1.6	1.6	1.6
	Disagree	8	1.3	1.3	2.9
	Somewhat Disagree	24	3.9	3.9	6.9
	Neither Disagree nor Agree	74	12.1	12.1	19.0
	Somewhat Agree	159	26.0	26.0	44.9
	Agree	207	33.8	33.8	78.8
	Strongly Agree	130	21.2	21.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B26: Exhibitors Responded to Business Visitors with Good Manners**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	9	1.5	1.5	1.5
	Disagree	11	1.8	1.8	3.3
	Somewhat Disagree	19	3.1	3.1	6.4
	Neither Disagree nor Agree	80	13.1	13.1	19.4
	Somewhat Agree	146	23.9	23.9	43.3
	Agree	193	31.5	31.5	74.8
	Strongly Agree	154	25.2	25.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B27: Exhibitors Were Knowledgeable About Their Products and Services**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	7	1.10	1.10	1.10
	Disagree	9	1.50	1.50	2.60
	Somewhat Disagree	18	2.90	2.90	5.60
	Neither Disagree nor Agree	68	11.10	11.10	16.70
	Somewhat Agree	142	23.20	23.20	39.90
	Agree	188	30.70	30.70	70.60
	Strongly Agree	180	29.40	29.40	<b>100.00</b>
	<b>Total</b>	<b>612</b>	<b>100.00</b>	<b>100.00</b>	

**Table B28: Exhibitor-related Information (Such as Catalogues, Brochures, Flyers) Was Amply Provided**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	25	4.1	4.1	4.1
	Disagree	14	2.3	2.3	6.4
	Somewhat Disagree	34	5.6	5.6	11.9
	Neither Disagree nor Agree	81	13.2	13.2	25.2
	Somewhat Agree	119	19.4	19.4	44.6
	Agree	155	25.3	25.3	69.9
	Strongly Agree	184	30.1	30.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B29: Pre-exhibition Promotions Through TV, Internet, Radio and Newspapers Helped to Attract Business Visitors to the Booths**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	22	3.6	3.6	3.6
	Disagree	16	2.6	2.6	6.2
	Somewhat Disagree	40	6.5	6.5	12.7
	Neither Disagree nor Agree	137	22.4	22.4	35.1
	Somewhat Agree	119	19.4	19.4	54.6
	Agree	139	22.7	22.7	77.3
	Strongly Agree	139	22.7	22.7	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B30: Exhibitors' Giveaways (Bags, Notepads, Pens etc) Helped Attract Business Visitors to the Booths**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	61	10.0	10.0	10.0
	Disagree	41	6.7	6.7	16.7
	Somewhat Disagree	61	10.0	10.0	26.6
	Neither Disagree nor Agree	101	16.5	16.5	43.1
	Somewhat Agree	120	19.6	19.6	62.7
	Agree	125	20.4	20.4	83.2
	Strongly Agree	103	16.8	16.8	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B31: Free Entry Vouchers, Invitation Letters, Product Brochures with Invitation Helped to Attract Business Visitors to the Booths**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	41	6.7	6.7	6.7
	Disagree	25	4.1	4.1	10.8
	Somewhat Disagree	49	8.0	8.0	18.8
	Neither Disagree nor Agree	110	18.0	18.0	36.8
	Somewhat Agree	138	22.5	22.5	59.3
	Agree	132	21.6	21.6	80.9
	Strongly Agree	117	19.1	19.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B32: The Exhibition Booth Layout Was Good to Deal with Traffic Flow**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	3.6	3.6	3.6
	Disagree	16	2.6	2.6	6.2
	Somewhat Disagree	31	5.1	5.1	11.3
	Neither Disagree nor Agree	80	13.1	13.1	24.3
	Somewhat Agree	135	22.1	22.1	46.4
	Agree	172	28.1	28.1	74.5
	Strongly Agree	156	25.5	25.5	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B33: Signage at the Exhibition was Visible**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	14	2.3	2.3	2.3
	Disagree	12	2.0	2.0	4.2
	Somewhat Disagree	26	4.2	4.2	8.5
	Neither Disagree nor Agree	86	14.1	14.1	22.5
	Somewhat Agree	128	20.9	20.9	43.5
	Agree	157	25.7	25.7	69.1
	Strongly Agree	189	30.9	30.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B34: The Exhibitor Stands Were Well Designed for Comfortable Visit and Conversation**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	14	2.3	2.3	2.3
	Disagree	10	1.6	1.6	3.9
	Somewhat Disagree	24	3.9	3.9	7.8
	Neither Disagree nor Agree	84	13.7	13.7	21.6
	Somewhat Agree	157	25.7	25.7	47.2
	Agree	177	28.9	28.9	76.1
	Strongly Agree	146	23.9	23.9	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B35: Conference and Seminar Rooms as Well as Other Service Facilities Such as Rest Areas Were Convenient for Use**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	12	2.0	2.0	2.0
	Disagree	8	1.3	1.3	3.3
	Somewhat Disagree	32	5.2	5.2	8.5
	Neither Disagree nor Agree	116	19.0	19.0	27.5
	Somewhat Agree	160	26.1	26.1	53.6
	Agree	139	22.7	22.7	76.3
	Strongly Agree	145	23.7	23.7	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	



**Table B36: Pre-registration Through the Internet Made Attendance Simpler**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	36	5.90	5.90	5.90
	Disagree	29	4.70	4.70	10.60
	Somewhat Disagree	42	6.90	6.90	17.50
	Neither Disagree nor Agree	148	24.20	24.20	41.70
	Somewhat Agree	118	19.30	19.30	60.90
	Agree	112	18.30	18.30	79.20
	Strongly Agree	127	20.80	20.80	<b>100.00</b>
	<b>Total</b>	<b>612</b>	<b>100.00</b>	<b>100.00</b>	

**Table B37: The Gate Registration Procedure Was Easy**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	27	4.4	4.4	4.4
	Disagree	19	3.1	3.1	7.5
	Somewhat Disagree	34	5.6	5.6	13.1
	Neither Disagree nor Agree	89	14.5	14.5	27.6
	Somewhat Agree	100	16.3	16.3	44.0
	Agree	163	26.6	26.6	70.6
	Strongly Agree	180	29.4	29.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B38: The Gate Registration Staff Kept Visitor Waiting Time to a Minimum**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	35	5.7	5.7	5.7
	Disagree	14	2.3	2.3	8.0
	Somewhat Disagree	44	7.2	7.2	15.2
	Neither Disagree nor Agree	82	13.4	13.4	28.6
	Somewhat Agree	132	21.6	21.6	50.2
	Agree	143	23.4	23.4	73.5
	Strongly Agree	162	26.5	26.5	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B39: The Gate Registration Area Was Placed in a Convenient Location**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	1.8	1.8	1.8
	Disagree	10	1.6	1.6	3.4
	Somewhat Disagree	15	2.5	2.5	5.9
	Neither Disagree nor Agree	69	11.3	11.3	17.2
	Somewhat Agree	123	20.1	20.1	37.3
	Agree	175	28.6	28.6	65.8
	Strongly Agree	209	34.2	34.2	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table B40: The Gate Registration Support Staff Was Well Mannered**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	21	3.4	3.4	3.4
	Disagree	11	1.8	1.8	5.2
	Somewhat Disagree	18	2.9	2.9	8.2
	Neither Disagree nor Agree	68	11.1	11.1	19.3
	Somewhat Agree	122	19.9	19.9	39.2
	Agree	165	27.0	27.0	66.2
	Strongly Agree	207	33.8	33.8	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C1: I Was Able to Gather the Specific Product and Service Information That I Was Looking for at the Exhibition**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	2.3	2.3	2.3
	Disagree	3	0.5	0.5	2.8
	Somewhat Disagree	19	3.1	3.1	5.9
	Neither Disagree nor Agree	75	12.3	12.3	18.1
	Somewhat Agree	161	26.3	26.3	44.4
	Agree	205	33.5	33.5	77.9
	Strongly Agree	135	22.1	22.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C2: I Was Able to Identify Relevant Exhibitors in the Field I am Interested in**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	13	2.1	2.1	2.1
	Disagree	7	1.1	1.1	3.3
	Somewhat Disagree	15	2.5	2.5	5.7
	Neither Disagree nor Agree	65	10.6	10.6	16.3
	Somewhat Agree	129	21.1	21.1	37.4
	Agree	211	34.5	34.5	71.9
	Strongly Agree	172	28.1	28.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C3: I Was Able to Identify Future Trends in my Industry/Sector from the Products and Services That Were Exhibited**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	10	1.6	1.6	1.6
	Disagree	11	1.8	1.8	3.4
	Somewhat Disagree	22	3.6	3.6	7.0
	Neither Disagree nor Agree	98	16.0	16.0	23.0
	Somewhat Agree	153	25.0	25.0	48.0
	Agree	169	27.6	27.6	75.7
	Strongly Agree	149	24.3	24.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C4: I Benefitted from the Networking Opportunities Provided**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	14	2.3	2.3	2.3
	Disagree	7	1.1	1.1	3.4
	Somewhat Disagree	10	1.6	1.6	5.1
	Neither Disagree nor Agree	76	12.4	12.4	17.5
	Somewhat Agree	142	23.2	23.2	40.7
	Agree	190	31.0	31.0	71.7
	Strongly Agree	173	28.3	28.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C5: My Objectives for Visiting the Exhibition Were Met**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	15	2.5	2.5	2.5
	Disagree	7	1.1	1.1	3.6
	Somewhat Disagree	21	3.4	3.4	7.0
	Neither Disagree nor Agree	78	12.7	12.7	19.8
	Somewhat Agree	137	22.4	22.4	42.2
	Agree	192	31.4	31.4	73.5
	Strongly Agree	162	26.5	26.5	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table C6: I Feel I Had a Positive Overall Experience at the Exhibition**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	15	2.5	2.5	2.5
	Disagree	8	1.3	1.3	3.8
	Somewhat Disagree	17	2.8	2.8	6.5
	Neither Disagree nor Agree	64	10.5	10.5	17.0
	Somewhat Agree	115	18.8	18.8	35.8
	Agree	217	35.5	35.5	71.2
	Strongly Agree	176	28.8	28.8	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table D1: My Choice to Visit This Exhibition Was a Wise One**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	11	1.8	1.8	1.8
	Disagree	6	1.0	1.0	2.8
	Somewhat Disagree	17	2.8	2.8	5.6
	Neither Disagree nor Agree	51	8.3	8.3	13.9
	Somewhat Agree	100	16.3	16.3	30.2
	Agree	178	29.1	29.1	59.3
	Strongly Agree	249	40.7	40.7	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table D2: I Am Satisfied with What the Exhibition Provides Business Visitors**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	14	2.3	2.3	2.3
	Disagree	9	1.5	1.5	3.8
	Somewhat Disagree	19	3.1	3.1	6.9
	Neither Disagree nor Agree	69	11.3	11.3	18.1
	Somewhat Agree	121	19.8	19.8	37.9
	Agree	200	32.7	32.7	70.6
	Strongly Agree	180	29.4	29.4	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table D3: Overall I Am Satisfied with the Service at This Exhibition**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	11	1.8	1.8	1.8
	Disagree	7	1.1	1.1	2.9
	Somewhat Disagree	16	2.6	2.6	5.6
	Neither Disagree nor Agree	63	10.3	10.3	15.8
	Somewhat Agree	126	20.6	20.6	36.4
	Agree	208	34.0	34.0	70.4
	Strongly Agree	181	29.6	29.6	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table F1: I Am Willing to Visit This Exhibition Again in the Near Future**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	11	1.8	1.8	1.8
	Disagree	6	1.0	1.0	2.8
	Somewhat Disagree	10	1.6	1.6	4.4
	Neither Disagree nor Agree	36	5.9	5.9	10.3
	Somewhat Agree	96	15.7	15.7	26.0
	Agree	151	24.7	24.7	50.7
	Strongly Agree	302	49.3	49.3	100.0
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table F2: I Will Recommend This Exhibition to Other Business Visitors**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	6	1.0	1.0	1.0
	Disagree	8	1.3	1.3	2.3
	Somewhat Disagree	20	3.3	3.3	5.6
	Neither Disagree nor Agree	29	4.7	4.7	10.3
	Somewhat Agree	98	16.0	16.0	26.3
	Agree	149	24.3	24.3	50.7
	Strongly Agree	302	49.3	49.3	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

**Table F3: I Will Tell a Positive Story to Others About This Exhibition**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Strongly Disagree	6	1.0	1.0	1.0
	Disagree	8	1.3	1.3	2.3
	Somewhat Disagree	13	2.1	2.1	4.4
	Neither Disagree nor Agree	48	7.8	7.8	12.3
	Somewhat Agree	100	16.3	16.3	28.6
	Agree	149	24.3	24.3	52.9
	Strongly Agree	288	47.1	47.1	<b>100.0</b>
	<b>Total</b>	<b>612</b>	<b>100.0</b>	<b>100.0</b>	

## Appendix A2.2 Multicollinearity Coefficients

**Table MC1: Collinearity Statistics (Dependent Variable – Reliability)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Assurance	0.557	1.797
Empathy	0.423	2.364
Booth Management	0.664	1.507
Booth Layout	0.646	1.547
Registration	0.649	1.541

**Table MC2: Collinearity Statistics (Dependent Variable – Assurance)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Empathy	0.506	1.977
Booth Management	0.663	1.508
Booth Layout	0.639	1.564
Registration	0.640	1.562
Reliability	0.651	1.535

**Table MC3: Collinearity Statistics (Dependent Variable – Empathy)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Booth Management	0.704	1.420
Booth Layout	0.642	1.557
Registration	0.690	1.449
Reliability	0.645	1.550
Assurance	0.659	1.517

**Table MC4: Collinearity Statistics (Dependent Variable – Booth Management)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Booth Layout	0.695	1.439
Registration	0.640	1.561
Reliability	0.618	1.619
Assurance	0.527	1.896
Empathy	0.430	2.328

**Table MC5: Collinearity Statistics (Dependent Variable – Booth Layout)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Registration	0.687	1.456
Reliability	0.624	1.603
Assurance	0.527	1.896
Empathy	0.407	2.460
Booth Management	0.721	1.387

**Table MC6: Collinearity Statistics (Dependent Variable – Registration)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Reliability	0.625	1.600
Assurance	0.527	1.899
Empathy	0.436	2.296
Booth Management	0.662	1.509
Booth Layout	0.685	1.460

**Table MC7: Collinearity Statistics (Dependent Variable – Overall Experience Quality)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Overall Attendee Satisfaction	0.323	3.091
Attendee Behavioural Intention	0.323	3.091

**Table MC8: Collinearity Statistics (Dependent Variable – Overall Attendee Satisfaction)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Attendee Behavioural Intention	0.573	1.745
Overall Experience Quality	0.573	1.745

**Table MC9: Collinearity Statistics (Dependent Variable – Attendee Behavioural Intention)**

<b>Dimension</b>	<b>Tolerance</b>	<b>VIF</b>
Attendee Behavioural Intention	0.415	2.409
Overall Experience Quality	0.415	2.409



**APPENDIX 3:  
DATA COLLECTION TOOLS – PHASE 2**

<b>A3.1 Focus Group Invitation Letter.....</b>	<b>419</b>
<b>A3.2 Focus Group Discussion Guide.....</b>	<b>421</b>
<b>A3.1 Focus Group Participant Data Capture Form .....</b>	<b>423</b>

## **A3.1 Focus Group Invitation Letter**

### **Formal Invitation**

**Nomathemba Ndlovu** <nomandlovu23@gmail.com>

{Date}

to {Insert Participant e-mail Address}

Re: Invitation to Attend a Focus Group Discussion

Dear {Insert Participant Name}

My name is Nomathemba Ndlovu, a Doctoral Student in the Graduate School of Business at the National University of Science and Technology in Bulawayo. I am conducting research on measuring attendee satisfaction in the Zimbabwean exhibition industry in order to validate the dimensions of the exhibition attendee experience that influence overall satisfaction and behavioural intention (revisit or recommend intention).

I am contacting you to invite you to take part in a focus group (small discussion group) on the perceptions of business visitors who attended the 2019 editions of any of the national exhibitions in Zimbabwe (namely, Zimbabwe International Trade Fair, Mine Entra, Zimbabwe Agricultural Show and Sanganai/Hlanganani World Tourism Expo).

Among other issues, I look forward to hearing more about your overall visitor experience as well as your recommendations on how the quality of your experience at future exhibitions can be improved. The group will have between 8-12 participants and the session will last no longer than one and half hours.

Please note that your participation is voluntary and that the discussions will be kept in the strictest confidence, being used only for the purposes of this research.

The specific details of the focus group are as follows:

**Date: Friday 17 January 2020**

**Time: 1100 – 1300hrs**

**Venue: Zimbabwe International Exhibition Centre VIP Lounge, Bulawayo (adjacent to the ZITF Company Administration Offices).**

To confirm your participation, please indicate by responding to this email. Should you have any questions, please do not hesitate to email me at [nomandlovu23@gmail.com](mailto:nomandlovu23@gmail.com) or contact the Focus Group Co-ordinator, Mr. George Warinda on +263(772) 994493.

Thank you in advance for considering my request. I look forward to you attending and to a vibrant discussion.

Kind regards,

Nomathemba Ndlovu

+1(908)265-9040

## **A3.2 Focus Group Discussion Guide**

### **SECTION A: ENGAGEMENT**

**Recall your experiences at the national exhibitions you attended in 2019 (ZITF 2019, Mine Entra 2019, Zimbabwe Agricultural Show 2019; Sanganai/Hlanganani World Tourism Expo).**

1. What word or phrase comes to mind when you think of a satisfying exhibition experience?
2. Do any of these words or phrases describe your experience at any of the exhibitions you attended in 2019? Why or why not?
3. What were your main motivations/reasons for attending these exhibitions in 2019? Were these objectives met? How does this affect your intention to revisit or recommend the exhibition in future?

### **SECTION B: EXPLORATION**

**In other studies around the world, dimensions of the exhibition experience such as the quality of the exhibition venue facilities and technology, the convenience of the exhibition venue and operating hours, the attitude of the exhibition organiser and exhibitor staff towards visitors, the quality of the design and content of the exhibition displays as well as the ease with which visitors register for and enter the exhibition have been found to have a significant impact on overall satisfaction and the intention to revisit the exhibition. Phase 1 conducted last year, found that these commonly measured experience quality dimensions have no significant impact on both visitor satisfaction and the intention to revisit or recommend the exhibitions.**

4. How would you explain these differences?
5. If you as a visitor were to measure your satisfaction with an exhibition, what criteria would you use?

6. What specific dimensions or attributes would the exhibition experience need to have for you to consider it satisfying? How would you rank these in order of importance?
7. What specific dimensions or attributes would the exhibition experience need to have for you to consider visiting again or recommending the exhibition to your peers? How would you rank these in order of importance?

**Particularly in Zimbabwe, exhibition success is measured by attendance statistics with organisers often reporting that their exhibitions are getting “bigger and better.”**

8. In what ways does knowing this information influence your decision to attend or keep attending exhibitions?
9. Study 1 investigates visitor satisfaction as a better indicator of exhibition success than the attendance statistics. If you as a visitor were to judge the success of an exhibition what criteria would you use?

**Section C: EXIT:**

10. From your experience at the 2019 exhibitions, what specific recommendations would you give **exhibition organisers** to improve the quality of your future visiting experiences - (PROBE: what should they a) continue doing; b) improve; c) introduce or d) stop doing?)
11. What specific recommendations would you give **exhibitors** to improve the quality of your future visiting experiences (PROBE: what should they a) continue doing; b) improve; c) introduce or d) stop doing?)
12. What specific aspects of the exhibition experience, if not addressed, would cause you to a) not revisit an exhibition or b) not recommend the exhibition to your colleagues?
13. Is there anything further that you want to add to this discussion?

### A3.3 Focus Group Participant Data Capture Form

#### Participant Profile

Please choose **ONE** response for each of the questions by ticking on the appropriate box.

<p><b>1. Gender</b></p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p> <p><b>11. Age</b></p> <p><input type="checkbox"/> 18 - 29</p> <p><input type="checkbox"/> 30 - 39</p> <p><input type="checkbox"/> 40 - 49</p> <p><input type="checkbox"/> 50 and over</p> <p><b>12. Country of residence</b></p> <p>.....</p> <p><b>13. Highest education level</b></p> <p><input type="checkbox"/> Primary</p> <p><input type="checkbox"/> Secondary/High school</p> <p><input type="checkbox"/> Certificate/Diploma</p> <p><input type="checkbox"/> Graduate degree</p> <p><input type="checkbox"/> Post-graduate</p> <p><b>14. What is your level of influence on the buying activities of your company?</b></p> <p><input type="checkbox"/> Final decision maker</p> <p><input type="checkbox"/> Co-decision maker</p> <p><input type="checkbox"/> Advisory</p> <p><input type="checkbox"/> Not involved</p>	<p><b>15. What is your area of responsibility in your company?</b></p> <p><input type="checkbox"/> Executive Management</p> <p><input type="checkbox"/> Research &amp; Development</p> <p><input type="checkbox"/> Manufacturing/Production</p> <p><input type="checkbox"/> Sales/Marketing</p> <p><input type="checkbox"/> Buying/Ordering</p> <p><input type="checkbox"/> Finance</p> <p><input type="checkbox"/> ICT</p> <p><input type="checkbox"/> Logistics/Transport</p> <p><input type="checkbox"/> HR/Training</p> <p><input type="checkbox"/> Other (Specify) .....</p> <p><b>16. How long have you been visiting the annual exhibition?</b></p> <p><input type="checkbox"/> First time</p> <p><input type="checkbox"/> 1 to 3 times</p> <p><input type="checkbox"/> 4 to 6 times</p> <p><input type="checkbox"/> 7 to 10 times</p> <p><input type="checkbox"/> More than 10 times</p> <p><b>17. How often do you visit other exhibitions that are similar to this exhibition (per year average)</b></p>	<p><input type="checkbox"/> Never</p> <p><input type="checkbox"/> 1 to 3 times</p> <p><input type="checkbox"/> 4 to 6 times</p> <p><input type="checkbox"/> 7 to 10 times</p> <p><input type="checkbox"/> More than 10 times</p> <p><b>18. Please tick the option most relevant to your business</b></p> <p><input type="checkbox"/> Agency</p> <p><input type="checkbox"/> Government Ministry/Department</p> <p><input type="checkbox"/> Private Sector/Commercial</p> <p><input type="checkbox"/> Civic Organisation</p> <p><input type="checkbox"/> Not-For-Profit/Non-commercial</p> <p><b>19. What was your major information source on this exhibition?</b></p> <p><input type="checkbox"/> Trade Associations</p> <p><input type="checkbox"/> Exhibition organiser/Exhibitor</p> <p><input type="checkbox"/> Media</p> <p><input type="checkbox"/> Internet</p> <p><input type="checkbox"/> Other (Specify) .....</p>
--	--	---

**APPENDIX 4:**  
**FOCUS GROUP TRANSCRIBED DATA – PHASE 2**

<b>Table A4.1: Focus Group 01 .....</b>	<b>425</b>
<b>Table A4.2: Focus Group 02 .....</b>	<b>461</b>
<b>Table A4.3: Focus Group 03 .....</b>	<b>500</b>
<b>Table A4.4: Focus Group 04 .....</b>	<b>530</b>
<b>Table A4.5: Focus Group 05 .....</b>	<b>574</b>
<b>Table A4.6: Focus Group 06 .....</b>	<b>616</b>

**Table A4.1: Focus Group 01**

<b>Event:</b>		<b>Focus Group 01</b>
<b>Date:</b>		<b>17 January 2020</b>
<b>Time:</b>		<b>0900-1100hrs</b>
<b>Facilitators:</b>		<b>2</b>
<b>Research Assistant</b>		<b>1</b>
<b>Participants:</b>		<b>4 (3 Male, 1 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
	M1	<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
2m10s	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
	M1	<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
	M1	I am inviting the panel... to tell us about their experience as they visited the various exhibitions that I have made mention of and when I mention those exhibitions err ... what word or phrase comes to mind when you think of a satisfying experience? When you mention "satisfying exhibition experience" what word quickly pops into your mind?
	P1M	For me it has to be "exciting" <i>[A bit inaudible...pause to adjust sound issues; repetition of respondent comments].</i>
	P2M	For me it has to be "innovative".



11m 17s	P3F	Yeah, in terms of satisfying I am thinking of something is adventurous, something that is history making, something that gives me some new experience.
	M1	Right, right.... anything else [ <i>Moderator summarises as its not audible</i> ]?
	P4M	For me it has to have a degree of excellence; paying attention to the small details that would make everything come together.
	M1	Right, right... interesting. Interesting really 'cause I hadn't thought of that [ <i>laughs</i> ] So, so, perhaps the next question that would come to my mind as you were mentioning these words and the phrases that you did mention, err ... do these words or ... phrases describe your experience at any of the exhibitions that you have attended say in 2019?
	P1M	Unfortunately, not. Not just in 2019 but over the past years it has ceased to be exciting. I come personally because there is a lot of business contacts to be made but the exciting element is no longer there, and you know even like what some of the guys were saying there is no more innovation. Err ... this particular exhibition centre for example has remained the same...for years. And the halls ... there was a time the international hall was packed with all these exciting exhibitors from America, Canada and they would always bring something exciting but now it is full of a lot of local companies. So, all your halls are now just packed with exhibitors so it's like more about the exhibitors than the experience of the exhibition itself.
	M1	Alright. What do others... perhaps [ <i>Researcher interjects - sound is poor; Pause to rearrange seating; Recap of what</i>

		<i>respondent said for the benefit of the Researcher]. So essentially, I don't know whether I get him correctly. You are saying that there will be cramped exhibitors and are you by any chance suggesting that the exhibition organisers are more focused on numbers?</i>
	P1M	Yes, that is exactly the point. There is hall when you come in through this gate, there is a gate here, when you come in the first big hall, what hall is that? With Econet and what have you [ <i>interrupted by need to make adjustments so that sound could be clearer ... Pause to make audio Skype Call ... not hearing as clearly as before but able to proceed</i> ].
	M1	So {P1M} was still commenting, I think I'll give him the floor.
	P1M	Oh Ok. I think you mentioned the point there that are we saying that the organisers are more interested, I mean more focused on the exhibitor. Yes, I think they are. On the numbers. I think more and more over the years the exhibition has become very crowded so sometimes even when you want err ... let's say you are coming for a specific sector, you used to do it very well where it was, it was err ... you know you'd go to ... like I'm saying I mean hall 1 for me, because I grew up in this place, Hall 1 for me, you'd know if you wanted your ... all your international exhibitors, all the American guys, all what they do what, what, what, you'd go to Hall 1 [ <i>M1 interjects to clarify which Hall is being referred to</i> ]. I am just saying, generally, so even now you go into Hall 4 you have got Econet which is a big fish and all these small, small, little exhibitors that are really for me crowding the place and there is a lot of them. And is easy then to get distracted. Suppose

		you are here for business, it's easy to get distracted because there are so many other ... and I mean the mind can't help but wander but I mean maybe you want Econet for instance but because you have walked into this space - too many guys. For me that is.
19m 38s	M1	OK. Excellent! Excellent! A good comment, a good observation [ <i>Pause to check the sound is audible</i> ] That's {P1M} for you who was making a comment. He mentions the issue of over crowning. And which again brings us to the issue of numbers again. That is my interpretation. Say perhaps there is too much focus on numbers that detract a business visitor, err ... that obviously affects their exhibition experience.
	P2M	So, I think just to add on to what {P1M} is saying. I think going back to innovation. You find that, that innovation is very limited as far as what, what the exhibitors bring to us. You find that there is a lot of duplication, one. Two, you'd find that I personally like to come into to the exhibition during business days and you find that there are so many empty stalls which people probably haven't put in their exhibitions, um ... I guess just getting ready for the whole thing. And then you come probably on the public days you find that everyone is there now and yet the business visitors have come and gone. Yeah, I think for me that these are the only two things that probably need to be changed.
	M1	Mmmmhhh. So that was your experience?
	P2M	That was my experience [ <i>Pause to check sound is audible</i> ].

	M1	<p>So, he is talking about the issue of innovativeness to say our exhibitions have ceased to exhibit any new technology, any innovations. They, they ... you find too many similar stuffs that are on stalls and he also introduces another issue of saying in the ... during the business days and normally when you visit during the business days so of the exhibition stands will be empty and only for them to fill up later in the week when you get to the public days and that obviously impacts his exhibition experience. So that is what he says is his experience last year. Any addition guys? Yes.</p>
	P3F	<p>Yes, I agree very much with {P2M} and I don't want to repeat the part the innovation part that he has mentioned. Yeah, I know that Trade Fair, you find that there is now a lot of people that are coming into Trade Fair. Trade Fair is divided into business days and public days. Let me just speak on behalf of public days. I think {P2M} has covered business side. But the public days, I am a teacher just across at Gifford and I am also into the indigenous sector. I sometimes exhibit, especially Hall 5 we used to exhibit our products and we were enjoying a lot. But my main interest now when you are talking about the public days. I find that there is a lot of historical exhibitions in our halls. Because you find that people, they are very much interested in coming those few industries you find that the industrial sector or the manufacturing sector is collapsing. But I have seen a lot of injecting in of the indigenous sector whereby the informal sector is now injecting a lot of life in our economy eh ... and basically those that are coming in for public days, they are more interested</p>

		<p>in the indigenous business sector whereby the informal sector is now injecting a lot of life in our economy. And especially those that are coming in for public days, they are more interested in the indigenous sector whereby people are coming in to market themselves, indigenous people, market themselves, sell their items and I am happy because I talked about history making and adventurous. People they are liking it and even when I am coming with my students from my school or even from my company, you find that there is even overflow tents especially 2018.</p>
24m 28s	P3F	<p>There were actually overflow tents whereby it is informal sector is very interested in marketing them, advertising them, interacting with the outside world, and even interacting amongst themselves. I think ZITF is doing well, in terms of the, of us, the informal sector. When you talk of, sure, ndikati what you said {P2M} what do you thon about the trader's days, yes, the innovative part is very low. But when it comes to us ourselves, as you can see kuti our economy now is held by the informal sector. We are very much interested, and it is so adventurous to us. For my friends to know that {P3F - referring to herself} is exhibiting this year. I want them to come by my stand, to even, even, even, what can I say, and even to ... to ... what can I say ... support me and market me so that I am also known, I'm also known at the trade fair. And sometimes I have seen that when you receive the certificate, and I have seen sometimes that people are very much interested in marketing their products, and marketing themselves, especially the informal sector. And I think</p>

		<p>ZITF is doing a great job. Looking at our economy, when our economy had totally collapsed, we think our economy was totally collapsing but Trade Fair, still people are coming in their large numbers, with their children, they like that adventure. I think ZITF is doing a great job through advertising and marketing. They are marketing this place very well. You find people they are coming as far as Gweru with their children, just to come and have that experience. Taking photos, ma status, face book, you find people updating the fact that I was at the trade fair. People they like that. So, I think ZITF should continue.</p>
	<p>P3F</p>	<p>Our economy is bad but what they are doing to our own sector you find that everybody, even now, they are saying can I also take part? I also want to market myself; how do I go about it? I have seen [Inaudible] exhibiting, can I also? And the other thing that I was thinking is about the information I know there is an information centre, but this is now a digital world. I think we can also have a lot of ma, ma billboards around the trade fair, information boards because usually when you come in you want to ... {P1M} was talking about going to Hall 1 or Hall 4. You don't even know where it is. Eh. I think there is now, there is this bottle of Coca Cola ... I think you know it. Yes, it's a tourist attraction, school children they always go there they want to have their photos ... Ma'am take us there. There are spots where we know we always want to go with our children because our children, the primary school children they know it's a tourist attraction here ... and I was saying that they are supposed to be put ma billboards so that people can read the information like</p>

		what is there in Hall 1. We can read on our own. Besides going to the information centre to get ma flyer, you can put ma boards so that our school children ... <i>[M1 interjects]</i>
	M1	Direction signage.
	P3F	Yes, direction signage they can read on their own. In Hall 4, there is these, these, these a number of these activities in this area there you can find such and such; it can help us, especially our children who are growing up in this digital world.
	M1	Excellent - So {Researcher}, my takeaway from her comment is the importance of the informal sector in the modern exhibition. For her this is a plus, development. She says it allows even up and coming exhibitors to also come and show case because they will have seen the example of their colleagues who will have exhibited and it is an excellent marketing platform for her. That's a plus. And of course, she does mention the issue of winning aspect to say those who win are also an inspiration to their colleagues in the informal sector who would obviously aspire to come participate and also win. She mentions the issue of advertising and marketing where she commends to exhibition industry for particularly the ZITF she says it has been advertised and marketed very, very well and she mentions social media to say that now that social media is taking root and it is err ... err ... this is a platform that is utilised by young people err ... because she is a teacher, she says that it is. It would be very, very important for the participants to also, I guess for us to communicate through the social media and so forth and for them also they will be able to send information, pictures and

		<p>everything to their colleagues and, and, and stuff like that. She also mentions the issue of information to say direction signage is poor at the exhibitions and that this obviously affects her experience and at times she says the exhibitors and visitors get lost, they don't know where hall 4 I and what is happening in Hall 4, they don't know where Hall 1 is and what is happening there. So those the main takeaways for me from her submission. Anything else Sir?</p>
	P4M	<p>I think you have summed it up really well. I think you'll also need to bring a balance between {P2M} mentioned it that the international side is suffering a lot. For example, you can say I came in looking for South African Embassy, for example, they haven't exhibited for the past two years, no one knows why.</p>
	P4M	<p>So, the international side is really suffering but the local is really picking up and for me I think, yeah she {P3F} has mentioned the signage thing and everything and for me it's like over the past years my experience at ZITF starts at the gate. So, for the past two editions I have noticed that there has always been a glitch with the badges and what not, which can be really frustrating 'cause you've now gotta whole lot of people there who are trying to go in. So, I think for an international exhibition you need to raise up our standards with that, we shouldn't be having issues with people accessing their badges to go in 'cause we want them to go in quickly you know. Not to have that frustration to say OK come back you will get your badge when you come back and all that, yeah. I think for me it's in those small things, the small details, but they struggling to put things together.</p>



	M1	Excellent, excellent, thank you so much. You want to add Sir?
	P1M	Yes, I was going to ask err ... err ... because I have no problem with err ... indigenous sector and she {P3M} rightly said, when we were growing up, hall 5 was known as your flea market, when we grew up it was known. You knew kuti even if you wanted to buy anything or whatever just go to Hall 5. But if you are serious about business, hanti? You have got the rest of the exhibition centre. All we are saying, or what I am saying, sorry, is that I think we have moved away from making it a specialist exhibition. We now take ... this is why we are throwing them into pockets of space eh ... there is no way Econet as big as they are should be in that hall with someone making peanut butter. I have seen them there in Hall 4. A big, big conglomerate like Econet. Then you've got people who are making peanut butter eh people who are making belts, who are making honey, all in the same place. And we are saying kuti I think that is what maybe needs to be looked at to say exhibition centre. How can we then clearly mark out so that even if an executive comes in, he knows what sector he is coming for? When he goes to that place, let him not meet someone selling peanut butter. They cannot meet someone selling belts, you know what I'm saying, but let him go to that exhibit or a group of exhibitors that will appeal to him so that he is able to engage them at that level. So, I think that is what has happened and maybe can put it rightly eh. we need to segment our space.
	M1	Thank you so much for the input. {P2M} has something. You have something else {P2M}?

0.58	P2M	So just to add on, I think for the past three editions of the ZITF, availability, you've got this nice directory that you used to make for us, with all the people that exhibited and their contact numbers. For the past few years, accessing that particular directory has been a challenge because I haven't got one in the last, I think three years. So, I think maybe going forward, if you can maybe factor it into the charge of the business visitors and then you get the full package from the gate, I think that will help 'cause that used to go a long way, 'cause even after the exhibition is long gone you still have those contacts, you can still refer to that directory and still make business contacts.
	M1	And I am interested in 2019; and I am saying to myself, as you give me your input to say, what were your main motivations for attending these exhibitions?
	P2M	For me maybe the hope you know, of seeing new things, you know just the hope ... You know, I just came, particularly 2019, I just came to have a look uhm ... at what's there in terms of solar, in terms of energy we've got a challenge here so I just wanted to see what you guys will have brought for us, or maybe what we could also spin and make money from, basically that was the motivation.
	M1	And would you say that ... that was met?
34m 14s	P2M	No. It wasn't because the solar guys that I met here. They were people who were actually just buying from China and just reselling. No one was really bringing in new technologies, say, you know the solar panels that can charge the battery even if it is cloudy, you know I didn't see that. I didn't see these umm ... off-

		grid inverters you know. I was also looking at uhm ... solar refrigeration or gas refrigeration ... there was only one person who had the gas refrigerators. Yeah, but ah ... it wasn't satisfying.
	M1	You were not satisfied.
	P2M	Yeah.
	M1	Now that lack satisfaction, would you say does it impact your intention to visit again, or to recommend the exhibition in the future. What would you say?
	P2M	To some extent it does because I won't have the same kind of zeal that I had. But probably 2020 I will be like OK ZITF; I'll probably pick a day I will just go. I don't have the zeal anymore. And if I meet the same people in maybe one, two halls then that's it, I'm going back to my daily routine. You know yeah.
	M1	Ok ... ok ... Other people, you know I just want to hear your different experiences, would you say or what were your motivations.
	P1M	My motivations for the past two years have been the same. I am in the energy sector, but more specifically the fuel side of the energy sector so you want to come in and see who is doing what in that sector. Last year specifically I was looking into gas, I have been doing gas for the past few years but I was now looking at how to move that up and I went to one and I met one of the big ... I don't know if I am allowed to mention their name.
	M1	Yeah of course.
	P1M	BOC were exhibiting and I had gone there specifically because I wanted BOC. Because outside there they are very difficult to get hold of. You know you are told Head Office. Contact Harare and

		so on and so forth and I got here, and unfortunately the team on the ground, same story. ah Ok, yes, yes, no. Let's contact Harare after the exhibition and so on and so forth. So, I don't know also if there's a way, when we are registering exhibitors, zwanini, you are here for business. Make sure anyone who comes here, you help them like almost completely.
	M1	So, so, so you are referring to the people manning the stands lacking the requisite information to be able to ...
	P1M	[Interjects] I don't think they were lacking; they were not lacking; I saw the guys who were there and some of them I know them. They were...they had enough senior representatives on the stand. It was more of them not WANTING to really assist. And yet I came on a business day, I didn't come on a public day. On a public day, I can understand there is a lot of rushing and what. I came in on a business day and err, I had wanted to follow up, I had put in an application and what, what, what. But I then wanted to understand how they would function if I was to become a dealer and what and what. They, they failed to help me during Trade Fair. They were referring me to after Trade Fair which I think sometimes defeats the purpose of them being here on a business day, if I still have to get to them err ... afterwards. ZERA for in ...
	M1	[Interjects]What would you perhaps attribute that to?

	P1M	<p>Err, I think some kind of willing ... err ... failure to understand that this is an exhibition. ZERA for instance, I will tell you right now, err ... two years ago I had a problem with City Council with my applications for licensing and what, what, what. When they were here, I sat on them and they attended to my case while they were here. Fair and fine, because you know ZERA is really based all in Harare and so on, at that time they hadn't really opened an office in Bulawayo, but they were still able to, as much as possible, attend to my case. By the time the fair finished the Fire Brigade had really sorted out our issues. And I think when you come as a business exhibitor, to any exhibitor here as the business visitors, to any exhibitor you really are saying we are here for business, lets <b>conduct</b> business, and let's finish as much of it as possible, while we are here. But when you are just told oh, ah yebo? Ah ok no, Trade Fair finishes on Saturday, call us on Monday and then let's look at this.</p>
	M1	<p>How does that then affect your future willingness or err...err... visit or at least to recommend it to someone?</p>
	P1M	<p>It's the same thing. If you come in with a specific objective, and then one, two times the specific thing doesn't work, I might make a phone call from the office and make an appointment from the office to visit at their office. But like I am saying, these guys, everything is done in Harare, they can't go to Harare for such a simple enquiry ... err ... and it was frustrating because Harare kept sending emails back and forth and we couldn't understand each other, and yet they have got guys on the ground, and in fact they even have guys on the ground during an exhibition. So, I</p>

		think like what {P2M} said, we come back to Trade Fair because you are <b>hoping</b> that eish I'm going to bump into something new, err ... something that might capture my imagination. That is why I would come.
	M1	Thank you. Err ... Others' experiences, what were your motivations?
	P1M	Yeah, the motivating reason really is that there are services on a normal business day out there it is difficult to get them, but you <b>know</b> that during ZITF, you have a good chance of getting them done. For example, registry, the Registrar's department. They were doing birth certificates and IDs. Thy do that very well because when you get there you are not told any excuses. Give us your details ... if they are overwhelmed, they will tell you, come back tomorrow to <b>collect</b> your ID or your birth certificate, and for me it's a big motivator, because I know ukuthi on a normal day, if I go there koMsitheli there, it's a nightmare, I won't get it done. So, for me the biggest motivator was services that I would struggle to get done outside of the ZITF, they are brought here and you have a guarantee that you will have them done. These guys will step up their game. 2019 I replaced my handwritten birth certificate and got the typed one just like that which was a good motivator. Then from there you look for other services. I know most youth prefer to come and write their Provisionals during ZITF. That side it is a nightmare but when they come here, I can fail, I can go back and do it again and again until I get it so yeah, for me it's really the ... err ... err ... the

		accessing services that are difficult to get on a normal day outside but during ZITF they really come to the party.
	M1	So, so can I assume that your experience was a bit different? You actually got what you intended to get and ...
	P1M	Yes, err... I guess for the local side but for the international side that really suffers 'cause you will get there, and these guys didn't come ... they are not here and you will be really needing to do something.
	M1	How then does that.... where then does that place you? Would you recommend or would you not recommend someone to visit this exhibition?
	P2M	Yeah, for, for local services, I mean yeah. You will get everything done, you will find all the indigenous guys and even the locally based Ministries will help you but on international now, I think we really need to up our game yeah.
	M1	Excellent! Excellent! Ma'am, what was your motivation to attend whatever exhibition you attended be it Mine Entra, ZITF, WASHen, Sanganai, Zimbabwe Agricultural Show?
44m 18s	P3F	My motivation is always positive. You find that I agree with all the guys. That is the services that we are getting there like taking our provisional, licenses, even the banking services they are excellent in here, they are quite excellent, and also another great motivation, I always want to refer to public days. I come during ma business days for the exhibits, <i>but</i> public days are also my main attraction as I told you that I am a schoolteacher, I will be coming with students, I will be coming with my own kids. ZITF

		is a tourist attraction, it is a tourist attraction, that is why we are saying let's make sure that it is exce ... as exciting as possible.
	M1	Last year how was it? You say last year ... well you have already mentioned that perhaps you came to ZITF, what was your experience last year?
	P3F	Last year I came, I experienced to even the arena when I went with the school to the arena you know the overflow. Everyone wanted to get in and get a glimpse of what was going on there. There were a lot of activities especially entertainment, it was there for the children - helicopters, whatever, you cannot stop your children, you cannot stop your school children to come here and you will feel that they are entertained and its history making, its adventurous. I will still recommend that the ZITF is doing very well in terms of social. Some people they just come here, to ... to ... for ... to update their status do you know? I want to update my status ... let's move around I want to update my status. It shows that ZITF is doing a great service.
	M1	So, yours is mainly the entertainment aspect which is fair...which is fair...which is fair ... and I assume that you would recommend them to come back again in the future. I think {M2} you can take over because err ... time is a bit tight.
	M2	Now, I think...in the next segment of this discussion [ <i>M1 interjects - please feel free, the refreshments are yours</i> ]... there are studies that have been carried out around the world and there are certain factors or certain dimensions which affect the experiences for our visitors and I will just ask {Research Assistant} to share some of those err... and these include [ <i>runs</i>



		<p><i>through the list</i>] ... the list that you have there, maybe I will just give you a minute to go through that. Um ... [<i>pause while people read</i>] I know there is a list of factors there that affect ... but from this study that we are focusing on that {the Researcher} is carrying out, I am sure you can see that where she has indicated that last year, she found that these commonly measured measures of experience which affect satisfaction, she found that they have no significance. there is significant effect or impact on visitor satisfaction or behavioural intention to recommend or to come again. How do you see that? Why do you think that it's that different? That around the world she found that researchers have found that these factors affect satisfaction and behavioural intention but in the study that she carried out last year, here in Zimbabwe, it was found that these factors do not have a significant effect on satisfaction.</p>
	<p>P1M</p>	<p>Look... Zimbabweans are very short of entertainment. That is a fact. If you look err {M1}, I don't ZITF can pride themselves in the numbers that come. I always read in the papers ... ah, we've got so many exhibitors, heeh we have so many visitors. Err ... What is the quality of the visitor? Err ... I like the way Madam {P3F} here said it. Some are here just to update their status, others are here because the girlfriend wants to be taken out and its Trade Fair time, there is no way iTrade Fair ingadlula singahambanga. Err ... so you find ukuthi, in a normal set up, err ... I keep wanting to go back in my mind because you know I grew up this thing was exciting man Trade Fair. You know we would go because it was exciting. Lately, like I'm saying because</p>

		<p>of business we are now forced to have to go to the trade fair. You have no choice. The year can't pass by. Between 2012 and 20 ... 15, 2016, we were importing fuel, we were wholesaling fuel so we were in the mining, I mean transport and whatever sector so we would come to Trade Fair and we would also come to Mine Entra we had no choice err ... because you want to at least come and find out what is going on. And yet, if it was a few years ago we would have said no man these guys. Standards have gone down, you know what? there is no <b>value</b> in us going there if these things were not there. 'Cause all these things are really not there and this is what the young man is saying, a lot of these things are <b><u>not there</u></b> and yet we keep coming because we need to come err ... from a business perspective you can't ignore what is happening around you.</p>
	M2	So, you are saying what is motivating you is not these factors?
	P1M	No, no, no, no ...
	M2	But social factors ...
	P1M	Yeeees!
	M2	But other factors, which are not these ones.
	P1M	No.
	P2M	<p>And I think just to add on, ZITF is probably the only ... Trade Fair time is probably the only thing. If the guys had competition, I am sure it would paint a different picture. If there were other exhibitions happening maybe say at this same time in April maybe it would paint a different picture because people have nowhere else to go. It's just that there is no choice.</p>

	M2	So, you can have someone who was satisfied by ZITF but not using these criteria.
	P3F	Yeah.
	M2	But saying ... and can recommend others to come but without using these factors.
	P1M	That criteria works in a normal set up, in a normal environment where we, we, we actually grade the exhibition. Where we actually make a decision and say, you know what it's not worth our investment so this year we are not going. But err ... we ignore these ... we ignore these standards because there is no other place as {P2M} is saying where we can go and maybe hope to bump into these things that we come and bump into here.
	M2	So, if you were...let's say you were ... the four of you are exhibitors, if you were to measure satisfaction with an exhibition, what would you use to measure, what criteria would you use?
	P1M	If we were <b>exhibitors?</b> Or visitors?
	M2	Oh visitors. As a visitor. What criteria would you use to measure you know your satisfaction?
	P2M	I think quality of exhibitors, level of err...innovativeness of exhibitors and err.... <i>[Pause]</i> ... Err ... I think I'll measure like that.
	M2	Ok ... So, quality of exhibitors and the innovativeness ...
	M2	Yes, {P3F} .... especially focusing on the business.
	P3F	It is very difficult...what the manufacturing industry is informal sector... <i>[Muffled]</i> look at our industry so sometimes it's very difficult to have something that is very innovative. The only think that we are supposed to look at now is the indigenous

		people, the indigenous people. Because most of the people that are coming in there you find that they are ... because they are standing in for themselves not for companies which is ... big companies vana Dunlop, Bata ... but they are just indigenous people. So, it's very difficult now. Once our manufacturing industry and our informal sector ... the only thing that is giving life in our economy is the informal sector.
	M2	So, what would make you satisfied?
	P3F	Our industries must be boosted you know...the industrial sector needs to be boosted.
	M2	So, the presence of the informal sector will make you satisfied?
	P3F	The presence of the informal sector.... once we don't have the manufacturing industry...because we used to see big companies, big companies they were coming in here ... and err ... hanti I always tell you about my school children, geography teachers they will know kuti they will get everything, science teachers they will know that they will get everything from those big companies, they will visit those big companies they would have everything that they needed but it's not there.
	M2	{P4M} do you have anything to add?
	P4M	I think it boils down to innovation. Every time you come you need to see something new because when you are out there you are picking up new trends and you are seeing them from other places. Then you would want also when you come to your own international exhibition to find them there ... that yeah, we, we are also in touch with the developed world 'cause right now as it is, we are so out of touch. You only see and hear of innovations

		from outside there but err ... the perfect platform for them to be displaying is this one here but they can never make it here.
56m 25s	M1	What I am getting...is that this setting, this context makes it difficult for you to fit these dimensions and as a result, you may not use these dimensions to measure levels of satisfaction ...err ... in Zimbabwe because it is a different setting, it has got its own dynamics that are unique to it. Mainly what Ma'am {P3F} mentioned to say the formal sector has almost collapsed and these dimensions that have been mentioned here ... so these dimensions that have been used do not completely reflect the Zimbabwean situation because the Zimbabwean situation is different.
	M2	So maybe, if you looked at the dimensions that we used, we talked about innovativeness, we talked about err ... err ... Quality of exhibitors, we also talked about having something new and she talked about err ... having representation of the sector that is driving the economy, the informal sector, what would you say is the most important dimension that you would use to measure how satisfying an exhibition is. If you would ask to say, for an exhibition, for you to say it was really satisfying, what would you say, what do you think would be the top dimension? What should it have as your top/ maybe just rank two or three?

	P1M	<p>I think for me...I think I'll use the same dimensions ... but the quality. Quality speaks to what we are talking about here err... what is the display like? When you walk into the exhibition hall, what does the display look like. You know that whatever you know...the seating that are there and then the quality of the people manning the stands. Are those people fit for purpose on that stand, that nice looking stand, and obviously what that stand stands for, what that exhibit stands for. Are those people and everything about them fit for purpose? Err ... and then when I get that ... as he is saying because we are seeing where the world is going, and we will keep saying uh, uh ... Zimbabwe where is the problem? Why are we still operating at this level, you see some big companies will be having poor displays and you wonder kuti don't they know that a nice display is important? Or they don't care that its important? And then for me again for once that quality of everything is done err ... and then I come in err ... I don't like lining up. Emtshadweni I don't line up ... can go. I don't like to line up. Which is why I register online. I register online, I get my ticket, I print it but when I get to the gate I am not lining up, I want to just get they scan it because I printed it myself. So, if that can also be always sorted out, always saying ... for me it will be satisfying.</p>
	M2	<p>So, we are getting three points, the quality of ...</p>
	Researcher	<p>Can I follow up that one? The previous speaker in ranking the qualities that would make up a satisfying experience is interestingly going back to same factors that I researched, the quality of the exhibitors, the quality of the displays, the</p>

		<p>registration process ... I mean these are the factors that I was looking at initially and so ... I'm trying to balance um the earlier comments about Zim being different and being a different set up to what is happening internationally. Then when I ask you rank the dimensions; you are still going back to the same dimensions that I used back there. So, if you could just elaborate on that and kind of help me to understand whether the dimensions are important to you or not and how that relates to the context in Zimbabwe.</p>
31.32	P1M	<p>Ok ... I understand what she is saying but I think what she needs to understand is we are saying this is not business as usual, it's not a normal environment. And don't think that when we come here, we are not looking at these things, we are looking for them and more often than not we are not finding them. But that does not really then say we will not come back. I will still come back because I have no choice. I am the Operations Manager in my business, I <b>have to</b> go and interact with people and the most convenient place to find them is at Trade Fair. But I'll get there and see kuti .... Econet does a very good job ... but there are some companies, big companies that are known to do a poor job when it comes to quality. We might not then say kuti err ... because err ... this and this didn't do a good job of quality production I won't come here. No, no, no! And yet we looking, we are seeing it, kuti this is poor, that is poor, we see it. We just might not then use that as criteria not to come back.</p>
	Researcher	<p>I get it, I get it. Thank you for that clarity</p>

	M2	We can move on. We got {P1M}'s factors, quality of the exhibition, quality of the people and access err ... You know, registration processes as the top 3.
	P2M	Well, maybe let me put it the way I would want to experience it. I would want to get to the gate, quick entry, one. Two tickets, no hassle there. And then I walk into any hall, I expect to see new technology. Like we have been reading up on how... and they are producing so much in terms of agriculture. I want to see how those factors ... I want to see how the aqua culture is run, those kinds of things something that I can use back here. So, I think entry and new technology it will always go back to innovation. I want to be [ <i>muffled</i> ] when I come in and then be blown out of my mind thinking how do those guys even do this. And yeah, you are inspired to come and implement some of those changes here at home.
28.22	M2	Alright, so that's fine. I am realising that sometimes, like how {P1M} put it. Sometimes you seem dissatisfied, you are not happy with something but because you are so...and you have no choice, you take it. Now my next question would be, what would make you err ... err ... fail to recommend to another person, you know err ... to fail to recommend the exhibition ... err ... like ZITF ... to recommend someone to come to the exhibition. Is there anything specific that would make you fail to recommend or fail to come back? Because I think you highlighted that these things, you may see that they are not err ... good but that does not stop you from coming, that does not stop you from recommending. But I am asking specifically now, is there



		anything that would make you fail to recommend or fail to come back. I think you got that {Researcher} I modified the question slightly so that we pick the remaining points.
	Researcher	Yes. That's fine.
	M1	In other terms, what would be your red line. This uh, uh, I'm not coming back. This I'm not telling anyone to come back. If you were to experience, what is it that you would say <b>this is a No No? A deal breaker?</b>
	P4M	Ah ... yeah ... It's a difficult one [ <i>M1 interjects...oh you are too forgiving ...</i> ] There are elements that you would always come back for, then there are elements where you do get these irregularities...and you tell yourself ahhhhhhgh!
	M1	I want to understand those deal breakers. Those that you'd say if it were these things only without those other redeeming elements, I would not come back. Hanti kule two sides of the coin. Kule positive and negative. But what are those negatives. I am interested in the negatives.
	P2M	Uh.... probably lack of technology and lack of quality of the exhibition. Those would be my deal breaker.
	M2	Quality in terms of?
	P2M	Quality in terms of presentation you know the technology that is err ... being presented.
25.3	M1	If I may challenge you there? Suppose you say those ones are already lacking but you have still come back. Perhaps those ones are not the deal breakers. Ngifuna khonokhuyana okuzakwenza ukuthi uthi ahhh, hayi lapha hayi. Siyadlala la, this is a time waster.

	P1M	<p>Before 2012 I think I hadn't come to the trade fair for more than 3 years. I then got employed in an organisation where I had no choice but to come to the trade fair. But the reason I had stopped ... I mean you come this year, you come next year and there is really nothing new. And you ask yourself, what am I going there to do? I don't have a girlfriend to take out like I was saying, I don't have status to update so there was no reason for me to come back. I didn't come for more than three years before I got the job that I have. I got that job 2011. But before then 3 years, 4 years, I had not come. I had stopped. I had said it's not necessary for me to go there. There was nothing new. Think there was one year of course fair and fine the economy was bad. But that year it was particularly bad. All the international guys really did not come and then you ask yourself ... but I want an <b><u>international</u></b> trade fair, what are we going there for really. Yeah?</p>
	M2	<p>So, I think in summary what I am getting is lack of innovativeness is a major one that err ... Will make you decide twice, fine, maybe you may not fail to recommend but decide twice. Let me move to the next one here. So, my next focus will be on what we usually get in our news that in Zimbabwe we measure the success of an exhibition through attendance that we have grown bigger and we have grown better because of increasing attendance in numbers. Umm ... does knowing these statistics really affect your decision to attend? Knowing that this exhibition has grown bigger, that it is well attended, does it affect your decision to attend?</p>

	P3F	It is just an encouragement. Knowing that a lot of people have attended is actually an encouragement to me remember I was saying about...information and visualisation they want to update people's status they get motivated more. Talking of the arena whereby you try to come in there ... no one has pushed anyone the President is addressing and no one has pushed anyone. It's actually one of the most ... and most parents ... I would know kuti there is nothing interesting at Trade Fair because for the past years I have been coming. But I have no choice because my children love to come, and they know that they will be on entertainment and they know that there will be a lot of people. That would motivate me.
	M2	So, knowing that a lot of people are attending and that an exhibition is bigger she says it will encourage her. I understand her, she has been consistent that she... <i>[muffled]</i> OK, anything different?
1h 11m	P2M	Well, I would say that knowing the number of people that are attending won't affect me maybe because I stay here and I know the kind of people that come here especially when it is the public days. You will still have rowdy teens. It's an excuse for them to get drunk and they get up to all kinds of nonsense. So maybe for someone who does not reside here in Bulawayo and doesn't know the quality of people that we are talking about if they say attendance was this much this year could probably be swayed think that ah ... but for me, personally no. Maybe the thing that could change or motivate me to attend is to hear that the

		exhibitors attending this year ... so and so. That would really get me fired up but not the attendance.
	P4M	For me as well, if you stay in Bulawayo it would actually deter me to know that more people are coming especially for public days because I know the kind of people that are coming <b>BUT</b> for the business context if I know that xx number of internationals are coming then I am motivated and will know that I am in.
	M2	Because you are motivated more by the exhibitors not the visitors?
	P4M	Yeah.
	M2	Now in this study, the first stage of the study indicated that err the visitor satisfaction is a better indicator of the success of an exhibition instead of these other measures. The satisfaction of a visitor is a good measure of the success of an exhibition. As a visitor right, if you were to judge the success of an exhibition, what would you use? For you to say this was successful. That time we were talking about an exhibition maybe being satisfying, now we are talking about the success. But first we are looking at the purpose of the exhibition versus what you think you will achieve. So, what will use to measure success of an exhibition?
	P1M	I think there was this year...the coming of Marco Pollo or Scania and there was an exhibition on the outside. When Scania and Marco Polo after that exhibition, open an assembly plant in Zimbabwe. When so and so what, what, what the solar guys that he was talking about says you know what we are no longer bringing these things in from China, we are now talking Ministry of Industry and so on and so forth we want to set up. when those

		things start to happen after an exhibition, then I will start to ... because I will say it's the exhibition that has been successful.
1h 14m	P4M	I think just to add on to what he is saying, it's what you carry out of the exhibition. It is one thing to come and see all these nice things but cannot use any one of those things later or implement those things here at home. I think what we carry out from an exhibition is a good measure of if it was successful or not.
	M1	What we carry out I am assuming that the knowledge ... Or the actual good and instruments/tools that you get from the exhibition to you, constitute...if you can get those - the knowledge as well as the physical items, for you that constitutes a successful ...
	P3F	Success is not easy to measure ... depending on what you are looking for or what you want. Whenever you are asked to measure success, it will depend on you because for example our Government, they have a rally. Once a rally is well attended it means the rally is successful, Once the people attend then you don't even care what did they want at that rally maybe they are coming for t-shirts or they are coming for food. According to them the rally was a success and they will report that the rally was a success.
	M2	So, let's take 2019 Madam, you came here you had some objectives umm and the time came and passed, the ZITF ended. Was it successful?
	P3F	Yes.
	M2	What did you use to measure? Why do you say it was successful?

	P3F	I am in the informal sector and I managed to get other informal ... the formal sector was not there ... that is maybe the reason why I managed to get a chance because we managed to get other ... we are in the media field and companies which were not asking for our services they were now calling us, can you do this, print banners for us, do flyers for us and we were so happy. So, because other bigger companies that were doing that had closed down so according to me, I managed to get a lot of buyers, But at the same time the industry has collapsed and now the very people who were doing that could not come. Indigenous sector ... So that is why I am saying it differs. On the industrial side it was a flop to them because they could not do whatever that they wanted to do and most people they were charging in using maUS. So, if you say it's OK let's use maRTGS they will say its ok let's do business with you because you are accepting RTGS. Those ones that wanted ma US ... so it depends on you, what you are looking for and who you are.
	M2	... . {M1} can we go to maybe the last section.
	M1	The last section really, we are looking at the experience for 2019 exhibitions. Exhibitions, I did say let us not confine ourselves to ZITF. Some they visit Mine Entra and other exhibitions. What recommendations would you give to organisers like the ZITF Company or the Zimbabwe Agricultural Show Society. What recommendations would you give for us to improve the quality of your future exhibiting experience?
1h 19m	P1M	If there is a mechanism, I don't know if it is there already but if there is a mechanism to set standards for exhibitors. You know

		<p>when I grew up, I remember in Harare, and I'm not talking about exhibitors I am talking about residential space. In Harare, when you bought land in a specific area they would tell you what kind of house to build, they would tell you what kind of material you should use, they will tell you what sort of colours because they were setting standards for the neighbourhood. I want the ZITF Company to set standards for their exhibitors, like what I am saying, I am aggrieved when I walk into hall 4 and I see a nice display by Econet, I mean Econet takes a whole wing and then behind them there are these small, little, Mickey Mouse ... I mean those guys belong to Hall 5. I mean I know yes; it was taken over but let's give them another space. You know what I am saying but let's set the standard. Anyone, it's not enough that they just paid the exhibition fees. Let's give them kuti Shamwari, these are the minimum standards of your display, of your attendants to your stand. You know, sometimes you get there and the stand has got no people, it's just chairs and you say kuti ah ... so, so ... let's give them standards and then lets when we walk around, let's not wait for the judges inspecting. From day one lets have teams that are inspecting kuti everyone has met ... I mean before someone was saying kuti some of them only come during the public days, they are not there for the business days. Let's have those standards and then let's have teams that are strict on monitoring.</p>
	M1	Standards, teams that are monitoring...what have we been doing right? Or there should be something?

	P1M	To your credit, you are able to fill up your halls albeit with some substandard exhibitors, but you are filling them up and I think that is great. Now let's separate to say right these guys you belong there; you guys you belong there; you guys you belong there. But even while you are at the back, we still expect some standards one way or the other
	M1	What do others think? What are we doing right? What should we continue doing?
1h 22m	P2M	Maybe before I touch on what you are doing right, I would also want to recommend a few things. I think is the ZITF can probably set up a research desk. One of two people just research throughout the year maybe say Trade Fair is ended, they just see the trend around the world in comparison with what's happening back home and try and tap into those companies that can probably help certain situations that we are facing here at home and try and engage them to come through to exhibit next year. That's one.
	M1	An opportunity for improvement?
	P2M	Yes. And then maybe also let's put timeframes on your exhibitors to say, the deadline to have your stand ready should be perhaps on or before a certain date that people will not walk into empty stands as business visitors. And then parking as well. Every year, you know you struggle, you try and park, there is this empty field here. They tell you if you don't have a tag blah, blah, blah. But I'm here for business. Maybe try and accommodate us as visitor and then if its public you can then charge. And security as well, I think two years back, two people lost err ... batteries.



		They parked across the road at Gifford there. At least adequate security ad parking. And then please make the business directory available to us so that we come [ <i>M1 interjects ... exhibitor's catalogues</i> ] that is a very important tool. And what you guys have been doing right I think is having that database printed and put on record for us. I still have one I think it's from 2014 or 2015 you know I always refer to that. Some companies are still available so that goes a long way years after.
	M1	What should we stop doing?
	P2M	<i>[laughs]</i> I think stop having the same people like abamaincubator, abamakhandlela you know! Just stop that. Let's have new people. Let's find out how people make plastic, like how people manufacture glass, how, it you want to go to textile industry. You know that is what I used to look forward to I mean coming to Trade Fair. You know now there is brick makers, incubators every rah ... that's what is there every year, you know what I'm saying.
	M2	As we wind up let us summarise or recommendations for organisers and then we talk of exhibitors
	P3F	I think I talked about effective marketing and advertising...It is a digital world now and also even though we have an information centre but I think more billboards should be mounted at various strategic centres where people can see, they have directions to exhibition Halls ... vana Botswana where we go for ma cultural exchanges. So, we need them especially the upcoming generation. They want those things that are .... from the gates ... it must show that I am entering the ZITF area, unlike just going

		to the Coca Cola bottle. Have that Coca Cola bottle as an attraction.
1h 26m	M1	Perhaps yours will be slightly different. What aspects of your experience if not addressed would cause you not to visit the exhibition that you visited and not even to recommend it to anyone?
	P4M	I think its factors linked with what we said. Let's have exhibitors...quality of people that will not give you excuses when you enquire. Let's say that they have a knowledge of the company as a very basic. You know, this is our organisation, this is what we deal in rather than having maybe somebody maybe who is just there, and they are clueless, they can't even address your general enquiry - it's really frustrating. For me year, that one is ... I think yeah – OK.
	M1	Anyone who wants to add anything on that? No.
	M2	So that was for the ...we need recommendations for ... Anything else?
	M1	Would you want to add anything? We, we have been discussing your experience, we have been discussing your satisfaction levels {P3F} would you want to add anything?
	P3F	I just want to talk about the time when you release your dates for Trade Fair or for whatever that's when I talk about marketing...Sometimes those dates you will know them very late. People will be asking when is Trade Fair? When is Trade Fair? I think we must improve on that.
	M1	Communication?

	P3F	Communication. .... earlier, mush earlier not necessarily to wait up to April that you unveil the dates, you must do that maybe much earlier like February. Everyone wants to know about these dates because we want to plan.
	P1M	Maybe just to latch onto that, is there a problem with you guys having a 5-year plan for your exhibition where you 2020 its these dates, 2021 its these days ... 'cause I don't see where the difficulty might be on that.
	M1	I think the information is always made available much later, but I think the point that she is making is making noise about communication ...
	M2	{Researcher} do you have any follow up questions, any area of clarification before we close this session?
	Researcher	No, I'm good. I'm good thanks.
1h 29m	M1	Any closing remarks for the team?
		<i>[Closing remarks and thanks]</i>

**Table A4.2: Focus Group 02**

<b>Event:</b>		<b>Focus Group 02</b>
<b>Date:</b>		<b>17 January 2020</b>
<b>Time:</b>		<b>1100-1300hrs</b>
<b>Facilitators:</b>		<b>2</b>
<b>Research Assistant</b>		<b>1</b>
<b>Participants:</b>		<b>7 (4 Male, 3 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
Part 1	M2	<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
	M2	<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
11m 36s	M1	Thank you so much Ladies and Gentlemen. <i>[introduces himself]</i> I have circulated my card and I am sure my colleague has also circulated his. We are basically helping her with the study on the ground here. So, we are looking at exhibitions in Zimbabwe, to say these are what we term the national exhibitions and that includes the ZITF, Mine Entra, Zimbabwe Agricultural Show, Sanganai/Hlanganani World Tourism Expo and some such exhibitions that were held in the past year or the years before. So ... whatever experience you have in either of those, please you

		are free to share with us in as much detail as you can so that at least we are able to totally understand where you are coming from or your experiences. As I was talking about exhibitions and err ... I am sure I provoked some ... something in your mind, to say what quickly comes to your mind, as ... in a word or a phrase, err. When you think of a <b>satisfying experience</b> ? What constitutes a satisfying exhibition experience for you?
		<i>[Connectivity lost. Pause to reconnect Skype call]</i>
	M1	There is no...there is no one willing? Thank you {Researcher} you are back online.
	P5M	Um ... let me start. I think for me what constitutes a satisfying exhibition experience basically would be ... I am a guy who likes aesthetics, I'm a guy who likes aesthetics. And if you mix aesthetics and good communication skills, in a way you get satisfaction from the exhibition space that you are visiting. In a way that's what makes me I think this in a way that's what makes ... makes it a good exhibition.
	M1	Oh, thank you. Others?
	P6F	I think there is also the issue of affordability...is one issue that um ... stands out in everything um ... In terms of exhibition stands and all that. If we look, there are some youths out there that err ... have got innovative ideas but many of them their ideas are not being sold out because of the issues of accessibility of the stands that are there, yeah.
	M1	Others? Yes.

	P7F	I think it's err ... the package should innovative enough such that it encompasses the financial aspect of it, the output that comes when you are doing the exhibition both from me and the one who is offering the exhibition. It has to be a two-way thing; it doesn't have to be one-sided. But usually you find that err ... it's more of the one who is exhibiting. Me who is giving out the service, I want to get more than the one who is supposed to exhibit whatever product or in any other way that they have so deemed that they want to want to be part of that.
	M1	OK, OK Others?
	P8M	I just wanted to add onto what she has just said. I noticed last year... <i>[Muffled]</i> ... could not afford would have loved to attend
		Ok...affordability....ok. Does that capture the general sentiment? <i>[Laughs]</i> ... So, so, I am just thinking in my mind of do any of these words or phrases describe the exhibitions that you attended in 2019? She mentioned affordability, she mentioned mutual benefit, he mentioned aesthetics and good communication ... err ... and ... <i>[Muffled]</i> ... Does that ... <i>[Pause]</i> describe your experience?
	P7F	Um... <i>[Pause]</i> It does. It has a negative approach and a positive one.
	M1	Tell us about your experience.
	P7F	Um ... my experience is that ... I will have ... by the end of the day I have to strive to make good for myself but the one who is offering me the service at the end of the day, the experience, experience was good because I need to make it last for myself, right, to make a lasting impression for myself because that's the

		<p>ultimate. For me to want to exhibit, it's because I want at the end of the day to get something out of it. So, my experience was ... it was good in some ways it wasn't good in some ways. The goodness ... the goodness of it is that I got one or two clients, right, the bad part of it was that what I got in return did not equate to what I would have paid for, for me to exhibit. If you say to me come and exhibit, I am going to I will ask for \$20 just as an example and then when I am marketing my goods, I will get \$5. <i>[M1 interjects ... You've suffered a loss]</i> Yes, I have suffered a loss and who makes up for the loss. No one. So, one way or the other you have to try harder, so I think when we talk of financial aspect, we need to balance the scale, we need to make it affordable. At the same time err ... I think so many aspects need to be introduced that if I'm choosing to exhibit, I need to be given a platform whereby I will market my products without any ... <i>[M1 interjects ... restriction]</i> ... something like that <i>[Laughter]</i>.</p>
	M1	<p>OK so she is making a gesture of restriction. Err ... interesting! Interesting! So, that was her experience. Anyone with a different experience? She says eventually it was both ... Yeah ... anyone with a different experience?</p>
	P9M	<p>Err ... I think personally from my experience it comes from my perception of a the trade fair is which is the place that brings together different stakeholders with a common interest basically...basically to pursue your goals and in a way I think it was fulfilled in that even though the economy was hard last year there was actually quite a sizeable number of people that</p>

		managed to come and exhibit and in a way I was in the book industry last year, I was at Zimbabwe Publishing House and I managed to meet with a few people. A few headmistresses, a few headmasters who, some of who, who, even hadn't heard about some of the products we had to offer at that time. And ... um ... it enabled us to communicate with everyone around us in a way. So, I think it was a positive experience.
	M1	What were your main motivations for attending these exhibitions in 2019?
	P5M	Err ... I would say for me it was an issue of trying to get to get networks in terms of people who are ... <i>[Inaudible]</i> ... in terms of suppliers err ... but when I came to the Trade Fair ... uuum ... I didn't get much of what was in my programme.
	M1	Ok. Uh hum, uh hum...So you didn't achieve your objectives?
	P5M	I didn't achieve much of my objective. If you ... if you look at last year's exhibition there were more of small scale uh ... exhibitors compared to the big corporates. Looking at the industry where I am where we deal with the bulk items and transportation of bulk stuff. Most of the businesses were small businesses that can't afford to do large scale business.
21m 02s	P8M	ZITF seems to have a challenge in the visitor registration [ <i>M1 interjects ... visitor registration ...</i> ] [ <i>Participant speaking too softly M1 interjects to encourage him to speak up ...</i> ] there was a challenge with the visitor registration at the gates last year to the extent that most of the people were frustrated and it might have an impact on the future exhibitions.



	M1	Ok. He is mentioning the issue of challenges and ... Yeah. So, I am interested in the motivation for coming here, whether your objectives were met. Maybe we can allow her to come in as well
	P10F	Um ... At the end of the day some were met, especially on registration. I was also frustrated because my name ... our names were sent earlier but you are frustrated and you spend the whole day waiting there until they get in after some hours of waiting [M1 interjects ... which wasn't a good experience] Which wasn't a good experience.
	M1	Excellent! Excellent! But your main motivation of coming to the show?
	P10F	My main motivation ... We were hoping to get a few clients... I was actually... SME so we were too many of us like where we were ...but I managed to get clients at the end of the day
22m 41s	M1	OK ... so I'm interested say in your whether in your motivation say as you came to any of these shows that I mentioned, did you achieve your objectives and would you then recommend the show that you attended as a potential visitor ... would you come back?
	P8M	Err ... ok ... err ... my objectives were met. 'Cause I'm in the ... err ... err ... um ... SME ... [Inaudible]
	M1	Ok, ok, ok, So {M2}, it's a mixed bag. Some as satisfied, some may have failed to achieve their objectives. I haven't heard anyone responding to my question around whether you would recommend the show to someone or not?
	P11M	OK. I would like to take that one. I would recommend because there is potential in the exhibition. I attended the Trade Fair last

		year and also the Mine Entra but even though the large corporates were not that many, but those that were there I think were consistent in their...exhibitions.
	M1	Ok...ok ... alright ... Yeah. Would you recommend the show that you attended to a potential visitor?
	P11M	Yes, I would.
	M1	You would? Why?
	P11M	I think ZITF stands out ... in the ... around the country and I believe... <i>[Inaudible]</i> .
	Researcher	I did not hear the last participant at all, the connectivity is a bit bad.
	M1	OK ... So, she says she did not hear what you...how you responded to the last question. I am sure you would want to repeat for her.
	P11M	Yes ... I would recommend anyone to come to the ZITF even if there were negatives here, I believe they were not so bad because at it progressed...things need to change to the right place where... <i>[Inaudible]</i> .
	M1	Ok ... ok am sure you have expectations as to what a show should be and {M2} is quite interested in that... I, I, I hand over to {M2}.
	M2	Ok ... so {Researcher} are you ... are you ... OK with the satisfaction?
	Researcher	I'm good thank you.

	M2	<p>Ok ... that's fine. I gave you some small papers there umm like we said um ... this is an ongoing study. The first part of the study was done last year, this is the second part of the study. In the study that was carried out last year, some of the ... there are some results which we would want to verify and maybe have you help us to explain some of the findings that were found in the study last year. Um ... from that paper there it shows some results or some indicators or some dimensions which are used to measure satisfaction around the, the, around the, the world. So, in other studies around the world, dimensions of the exhibition experience such as quality of the exhibition venue facilities and technology, the convenience of the exhibition and so forth. Um ... it shows that these are used to measure um ... err ... satisfaction or they affect overall satisfaction with an exhibition, right? But in the study that was carried out in Zimbabwe, the study shows that these factors we have highlighted here which are on that page there, they don't really have a significant impact on the satisfaction of visitors. That is in Zimbabwe. But across the world, they have got an impact. What would you think would be the difference? What do you think causes that difference that err ... certain findings that are found around the world are different from what we experience here?</p>
	P9M	<p>Umm ... from my perception I think it's a matter of choice or options. Um ... to put it this way, in Zimbabwe if you were to miss out on the Zimbabwe International Trade Fair, you are not anyone who is the mining industry or the tourism industry, or any other industry, that is about it for you in terms of exhibitions</p>

		umm ... but then I don't know about other countries but I would assume that they have got way more trade shows as compared to us here in Zimbabwe.
	M2	Alright. What do others think?
	P11M	I think the economic climate has a bearing on the exhibitions that we have in Zimbabwe as compared to other countries.
	M2	Do you want to expand more?
	Researcher	I am sorry I missed that.
	P11M	Yeah, I'm saying the economic climate in Zimbabwe has a bearing on the quality of the exhibitions that we have in the country as compared to other countries.
	M2	Ok, so I was saying do you want to expand more on that? Err ... take...last year what err ... How did the economic climate affect the exhibition last year?
	P11M	From my observation I think there were not many exhibitors as there were in previous years because I went through to Hall 4, it wasn't packed like it used to so I suspected probably that most of them did not make it because they could not afford to buy the stands and to [ <i>Inaudible</i> ].
	M2	So, so, if I can go back to the question, we are saying there are factors here, which are listed here, which showed that they affect satisfaction of visitors in other countries but in Zimbabwe the research showed that these factors don't really affect your satisfaction ... err .. as visitors. Why would there be that kind of difference? Yes Ma'am, you want to ...

	P7F	<p>Um ... I wanted to talk about the service delivery. When we ... when you choose to err ... be part of any exhibition err ... we are talking ... there are so many factors affecting you. And some of those factors, like here in Zimbabwe, err ... we are talking of so many...we've got ZESA issues, right, which is tough on us, which becomes the talk that OK we are going to have power outage, and now you have to make sure you've got an alternative; generators, blah blah blah blah blah and then service delivery, you choose to give me that service and when there is power outage and I'm busy making a ... a ... a ... .. demonstration which has technology. I'm on the computer and all of a sudden zhu! there is no power and now I'll have to think of plan B. And before I get to the plan B, most of the people who were now glued to my screen have gone. So, at the end of the day, some of these other factors they are silent, but they are the ones which are more detrimental than any other. And when now people talk of the Trade Fair, in my own perspective, outside the borders of, we the people who are exhibiting, so many people now err ... the focus is the Luna park for the kids and excitement. It's now another aspect that is diverting, that is now putting the main focus of the Trade Fair. It's now taking it out of it ... so there are so many factors to it.</p>
	M2	OK... maybe just ...
	Researcher	Sorry, I didn't get the last point.
	P7F	<p>Oh. I was saying when people talk of the Trade Fair, people their focus is now focused more on the Luna Park than the main core of the Trade Fair. Right. So, it sort of diverts people's attention.</p>

		And then the other thing that I had missed out is the...She spoke of the visitors enrolling by the gate, the entrance ... Err ... you get there, one minute you find someone who would want to see a good service delivery, next minute you meet someone, you are made to wait, you are made to just ... wait ... ah ok So and So, whilst you are waiting someone is on their phone ..., that alone puts ... yeah, ... service is not as good.
	M2	Ok. Alright ... Err ... Ok let me give err ... Let me give you a chance. Still going back to our question. Some dimensions were found to affect visitor satisfaction in other areas, in other countries. But those same dimensions were found to have little impact on the satisfaction of Zimbabwean visitors [ <i>Long pause...problem with the technology</i> ].
34m 47s	P5M	Err... [ <i>Introduces himself</i> ]. Right ... Err ... in my view, I would say, maybe buttressing on what he said earlier, the issue of comparisons. Like err ... if you don't have much to compare with, you are likely to remain influenced in terms of satisfaction. I think the economic situation in terms of disposable income that visitors have to spend or have to spare, you realise that most people just have enough to come in. Even if things were there, they would likely require more money for them to be put up and at the end of the day it would make the amount of the fees required for the exhibition more expensive so people tend to ... ah well... I think what I am saying is more likely proportionate to what I am receiving looking the current economic situation in Zimbabwe.
	M2	Alright, I will come to him and then we close.

	P8M	One dimension that has been mentioned if I can quote here is 'the ease with which visitors register for the exhibition has been found to ...etcetera, etcetera, etcetera. This has been mentioned in detail by .... the same registration ... the distribution online because of congestion at the gate ... there is so much delay, there is so much congestion on the first days of opening
	M2	Alright, so If I am getting you well, you are saying while the study ... earlier stages of the study found that these factors had no significant impact, from your experience the factor that you are highlighting had some effect on the satisfaction Ok. Yes.
	P9M	I think the other reason why they have no significant impact on visitors is that the issue of the exhibitors themselves. In Zimbabwe we stay a country where service delivery in general is poor throughout, throughout like all sectors and then at the Trade Fair where if you go there, the way they sell their products to you and the way they exhibit their products to you, in a way if you have never heard of some of the products you are being told that there is such a thing and I think in a way that gives them a false satisfaction that something is actually being done to improve like services around the country. So, I think in a way it leaves people a bit dissatisfied.
	P5M	Ok ... can I just throw in something? I think one other aspect, Zimbabwe seems to be ... I don't know how to describe them ... <i>[M1 interjects ... err ... describe them the way you want to describe them. This is an academic study and ...]</i> . If you notice how we are queueing in Zimbabwe, in some countries they wouldn't stand for that. You queue for days and days and you

		don't get the money. Tomorrow you come back. 5 o'clock you are there, you sleep there. Following month, it's the same thing and no one complains, no one makes a fuss, no one riots. But in some countries, you can't take it. I suppose that is where the difference is.
	M1	The difference is ... the context.
	M2	OK. So, if you were asked as a visitor to these exhibitions, if you were asked to measure err ... satisfaction, what criteria would you use to measure your satisfaction with your experience with the exhibition? Let me start with you Madam. Your name and your contribution.
40m 03s	P10F	Once again, I will touch on registration issues. Once someone is frustrated at the gate, they will not see the beauty of the exhibition so I'm still sticking onto the registration issue. Maybe if there could be a way um...like the online registration so that people don't get frustrated, they don't spend hours ... <i>[End of recording]</i> .
		A SECTION MISSING
Part 2	P6F	<i>[Start of new recording]</i> ...what is it that I can see, what is it that I can take home and teach others? Something of that sort.
0m 24s	M1	Ok. Ok. Interesting. Interesting observation. Yeah...Others what criteria would you use to describe.... or to measure satisfaction?
	P11M	Ah...for me, I'll also go back to the issue of registration. Ah ... I'll just share briefly what I have.... <i>[M1 interjects Ok....]</i> If every time you come from Trade Fair, you are made to fill that form, right, even if you have come before. Like I was asking them why don't you just ask for my ID if I've come before,



		<p>'cause ... rather than for me to fill everything and you just pick a few improvements and change of status in terms of being married or change of position or which company. And also, the other thing I will say is the issue of the signage inside the exhibition. I know when we were growing up it used to be a lot. But now I don't know if it's because I've grown up or because you've decided to improve it but also somehow signage influences satisfaction at the end of the day. And also, the diversity of the visitors uh ... it caters for a wide range of various sectors so that err ... you get to that kind of satisfaction. And also, that thing of empty stands ah ... in doesn't ... it doesn't portray a good image [M1 ... ah OK] ... to get into a hall and then you see a lot of empty space ... err ... is not a good image for the exhibition.</p>
	M2	<p>Ok. Maybe let's summarise this issue of the dimensions you will use to measure your satisfaction. Um ... What factors would you rank, maybe your top three factors which affect your satisfaction? Just your top 3. Let me hear maybe two or three people your top factors that you consider in satisfaction with an exhibition. Because uh ... I heard you when you were talking of the registration most of you were supporting each other we just want maybe the top three.</p>
2m 56s	P5M	<p>Um...let me say the visibility of stands, the visibility of things like signage and then service efficiency in terms of the supporting staff around you. Let's say you are lost, or you need help, you need something to do with your stand ... how efficiently do they come and help?</p>

	M2	Ok ... That's his three. That's his three. Who has ... wants to come in with his three.
3m 18s	P11M	As a visitor, registration is number 1 and secondly, what the gentleman mentioned, inside the halls where you find empty stands. That doesn't give me satisfaction... <i>[muffled]</i> .
	M2	Ok. Yes {P6F}
	P6F	I'll put these together, the issue of creativity, innovation and technology. These are the key issues that I would love. And then the issue of service delivery and then the issue registration as well and then the issue of venue facilities are what I would ...
	M2	Do you want to expand more on facilities?
	P6F	Um...uhm ... Accessible for the people that are disabled. Can they go into any building at any point without assistance and then the issue of the lighting and all that.
	M2	Ok...anybody with different points altogether?
	P8M	The availability of information, the availability of information <i>[Researcher interjects because could not hear...M2 repeated the response].</i>
	M2	OK, yes, yes, you have your top 3. Are you still continuing? Or you have your top 1? Do you have your top 3?
	P8M	No, I am not adding on
	M2	Oh, you are not adding on <i>[Turning to another participant]</i> Do you have your top 3?
5m 16s	P7F	I don't have my top three, but I just want to add on to what she said. About the facilities, venue facilities. And she was talking about the facilities and she was talking about whether they are convenient for people who are disabled. Nowadays when I look

		<p>at ... when they are reading the news, we've got sign language for the deaf and dumb. I don't think ... I'm now thinking are they catered for in this exhibition. If I have a son who is deaf and dumb. I have to bring him along and be explaining to him. Just off the cuff, there is this one who had a son ... she went to a soccer match with the son and she was busy telling the son, now its Diego kicking the ball, now it this-this doing this with the ball and that's the passion this woman had that this is my son I have to be in one place with my son. What happens to a child who wants to come to these exhibitions, and she doesn't have a mother to be telling him or her this is what is happening. So ... are such catered for? or ... it's for me to consider or take care of it ... and not the exhibitor, the one who is giving me the facility.</p>
	M2	<p>Ok, may I will throw it back at you so that I don't respond on behalf of ... I will say, did you see any last year? Did you see such facilities last year?</p>
	P7F	<p>No.</p>
	M2	<p>So, if you didn't see them, maybe it's an area that you would want to recommend. We will we go to the recommendations section. So, what you are saying, you didn't see any facilities for people with special needs. So, I think we will go to the recommendations section. {Researcher} are you happy with the top 3.</p>
7m 46s	Researcher	<p>I am happy with the top 3 but the participants are still going back to the issues that were in the original study. You are still saying that the same dimensions are the ones that impact your satisfaction and your willingness or your intention to come to ...</p>

		so I want to come out with this clearly. What is the disconnect really? I mean you mentioned choice as one of the factors, but what else is really driving? Because essentially you are still agreeing with the results of studies around the world, but results are showing that these factors don't have an impact on satisfaction so where is the disconnect and what is that reason.
	M2	So, she still wants to get a ...you know...so can we find an explanation kuti those factors that are measuring satisfaction in the rest of the world, they are showing that these factors affect your satisfaction. And here in Zimbabwe the results are showing that these factors are not affecting satisfaction. So why is there that difference?
	Researcher	Unless ... {M2} ....so apart from choice, what other factors would you use that can explain the difference or that can explain [ <i>Sound was poor</i> ].
	M2	Sorry {Researcher} we are not getting you clearly can you just type that one on my app, err ... the clarification that you need. In the meantime, we will continue.
9m 46s	M2	So, we are talking about satisfaction... what factors would make you recommend err...err. Or to recommend somebody to come to the exhibition or to say to ...or influence you to come back to the exhibition next year. We are talking about satisfaction, now we want to look at your intention. How you're going to behave, maybe in the next exhibition. What factors would make you recommend or make you not recommend? Or make you come back or not to come back? Are there any factors that will make

		you not come back? Or any factors that will make you not recommend anybody to the exhibition?
	P7F	Ok. Maybe I might be answering you ... I'm not sure whether I will answer you to your satisfaction, but I think he once alluded to this that the Trade Fair is the one...Hlanganani what, what ... In Zimbabwe they are the biggest you know exhibitions that you want to be part of it. Whether it gives you satisfaction it's a norm that its Trade Fair so we have to go and exhibit, whether we are happy with it or we are not, really, I think from what he alluded at the same time - we are not happy with the system of queuing at the bank every day but we are still going there every single day to do it because we don't have any other choice. So, doing these exhibitions, coming for these exhibitions. Not coming too is an issue, coming is an issue so by the end of the day you just want to be part of it. Don Williams sang a song that "I can't live with you, I can't live without you, but I still hold on." So here we are. We can't do without the exhibitions, we still hold on we just have to one way or the other be part of it because it's now systematic, it's in the system that you just have to be part of it. So that when your ... when you are filling out your whatever for companies and they say do your exhibitions you say oh yes Trade Fair I am still there every year. It's a tick on your part but ...
	M1	So, we are interested in that ... in you mentioning those areas of concern where you say this does not satisfy me, this does satisfy

		me. This factor, were it to happen I wouldn't recommend anyone to ZITF or yeah ... something like that.
13m 07s	P7F	<p>I did mention. I come here; you tell me the stand is \$500 [MI interjects - That's the cost?] Yes, its \$500. Whether I want it or not or don't want it ... you don't give us room for negotiation. You just put your foot down. You've done your mathematics, you want \$500. Whether you are going to tell me you are going to give me a slide show or you are going to do this technologically, that is not encompassed within the \$500. Other factors I put them in myself to enhance my business, to enhance my stand but as for you, right, you've done your costing you want your \$500. Period. Whether I am happy with that or not happy with that, I just have to take it. Secondly, if I am recommending, I am telling a friend. In a way its advertising. whether you like it, or you don't like it at the end of the day this person has their own information to decide whether they want it, or they don't want it. The registration by the gate. Most of us have alluded that it's not the best, most of it its manual, right and manually, someone will be taking their time, now someone has to start spelling my name. Or I have to remove my ID or else, I remember my one last year, the name was mis spelt. Even if you go online, we do register online, come there there will always be a mistake. Why? Someone is not paying attention to detail of what I would have written because, I will not write my name wrongly. So I will post my name and all my details rightly and someone who is behind this screen will decide to put a V where there is a U right, and I have to take it [MI interjected ... live</p>

		<i>with it</i> ], yeah I have to live with it ... .because they are like ahhh we are plenty, sorry.. it has happened.
15m 18s	M2	So, you are saying whatever experience ...it does not affect how you are going to recommend or whether you will come back because you have no choice?
	P7F	Yes, I don't have a choice.
	M2	Ok. That's fine. Any other contribution on that?
	P5M	In Zimbabwe we don't have any other choice because there is only one ZITF. Probably in some other countries they've got plenty in Manchester, London, wherever. They can choose wherever they want to go but here you can't go anywhere. You just go to Agricultural show and you come back here.
	M1	You are captured! <i>[laughter]</i> .
	P8M	We are so, so optimistic ... <i>[inaudible]</i> ... such that if you miss it you have to wait for the next year.
	M2	Oh...so that optimism is driving you to want to come and see.
	P10F	We keep coming. We can't miss it and, and we keep recommending people to attend. We can't say no it didn't work out, so we are no longer coming back. We still ask them to come.
	M2	Alright...that's fine. You still want to add?
	P5M	There is this issue, I don't know where it fits in but when you talk of exhibitor welfare, am I paying my fees, registration it ends there. But there is a problem of accommodation. Obviously there a problem of fuel these days eh ... catered for you don't have to worry about. So, if ZITF can also take care of this accommodation issue, the transport issue ...

17m 31s	M2	Mmmm. Alright! Let's move on. Umm. In Zimbabwe we have seen that success of an exhibition is normally umm...by maybe things like the statistics of people who attend the exhibition. What is your take on that? If you know about the statistics um ... of attendance of an exhibition. Would that affect how you are going to assess the success of an exhibition? Or does that affect your decision to attend or not to attend? Or to keep on ... Knowing that this exhibition has become bigger or better because of attendance. Does that make you to attend?
	P7F	My Brother .... The successfulness of an oppressor depends on the oppressed [ <i>Laughter</i> ] The successfulness of an oppressor depends on the oppressed [ <i>Laughter</i> ] whether I am oppressed or not oppressed I will still attend. At to you it's a tick because you will have statistics because you will be having plus 1 and what happens to me? I'm the oppressed.
	M2	So, is it...to say it was a success because we have so many visitors?
	P7F	To you yes, to me no.
	M2	Why do you say no to you?
	P7F	To me because whether I've eh ... my coming to the fair it makes a difference on me or it doesn't make much of a difference ... To you already you have statistics, rates have gone high but what happens to me?
	M1	But his question if I am to paraphrase it is what constitutes success on your part ... As an organiser I will say currently we are at 90 percent occupancy, we are at 92 percent ... does that



		<p>impact your decision to come or not to come or not to come? Does that impact you? So ... that is the issue...</p>
	P7F	<p>Right, on your statistics, right the turnover of attendance was 92, right. Some of the stands that were vacant could have been stands that were paid for but logistics one way or the other made those other people not to land. But to you already it's a tick, right. You don't have a call back system of trying to find out why didn't you turn up yet you have paid ... what made you not to dah dah dah dah ... so that you find a way forward So to me the recipient, to me the one you are giving a platform to market and to advertise and to showcase my business, right, so I am here to do that, to showcase. Whether ... you guys you don't take into consideration that Ok, the ones who are going - it's the same thing over and over and over again. You don't take into consideration that OK let's make this different this year. Let's embrace change, technology ... per stand we now want to do this this that that that. It's the same thing over and over again. So, your statistics don't change my position.</p>
	M2	<p>Oh ok. OK so what would you want to use as a measure of success if you were asked to judge the success of an exhibition and we are using statistics or...but what would you think is the right thing to use.</p>
	P7F	<p>I think the success of a ... the successfulness of your pegging ... OK. Your question is like if you ask me the success of my business right...last year err ... my annual turnaround was \$2,000. This year - that's how I tell if I am moving ahead or I am not - I am still on \$2,000 or I am \$3,000 monetary wise right.</p>

		I can have 6,000 customers coming to the door of my business but ... my intention of the business is monetary. Ehhh ... it's not statistics on visitations. So, if my statistics on visitations is 3,000 and my balance sheet on business is a thousand, then I'm not doing anything. But I want a situation where my business I am on two thousand this year. My visitors were 50 but I made 5,000. Then there is an impact at the end of the day.
	M2	Ok, lets come to others. Yes. Still on the statistics, whether it is a good measure, whether it changes your decision to come or not to come and what you would use as the right measure of success.
23m 32s	P5M	I would like to take you back. I would like you to clarify this. From which point are you saying it. As a visitor? From the point of an exhibitor, some who has got a stand?
	M2	You are speaking from the point of a visitor. What do you call a successful exhibition as a visitor?
	P5M	In terms of statistics, as a visitor...if I have got a lot of people coming it means it's an attractive event ... as a visitor that is. But on the other end, as a businessperson being at ZITF it needs to be more clarified. Numbers only don't say anything. Because out of those people you will discover that only five percent were businesspeople attending and the rest were just children and most of the people are children under the age of 18 that don't have any impact in terms of business contribution. But as a visitor yes, it's a plus if the numbers are good. But as a businessman it would mean digging deeper into the finer details.
	M1	What are those finer details? This is what I am interested in?

	P5M	The demographics, the age groups - above 18, below 18 -, those that are in business and those that are not.
	M1	So, my next question is what is a successful exhibition in <b>your</b> ...in your capacity as a visitor? What constitutes a successful exhibition?
	P5M	For me it would be, as a business visitor it would be the number of business visitors to the number of business stands.
	M2	Alright. Others, what do you think?
	P9M	Personally, I think that statistics are highly misleading because the number of attendees can depend on a lot of factors for starters the economic situation. You can't call something a success ... a success or failure because a certain number of people failed to come up with money to get into a trade fair. Umm ... and also there is a factor that there are a number of other activities that are around the trade fair that people come for. There is things like the tug of war, there's the army displays ... some people want to come and see the President. So, I think such factors also determine the number of people who come and their allegiance to the President and how they can actually come and put the people together. And how I would test a successful exhibition I think it's a bit subjective [ <i>M1..yes, we want that subjectivity</i> ] Let's say I am a farmer and I know that last year the best bull sold for like 10,000 and this year's bull sold for like 5,000. Obviously, there is something wrong with that. There is a disparity ... in a way I wouldn't call that a success but then if you do a bit of improvement each and every year in terms of

		business and I am sure across all sectors you have got ways of measuring previous years and the current year as well.
	M2	OK. So, you are expecting to see that progression from one year to another. Ok, your hand was up.
	P8M	I think the number ... <i>[Inaudible]</i> .
	P8M	I am saying the number of orders I get as a businessman from the event will measure the level of success of the event. The number of orders.
	M2	Ok. So, let's go back to the numbers. What is your view on the numbers? If you are told that the event has been bigger than last year because we had 1,000 visitors and last year, we had 600. Does that tell you something about whether you need to be there?
	P8M	The number of visitors as far as I am concerned, if I don't get business out of them, I wouldn't use that as a measure.
	M2	Ok, Ok, Alright. Let me hear from others. What do you think about this <i>[Pause]</i> Ak OK, we will keep on maybe circling on these issues as we move forward. I just want to conclude this section that um ... in in this study, um ... the first part of the study actually investigated that visitor satisfaction is actually a better indicator of exhibition success that other measures like statistics. Um ... would you err ... I mean. Others have already highlighted what they would use to measure, like the business and so forth. Do you think that that is exhaustive, the business that you get and the number of enquires that you get? Are there any other measures that you would use to make sure or define or to

		measure the success of an exhibition. Besides the money and the enquiries.
	P5M	I think new innovations as well. Um ... you need to know in a way how organisations are improving themselves, for example in a way, let's say next year at the Trade Fair internet introduces 5G network, already that is something of an improvement that to you it could go...there was an improvement in the Trade Fair because you saw new innovations being introduced like let's say 5G.
	M2	Ok so that would define success. Ok, any other issues that you would want to see in a successful exhibition?
30m 45s	P7F	Mmm. I'm not sure whether the issue of advertising comes in here. How you advertise and how I advertise it boils down to the success of the show. How you advertise me, how I advertise myself at the end of the day we are all happy because advertising is the one that gives us the output of everything.
	M2	Ok. Alright. So, I think I guess err ... I guess some of these points will still come back when we talk about the recommendations to organisers or exhibitors because at the end of the day, like she highlighted at the beginning that we are trying to improve yourself in coming to these exhibitions. Err ... this study will contribute to improving that experience. Err ... as we conclude we will also pick your recommendations to the organisers and your recommendations to the exhibitors so that maybe as we plan more exhibitions this year and the year to come, we improve on those areas that you will highlight.

	M1	Yes, {M2} you have already mentioned um ... addressed the next question to say ... 2019. What specific recommendations would you give to exhibition organisers to improve the quality of err ... of your future visiting experience?
32m 12s		<i>[Silence from participants].</i>
	M1	Recommendations here; just so that we are clear. What should we continue doing, what should we improve, what should we introduce, what should we stop doing?
	M2	This one is actually easy to just you know... <i>[Laughs]</i>
	M1	Maybe I'll start from that extreme end. What recommendations would you give Sir?
	P11M	Organise more prizes for exhibitors along those lines, I don't know how you organise it.
	Researcher	Sorry, <i>[Couldn't hear].</i>
	P11M	You know, prize winners. Categories.
	M2	<i>[M2 repeats participant response as it was inaudible].</i>
	M2	Ok, next. Firstly, we are giving recommendations to the <b>organisers.</b>
	P10F	Umm ... I'll talk about the prices. The fee. The affordability. Some can afford but some cannot so I don't know how you do the pricing or how it can be done.
	M1	What do you recommend <i>[Laughs]</i>
	P10F	I would recommend at least... <i>[Researcher interjects to clarify which prices]</i> I mean the prices to be like you would say all the stands are so much and it's like she was saying, you just peg ... <i>[Inaudible]</i> what you look at is those that have been taken, even

		those who have paid and who don't pitch up you don't make a follow up. At least they have to be affordable for everyone.
	M1	Ok, alright. Alright. Yes Ma'am.
	P6F	Um ... I would recommend probably changing the marketing plan in terms of what happens prior - before the trade fair starts. How you are selling the idea, how you are using the social media. Um ... Whatever we do, we have to be compelling to me so that I can come back again and revisit the fair after that. As well there is the issue of what happened during the event that is happening probably it could be Mine Entra ... There is need for marketing while it happens. Just being there to show case out there that there is something happening. Just taking pictures and probably sending them on twitter or whichever social media. And then there is issue of marketing after the event. Customers need to be followed up. I was here but if you do not look for me, I probably will not turn up. And then you can also do emails. To thank people for coming through. Especially the exhibitors so that they feel appreciated. Most of the issues that I have are marketing related. And then the issue of nurturing campaign prior to the events so that we can sell ... so that we can have that ability to know kuti what is there for me. for me as an individual. What is there that I can go there and benefit from. 'Cause, we can also do, in terms of marketing, we can do newsletters and just take them out. For the previous year, by now we should have a newsletter that you are circulating so that on social media just for people to have the appeal of what um ... to be part of the exhibition ...

	M2	Just a follow up Ma'am, what marketing have you see so far err ... In the last year done by the ZITF.
	P6F	In terms of ZITF I have not seen any...either than on the national television. I think they aint doing much. At least that is what I think.
	M2	The newspapers?
	P6F	The newspapers I have.
	M2	Online?
	P6F	All I am saying is that...technology that we need to embrace as a country. If our exhibitions industry wants to improve then why don't you change and deviate from the norm. You know that it's always the Chronicle, always ZTV, you can also use other means ... yeah, to reach out.
	M2	Yes Ma'am.
37m 42s	P7F	I think the organisers need to...can't you just give us freebies? Yes, can you just give us freebies on stands. The outlook of the my stand. Even if you offer a pot of flowers for my stand. It will make me say ok ... instead of me hiring a tree [Laughter]...because the face of my stand makes the client. What you guys need to change is embrace change, technology. Give us innovative things that are going to make me lure the next person. Well, they have spoken about pricing issues which is still good enough. Well, the models and everything, you are still using the old system. I remember when I was young, coming to the fair ... the same thing over and over and over again. The yard, it might not make sense, but the upkeep of the yard ... right. Some areas there are dilapidating areas. Some areas they are



		kept. You know that the exhibition is here every year ... make some changes. Face lift. Make changes such that when we come its different. It gives us an appeal. That's why in our homes we cook different dishes every day because you don't want to come to the same dish every day. But you guys are offering us the same thing ... 30 year ... every time it's one dish, one dish, one dish. <b>Just change.</b> "
	M2	Yes Sir...
39m 05s	M2	Asimtshayele izandla [ <i>Clapping hands</i> ]
	P9M	I noticed something called the Innovation Hub last year where it was a bit of a start-up competition but then my issue with it was that I think it was leaning more towards things like technology, computer technology and stuff like that but I feel like people who are innovative in other areas, that don't have anything to do with ICT do not get a fair chance to be represented or maybe to even participate or even get to win. I feel like they don't even get that much interest. They should categorise let's say Innovation Hub like maybe one day you deal with ICT then another day you do something maybe leaning more towards agriculture or whatever. Just to give everyone a free chance.
	P8M	I have got a recommendation on the issue of the dish.
	M1	Oh yes! The dish thing...same old, same old, same old.
	P8M	The issue has to do with the contractors. I think as ZITF you should moderate closely your contractors eh and ensure that 1. they don't have to just make err ... stands to work on when they don't have the capacity. That's the reason why you find that you find that you have got more jobs to work on so you find it

		<p>compromises service delivery as a whole. So, you tell maybe that you are going to do only 5 and those 5 stands you are going to complete on time. Please we don't want to find any of these stands being used late into the opening day but just make a pre-requisite that if they fail to produce on time so that you can monitor this area of contractors.</p>
	P11M	<p>My recommendations to the organisers is that, I think they stand to get more exhibitors if they highlight like some of the <i>[Inaudible]</i> I mean like last year's exhibition, there were more of small scale but I'm not sure if all of them understand the population of the Trade Fair. 'Cause I was looking at one application. <i>[Inaudible]</i> ... and not to interact with those ... so that we understand the ... I am sure there are some who want to come but are not sure whether to come but if you interact with those and tell them that is an application that people can log onto I am sure they can see the benefits of the participation they might get more exhibitors coming in. And also, the other thing was trying to have to have a balance in terms of local and international exhibitors because I have seen the incline being more towards the local. And even in terms of industry it was more based on the small-scale SME. If you look at the big corporates they have reduced over the years. I don't know what can be done I am not sure. I don't have the full answer but more needs to be done towards attracting big corporates towards the show.</p>
	M1	<p>What is being done well that exhibition organisers need to continue doing? I want that responded to as well as what</p>

		exhibition organisers need to stop doing. Continue doing and stop.
	P7F	Continue offering us Trade Fair.
	P6F	to add on to that.... I was really happy about the toilets. They were kept clean. Every time I went there ...and even the litter, the guys who were picking up the litter. It was just...it was smart. But first things first, the toilets. Even when I get to someone's house, I look at the toilet.
45m 01s	M1	Ok ... ok ... what should we stop doing?
	P10F	I am still on the registration issue, I'm not sure how you can kill it.
	M1	Stop registering people [ <i>Laughter</i> ].
	P10F	The easiest way, the easiest way. Some people...like when you leave home you say I am going to Trade Fair you say I am just going in there. Not to go and queue. I had to ask my kids to go home, Just because of the queues.
	P8M	They used to have these tickets where you could buy them then when you come you walk in. I don't know why it was stopped
	M1	We need to resume that ...
	M2	OK!
	M1	[ <i>Pause ... Research Assistant brought a question from Researcher to a participant</i> ] {Researcher}...did you have a question for the lady?
	Researcher	No, I am good [ <i>The question had since been clarified</i> ].
	M1	Ah Ok. No that's fine, that's fine.
	P5M	Is it possible to increase visitors' days by one day?

	M1	Meaning? You want us to start on Tuesday and end on Saturday? You want us to increase these?
	P5M	For ordinary people, for the public, its only two days.
	M1	Public days... ok.
	P5M	Starting on a Monday and ending on a Saturday. I don't know whether it's possible.
	M1	No. We will find out from the exhibition organisers whether that is possible [ <i>Laughter</i> ].
	M2	We have been focusing on the organisers, maybe some of the recommendations you would want to direct to the exhibitors. In your capacity as visitors, you visited all these stands, small stands, innovative stands and so forth. What was your general observation and what would you recommend to the exhibitors? What do they need to continue to do, what do they need to improve, what do they need to stop?
	P7F	I think there is too much of these flyers ... can't they do something? Paperless, paperless I don't know what can be done. Because at the end of the day, we talk about littering which your guys manning the yards are taking care of. There are some people you are just fond of picking brochures from every stand as little as four-year-old which don't have a significance at the end of the day. But you as the organisers embracing technology, you find a way of companies minimising that.
	M2	Are you as visitors prepared to go back home without a cap from the Trade Fair? To receive paperless...err ... [ <i>Laughter</i> ].

	P7F	<p>Yes ... You know why? I went to the stand for Mazoe company, right. I just gave them my email address and they just put a brochure of their products, everything I have to browse it as my own peril, right instead of me carrying all these things. Now I have to carry a load of papers, walking around and. So maybe if you could say we've got ... when you are advertising your stands or when you tell us about the Trade Fair, give us better things than ...tell us your options - these are our options: for stands going for this much and this much, we are offering paperless advertising for this much and this much. Then we make a choice of what we want right. Whether I want to go for the stands where you will be having banners everywhere that you are going to put for me or wadaa, wadaa, wadaa. Let it be my own peril. But let it not be enforced on me that your stand is going to ... for this much you are going to ... let them talk for themselves. Then make our choices based on the prices. And you can have prices based on people who are ... who can't afford say \$50- all of you will be in Hall 4 then they take but international people who are coming in.? So, we don't want to be packed like sardines that will give us a wrong impression with the international guys.</p>
50m 18s	P6F	<p>On exhibitors I just want to add on to what she says that um... you find that lets say even banks that are exhibiting, you find that most of the time they are just dealing with customer complaints you no longer get time to find out more about the bank you up just trying to... you make your complaint, you get your brochure and you go. It's the same story with network providers like Econet and Eco-Cash and stuff so ... I'll advise</p>

		them in a way, of course you want to give a service but then to make a trade fair that is international with lots of visitors from all over to make it just a show where people are voicing their concerns even basically ... let's not make it a place to air their grievances. That's what I'm trying to say.
	M1	Sir, what would you advise our exhibitors to do in order to improve your experience?
		<i>[Sound muffled]</i>
	M2	Anybody who wants to any other contribution while he is still ... thinking?
	P9M	What I would advise exhibitors is that they should take advantage of the time that they are given to exhibit their products. They should prepare their schedule in good time. You see some exhibitors on the morning they are still preparing the stands and also on the last day you find some of them are already gone. On the last day the stands are already empty so I would say ... I would advise them to take the full potential of the time they have been given
52m 34s	P8M	Is it possible for them to process, ay people like banks and universities? I applied in 2018, up to now they have not responded. They get your details, your email and the like and they say they will come back to you and it ends there. Even banks they can even open bank accounts for you while they are here not to go into town and queue. It's an opportunity for us while we visit their stands here to complete whatever that we need to open bank accounts or register for universities and the like.

	M1	Oh, you want to add something?
	P6F	I think in terms of the exhibitors they should know that they are also free to air out their complaints, ... and themselves. I will just give you a good example. In terms of organisations like NAC - National Aids Counselling, they do counselling. Probably they need to change the citing ... some organisations that need places that are quiet so that they can easily have productive conversations with their clients instead of them just not for them to be speaking out whilst you ignore them. Something like that.
	M1	You...want to add?
	P7F	Kind of [ <i>Laughter</i> ] I just want to add to her point that you can imagine those AIDS guys who do testing. You get tested and you are found to be positive. They will give me my results there and there. There is noise, here I am crying and someone there at the next stand they are making noise. Yet now I need that quiet time where I am told this is a life changing think. So maybe it's the stands, the way the stands should be you know ... something like that.
	M2	Ok ... thank you very much. Umm ... we are talking about your experience with exhibitions. What you experienced, how satisfied you were and your intention to come back or to recommend these exhibitions. Um ... Is there anything else that you want to add around these issues? The idea being to try and improve your experience in any of the national exhibitions. Anything that you would want to add? Anything you would want to say as we wind up? Yes ...

	P9M	I just want to ask. Would be possible let's say the Trade Fair itself, the organisers, maybe you would want to invite maybe big corporations from around the world just to come really and have a stand. Maybe not even to pay for it but just to maybe come and have a stand and just so that people can have an idea of the thresholds of what should be done in the world standards, how they are being shaped and stuff and also maybe educate people a round, maybe on public days, educate people around so they can get to access services.
	M2	Which services? Services ...
	P9M	Yeah. Let me put it differently. Let's say the company invite people like a modern company like Facebook or Netflix. Of course, beyond Facebook, beyond the social networks, have other business stuff that they can actually make use of. So maybe you can invite Facebook to have a stall they show people how to monetise their accounts, how to use Facebook business, how to use Facebook for certain aspects that will help them. Things like that.
	M2	Ok ... right. Anybody else... Is that a hand?
	P8M	There is also the information on billboards sited at various strategic places where you give direction and information on which hall is where and what inside the hall ... but err ... For someone walking all the way from point A to point you can just assist them by having the information on a billboard and then <i>[Muffled]</i> .
	M2	Ok ... Yeah. Mr...



	P11M	Ah, I would like to suggest that in terms of setting up the exhibitors in the halls, if it's possible ... I know may be due to ... we try to ... But if it would be possible to categorise the stands so that if someone wants to go into the clothing industry, they know that if I go to that section, I am covered. If I want to go to automotive industry I do that ... rather than to go to Hall 1 and get one automotive, go to hall 5 and they are scattered all over and probably if you are someone who is there for a specific sector you might miss some of them.
	M2	Right ... Madam.
	P10F	I just wanted to make one recommendation. It's not always about ZITF receiving from exhibitors. But it also about them being able to claim a role or responsibility. What is it that ZITF has done for Bulawayo? I think there is something that needs to be done. There is need to plough back. That's what I wanted to say
	M2	It's OK we will ask them what they have done for the city of Bulawayo [ <i>Laughter</i> ].
	M2	Thank you very much for sharing this time with us... we know you have very busy schedules and today is a Friday, a shorter day. Shorter than Tuesday err ... so thank you very much. I will give {Researcher} to give the vote of thanks and just say her closing remarks from the contributions made here. {Researcher} are you there ...
	Researcher	... I was particularly touched by some of the terminology that was used in the room. In all my time at the ZITF, I never heard a visitor refer to an exhibition organiser as an oppressor and a visitor as the oppressed. To me this kind of speaks to the

		frustration that people have and how much the experience has been compromised...
		<i>[Closing remarks and thanks]</i>

**Table A4.3: Focus Group 03**

<b>Event:</b>		<b>Focus Group 03</b>
<b>Date:</b>		<b>24 January 2020</b>
<b>Time:</b>		<b>0900-1100hrs</b>
<b>Facilitators:</b>		<b>1</b>
<b>Research Assistant</b>		<b>1</b>
<b>Participants:</b>		<b>5 (1 Male, 4 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
	M2	<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
	M2	<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
8m 09s	M2	So, as we start, just think about err ... the exhibition that you participated in. My first question would be, if you think about a satisfying exhibition, what word comes to your mind? What word would you use to describe a satisfying exhibition experience. Feel free.
	P12F	Just one word or ... ?
	M2	Word or phrase.

	P12F	A satisfying exhibition is one where I get what I want 'cause I can say I am going to this exhibition, I am looking for this information, I am looking for these err ... exhibitors If I manage to get at least say maybe 90 percent of what I have been looking for then I will be satisfied. Than to come here and find that I can't find what I am looking for. That there are no exhibitors for the products that I am looking for [inaudible] ... if I get maybe more exhibitors it will enable me to make a wide choice. If the choice is wider it's better for me [inaudible].
10m 22s	M2	Ok. [ <i>Participants rearranging the seating for better audibility. Repeated the response</i> ].
	P12F	A satisfying exhibition to me is where I get a wide pool of exhibitors for the products or services that I am looking for because it makes me to ... because it enables me to make a wide choice. It gives me room for choosing than to say there are only two.
	M2	Ok. Did you get that?
	Researcher	Yes, I did thank you.
	M2	Ah! No that's fine. We can use that tempo and we need to pitch our voices so that she can participate. Thank you very much {P12F}. Any other thoughts on what a satisfying exhibition can be described?
	P13F	For me a satisfying exhibition is one where I am able to connect with um ... various business contacts where at least I can get some business leads that I can follow up after the exhibition. Think it's basically building up to what she {P12F} was saying. When I come to an exhibition, I need to get value out of it in terms of my business orientation.
	M2	Thank you. Yes ...

12m 07s	P14F	Err ... I would also like to dwell on what they said. In most cases you come to the exhibition, so we want to let's say when they are exhibiting, we also want to show case our products to them, that way we exchange ideas. Their ideas and ours.
	M2	OK. Alright. We would want everybody to say something about what a satisfying experience is so that we can see the wide range of ideas. Yes Ma'am
	P15F	A satisfying exhibition to us is whereby we get to get err... and meet potential clients. I think that is the main, main reason why people get to exhibit as a company, to try to market ourselves and try to be seen and be visible.
	P16M	My objectives for coming to an exhibition is to meet potential clients as well as to meet our competitors. It is always a good thing for us to meet our competitors, not necessarily for competition but for sharing ideas so the whole point of coming to an exhibition is to meet competitors in or specific industry for example I am in the transportation industry. It will be a good thing for me to meet as many companies that are in the transportation industry as possible. So, in that regard, I get dissatisfied when I come to an exhibition and I don't see the number of transportation companies that I will be expecting to see. So generally, my expectations are based on specific things like the transportation industry. I expect to see wide range of companies that are within that.
	M2	Is there any addition? Anything else that you can use to err ... measure your satisfaction with an exhibition besides what has been highlighted? Anything else?
	P12F	The quality. The quality of the service. The quality of the products

	M2	Ok ... do you want to give more details. Especially on the services? What kind of services?
	P12F	Err ... Personalised services where I can probably say I am here. I am expecting for this particular service and the organisations that offer those services be able to tailor make or to attend to me as an individual
	M2	OK. Alright. Yes, you wanted to add.
	P16M	Yeah, I wanted to add. Err ... I want to say something about the quality of services as well. Err ... I would love to attend an exhibition whereby I am able to gain information as much as possible. For example, it will be a good thing for me to attend seminars that are organised by the ZITF Company err ... we come here to meet clients ... to meet clients and competitors. Err ... I think it would be a good thing as well for us is to attend seminar, specific to our industry in particular. Oh yeah, I think the organisation of seminars within the ZITF, the different exhibitions like the Mine Entra, the ZITF I think that there will be an issue that determines the satisfaction or the dissatisfaction with the exhibition as an individual.
16m 07s	M2	OK. Yes, Ma'am.
	P13F	I think um ... going off on a tangent a bit. It's also about the ambience of the exhibition itself, the facilities that are offered. As an exhibitor I also want to be comfortable to be able to spend the whole day where I am and you know, not to be uncomfortable. I also want the people coming to visit my exhibition to be comfortable and not in a rush to quickly get out because its stuffy or dirty. The ambience also needs to be very comfortable.

	M2	<p>Alright. Thank you. Any other addition <i>[pause]</i> OK. All these dimensions that you have highlighted - the ambience, the quality of the exhibition, the number of exhibitors in your specific field, the number of visitors and so forth, do these describe what you experienced say last year in any of the major exhibitions whether it is ZITF, Mine Entra, Agricultural Show, Tourism exhibition. Does this describe what you experienced last year? <i>[Pause]</i>. Did you experience the quality? Did you experience the many visitors? Did you experience the good ambience? We are looking at last year. Who wants to shoot first? <i>[Laughter]</i>.</p>
	P12F	<p>Err ... err ... I want to. When comparing the ... I have only attended the err ... ZITF. I have never attended the Mine Entra, I have always thought maybe it's for miners or whatever. And agricultural show, I don't know if there is the Agricultural Show here, but I think for the last two years I haven't been ... well ... let me just err ... talk on the ZITF. Err ... the quality has ... I have discovered that over the years, comparing with previous years the numbers are going down.</p>
	M2	<p>The numbers of exhibitors?</p>
	P12F	<p>... Exhibitors. Well, I am mainly interested in agriculture. Yeah. Yeah, the numbers are going down. Mm. For this year it was good because we had at the stalls there for cattle and goats. Yeah, we now have the ...the breeds that we used to see long back. Unlike these other maybe two, three years before last year. Yeah. Last year it was better but the number of exhibitors, for example if you are talking of agriculture, you are not only looking at cattle, sheep, goats, mmm ... chickens, but we are also looking at services that support agriculture;</p>

		the boreholes, now we no longer have electricity, the solar companies ... there were not as many.
	M2	Thank you...yes you wanted to come in.
	P13F	Ok. My comment is, in as much as last year ZITF, the number of exhibitors was supposedly higher, but it's the nature and the quality of the exhibitors for me that was a let-down. Because you will find that most of your number of the larger corporates are not participating the way that they used to so it's now the smaller enterprises, your home industries that you find ... that were there mostly. So, in terms of the value, for me, in my sector, umm ... there wasn't as much value. In terms of ambience, I thought of that. I had said government exhibition that was here. And there, I think that was my worst experience because the hall was so stuffy and so hot. People didn't really want to be in there. The exhibitors couldn't stand being in there. So yeah, for me that was my worst experience.
20m 37s	M2	Alright, any experiences you would want to share with us? Whether what you expect to find to be a satisfying experience, whether this is what you met last year?
	P16M	Err ... I think I would add on her point on the atmosphere, the air conditioning in the halls during the exhibitions. Err ... I think the challenge that I encountered at the last year's edition of the ZITF was err ... air conditioning in certain halls, particularly in Hall 4. So, in such a situation, as much as I would love to wait and speak to other clients, uh ... I would not and I could not simply because of the conditioning, the air conditioning. The hall was very hot. So, I think it's something that .... [ <i>Inaudible</i> ] so to make my point I think I was dissatisfied in that regard



	M2	Ok. Alright. Any addition? Yes, Ma'am.
	P14F	Ah ... the other thing is when comparing the exhibitions that were held last year, ZITF from when I was young, so I have been seeing the ... I think it was the year 2010 there were international people from around the world ... exhibitors ... I met China Russia and...around the world. However last year, there were not many people, I only saw the Chinese people, so I think ZITF is just lacking in reaching out to the international community.
	M2	OK. Alright. Yes Ma'am.
	P15F	Yes, as a company, we usually exhibit in the Mine Entra because it is a new portfolio that we are trying to grow and attract so unfortunately last year we didn't exhibit but my experience the previous year generally it has been good. Yes, we have managed to get the value of what we had hoped to get from the exhibition.
	M2	Did you visit ... You were not exhibiting last year but did you visit? So, what is you ... We want to hear your experience <b>as a visitor</b> . What did you see as a visitor?
	P15F	As a visitor I felt like the felt like the exhibitors were few in 2019 compared to the past years. And it didn't have that vibe. 'Cause like I don't know maybe it was because we are still trying to adjust to the new economic challenges and but... and I actually called my boss and I was like ah! I'm glad we didn't exhibit this year.
	M2	Did you hear that {Researcher}? <i>[Laughter]</i> .
	P13F	I actually agree with him {P16M}. I think Mine Entra is one of the best exhibitions in terms of exhibitors and visitors, but this year was a bit low key. It was.

	M2	Ok. Any other additional experiences? <i>[Pause]</i> Did you find your visit to the exhibition satisfying? Did you find those attributes of a satisfying exhibition? Did you find them? Any addition?
	P16M	This other issue I need to raise is the issue of Wi-Fi connectivity. I had challenges in connecting to Wi-Fi. I think that's the other issue that I think they need to work on. For example, we met so many organisations; I came as a visitor. So ... when those organisations will be talking of you logging in using further data or Wi-Fi. I tried connecting to the Wi-Fi and I had difficulties. I don't know whether it was because of Wi-Fi connectivity or the infrastructure. The issue of Wi-Fi connectivity was a challenge. It would be a good idea if they work on it, the Wi-Fi connectivity. I think within the ZITF it has to be at least open to everyone, the free Wi-Fi, during the exhibition.
	M2	So, I will ask a related question. Maybe just share with us, what was your specific intention, what really motivated you to attend the ZITF or the exhibitions last year? What motivated you and did you find what was driving you?
	P13F	For me the drive was visibility as well as to network and get contacts. On the visibility side, I'd say yes that we achieved. But in terms of the business networks, as we said most of the exhibitions were low key and it's the same exhibitors over and over again. So, in terms of growing your network, there wasn't that much for me.
26m 43s	M2	Alright. Yes Ma'am, I'll just go...
	P14F	Ummm ... Me I was coming on a youth company so for us the exhibitors were few because we couldn't get our business ideas to them. We would want sponsorship from such business companies so that maybe we could grow. But however well we couldn't get.

	M2	Alright, yes Madam.
	P15F	For me, well we did. Can I talk about the other year?
	M2	OK. Let's talk about the other year as an exhibitor but last year as a visitor.
	P15F	As an exhibitor, we managed to get the value of exhibiting. Because ... we have become visible actually. People cannot differentiate between Astra paints and Astra Chemicals and we got to know that OK you guys we know that you are sister companies but there is a chemicals company in Bulawayo called Astra Chemicals. Err ... in terms of business networking, I can see though as she said, it's always the same competitors, always the same exhibitors, it tends to shrink the networking, yeah Then as for last year as an attendee my experience. I think it was good though as I have highlighted it seems like it was a bit low key.
	M2	Ok. Alright err... {P12F} anything you would want to add? What pushed you? What motivated you to come last year and did you get it?
	P12F	Ok, umm ... for the past year ... actually, I am trying to get agriculture, I am not yet there. So, for the past two years I have been coming here for suppliers of products that I am looking for. Err ... I can say the agriculture, my main ... I am starting on something which is low cost to venture into mmm ... road runner chicken production so I am coming here to scout for producers of road runner good breeds. I am looking at breeds that will give me good yields that was my focus and also the suppliers of support materials like fencing companies, those that also do incubators yeah. And also, those that do boreholes because in the long run if you have to do agriculture you have to have

		water. So, borehole drilling companies and solar pump suppliers, solar systems, that was my focus.
	M2	And did you get that?
	P12F	Yes, I already have two, the, the, incubators. I bought one. The other one I didn't get it here. The one from South Africa I think I got it on net and supplier ... I got one as a <b>reference</b> from somebody who was here. Yeah, the solar companies they are there but the borehole drilling companies I think I only managed to get one, yeah
31m 06s	M2	So, if you look at all these...that you experienced last year or even the year before. How, how does this affect the intention to come again or to recommend other people. The fact that eh {P16M} you were saying you did not really get what you wanted. How does this affect err ... how you are going to decide coming back to the exhibition, recommend others to come back to the exhibition.
31m 44s	P16M	Err ... I think I will mention ... I will first mention the first issue, the motivation behind my coming. We came as visitors specifically for brand visibility as well as getting more ideas from our clients, competitors and just individuals who are into the same industry as us. For brand visibility I can say that we managed that simply because we ensured that we, we managed to meet new clients and we got into a new market. We usually err ... specialise in dry good transport but after my visit to ZITF we managed to break into new markets like perishables, perishables market. So, in that regard we managed to gain more clients and new markets. The other thing we managed to gain more ideas. more ideas with regard to our services. For example, we are a start-up, Tinom Technologies. They managed to give us

		<p>ideas on creating a platform, an online platform ... we explained the nature of our business to them. So, they suggested that they try their services. We are currently working online platform ... the initial gaining new ideas we achieved that as well so as a ... I would actually recommend other start-ups to attend the future events of exhibitions. But however, I think the issue with information dissemination. How you disseminate information. As for us, we. I think the way information is disseminated out there is not as effective, and we would expect to be ... for example, we registered as visitors. Some start-ups ... simply because they did not know how to register online so I think the issue of information dissemination on that affected other start-ups as well. So, I think that as a suggestion, as for myself, I got a link on twitter. I think it will be a good idea for start-ups who register to get maybe a text message with a direct link to the website. And on the advertisement, I think it would be also an idea for the event organisers to simplify information like we have an online registration platform for individuals who wish to attend future events or who wish for example the 2020 exhibition. They just refer us to the website without explaining fully. I think that needs to be err ... .in explained in advertising in future.</p>
	M2	<p>No that's fine. Others? How does your experience affect your decision to recommend others or to come back again?</p>
	P13F	<p>For me it's a bit of a tricky one um ... given the state of the economy. All things being held constant um ... I would come back. 2020 we will come back probably a bit of the low-key 'cause I know most people won't even come back given the state of the economy. Would</p>

		I recommend? Um ... Specialised exhibitions yes, I would 'cause there is value in it.
	M2	Your view. Come back again? Would you recommend?
36m 19s	P14F	Yeah, I will. But in most cases when I tell people that the Trade Fair is on, they always go like what's new? Then it's like ah, still the same old, same old. Exhibitors are dropping off; some are no longer coming. I don't think there is motivation enough for someone to come back. So, ... I think you just need to improve.
	M2	So, would you come back? Are you coming back?
	P14F	Umm, I would....
	M2	Why?
	P14F	Just to scout for new sponsors and to see the new companies that will be there. We are coming
	M2	Even though you didn't get them last year. Alright. That's fine
	P15F	I can say definitely we will come back this year because it's a great marketing tool for us. And besides, it's fun to exhibit honestly [Laughter]. To get out of the office, you know, and meet new people [Laughter].
	M2	Ok. Alright. Yes, Ma'am?
	P12F	Myself I will definitely come back because I am no longer coming back as a person who is generally looking for agricultural suppliers, now I want to exhibit because I have adopted another line of income generating which is a health product. Yeah, so I'm coming back with my health product to exhibit. I'm also scouting to add on, I now have the incubators, I now seek to drill a borehole and I want suppliers. I am coming back 1) to get those products and also to get some other products that I still have yet managed to put together. But generally,

		I am just saying people are demotivated not because of the performance of the agricultural show but because of the performance of the economy of the country. So, to look at us we have trends for other people who have businesses outside Zimbabwe. They are Zimbabweans, they have businesses in South Africa, Namibia and in Ghana but when we tell them why don't you come and exhibit, they say. "Ah ... Bond [ <i>referring to Zimbabwean local currency</i> ] what what". So, it's not the ZITF itself, or The Show [ <i>referring to ZAS</i> ], but it's the state of the economy.
	M2	Alright. So, when I was asking about the satisfaction. I could tell that most of you err ... got a bit or didn't or they didn't get a number of the things they were looking for but when I talk about coming back and recommending, it seems that it's a big yes from everybody. It's like yes, we will come back and we will recommend. Help {Researcher} here, are you saying that whether you are satisfied or not satisfied, coming back, you will still come back; you will still recommend?
	P13F	Coming back, we will still come back because these are annual events. They will go on with or without us, but we all want to be part of this. You never know, something new may come up and you'll miss out on an opportunity. I think it's the level at which you come back at, that is the issue
	M2	Alright! [ <i>Clarifying with Researcher if there is anything additional before proceeding</i> ] We can move on to the next section.

	M2	<p>... [Passing of show cards] I think {Researcher} highlighted this in her introduction. I also highlighted it, that in studies carried out around the world there are certain attributes or certain factors or dimensions which are used to measure exhibition experience and they affect the satisfaction and therefore they affect the way you are going to behave. They are listed here on this piece of paper - just go through them -quality of the venue facilities which were highlighted here, convenience of the exhibition venue, operating hours, attitude of the exhibition organisers and exhibitor staff towards visitors, quality of the design and ease with which visitors register. Mow, these are factors that have been found to be influential in determining your level of satisfaction and also determining your intention or your propensity to revisit the exhibition and to recommend to others. But in a study that was carried out last year, in the first phase of this study, the results showed that these factors in Zimbabwe, they are not significant. They don't have a significant impact on your satisfaction level or your intention to come back. Now my question is, what would be the reason for that difference? Between what we discovered in the rest of the world and what was discovered in Zimbabwe.</p>
42m 17s	P12F	<p>I myself for one, I haven't attended an exhibition outside Zimbabwe, so it doesn't really affect my coming here or not coming here because I have got no other better standard to compare it with. Maybe those who have been to other countries will say ah... the Zimbabwean ZITF doesn't actually measure up. But most of the people who come here, they have only known our show.</p>
	M2	<p>Ok. Alright. Any other...</p>



	P13F	My comment...well personally I agree with these, for me they do affect. But then you know what they say about ZITF that its Harare people coming to Bulawayo to make money. I think that is basically what it has become. At these things hanti people are just coming to get away from the office to be on T & S, so yeah. So, people will be coming here looking at making an extra dollar out of their company.
	M2	Alright. Yes. Any other...that these factors are considered very important in determining your satisfaction in other countries. But in Zimbabwe they were found to be not very important; not very significant. {P16M} ...
	P16M	Yeah, I totally agree with her. For instance, if I look at the quality of the facility and the relevant technology. The ambience that was mentioned ... Technology we still have an in issue with Wi-Fi but it's not stopping me from saying I will attend the 2020 ZITF and the 2021 ZITF. As much as it might be an issue, it's not an issue that might really stop me from attending future what, exhibitions simply because my motivation for coming here is for brand visibility, for networking so these are the things that don't change. They remain constant regardless of the technology. So, I think I totally agree with them. These don't affect future attendance in any way.
	M2	{P15F}, are you ready? Or not yet? I'll come back to you
45m 06s	P13F	For me another thing is that at the end of the exhibition, exhibitors do give feedback to ZITF but I am not sure if that feedback is actually taken into consideration because I think these issues are probably raised year in year out and they haven't been attended to its neither here nor there. We have accepted that that is the standard and we just go with the flow.

	M2	OK, so what would you use yourself as a visitor? What criteria would you use to measure your satisfaction? With ZITF for example, what would you use to measure satisfaction or what will make you satisfied.
	P16M	On my side what I would use as a criteria? I think err .... the ease with which I break into new markets. If I actually come to ZITF and break into new markets, I would actually say I was completely satisfied simply because I managed to network as well as engaging 2-3 new clients. Just imagine if I attend these events on an annual basis and I get to network as well as to engage potential and new clients. It will be a good thing. For me to say I am completely satisfied, it will be the ease with which I break into new markets.
	M2	Let me, let me follow up and maybe hit two questions in one. Maybe give me your top three factors as a visitor you know to be very important for a satisfying experience. You talked about the ease with which you break into new markets. Any other two factors? You can be thinking about your top three.
	P16M	The second one, which is in fact was supposed to be the first one, the second one is the exposure to competitors. I love to meet individuals or organisations in the same industry as me. So, the minute I come to ZITF and I meet 2 or 3 instead of 10 I would initially expecting to meet - that one is a dissatisfier - it's an issue as well because I came here expecting to meet 10 companies and then I meet 2. So, for me to come here 10 transportation companies and actually achieving that goal, for me will actually be a satisfier I would be satisfied is that happens. the 3rd one ... I will make reference to social media ... Facebook, WhatsApp. Let's say I attend the event, let's say the

		<p>organisation attends with 1,000 followers and then maybe a month or so after the exhibition, we gain maybe an additional 1,000 followers. For me I would say we are satisfied simply 'cause in a space of one year we manage to goal 1,000 followers but in a period of two years and conveniently after the exhibition we managed to get an additional 1,000 followers as well. So, it shows the kind of impact that the exhibition will have on the organisation as a whole. So, I think those would be my three main factors. The ease with which I can break into new markets, the exposure to competitors, direct competitors, and the issue of brand visibility both physically and social media.</p>
	M2	Who wants to shoot next? Your top 3 measures of satisfaction that would make you satisfied.
	P14F	Well for me as a visitor, I think for us exposing ourselves, marketing ourselves. Also, the second thing is whether we can achieve our end goal like When we are deciding as a company whether we will participate in ZITF we put down our end goals so that come end of ZITF that would have signed up. The third one is the checking out of possible clients so that we can follow up with them when they are no longer at ZITF and we go to their companies and expose ourselves to them.
	M2	Alright. Yes...next.
50m 51s	P12F	Yes, I have one.
	M2	Yes, one point which is your number one, two and three same point. Let's hear that point.
51m 14s	P12F	Myself as an individual, I'm not an organisation I'm an individual, because I came here with the intention to say I want to do business, so what do I need? Now let me get to the ZITF. If I can get services

		<p>or products from those that are exhibiting, so I was looking at the availability of quality suppliers for the products that I need for me to start my business. Yeah. If I come to the ZITF and I get a number of suppliers and that offer quality products, the products that I want, I am satisfied. I am coming in on us exposing the point of a visitor on the business days. When its public holidays, public days you can't really get adequate information, we will be so many. All of you wanting to get information from the suppliers or exhibitors.</p>
	M2	You are still... [ <i>Laughs</i> ].
	P13F	<p>Well for me, number one is the number of business leads that I generate. And then the second one is the visibility in terms of the number of visitors that actually come through to the exhibition because the more the numbers it means I am also achieving my objective. Well, the third one, I'm from telecoms, so I want to ... for people to do business with me, they have got to appreciate my service I must provide a good user experience. And that is something that would satisfy me as a business, if I am to be able to provide that platform for a good user experience.</p>
	P15F	<p>From an exhibitor's point of view, what would make me feel satisfied after the exhibition is err ... The number of potential clients that will have visited our stand. I believe that we will be satisfied.</p>
	M3	<p>In order for you to consider an exhibition worth visiting again and also worth recommending to other visitors. What things would you consider key, things you desire to see in that exhibition for you to visit again or for you to recommend it. What things do you consider key ... to say, ah ...? I think I will revisit this exhibition and will recommend it.</p>

	P13F	Well for me it's just one, how many other exhibitors are there that I have got access to. It's the growth in terms of the number of exhibitors. So, if its remaining constant, or if it's the same ones over and over again, then eventually it's of no value. But if I'm seeing every time I go, a bit more, a bit more,
	P12F	As for me it's the other way round actually. If I find its someone that I know who offers the service or the product, I go to the ZITF and find there is only one person with a competing product exhibiting, I would actually recommend because they will get more business. If they are fewer people, then the competition will drop. So, you find that those who actually exhibit, they tend to get the majority number of customers unlike if you have got 10 or 20. Of course it's ideal in an exhibition to have more exhibitors so that more competition, but if people ... I know someone ... but has never exhibited the number of exhibitors there we very few, I would actually encourage them to go and make money.
	M3	Because there will be a gap there. Anything you would consider core for you to revisit the exhibition or recommend it to others?
57m 09s	P16M	I think the main issues on my side, the main reason ... the main reason why I would consider coming back again is the issue of feedback, ...there were these ZITF guys who were walking around who were ... It's a good thing if they give me some form if feedback be it via text message or via email. It's a good thing for them to send me a text message to say, just to acknowledge that I attended the event and my contribution with regards to the exhibition were noted err ... for example. last year I raised the issue of the ambience in the halls. I actually noted it down on their forms, the form that I completed and

		<p>the fact that I got feedback would be a recommendation to say no, for other organisations, to say you can go these people, what, they do understand your concerns. If you raise an issue they usually or always give feedback, so I think the issue of feedback. What is the use for us completing those forms if you do not do anything and go around taking our phone numbers and I think it will be on our experience exactly, so what will be the whole point? So, I think you need to see what, you need to see you have a say into the future organisations of exhibitions so I think the issue of feedback would be the core on my side.</p>
	M2	<p>Alright, thank you very much. Err ... In Zimbabwe we have seen exhibitors and organisers giving statistics about attendance and describing the exhibition as bigger and better because of the number of people who attend ... um ... on you know try to make...as a means of describing the success of an exhibition. As a visitor, does this information about these statistics of number of people attending. Does it influence your decision to come? The fact that you know that there are a lot of people or the exhibition is bigger and better? Does this influence your decision to come or not as a visitor?</p>
	P16M	<p>So, it's about the exhibition...the statistics that are usually posted after the event?</p>
	M2	<p>Err ... even just as it starts you are usually being given the information the statistics that it is bigger. All the stands are full...yeah.</p>
	P16M	<p>I don't think I would use that as a reason to come. To say ah ... I heard them saying all the stands are full this year, I don't think will be a reason to come. For example, the reason why, I come err ... I want something industry specific. But if I hear them saying err ... in</p>

		the 2020 exhibition err ... there will be 10 logistics companies or 10 transportation companies, for me that's a motivation to come. But for them to say, all the stands are full, I will come yes but it wouldn't be a motivation to come. Simply because filling the stands up does not necessarily mean you will get whatever you will be visiting for or that you will get whatever you want. So, I think for me, on my side that wouldn't be an issue really.
1h 01m	M2	So, what would be your best indicator of the success of an exhibition?
	P16M	OK. My best indicator would be on <b>what</b> people say about the event. For example, I think there has to be a platform for feedback for maybe individuals or enterprises on <b>how</b> ... on how ... the exhibition was. Maybe a feedback platform to say how did you find our 2019 ZITF event? So, for me like I think, how ... what they say about it. She can say, like ah ... I managed to gain 10 more new clients. She can say we managed to increase our brand visibility. I think for me that is more important. What other people say about the event is what would motivate me to say yeah, the event was a success. What <b>people</b> say about it, not necessarily what the <b>organisers</b> say about it.
	M2	OK, alright. Thank you. Still on that, are statistics a good err ... motivator for you to come to an exhibition?
	P13F	Umm, for me as an exhibitor, the statistics they don't really matter. But as a visitor, yes, they would I would be curious to say what's new. If it's bigger than last year will have changed.
	M2	OK. So, what is your measure of the success of an exhibition
	P13F	Ah...
	M2	When you say the exhibition this year was successful, what should be used to measure

	P13F	It would be the feedback from the exhibitors specifically. Because that is really then drives the actual visitors
	M2	Ok, alright. Any other comment on the measure of err ... err ... success of an exhibition and whether figures, statistics can measure success
	P12F	On the visitors...the number of exhibitors. The more the exhibitor err ... the higher the possibility that I will get what I am looking for
	M2	Alright, any other
	P15F	I think um ... for us err ... on the Mine Entra side. Statistics do matter because there is a high probability that all our competitors will be there and somehow, we have to be there.
	M2	What about the statics of visitors? Does it influence? Mostly referring to the statistics of the number of exhibitors. What about the number of visitors? Does it affect your decision?
	P15F	Yes, it does.
	P13F	I think ... For me not really because um ... Take ZITF for instance, the number of visitors may increase because um there's lots of little kids that have come through ... maybe who come to get freebies. So maybe it doesn't tell me the quality of the visitor that comes through. It really doesn't tell me the quality especially on public days.
	M2	So, if the numbers are on business days?
	P13F	If its business days, then yes [ <i>sounds of some others concurring</i> ]
	M2	OK...so are we ... what are we agreeing as a measure of success?



P16M

Just to add on whether statistics, you would actually say the event was a success because of statistics, ahhh I don't think I would measure the success of an event using statistics, OK I will start with the business days and I will go to the public. For example, she mentioned something about advertisement and marketing of the ZITF. Let's say this point I just raised, taking into consideration and the advertisement and marketing on maybe the direct link on what, online registration. So that alone would increase the number of visitors, but would I have it as a measure to say I want to go because the number has increased? No, I would not. Simply because it is the **reason behind** the increase in numbers ... is what, the increase in advertisements and marketing of what, the event. Not necessarily the other organisations that would be affected so I would not use it as a measure to say, last year we had 5,000 visitors and this year we have 25,000 visitors the reason for the increase is that you are now being specific in your advertisement. You are now saying follow this link to register as a what, as a visitor. So, I would not use that one as a measure of success. And on public days it all depends. For example, I'm not too sure of the year, that year when the former Iranian President visited Zimbabwe, Ahmadinejad, he came with horses, with chocolates and all. So, that year I can assure you that the statistics increased in terms of what, visitors. I am not so sure why it increased but I would say it's because of what was on offer. People were saying, free biscuits, free what, free what. So, we would go, we would go. People would forget about the charges and get in. So, it all depends on what is on offer. So, I would not use this as a measure of success.

	M2	Alright, {Researcher}, any points of clarification on the satisfaction, behaviour intention and success measures.
1h 08m	Researcher	I just want to find out if the participants would say that satisfaction is a good measure of the success of an exhibition. Some studies have said satisfaction is the measure that we should use. Are people satisfied with the attendance? What is their take on that?
	M2	Right. Did you get that? She is saying is satisfaction, how satisfied visitors are, is that a good measure of the success of an exhibition?
	P12F	Ah oh yes. Basically, 'cause that's what we are all looking for. Whether you are exhibiting or visiting. Am I satisfied; did I get what I am looking for? Yeah. That's definitely a good measure.
	M2	How satisfied visitors are, how satisfied exhibitors are, is that a good measure of success of an exhibition. What's your take?
	P13F	Um...yes. It is. Because if they are not satisfied, chances are they will not come back. If they don't come back then your exhibition is a flop.
	M2	Alright. What do others think?
	P16M	I think I would say, definitely satisfaction is a measure in that it will go back to what we discussed earlier. You said what can you say ... what can you say is the reason why you are satisfied. On my side, I start saying, if I gain more clients, manage to network then I will be satisfied. So, in that regard I would say satisfaction is definitely a measure of success. I would go around saying that event was a success just because I gained new clients, I broke into new markets, I managed to network, I got new technological ideas, so yeah it is a good measure of the success of an event.
	M2	Um ... {Researcher}, anything else?

	Researcher	OK. Thank you for that feedback, so is it fair...I just wanna summarise and say is it fair to say that satisfaction is a measure of success but may or may not be the reason why you decide to come back. Is that a fair summary?
	All	Yes!
	M2	There is a convincing capital yes here [ <i>Laughter</i> ].
	Researcher	Ok, thank you. Because I am also just trying to relate your comments to the previous statements that you made. You are satisfied, you are not satisfied, you say that will still come because it is the only big event. So, thank you for that insight. It's very helpful.
	M2	OK Thank you very much, in the last section I will just give each one of you a chance to say a bit of recommendations as we wrap up - to the exhibitors and to the organisers of exhibitions. For ... because ultimately all this information is trying to go towards improving your experience and your satisfaction with these exhibitions so what would be your recommendations, to the exhibitors and organisers of the exhibitions? Specifically, what should they continue doing, what should they improve on, what should want to they stop doing [ <i>laughter</i> ] Right, just summarise err ... that I will give each one of you a chance to err ... those recommendations. Who would want to shoot first? {P12F} was usually the first ... do you want to take your position, or you want to take off [ <i>Laughter</i> ].
	P13F	For me recommendation to organisers is to take heed of exhibitor feedback. Ummm ... we can't have exhibitors talking about the same things year in and year out. There actually has to be evidence that you take heed. Err ... and recommendations to exhibitors... Eish! um ... I don't think I've got.

	M2	Anyone with more recommendations to organisers or recommendations to exhibitors.
1h 13m	P14F	Ah ... for me recommendations to the organisers - I think they should try to and advertise more like widely to the international community 'cause right now we are lacking the international community. We can't get what we want. Like the old times we find in the economy we are in we should try and do that to bring them to Zimbabwe so that more people from elsewhere can exhibit and more companies ...
	M2	Alright. Yes ma'am.
	P15F	I think um ... For April exhibitions, I think we should have international standards because I think honestly, some stands... <i>[Laughter]</i> and as for organisers I think they should keep up the good work 'cause on social media they make sure that even on emails they follow up and they check on you if you are exhibiting this year. They actually make you to want to be in ZITF at least that is my personal experience.
	M2	Yes ...
	P12F	I would recommend that ... probably they go back to their old diaries of exhibitors who are no longer exhibiting. We are lacking on international exhibitors. This is for the organisers. I don't know what they can offer them.
	M2	Anything for the exhibitors?
	P12F	For the exhibitors if they can invest in the latest technology available. I am seeing some of them are coming up Econet <i>[Inaudible discussion amongst participants]</i> .
	M2	Any things specific in your area of interest there?

	P12F	Yeah, I am seeing that the agricultural shows, the quality...some of the products, we are no longer seeing some of the brands. But we are also seeing. Yeah, we still have newcomers ... no longer in Zimbabwe. But wherever they are they can still come ... In Zimbabwe yeah. So, wherever they have gone to some of them I hear they have gone to Zambia, some of them are doing very well. Follow them up and let them come to exhibit. They may no longer be coming here but we want their products [ <i>Noise in the background that made it difficult to hear</i> ].
	M2	Alright. Yes ...
1h 19m	P16M	Yeah, I think for the recommendations that I would give to ... well I will start with organisers, organisers of the event. I think they should work on their marketing strategy of future events. For example, the thing that I mentioned the issue of using all the platforms and I think content is what, the advertisement. So ... for example I have noticed that they just say information like "Trade Fair will be running from Tuesday the what ... to Saturday the what". But they don't go into detail with regard to visitors. So, like I said, we will need a direct link to what, to the online platform so as to encourage a lot of, especially, start-ups and entrepreneurs will also come to market their products. We have so many entrepreneurs out there, but they don't have the opportunity and the platform to what, to market their products. So, I think the ZITF organisers should at least work a platform for marketing what, the entrepreneurs and the start-ups. And also, I think err ... ZITF organisers should create a platform for feedback. For example, we are here giving feedback on, on a specific study, right. I think they should also create a specific platform like maybe on

		<p>Facebook, twitter or any other be it print or electronic media on, on how people what saw the event, like their experience. ‘Cause as it is, I gave my feedback, they all gave their feedback but its limited as well. Some people would have loved to give their feedback but there is no platform for what, for the feedback. So, I think the organisers should work on that one. The other issue I think the organisers should work on the issue of air conditioning within the halls. Also, the issue of Wi-Fi connectivity. Yeah. the organisers I think should work on that one is an issue as well.</p>
	<p>P16M</p>	<p>Err ... to the exhibitors, I noticed that some exhibitors, 1. I think it’s a good thing for organisers to sell reality to potential clients. For example, I remember I came as visitor in 2019, there is this Vaya tuk tuk. They showed us the tuk tuk and they assured us that by the end of the year we would be riding the what, the tuk tuk but was it really ... but were they being really honest? I don’t know. They should at least say something about that to say ah no. We know we promised you people that by the end of the year we would be having this tuk tuk on the road but the reason why you are not yet seeing it is because of this, that, that. Because, as it is, I am assuming that they were not completely honest about it. Maybe they were advertising another service which is to with that tuk tuk thing just to make the point. So, I think yeah, it is important for exhibitors to be very honest. Then the last point for exhibitors - err ... the issue of who ... who communicates with clients and exhibitors err ... and visitors. For example, I think they had all-inclusive when it comes to communication. I understand, I visited some stand err ... the exhibitors were limited to Ndebele, Shona and English. I felt so bad seeing a deaf individual they couldn’t</p>

		<p>have access to this kind of information. They also wanted to hear what the exhibitors were exhibiting but because of what, of communication barrier eh ... they should work on their communication. They should also cater for the disabled, specifically the ones who are into sign language. I think the exhibitors really should really, really 'cause if you are exhibiting something you are only saying this is specific to what, to someone who can hear and somebody who can talk. If you cannot talk then this is not meant for you. Find other platforms for explanations. Yeah, it might be difficult, but I think they should also consider that. They should include the what, the deaf community.</p>
	M2	<p>Alright. Anything else, whether on recommendations or anything else you want to say about our experience, our satisfaction and our behavioural intention to come back or to recommend these exhibitions. Anything else that you would want to say as we wrap up? Yes Ma'am ... Anything? <i>[Pause]</i> Nothing else. Err ... thank you very much for your contributions, we value these contributions. This is feedback that I think will go a long way in generating the proper advice and recommendations to not only ZITF but also other exhibitors and other organisers for other exhibitions. We thank you very much for your time. We appreciate your contribution. {Researcher} we are done on this end. Anything you would like to say to our beloved participants before we release them.</p>
	Researcher	<p><i>[Thanks to participants for contribution]</i> One takeaway - I had not factored this into the study at all which has come up in this discussion which I find quite exciting - the design of the experience for the disabled community. The design of shows is really for able bodied</p>

	<p>people as you say who can see, who can hear. Facilities are being designed for inclusivity: ramps instead of stairs <b>but the tailoring of the experience for people living with disability</b> is something that I have not come across and I am excited to add that to my study. Thank you very much to those who mentioned that because I am going to highlight it specifically.</p>
	<p><i>[Closing remarks and thanks]</i></p>



<b>Table A4.4: Focus Group 04</b>		
<b>Event:</b>		<b>Focus Group 04</b>
<b>Date:</b>		<b>24 January 2020</b>
<b>Time:</b>		<b>1100-1300hrs</b>
<b>Facilitators:</b>		<b>1</b>
<b>Research Assistant</b>		<b>1</b>
<b>Participants:</b>		<b>8 (2 Male, 6 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
	M2	<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
	M2	<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
1m 55	M2	As we start our discussion, if you look at your experience with exhibitions, not only the ZITF but also other exhibitions like the agricultural show, Mine Entra, the Sanganai and others these exhibitions, what word or phrase will describe a satisfying exhibition? For you to say an exhibition was really satisfying, how would you describe it. What would you say? You are free to ... Just introduce yourself for the benefit of others.

	P17F	<p>I think for me to say that the exhibition was satisfactory, I would start maybe with the flow chart - to start from the time I am arriving and err...my arrival at the Trade Fair, whether I have my tickets already or I don't have the tickets already, uh...let's take a scenario where I don't have the tickets and I want a ticket ... this is on the very first day. What I would define as a satisfying experience, I would consider the turnaround time it will take for me to get the tickets from the boxes and within probably 5 minutes I mean to get the tickets and I am going to the gates for me to get into the grounds. I don't want to see a queue that is long and winding. I don't describe that as satisfactory. I accept that I must queue but the turnaround time in the queues, what is your management strategy. When I get to those guys, commonly there are 3 or 4, that you then register, I don't want to spend even two minutes there. Yeah. And once I'm done with those guys, when I get in whether I am driving in or getting in there is another little gate and when I get the map, I don't want to struggle to locate the sites. Whether it's in block what or whether it's in block what, it should just be clear and should be easy to understand. yeah. It should be easy to understand. So that I quickly get to where I must be for seeing the things around that I have come for.</p>
	M2	<p>Alright, thank you for issues to with the registration, signage and turnaround time. Anything else you would you use to describe a satisfying experience?</p>
	P17F	<p>Before I get in, if there are any materials to be given to the visitors or people exhibiting, I expect that it be given to the respective persons on arrival. As I am registering with your...I don't know what you call them. The girls and young guys who will be registering us and giving</p>

		us the tickets. If there is a bag to be given, if there is a notebook, if there is a newspaper, if there is a magazine, I should be given then and there and not to say walk in and uhm ... If you happened to ask that last year we were given or you see some people with them and you ask, you are told come back after lunch. You think I will remember that? Yeah, I find it confusing and err ... err ... err ... unorganised in my opinion.
	M2	Thank you for opening it up, I can see people are now eager to speak ... That is a good opening. Yes, Sir.
	P18M	Just to add on to what {P17F} said. At the Gate there, you are talking about tickets to say ... say you don't have the tickets. Usually when I come, I have the tickets already and the time it takes to process entry even though I already have the ticket - it's too much! 10-15 minutes and they tell you that the system is not up. Everyone knows that each and every year there is a trade fair that is going to happen so I am hoping that those arrangements should be made like far beyond ... like way back. That when we are coming there to Trade Fair it should be already be organised, I shouldn't have to stand more than 10 minutes when I already have the ticket. Even online portals for that.
	M2	Let me come in there. So, what ... I know the discussion ... we will get into the details. What word would you use to describe a satisfying experience? What should it be?
	P18M	Word or phrase?
	M2	Related to what you were saying.
9m 52s	P18M	It should be ... Err...err...Well ... I would say efficient.
	M2	Efficient. That's good. Anything else?
	P19F	I would describe it as informative and relevant.

	M2	OK -informative and relevant. Do you want to add more to that?
	P19F	Err... informative - I should get the information that I need. I am here for business so if I am coming in, everything that I need should be there then you should direct me exactly to the point where I want. And the things that I should see there should be relevant to that exhibition. Let's say you have; you divide your halls into certain sections. So, if it's the manufacturing part, everyone must be ... not that someone who has been fitted in because there was space there - so that person would be misplaced. So, everything must be relevant to that section so that when I move, I know I am done with that section then I go to the next.
	M2	Oh ok. Alright. Err ... Yes ...
	P20F	For me I would say an effective exhibition is one that meets my needs as a visitor. By the end of the day, my business needs to be met. Now looking at all what the other guys have been saying, that will actually contribute to me meeting my business needs. If I come in for business, whatever kind of business I am in, my needs have to be met.
	M2	Alright, yes.
	P21F	For me as successful exhibition should be one that is fast, efficient, beneficial as well achieves. I'll give an example. A cousin of mine went to Mine Entra, she she ...she went to Mine Entra. Err ... She was saying that some them had tags and some didn't. She was saying some didn't have tags right up to the end of the show which is a bad thing because how are you able to identify a person who is not part of it from a person who is part of it. It becomes a security risk for people who came to the exhibition. You never know the intention of an outsider who comes inside with no authorised entry. So that becomes a problem. And beneficial in that it should ... um ... it should accommodate all the age

		groups ... err ... it should accommodate all the age groups from 18 right up to um ...60 or 70. So that when I come, as a youth I am looking for opportunities. I'm looking for maybe employment, I'm looking for ... um ... I am basically an entrepreneurs when I enter the business so when I get there I want to find platforms where when I get there they will take care of me as a person who is who is new to this business world and who is interested in entering there.
13m.23s	M2	Ok, thank you [ <i>Participants urged to raise voices for audibility</i> ].
14m 4s	P22F	Ok um ... I am not quite sure of a word I could use here but when I come here, I should have easy access to the buildings that I am supposed to be using here. Let me give an example, something which could very small. When I go to use the restrooms, I don't know if there some kind posters for works around that area. In terms of language, this is an international event let's take for an example the ZITF, it's an international event. The people here are of different tribes and languages so I believe someone who is there who can assist me to communicate in any international language that I can understand. It should not just be Ndebele per se because it's in Bulawayo, But I have people from all over Zimbabwe and outside the country who come for the same fair; so the support staff which is there is supposed to be able to communicate to me it has to be in a language I can understand. Not to speak the local language only. Then when I go there, and I don't understand Ndebele it means I am not going to get services from them.
	M2	Ok. Alright. Anything else? Do you have anything on this one?
	P23M	Maybe I can say it in one word. It should be so inspirational.
	M2	Ok it should be inspirational ... Ok. Alright, anything Ma'am

	P24F	I think the word I can use is efficient. I remember last year we struggled to get the tags. We have 4 would didn't get from ours stand and it was very hard for business days. For three days. Then for the rest of the days we were supposed to pay at the ...
	M2	Ok. Alright. Maybe.
	P17F	Maybe before you come in, I want to find out whether you have any controls particularly with us exhibitors. The time when we must set up our stands and have our house in order is before the exhibitors err ... I mean before the exhibition is opened to the people who are coming to visit. Sometimes you walk in there, it looks a bit clumsy and discouraging. You find one stand and it's like these things will fall on you. These are business days; I have visited the Trade Fair and I have the right to be safe, and I am coming here to look for business opportunities. I don't want to be careful of something falling on me because someone is still building their stand. I am thinking that if a person ... if a customer behaves like that, there should be controls. They can't just do what they want. They should be controls if they want to be part of the system.
	M2	OK. So, in other words, that is an area of concern for you that err ... there should be some level of control over the exhibitors?
	P17F	Yes, there has to be a time when the exhibition even exhibitors must have set their stands. They know that for example, today is what it's the 24th. We say that the international trade fair is starting on the 24th. That's the first day, it's a business day err ... and one is arriving in the morning to set up their stand; today on the 24th. And those invited and those who have bought the tickets and we are looking for business opportunities. And when walking in Hall number 4, we want to see the

		stands that have been set up already. That alone gives you ... I know first impressions count. That alone gives you the picture that this is a seriously organised exhibition programme or people are just haphazard.
	M2	Ok. I think that takes me to the next question. Um ... All these descriptions that you have ... efficient, organised, does this describe what you experienced in 2019? Is emmm ... Did you you experience all this that you are saying this describes a satisfying exhibition. Is this what you experienced? Does it describe what you experienced, whether it is is ZITF or Hlanganani or Mine Entra or maybe you expect efficiency, but you met something else? Tell us your experience. That experience is very important feedback for the improvement of exhibitions. what was your experience. Did you get what is a satisfying experience?
	P18M	Err, well last year when I got here, I think the first...when I entered Hall 4, which one is this one? So, when I enter there, I find at least err ... 5 stands that people are still setting up and sorting out the things...and I said OK, let me move to another hall. I went to other halls across... <i>[Interjection - Hall 2]</i> yes at the back and the stand I was looking for they hadn't arrived totally and now I am thinking how many days should I come here just to look for these guys? I came the following day and they had only been setting up at least after one. Because now we all have different schedules and I can't keep coming back to see these guys even if they are delaying ... err ... setting up their stands. So that is one of the issues.

20.42	P17F	<p>Just to reinforce his point. We are taking you as the Trade Fair as organisers of the exhibition every year that you are affording or facilitating the meeting of two parties. We are not seeing the suppliers we are looking for as businesspersons who come on the business days, so we find that more like not satisfactory. If then I come and like he is saying come looking for a particular company yeah ... and the next thing you find they haven't even arrived, and you have your own things that you want to go back and do. Remember I have bought a ticket and I am buying a ticket from Trade Fair as the best facilitator, the go-between, between the supplier and me the businessperson. So, if you just meet the ... the, the the requirement of the companies coming to exhibit, and leave out the expectations of the one coming to seek for business opportunities, I think there is a gap there. A serious one that needs to be closed.</p>
	M2	<p>Alright. Thank you. I will come back to you. Let me hear what others think. You talked about efficiency, you talked about a number of things that you can use to describe a satisfactory exhibition. What was your experience last year? Did you get that? Yes Ma'am.</p>
	P19F	<p>Right from the gate especially on the first day it's so discouraging because there is a lot of disorder on business days. For you to come through, err. That err ... table. You have to go to this one then you move back and go to this one again. They will be taking so much time, yet you would have asked for maybe an hour or so to come so that you go back to work and get someone else coming in. Now you will take so much time by the gate. Then you go in, you know people are not really concerned about the people who are coming in, they are worried about their stands, they are still doing their things. Even for us they</p>



		don't have time to talk to us ... or if they try to talk to you, they will be talking to you whilst trying to do their setting up.
	M2	OK ... so are you saying the description of efficiency and order you did not meet it?
	P19F	On the first day. On the first day it's quite discouraging. You know if you are given 3, 4 days you know on the second day is when I will get what I want so we try to avoid the first day.
	M2	Alright. No, that's fine. Anything else that you experienced last year? Did you get what your expected? What you described as a satisfying experience, is this what you met last year. Yes.
	P21F	In my experience, I came last of last year so when I came last of last year, I was...err... I can't say I was satisfied that there's a ...they have to offer...however there is a lack of career guidance because I am a youth. When you are in school you are very narrow minded because of the environment around you. Know what you are being told by the people around you, by the people at school, by the teachers and other people out there. So, I think in as much as I am looking for something, I am also marketing myself because I am a potential employee, I am a potential entrepreneur the future. So, when I come here, I am not only coming for me, I am looking for someone to see that I am the future.
	M2	OK, all these experiences you are talking about, the experience I am getting is that maybe you were not quite satisfied. Like what she said, she said... I cannot say I was satisfied [ <i>Laughter</i> ] she doesn't want to say I was dissatisfied [ <i>Laughs</i> ]. So, all this experience, how does it influence your intention to come back again or to recommend others. Because of what you experienced last year or last of last year. Does that

		... whether you are going to recommend others to come or whether you are going to come back for the exhibition. Let me start with you.
25m 19s	P19F	I think umm ... the situation forces us to accept what is not right. We now see it as normal that there is disorder on the first day. We kind of expect that disorder because that goes on over the years. So, on the first days you know there will be so much pressure by the gates, you know some stands are not complete. We are accepting the wrong things.
	M2	So...what would you say? How would you tell the next person? Or a potential exhibitor. What would you tell them? Or a potential visitor. What would you tell them?
	P19F	I think I would advise them to go there the following day ... On the second day [ <i>Laughs</i> ] These advise them to go on the second day. Especially if its someone, you know, you don't want that embarrassment. You want them to see the good part and avoid the first day there will be so much pressure by the gates and some stands and no second day ...
	M2	Ok. I will come back to you ... let me ...
	P24F	Last year's Trade Fair was very discouraging because I was at the Women's Affairs stand. That's where I was. We were very over overcrowded. We were too many in our stand. There were too many people [ <i>Participant asked to speak up</i> ] I'm saying we were at the Women Affairs stand. There were too many women there and we had many products there and we were advised that we are there at your own risk and we were not allowed to be there during the week. We were only allowed to be at the stand once on those days. So, I think we need to be offered more stands like maybe because two people per stand or three. I think it's better that way.

	M2	OK. So, you were there as an exhibitor. Did you get a chance to visit other stands?
	P24F	Yes. And other stands.
	M2	So, what was your...view as a visitor now. Not as an exhibitor. What was your view. What was your experience as a visitor?
	P24F	In other stands, the situation these was far much better than our stand. Because there we just few people per stand. At our stand we were crowded, and we were not allowed to sell our products. We were only allowed to sell them on the last day. On the public days.
28m 52s	M2	OK ... Alright. Let me get input from others here.
	P20F	Ok. I just to emphasise on what she was saying. Ah for me it creates a kind of a cycle thing whereby like she said if you tell the next person kuti ah don't go today because there won't be much so it's kind of discouraging to the visitors but also to the exhibitors as well. I think this kind of abnormally, it has been happening for years. Such that even the exhibitors will say ah ... there are not many people so let's no go the first day. Let's go and pitch the first day so that when they come on the second day then we will be done. Now it will be a cycle on both sides. These ones will be saying the first day ah there is no one, and these ones will also be saying the first day people will not come yet this one has bought a ticket and are expecting something. And these ones, mind you they have also paid and then ... ah ... and there are also other costs that they are trying to actually get away from. Remember there is the booking so they will be like ah, why waste money and go there when no one is gonna come. That's what they will say. So, a whole lot needs to be done there.

	M2	<p>Alright. We are still talking about your experience and how that experience affects your decision to come again and your decision to recommend the exhibition to others. What is your input?</p>
	P17F	<p>My input, I think if we stretch it a little bit...if uh...I would say that recommending to a person, I would recommend. It is a very beautiful platform for anyone who wants to grow in business. But then I will tell them that of course there are some show teething problems on the first day. If you are gonna promise that, even as we are talking to you, if you're gonna promise that your gonna improve the way you control the customers you allocate space to exhibit at the Trade Fair; because your customers are not behaving in my opinion some of them. Why must they be allowed to do what they want, pitching on the very day? Are they not given a week? Are they not allowed to come and pitch? Yeah. A week to prepare. And when we are coming here to participate at the show. We want to enjoy; we want to enjoy the fair and we want to enjoy every other exhibit. And we want to come and find those we are expecting to come and find at the show because I am looking for a particular company. For a particular thing. And I don't want to waste my time there really. I really don't want. As suggestion to you that's why I say ... A suggestion that I propose to the Trade Fair if they are allowed. It should be a matter of policy or a management decision. If they are allowed to close up the company that has decided to come on the second day and start pitching. err ... mounting things on their stands, because they were avoiding to come on the very first day. Because I am thinking that you are not just there that the money has come in so they can do whatever they want but you are there to equally keep a standard. I can't go to for the agriculture show there on the</p>

		exhibition day and then I find the companies pitching and what what. I am looking for customers. And when I am looking for customers the place must be well organised and I must have free movement. You know when others are pitching up, doing like you are walking into a supermarket that has got little space. Whether if the aisle space is very limited and you are keeping on bumping on green bar soap. You know it's just like that. It just gives a wrong picture.
	M2	Alright. Thank you for that. I have three hands, let me take those three hands before we move to the next. Yes ...
	P18M	Err ... just to add on to what the lady has said. I think sometimes err ... the exhibitors, I think they are more into just selling their products. Not like forming business partnerships so they just think of, they want to come with their products, they want to sell their products. I don't want the stand, I want us to form a partnership 'cause most of the people I talked to, you just get to the stand they say what do you want I've got this, I've got shoes and this. I want more than that. So, I think that ... I don't know how you can... to talk to your exhibitors that they shouldn't just think of selling that much but think wider.
34m 02s	M2	Alright ... um yes.
	P19F	On the Women's Affairs I was so disappointed. What she is saying is very true they were overcrowded and you'll find two three people manning so many items and the owner of those items is not there I went in all the duration, I never met the person that I really wanted to talk to about the items that were there. And you are asked to write down comments. You try to talk to the person, and they say no, no, no these are not my items, the owner is not here, come tomorrow. Went there the following day, the person was not there. Third day the person was

		not there. Even on public days, I never met the people I wanted to talk to. I think it's a bit unfair to the owners of those items because they need to talk to people. And then they have those contacts. The overcrowding also is discouraging. At times you go there when it's very hot; you go there, you don't want an overcrowded stand. You just move around quickly and move out. Yet you go to other halls you find there is space which is not used. Yet on media you are told that all space has been taken but go to the ground, you find something different.
	M2	Ok. Alright. Yes ... Let me come to you first before I come back to her
	P22F	Would I recommend it to someone? Um ... I would say you would recommend to someone to come to ZITF. But I think those gestures attached to that explanation to come or to convince them ... kuti ah no yeah, you can go to the Trade Fair. But you know when you want to convince someone, when you are telling someone about something you like, even the facial expression shows it - uyabona? The person whom you are talking to, I mean they get ... they want to experience what you experienced 'cause they understand, I don't know they are accompanied by kumbe uya simayila or whatever you are doing 'cause they understand what you are feeling, that wow feeling that wow experience. But when you are talking to someone you would recommend but it's like you are just ... you are just passing through. You are so low. It's not like into ehlabusayo. So, it's still their decision whether they go or not. But I was supposed to convince her if I was satisfied so that they go, they don't think about they just go.
	M2	OK. So, in summary, what I am picking here, we are saying you can be satisfied with the exhibition, you may not be satisfied with the

		exhibition ... radio still recording that advert. Is that what you are saying? Ok, you want to comment?
	P17F	Yes, I wanted to just throw in an opinion about the Women's Affairs issue I don't know whether that will be allowed in our discussion that we sometimes when we become overcrowded, it's because of the space that's involved. That's what I think you got from the Trade Fair that you got that space. Or maybe you were told the number of people to bring and in the end, they were in the excess. Women's Affairs, I am familiar with them. I mean I do have friends there. I know the behaviour of the people. You invite 10, they come times four. Because they tell each other ... there is this, this, this going. It's not like those that have been left out they are not important. They are important but at the moment we are concentrating on this sample. So, it is possible that could have happened and then the space you probably paid for, arranged for, became small. Maybe? It's just an opinion.
38m 46s	M2	That's fine. Maybe without concentrating on the Women Affairs stand, let's look at the global picture of all the halls that were being used. I wanted to move to the err ... next session. We will still come back to these issues. Discussing a section for recommendations. I see even as we discuss that we are picking the experience and recommendations at the same time. But we will summarise those recommendations at the end as well. Now, let me move to this section. {Researcher} are you there [ <i>Inaudibility - participants implored to speak up</i> ] Is there anything that you would want to add on this [ <i>Researcher struggling to hear</i> ] Let me move to this session - just look at this paper [ <i>Passing of show cards</i> ]. As you look at that, you wanted to say something to wind up this last section? You wanted to say something? Your hand was up

	P19F	<p>Yes, I wanted to say, quite interesting and really, we love to come. We still recommend but there are things that really need to be done. Like I said earlier that we end up accepting the wrong things. It becomes the norm and I guess these things can be corrected. And there was a time, there were machines, sewing machines from a company in South Africa. And that company only had only about 2, 3 machines from the beginning and that's where my interest was. But later when the machines came, they were saying they had a huge ... at immigration for them to bring their machine. She said in the beginning that if you communicate well with your exhibitors, they bring their stuff on time so that we don't have these glitches. What if I'm just there for one day so I'll not be able to come back? I will miss the other things. We really want to see everything, right from the first day. This place is so big. You can't see everything in one day. So, you don't see the first things that you want, on the very first day it means you need to keep going back to the same place.</p>
	M2	<p>Alright. No, thank you for that feedback. I am sure that we have taken note of that. Now in the next session that we are going to be, we want to look at err ... Attributes which measure err ... satisfaction with an exhibition. Now in studies that have been carried out around the world, these factors that are seeing on this paper, the quality of the facility, the venue facility and technology, convenience of the exhibition venue and operating hours, attitude of exhibition organisers and exhibitor staff towards visitors, quality of the design and content of the exhibition. All these factors were found to be very influential you know in determining your level of satisfaction around the world. But in Zimbabwe when she carried out the study, she realised that these factors were not significant</p>



		in determining of satisfaction. They did not really affect whether you are going to satisfied or not. And they did not really affect your decision to recommend the exhibition or not. My first question would be, why do you think there would be that difference between Zimbabwe and other countries? <i>[Pause]</i> Yes ...
43m 29s	P20F	I would say they are prone to thing in general like Ma'am said we tend to accept the wrong. Like when I come to a place and I am ill-treated, I am going to come back simply because I need it but not because I want to. Like you said, I would recommend even if there is disorganisation because either way this is the biggest trade event in Bulawayo so I am going to recommend someone to come but that does not mean that I am satisfied or I like it there. But I need to. So, to some extent we just become OK with the wrong instead of correcting.
	M2	So, if we see you coming back here. We should not assume that you are happy <i>[Laughter]</i> Ok, alright. That's fine.
	P19F	I will always come back because there is something that I want, and I know I will get it. How ... how I got into the Trade Fair will not matter much because I want it. If I sit back it means I am not going to get anything. So, I would rather come. That becomes secondary, the treatment. The main thing, my main focus is to <b>go in</b> and see and get what I want. Then that's secondary, how they treated me. Though I will be complaining I will complain moving forward. I don't complain and go back
	M2	Alright, yes ...
	P22F	OK -quite interesting 'cause yeah probably they were not to found to impact overall satisfaction and intention to revisit and recommend - here I get the picture that those guys, if they are dissatisfied, they might

		<p>decide not to go but unlike us. Maybe I also think for us, as for Zimbabwe, we have kind of developed this kind of attitude because we learn to live with what we have. I would cry, I rather cry but I would want to feed my stomach so that's the situation. But however, the question is now, should we really continue like this? It's now becoming more of a culture. Then I think its high time we then develop a kind of a standard 'cause first I met this other Chinese guy. he was asking for directions and then upon talking to him he started complaining and he was so, so furious, and I think or me I get the picture of what he was saying - so clear because he was indicating like I will never come back again. That was the indication from his ... from how the ... the level of err ... dissatisfaction that he got. So, for him it was like I will never come back here. So, unlike us. For us it will be like it's in our country. If I don't attend it, where else will I attend? Where else will I attend a trade fair? Maybe because I can't afford to go to South Africa or any other country. So, I'd rather go to this one which is very much local. Right, and also maybe it all depends on the number of times that you have visited. For us, many of us the ZITF has been our trade fair that we have attended. Some of us have never been exposed to other countries to see the standards there. So, we tend to say OK this is what we have, even though I have complaints, it's a minor thing, right. Unlike for example the Chinese guy that I was talking about. For him he was now comparing with the other shows that he has gone to ... because he has gone out and he has seen some lack of standard. So, for me I have never seen any level of standard, so this is my standard. If I complain about this but I still get there. I think basically that's what I think.</p>
--	--	---

	M2	OK ... um...any other, do you have anything to say?
	P23M	Well, they have been mentioning it. We come also probably because we are loyal.
	M2	Alright. Yes ...
	P17F	<p>...you know I started attending the Trade Fair when I was working for Customs ... 'cause then when ZIMRA came on board that was 2001, I think. And then we were still coming, and we were exhibiting. There was a standard, this as an organisation. You would not be allowed, I mean we would be putting on our uniforms and our epaulettes and the team going to the Trade Fair is the team of girls who will have been identified from the training centre as people who understand particular subjects, because they are going to explain to a client who is. The way you will be putting on your uniform, if you have never ironed your uniform so well you will iron it very well when you are coming to the Trade Fair. Otherwise, it becomes a subject of discipline. They would take disciplinary action. Also, the organisation is at ZITF should acknowledge that, that you allowed your customer to go down in their standard and you are watching them go down, going down. And during those days we were not allowed as part of the exhibiting company to be found eating some funny, funny types of food like buns. You would be given special lunch because you were at the Trade Fair. Yeah. And you would be given eating time so that you could go and be sitting on your desk and expecting customers to come. And where you are not sure you refer them to your superior without mumbling and stumbling. But today you find anything is happening. I, I, I don't take like you are trying to blame the Trade Fair management that they ... but in my opinion we have watched the standards going down. And even, where,</p>

		<p>I am trying to bring in the issue of culture as well. The culture change. A very drastic one. You find during those times those coming from outside Bulawayo, they would not be allowed to be booked in people's homes or in hostels. They would be booked in hotels and accredited lodges because the name of the organisation will be put in disrepute if you were to be found walking out of a hostel. But today even maybe you don't have that control of the exhibitors but that culture of wanting to do anything and setting up anything anywhere, any time and in any way you feel like, it more like infiltrated the standards of the Trade Fair organisation to a great deal that you find err ... err ... now we can't benchmark with another country. A country that is doing well. So, if you are now failing to benchmark with a country doing well, it means you are in the bush and you are going further down. Eh.</p>
	M2	<p>So, in terms of these factors here, why do you think there is a difference between how they influence visitors in other countries and how they influence visitors in Zimbabwe?</p>
	P17F	<p>I basically think that just laxity in the way we have been managing and the way we organise the exhibition, this show, that we have tended to just leave it and say people can do what they want. But there is a recommendation, because as we are discussing, recommendations keep coming up, as a recommendation because as we are discussing recommendations are coming up, as a recommendation I would say Trade Fair as an organisation, as a business, it has to set up a standard in the form of a policy or management and the the exhibitors have to adhere to that. If we are to meet the particular standard, because in the research like she is doing at the moment, to more like to do a comparative analysis, and in the end she is left in a silo because the</p>

		variables coming from where she is researching from, they are not matching anywhere. It's more like an outstanding super kind-a-like research to give the the scientific results at the end.
53m 01s	M2	Ok...Yes...
	P19F	I think as....
	Researcher	Can I follow up on that? Can I follow up on the previous speaker?
	M2	Yes, please go ahead
	Researcher	I noticed that the previous speaker seemed to refer a lot to standards and how the standards were better during the days when there was a perception of the international delegations that would come. Is it fair to summarise what you are saying to say that its linked to the international aspect? If there are internationals, we make an effort if its locals we don't bother OR something else?
	M2	Did you get that?
	P17F	Yes
	M2	Do you want to respond?
	P17F	Yes ... Not quite ... That's not what I'm not saying, that if there are locals we don't bother. What I'm saying is we have watched the standards going down. That's what I am saying. We had the standards and we could have managed to maintain the standards, but however we just left the standards to go down. How? I don't know. But admittedly standards of today they are low.
	M2	Ok...Thank you
	P19F	Err ... I was saying as Zimbabweans maybe we have been hardened because of the situation that we are in. Aw ... you know everything you need to... You find people if we, we you know expensive clothes, well dressed pushing each other, because we want to go in. They cannot

		<p>move off the line and say no, no, no, I cannot push you. Because they want to go in. We are used to that pressure. And also, Zimbabweans we are ... Zimbabwe is a developing country, some of these things you know we are still learning you know. Look at technology. You find that its known that on these days there will be a lot of people but look at the quality of technology that they are using. They are using computers that will go stuck at any moment. Why not get the proper ones that will handle large numbers without freezing. And you find we push even when it is not necessary. Nowadays look at the situation, the example in town. Mealie meal, you find long queues. So many supermarkets will release mealie meal at the same time, but someone will move from this supermarket to the other. Do we really need that? No. But we are just used to that. Some of these ... it's a culture that we are creating for ourselves as a result we don't mind the standards that we are setting</p>
	M2	OK ... Alright err ... yes
	P20F	<p>Well just to build on what the previous speaker said. I think the point is, we need to build. We need to start from somewhere. Because the situation in Zimbabwe is very...is very ... it's very bad. Compared to other places that's why some of these businesses are so... We have been hardened by the situation however we need to build from somewhere to better ourselves because just because its hard doesn't mean it's supposed to be this way. So, what Ma'am says that standards have dropped. They haven't dropped, maybe not entirely due to the situation of the country but it it also might be a cause of the people who have come in or a changeover of people that have been there but the standards have to be there because being organised does not need any finance. You just have to be on time and do things, gather your things</p>

		<p>on time so that we I come in as a visitor, everything is sorted out and there are no delays. I am just asking you to do what you there to do so that I can do what I am here to do? That's why on your question you said why can't we compare between Zimbabwe and other countries. You find that in other countries they don't waste time. They teach their people from a young age to be innovative. You see some documentaries, some TV programmes you see some children building robots what what. We might not be able to afford to have kids building robots but you can teach them to think outside the box such that when you have things like ZITF you don't only have people, not only people but also kids, I mean youngsters coming up with solutions. But we have got youngsters coming up with solutions because that's how we should do it as opposed to one set of people who are supposed to but the whole country.</p>
	M2	<p>Alright, thank you. I will take the last contribution before I move to the next question.</p>
	P17F	<p>{M2}, I think after her, there is something that is coming to my mind.</p>
	M2	<p>OK I will come to you. Yes ...</p>
58m 51s	P22F	<p>Ah ... still building onto what has already been said. I also think, like you mentioned. feel that as Zimbabweans we have developed, or we are still continuing to develop a certain type of an attitude. Right. Because if you look at countries which are very, very important things. But how come it doesn't matter to us? To the point that someone doing her research and all those people showing that we don't mind about this, yet these are very very critical things that we should be concerned about. I think it's also an issue of an attitude for example if I look at one of the issues about the exhibitor staff towards the visitors. You find</p>

		<p>that maybe we are at the office there you just pick one lady to go and exhibit. We haven't even trained them, we haven't even conscientised them about what exactly they will be doing there err ... err ... saying whatever about the company at the stand. So, at the end of the day she will display whatever kind of an attitude. Or she has volunteered to go there. She is hungry. Because she knows that if you go out lunch is going to be bought for you but whatever happens is none of her business or she just wants to be there but the reasons behind are not as what you are you are thinking. So, it goes back again to affecting the visitor. So maybe rather, again on the err ... to just give a recommendation. I think also err ... err ... we need to keep building our standards. We also need to conscientise the exhibitors as well so that as they are registering and all that we lay down rules, what is expected of you in terms of you presenting your products to the visitors and the attitude that we are expecting, in terms of technology, in terms of everything that she {Researcher} has mentioned here. So, we need to actually raise our standards. That's also my recommendation.</p>
	M2	<p>So, ... before I come to you, at the moment, what we are saying is, yes, the difference we seem to have, like she said, we seem to have normalised the abnormal. We seem to have no choice err ... whatever experience we are having, we are still saying we are going to come back, we are going to recommend. Is that a fair summary of what we are saying? OK. You want to summarise something on that?</p>
	P17F	<p>Err ... it's just come to my mind, err ... err ... this on the introduction she gave to us that it's used for a PhD study, so I was thinking. So, I was wanting to contribute or ask {the Researcher}, kuti how does she view the culture change, the impact of culture change on the</p>



		<p>performance of Trade Fair show, and particularly in Zimbabwe. And that the culture change has impacted on her findings that it's becoming a bit difficult to compare with the other countries. How will she manage that? And also, that is she in a position, can she access information err ... confirming the financial position of the exhibitors. Because we have so many people who are in business. Because if we are gonna say that anyone should be able to come to the Trade Fair, I don't think we can improve our position. But if we say anyone should be able to come to the Trade Fair and exhibit. But this is the level of financing we are expecting from an exhibitor. That then maybe we will close out many who are not able to really come.</p>
1h 03m	M2	<p>So {Researcher}, I think in the last group, the issues of umm disabilities came up which were not really part of your study. Something that is coming up here, the issue of culture. Maybe I will not give you an opportunity to say now because maybe you want to digest it and see how it fits. But what I can say is we are more interested in the <b>experience</b> of the visitor. Yes, the exhibitors have an influence on the experience, but we are interested in the <b>visitor</b> so that's why we are saying what is your experience as an exhibitor, but we get more information is we speak more from a visitor's point of view. You are here, you are visiting. What do you expect to see? What do you expect to experience? How does that affect your experience and how does that affect you either as an exhibitor as a visitor, so what I will say, related to what we have been discussing, what would you use as a good dimension or attribute to measure your satisfaction with an exhibition. What attributes would you use to say this is a satisfying exhibition. Maybe just three of them. Just think of three attributes that you would</p>

		use as a good measure of a satisfying exhibition. Then maybe give us more information on those attributes. maybe that will also help us err ... help the visitors, help the organisers and help the exhibitors. Ok, who wants to shoot first? {P18M}?
	P18M	Ok, I'll be using the points that I gave. So, in terms of technology, I think as Zimbabwe we are lacking in the use of proper technology. 'Cause let's take for example the Econet stand. When you get there, you see big screens you know a lot of equipment there. I want to see that at each and every stand. Not to say maybe that advanced but just something to show that is an improvement from the last edition of the trade fair
	M2	OK. So, your first attribute is to see technology. OK, your next two
	P18M	Emmm ... the operating hours. Err ... usually you know that maybe between the hours of err ... 11 and 3 its usually hot. It's usually hot and when you are walking around in these stands you get tired a lot. So, I am not sure how that can be corrected. I don't know what ... maybe they can, the, the, exhibitors can be working at maybe say 8 to ... what time does it open? Say 8 to around 11/12 there there is a lot of activity. Then maybe they can also continue their activities from half 3 maybe to around 7 there. I don't know how they can be done.
	M2	Err... {P18M}, I think you have been poisoned by...[laughter] just be open and say. What do you want as a visitor, what do you think? What three attributes do you want to see for you to be satisfied with the next show. You said you want to see technology.
	P18M	I also want to see well-informed exhibitors.

	M2	You want to see well-informed exhibitors.
	P18M	I want to know what they are selling and not just that but their entire business so that I know exactly how to form relationships whether it is product o....
	M2	OK ... third one?
	P18M	Third one... err... well I'll just say efficiency in the whole organisers and exhibitors and visitors. Not to be told to say come tomorrow, or this and that you know delays and all that.
1h 08m	M2	He! Now I am talking to you [ <i>laughter</i> ]. Right.
	M2	Err, yes Ma'am.
	P19F	Well, we had said that when I come, I say you need fast, efficient technology that will not keep us long on the queues. To get prompt information. At times I get into the hall then you know somebody is struggling to explain. If you get prompt information, then you decide there and there whether I need more, or I can move on. Right. You need a pleasant environment. It must be clean, well ventilated and pleasant staff who know what they are selling and why they are there.
	M2	Ok ... She ended up coming to her top 4. That's ok [ <i>laughter</i> ].
	P21F	I have a number of things. The first thing is that I am all about youth because I am a youth. Ok so, I realise that there are halls that that are usually there for business uses and presentations and what. So, I was...I want to ask that can't there be such halls, for ... specifically for maybe ... people our age ... When you get there to a stand you want an informed exhibitor so I need to know how to be an informed exhibitor generally. And at the same time, she mentioned that sometimes ... counsellors and actually she has no idea ... at the end of the day as a visitor I am unsatisfied because you gave me a person with no

		<p>experience, no training whatsoever so I, I think it would be really nice to have a hall ... specifically for youth who are interested in learning how to exhibit, how to have customer care. And then err ... also I would recommend that, I don't know how maybe visitors come in and what but emm ... there should be emm ... an exhibitor who can accommodate a youth who is interested in ... I am there for a reason. I have seen something that is for me there so let there be a person who is able to explain to me as a person who is interested in the ... as well as a person ... who is interested in buying will be satisfied Right. Then the 3 things I would like to experience ... educational. I should come out of there going to talk about ... ZITF don't to just buy and sell your things. You also get there, and you get more information to enlarge your scope and your business somehow. And I also expect organisations ... like let's say ... when you get there, you don't know where to go. when you get there you spend a lot of time trying to get in such by the time you get in you are tired and you really want to just get things done and not exactly very interested in what you what you doing anymore. And also, production, you want to go there and ... you want to advertise your business, create connections and network and so forth.</p>
	M2	Ok ... Alright ... thank you. Yes ...
	P17F	<p>The first one is on turnaround times to access service number 1. I think that will solve the problems of the first day, the first day efficiency. Number two product knowledge. Exhibitors must know the product they are exhibiting ...otherwise ...it's a waste of time to come to the Trade Fair and the third one is presentation of ... halls. I emm ... emm... am not for the people who come and start pitching, sorting out their</p>

		stands on the very day of starting. It's the day of business and let's do business.
	M2	Ok...Thank you. Emmm ... your top 3?
1h 14m	P23M	Ok, I will start maybe since err ... it's the international Trade Fair wish to see the international standards being matched in the local community or the nation. Then I will also say, I will second the transformative err ... ZITF. I think building on what she said on being educational and so forth. And then efficiency has been mentioned, quality of service has been mentioned. And then I will also say maybe I don't know how, if was possible I would propose maybe the orientation of exhibitors before. So that that when they come on the day of ZITF the standards we have been mentioned before will be there.
	M2	Ok ... alright ... let's move to you.
	P20F	I just want to add onto what he has just said about the orientation of ama exhibitors. Like usually they will be saying...so maybe to invite those core people and maybe train them. So that would bring in my form of attitude. Err...and also again I was just reading somewhere. I think as Zimbabweans we also need to know the reasons why we go for exhibitions right especially the exhibitors. Most of us we think it is for me to get clients there and then. But from my understanding, we exhibit so that we create relations. Of course you might sell if you have got product that can be sold there and there, but the major thing is you need to create relations because there you are there to do advertising that ah, at our company we do A, B, C, D and then you give your card, that's why you should have your cards, so that when you get back you can now do your follow up. This is a platform for you to create those relations but the more that we come to just sell. I am in my

		matemba business, I am just looking for customers who are just going to buy there and there. I end up missing the part of maybe creating relations. But that is, that can be created when you train people to have the right attitude. And then on the operating hours I think maybe something needs to be done. Look at the business days, I will be at my workplace there, but I want to come but then there are things that I would really love to see. Can't there be an extension because here they close at 5 but that's the time that I also close at work and it means I won't be able to attend. And the only day that I am able to come is the Saturday then there will be ... and now I want to come for business ... so that means now, it means I will end up doing what she said of maybe just allocating an hour but then it's just not enough. Then if I am going to meet somebody with a certain attitude, the whole thing is messed up.
1h 16m	M2	OK ...
	P20F	And also, something I think was mentioned on an international and also a local level as well, we also need to put a variety of industries. Right. Now then there will also like something that she also talked about when she was talking of maybe in terms of financial ability now. If we are going to be saying we want to accept people who are going to be at this financial level now, for me, some guys a still growing, 'cause we need a variety of industries coming in. Now it would mean that those guys who are already up there, like the Econet ones, they are the ones who are gonna come because they have got the technology, they have got the finances. Now there is me who is still growing but I also want to be visible. Now I don't know if then it balances there. Think that's what I want to say.
	M2	Ok ... anything else? Just an addition before I move to the next yes...

	P22F	Just a...standards. I think the point of putting standards is that when exhibitors come to register, they are supposed to be told that here at ZITF this is what is expected of you because of ABCD. I think that is necessary.
	M2	Alright. Yes ...
	P17F	Um ... maybe I should respond what she said about small scale. Small scale...but maybe they don't have financial strength as an individual but then they need to be more like a consortium or form and alliance with the others to take on the others. Because if we allow everyone and anyone to come even when they are not able to make the standard, there is no way we can have the standards that we expect - and we keep on going down. But there is a point that I think she was suggesting an idea of ... which I am thinking that Trade Fair they can take up and decide who is going to take up that responsibility. She was talking about that during Trade Fair. Let's have, whether it's a hall or it's a stand where that is particularly not as the Ministry of Youth as such but more like career guidance for the youth. And who the is responsible for that, the exhibitors who come who are explaining their own things. But this one is more of like a social responsibility, the way I understand it. You could want to take it as social responsibility and some form of corporate responsibility because you in in partnership with the youth that are already there who are excited, who want to be part of this thing. And when you partner with them in that career guidance or in anything that they will suggest to you that they want to see at the stand, I think it will just fly out like that and influence the others err ... trade fair exhibitions.
1h 19m	M2	Thank you. Just so that we don't leave anything hidden. Is there anything that will make you <b>not</b> come back for an exhibition or

		anything that will make you not recommend somebody to come to an exhibition?
	P17F	Yes, me I have. I have been coming because of the culture we were talking about - we want things. But given that there is a choice, I will not come. Why, because of the queues? I accept queues but I don't want to queue unnecessarily. That's my standard. I also I would not come if there was a choice because of the presentation of the halls, trading halls. I don't want to come to a house that is haphazard, finding shoes there and there. People had, must have a particular period of time to set up their stands and on the very day of business it's to be up.
	M2	Yes ...
	P18M	I think just to add on to what Ma'am said there. The presentation of the halls. It shouldn't be the same all year every year. There should be some change there. Improve on that presentation and all
	M2	Anything that will make you not recommend or not come back?
	P17F	Before I ... <i>[Laughs]</i> And the quality of exhibitors as well, if I had a choice I would not come back. Because of the quality of exhibitors
	M2	I realise in all your points you are saying if I had a choice, and you are saying you would still come back because there is no choice
	P17F	There is no choice, yes ... it's not because I am satisfied. I don't have a choice. That's why I am coming. And there is only one Trade Fair – yeah.
	M2	Ok. Yes. Anything? Yes.
	P24F	I want to add on the issue of at the gate. There are too many ... there are long queues and I don't want to come back for an overcrowded stand like that one -... I think we need to have a stand with two or three people only



	M2	Ok. Alright. Yes ...
1h 22m	P22F	I don't know how to put it but err ...confusion earlier on the name tags. Last time I came here someone was complaining about the name tags. The way their name was spelt it meant something different when it was written she is a visitor when she is an exhibitor, that confusion. So, I wouldn't want to come to a place like that where they don't care about the way my name is written. I am very particular about the way my name is written. I will have provided all the information; everything is there why would someone make that mistake and cause frustration.
	M2	Yes, last two ...
	P19F	Exhibitions where there is no information, you find things are displaced. It's unfortunate that we are giving the Ministry of Women affairs stand as an example yet there could be others that are there. You know you want information, but you can't get. When we talk of recommendations, we will recommend how best maybe it can be done. But if you fail to get that information next time you don't feel like you know, why should I go there? You just put it at the back of your head. Unless if you <b>really, really</b> have to. Then we are <b>forced</b> to come to the Trade Fair.
	M2	Ok.
1h 24m	P20F	For me I would ... something that really affects me, the issue of queues again, yes. Maybe if as a recommendation, yes. Last year there was e-registration at the Trade Fair. I don't know if they can advertise more on that so that everyone gets to know about this e-registration. So that maybe at least if 3/4 of the people are to do e-registration then only those few who can't; then maybe that will also help lessen the queues.

	M2	<p>OK. Alright err ... also something interesting, we were talking about the findings that she found last year, right. Apart from these factors being not so significant in influencing your satisfaction and behaviour, she also picked that um ... one of the measures being used to measure the success of an exhibition are the statistics of attendance - how many exhibitors, how many stands have been taken up, how many visitors you know ... people describe an exhibition as bigger and better because of attendance. My question would be, won't that influence, would those statistics influence your decision to come back or your decision to recommend to somebody? Just knowing that there are so many exhibitors or so many visitors, the event is bigger because of many visitors. Does that influence your decision to come for an exhibition? And if not, what would you use as a better measure of success of an exhibition?</p>
	P20F	<p>OK. I think depending upon your marketing, right now, now that I have come here, I know, I am aware of what goes on. Statistics of attendance somehow does not mean anything to me because I might have have a very productionless day where you see just a bunch of crowded people in one area and then people just went away. So, if we can require things like to get feedback from the exhibitors and the visitors like what did you get this year? In such a case the exhibitor could say business bad, I was frustrated. The visitor could say ah, I was just walking around. People were there but nothing happened.</p>
	M2	<p>Alright ... any ... yes Sir.</p>
	P19F	<p>Yes. In a way those figures will keep attracting people. Because you will be asking yourself, what is it that keeps drawing these people there. Maybe there is something new, let me go and see, then you go and see.</p>

	M2	Alrighty.
	P17F	<p>Ah, ah... I wouldn't really use the number of people who attended...err to ascertain the success of the show. I would actually look at your objective, the objective of the show. What was the objective of that show, what were the targets following the objectives and if that target, the objective of the show when you were ... was met and the target equally was met and exceeded, then I would say that the show was a success. And that number of people that were there, I would probably use it relatively, to say that they are going there because there is this business, that's why the targets were met, and the objectives were met. And err. In my opinion, err ... if I am to say that the show was a success, we say for example that you had a financial target as an organisation, as the Trade Fair, you have a financial target that you want to meet and you have 20,000 people and you find that probably have one million USD and you have had 20,000 exhibitors and from those 20,000 exhibitors, maybe about 50 percent of them have.. helped you to meet your one million or let's use a scenario, where there were 20,000 but all the same your financial target was not met. I wouldn't say that show was a success. Because it's a loss. But if you managed to meet the one million. So, I am saying that to assess the success of the show, set out clear variables, map out SMART objectives and SMART measures as well. If we were to put them in metrics, to say that from this variable, we want to measure it with this figure, and with this reduction in incidents and this, in terms of whatever you want to use. But you should be able, after the show, to have met your objective and also the measures. If it's not it means the show is not a success, not necessarily that so many people came. But so, what if they came.</p>

1h 29m	M2	OK ... any other?
	P19F	Er ... I still go back to those numbers. To me those numbers are good because it's not only ZITF that is going to gain from the entrance but the exhibitors. You have some canteens inside. You have ice creams, so many things outside. So many people scattered around, people are bound to eat because going out means when you come back you need to pay again on the public days. Your ticket is gone. So, you can't come back so somehow you are forced to eat something especially when you bring kids. So, you know you have kids, so you are going to use a lot of money inside. And you are going to buy certain things. Go to the agriculture side there, they are selling per bird. You know when I go there, I am going to get a bird so you will be carrying some money, you want to buy something. You know people who come here, the exhibitors, they are carrying their best and you will get the best price in here.
	M2	So, will you say the numbers still matter - even on business days.
	P19F	The numbers <b>matter</b> . Yes, they matter, <b>a lot</b> .
	M2	Even on business days.
	P19F	Yes. They matter a lot because people will be seeing your products and you make a lot of contacts, people who will do business with you after the show.
	M2	Ok. So emm ... just to, to make sure that we understand this. From the other contributions I could pick that the focus should be more from the feedback that comes from clients and also the objective, how the objective of the exhibition has been met. Can we err ... errr or let me ask this. Is satisfaction of the visitors, err ... could it be a better measure of a success of the exhibition when you compare it with statistics?

	P17F	From a qualitative point of view yes. It would. But if you want to investigate it more, from a quantitative point of view it may not be. Yeah.
	M2	So, visitors may be satisfied ...
	P17F	Yes. But not really meeting what you will have targeted. That's basically the argument.
	M2	So, which means exhibitors and visitors have different objectives ...
	P17F	Yes of course. But alright, somewhere they meet somewhere. Because one day I will be an exhibitor as well. I am taking a leaf from those exhibitors because I am looking for business opportunities.
	M2	So, what would you say is a fair measure of a successful exhibition from a visitor's point of view? You talked about financial err ... err ... Achievements. Do visitors have the same objective of finance? What would be the measure of success from a visitor's point of view.
1h 32m	P17F	Oh, from a visitor's point of view. Oh, my measure of success of the show like I said the turnaround time for getting into the show. That is my measure of success presentation as well. The trading hall is a measure of successful event. And the product knowledge and the quality of the exhibitors.
	M2	Alright, next contribution.
	P20F	Err ... Ok, the major output I think numbers matter but in a distinct way on both business and public days. On business days you might say it was successful because there were a lot of people that came say than last year. The numbers increased but then on the exhibitors' side, how much did the exhibitors benefit from all of those visitors who came. So, it might not be a success as Ma'am said, it might not be a success on the exhibitors' side depending on the business that they did but for

		<p>visitors it will have maybe been a success. And then on public days the numbers matter a lot in that the more the people, the more the income because people are going to buy, people are going to sell but mostly buy because people come with kids and the more you are, the more you are going to buy tickets and you can't go anywhere you are going to eat from there. So, I think when it comes to measuring what really is best it takes in the number of factors not just one factor. There are a number of things that are supposed to be put in place err ... then we have contribution for all.</p>
	M2	<p>Alright. Yes. Like what?</p>
	P20F	<p>Maybe I would say it depends on which perspective we are looking at in terms of numbers. So, for example, as a business if there are many people who are exhibiting for me it would mean a variety of business networks for me. Right, so for me, numbers there would count. Right. Err ... err ... again when you talk the measuring of err success of an exhibition, for me if I am visiting as a businessperson and I get to network with the right people that I was expecting to meet, right. For me it a success. Even though maybe I might have been frustrated by the queues and the signage was poor and all those but the core of my visit for me ... maybe I had certain people I wanted to meet like I knew that I would never get an opportunity to actually visit them, maybe to go to Harare and visit their company. So, if they were to come here, I somehow get to meet ... maybe they came with their marketing person or the director is there, and I get to meet and talk to them. For me it's a success.</p>

1h 36m	M2	<p>Alright. Emm ... I know we have been giving recommendations as we discuss. Right from the first question I could see recommendations coming in. Emm ... So, we are now at a stage where we just want to sum up. Because at the end of the day, this study is meant to improve your experience as a visitor to improve your performance as exhibitors. Would you recommend. What would be your recommendation - the organisers of these exhibitions and the exhibitors. I know it will be a summary of what we have been saying. I'll give everybody a chance. Just a minute or half a minute just to summarise your recommendations to exhibitors and your recommendations to the organisers of the exhibitions. Where do I start? Let me start.</p>
	Researcher	<p>Emm ... Excuse me, if we could, I know there's a lot of recommendations that could possibly come through but if we could just focus specifically on ones that will, that will affect the quality of your future visiting experiences. We want the the quality of the experience. The ones that will affect the quality of your experience when you visit in future.</p>
	M2	<p>So, you got that one? The recommendations that will help, you know to improve your experience and even improve your, your, your intention to come back, intention to recommend. Those are the specific recommendations both for the exhibitors and the organisers. What should we stop doing, what should we continue doing? What should we improve? Right! yes ... let me start here. Just err ... half a minute. or one or two.</p>
	P24F	<p>Ok ... I think the ... provide well trained and informed exhibitors.</p>
	M2	<p>Alright, thank you. Next.</p>

	M2	<i>[Researcher asks participant to repeat because sound was bad]</i> Ok. Do you want to come up again?
	P24F	I was saying in the administration of the ZITF, I think we should train and provide the ZITF with well-trained and informative exhibitors.
	M2	OK, next.
1h 39m	P22F	Emm ... I spoke about the order at the registration or things to do with material which is printed. I think err ... you have got people who are coming or leaving. I think there should be emm ... someone to ... if that material has been provided there must be someone who is supposed to check on facts and all that so that when things are printed, they come out correctly. You don't expect such a mistake for a big organisation as ZITF. So, there must be someone who is coming to supervise and to proofread or something like that before the actual tickets that are supposed to be printed and offered to people.
	M2	OK, thank you. Next.
	P19F	Err ... Improve on time spent on registration, friendly staff who will smile even under pressure, not harassing visitors. Broadcast so that we have even more people coming because with the numbers, to me numbers are very important to both the visitor and the exhibitor. You know, you have some who will be forced to part with money when they would have not planned to. We still want that money. We exhibit because we want money. We visit because we want more contacts, more partners in business and learn a lot and keep informed. I think it will attract us even more if we have that clean environment.
1h 40m	M2	Anything for exhibitors?
	P19F	For exhibitors there must be knowledgeable. They, they sell their products well. Know how to sell their products.



	P18M	Well the first recommendation is organizers and exhibitors they should actually meet and agree on standards; that's the first. Then the second one, maybe there can be a change in the layout within the hall. It can't be the same year after year. We need to bring in something new. Then the third one, we are in the digital age and technology - every time, every day there is something new in terms of technology try to make use of it as exhibitors and organisers at the Trade Fair. And as well in terms of well-informed exhibitors.
	M2	Ok. Next.
	P20F	OK. ZITF we have talked about standards. Right, laid down standards of what they are expecting exhibitors to do ... err ... As well as orient exhibitors themselves. And also, to improve on e-registration we actually need more advertising on that front so that there are no queues actually register online. And then for the exhibitors, what they are trained or what they are oriented in, they should also orient their own staff so they become knowledgeable ... and err also another thing to bring the decent tools - I don't know if it's the right word - the fliers, the business cards and all that. That will also help when creating networks.
	M2	Ok. Thank you. Next.
	P21F	OK, I would ... first of all I would advise that ZITF takes the recommendations seriously [ <i>laughter</i> ] Because some issues seem minor, but they are the cause of some major things that come about, like. So, like for what everything that they have said basically sums what I think is important for the companies that are there at the ZITF. And also, I would recommend that they use the youth in these things. Like it is not about having to pay someone, but it is about telling me to

		come and attend. You are not doing anything, you've finished high school, you are waiting for results you are just sitting at home we are looking for your help. Besides helping you do something I am benefitting because I am learning. I am networking also such that when I reach the age, I am very able to fit in because of that.
	M2	Ok. Alright. Thank you. Next.
	P17F	I think most of the things have been said and err ... then the other thing that I have, that as err ... organisers of the show, I think you've got to engage exhibitors and tidy up on the stands yeah, if we were to do. And also, the issue of err ... that maybe for her {Researcher} studies that she could pop in the demographics and the impact of demography or the the demographics on the standards of the performance of the show or on the success of the show. Like she {P21F} is rightly coming through forcibly that please consider us. Whoever, maybe you are gonna look for someone to sponsor that or, or maybe you gonna do it yourself, but we want exactly what she is saying. I think its gonna improve the quality of the event.
	M2	OK, thank you. Yes ...
	P23M	Ok err ... besides what has already been mentioned I will touch on the preparedness of all the exhibitors. And then besides the fact that there will be many people, I think it should be said there should be value for each person who comes I mean the issue of set standards I think has already been mentioned.
1h 45m	M2	OK. Alright, thank you very much. We have been talking about your experience with exhibitions, your satisfaction, factors which affect your experience and satisfaction, the definition of a successful exhibition, and your recommendations to exhibitors and to organisers.

		Is there anything that you would want to say concerning this whole issue that we have discussed. One, two thank you. Err ... three. Just make it brief our time is up here.
	P22F?	OK I just thought of something now after I had given my contribution, the ZITF Company should find other ways of advertising the registration prior to it being done in April because when you hear people they will tell you they didn't know about... no TV no radio because we do not have electricity for the better part of the day so even if it's an advert on TV during the day, people don't see it. If there is electricity, probably people have alternatives which they view, and they don't watch ZTV so I think they should look for other platforms to advertise the exhibition so that it's not confined to ZTV.
	M2	Ok. Thank you. Next.
	P19F	OK. I also had err ... err ... a proposal before I say my point [ <i>Inaudible. Researcher requests participant to speak up</i> ].
	M2	Yeah, she is talking about digital maps.
	P19F	I can imagine entering the gate, you know we just like go blindly ukuthi where is Hall 4, where is this hall? Now if have that big map you know as you enter, you know you are using this street, which direction to go. And even inside the hall, we don't want everything, at times we may have limited time. I am looking for err ... a certain exhibitor in that hall and where to find it. We cause unnecessary traffic, moving all over trying to locate that. So, I think a digital map we can get something like that. I know with technology anything is possible. And about this discussion, I am so happy. I don't even know how I was picked but I consider myself lucky. Thank you so much for affording me this opportunity. err ... I am not in this area exactly but somehow it has

		helped ... it came right on time when I needed it. I have learnt a lot. Thank you so much.
	M2	Thank you very much. Yes ...
1h 48m	P20F	Just a...that's what I wanted to say, I appreciate the time people do their research and we never get to hear about the feedback. Need to appreciate this. And it has been an eye opener. Tomorrow I am going to exhibit, tomorrow I am going to visit again so I know these are things we would need to look into. It's not only gonna end here because I am also going to tell my neighbour that you know what? We were once in a discussion where a, b, c, d was discussed so I think to consider this. Because I have also seen this in my company, we need to focus on a, b, c, d, because this is impacting visitors when they come. So, I really appreciate. And, most importantly just she said. It is just as good <b>if</b> these recommendations are going to be taken so very seriously because normally, we have got a tendency of coming together and doing all these sorts of protocols and discussions and then it ends there. So, if we can see results, even if means us seeing the publication and after two, three years to see a follow up on the research that was done.
	M2	We have come to the end of the discussion [ <i>closing words and hand over to Researcher</i> ].
	Researcher	... [ <i>Thanking participants</i> ] My takeaway from the discussion is that there is need for us to look at culture, the study wasn't spec'd around culture at all so since it has come up, it's definitely something that I will include and also include it as an area for future research so it's been great in terms of input on the recommendations. [ <i>Closing remarks and thanks</i> ].

**Table A4.5: Focus Group 05**

<b>Event:</b>		<b>Focus Group 05</b>
<b>Date:</b>		<b>31 January 2020</b>
<b>Time:</b>		<b>0900 -1100hrs</b>
<b>Facilitators:</b>		<b>2</b>
<b>Participants:</b>		<b>6 (6 Male, 0 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
	M3	<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
	M3	<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
9m 26s	M3	<i>[Reads question 1 verbatim] What word or phrase comes to mind? Anyone to take it.</i>

P25M-

*[Participant introduces himself as being a participant in the tourism sector]* From the question which {Researcher} has just put upon us, I think from what I saw from my own side, we have been doing repeated mistakes from my side. For example, of Sanganai. Sanganai exhibition was actually a repetitive of a lost thing, in terms of the real reason the exhibition were being re-introduced. For once they were shut down - because if something shut down my mind though it failed so you have to look for another way to do it and then re-open. So, the exhibition stands in themselves, there was no particularly strategic reason to say alright this is what we are trying to portray to our customers ... especially the incoming and even the way they were inviting it's more like we were begging - not our product actually selling itself to the people. Err ... 'cause so many things were for free, hotels were for free, transportation for free ... ah ... we were more like begging and not actually WOW our product is what, selling and even on our stands you can tell that the people who were coming to buy they were not even taking, few of them were taking time to say, alright, this is your business which we have been called for I am interested in this one. So, for most of them it's more like a holiday and they wish they would just come and go ... .so for my own sake that was the most part especially for Sanganai. ZITF is still maintaining its core values but again I think err they have lost that ... when were still young, in the 90s when you would hear about ZITF, err ... their marketing was on point. From umuntu oseShangani - just peripheries on Bulawayo, hanti, they know. Ukuthi babekwenza njani I might be lying because I was young but currently right now, when ZITF happens, again it's

		<p>for the rich and err ... medium and those who are close to these guys who I am talking about. But for the local people abeTshabalala, even Lobhengula close by right, ZITF was from the miner up to those people so it made sense and business for everyone. For me I cannot know how or what happened again in terms of our exhibition. If our planning or marketing or <i>[Inaudible]</i>... and then Mine Entra has been only personalised for those people who are into mining. Err ... but something when its marketed, it's put in Bulawayo or our exhibition is at the forefront but the way they are doing their exhibition, its only for the mines. What about those who are not in the mines and other people who don't have access to people like you and us who are meeting new people daily. So their exhibitions again I can tell you, internationally I can guarantee you it can never be a WOW to that person in Texas or in Dubai who wants to come and do mining s and then same as WASHen ... now one and the same repeated thing which is exchanging and the timeline.</p>
	M3	<p>Ok {P25M} - so what I am hearing is that err... for you, for an exhibition to be satisfying you need new things? Am I getting you well there?</p>
	P25M	<p>Definitely. You know we have to change. Today we are in a meeting via Skype. But this is where the world is going. If you cannot give them, so rather keep them there not to bring them here, we can even show them virtually that this what Zimbabwe has. If they really want us they will come. So, imagine that WOW taking us forward, we have gone virtual, we have gone that way. So, for</p>

		me it's not all about numbers, exhibitions are still very much old school.
14m 57s	M3	Thank you very much {P25M} Anyone else to take it a word which comes to your mind for you to consider an exhibition satisfying. One word or a phrase which comes to mind for you to consider that an exhibition satisfying.
	P26M	<i>[Participant is from transport logistics sector]</i> Ever since I've come here, I have discovered that it's a norm for people to just come for {inaudible} culture, not really for business. A product should be marketed in order to create profit. Well just imagine Trade Fair just been marketing it to fill up the halls of which it is bad. Zimbabwe is a good country, with educated people, with all the resources, why don't we benefit from it? But instead, people are benefitting from us. we are busy taking them from places, bringing them here. Giving them things for free. Why are we giving them things for free? Why should we not make profits? Why are we giving everything for free? Em ... we need to have a corner, when we get to the Trade Fair, we need to have a corner where people will be directing people to places. It's not good to go by the gate, you ask a certain security, they direct you from the gate. But at the other corner, you need someone who is wearing something which reflects that he is an usher or welcoming people and directing people. Security people they will be busy doing their duties ... <i>[inaudible]</i> ... there to direct us for security reasons. Where are those people who can be directing people? Have you ever seen them? So, we need those people to be on ground - every corner so that I will not also ask the wrong person. There are also comnen in



the Trade Fair. He can con you. He can direct me to the wrong place ... I will be having my belongings, special ones. For instance, I asked about mining sector. Where can I get it. They can try to make sure that they put me in a corner. That's why we have some situations whereby you hear ah ... so and so lost his things at the Trade Fair. Then our cars, we need people who can secure our cars and we need to improve parking. You know for example I parked my car that side sometime and it took me two hours for me to get out of that place because there were cars all over and my car was in between. Can you just imagine I was rushing for my client in town? Why don't we improve our parking? Then another thing, let this Trade Fair not be a traditional thing. Introduce new things every time. That's what I think. And fifthly, err ... make sure that even um ... those who come with err ... the Presidium hierarchy, they should harass, I mean they should not harass our customers. Of course, they are our fathers, of course we appreciate that. They need security but why they should harass people in the Trade Fair? Why should they push us? I'll be concentrated on business in my mind. I am not concentrated on those [*Inaudible*] but they push me. We are on our way - it's also my way. So, not ... we don't need to see police officers all over harassing people when the Presidium comes. We want other people who are not like err ... police officers who are cheeky. Why don't we recruit our own people, then teach them, they talk to our exhibitors nicely, Now the President is now on his way, mind. We can be informed at least 5 metres before. At least you should say that the President passing, mind. That's my view. Thank you

	M3	So, a single word which err ... would describe for you a satisfying experience. You talked about issues of safety, you talked also of the need for new things, on issues of freedom you need freedom not to be harassed around. What word or phrase would describe for you a satisfying exhibition experience, just one word? Or a phrase.
	P26M	Customer care.
	M3	Customer care. Thank you. Customer care. Yes ...
20m 51s	P27M	I have a few questions but before, you talked about improving the parking lot. Err. sometime last year we went to NUST where there was a research expo something like that. There was a student who came up with a ... I don't know what she called it ... but it's a, some form of a programme eyama parking lots whereby there is a controlled parking area which means when you park your car, its linked to your phone, it's like application. When you are at the gate you can see there is a parking bay. they number all the parking lots and from the gate you can see there is a chart, computerised network screen. parking lot number 52 is free. You go there. The moment you park your car there is a tracker already so when you are in the ZITF you simply say find my car. Iyakutshengisa the whole way back to the parking lot. I think ZITF can consult such people. Maybe some time lapho abayalungisa khona a controlled parking area. That way maybe it will be easier to find your car ungapaka.
	M3	OK. So, a single word for you which will describe a satisfying experience. One word.

	P27M	<p>Maybe after I ask my question, but I think my word is maybe progress something. 'Cause the reason is em ... for the past years I wasn't coming during the business days because I am still a student. For now, I am now a student with the Bulawayo Polytechnic - so I saw em ... students, I think it's from NUST again. They made a prototype eye platinum processing plant and that was year before last year. Here at ZITF. I saw it in the newspaper, I wasn't here and it was like err ... they were promised maybe ukuthi ba fayinenswe because we were told ukuthi Zimbabwe is taking platinum out of the country, I don't know about that, I was just reading the newspaper. They were promised ukuthi maybe they would be financed ukwenza those things ukuthi Zimbabwe improve our own industry that, that, that, that. So, I think for iTrade Fair, kungenzakala njalo this year, next year siyabesifuna maybe an update on so far sokwenzakaleni? Are those guys doing anything about it kukhanye ukuthi there is progress in the country. That's why ngithe maybe progress. That's how I would describe a satisfying exhibition.</p>
	M3	<p>Thank you {P27M}, ...progress. For you Sir, one word to describe a satisfying exhibition. One word.</p>
23m 33s	P28M	<p><i>[Introduces himself]</i> I would have loved maybe to say some few words but now that maybe you have said one word err ... but now that you have restricted me to just a one word. I would say err... customer benefit. Maybe I would love to just elaborate a little bit 'cause I am from operating from the security sector so if err ... somebody gets what he is expecting in an exhibition, that person,</p>

		that benefit he or she would have received from that particular company and that's it. That's a satisfactory err ... exhibition.
	M3	Customer benefit?
	P28M	Yes.
	M3	Alright. Thank you, Sir.
	P29M	[ <i>introduces himself</i> ] So I was here last year for ZITF ... so the fact that I can see for a good exhibition is interactive and friendly.
	M3	Interactive and friendly.
	P29M	Yes...I think its best and better for those who are exhibiting to have a very interactive and friendly environment with those that are exhibiting that's why something...interactive...[ <i>inaudible</i> ] a very good exhibition.
	M3	Thank you {P29M}.
	P30M	[ <i>Participant introduces himself</i> ] My concern is creativity. Over the years, we have been found ... ZITF has been found wanting perhaps where creativity is concerned both in the internal spaces as well as the exterior like adequate parking spaces for the motorists, why not have the parking bays. Imagine I am walking around seeking business and I bump into these centres crowding the place. Why not have standing spaces within the crowd? Secondly, the business personnel, I believe, or maybe it has to do with the cost involved with the ZITF, we haven't seen ... over the years we have seen some business personnel not exhibiting in all these days, business days. What is causing that? Also, when you look at our spaces, the exhibition stands, they are not as creative as you want it to be. Err ... 2019 I ... err ... 2018 I went to the stand of Calibear planning to have their own exhibiting show case and they alluded to

		improving what we have for what they want to do. Like the stand which stood out of me was that of the Civil Aviation Authority. It is the only stand; I believe personally has stood over the years to be creative ... so my word is creativity.
26m 58s	P30M	Creativity. So ... having stated those words, which define for you a satisfying exhibition, from your experience, in last year's exhibition which you visited, did you see progress, did you see interactivity, did you see customer benefit, did you experience customer care...err did you see new things like {P25M} may be you can explain why you didn't see or you saw those, those things.
	P25M	Now it depends on who is saying, who is saying or giving the answer of that question. If you are saying new thinks, like what he is saying, it seems these things are being created hanti, for people who are painting a picture to all of us, not even knowing what us we are they are thinking about. So therefore, last year, for me there was not much of <b>any</b> difference from <b>any</b> other years. They are still using the <b>same</b> things. Like this year again, we are already in 2020, only you know what is changing? Their theming. Their theming is giving us goosebumps. But, come now April, you open the doors you are coming ah ... the tags are still the same, the uniforms, they are still the same, the set up still the same. So, ah! I don't know.
	M3	So {P25M} is saying that he is not seeing the new things. He is just seeing a change of theme and all. Yes. What are, what are some of us saying?

	P26M	<p>I talked about parking lots ... Usually when you come to Trade Fair, there are some queues outside there. Why are we having long queues of people who want to get inside the Trade Fair? We should learn and try and have all gates and have other points, tables outside there. People they don't queue. They go around with people who will be issuing tickets, not ... more windows. People will be overcrowded. So, nothing is changing. Usually, you know when you come to Trade Fair, you need to come two hours early so that you can get inside in time. So, there is nothing which is changing. And err ... like what I mentioned, I am not political, we are turning this as a political event. People they are taking it as a special, err some of the the Presidium, as a special event instead of businesspeople. I also err ... propose that all those that will be exhibiting inside, they should have a representative with tables outside and create that area, you know people they are enjoying Luna Park than Trade Fair. Have you ever seen that? So, which means we are going down. We are not even changing. Thank you.</p>
30m 35s	M3	Thank you, Sir.
	P25M	<p>Yeah, I think adding ... he spoke something which is so true. What is the meaning of the Zimbabwe International Trade Fair (ZITF)? But, certain somehow hanti we have failed to stick to that, a business fair and then ...<i>[Inaudible]</i> of these other things like he is saying the political... <i>[Inaudible]</i> Giving you ama stands, they are not improving just because ... kuthiwa uyangena khathesi ngo12 and everyone is just following. Like in the 90s, you could see that people are really here for business ah, but now, there is ... some dilution angazi ukuthi ...</p>

	M3	Yes {P25M} is the creativity there for you?
	P30M	Yes, as I mentioned before, there are a few stands that really stood out for me over the years. So, err ... I am thinking err ... it has something to do with individual exhibiting firms. But to as far as creativity is concerned to improving infrastructure in the grounds ah! ZITF has been found wanting ... because soon Calibear will take over like this is the biggest showcase that we have in Southern Africa but soon with the competitor coming in we will be beaten
	P27M	Yes. I have a question again.
	M3	Yes {P27}...
	P27M	I visited the kraals down there where you have beef producers and the like. Those guys were issuing awards to each other like it was just a private thing. I don't know what was happening down there. They were having the best producers, the best what whatever something not paying any attention to any of the visitors they were just doing their thing. Was it a private section of the ZITF or they were part of us? That's my question.
	M3	Those are the concerns which you have... thank you Sir. You got it {Researcher}? Yes, he is concerned about what he saw during last year's show which he is saying that on its own makes him query if there was progress at all [ <i>Researcher - OK thank you</i> ]. That is {P27M}. So ... for visiting last year, what were your main motivations for coming here last year. And were these objectives met when you came?
	P25M	2019 hey?
	M3	Yes ...

34h 15s	P25M	<p>Umm...I will say a positive, I will start with a negative but there was one positive for me. The negative as usual was again the Govt facilitating that..., you know what, we have called again especially for Sanganaï. Sanganaï is a bit tricky. Sanganaï is a ZITA baby and ZITF's baby - you are more like major partners, hanti. So wawubona ukuthi ngani kule confusion kancane ... ZTA would say thina sizalandela iZITF. Iyasinika indawo leyi ... senze lokhu njani ... and then same time ZTA yiyo enxuse abantu labayana ukuthi babuye. As it is now, JICA is a Japanese company, the Embassy of Japan let's say itself saw disorder. You know what, can you find us one personnel from the ZITF or even ZTA we want to help where we are seeing a mistake. Really, what are you seeing? So, the exhibitors bebuya day before, two days, what are they going to be doing? And iProgramme leyana was not even complete ukuthi kwakuzaba leWorkshop ehofisini, eyinye iyabe iseRainbow, eyinye iyabe ingaphi...ha! I don't see us sihlanguana ... but as JICA, please can you go and tell ZITF we have free booking, but we are going to pay you. Like what I was saying, ZTA and ZITF are not making business in the local community. Find transport, two or three, we gonna give you morning, afternoon and evening session. We gonna pay you. There is a gap. And you know what? They started it in one ... before people came and it was true. Every tourist was saying you know what? We've got nothing to do now, we are just in the hotel. So, we are having the free what, tour eyakoBulawayo. So now I am asking myself, if JICA they are seeing that and us we are repeatedly now not tailor making these</p>
---------	------	---



		exhibitions according to the needs of the exhibition and abantu bang'khona bazabuya, totally there are [ <i>Inaudible</i> ].
	M3	So, can you say your objective for coming here last year was met.
	P25M	Yeah. My objective only when I came here, well I was under that stand yeJICA, I really wanted to see. Is there any change in terms of operations of our major sponsors, ZITF and ZTA and I failed to see one? ZTA never knew ukuthi mina sengithethe amanye ama tourists facilitated by JICA and the tourists are happy, but they couldn't account for some of them. Yeah, kulabanye esibahambise ku tour bayabhowakala kuma hotels abo. The positive was that one - JICA was there at least to rescue us so that people were not bored in their hotels. They took people, paid for all expenses then people went for a tour and then they were happy.
	M3	Your objectives for visiting last year ... as a visitor. What were they and were they met? Yes {P30M}
38h 04s	6	ZITF is a business incubation Show piece people attend or we attend ZITF so that we explore business prospects. In comparison between 2018 and 2019, 2018 we had all those exhibition spaces fully booked with everyone and the businesses were there. I know when it was 201 for both the Sangana and the ZITF, whether it was as a result of poor advertising or the poor economy, I don't know. But the kraals over there were empty. And even inside, whether it was schools or Govt depts, there was no business. But in 2018, we had Motsamai and everyone was there. But 2019 it wasn't there. So, my objectives were met.
	M3	And because of that experience, can you recommend the show to others? Do you intend to revisit?

	P30M	On one condition.
	M3	On what condition?
	P30M	That we improve and advertise so that business attends. Yeah.
	M3	Thank you, Sir. So, your objective was met.
	P26M	<p>Ok ... I just want to take you back a little bit. Sorry for that. Um ... actually we are saying sizesidlulwe nguMasiyiwa. UMasiyiwa is introducing Vaya for those sectors, for the health sector...vaya to give an example. Why don't we have transport which is written ZITF. I am just a person. People are being harassed by ... financially. You know by the time of ZITF, kombis will be charging err ... high prices and there are other people who will be ferried from Hyper again. So why don't we send our own transport to locations? Sizesidlulwe yiZANU PF. It does have ... they ferry buses. Why not with ZITF so that we make money. We are here for money. We are just seated here, we are helping her with researches, but not just helping her with researches, we want her to make money ... she should make money. She is not just researching. So, our main ... business is to make money and gain popularity worldwide. If you get into Bulawayo, you don't need to ask where is ZITF. Just go and stand in town. You will see a bus, or a commuter written ZITF and you board it. We need just to ... let's just ... ZITF. Why don't you make a contract with RIXI? Where ZITF we cover the RIXI name and we put our own sticker ZITF. Why not make a contract with uMtshina Wami? We put a sticker written ZITF and they pay us a commission only. All what we need is a commission. If you carry a customer at \$10, we need \$2 from you for using our picture. Are we not going to make progress?</p>

	M3	So, from those observations that you made, from your experiences of that day can you say your objectives for visiting here met?
	P26M	yes. Of course, I am in transport business but as much as I discover that my drivers at time were harassing people. Actually, it is a traditional. Obviously, I used to use my own car for transporting people, and I will be busy talking to my conductors ukuthi no! Ungabi nguwindi, woba ngukhondekitha. So if we have our conductors from here and get paid. You know ZUPCO, they said we are going to introduce our own conductors and train them. So, we can get ... from ... Mvutsha, from Mubayiwa and we put our stickers. ZUPCO did it. Why can't we do it? <i>[Laughter]</i> .
42m 42s	M3	So, with that experience Sir, can you recommend the show to others and would you intend to re-visit?
	P26M	Yes, I will visit and then I will continue just to see whether we are changing. What we need is a change. But quote me right, not change of Govt but change of events. <i>[Laughter]</i> . We need to change, really, we need change of events. If we remain like this ah! I know that Chinese they are here to make money. They are studying us, and they are going to come and overtake us. And we will start to blame each other. But let's use this opportunity. Let it not be a traditional thing that we ae built do this and this, this and this. And politics should not take much of our time. Thank you very much.
	M3	Thank you very much {P26M}. Were your objectives for visiting last year met? And what were they? Last year?
	P28M	No, I just wanted to buttress what he was saying. Actually ...so maybe from that perspective you are talking about it might not be

		<p>so congruency. But I just wanted to say also on the area of accommodation, ...transport. On accommodation why don't we have maybe accommodation specifically for... I mean ... that is owned by ZITF and say during, towards the ZITF there are so many people who are flocking in Bulawayo here and they don't have accommodation. And wherever they get it, the prices are so exorbitant and it's not good for our visitors. Why don't we have ZITF and its own accommodation. I think I once heard about it. They were saying they have found a ground or something of the nature, but I am not sure why it is taking so long for us here, for ZITF to have that accommodation for our visitors.</p>
	M3	<p>Err... before we proceed to the next session, what we are picking here {Researcher} from the first session is that err ... people are concerned about customer care, as well as the means for creativity and innovation. Yes, those are strong attributes for a satisfying exhibition as far as they are concerned. Any questions which you might have and Any areas which you need clarity on before we proceed to the next session where I will ask {M2}.</p>
	Researcher	<p>Thank you very much to the participants, I know it's a very emotive topic. It's a subject that brings up things that we wanna put across as needing to be fixed. There is a section on recommendations which will come at the end but if I can direct your attention more to your experience, um... how can it be more satisfying or what are the things that um ... you as the business visitor come again or recommend to other people. My interest is more on your personal experience as it relates to the questions. So, I will ask the facilitators to slow down on the questions and to explain the questions pretty</p>

		<p>clearly so that I can relate the responses that are coming through with the questions. The suggestions for improvement they are all great ... but I am expecting them at the end. I really do need to have responses to the specific questions for me to be able to progress the research.</p>
<p>47m 37s</p>	<p>M3</p>	<p>Thank you, {Researcher}, we will proceed. Yes. Err {RA2} has given you some notes there. Yes. This is what was done in other studies around the world. The following dimensions were seen as having a significant impact on the satisfaction of business visitors as well as on their intention to revisit the exhibition or even recommend it to others. Yes. Those 5 dimensions were seen as significant that is the quality of the exhibition, the venue facility and technology, the convenience of the exhibition venue and operating hours, attitude of exhibition organisers and exhibitor staff towards visitors, or the quality of the design and content of the exhibition displays as well as the ease with which visitors register for and enter the exhibition. So, in other studies she has done around the world, these experienced significance ... However, in a study which was done last year, by {Researcher}, she found out that these attributes, these dimensions that we've just read out, they are not so significant within Zimbabwe. They are not so significant to exhibition visitors here in Zimbabwe? What do you think can be the reason behind that? If these aspects were core and significant for a business visitor to say they are satisfied, but however they seem like they are not so significant here in Zimbabwe. What do you think might have been the cause?</p>

	P25M	My causes I think it goes back to the first one. These exhibitions are more like begging visitors to come. There is no...there is no push to have quality of venue, facilities and technology, attributes of exhibition so it's actually there is someone funding ... yes, you know what ZITF is there. He has a budget and its continuously growing but there is no is it ownership? Well, isikhiwa lapha singaseqa ... but ngokubona kwami, go back khonaphana to the core value of the big exhibition from kudala kwawo eqala. So lokhe sihamba sifozezela ukuthi hayi akumelanga kuswelakale this year. Angazi ukuthi imali yakhona bayithola ngaphi but still bayayithola besithi asisoze siyeqe but we are not correcting the public so akusakuphushi wena ukuthi measure up to this.
	M3	So, for that reason, these attributes they no longer matter to people?
	P25M	They no longer matter. Vele ungakhangelela iQuality emastendini, iQuality yabantu abayabe beqhatshiwe, uyabe uphongubona, ngabona abafana ... but iTraining yakhona iyabe idiskasani ... bona abafana beMakokoba...ukuthwala iZITF isSubcontractile uyabona its now a big bang. Uthathe umuntu as low that and put him into a corporate world ... and defined ukuthi vele iRole yakho ngeyani. Uyabona esengothwalisa ama Guests akhe ukuthi iBusiness yenziwa ngale so amaValues lawa, this core, ayacina esiba irrelevant.
	M3	For you, which values would you consider very important for a satisfying exhibition? For you, yourself?
51m 53s	P25M	For me, if I can use the five which you gave me ... for a satisfying exhibition I just need quality. And then also ungananzela as a PR job, visitors' attitude. Are you really giving the people who are

		visitors what they deserve? Or vele ungabamayindi...[inaudible] but for me now, quality is number 1.
	M3	Thank you. Yes. These attributes are seemingly important in other studies, but here, in the study done here in Zimbabwe, they were found to be not so significant to people. What do you think might be the reason?
	P27M	As he is saying... As he is saying ukuthi they are the one thing ...visitors to come and see our exhibition ... You know they won't complain because yithi esibabhadalayo ... so but if we can make them pay, that's when they will complain about the standards, the attitudes of staff, the quality of the service rendered at the exhibition. So that's where if they know ukuthi thina yithi esibabhadalayo they won't have anything to complain with, but nxa umuntu ekhiphe imali yakhe, he or she can complain ukuthi this is not what I was expecting to see. Lokhu ayisikho elikwenzayo can you improve in this and this. But ngenxa yokuthi yithi esimbhadalayo ... 'cause you know ukuthi next year uzabona the same thing, same stand, they won't have to just complain.
	M3	So just to ... the business visitors get in ... so even if they find low quality or high quality, it's not ... that's what you are saying? Ok. These attributes they were seen as important in other studies but here in Zimbabwe ... would be not so significant ... why do you think might have been the reason? [ <i>Long pause</i> ].

<p>54m 19s</p>	<p>P26M</p>	<p>He has mentioned it, something for free cannot err ... it doesn't have value so ... to add on to what he is saying. Its only that, we need that ... To make a value. You can't complain. I can't complain for disorder. Actually, if as a visitor if I get in for free. But actually, I ...for example. But because they gave me for free, how can I complain? So, we need to make people pay so that we hear their complaints. Ah for example, the reason people complain in Choppies is because they are taking goods from the shelf and pay. They can complain that your till operators are very slow. That is why, when you see tellers being ... because there is someone who is complaining, he is supposed to leave money here. The other thing which I have noticed, as ZITF we are not doing a proper research. Have you ever visited Choppies and asked them what do you want us to do for you? You see. Have you ever visited err ... err ... health sector and asked them what are you going to offer us at this Trade Fair so that you know and you ask them for some of the things that you need them to be done. For example, when you are hosting Trade Fair there is a time whereby issues ... they should be issues for ... we should benefit. But, ZITF will benefit from those people who will be coming, they will be paying ... So its... Registrar General, try to make ... without so much hassles. And you send your agents to monitor that. People will be flocking wanting to obtain ... and you obtain certificates and they will pay to get in and you will make money - so research is very important. I want to tell you something which err ... I like examples. Have you ever seen that in Zimbabwe when you have err... Apostolic Ministries I mainline mainline churches but already they will be overtaken by prophetic</p>
----------------	-------------	--



		<p>ministries do you know the reason why? When someone goes to a prophetic ministry, they pay for one on one. And what the prophets go and do, they say it is well, go and pray - It is well with you. But considering that I have paid for a one on one of 200 US and at the first time I left a seed of 20 US, I will go back home praying and ... not that this prophet has made a miracle on me but because of the money which I have seeded there, my heart will be bleeding over that money. So, with us. exhibitors should bleed, your heart should bleed over their money so that they will be able to come back to us and say "akuphumanga". The same way they do with the prophetic ministries ... You have got something to ask ... but I have already paid for a one on one. But apostolic, they taught us to pray so they are not so much worried. They teach us the word and we are not putting money there. That's why the apostolic, you know the main churches; ... Dutch ... they are being overtaken by these prophetic ministries not because they are not praying but because there is something which is being seeded there. So, let us not be overtaken, I will repeat this, by anyone who will come. People will know that ZITF needs money ... so I will propose that we need our hotels for ZITF that he said, I support him so, so much.</p>
	M2	<p>Just to come in ... Err, just to clarify the issue, this question. We ... you are looking at these factors hanti [<i>reads them out verbatim</i>]. Let's take them at a personal level as a visitor, right. Were you happy with these when you came last year for example? And if you were happy or you were not happy with them, would that affect your decision to come again, or your decision to recommend. So the study that was carried out shows that for those who were</p>

		involved, it was not really, these were not, not really an issue whether you are satisfied or you are not satisfied people will still say I will still come back, I will still recommend because of other reasons. Not specifically the dissatisfaction or satisfaction with these points. So, let's go back there what is your assessment of these? If you were not happy with any of these, would you continue to recommend, would you continue to come and why? That's what we want to find out. There may be other reasons why you are satisfied or why you would continue to come or why you would continue to recommend.
1h 01m	P25M	Yeah, the big reasons were always by recommendation ... not personal. Recommending. "surely, please we are running again ... it's that time of the year...please come ... " and you say "I am not coming ... " ( <i>I respond by saying</i> ) "ah no actually we have a slot for you, we want you ... ". And on recommendation, I do not recall actually selling the idea of exhibiting again to other fellow workers or something ... abanye bayabevelele bekhomplena ukuthi you know what ah vele this year I cannot go. But for me personally, it was recommendations from others. For me I work closely with ZTA and Ministry of Tourism so it was due to those ... that ah at our stand please we would want you to do this and this when you are in Bulawayo coming so it was due to that.
	M2	So, you are coming by invitation?
	P25M	Invitation ... yes.
	M2	of others...But if you look at these issues, do they make you satisfied or dissatisfied with the exhibition? [ <i>respondent makes inaudible sound ... mmmmm...</i> ] If you find them in order...

	P25M	Mmmm ... If I find them in order ah! Then I would run because that's where our hard-core business is yeah, meeting people, I will sell myself and my product. I will definitely do that
	M2	What would you do if you found them not in order?
	P25M	Not in order ... Definitely number 1 it would be alright that next year angisoze ngibuye but because of loyalty of where we are coming from, I would come but I will be a rotten apple in the basket. I am not coming through loving it but I'm coming due to duress [Laughter]. I have to be there {laughter} Yeah, I have to be here {M2 - Ok} But I wouldn't come because I have been exposed to other shows.
	M2	So, you are talking about loyalty, you are talking about ...
	P25M	Yeah, I will still come.
	M2	OK. Yes. What do others think?
	P28M	Ok. Um ... I think that err ... you see, sometime when people visit here to ZITF, they also want to explore new things. When you are satisfied during the previous visit, obviously, you think that since err ... they are always satisfying things from ZITF maybe next year I will find even more better things that can impress me. That I can explore new things for my benefit. So... yeah err ..., I think in that aspect.
	M2	So, whether you are satisfied by this year, or you are not satisfied, you will still come because you are hoping...
	P28M	<i>[interjects]</i> I am hoping that I can explore new things because this is the centre of business here so this is an international thing so you are...I can expect to find some new things again. If I find something satisfying me this year, I will come next year thinking that err ...

		that I will find also new things because this is the hub for business yeah
	M2	Alright. Anything different? Reasons that would explain maybe you're coming or continued recommendation of the exhibition, whether you are satisfied or not? Do you have anything [ <i>someone says no</i> ] Anybody else?
	P26M	What can bring me back is hope for change [ <i>M2 interjects - Hope for change ...</i> ] Yeah, but because ...until things start to change, or you lose. That is the only thing that you can do.
	M2	Alright no, that's fine. OK {M3} you can continue. I just wanted that...Noma did you pick that?
	Researcher	Yes, thank you. Thank you very much
	M3	Thank you very much {M2} ... err ... at the end of each exhibition there are statistics which are generated. Err ... I think you have seen them, stating that last year the show was big, even this year's show is bigger. Telling that there have been so many exhibitors expected, so much, so much, so much should be happening. Err ... do all those influence your decision to come here or to recommend the show to anyone. Any of these statistics, do they make any sense to you, do they give you excitement to come here or to recommend the show to anyone? All the statistics.
1h 05m	P28M	Ok...what are saying here? We are saying that err ... these figures if they improve, it means that there are new entries isn't it? Ehe. So, um ... yeah, so I think, err ... It's actually err ... from my viewpoint err ... It's actually possible that since they are increasing in numbers, I expect to find err ... new things and I am also expecting err ... to explore better things for myself as a visitor ...

		as a business visitor. And actually, I mean it will make my life easier as a business visitor because you are finding new things through these new entries.
	M3	So, because of these figures, you will hope to find a better show ...and you would come because of those figures?
	P28M	Yes ... Because of those figures.
	M3	Would those statistics affect you in any way P30M? [ <i>Interjects - yeah definitely</i> ] If you are told by the organiser like Mine Entra, like Zimbabwe Agricultural Show, they tell you that this year our spaces are filled up to 95 percent would that affect you in any way or it wouldn't bother you at all.
1h 07m	P30M	Err ... People attend ZITF to seek new business and new markets, so better statistics portray better market prospects for my line of business. So, if they improve so will my zeal to attend the, the exhibition.
	P25M	Yeah definitely I would run. Statistics is the core ... If more people are coming ...anticipating that next year ah vele kuyabe ku... [ <i>hand gesture implying full to the brim</i> ] ah, ngiyabuya. Vele amastatisticics ... numbers we look into them. We really look into them. Myself personally I look into them. Yeah.
	M3	Thanks {P25M}. Thanks {P30M}.
	P29M	Yeah to me numbers mean progress in a way. It shows that there is progress of some sort...

	M3	OK err...what we talked about earlier {long pause} Alright. The study also showed that err. visitor satisfaction is a better indicator for exhibition success. That is what, visitor satisfaction, the fact that a visitor is satisfied, it is a good indicator for what, for the success of the exhibition and that on its own it will be a better indicator than statistics that a visitor was what, satisfied. If you as a visitor were to judge, what criteria would you use to judge the success of an exhibition. Other people say that ... than to say the fact that the visitor was satisfied on its own will say the exhibition. You on your own, what criteria would you use to gauge the success of an exhibition? To say this exhibition was successful, what criteria would you use?
	P25M	Meet new friends, it I make also mostly, actually selling my idea and new business or new networks that I have not met before. Angaze abe yiOne, ah, for me it will be satisfactory
	M3	So, meeting new contacts for you...
	P25M	Yes actually
	M3	You would consider an exhibition successful?
	P25M	Yeah
	M3	Yes, you had a hand up?
	P29M	...these businesses give feedback to ZITF and they come and exhibit this year then 6 months down the line they provide feedback ukuthi...and stuff like that. Then that feedback ibisi phiblishwa to the public. Maybe ukubona iNews ezinjalo ukuthi maybe ZITF...[inaudible]
	M3	Ok, so its provision of feedback from the previous show. If that is supplied to you will you consider it to be successful?

	P29M	Yes.
	M3	So, is there anything else that you would you, would use? Other than provision of information?
	P29M	For now, that's what I have
	M3	Anyone else? ... Yes, {P30M}
	P30M	I would use the extent and frequency of revisits
	M3	The extent and frequency of revisits
	P30M	Yeah. If you see maybe the same exhibitor or visitor from previous exhibitions attending maybe the next three or four exhibitions shows that he was satisfied in the previous 3-4 times
1h 12m	M3	Anything else other than that within your criteria? For you to consider an exhibition satisfying I am sure. Or rather to say this exhibition was a success
	P25M	Also adding on not only meeting new contacts but also starting to know any form of business
	M3	So, if you manage to meet them and to do business with them the exhibition will be a success
	P25M	Certain people I have met from the last show at Sanganaï they are now friends ... every year at Sanganaï siyazana ukuthi siyahlangana.... also, labo I think indlela labo abadingwa ngayo ngale.... the guys are not happy...
	M3	So, you would rather meet them and also do business with them
	P25M	....[inaudible] their level of commitment
	M2	So, if you look at the two err ... assessing the satisfaction of a visitor versus getting the statistics from the organisers that this was a big event. Which one do you think is a better measure of the success of an exhibition

	P25M	Err ... Numbers for me. Numbers. Human beings kulama emotions. Omunye uyabekhuluma kuchazwa nguye but the numbers zikhuluma okunye. The numbers usually don't lie. For me personally.
	M3	What do others think? What is a better measure of how successful and exhibition is? Looking at the satisfaction level of visitors or looking at how many people attended.
	P30M	I would like to believe that ZITF is a platform to influence err ... behaviour err ... between err... business personnel right. So, the measure of the extent to which the ZITF the company has managed to influence business behaviour through her, looking at satisfaction or influencing the satisfaction of the people involved. So, I go with satisfaction. The measure of satisfaction.
	M3	Alright, what do others think?
	P26M	I will just say the time people spend inside. If, if err ... there is something good, someone will stay for two to three hours but if there is nothing, someone can just get in and go out so you look at people who will be getting inside. How much time are they spending? Of course, we've got the number of people who are inside you can use them as a statistic, but the number of people who are just getting in and getting out without doing anything tells it all. So, I would like, I would like to know to know the number of people who did get inside and err ... managed to do business with us. Because ... err ... I can give an example of eGodini ngale, somebody ukaona vanhu vachifamba paGodini paya pay, not all of them are buying tomatoes. Some people they are just passing going to OK. So, numbers of course they don't lie but sometimes you will be



		<p>disappointed with numbers because are we benefitting? Are people leaving ... after the event. That's what I get out of it. As for, for me I will be very happy if someone comes and talks to me, and call me, like even at home if they failed to do business with me at that time, I will be very happy. Even if you call me and greet me. That one means a lot to me that this person, he has got my contacts and one day ... he will call me one day. That will, that will make me satisfied and being happy. Just to receive a call, rather than seeing a person. I don't want to see people; I want to do business with people so I will be so much ... if someone just called me and asked me about ... <i>[inaudible at the end]</i></p>
	M2	So, you are saying we need to go beyond the numbers
	P26M	Yes. We must go beyond the numbers. Yes, numbers do not lie but they disappoint <i>[laughter]</i> .
	M2	<p>Right, um...I think while we are still on...I am sure you can see that we are looking at your experience, we are looking at your satisfaction, we are looking at your behavioural intention ...what you would want to do after your satisfaction or lack of satisfaction. Err ... before we go to summarise our recommendations for the ZITF and other exhibitions. I would want to just clarify one area or to ... If you were to give maybe top 3 attributes that you can use to measure the satisfaction with an exhibition, what would you use? What are the top 3 things that will make you satisfied or dissatisfied with an exhibition? Just your top 3.</p>
	Researcher	As a visitor. Not as an exhibitor and not a person looking at it from the outside. You yourself as a business visitor, you attended a show - your personal experience.

1h 18m	M2	This one I think everyone can say something... <i>[laughter]</i> .
	P27M	I think the first one, as for me, I am not in any business, I am still a student, so I come here to get more contacts, more references and stuff like that. One of my objectives last year was to get enough references and I was satisfied on that one. I went to most of the sectors I was interested in. And they gave the references. I made the follow up after ZITF so I have references and maybe contacts.
	M2	That's one.
	P27M	And the second one, I need more information. Let's say for example, let's say ngifuna ukuba kuBeef production, I go down there kuma kraals and I have a lot of questions about those guys. So, if those guys are not paying attention to my question belokhe be direct those guys ukuthi bakhontrola inkomo, those guys some of them babengela information engangiyifuna so on that aspect I wasn't satisfied. Engikutshoyo yikuthi nxa ngifika kuma stands I expect ukuthi ama questions abe answered. That's the second one
	M2	Third one?
	P27M	Third one is loading... <i>[laughter]</i> .
	M2	Who will want to be next? Top three measures or top three attributes which will make you satisfied or dissatisfied as a visitor
	P25M	Ah for me, ease of registration, quality of design and the third one, something... <i>[inaudible]</i> ...innovation <i>[repeats answers ... inaudible]</i> those are my three.
	M2	OK, next.
	P28M	... I was still trying to put my mind in order here but ...assistance from the staff members here would make me good. Because err ... sometimes you find that err ... You want to get to a place and

		sometimes you don't even know where the information centre is. So, it should be accessible to, and the directions should be so clear and if there is no personnel to do that then such directions should be accessible when you are approaching from any point here within the exhibition centre.
	M2	Your second.
	P28M	Ah wait...let me.
	M2	Ah its loading [ <i>laughter</i> ] Next
	P29M	The quality of the exhibition and then the attitude, nxa uthi ungafika endaweni, you want to comment ngithi WOW lapha...the attitude is so good. Then the third one, ZITF where we are coming to do business. So, I would like to say ZITF...I come to do business and to interact more and to be educated more on the sector ... [ <i>inaudible at the end</i> ].
	M2	Alright, thank you. Next.
	P30M	Umm...content is important for me for me. 'Cause when I am visiting these shows, I want to find relevant organisations exhibiting on the stand. Like I will give you an example, you have two occasions, Sanganai and ZITF. I want to find Zimbabwe Investment Authority there - what if I want to invest? I want to find Zimtrade there if I want to export because these are export processing facilities for initiating ... err then secondly.
	M2	So, sorry. You didn't find them, or they were not there?
	P30M	Zimbabwe Investment Authority I believe they exhibited under OPC last year. Right, then Ease of registration, ease of admission. Thirdly, I want to see creativity for me to be satisfied with the show
	M2	Thank you. Yes ...

	P26M	<p>I just want to meet people with confidence. If I ask you something, have confidence and be able to explain to me...they are some faces which can give you confidence to do business with them, though there is nothing ...<i>[inaudible]</i> but the first interaction with someone should give confidence. That's number one. Two - I need to be heard. that you know everything about your company, but I don't know anything about your company. So, when I come to your desk and I start to speak to you ... give me a chance and don't just explain wawawawawawa as if you are prophesying ... <i>[laughter]</i>. I know. Prophets they dent give you chance <i>[laughter]</i>. But err ... those people who are in business they should hear much from you. I don't want to hear more from them because they know; but I don't know. So, give me a chance. And need assistance in whatever. I also forgot that err ... those people who exhibit most of time there should print pamphlets with directions, and they should be ready to give people by the gate so that I will not say most of the time where is VID. he might say its somewhere there. He is right. He is thinking. But I need to read from the pamphlets for directions. Use Gate 3 to go like this. If you are using Gate 2 go like this. If you are using Gate 1 go like this.</p>
	M2	<p>So, the pamphlets should come from the organisers and not the exhibitors?</p>
	P26M	<p>Year. You know ...err you know err where they will go. So, you prepare something on their behalf. Of course, they will tell you that they don't have money to that, but you should have it...because now we will be doing profit, I don't think we will be offering free services. It's a thing of the past.</p>

1h 26m	M2	Ok, thank you. Is there anything that you...that you can say if I experience this at an exhibition, I will not recommend anybody to come or I will not come back again.
	P25M	There is one - the security part which he said. Especially most people at ZITF and during Sanganai, they bring in high profile politicians. It's no longer safe let's say for umuntu ongakwaziyo say umuntu evela eDurban, kakwazi umuntu angathi lowana ngu Vice President Chiwenga kumbe lowana ngumfazi kabani. So iSecurity yethu they make so like these human beings ... noma ufuna ukukhuluma laye ... so hah you cannot recommend some because you ... feel like ... [ <i>Inaudible</i> ].
	M2	So, if the security becomes too tight ...
	P25M	Too tight ... It's no longer business. It kills the whole thing.
	M2	Yes ...
	P30M	From the foreign investor perspective or a visitor from outside. Say like last year, let's say I come I come to attend the Mine Entra ... I am thinking business in Zimbabwe and I don't find the investment mother body there it shows that even the people there that they don't have confidence in the economic situation of Zim so there is no point of me revisiting the exhibition.
	M2	If you don't find...
	P30M	[ <i>Interjects</i> ] Relevant organisations. I will not.
	M2	OK, alright. Anything else? OK. Let's move to the last section [M3] on recommendations.
	M3	OK. Just to conclude on our discussion, we have been err ... getting a lot of feedback from you and recommendations or maybe they were just scattered here and there. We would like to categorise them

		specifically looking at the exhibition organisers, one. The organisers of these exhibitions and two, the exhibitors themselves. So, we will start with recommendations which we would like to give to the organisers of these shows what is it which you would like them to improve on. What is it which they are doing right which you would like them to continue and what is it which you would like them to stop doing? The organisers of these shows. We can start there.
	P27M	The first one, it has been mentioned, the registration. It has been mentioned that you can have tables all around along the walls there. I don't know if as yet they are doing online selling of tickets. Is it happening already? Or ... I'm just thinking. Ok ... they are being sold online right? Maybe I have seen some selling at Bulawayo Centre maybe kubo February nxa kulama ... [ <i>Inaudible</i> ] I think towards Trade Fair you can even buy a ticket ubuye ngapha vele usule ticket and stuff like that.
	M3	So Online registration is what you recommend?
	P27M	Yes. Lokuthenga amaTickets not egedini but somewhere in town
	M3	Any other recommendations to the organisers - what they need to improve on, what they need to continue doing and what they need to stop doing?
	P25M	Err one, organisers let them also raise the bar to other bigger exhibitors around the world. Sokuzasitshalenja us, even now us the exhibitors to follow suit ukuthi our mother body the organisers have pushed this level lizabona ukuthi akusoze kulama sub standards. So, for me it's only that.
	M3	Thank you, yes {P28M}.

	P28M	I think I would love them to continue improving on technology like err...it seems they have introduced this bar-coding thing so that when you are getting inside, they just ... <i>[makes a scanning sound]</i> ... <i>[laughter]</i> ...Yes and the person gets inside and err ... exit when he is going out. I think they have to keep on improving technology. I don't know what they are thinking about next year but improving its ok if they can.
	M3	Anything which they should stop doing - the organisers?
	P28M	Yeah ... maybe I don't know if this is not relevant err ... If its relevant or not - err this thing of...I don't know if its them who are choosing the people who are judging the stands so this the impact on the exhibitors and also maybe the expectations of the visitors to say maybe that these companies were awarded the first when this one is better than it. So, I think err maybe they can also <i>[laughs]</i> also improve on their judges.
	M3	Thank you...Yes.
	P27M	Someone mentioned the iTime spent phakathi kwama grounds eZITF. I think using that barcode thing, people they check in maybe they can be checking out also when they are leaving the ZITF to calculate iTime spent phakathi kweZITF.
	M3	Err ... thank you. Ok... {P29M}
	P29M	Ah, mina I recommend on technology. I think I suggested maybe nxa kubaba leMap maybe egedini that shows ukuthi in this sector there are these, these people. Entertainers then on this sector there are political organisation then on this sector, education like universities so that people will know where to go at the gate. When I am at the gate, I will know ukuthi nxa ufuna ama political

		<p>organisations you go that way nxa ufuna ukuyangale you go that way. And then I think I also have to emphasise on disabled people. We need to assist them. Last year we were exhibiting then there was this other guy who was deaf. I was unable to communicate laye because I don't know how to communicate through sign language so I think if we can have some people who can assist in sign language then we can have a whole ... some interpreters because this is an international thing. So, I think if we can have ama Interpreters in each and every hall. Ialso that can assist us as exhibitors ukuthi nxa kulomuntu okhuluma iSpanish you can go to a certain sector and ask for an interpreter or whatever that language. Then this thing of official opening, official opening I think, angazi ukuthi uyabe ezo official ophena ama public days or official opening of iZITF. 'Cause a lot of the time the opening happens during the public days. During the business days there is no official opening. So, I think if we can shift opening during business days. because most of the times abantu abanengi babuya sokuyi that day ye official opening. So, if you can shift it maybe to business days you can have more people that will come to our exhibition stands. 'Cause most of the time abantu abanengi babuya during the official opening then ama business days ayabesedlulile and it will be during ama public days <i>[Inaudible]</i>.</p>
	M3	Alright, next.
1h 34m	P30M	One thing that ZITF Company can manage ...to do ... <i>[Inaudible]</i> ... <i>[Laughter]</i> .
	M2	<i>[Laughs]</i> Did you hear that {Researcher}?
	Researcher	Sorry I missed that.



	M2	Sorry can you repeat that. Because I think she may want to capture it as it is
	M3	Its {P30M} here mentioning a lack of invention and commenting on what ZITF has managed to do ...
	P30M	OK, one thing that ZITF Company has managed to do over the years is maintaining the same standard. Err... I believe this is the time to formulate trends, not follow trends. Better innovative enough. Err ... I got worried when I heard that an episode with these Tanzanian Cani Fair. They are looking so into iTrade Fair as the biggest exhibiting, exhibition show piece that we have maybe in Southern Africa. But if we enjoy the comfort zone of being named as the best and not improve, soon in a few years to come, these people will invest and have their very own show which is better than ours. So, let us improve in our facilities, our content and our advertising to improve these beyond just being traditional that people will just feel as if the year is not complete without the Trade Fair, but let's make it err ... be something that we so want to attend because we seek business and enterprise.
	M3	Thank you.
	P26M	Yeah...I don't have much to say but I think...um...[Inaudible] I think ....[Inaudible] I believe that we are going to have transport from the locations to ZITF... so eve tickets we should have tickets there. We should send our agents all over to do this and that. And we should not start to market the ZITF in the month of April. We should start marketing it even in February. Our marketing doesn't have impact, but we are declining in marketing. And what are we marketing? So, we should have information for all exhibitors who

		are coming what is on offer. Then we will tell people even at schools, UCE and NUST and go and say "Ah ... This year err ... Trade Fair is different. We are going to offer this. And we will be not lying because we will already have consulted people.
	M3	Thank you. Err... your final words gentlemen...recommendations to the exhibitors themselves. Isn't here you were recommending to the exhibition organisers ... yes to the exhibitors. Err... {P27M} you had another point.
	P27M	Err ... before recommending recommendations to the exhibitors I want to add on the issue of disabled people. Last year it was around 3, after lunch. It had been a long day. I had a very beautiful drive from this gate to the kraal. I had a test drive from Vaya Agri ... [inaudible]. I think ZITF is a very big...so for someone to move from this gat to the last gate it's very hard. Those guys abakoVaya what above they can carry some people to try what. Then kumaExhibitors. KuResearch class esikolo we were told ukuthi if you can't invent things, but you can modify them. Already we can say ukuthi you can't invent anything new especially kuScience something, but you can combine a lot of inventions to come up with an innovation you know what. So, I think ama exhibitors must be creative as we have mentioned what, what, bazame ukuchaza in a way ... not just in Zimbabwe as but one day ngihambe ngiye Competer maybe internationally.
	M3	Thank you {P27M}.
	P25M	He said it quite well, we have to improve. Lathi sile challenge. Singapopoteli iZITF. And let's be better for everyone.
	M3	Thank you.

	P28M	Yeah. Exhibitors have got the whole year to prepare for the show and the dates they come well in time from the organisers. So, I believe that err if they can do their preparations well in time. Err ... I remember at one point in time there was a certain organisation ... err people could step on web page where ... so I think that its noble that they also ... and also bring new things. We don't want to see the same thing over and ... year in year out. Let them show us things.
	M3	Thank you.
	P29M	Maybe they should ... babalekele ukusiEducator more but try to serve. Most of the time when you go eStandini they try to educate more about their business ukuthi kwenzakala so. They tend to run away from selling their business and then educate you more.
	M3	Thank you.
	P30M	I am concerned of the exhibitors during the business days. You find that they register with ZITF Company to say maybe they will exhibit for certain number of days, but they exhibit maybe on the last day on the second day. If you register your interest in exhibiting in the show, make sure that you attend all the business days because people are looking for that content. Then to the company, in as much as we need security, but we don't need intimidating security we need to walk freely in the ground not intimidated.
	M3	Thank you. {P26M} - your last word?

P26M

Err ... I have studied something about that Gate number 1. That gate. Visitors are being told that this gate only is to Casino. And people are ... someone will just need to go to ZINARA. ZINARA is close to Casino especially on those days people will try to pay their motor licenses and they are always being chased away from that gate ... Can you just em ... Umuntu uyabe dinge iTaxi from town esithi uya eZITF. Taxi drivers they don't mind. Engaku dropha khonapha ... "please drop me at number Gate 1" , you have already dropped. You have got sugar and ... [inaudible] and inyawo zibuhlungu. You don't have a car you have hired a taxi. Iku drophe kuGate 1 and you are being told that "Lapha akungenwa lapha ligedi leCasino". I think those people like the Casino people, they own that gate only during the whole year before Trade Fair and after Trade Fair. That gate should be open for everyone. That is what I have studied. Because so many people will be needing to use that gate. They can say no driving and put a sign but those who are on foot they should get in. No driveway, but labo abahamba ngenyawo abangene. I am one of the victims I was told that "Akungenwa la". That is the language of security officers. They want to be heard. And they become so soft sometimes. But the way should be a bit ... let that gate be opened. It's not everyone who knows that this gate is for Casino. But on Trade Fair? Why should it be for Casino only and not Trade Fair? Is it casino only doing business at that time? So, try to negotiate on that. All gates should be opened for anyone. I think it will work. Thank you.

	M3	Thanks {P26M}. {Researcher}?? We have come to the end of our discussion. Anything which you would like to say to the group?
1h 47m	Researcher	<p>Just to say thank you for the feedback ... the responses getting from the meeting are very, very useful for my study...of particular interest is the focus on disabled people, the experience. It came up in another group, so I am glad that it has been re-enforced because this is going to be part of the future direction for research that I am going to recommend. We have looked at the experience from an able-bodied attendee's perspective and we have totally ignored the disabled person's experience at an exhibition so it's something that I want to follow up. Then on the dimensions or attributes of satisfying exhibitions, the feedback that I am getting from you is that you also agree that these things are important but the only thing that stops you from using them as criteria is that you are loyal - you are going to come back anyway or as someone mentioned, there is duress, you know kind of encouraging you to visit and um there is also the aspect of people taking it for granted because they don't have to pay to enter so they don't focus too much on those things. That is great feedback for me because it explains um some of the discrepancies that I had in the data. Um ... there is another aspect on technology which is great. Technology is very strong unlike other groups. So that's definitely a thread I am going to pick up as a recommendation for future research - a technology-enabled experience from a business visitors' perspective <i>[Explanation on mobile app availability and how it works. Disconnect could be on the communication but the facility is already there]</i> And I like the point about working with universities like the parking facilities and</p>

		mobile applications that students are coming up with. That was great feedback [ <i>Thank you for their time</i> ].
		[ <i>Closing remarks and thanks</i> ].

<b>Table A4.6: Focus Group 06</b>		
<b>Event:</b>		<b>Focus Group 06</b>
<b>Date:</b>		<b>31 January 2020</b>
<b>Time:</b>		<b>1100 -1300hrs</b>
<b>Facilitators:</b>		<b>2</b>
<b>Research Assistant</b>		<b>1</b>
<b>Participants:</b>		<b>7 (4 Male, 3 Female)</b>
<b>Time Elapsed</b>	<b>Participant</b>	<b>Comments</b>
		<i>[Introductions, welcome remarks, objectives, instructions to participants].</i>
	Researcher	<i>[Researcher's introduction, background to the study, what information is required].</i>
6m 03s		<i>[Remarks before launching into the discussion, pause for any questions before the start].</i>
11m 06s	M3	Just to open up our discussion ... <i>[Pause to allow an additional participant to come in]</i> Ladies and Gentlemen, to open up our discussion, I know that you have been attending exhibitions. Some for Mine Entra, others for ZITF, others for Sanganai/Hlanganani, others for the Zimbabwe Agric Show in Harare. So, from those experiences which you have had, what one word can you say truly reflects a satisfying exhibition for you? One word; to describe a truly satisfying exhibition for you

		to come out of an exhibition and say this exhibition was satisfying for you. One word or a phrase [ <i>Silence ... M3 repeats the question</i> ] Yes Sir ...
13m 22s	P31M	[ <i>Participant introduces himself</i> ] You say I should put it in a phrase or a word. But if I put it in a word maybe I will be just bluffing you. Because err, firstly I come from a, a loxion side you know. So, when I came to ZITF for the first time I think it was 2013 or somewhere there. So, I never thought of this thing, I never imagined the things that would see here like I remember going around the Trade Fair seeing snakes and everything. So, from my own point of view I thought that these things were found in the bush and everything. They were not found confined maybe in a space of ...It's like I never thought that I would see those things around, even I was just shocked, you know, to experience those things....thank you.
	M3	<i>So for you to say an exhibition was satisfying, how would you describe it?</i>
	P31M	That's what I am saying now that it's difficult to describe it in a word because maybe.... you know honestly, I don't know what to say because I was just set apart you know in the things that I saw. It was all new to me.
	M3	Thank you very much {P31M}. Sir...
	P32M	I think in a nutshell I would say I was... [ <i>Inaudible</i> ] by what I met at the ZITF specifically in 2014. I am coming from an ICT department.
	M3	So, what one word err... would describe for you a satisfying exhibition?



	P32M	Err...I think that err... to show that it was satisfying? To express my satisfaction.
	M3	Yes, to say this exhibition was satisfying. What kind of exhibition would you expect? Like for example I can say, for me to say an exhibition is satisfying I would expect numbers, big numbers. That's for someone. For you, what is it? A satisfying exhibition experience?
16m 30s	P32M	Yeah, I think I can say what I was...by the end of the day it was well educative.
	M3	Educative? Well, OK. Yes ... Sir.
	P33M	<i>[Participant introduces himself]</i> Err...generally I have been attending ZITF, Mine Entra and some of the exhibitions for the past 10 years or so. But for me to say the ZITF of say 2013 was so satisfying. To me it was so benevolent. In a way that I benefitted a lot. You know, from our field where we are working from, we tend to meet quite a number of people. You can't just approach an individual and say I selling this, I am doing this and that but it really, really, worked well for me because I met people from South Africa, Harare, different parts of the world and that gave me more contacts. It really, really, really went well.
	M3	So, for you, a satisfying exhibition is one to meet contacts?
	P33M	Exactly. And I did meet many
	M3	So, you want to meet contacts?
	P33M	Yes.
	M3	For you Ma'am? To say this exhibition was satisfying, what do you expect to see. One word which really describes that exhibition.

18m 04s	P34F	<i>[Participant introduces herself]</i> I think like err... {P31M} is saying, I can't just put it one word. If I say can you please find a word. But err... the set up. The set up. I, I can say the set-up is just excellent.
	M3	You would want an excellent set up?
	P34F	Yes. The structures that are there. Um... they are just excellent
18m 44s	P35M	<i>[Participant introduces himself]</i> ...2018 what I saw is very informative. You get all the information that you cannot get like if you are out there. And also, those who exhibit, like the offices, they are very willing, very helpful to give you more information on what you are looking for. Like myself, I was able also like to get my children's immigration issues done by the Trade Fair. And also, my son came to do the drivers. He got to the VID and he passed his driving.
	M3	Thank you.
	P36F	<i>[Participant introduces herself]</i> Yeah. Interesting ...why, people were enjoying... there were many activities being done there for young and old people.
20m 03s	M3	So, for you, a satisfying exhibition you would want to see a number of activities happening there?
	P36F	Yes.
	M3	Thank you, Ma'am.
20m 14s	P37F	<i>[Participant introduces herself]</i> As for me I would say it was educational because I learnt a lot of things. It also helped me to choose career wise. After that I also went to Bulawayo Poly there

		which was helpful for me to choose exactly what is for me in future. Yeah.
	M3	Thank you. Yes, I have heard us giving reference to exhibitions of 2014. Others giving reference to 2018, saying they met this and that and that and that. Let's focus on last year's exhibition, the one for 2019. Yes. {P35M} did it really give you the informative side you were looking for? The one for last year. Was it informative?
	P35M	It was.
	M3	The others? You said you were looking for an exhibition which was educational. Was last year's trade show educational? Was last year's show educational?
	P32M	Yes.
	M3	From your end? [ <i>Muffled sounds</i> ] Ok. What really drives you to say it was informative, it was educational from your experience? Maybe you can explain why you say it was educational for you.
21m 47s	P32M	Well number one I think I can say it was educational because it exposed me to various areas. It opened up you know my dimensions or my spectrum. The way now to look. I think I benefitted out of that.
	M3	Yes. {P33M}, was last years' experience err satisfying as far as meeting new contacts?

	P33M	Err, I'm not sure it was educative, it was informative. It was educative in a negative and positive manner because things were not really good and where we were and where we are now, it's totally different. So, you get to see when we came to the Trade Fair, we had some products to exhibit or to sell only to find out that bread at that current or present moment was no longer accessible. People were no longer affording that sort of a situation, so it really needs us to diversify or move from where we are to a certain type of brand or product which are more affordable to the market. It was very informative. Satisfying in a way but not what we really wanted because the people we expected to meet or get connected to most of them didn't attend the 2019 err ... ZITF because of err ... mainly the economic situation. It didn't yield the way we expected.
	M3	So, some of your objectives for last year were to meet with new contacts?
	P33M	Exactly.
	M3	And they were not met because?
	P33M	Yes. Not all of them.
	M3	Ok. Would that in any way, affect your intention to revisit?

	P33M	Well, well, as an organisation we are hoping for the best and whatever we are doing, we are adjusting. Of course, we are people of quality and we want to maintain. But you get to everywhere when the economy is err... being held at the neck, what you have to do is to look at the market available and try to produce what is really meets the market. So, this ZITF for 2020, 2020 right? We are going to approach it differently. Of course, last year we were taught something different. So, it impacted our future. We won't stop coming because 2019 taught us something and we want to visit and see how 2021 will be.
	M2	Let me follow up by asking the same question differently. What did you like about last year's exhibition? Whether you came to Mine Entra or ZITF. What did you like? And what is it that you did not like? And will that influence... {P33M} you highlighted a few issues which you liked but you are hiding the things you did not like. Please bring them out
	P33M	What I did not say out is locked [ <i>Laughter</i> ]
	M2	Help us

	P33M	<p>What I liked, I got information about how to adjust within our own organisation. Of course, what made people not attend the ZITF like I said, it was economical, right? And remember, most people are used to come and buy something from the Trade Fair. This 2019 people came, they bought nothing. Why? Because at Trade Fair we display or exhibit something of high quality and we used to do that, and people were buying. Right? So, what I didn't like most has got nothing to do with ZITF but got a lot to do with factors which influence the what? The environment around those who attended. So, I don't know if I have touched the positive or the negative, but in a way, I benefitted information. And that information will make me come again in two thousand and twenty, in 2020.</p>
	M2	<p>So, err ... maybe the same question to others. Is there anything that you would say you liked most. Saying what did you like and what you did not like and how is that going to influence ukuthi ozaena njani next time or this year. Are you going to come back again? Or are you going to influence others to come. There is a hand coming up. Yes ...</p>
	P34F	<p>Right. Err... what I like most was err... is err...can I name a specific stand?</p>
	M2	<p>No problem</p>

27h 35m	P34F	Err it was under NAC; it goes in line with what I'm doing outside there. Err... I have seen that what I am doing outside there. I have seen that outside there it is difficult to reach out to people but when it was Trade Fair time, they flooded that err... stand. Which we eventually got so many results which they were looking for. That is what made...[inaudible] So people can come and actually we don't have to go to their homes and meet with them there because of stigmatisation. But when they are there, nobody watches them, and they go freely and get tests without... so I think that is the thing that I discovered that's new. But one other thing that did not go well with me is that prices they were just too high, so I don't know how, maybe...especially prices It was just expensive. I think the fees, like paying at the entrance. I heard some people saying the fee at the gate it was a lot. I heard some people saying err we can't afford. So, I don't know how we are going to...
	M2	The tickets were too expensive?
	P34F	Yeah.
	M2	Ok. Alright. Anything else that you liked or did not like which will influence your decision
	P34F	Yeah, the second part of the Trade Fair, the end. Nobody was there. I don't know. Mina ngibona angani kade kutshengisa ukuthi there was no cash to get inside. Yes, all the years, the last day of the Trade Fair people were enjoying and they flock like what I don't know. Because everything will be sold. Njengalabo abahamba eHarare, into ezinengi ama items abo ziyabesezithengiselwe nga. But then this time it was down.

	M2	Did you come during the business days?
	P34F	Yes.
	M2	What did you, what did you like during the business days before the public days?
	P34F	Yeah it was on and off. Not so much.
	M2	OK, alright. You want to come in.
	P34F	Well I want to add something. I know most exhibitors are from Harare and not Bulawayo. I don't know why. Maybe it's because Bulawayo people took it as if things were just too expensive. Maybe it was affordable for those people in Harare. I don't know. Most exhibitors that I visited who were making beads and this and that, sewing, they were from Harare. I am not sure
	M2	Alright.
	M3	Thank you. Err... so from those experiences which you had last year; can we safely say your objectives of the exhibition last year were met? In a nutshell, would you say they were met, they were not met? If not, what was lacking in particular? Really can you say your objectives for last year they were met? And what were they, those objectives?
31h 50m	P35M	Some of the exhibitors they were late. They were late to put their exhibits up in time and also like the parking also, there was a problem. You wouldn't know where and how.
	M3	So, the late stand erection as well as parking there. Your objectives for visiting last year? Your reasons for visiting last year? Were they met? Yes Sir.



	P31M	Yes, ZITF will always be ZITF, like before. The reason we had will always be reason to next time. So, if we consider why we are coming, for Zimbabwe it is because of the situation. It is really bad. What I have realised that people are coming as far as South Africa or Dubai. And those same people are not on their own, they will be behind the Zimbabweans. So, you get to say if you were to come to ZITF of which this has always been our objective. If you come to ZITF, don't expect to see your neighbour. You can get connected to someone who is from far and person will be coming from a point that is different from yours so if I am having challenges and that person is not having challenges, we can always work together. So, the objective of getting more connections will still be there.
	M2	Ok, thank you.
	P31M	Yes, I can just simply say that the objectives that we had were met Specifically in the sense that we ...our organisations were having more visits something like that...people are really... So, err... err... I think it was successful, our objectives were met. Then now the problem is the turn up in relationship to the same time last year after 2018, 2018 err ... Trade Fair. So, it would mainly be population, the number of people who attended last year was very limited.
	M3	Because of those experiences would you wish to revisit next year? Would you wish to revisit next year because of those experiences which you had?
	P31M	Yes. Maybe to come I will come.
	M3	How about inviting others? Would you recommend others?

	P31M	Yes...others to come and exhibit their products, their organisations because this is where you link. You get in the market; you create your own market ... <i>[Inaudible]</i>
	M3	Yes, just to wrap up this section. From your experience. Would you ... recommend the show to someone else, from your experience?
	P31M	Yes, definitely I would because each and every Trade Fair comes out with new people. So, if someone might like err ... from my recommendation, he will she will find something interesting. There is nothing hindering her from even going err ... coming. They should come and experience it.
	M3	Wonderful. Anything else? Yes. Would you recommend the show to someone? From what you have experienced so far?
	P33M	Like he said there is always something new that you may or will get.
	M3	Thank you very much. I think that's about it on our first sections. Any observations {Researcher} from your end? Any questions?
36h 18m	Researcher	No, we are good, we are good. I am getting the responses to the questions which is fine.
	M2	<i>[Explains and reads the question]</i> Why do you think there is that difference, between the factors which affect satisfaction with exhibitions in other countries and the factors that would affect satisfaction in Zimbabwe? <i>[Silence]</i> Why are we so different? Yes, {P33M} ...

39h 03m	P33M	<p>I am not yet there, but I just think that we are different. And being different from them makes it ... Some countries or some continents, I think for such a big thing, they would make sure that the fees to be paid for a table in here is far much better for everyone to manage. For example, in Zimbabwe at the end of the day its <i>[Inaudible]</i>...a reason to come to ZITF for marketing. The reason being the \$2,000 for me a table here, I would use that \$2,000 to go door to door to do my marketing. Even though I will be limited to those number of people. So, I don't suppose err ... you actually create an environment maybe the govt even subsidise for some companies who are up growing to manage to exhibit. And even give them some tickets during the week at a reasonable charge for everyone to attend. As it is there are so many people out there who are talented or gifted. Who are even artful and that staff, but you will never see those things inside Trade Fair. They won't be...So if our Zimbabwe is err... to come up with something that can enable or make it easy or those...especially the youth to be able to exhibit what they have or even share information, just information. It will help. And you will see everyone coming back next time.</p>
	M2	<p>Err... I will keep on repeating the question so that we continue to hammer on it <i>[Reads the question again]</i>.</p>

P32M

I think the main factor is about the welcoming remarks. When people are getting into the ZITF, I think they are not being welcomed you see. So, if you are not even welcomed, but in other countries there the visitors are welcomed. So sometimes the idea of being welcomed you develop ma positive interests so the idea of ... are not welcomed. So, our ZITF our visitors are not welcomed, that is ama visitors who come to see like our stands and so forth. Then number two I think the idea is about the connectiveness. People are not committed. Err ... that is err ... people they don't really know what to see in an exhibition. That is the main problem. And visitors they come to our stands there, they don't have objectives. So, I think I will give again that the adverting. This must change and our visitors develop ma-interests. So, the visitors are not connected, they don't know what is it that they want. Sometimes you see them just moving around. Why? It is about reconnection. Then the last thing I think why err...why there is a difference between Zimbabwe and other countries is about the reaction. That is the reaction of ...or let's say sometimes the reaction of iMarket after iZITF because after ZITF sometimes we can say we need to see changes. Then after err... finishing our exhibition there is no change that is terms of our market. So, it seems like you ask is it relevant to have this ZITF because we are paying all these expenses for ZITF but is it relevant or that it is not relevant. So, let us just lift this thing. So, it's about the reaction of iMarket which we have in Zimbabwe.

	M2	So, before I go, let me just follow up. Would any of those points listed, would they, err... you know if you find them in good order at an exhibition in bad order. You find the quality of an exhibition is poor, would that affect your decision to come back to the next exhibition, would that affect the decision to invite others or recommend the exhibition to other people?
45h 18m	P32M	Yeah because you see if that is the quality of the exhibition facility or venue or if it is err ... let me just say, link this point with the idea of connectedness of the entire Zimbabwe. Then if people are well connected, that is, they are going to be controlled or determined by the quality of the exhibition as what we expect from the exhibition. But since people are not connected, they don't know why are they here and where to go now, they don't know. People just come without knowing what is even in the exhibition...there is the idea of quality I don't even know now I am even confused because we don't know what we do with the ZITF.
	M2	So, if you find that somebody's quality maybe is not that good. Wont that cause you to recommend or not recommend. Would that cause you to come back or not to come back?
	P32M	Yeah because if the quality is poor, if I don't meet what I expect then I will not come back, and I will not even recommend anyone to come back. That is the main thing, if and only if I know I am connected, I know what is happening there in the ZITF. If I don't see the quality of exhibition which I expect. I will not recommend someone to come.

	M2	Alright, let's hear what others are thinking... <i>[reads the question again]</i> ...why that difference?
	P31M	Let me touch on advertising. Our advertising strategies. I have got a brochure its only that it is for ZITF 2020. And where I got it? I got it by the airport. So, I was just looking at it. Its only that ...I will go and read at what? At home. So, for now, it went there to the airport late last year in December, so I have the mind that I am going because I was privileged enough to go by the airport, and I picked up a brochure. Which is nicely done hey, I don't wanna lie. So, I was ...why does it not reach out to the outskirts. Not even just the airport. Send it out to the people, you know. Those people who will be travelling but let it be sent even to the community so that people can have an idea ... of ZITF of what is inside the brochure. Because people, people they will be misinformed. Maybe they will be coming just because there is Trade Fair just for the sake of coming because there is Trade Fair. On our advertising maybe we should just improve on that.
	M2	Ok, what do others think? Any other contribution? Why do you think there is that difference? Ok ... let me ask it differently. Or you want to come in first before I ...
	P36F	I think our economics is down.
	P31M	I always what to take things individuals and not to look at ... because I am in my own business ... Err ... I don't have any problem with the quality of the exhibition venue, facility and what, what ... we are OK. We are OK. And err...the quality of the design and the content of the exhibition, I don't have a problem with that. But personally, I have got a product to show

case. I have got something to display. And for you to attract people or to get customers, you need to have that thing at its best design. So, failure to come up with that design, on and on, obviously it is very fortunate that if the visitors were to come and find no attraction out of your design, you know that they won't come again next time. So, what I am trying to say that, before we think of someone next door, do the best of it all And err ... going back to the convenience of the exhibition, It has to be convenient and its us who understand business of convenience. And unfortunately, we have got these ... like what I said. But in terms of having our products here at ZITF, there are some people which I would call government or whoever is responsible you know who will have an eye on it. Like he was saying, people failed to attend last year. One of the reasons I picked, was accommodation. In other countries, just around the area, they make sure that if you are to register to say I want to go to Australia on such a date, they will create accommodation for you. But here in Zimbabwe, let's say someone who is in Famona, we charge someone a room \$100 USD just for that period. So, at times to be charged \$100 and I come at ZITF only to find that after paying for quality product, only to find that you have got nothing to offer. No attractive design. Will I come back next time? No, I won't. So, it has to start with us who are in business to say I want to put a best design on the table so that if someone is to come or recommend, the attendance will definitely change.

52m 26s	M2	Thank you. Finally, let me just say if you were, if you are satisfied with what you saw last year or with an exhibition, will that make you come back? If you are not satisfied with something, let's say maybe the registration process or the quality of the exhibition, will you still come back next year?
	P34F	Mmm ... Let me start by saying the registration for business days, I think if you should introduce that online ticket then maybe it can reduce the time taken because I notice that if you get a ticket you have to come round at ZITF and get your ticket, enter this into the computer and what and what and this and that. If it can be done online, I think it will save the people time for coming down here and registering and doing this and that. Can you just look into that? Yes.
	M2	So now I am coming to my question, I am saying if you were not happy with the registration process for example, will you still come back next year?
	P34F	Yeah, because I have got an interest I will come.
	M2	Why would you come back if you were not satisfied? What will make you come back?
	P34F	Err, what I got inside. Yes. That is the thing that is going to make me come back. The services that I received when I got inside the Trade Fair. I think those, that will make whether I have to come and register and go back I will still come. Yes.
	M2	Suppose you come, and you don't get, say this year 2019, what you wanted. But there is a new year 2020, there is Trade Fair again, would you come again.



	P34F	I would come because I want to see what I can get. Maybe I can get something which is going to interest me there.
	M2	Anyway, OK. Err ... looking at all these discussions that we are saying about your satisfaction, you know, all those points. Maybe let's come back to you as an individual. For you to get satisfied with an exhibition whether it is Trade Fair or agricultural show or whatever, what do you think are the three main factors which will make you happy with an exhibition. You can say, if I go to an exhibition and find one, two, three, I will be very happy, I will be satisfied. This is a very easy question. It's a VIP question <i>[Laughter]</i> yes Ma'am.
	P36F	A warm welcome. More information, very clear and even the direction. The advertisement. Maybe you walk in with a brochure that will tell you what it is about.
	M2	Ok. Can you unpack the warm welcome because it is important to understand? What are the elements of a warm welcome?
	P36F	When they visitors are coming, they feel they are welcomed. The person they meet is happy, very informative, friendly.
	M2	OK – I think she has her points there, the warm welcome, the other points that she highlighted. Very important. What else do you think err... what is on your list? What are the very important factors? Yes, Ma'am.
	P34F	I think exhibitors must be willing err to provide a prototype or sample for visitors rather than having them to buy their products you know, something like that.
	M2	You will not finish the Trade Fair <i>[Laughter]</i> if all the 2,000 or 3,000 companies each of them giving you a prototype <i>[Laughter]</i>

	P34F	Especially on business days. Yeah, I am not saying every day or that its open to everyone. I can go to this company and they explain to me, at least I expect you know a sample. Not all of them, I am not saying all of them.
	M2	That's good. So, samples. What else will make you happy with an exhibition?
	P37F	I wanted to say like having new products. Companies must have new products so that it will be ... it will like entertain visitors, something like exposure.
	M2	Ok. New products, innovative product, Right, what else. Yes?
	P35M	Err ... I will pass. I am still thinking.
	M2	You are still thinking OK. What will excite you? Yes... as a visitor. What do you want to see for you to be happy with the exhibition?
	P32M	Err ... I think the main thing that is the advertising. That is err... err ... that is very important because you cannot know what will be in a Trade Fair without advertising. So, it, must be unpacked through advertising. So, I think advertising is very important.
	M2	Ok, anything that will excite you, make you happy?
	P33M	I think what my mother said there. To be so welcoming, so informative that is number one. Number two, from exhibitors I will also be expecting to see high quality products not just for that period. Because they will be advertising like he said. For you to interest the market, you have to use price and quality as a marketing tool. So, if I am to visit and I see something that used to cost \$2,000 now costing one point five, you get so much out of that week. You can even make sales in the market by selling

		quite a lot of your products at the cost price. It's not a loss, its penetration. So, these are the things I will be expecting, good welcome, quality products, cheap products.
	M2	Anything else that you would want to see at an exhibition?
	P31M	I think just to add on err ... maybe I can just make an example whereby a VIP comes in sometimes. What is being offered outside right now is not what they do during ZITF. Sometimes they try to attract that is to lure people visitors.
	M2	Alright, that's fine. Is there anything that will make you fail to come back to the next exhibition or fail to make you recommend other people to come to the next exhibition. Yes ...
	P35M	The most important factor we are leaving is security. It is very important. Zimbabweans are known for pick pocketing. Zimbabweans are not satisfied with anything they have and you will be surprised to see an exhibitor himself getting something from a client. So as long as...as Zimbabweans we don't have that security visible to our visitors, or to promise them to say when you come you are safe from where you will be staying, the way you will be travelling ... there are taxis... That takes us back to how different we are from other nations. If you go to South Africa there, there are taxis you just do your safe calling from where you are and they will come and pick you from there. But here people come from different places, they get to town. A taxi just from Bulawayo Centre to here they will charge you more than 20 USD. There is no security, that's criminal! So, the security factor is very important, and we are not following it up.

1h 02m	M2	Alright. Thank you for that contribution. OK, I had asked the next question. Is there anything that would make you not want to come back to the next exhibition. What will make you make a decision that next time I will not come back, or next time I will not tell anyone to come back?
	P35M	Yes err... that is like myself I will say I will not recommend somebody to come given that is the accommodation charges which are being charged during that period. They are not err ... normal as compared to normally. Remember you are staying for a week. So, if you are paying more for accommodation now, then if you do the cost-benefit analysis I think sometimes you may say let me leave this because you will make a loss. Because you have to think now just on accommodation, the charges they are not normal, so I think this is a factor which is very important.
	M2	So this something that is being handled outside the exhibition. Anything that would cause you... within the exhibition. Anything to do with the organisers, anything to do with the exhibitors which will make you not recommend or come back? Anybody else?
	P34F	Err...but as for security, our cars outside there. We are made to leave our cars outside; you know these days thieves are a menace. Can it be that exhibitors are allowed to take their cars inside? I don't know how big this place is, the Trade Fair grounds but we are not safe, we don't feel safe leaving our cars. Yeah.

	M2	<p>Alright. Now, we are still looking at your experience, your satisfaction with the exhibition and how this will affect your decision to come back or your decision to tell others to come back or come for exhibitions. Right? What we have seen in the research that we had conducted is that a lot of exhibition organisers talk about statistics. How many people have come to the exhibition, how many people have attended and so forth? And they use that as a measure of success of the exhibition, so what I want to check with you is if that us a good measure of success. Those statistics. If you hear that the ZITF this time stands are full and so many people have attended. Are statistics going to help you make a decision as a visitor? You know there are so many people, let me go because there are so many people, let me go because of these statistics. Are these statistics something that you will consider in your decision to come or decision to recommend?</p>
	P31M	<p>Yes, I think to a certain extent because I think the number that is what determines err ... your sphere of influence, now. So, I can say now, the numbers can be used to a greater extent. Because err...the higher the number, that is the more you are exposed what? to the community and even to the world at large. So, I think to a greater extent, I think iNumber, I can say maybe to a greater extent maybe we don't know ukuthi err ... do the people know their objectives of just visiting but basically, I think I agree that the numbers are of interest.</p>
	M2	<p>But you are then saying you also need to check?</p>

	P31M	Yes, you also need to check now. Of which the checking part now is what will also be difficult. But the higher the population of people who are coming to interact, it shows kuti you are covering the wider population, they know about your organisation, about your company etc.
	M2	If we advertise that ZITF this year is bigger and better, more stands have been occupied, all the stands have been occupied err... people are visiting from as far as all the five continents, what does this do to you as a visitor? Do you feel that you have to be part of the event or do you feel kuti ah ... ok? What do you feel? When you hear the numbers?
	P33M	It takes us back to the objective of a visitor; two different people may be coming for different reasons. Someone may be coming for entertainment and because again we would have people coming from all parts of the world would make that same visitor come again to get entertained. I remember during the Comrade Chinx era, you know <i>[Laughter]</i> my kids were crying “I want to go and see Comrade Chinx! and what, what, what. Secondly, for business, people who will be coming for business, for them to hear that we will be having a South African stand, that will also influence people to come because they will also meet err people from outside Zimbabwe and they will stand to benefit from it. So, numbers they count, they really count.
	M2	Alright. Any other contribution?

	P32M	I think even on that one, err ... I think it also comes, if you see that even in terms of ama industries, in the business you are ... sometimes if you are into food, if you hear that you get hyped up because people will be busy buying food, people will be buying drinks, it also counts
	M2	Alright. So, this study is also investigating whether the satisfaction of a visitor is a measure of the success of an exhibition. So, let's say you are looking a visitor and you are looking at the level of satisfaction versus the statistics or the numbers, which one would you use yourself to measure the success of an exhibition? Do you think you need to look...do you think the satisfaction, the satisfaction of visitors is more important than the numbers? Or would you look at the satisfaction of visitors as a measure of success. Let me throw it to the other wing. Yes Ma'am.
	P34F	I think it depends. Some people are satisfied by just going there and having fun and buying, buying. Then when it comes to business, when a visitor is satisfied by getting what he wants or what she wants, I think that is important.
1h 11m	M2	Ok. What do others think?
	P32M	I think they are both important.
	M2	They are both important> Satisfaction and the numbers? In what way is satisfaction important?
	P32M	The satisfaction of the visitors is important because they will come and also, they will go and tell others to also come
	M2	Alright. Any other input?

	P33M	First, I would measure the satisfaction of the visitors to my stand in particular. Because having someone visiting your table, you talk, you agree, he smiles then he promises to buy from you, that means a lot. So, satisfaction starts on talking then ends in action. You can't have action without talking. So, if we agree on something we will reach somewhere and both of us will be smiling, so to me I know it's a ball in my court.
	M2	Alright. Thank you. So, you are saying satisfaction is very important. OK. Others, maybe I will just go round. What would you use as a measure of the satisfaction, as a visitor? For you to ahhh...this time, the exhibition was very successful, what will you use to measure?
	P31M	I think myself I will go for satisfaction. Because when people are being satisfied that means they are happy about what they see about the quality of products err ... you are going to err ... err ... maybe get ...
	M2	That is as an exhibitor. As a visitor, what would you use as a measure of success? Let's say the time comes, you visit the Trade Fair, you go back and say ah, yeah, it was successful, what would you use?
	P37F	I think I will also use satisfaction. Why? I can say I will influence others to come also so that they get the same information that I got. So, the satisfaction is important.
	M2	OK. Any other factors that you would use to measure the success of a show, an exhibition? Any other factors?
	P34F	I think as an exhibitor, more sales. If I get more sales and enquiries



	M2	OK, you get more sales, more enquires as an exhibitor. As a visitor?
	P32M	Connections.
	M2	Ok. Getting connections. Alright, what kind of connections? Business? Social?
	P32M	Business and social <i>[Laughter]</i>
	M2	Alright.
	P32M	Because you have come to the ZITF, you didn't know where to get cheaper spare parts like for a car that you will meet Amtec here, its advertising, Peugeot car, you don't get to France, they have got it here at so much. You'll be calculating that do I need to go France when they can place an order for me so as Amtech a visitor that will be very, very benevolent and helpful and social life as well. Going through the Trade Fair you meet maybe the luck man or a lucky lady <i>[Laughter]</i>
	M2	Alright, any other? Err ... who has not err ... told us err ... what is being used? Yes, Ma'am. What would you use to measure success of an exhibition <i>[Silence]</i> ? OK, we have stolen it. Alright, we have been talking about the exhibition, your experience, satisfaction and intention to come back and your intention to recommend the exhibition to others especially as a business visitor. I know we have been talking about what the ZITF needs to do, what the exhibitors need to do and so forth. I think we are at a stage where we can summarise our recommendations to say what should exhibitors do and what should organisers do? Then we can give honest recommendations to our exhibitors, honest recommendations to

		our organisers so that at the end of the day we help everybody to improve the service they offer and also improve our own experience. When we come back and find that thinks are better, we have a major stake. Hanti? So, let's just think about how we can coordinate those recommendations to our organisers and our exhibitors. I will give it back to{M3} to co-ordinate those recommendations to our organisers and to our exhibitors.
1h 17m	M3	So, we will conclude with your recommendations for the organisers of these exhibitions [ <i>Reads the question</i> ].
	P31M	The organisers of the exhibition they should try to organise like visitors that are coming they should make sure that they are connected all round like err ... where they can get better accommodation, their meals and their transport so that as they are coming they know what they are expecting. Instead of them getting in and they are shocked.
	M3	So that's all-round connection of the organisers so that they are well connected on accommodation as well as meals for a better experience of whoever will be attending that exhibition. Thank you.
	P34F	I think I will say security. And really also I am going to talk about it again. Online tickets
	M3	Online ticketing and security there. Yes ...
	P36F	Their accommodation. Some of them I heard them last year, there were complaining there were nowhere to go. They were sleeping down there in the dust during these agricultural, inkomo, imbuzi and so forth. They were from Hwange and they

		were sleeping in the dust down there. So, accommodation for people who come from far way.
	M3	Thank you,
	P37F	I think they should reduce the gate charges because the cheaper it becomes the more people will come in,
	M3	So, they should reduce the gate charges? Ok. Thank you.
	P32M	They must have more information. More information for visitors.
	M3	Anything which you feel they should stop doing? <i>[Silence]</i> Ok. Maybe we can continue. Suggestions here? <i>[Silence]</i> . Ok. Maybe just to round up, your recommendations to the exhibitors. Your recommendations to the exhibitors. What would you recommend to them <i>[Reads the question]</i> ?
	P31M	Ok, I, I, I have something on the recommendations before I go to the exhibitors. What the organisers might do or can do to ease life for the exhibitors and visitors at the same time. Err ... I think it's something they should be on way before time, advertise and promoting it in a very, very vibrant manner. For example, most people fear the fares and fees on accommodation and transport. If they are to come up with an app, technologically, whereby those visitors who will be coming for visitors to actually book, they can actually book for them online two months or three months before. I think that can help. Then err ... for exhibitors, I think what they should do err ... The personnel or those people who will be coming to represent them or to be selling at their tables, they need to train those guys. Teach them customer care, you know those basics of marketing, closing a sale, how to welcome a new customer this and that. It is important. Because

		people they are not yielding at the end of the day because the people that they put in front are those that you get for a week to come and sell your product. They do not have even that product knowledge. Because to represent someone or to sell something you need to be having that product knowledge on the kind of the product. So, training of employees or those representatives is very important.
1h 23m	M3	Thank you very much. Yes. Sir
	P32M	Yes. I think to add on that one, that exhibitors they are given also a reminder on their pricing of their goods which they bring here, the prices which are sometimes lower than at their organisations or their companies. So that people can see the relevance of buying here than buying ngale and that side, outside err... the Trade Fair.
	M3	Ok, anything else before we close the discussion? <i>[Silence]</i>
	M2	I can see heads shaking <i>[Laughter]</i>
	M3	<i>Hello {Researcher}. We have exhausted our recommendations on the last section of our discussion. Any words which you would like to share with us?</i>

	<p>Researcher</p>	<p><i>[Thanking participants]</i> I noted the frustrations that you have towards the organisers of the ZITF. I suppose they apply to other organisers as well. I am going to take those as separate issue because they become the operational issues of running the show. I am going to address them with the respective organisers as well to give them feedback on how they can improve your experiences just so it doesn't end up as a project that goes for academic marketing and it stays there. I liked the comments around the fact that visitors come to the show without knowing what they have come to do. I know that the focus for organisers tends to be on training exhibitors to be able to get a return on investment. But I am not so aware that organisers spend any effort on communicating with visitors to say they must also have objectives. So, I think that is an interesting lead to follow up and compare with other countries in terms of visitor preparedness in an exhibition. Because for you to derive that value, you need to have an objective and you need to have a basis to make your conclusion at the end of the day.</p>
		<p><i>[Closing remarks and thanks].</i></p>