

**MANAGERS' PERCEPTION TOWARDS EFFECTIVENESS OF TRADE  
SHOWS AND EXHIBITIONS AS A METHOD OF PROMOTION  
A CASE OF MOMBASA AGRICULTURAL SOCIETY OF KENYA SHOW**

**BY**

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**A Management Research Report submitted in partial fulfillment of the  
requirements for the award of a degree in Masters of Business  
Administration (MBA), School of Business, University of Nairobi**

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## DECLARATION

The management research project is my original work and has not been presented for a degree in any university.

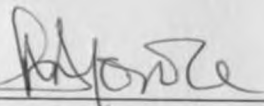
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## **Dedication**

I dedicate this project to my husband, Eric Nyange Mwanyumba, without whose caring support, patience and understanding, the completion of this work would not have been possible.

## ACKNOWLEDGEMENT

The completion of this project has been through the love and mercy of the Almighty God all through the course. He has made everything beautiful in its time. All Glory and Honour be to you Lord.

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## LIST OF ABBREVIATIONS

<b>A&amp;HSK</b>	-	<b>Agriculture &amp; Horticultural Society of Kenya</b>
<b>ASK</b>	-	<b>Agricultural Society of Kenya</b>
<b>EAA&amp;HS</b>	-	<b>East Africa Agricultural and Horticultural Society</b>
<b>RASK</b>	-	<b>Royal Agricultural Society of Kenya</b>
<b>RASC</b>	-	<b>Royal Agricultural Society of Commonwealth</b>
<b>YFC</b>	-	<b>Young Farmers' Club</b>

## ABSTRACT

Trade shows cannot be underestimated as important marketing tools that are able to reach a huge target market at one go. ASK has over the years organized shows that have provided an even playing field in which small businesses and large ones come together to showcase their products and services. This study was conducted to determine whether the Mombasa ASK trade show was an effective promotional tool in meeting objectives of participating organizations with a view to help ensure that future shows are efficient and provide the positive impact to participants.

The objective of the study was to determine managers' perception on effectiveness of trade shows and exhibitions as a method of promotion, to establish whether organizations achieve their promotional objectives by participating in ASK shows and to determine factors that influence the participation of organizations in the ASK Shows. The survey was carried out using descriptive study. The population of the study was drawn from exhibitors of the ASK Mombasa International Show. The study used a semi structured questionnaires to collect primary data. The instrument was dropped and picked later. The respondents were managers responsible for handling the show activities. The response rate was 81.5%. Descriptive statistics was used to analyze the data. The results were depicted in frequency distribution tables, mean scores, and standard deviations to give a picture of the objectives.

The study found that managers perceived ASK Mombasa show as somewhat effective meaning that ASK still has room for improvement. Most participants indicated that ASK has potential to provide the conducive environment for exhibitors to achieve their

objectives during the shows.

It was recommended that Mombasa ask show management develop strategies that will see the reorganization of the show. Secondly there was need to establish a comprehensive feedback mechanism to determine needs and requirements of customers and incorporating them in their planning.

The study covered only organizations base in Mombasa. This may not be representative of the ASK shows in Kenya. Further the study focused only on exhibitors, leaving out a critical group of show attendees. A similar study can therefore be conducted taking these factors into account to get a more realistic picture of the effectiveness of ASK shows.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background

Organizations are today faced with a very dynamic competitive environment that calls for constant quick responses to ensure survival. Waterman (1987) asserted that, the only constant in the business environment was change. Diverse factors such as changing consumer preferences, increased pace of industrialization, technology innovation and inventions, intense competition, widened markets, among others call for marketers to constantly keep abreast with the happenings around their businesses and adopt strategies that enable their companies remain afloat.

Pearce & Robinson, (1997) observed that for organizations to achieve their goals and objectives it was critical for them to constantly adjust their strategies to the external environment. Kotler & Armstrong (2004) noted that conducting business in the new digital age called for a new model for marketing strategy and practices. To emphasize this point they quoted; “sparked by new technologies, particularly the internet, the corporation is undergoing a radical transformation that is nothing less than a new industrial revolution..... To survive and thrive in this century, managers will need to hard-wire a new set of rules into their brains. The 21<sup>st</sup> century corporation must adapt itself to management via the web.” (Byrne, 2000, pp. 84-96)

According to Kotler & Armstrong (2004), another strategist suggested that the internet was “revolutionizing the way we think about.... How to construct relationships with suppliers and customers, how to create value for them, and how to make money in the process in other words, it’s revolutionizing marketing.” (Mitchell, 1999, pp, 24-25)

The marketing strategies need to consider changes that take place and the opportunities and threats that keep emerging because marketing decisions made outside the prevailing environmental factors may be detrimental and lead to losses for the company as a result of poorly formulated marketing strategies.

Lyng, (2008) notes that uncertainties in market conditions over time created risks in sales decisions. Environmental changes could mean the difference between success and failure of an

organization. Marketing considerations are among the managers most important decisions. To both manage market risks and pursue the opportunities available in the marketplace strategies have to be formulated.

A well-formulated marketing strategy enables the organization avoid wrong decisions, while taking the correct direction. Marketing strategies are dependent on the situation existing in the marketplace thus are not constant. It was therefore imperative that there is continuous monitoring of the environment and development of strategies in line with the market forces in play for the business to remain successful.

### **1.1.1 Perception**

Combs (1959), argued that people do not behave according to the facts as others see them. Their behaviour is determined by the facts as they see them as individuals. What governs behaviour from the point of view of the individual are his unique perceptions of himself and of the world, he lives. Perception is one of the psychological factors influencing consumer buying behaviour.

A number of scholars defined perception differently. Perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful coherent picture of the world. (Kolter, 1984, Schiffman & Kanuk, 2004). While Jones & George (2003) observed perception as the process through which people select, organize and interpret what they see, hear, touch, smell and taste or give meaning and order to the world around them.

Loudon (1979), states that to perceive is to see, hear, touch, smell or sense internally something, event or relation and to organize interpret and derive meaning from the experience. Kibera & Waruingi (1988) summarized perception as the process, which attributes meaning to incoming stimuli through human senses. In other words, it was the process by which we attribute meaning to incoming stimuli received through our five senses.

The actions individuals undertake are determined by their perception of the world. Walters & Bergiel (1989), described perception as a solid process during which an individual acquires knowledge about the environment and interprets the information according to his needs, requirements and attitudes.

Two people may be exposed to the same stimulus under similar conditions but how each one of them discerns the stimulus depends on the individuals own needs, values and expectations (Schiffman & Kanuk 2004). Kenyon (1993) states that often ones reaction to an event is strongly influenced by both perception and ones expectations for the occurrence, thus it is not always possible to readily determine in advance how people react to a particular event or incident.

### **1.1.2 Promotion and Trade Shows and Exhibitions**

Mbau, (2000) noted that in the past few years the emergence of major forces in the market environment had posed a great challenge to traditional practices of marketing. Due to the market forces Kotler, (1999), observed that modern marketing calls for more than developing a good product, pricing it effectively and making it available to the consumers. Every organization without doubt must play the role of communicator and promoter. Organizations have to communicate with their existing and potential customers, including other stakeholders. Cole, (1996) stated that every product needed to be promoted in order to draw attention in the marketplace and for its benefits to be identified.

Therefore, the role of communication in marketing is key to any organization. Hutt, (1985) pointed out that experience had taught marketing managers that even the best products do not sell themselves. They argued that benefits and cost efficiencies of the products must be effectively communicated. Writing on the same subject, Tahmincioglu (2003) explained that even the best ideas do not sell themselves. According to Engel et al (1991) the need for communication activity in marketing was brought about by the informational gap that exists between producers and potential consumers. A successful product means nothing unless the benefits can be communicated clearly to the target market.

According to Barry and Evans (2005), promotion is communication with customers, the general public, and others through some form of advertising, public relations, personal selling, and/or sales promotion. Kotler & Armstrong (2004) defined promotion as communication undertaken to persuade others to accept ideas, concepts or things, a definition which Engel, Warshaw and Kinnear (1991) concurred with.

Promotion is a controlled integrated programme of communication methods and materials

designed to present an organization and its products to prospective customers, to communicate need-satisfying attributes of products to facilitate sales and thus contribute to long-run profit performance Kotler & Armstrong (2004). Pride & Ferrell, (2003), state that the promotion variable relates to activities used to inform individuals or groups about an organization and its products. Its objective is to increase public awareness of the organizations, new or existing products. They emphasized that the role of promotion was to build and maintain favourable relationships by informing and persuading the target audience thus stimulating product demand. Apart from creating awareness Schiffman & Kanuk (2004), also included some of the objectives as promoting sales of a product, encouraging/discouraging certain practices, attracting retail patronage reducing post purchase dissonance, creating goodwill or favourable image or any combination of these objectives.

Jenkins (2000) presented the history of the popular exhibitions in the world today as having originated from the old trading markets such as the “marts” in what are today Belgium and the Netherlands, where British merchants sold their wool and woolens in the 14<sup>th</sup> century. These then developed into the current shows that are attended by either the trade or the general public. The development of exhibitions led to London becoming a major exhibition center, however, Germany later dominated with big shows that were founded on the continental trade routes.

Barrons Marketing Dictionary defines trade show as “exhibit of goods and services for the benefit of individuals or companies involved in a particular trade. Generally, a trade show was held in an exhibition hall, and each exhibitor was allowed to rent space to display goods and services. Many trade shows were accompanied by seminars and lectures where newest trade information can be presented and new trade ideas and concepts may be exchanged”.

Wikipedia the free encyclopedia on the web define a trade fair (or trade show) as an exhibition organized so that companies in a specific industry can showcase and demonstrate their new products and services. Some trade fairs are open to the public, while others can only be attended by company representatives and the press fraternity. Kotler (1984) presented trade shows and exhibitions as specialist market places that allow exhibitors to promote their products and services to reach new customers and generate new sales. Maitland (1997) explained that organizations can use shows to create the perfect sales environment.

### **1.1.3 The Agricultural Society of Kenya**

The Agricultural Society of Kenya (ASK) is a non-governmental organization that was setup with the objective of looking into the growth and development of the agricultural industry in Kenya. It has 15 branches countrywide and hosts 12 shows annually; in addition, it organizes and conducts field days and ploughing contests. The society further carries out youth programs for their Young Farmers' Club (YFC).

The Agricultural Society of Kenya was founded in December 1901 then known as the East African Agricultural and Horticultural Society (EAA&HS). It held its extremely successful first show on February 26, 1902. However, after sometime EAA&HS underwent many problems to a point that the society did not survive World War 1.

The society was revitalized, and became Agriculture & Horticultural Society of Kenya (A&HSK), but it also did not thrive for long as it was affected by the 1921-1924 Depression. It later grew stronger in the 1920s, staged shows in East Africa. The society which was by then known as Royal Agricultural Society of Kenya (RASK) narrowly escaped collapse during World War 11 and in 1947 expanded and diversified, forming the Young Farmers' Clubs, acquiring the Nairobi showground, and opening new showgrounds in Nanyuki and Kitale.

In the mid 1950s, the society began to address itself to the question of including Africans into membership. African membership gained momentum after independence when the government stepped in and encouraged farmers to join the society. From mid 1960s to mid 1970s, the Agricultural Society of Kenya (ASK) expanded greatly both in terms of membership and showgrounds. The government continued to offer support to the society, while it used its shows as an important part of its extension services to the people and a platform for educating farmers.

### **1.1.4 ASK Objectives**

ASK's main objective was to promote agriculture in Kenya. This objective was achieved through specific objectives that include; encouraging and assisting the agricultural industry and related industries, as well as promotion of research and extension services, holding competitive shows, trade fairs and exhibitions of livestock, agricultural and horticultural produce, economic products, implements and machinery. The society further encourages the breeding and



importation of purebred stock and improvement of indigenous animals, encourages and assists farmers to maintain official Milk Recording Schemes either independently or in association with others.

In addition ASK conducts trials of Agricultural Machinery in order to demonstrate the most efficient and suitable types, organizes ploughing contests through the Kenya Ploughing Organization and organizes conferences, workshops and seminars on topical subjects affecting agriculture.

Over the years ASK has expanded its mandate to include other operations. Expansion beyond its initial interests was due to the realization that Kenya was basically an agricultural country and therefore there are very few areas of the economy that can be completely independent of agriculture. The membership and general activities were therefore opened to represent all types of Kenyan life.

In its role as a catalyst in the agricultural industry the ASK has used shows as a platform for encouraging and assisting development and as well as collecting and disseminating information on crop production and livestock rearing. This approach had a significant impact that led to other organizations unrelated to agriculture in recognizing the importance of the shows as a promotion platform. As a result many more organizations both local and international moved in to use the ASK shows for exhibitions.

Today's trend however, reveal that ASK Shows face challenges such as low participation by exhibitors who reduce their marketing and advertising expenditures due to slow economic growth. The number of show goers has also dwindled because of low purchasing power. This therefore affects the target market for the exhibitors.

Consumer attitudes play a crucial role in the performance of specific ASK Shows. Exhibitors normally participate in shows where their goods will sell. Thus the challenge was for ASK to ensure that they have the captive market to entice participation in the shows. On this same note, demographic factors came into play, in that the younger population today attends the shows for leisure purposes. As a result, the population of serious business fraternity was smaller.

Furthermore, the promotional and advertising activities have been at a minimal thus offering no

required impact. Coupled with increased competition from specialized exhibition organizers and the use of Information Technology (IT) that was increasingly reducing the relevance of exhibitions, ASK needs to respond to changes to customer needs, and changing markets.

## **1.2 Statement of the problem**

Marketing strategies need to consider changes that are taking place with a view to making the right decisions in advancing the objectives of organizations. In this regard, traditional marketing where organizations could control the market and how it disseminated information on its products/services has had a revolutionary change. For instance, customers would only buy what was close to them and were only able to receive information that was within that market. Organizations were therefore able to effectively control their activities through the traditional 4 Ps, product, price, place (distribution) and promotion.

The turn of events today has seen a great shift in the way of doing business. Customer satisfaction is increasingly becoming a critical area of focus for the modern organization and has seen the approach to marketing change due to the realization that organizations can no longer easily control information. Rather than try to control consumers, organizations have to satisfy them. The current trend in the highly competitive environment is that 'customers do not want more choices but want exactly what they want, when, where and how they want it.' (Drucker, 1995).

The changing nature of marketing to suit customer needs and expectations has thus led marketers to looking into the most effective ways of establishing and maintaining customer relations. Craven, (2002), suggested that in a fiercely competitive marketplace, it was crucial to identify a strategy that will drive the customers to you and not to your competitor. Majumder (1996) noted the great issues that marketers were faced with were severe recession, reduced purchasing power, reduced growth rate, increased competition, consumer awareness and pressure on pricing. Under these circumstances marketers had the challenges of coming up with effective and unique promotional activities to assist their firms survive.

In this regard, trade shows and exhibitions come in handy as one of the marketing tools that benefit both buyers and sellers. Many firms today invest in marketing campaigns to retain

customers and establish new ones. For the medium or small enterprises, the costs of the campaign can be unaffordable (Ndioo, 2008). According to Patten, (2001) trade exhibitions and shows are therefore important elements of many small organizations' marketing efforts. They provide a selling opportunity where a large number of visitors to other organizations can be attracted.

Trade shows in most cases involve considerable marketing investment by participating organizations. Costs include space rental, design and creation of stands plus displays, communication, networking, travel, accommodation, and promotional literature and give aways to attendees. In addition, costs are incurred at the show for items such as electrical, booth cleaning, internet and material handling services.

Achola, (1996) indicates that the society's shows had a positive impact in the promotion of agriculture development in Kenya. This contribution was the springboard to attracting other organizations into using the shows as a shop window. While appreciating that ASK was able to meet its obligations to encourage and assist the agricultural industry, it was important for the society to review its objectives from time to time in line with the changing environment with the view to meeting customers' expectations.

In Kenya several studies have been carried out in the field of promotion. These studies focus on promotion in other industries. Application of promotional mix elements within multinational pharmaceutical companies in Kenya Naikuni (2001). Promotion mix in Agrochemical industry in Kenya Ndegwa (2003). Promotion techniques used by NGO's in their social campaigns against HIV/AIDS in Kenya Mwaniki (2003). No research known to the author was found on effectiveness of trade shows and exhibitions as a method of promotion. A study by Mathenge (2003) was on perceived effectiveness of Export Promotion Council of Kenya that dealt on promotion programmes, therefore the findings cannot be applied to ASK.

Given the increasingly competitive environment, most organizations are operating in and the budgetary constraints they find themselves in, the need to ensure that organizational objectives are met becomes critical. Organizations are constantly looking for the lowest cost effective methods to promote their products and services. The effectiveness of ASK Shows as a promotion platform to meet the firms objectives was not known. The proposed study therefore sought to

establish whether trade shows and exhibitions were effective promotional tools in meeting objectives of participating organizations.

### **1.3 Objectives of the study**

The specific objectives of the study are:

1. To determine managers' perception on effectiveness of trade shows and exhibitions as a method of promotion
2. To establish whether organizations achieve their promotional objectives by participating in ASK shows.
3. To determine factors that influence the participation of organizations in the ASK Shows

### **1.4 Importance of the study**

The results of the study will be useful to various groups of people including potential exhibitors, trade shows and exhibition attendees, the ASK, the Government, researchers and academicians.

Potential exhibitors both locally and internationally that may wish to use the ASK shows for promotion of their products or services. The findings would assist the organizations to make well-informed decisions, as taking a stand at a show was a significant and costly step that needed considerable planning to make the most of the opportunity. On the other hand all participants to the shows would be in a position to determine whether the shows were appropriate to ensure that the exhibitions fit into their overall strategy and assist them to achieve their business objectives.

ASK could use the results to formulate strategies that would add value to participating organizations and ensure its continued existence. While the Government, its agencies and policy makers may use the results for formulating good national policies for the country in the trade industry.

The study was expected to contribute to the existing literature that may be useful as a source of reference to academicians and researchers. It would also be of value as a basis for further research in the area of trade shows and exhibitions in the country.

## **CHAPTER TWO**

## LITERATURE REVIEW

### 2.1 Introduction

Waterman, (1987) noted that in today's business environment, more than any other era before, the only constant was change. Organizations that succeed in this type of environment are only those that effectively manage change persistently by adapting their processes to conform to the forces of change. The rate and magnitude of changes that affect organizations are increasing dramatically, for instance e-commerce, economic recession, mergers etc. Survival of organizations highly depends on capability of cleverly identifying and adapting to the changes (David, 2005)

Kotler. (2000) explained that as a result of major societal forces such as technological advances, globalization, regionalization and deregulation, the marketplace was radically changing over time. According to Stoner et al, (1995) the technological, political, economic and social trends can have major effects on the success or failure of organizations. The constantly changing environment therefore, makes it imperative for organizations to continuously adapt their activities in order to succeed (Ansoff, 1987).

According to Pearce & Robinson, (1991) the external environmental factors form the complex necessities involved in formulating strategies that maximize a firms market opportunities. This ever-changing marketing environment poses serious challenges to the survival and profitability of firms (Mbau, 2000). Today's consumers are more educated, more inquisitive and more demanding, while on the other hand products are increasingly becoming complex and specialized. Marketing Managers must therefore be sensitive to these dynamics when recommending responses to environmental changes (Stoner et al, 1995).

Furthermore, the effects of the marketing environment can be very dramatic and difficult to predict thus affecting a marketer's ability to facilitate exchanges. Pride & Ferrell, (2003). Pearce & Robinson (2004) asserted that it was sometimes very difficult to identify the environmental forces because there are so dynamic and interactive to the extent that the impact of one element could not be wholly disassociated from the impact of other elements. Consequently, the role of marketing function in organizations cannot be overvalued, as it was crucial for their survival.

## 2.2 Concept of perception

Schiffman & Kanuk (2004) were of the view that how individuals receive, organize and interpret the sensory information was dependent on the perceptual process. The concepts stimuli and receptors are important in understanding the perception process. A stimulus is any unit of input to any of the senses, which may include among others products, advertisements, and commercials. Sensory receptors are the human organs comprising the eyes, ears, nose, mouth and skin that receive the sensory inputs. Their sensory functions are to see, hear, smell, and taste. All these functions can be activated separately or simultaneously.

According to Kotler, (1984), perception was dependent on the nature of the stimuli and how the stimuli related to the environment and the conditions within the individual. People's perception on the same stimulus object is determined by the perceptual process.

### 2.2.1 The Perceptual Process

Wagner (2008) stated that the perceptual process is a sequence of steps that begins with the environment and leads to our perception of a stimulus and an action in response to the stimulus. The perceptual process involves knowing how perception form and how it influences attitude and behaviour. Figure 1 shows the elements of the perceptual process.

Fig. 1 The Elements of Perceptual Process



Adopted from Banyte, Paunksniene & Rutelione, (2007), Peculiarities of Consumer Perception in the Aspect of Marketing to Women.

Sensation is considered “as a physiological mechanism that helps people, using sensory receptors i.e. eyes, ears, nose, mouth and skin to react to external stimuli” (image, sound, scent, taste and texture) Banyte et al (2007). Sensation is the immediate and direct response of the sensory organs to simple stimuli. Attention refers to the process of the consumer paying attention to a particular product because he has noticed the features in them such as colour, size, package etc. Ngahu, (2003). Loudon (1993) defines interpretation as a process of sensation decoding in other words rendering of a meaning for the signal received. Retention is the ability of the individual to retain information that supports their attitudes and beliefs. Britt, (1979). The individual learns

and remembers the relevant and valuable messages and statements that enhance his/her existing beliefs and attitudes.

### **2.2.2 The Sensory Threshold**

The absolute threshold is the lowest point at which a person is able to experience a sensation. (Schiffman & Kanuk, 2004, Solomon, 1996). The point at which the individual is able to detect a difference between 'something' and 'nothing' is that person's absolute threshold for that stimulus. Schiffman & Kanuk, (2004), argued that the more one is exposed to a stimulus the absolute threshold increases, making the senses get dull and therefore notice the stimulus less. They further explained this phenomenon as adaptation.

Sensory adaptation was a concern to advertisers, thus the reason they tend to change their campaigns often and marketers keep on improving their products Ngahu, (2003).

The differential threshold also known as just noticeable difference (j.n.d) is the minimal difference that can be detected between two similar stimuli. Schiffman & Kanuk,(2004). . Weber's Law states that the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different. According to the law, an additional level of stimulus equivalent to the j.n.d. must be added for the majority of people to perceive a difference between the resulting stimulus and the initial stimulus.

Schiffman & Kanuk,(2004), explain that marketers use the j.n.d. to determine the amount of improvement they should make in their products that will meet or exceed the consumer's differential threshold. The aim is for the improvements to be readily discernible to consumers without being wasteful extravagant.

### **2.2.3 The Dynamics of Perception**

These are the perceptual means that are used in processing received information. Perception is not a function of sensory input alone, rather, it is the result of two different kinds of inputs which interact to form the personal pictures, the perceptions that each individual experiences. One type of input is physical stimuli from the outside environment. While the other type of input is provided by individual themselves in the form of certain predispositions, such as expectations,

motives, and learning based on previous experience. The combination of these two different kinds of inputs produces for each of us a very private, very personal picture of the world according to Schiffman & Kanuk,(2004). Since each individual is a unique entity with unique experiences, wants, needs and expectations, their perceptions are different.

In reality people receive, a very small fraction of the stimuli to which they are exposed Solomon, (1996). Chung, (1981) said this is because people exercise selectivity in perception, perceiving only what they think is relevant for their purpose. Schiffman & Kanuk, (2004), further explained that the stimuli selected depend on two major factors in addition to the nature of the stimuli itself. These were the consumers' previous experiences, which influenced their expectations and their motives at the time, which is determined by their needs, desires and interest.

According to Schiffman & Kanuk (2004) the two factors could each serve to increase or decrease the probability that the stimulus will be perceived, thus can affect the consumer's selectivity, exposure to and selective awareness of the stimulus itself. A person's selection of the stimuli from the environment is based on the interaction of expectations and motives with the stimulus itself. This argument leads to the following important concepts about perception.

Selective exposure which Palmer (2000) argues that individuals make active decisions regarding the stimuli they wish to expose themselves to and that consumers are aware of the stimuli that relate to their needs at that particular time of perception. What consumers decide to process is dependent on their experience with that type of stimuli.

Selective attention is the other concept in which according to Kotler (1984), people are exposed to a huge amount of stimuli every day that it becomes next to impossible to pay attention to all. In this regard, Schiffman & Kanuk (2004), suggest that people tend to screen out the information coming to them giving attention to only what meets their needs or interests.

Likewise, perceptual interpretation is a personal phenomenon (Schiffman & Kanuk, 2004). Chung (1981) outlines perceptual interpretation as being a subjective process because it serves the perceiver only. This means that depending on how important the perceived world is to the perceiver, the greater the influence from subjective elements such as emotions, bias and feelings. Furthermore, perceptual interpretation is a judgmental process. Perception is usually expressed in



judgmental terms that is good or bad, right or wrong and others. Schiffman & Kanuk, (2004), notes that individuals will unconsciously distort information that does not match their needs, values and beliefs to deny their existence. Kotler (1984) indicates that people tended to interpret information in a way that would support rather than challenge their preconceptions.

#### **2.2.4 Factors Influencing Perception**

There are internal and external factors that cause individuals to see the same perceived object differently. Chung (1981) asserts that both types of factors affect all the phases of perception but external factors tended to have more influence on the selection phase. Schiffman & Kanuk, (2004), identifies some of the most important internal factors that influence perception as expectations, motives and needs, past experience, self-concept and personality. They further state that some of the most relevant external characteristics include appearance, stereotypes, contrast, intensity and nature of the stimuli.

In addition to the internal and external factors influencing perception there were other factors that also influenced perception such as perceived risks. Individuals often perceived risk in making selections because of uncertainty regarding the consequences of their decisions. These risks include functional risk, physical risk, financial risk, social risk, psychological risk and time risk (Schiffman & Kanuk, 2004).

Njoroge, (2003) was of the view that the concern on perception by organizations was of great importance because it involves the constitution of the users' feelings and particular stimuli and helps in the development of strategies towards meeting that which users perceive as important. Ngau, (2003) argues, that knowledge of the perceptual process is important since the manner in which users of a product or service interpret the information is affected by the cognitive understandings that they have established in their minds.

Schiffman & Kanuk (2004) believed that companies must be very keen on how consumers and stakeholders perceive their products and company as a whole. To provide satisfaction effectively in the market place, marketers must understand how all their marketing activities are perceived because perceptions greatly influence buyer behaviour. One of the biggest challenges facing marketers is to get consumers attention, through stimuli, which can be understood and

remembered. (Kibera & Waruingu,1998).

## **2.3 Promotion Mix**

The strategy that the business uses to persuade a person about their products is contained in the marketing communications programme or **promotional mix**. The communication mix consists of a set of tools that can be used in different combinations and different degrees of intensity in order to communicate with a target audience. There are five principal marketing communication tools namely, advertising, personal selling, direct marketing, sales promotion and public relations. (Fill, 2002).

The aim of organization's promotional strategy was to bring existing or potential customers from a state of relative unawareness of organization's products to a state of actively adopting them. To generate sales and profits, the benefits of products have to be communicated to customers. Equally, due to continued business competition firms have to go for product differentiation besides diversification, all these have to be communicated to the customer in one way or another. This was achieved through an effective promotion in any business. Cole, 1996 suggests that the principle methods of doing this are; advertising, personal selling, sales promotion, and publicity.

West, (1987) explain that the type of promotion to use depends largely on the nature of the industry and the nature of information. For instance, complex products such as cars may require personal selling. While Pride & Ferrell (2003), contend that the organizations objectives, policies and budget influence the type of promotion elements used in the promotion mix.

### **2.3.1 Marketing Promotion Mix Decisions**

Peter & Donnelly (2004) explain that marketers strive for the right mix of promotional elements to ensure that their product is well received. The American Association of Advertising Agencies state that integrated marketing communications is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines and combines these disciplines to provide clarity, consistency and maximum communications impact. Batra, Myers & Aaker (1996), argue that the different elements of the communication mix have to be used in a way that the strengths of one are used to offset the weakness of another. The aim of determining the combination of the

promotion mix was to ensure that the promotion programme was effective. According to Stanton (1994) an effective promotional mix was a critical part of virtually all marketing strategies.

Peter & Donnelly (2004) enumerate three basic factors that are necessary when devising promotion mix as; the role of promotion in the overall marketing mix, the nature of the product and the nature of the market. They further state that the promotional mix was likely to change over time, and therefore needed continuous adapting to reflect changes in the market.

Jefkins (2000), quoting the Institute of Practitioners in Advertising stated that **advertising** presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost. Kotler (2003) define advertising as any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor. Writing on the same Pride & Ferrell, (2003), recorded that it was communication about an organization and its products transmitted to a large audience through mass media that is TV, radio, the internet, newspapers, outdoor displays etc.

The British code of advertisement practice 1979 define advertisement as “a paid for communication addressed to the public with the purpose of influencing the opinion or behaviour of those to whom it is addressed”.

In essence, advertising exists to inform, persuade and remind a buying public of a particular product or service and it does so at a lower cost per head to the organization than personal selling or exhibitions. Trade shows provide the right environment through which exhibitors can advertise their products and services.

Donnelly & Peter (2004) indicates that **sales promotion** was an activity that offered customers, sales personnel or resalers a direct inducement for purchase of product. Jefkins (2000), agreed with others by saying that sales promotion covers special promotional schemes, usually of limited duration, at the point-of-sale or point-of-purchase. Batra et al, (2005), explains that sales promotions are a key element in many communication programmes as they induce trial or repurchase where advertising has created awareness and favourable attitudes but fails to stimulate action. Action is elicited by the limited duration the promotion runs using the common communication platforms such as contest, games, sweepstakes, lotteries, premiums, sampling,

fairs and trade shows, demonstrations, coupons, rebates, low-interest financing, trade-in allowance, tie-ins etc, Kotler, (2003).

West, (1987) notes that the amount of money spent on both sales promotion and display advertising continued to grow more rapidly than the rate of inflation, leading to a year-to-year actual increase of about 4 %. West (1987), further explains that to spend money effectively on promotion, the organization has to understand the following issues; first the way advertising works and what it can or cannot achieve, secondly, the strategy of the organization and how promotion relates to it, thirdly the type of promotional material available which best fits the organization requirements and fourthly, the way the organization should structure the promotional investment in a particular year. In addition, there was need for the organization to decide on the level of expenditure for the promotional campaign and the way to measure and improve the effectiveness of the promotional expenditure.

According to Pride & Ferrell (2003) **public relations** is a broad set of communication efforts used to create and maintain favourable relationships between the organization and its stakeholders. Donnelly & Peter, (2004) view it as a nonpersonal form of communication that seeks to influence the attitudes, feelings and opinions of publics about the organization. Venables, (1997) argue that the use of modern mass communication to the advantage of the organization can help market a product or service, educate or inform the public or manipulate public opinion at minimal cost. He further claimed that handling publicity the right way can provide the company with valuable and influential free promotion.

Batra, Myers, & Aaker, (1996) emphasizes that more organizations were turning to public relations to reach the hard-to-reach consumers who try to avoid advertising unlike before when it was used as a way to build a corporation's public image. They were of the view that public relations was more credible because it was more subtly delivered compared to advertisements. Publicity has high potential of building awareness and preferences; it assists in improving the firm's image in support of its public relations efforts. Jefkins (2000) notes that public relations activities help to bridge gaps between advertising campaigns, and assists to maintain long-term brand recognition.

According to Kotler (2003) **personal selling** is face-to-face interaction with one or more

prospective purchasers for the purpose of making presentations, answering questions and procuring orders. Trade shows and exhibitions are the platforms for personal selling. Whereas, **direct marketing** is one of the latest additional elements to the traditional promotional mix tools. Advances made in the telecommunication sector have now opened new avenues where promotions can be carried out. This new medium incorporates the use of mail, telephone, fax, email, internet and other non-personal contact tools to communicate directly with or solicit response or dialogue from specific customers and prospects. (Kotler, 2003).

### 2.3.2 Promotion Budget

The final promotional mix is dependent on the available resources. Jefkins (2000) notes that the communication expenditure was part of the overall marketing budget, therefore the promotional plan had to be within the pre-set financial limits. However, it was very difficult to decide on how much to spend on promotion. (Kotler, 1984).

Kotler (1984) presents four basic methods that can be used to determine promotional budgets. These are the affordable method, the percentage-of-sales method, the competitive-parity method and the objective-and-task method.

### 2.4 Characteristics of trade shows.

Maitland (1997) classifies trade shows into three broad categories according to their basic characteristics. **Consumer shows** that were usually associated with products and services of widespread appeal, for instance computer shows. This show can be attended by large numbers of diverse group of people ranging from members of the public to specific trade people. Admission to the show may be free or at times by ticket. The exhibition could be held indoors or outdoors.

Next, there were the **public shows** that in most cases are local and are run by trade associations or professional exhibition organizers. They draw their visitors from both the local and international arenas.

Lastly, the **trade exhibitions** often known as business or technical events. These were aimed at people within a particular trade or industry or a specific group(s) across a range of different industries. Admission to this category was often by invitation only to ensure quality rather than

quantity attendance. The events can be held indoors or outdoors and cater for both local and international participants. Administration could be by a trade association or professional exhibition organizer. Conferences that are introduced as a type of exhibition by Jefkins (2000) could easily fit into this category. Often exhibitions are held alongside conferences and delegates visit between and after conference sessions.

## **2.5 Benefits of trade shows**

Trade shows are very powerful, flexible and highly cost effective business generating tools. They are a vital part of the marketing mix, alongside direct selling, advertising, direct mail and the internet. There are many benefits derived from exhibiting at a show.

### **2.5.1 Highly targeted**

Reeds exhibitions explained that due to their tightly focused profiles and carefully targeted audiences, trade shows deliver quality attendees and reach potentially unknown prospects. Trade shows provide contacts that may otherwise not be accessible through other sales methods. The Mombasa International ASK Show draws large crowds of people who include buyers both local and foreign who view exhibits during the 5 days of the show. The show therefore offers a “captive” market for sellers of products and services.

### **2.5.2 Flexible**

According to Kotler & Armstrong (2004), the benefits received include opportunities to find new sales leads, contact customers, introduce new products, meet new customers, sell more to present customers and educate customers with publications and audiovisual materials. The trade shows also help organizations to reach many prospects not reached through their sales forces. They emphasize that about 90 percent of the trade show’s visitors see an organization’s sales people for the first time at the show.

### **2.5.3 Speed to market**

Jefkins (2000) characterizes shows as focal points and magnets that draw attention to its subject and so attract people, often from great distances. In this regard, the exhibitor has the opportunity of meeting people they would otherwise not meet or have time to contact. Patten (2001) claim that trade shows are an important part of many small firms’ marketing efforts. The shows can be

a major selling arena alongside giants within the small firms industry.

#### **2.5.4 Two-way communication process**

According to Maitland (1997) a show is a direct face-to-face medium where one can meet past, present and prospective customers and talk, discuss products and services. They can also ask and answer questions, negotiate, judge reactions and establish real human relationships with them. Exhibitions are platforms to receive visitors' comments and criticisms and the face-to-face confrontation can help establish confidence, credibility and goodwill from potential customers. (Jefkins, 2000). According to Reeds Exhibitions, shows are unique among new and established media in enabling customers, prospects and industry colleagues to meet face to face.

#### **2.5.5 Three dimensional medium**

Kotler (1984) notes that shows are the only advertising medium, which appeal to all five senses of sight, hearing, smell, taste and touch. Maitland (1997) states that in shows products can be displayed, as they should be seen, demonstrated, touched, tested, examined and operated by visitors.

#### **2.5.6 Research**

Another benefit of attending an exhibition is the opportunity to research the market, and keep up to date with rivals and customers and identify changes, developments and trends in particular areas (Maitland, 1997).

### **2.6 Promotion Objectives of Trade Shows and Exhibitions**

Maitland (1997) advises that it is of paramount importance for a firm to be aware of its goals. He points out that an organization should only attend an exhibition if it fits in with its overall plan and assists in obtaining set business objectives. Patten (2001) enumerates some of the marketing objectives that organizations could use to exhibit in shows as; selling more products, launching a new line, finding distributors or outlets in a new territory and finding agents/seeking principals. Others are attracting new market, repositioning ones company in the market, giving support to field agents, collecting feedback on a projected new range of products, re-establishing links with clients whom the organization does not see often and public relations to strengthen the

organizations position in the marketplace.

## **2.7 Factors that Influence the Choice of Trade Shows and Exhibitions as a Method of Promotion**

The company's choice for the appropriate medium for promotion is very important since the promotional tool is highly dependent on the marketing budget. The firm needs to maximize exposure to the target audience to ensure return to investment. Therefore, the choice of medium used is influenced by a number of factors:

### **2.7.1 Financial Requirement**

The amount of money to spent in a trade shows was determined by the planning and preparation required for a successful exhibition. Kotler & Armstrong (2004) indicate that marketers had spent up to 35 percent of their annual promotion budgets on trade shows. Once the organization made the decision to participate it has to be prepared to invest in the time, effort and resources. Maitland (1997) identifies and categorized prospective costs under various headings namely; stand, exhibits, staff, promotion and indirect costs such as the time and effort involved.

The stand associated costs include stand design, space rental, stand construction, furniture such as desks and chairs, stationery, flowers, carpets, catering equipment (tea/coffee making facilities, display materials and mountings, electricity and cleaning arrangements. To design a successful exhibition stand might require the services of a designer and contractor whose fees should be taken into account.

Exhibits expenses on the other hand are related to; products, product mounting, assembling, testing and packing, technical literature, including specifications, transportation and storage, installation, which at times may incorporate the use of cranes, withdrawal and return of products. Further, in relation to staff, the costs may include briefing and training courses, uniforms and badges, travel, car parking, accommodation and subsistence, usage of existing staff and additional hired employees, such as interpreters.

Promotional expenses may be attributed to; advertising possible through direct mail, show catalogues and trade journals, press releases, company literature such as brochures, catalogues



and price lists, entertainment, refreshments, gifts such as pens, pencils, key holders etc. Promotional items in trade shows were fundamental according to a study by Baylor University in 1992 on the attitudes of customers towards companies. The study revealed that attitudes of the customers who received promotional products were much more positive toward sales people and the company. They therefore help build customer goodwill.

Maitland (1997) further indicates that a number of factors including the type of stand, the approach adopted and what can or cannot be done in-house determines the money spent in the trade show. The eventual budget the organization settles on will depend on drawing on existing background knowledge, referring to representative bodies in the industry, piecing together low and high estimates for each expense and producing overall minimum and maximum figures for exhibiting.

### **2.7.2 Promotion Objectives**

The choice of trade shows as a promotional tool was often influenced by the company's promotional objectives. Yeshin (2006) notes that there were a variety of reasons why companies participated in trade shows. Major objectives being building awareness, introducing new products, reach customers cost effectively, generate additional sales, gain information about competitors among others.

Exhibitions being a direct face-to-face medium provide a good platform to collect feedback on a projected new product for one can see lots of prospects in a short time (Patten, 2001). The effectiveness of trade shows and the impact they have thus play an important role in determining their use.

### **2.7.3 Nature of the Product**

The nature of the product either consumer or industrial plays a crucial role in determining participation in trade shows. Maitland (1997), explains that large industrial products can be displayed under controlled conditions. They may also be demonstrated, touched, tested, examined and operated by exhibition attendees.

#### **2.7.4 Target Market**

Reaching the target market effectively was crucial to the marketer. The promotional medium used is therefore highly dependent on how well it was able to reach the target market. Exhibitions are flexible marketing medium in that they represent the market in one place and time. They bring together suppliers, buyers, and the media among others. Exhibitions may be effective if the audience is specialized and targeted effectively.

#### **2.7.5 Marketing Mix**

Batra, Myers & Aaker (1996) state that the effectiveness of the various elements of the marketing mix in regard to the challenges and opportunities form the basis of determining the promotional mix. The resources are channeled to the areas that generate the greatest sales volume. Participation in trade shows was therefore influenced by how well they enable the company to reach the desired marketing mix.

#### **2.7.6 Competitors Behaviour**

Marketers are constantly looking for ways to find creative ways to separate their promotions from those offered by their competitors.

### **2.8 Measuring Results**

According to Patten (2001) shows are serious and expensive ventures that demand preplanning for all people involved to ensure maximum results. Maitland (1997) therefore argues that it is imperative for an organization to measure and evaluate the results of exhibiting at a show to gauge how much it had assisted towards achievement of the business goals. Proper preparations ensure that the business set the right targets, create the necessary awareness for the event thus providing the means to measure return to investment.

Maitland (1997) believes measuring the extent to which the company had achieved its financial objectives through exhibiting activities, was relatively easy. He notes that this entails keeping records of visitors to the stand, enquiries and the volume and values of orders taken and sales made. The visitors, enquiries, orders and sales are then added up and compared or contrasted with the initial targets and the estimated costs of exhibiting. This can reveal how worthwhile the

attendance was. He further explained that better conclusions on the viability of the exhibitions as a sales medium could be drawn if the sum total can include cost of mailing, advertisement, agents etc.

To ensure that the evaluation process gave meaningful and accurate results a survey could be conducted where face to face interviews, telephone conversations and mail questionnaires are administered. The reaction of visitors to the show, interests and opinion can be captured and then evaluated. The use of contacts made and clearly defined objectives was therefore crucial in evaluating the success of the exhibition (Yeshin 2006).

According to Jefkins (2000) estimating the volume and value of attendance at shows was not easy and was dependent on the type of show. Furthermore exhibitors have different expectations of the benefits of trade shows participation. Participants' interests are varied, ranging from generating leads, promoting their corporate image, maintaining contact with current customers among others.

Maitland (1997) concurred with Jefkins (2000) only in regard to valuing other benefits derived from exhibiting, noting that it was not easy for instance to judge how much data was collected about a market or how the image of the organization changed in the minds of the customers as a result of the exhibition.

However, depending on the company objectives there are a number of ways to measure exhibition success. It is recommended that the company use as many as possible to get a complete picture of the accomplishments: Value of sales achieved depending on the use of an efficient tracking system, number of leads qualified, cost per useful contact, number of new contacts made, levels of customer/market awareness through surveys, and media coverage generated.

## 2.9 Summary of Literature Review

Trade shows at their most effective can be important promotion tools for businesses. There are vital parts of the marketing mix as they combine the mass-reach of advertising, the targeting of direct mail, direct selling, and the networking benefits of the internet. Shows create a unique environment in which a wide range of sales and marketing objectives can be pursued.

According to Reeds Exhibitions in new and emerging markets, shows can be a direct catalyst for industrial and commercial development. They drive industrial development and technology transfer, boost regional and national industry, by providing a shop window for goods and stimulate foreign investment.

The shows bring both buyers and sellers together to a central location. In addition, they attract journalists, media, politicians and other important players in specific sectors. When well planned they are able to revitalize relationships that exist mostly through email or on the phone through face-to-face contacts.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research design**

This was a descriptive survey study intended to establish the perception of exhibitors towards the promotion effects of participating in the Agricultural Society of Kenya Shows with specific reference to the Mombasa Show. According to Boyd, Westfall and Stasch (2004), descriptive survey studies describe the who, what, where, when and how of a phenomenon.

#### **3.2 The population study**

The population of study consisted of all the exhibitors that were registered with ASK Mombasa Branch. The group of exhibitors was considered appropriate because it was expected they had an experience with ASK shows. According to the 2008 list, there were 82 confirmed exhibitors (see appendix I). Due to the small size, a census study was conducted.

#### **3.3 Data collection method**

The primary data was collected using a semi-structured questionnaire. The respondents were persons responsible for decision making regarding participation in trade shows. Only one person per organization, preferable the Marketing Manager was required to complete the questionnaire. The drop-and-pick later method was used to administer the questionnaire. Follow up was done by personal visits, telephone calls or e-mail to facilitate responses.

The questionnaire had 3 parts; Part 1 contained semi-structured questions aimed at obtaining general information on the organization, Part 2 consisted of Likert type of questions for gathering data on the perception of exhibitors regarding the effectiveness of trade shows and exhibitions specifically ASK Shows. Part 3 focused on the factors that ASK shows require to improve effectiveness.

### 3.4 Data analysis

Descriptive statistics was used to analyze data. Qualitative data was analyzed using qualitative analysis while SPSS was used to analyze the quantitative data. Qualitative analysis seeks to make general statements on how categories of themes of data are related Mugenda & Mugenda, (2003). Qualitative analysis was done using content analysis, which is the systematic qualitative description of the composition of the objects or materials of study. Quantitative analysis on the other hand was done using descriptive statistics such as frequency distribution, percentages, mean scores, and standard deviations. The results were presented using tables, graphs and charts for ease of understanding.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION

#### 4.1 Introduction

This chapter contains the findings together with their interpretation. In the chapter, data on general information, data on the factors that influence choice of trade shows as a promotion tool, objectives that are used in participation of trade shows and evaluation of trade shows is analyzed. A total of 64 questionnaires were distributed to the respondents, 52 were completed and returned giving a response rate of 81.25%.

#### 4.2 General Information on the Exhibitors

The general information considered in the study included type of businesses the exhibitors engaged in, the frequency of participation in Mombasa ASK Show, and whether the exhibitor participated in the 2008 show. Further the exhibitors participation in other ASK Shows in the country was looked at and the mode by which they received invitation from ASK Show was explored. The findings on the general information are presented in Tables 1 to 5.

##### 4.2.1 Business of the Exhibitors

**Table 1: Type of business**

	Frequency	Percent	Cumulative Percent
Agriculture	5	9.6	9.6
Trade and Industry	10	19.2	28.8
Government Department	11	21.2	50.0
Other	26	50.0	100.0
Total	52	100.0	

Source: Research data, 2009

Table 1 indicates that 50% of the respondents engaged in other businesses mainly service industry, 21.2% were government departments while 19.2% and 9.6% of the exhibitors engaged in trade and industry and agricultural business respectively

#### 4.2.2 Exhibitors frequency of participation

**Table 2: Frequency of participation**

	Frequency	Percent	Cumulative Percent
First time	6	11.5	11.5
Few times	19	36.5	48.1
Regular	27	51.9	100.0
Total	52	100.0	

Source: Research data, 2009

The Table 2 shows that 51.9% of the organizations were regular exhibitors, 36.5% had exhibited a few times, while 11.5% were first time exhibitors. All the respondents responded to this question.

#### 4.2.3 Organizations Participation in 2008 ASK Show

**Table 3: 2008 Exhibitor**

	Frequency	Percent	Cumulative Percent
No	7	13.5	13.5
Yes	45	86.5	100.0
Total	52	100.0	

Source: Research data, 2009

Table 3 shows that majority (86.5%) of the exhibitors participated in the 2008 Mombasa ASK Show. This is consistent with the fact that most of the organizations were regular exhibitors.



### 4.2.3 Organizations Participation in Other Trade Shows and Exhibitions

**Table 4: Participation in other shows**

	Frequency	Percent	Cumulative Percent
None	26	50.0	50.0
One Show	2	3.8	53.8
Two Shows	8	15.4	69.2
Three Shows	7	13.5	82.7
Four Shows	5	9.6	92.3
Five Shows	1	1.9	94.2
More than Five	3	5.8	100.0
Total	52	100.0	

Source: Research Data 2009

Table 4 reveals that majority of the exhibitors 50% have not participated in any other ASK shows besides Mombasa. 3.8%, 15.4%, 13.5%, 9.6%, 1.9% and 5.8% have participated in one, two, three, four, and five other shows respectively.

### 4.2.5 Invitation to Mombasa Agricultural Show

**Table 5: Mode by which invitation to participate in the show was received**

	Frequency	Percent	Cumulative Percent
Email	8	15.4	15.7
Telephone	9	17.3	33.3
Website	2	3.8	37.3
Newspaper	2	3.8	41.2
Word of mouth	3	5.8	47.1
Others	27	51.9	100.0
Total	51	98.1	
No Response	1	1.9	
Total	52	100.0	

Source: Research data, 2009

Table 5 shows that majority of the exhibitors received invitation to participate in the show through mail 51.9%. 15.4% were invited by email, 17.3%, by telephone, while 3.8% got information from the website and newspapers and 5.8% by word of mouth. One respondent gave no response on the mode of invitation.

#### 4.3 The Cost Effectiveness of Trade Shows and Exhibitions

To determine the cost effectiveness of trade shows the survey looked at a number of aspects such as the value of the promotion mix elements to the organizations. The respondents were asked to rate the importance of the promotion mix elements on a five point likert scale ranging from very important (1) to not at all important (5). The findings of the importance of promotion mix elements which include advertising, sales promotion, personal selling, public relations and publicity, direct marketing and trade shows and exhibition are presented in the Table 6.

**Table 6: Importance of promotion mix elements in marketing activities**

	N	Minimum	Maximum	Mean	Std. Deviation
Advertising	52	1	5	1.62	.771
Sales Promotion	52	1	5	2.65	1.426
Personal Selling	52	1	5	2.77	1.323
Public Relations and Publicity	52	1	5	1.54	.874
Direct Marketing	52	1	5	1.98	1.000
Trade Shows and Exhibitions	51	1	5	2.04	1.199
<b>Overall mean/SD</b>				<b>2.1</b>	<b>1.099</b>

Source: Research data, 2009

Table 6 shows that most exhibitors rated advertising and public relations as very important promotional tools with mean scores of 1.62 and 1.54 respectively. There was no significant variation for the advertising and public relations elements as the standard deviation was less than 1 at 0.77 and 0.87 respectively. Direct marketing was equally rated as being important with a mean score of 1.98 however, there was a significant variation in responses towards this promotion mix element of 1.

#### 4.4 Factors That Determine the Choice of Trade Shows and Exhibitions

The survey was seeking to determine factors that influence the participation of organizations in the ASK shows. The variables measured were the availability of funds, marketing competition, product life cycle, staff skills, company objectives, profitability, suitability, company image and type of message conveyed. The respondents were asked to determine the factors of choice of trade show by using a five-point likert scale of 1 to 5 where 5 was a very large extent, 4 large extent, 3 some extent, 2 small extent and 1 no extent.

**Table 7: Factors that determine the choice of trade shows**

	N	Minimum	Maximum	Mean	Std. Deviation
Availability of funds	51	2	5	4.59	0.70
Market competition	50	1	5	3.36	1.44
Product life cycle	50	1	5	2.54	1.30
Target customers	51	1	5	4.45	0.88
Type of product	50	1	5	3.70	1.22
Staff skills	50	1	5	3.12	1.41
Company objectives	51	3	5	4.37	0.66
Profitability	50	1	5	2.66	1.30
Suitability	51	1	5	3.59	1.00
Company image	51	2	5	4.43	0.70
Type of message	51	1	5	3.90	1.04
Other Factors	10	3	5	4.40	0.84

Source: Research data, 2009

From Table 7 it is evident that choice of trade show by organizations in the study was determined to a very large extent by availability of funds, target customers, company image, company objectives, and other factors; as indicated by mean scores of 4.59, 4.45, 4.37, 4.43 and 4.4 respectively. All the five factors showed no significant variation, posting a standard deviation of 0.7 for availability of funds, 0.88 for target customers, 0.66, 0.7 and 0.84 for company objectives, image and other factors respectively. Type of message at 3.9 determined choice to a

large extent. Market competition at mean score of 3.36 and staff skills at 3.12 to some extent, while product life cycle and profitability to a small extent as reflected by the mean score of 2.54 and 2.66 respectively. There was a significant variation in these areas as indicated by the standard variations which ranged between 1 and 1.44.

#### 4.5 Variables Determining Successful Exhibitions

To ensure a successful exhibition it is imperative to plan thoroughly and be fully aware of the characteristics of the show. The study examined a number of variables that are crucial to a successful show such as, setting budgets, designing a stand, using specialists to organize the event, keeping tab of enquiries and evaluating results. Respondents were asked to indicate the extent to which they use the listed parameters using a five-point likert scale, where 1 was strongly agree and 5 strongly disagree.

**Table 8: Variables to determine successful exhibition**

	N	Mean	Std. Deviation
Exhibition coordinator	51	2.00	1.166
Stand designer	51	2.06	1.103
Clear measurable objectives	49	2.02	1.181
Prepares a detailed budget	49	1.47	.892
Company publicizes show	51	1.88	1.125
Coordinates media activities	51	2.67	1.143
Invites customers and prospects	50	2.38	1.276
Handling enquires during show	51	1.65	.890
Follow up leads after show	51	2.29	1.205
Measures results	51	2.41	1.359

Source: Research data, 2009

Table 8 shows that majority of the exhibitors prepared detailed budgets and handled enquires during the shows as indicated by the mean score of 1.47 and 1.65 which was a return of strongly agreed. There was no significant variation in this regard as shown by the standard deviation of 0.892 and 0.890 which was less than one. Many companies publicized their presence in the shows as indicated by the mean score of 1.88, however, there was a significant variance as

shown by the standard deviation of 1.125 which reflects a number of the participants did not agree with the rest.

Whereas majority of the exhibitors agreed that they appointed an exhibition coordinator, stand designer and set clear measurable objectives as registered by mean score of 2.0, 2.06 and 2.02 respectively there was no overall agreement as indicated by the standard variation of above 1.0 for exhibition coordinator at 1.166, standard designer 1.103 and setting of clear measurable objectives at 1.181. The remaining variables registered the following mean scores, coordinates media activities to cover show 2.67, evaluates exhibition effectiveness by measuring results 2.41, invites customers and prospects 2.38 and follows up leads after show 2.28. These variables had significant variations as indicated by the standard deviation of 1.143, 1.359, 1.276 and 1.205.

#### 4.6 Objectives for Organizations Participating in Trade Show and Exhibitions

There are a number of reasons that organizations cite for continued participation in trade shows and exhibitions. The survey sought to find out the objectives given by exhibitors for entering the shows. The respondents were requested to tick the objectives that drive their participation.

**Table 9: Objectives for participation in trade shows.**

	N	Frequency	Percentage
To sell product/increase sales	52	25	48.1%
To launch a new line	52	10	19.2%
To find distributors or outlets in a new area.	51	6	11.5%
To develop new relationships with trading companies	51	24	46.0%
To attract new market	52	31	59.6%
To reposition the company in the market	52	21	40.4%
To give support to field agents	52	20	38.5%
To collect feedback on a projected new range of products.	52	25	48.1%
To re-establish links with clients whom the organization does not see often	52	30	57.7%
For Public Relations purposes/publicity	52	49	94.2%
Others (specify)	52	4	7.7%

Source: Research data, 2009

**Chart 1**



Table 9 and chart 1 reveal that objectives for entering a trade show included the major ones as public relations purposes (94.2%), attracting new market (59.6%), and to re-establish links with clients whom the organization does not see often (57.7%). The other objectives cited were increasing sales and collecting feedback on projected new range of products (48.1%), developing new relationships with trading companies (46%), repositioning the company in the market (40.4%) and giving support to field agents (38.5%). Launching of new line and finding distributors in a new area were minor objectives cited by only 19.2% and 11.5% respondents respectively

#### **4.7 Perceived Effectiveness of Participation in Trade Shows.**

To determine managers perception on effectiveness of trade shows and exhibitions as a method of promotion, respondents were asked to indicate the extent of their agreement/disagreement with a number of statements on a five point scale where 1 was strongly agree and 5 strongly disagree.

To gauge their perception on the cost effectiveness of exhibiting, respondents were to state whether exhibiting at the ASK show was a highly cost effective mode of promotion or participation in the show was value for money and whether it was too costly to exhibit at the show. More specifically the research aimed at establishing whether organizations achieve their promotional objectives by participating in ASK shows.

Further, to determine the extent by which the target market was met, respondents were asked to rate the quality of visitors, the number of visitors, and indicate whether they had enough opportunity to network and further if they had knowledge of the expected key participants. In addition, in order to gauge their perceived value of participation in the exhibition respondents, were asked to rate issues concerning ASK administration that would provide conducive environment for participation, these included number of days provided for the show, handling of customers needs and helpfulness of ASK staff.

**Table 10: Perceived effectiveness of participation in trade shows**

STATEMENT	N	Mean	Std. Deviation
a. Exhibiting at the ASK show was a highly cost effective mode of promotion.	52	2.98	1.260
b. My organization was able to advertise our products and services effectively	52	2.58	1.226
c. The quality of visitors was very good, fitting in the expected target market	52	3.23	1.308
d. The number of visitors were sufficient for the organization to conduct business	52	3.35	1.136
e. There was enough opportunity to network	52	2.87	1.138
f. The organization was able to achieve its goals of participating in the show	52	2.83	1.024
g. ASK's promotion for the shows is excellent	52	3.40	1.142
h. The participation in the show was value for money.	52	3.42	.997
i. The five days spent at the show was time well spent	52	3.15	1.036
j. The number of days for the show are adequate	52	2.27	1.031
k. It was too costly to exhibit at the show	51	2.20	1.184
l. The ASK staff provided all the necessary advice and guidance required	51	3.49	1.007
m. You were aware of the key participants at the show before deciding to participate	52	3.27	1.285
n. ASK seeks exhibitors perception on the impact the show s have on their business	51	3.78	1.064
o. ASK conducts surveys to identify customer needs	50	3.86	1.212
<b>Overall mean/SD</b>		<b>3.11</b>	<b>1.14</b>

Source: Research data, 2009

The Table 10 reveals a mean score of 2.98 in response to the question whether exhibiting at the ASK was a highly cost effective mode of promotion There was a large significant variation



shown by standard deviation of above 1.0 at 1.26. This indicates that the exhibitors were neutral concerning the cost effectiveness though there were those who did not agree with this. The exhibitors indicated that the show was not value for money by posting a mean score of 3.42, the standard deviation was 0.997 which was not a significant variation as it was below 1. To further determine the cost effectiveness the respondents returned a mean score of 2.20 to the question that it was too costly to exhibit at the show. However, there was no agreement on this as shown by the large standard deviation of 1.184 which was above 1.

When asked to comment on the statements that quality of visitors was very good, fitting in the expected target market and the numbers of visitors were sufficient for the organization to conduct business, the mean scores for the quality and number of visitors were 3.23 and 3.53 respectively. Showing that the exhibitors disagreed with the quality and number of visitors received. This was not consistent because the standard deviation in both cases was large at 1.308 and 1.136 for the quality and number of visitors respectively. The trend was further supported by the significant variation of 1.138 and mean score of 2.87 given in response to enough opportunity to network. The significant variation shows a mixed reaction in that while majority of respondents were not satisfied with the quality and number of visitors there were exhibitors who were happy with the quality and numbers of visitors and had enough opportunity to network

The foregoing trend was further seen in the response to the statement that the exhibitors were aware of key participants at the show before deciding to participate, in which majority disagreed as given by the mean score of 3.27, but also contradicted by a number of respondents as shown by the significant standard deviation of 1.285

In regard to advertising the exhibitors were neutral when responding to the question whether organizations were able to advertise their products and services effectively. They returned a mean score of 2.58, however there was no agreement on this as there was a significant standard deviation of 1.226.

Majority of the participants disagreed with the statement that ASK's promotion for the shows is excellent. This was shown by the mean score of 3.40 however, there was a significant variation of 1.142. Meaning that they were a number of exhibitors who thought that ASK's promotion was excellent. This finding did not tally with the response given when exhibitors were asked to

comment on whether the organization was able to achieve its goals of participating in the show. There was a mean score of 2.83 meaning a neutral position tending to disagreeing with the statement. The standard deviation was close to 1 at 1.024

The number of days for the show was adequate as indicated by the mean score of 2.27 which means majority agreed with the length of the show period, this was unanimous as the standard deviation was only 1.036.

When requested to comment on the statements the ASK staff provided all the necessary advice and guidance required, ASK seeks exhibitors perception on the impact the show had on their business and ASK conducts surveys to identify customer needs, the mean scores were 3.49, 3.78. and 3.86 respectively. This gave the indication that exhibitors disagreed with the show administration. This was a general agreement as there was a standard deviation of only 1.007 and 1.006 for staff advice/guidance and ASK's follow up on exhibitors perception respectively. However, identification of customer needs registered a significant variation of 1.212.

The overall perceived effectiveness of the trade shows indicated a mean score of 3.11 meaning disagreement with most of the statements given; however, there was a significant standard deviation of 1.14.

#### **4.8 Overall Rating of the ASK Show**

The overall rating of the Mombasa International Show was measured by determining whether the exhibitors were able to achieve their promotional objectives by participating in the shows. Respondents were asked to indicate the extent of the effectiveness of the show by rating the show using a five-point likert scale where 1 was very effective, and 5 not effective .

**Table 11: Overall rating of Show**

	Frequency	Percent	Cumulative Percent
Very effective	3	5.8	5.8
Effective	11	21.2	26.9
Somewhat Effective	19	36.5	63.5
Slightly Effective	7	13.5	76.9
Not Effective	12	23.1	100.0
Total	52	100.0	

Source: Research data, 2009

In summary, Table 11 shows majority of the respondent (36.5%) rated the show as somewhat effective, 23.1% said it was not effective, whereas 21.2% indicated it was effective with 5.8% noting that it was very effective and 13.5% stating that it was slightly effective.

**Table 12: Potential of ASK Show**

	Frequency	Percent	Cumulative Percent
Excellent	1	1.9	2.0
Very good	24	46.2	49.0
Good	14	26.9	76.5
Fair	8	15.4	92.2
Poor	4	7.7	100.0
Total	51	98.1	
Missing Response	1	1.9	
Total	52	100.0	

Source: Research data, 2009

In Table 12 majority of the respondents 49% said that ASK has very good to excellent potential, 26.9% stated good, while only 15.4% and 7.75% thought the potential was fair to poor.

**Table 13: Gauging Participation in future shows**

	Frequency	Percent	Cumulative Percent
Definitely	11	21.2	21.6
Very likely	17	32.7	54.9
Probably	9	17.3	72.5
Might	12	23.1	96.1
Not	2	3.8	100.0
Total	51	98.1	
Missing Response	1	1.9	
Total	52	100.0	

Source: Research data, 2009

Table 13 reveals 21.2% respondents stated that they will definitely participate in future shows, 32.75 will very likely participate, 17.3% would probably, 23.1% might and 3.8% will not participate.

#### **4.9 ASK Improvement**

An open ended question solicited responses on ways and areas that ASK can improve on. Respondents were asked for suggestions to on various methods ASK can improve the shows. Suggestions were given in areas such as, costs, services, theme, timing, surveys, judging, marketing, activities, among others.

Answers included lowering entry charges to attract more target market and reducing the cost of exhibiting to attract more exhibitors. A respondent suggested “remove the entry fees from the gate to allow bigger population, and recover the cost through new ideas such as levy from traders.”

Majority of the respondents suggested that ASK market the shows more effectively. One respondent suggested “create awareness – the public should know what organizations are exhibiting and these should be sustained over a period of time.” Another suggested “target the appropriate market to assist the exhibitors by ensuring the show attracts the “right” people based on the objectives of the exhibiting organizations.”

The theme of the show was another area that required improvement according to the respondents. It was suggested that the shows should be theme based in line with activities and industries. For instance a respondent suggested “classify or categories the shows based on a given specific theme so that only the exhibitors in line of the theme participates. For example Eldoret Show – Farm Inputs, Kitale Show – Agriculture products, Mombasa- Tourism and Agriculture, etc”. This will assist to attract a target market while the exhibitors realize their objectives by meeting the right people. It was further suggested that ASK should try to change its name so that it can have the international outlook.

Improvement was required regarding the ASK services. In the area of water and electricity supply, majority of the respondents pointed out the need to improve on availability of water and sanitation services. Parking facilities for vehicles, build public toilets, more comprehensive security system to ensure exhibitors goods are secure and further employ customer friendly staff during the show period. To ensure that customers needs are met it was suggested that ASK conduct a survey to gather feedback from the exhibitors and also engage the services of a consultant to manage the exhibition.

Other areas that suggestions were made included changing the judging system to ensure transparency and fairness and further use the winning companies to enhance the ASK image and as models to other potential participants to encourage competition.

It was suggested that the activities provided during the show should be reviewed. A respondent suggested “try and change the notion that ASK is for kids and animals”. Another suggested “entertainment like discos should be abolished and made a trade exhibition as the shows have been turned to funfair forums for children and discos for youngsters.” ASK should promote new ideas to motivate a culture of development and initiative among traders.

It was suggested that ASK should venture into other income generating activities by having year round exhibitions and workshops, and re-plan the structural space to ensure sustainable utilization. This can be achieved by delinking ASK from political influence.

## **CHAPTER FIVE**

### **DISCUSSION, CONCLUSION AND RECOMMENDATION**

#### **5.1 Introduction**

This study was conducted to establish whether trade shows and exhibitions were effective promotional tools in meeting objectives of participating organizations. This chapter presents the discussion, conclusion and recommendations based on the findings of the study. The findings were discussed in line with the objectives of the study; conclusions have been drawn from the study and recommendations given.

#### **5.2 Discussion**

The objectives of this study were to determine managers' perception on effectiveness of trade shows and exhibitions as a method of promotion, to establish whether organizations achieved their promotional objectives by participating in ASK shows, and to determine factors that influenced the participation of organizations in the ASK Shows. Maitland (1997) pointed out that organizations can use shows to create the perfect sales environment.

In achieving the first objective the finding of the study showed that managers did not perceive trade shows and exhibitions as effective method of promotion. The overall rating of the show as somewhat effective further collaborated this result.

The second objective of the study showed that majority of the exhibitors were not able to achieve their organizations promotional objectives. From the study the respondents while responding to questions related to objective two showed that majority strongly disagreed or disagreed with the extent by which they were able to meet target market and the number of visitors received at the shows. Maitland (1997) stated that who's who at the exhibition is important to have a successful exhibition. It was expected that the visitors to the show should include a significant proportion of a companies existing and potential customers. The number and quality of potential visitors need to conform to the companies target audience.

The third objective of the study was to determine factors that influence the participation of organizations in the ASK Shows. The study indicated that the choice of trade show to a very

large extent was determined by availability of funds, target customers, and company objectives as reflected by the high mean scores for each of the factor. The organizations were in agreement regarding these factors as reflected in the standard deviation of less than 1 in all cases.

### **5.3 Conclusion**

The study was important in revealing the extent to which the Mombasa ASK show is effective in meeting the promotional objectives of participating organizations. From the findings it is clear that only a few exhibitors were able to meet their objectives by participating in the show. For the majority of the participants it appeared that ASK has the potential to provide the right platform that can be utilized by exhibitors to achieve their goals, however currently this is not utilized.

### **5.4 Recommendations**

Based on the findings of the study, the researcher gives the following recommendations. Mombasa ASK should come up with strategies on how to reorganize its activities to ensure that exhibitors at the show are able to get value for the money. In this regard there is need to establish a permanent management structure that will review the position and recommend a way forward.

ASK should establish a comprehensive feedback mechanism to determine the needs and requirements of customers with a view to factoring them in their planning process and ensure they remain relevant to the changing environment.

From the study it was clear from the respondents that ASK had very good potential as an exhibition organizer and therefore should tap into this potential and provide the conduit for exhibitors to meet new, potential customers, and provide opportunities to network during receptions, roundtables and other sessions.

### **5.5 Limitation of the Study**

The current study had certain limitations that need to be taken into account when considering the study and its contributions. The study focused on participating organizations based in Mombasa only. Noting that most organizations are branch offices with the headquarters in Nairobi and therefore a number of the respondents were only implementers of decisions, thus responses to some of the questions could have been biased. The sample selection of the study therefore brings

forth many limitations as far as the generalization of the results of the study is concerned.

Another limitation to this study was the perspective adopted. Instead of trying to understand the entire exhibition process in general, this study was limited to exhibitors only leaving out the show attendees. It might have been worthwhile to get the attendees perspective about the ASK activities.

## **5.6 Suggestions for further Study**

These limitations can be looked at as avenues for future research such as widening the scope of participants to include other major ASK shows and show goers to get their perspective. Further studies in this area could be conducted to establish the cost effectiveness of exhibition participation.



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## QUESTIONNAIRE

## PART 1: GENERAL INFORMATION

- i. Your Name ..... (Optional)
- ii. Job Title ..... (Optional)
- iii. Name of Company ..... (Optional)
- iv. Using the categories below, please indicate the type of business your organization is involved in.
- Agriculture
- Trade & Industry (Manufacturers, import, export)
- Government Department
- Others (Specify) .....
- v. Using the categories below, please indicate the number of times your organization has participated in Mombasa International ASK Show. (Please tick one)
- First time participant
- Occasional participant (A few times in the last 3 -5 years)
- Regular participant (more than 5 years)
- vi. Did your organization exhibit at the Mombasa National ASK Show in 2008
- Yes  No
- vii. Please tick other ASK shows you have participated in previously
- Eldoret
- Kakamega
- Machakos
- Meru
- Nanyuki
- Nakuru
- Kisii
- Kisumu
- Embu
- Nyeri
- Nairobi
- Kabarnet
- Kitale
- Garissa
- Have not participated in any other show.

vii How did you receive information about Mombasa International show?

- Email from ASK
- Telephone call from ASK
- ASK Website
- Newspapers
- Word of mouth e.g from others in the industry
- Others (Specify).....

**PART 2: EFFECTIVENESS OF TRADE SHOW**

Q1. Please rate the following promotion mix elements in order of importance to your organization's marketing activities using a scale of 1 to 5 where, 1 is very important and 5 is not at all important.

Promotion Mix	Very important	Fairly important	Neutral	Not so important	Not at All important
Advertising					
Sales promotion					
Personal Selling					
Public Relations & Publicity					
Direct marketing					
Trade Shows and Exhibitions					

Q2. Please indicate the extent to which the following factors determine the choice of trade shows as promotional tool in your organization, on a scale of 1 to 5 where ‘

5 is to a very large extent  
 4 is to a large extent  
 3 is to some extent  
 2 is to a small extent  
 1 is to no extent.

	(5) Very large extent	(4) Large extent	(3) Small extent	(2) Some extent	(1) No extent
Availability of funds					
Market competition					
Product life cycle					
Target customers					
Type of product					
Staff skills					
Company Objectives					
Profitability					
Suitability					
Company image					
Type of Message					
Other (specify)					



- Q3.** Please indicate the extent to which your company undertakes the following in regard to trade shows. Indicate your agreement or disagreement by ticking where appropriate using a 5 point scale where 1 is strongly agree, 2 Agree, 3 Neutral, 4 Disagree and 5 Strongly Disagree

STATEMENT	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a. Appoint an exhibition coordinator.					
b. Appoint a stand designer					
c. The company sets clear measurable objectives					
d. Prepares a detailed budget					
e. Company publicizes its presence in the show					
f. Coordinates media activities to cover the show period.					
g. The makes arrangements to invite customers and prospects.					
h. Plans for an efficient system for handling enquires during the show.					
i. Follow-up leads after the show					
j. Evaluate exhibition effectiveness by measuring results.					

- Q4.** Below are some of the objectives cited by companies for participation in trade shows. Please indicate the reasons for exhibiting at the Mombasa International ASK Show. Tick where appropriate.

To sell product/increase sales	
To launch a new line	
To find distributors or outlets in a new area.	
To develop new relationships with trading companies	
To attract new market	
To reposition the company in the market	
To give support to field agents	
To collect feedback on a projected new range of products.	
To re-establish links with clients whom the organization does not see often	
For Public Relations purposes/publicity	
Others (specify)	

**Q5** Considering your reasons for exhibiting, below are some statements, which describe your rating of Mombasa International ASK Show. Please indicate your agreement or disagreement by ticking where appropriate using a 5 point scale where 1 is strongly agree, 2 Agree, 3 Neutral, 4 Disagree and 5 Strongly Disagree.

STATEMENT	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
p. Exhibiting at the ASK show was a highly cost effective mode of promotion.					
q. My organization was able to advertise our products and services effectively					
r. The quality of visitors was very good, fitting in the expected target market					
s. The number of visitors were sufficient for the organization to conduct business					
t. There was enough opportunity to network					
u. The organization was able to achieve its goals of participating in the show					
v. ASK's promotion for the shows is excellent					
w. The participation in the show was value for money.					
x. The five days spent at the show was time well spent					
y. The number of days for the show are adequate					
z. It was too costly to exhibit at the show					
aa. The ASK staff provided all the necessary advice and guidance required					
bb. You were aware of the key participants at the show before deciding to participate					
cc. ASK seeks exhibitors perception on the impact the show s have on their business					
dd. ASK conducts surveys to identify customer needs					

**Q6.** What is your overall rating of Mombasa International ASK Show in achieving promotional objectives?

<b>Very effective</b>	<b>Effective</b>	<b>Somewhat effective</b>	<b>Slightly Effective</b>	<b>Not effective</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q7.** How would you rate the potential of Mombasa International ASK Show?

<b>Excellent</b>	<b>Very good</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8 What is the chance that you will participate in future ASK Shows?

- |                                 |                          |
|---------------------------------|--------------------------|
| Definitely will participate     | <input type="checkbox"/> |
| Very likely will participate    | <input type="checkbox"/> |
| Probably will participate       | <input type="checkbox"/> |
| Might or might not participate  | <input type="checkbox"/> |
| Definitely will not participate | <input type="checkbox"/> |

<b>PART 3</b>
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Please indicate the various methods you think ASK can improve the shows.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Thank you for your feedback. I sincerely appreciate your honest opinion.

## LIST OF EXHIBITORS

1. AAR Health Services
2. Agricultural Development Corporation
3. Agricultural Finance Corporation
4. ATTA (Kenya) Limited
5. ATTOMIX Sounds
6. Auto Selection (K) Limited
7. Bandari SACCO Limited
8. Barclays Bank of Kenya
9. Beta Healthcare International Ltd
10. Beverage Services Kenya
11. Bottoms Up Restaurant
12. Brother Shirts Factory
13. Coast Coconut Farms Ltd
14. Coast Development Authority
15. Constituency Development Fund
16. Cooperative Bank of Kenya
17. Crown Berger (K) Limited
18. DA ROXYZ Sounds
19. East A. Business Council
20. Fairdeal holdings Ltd
21. Family Bank Limited
22. Justland Properties
23. K. K. Guards
24. Kaluworks Limited
25. KARI Mtwapa
26. Kenya Broadcasting Corporation
27. Kenya Dairy Board
28. Kenya Maritime Authority
29. Kenya Meat Commission
30. Kenya Methodist University
31. Kenya P. C. Union Ltd
32. Kenya Pipeline Co. Ltd
33. Kenya Ports Authority
34. Kenya Post Office Savings Bank
35. Kenya Power & Lighting
36. Kenya Tea Packers Ltd
37. Kenya Wine Agencies
38. Kenya Women Finance Trust
39. Kitui Flour Mills Limited
40. Koba Waters Limited
41. Lasting Impressions
42. Leldet Limited
43. Life Ministry Kenya (MSA)
44. Manji Food Industries Ltd
45. Mibiso Limited
46. Ministry of Agriculture
47. Ministry of higher Education & Technology
48. Ministry of Information & Communication
49. Ministry Water & Irrigation
50. Ministry of Education
51. Ministry of Tourism
52. Miracle R. F. P. Church
53. Mnazi Development Enterprises
54. Mombasa Maiza Millers
55. Mombasa Polytechnic University
56. National Hospital Insurance Fund
57. National Social Security Fund
58. Narcol Aluminum Rolling Mills
59. National AIDS Control
60. National Bank of Kenya
61. National Cereals Board
62. Osho Chemical Industry Ltd.
63. Population Service International
64. Postal Corporation
65. Probation Department
66. Public Service Commission
67. Pwani (K) Alde Processors
68. Pwani University College
69. Radio Salaam Limited
70. Rizfar Hair College
71. Safaricom Limited - Mombasa
72. Sasini Limited
73. Seminis East Africa
74. Sollatek Electronics (K)
75. Tal Group of Companies
76. Tasly Africa Speciality
77. Tiens
78. Toyota East Africa
79. Twiga Chemical Industries
80. Ujamaa Centre
81. University of Nairobi
82. Vision Group of the Blind

## Letter of Introduction

Jemimah Mwanyumba  
 School of Business  
 C/O Bandari Campus  
 University of Nairobi  
 P. O. Box 30197  
**NAIROBI**

April 2009

Dear Respondent,

### **RE: COLLECTION OF RESEARCH DATA**

I am a postgraduate student at the University of Nairobi, School of Business, Bandari Campus. In order to fulfill the requirements of the award of the MBA Degree; I am undertaking a research project on “Managers’ perception towards effectiveness of trade shows and exhibitions as a method of promotion. A case of Mombasa Agricultural Society of Kenya show”.

Due to your association with the ASK shows you have been selected to form part of this study. This is therefore, to humbly request your assistance in filling the attached questionnaire to generate data for the study.

My supervisor and I wish to assure you that any information you provide will be used exclusively for academic purposes and will be treated with utmost confidentiality. At no time will your name be mentioned in the report. A copy of the research report will be availed to you upon request.

Your cooperation in this regard will be highly appreciated.

Thank you in advance.

Yours faithfully,

**JEMIMAH MWANYUMBA**  
 MBA STUDENT  
 SCHOOL OF BUSINESS  
 UNIVERSITY OF NAIROBI

**M. KINOTI**  
 LECTURER/SUPERVISOR  
 SCHOOL OF BUSINESS  
 UNIVERSITY OF NAIROBI