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AN EMPIRICAL STUDY ON RURAL CONSUMERS' PERCEPTION TOWARDS TRADE FAIR AS A MARKETING TOOL

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ABSTRACT

Trade Fair is one of the very essential tools of marketing communication. It is as old as our civilization. However, at present types and scale of trade fair have been changed. In all metro cities, small towns and semi urban places, the numbers and frequency of trade fair have increased dramatically. The present study attempt to study the rural consumers' overall perception about trade fair in terms its importance and relevance in their buying process. The study is based on primary data collected from rural consumers of selected villages of Anand district through structured questionnaire.

KEYWORDS

Perception, Rural Marketing, Trade Fair.

INTRODUCTION

The villages are the backbone or the soul of India. With more than two thirds of the Indian population living in rural areas, rural India reflects the very essence of Indian culture and tradition. A holistic development of India as a nation rests on a sustained and holistic development of rural India.

Consumer behavior is the process where the individual decides what, when, how and from whom to purchase goods and services. Consumer behavior studies how individuals, groups and organization select, buy, use dispose of goods, services, ideas or experiences to satisfy their needs and desire. The study of consumer behavior enables marketers to understand and predict consumer behavior in the market place in advance and it is concerned not only with what consumers buy but also with why, when, where, how and how often they buy it. Consumer research is the methodology which is used to study consumer behavior and it takes place at every phase of the consumption process during before and after the purchase. Consumer behavior is interdisciplinary approach that is based on concepts and theories about people that have been developed by scientists in diverse disciplines such as psychology, sociology, social psychology, cultural anthropology and economics. Consumer behavior has become an integral part of strategic and social responsibility. It should also be an integral component of every marketing decision embodied in a revised marketing and the social marketing concept. It helps marketers to fulfill the needs of their target markets in such a way that it develops a society.

The consumer purchases a variety of goods and services to satisfy his wants and he is always influenced in his purchasing activities by some considerations which lead him to select a particular commodity or a particular retail store in preference to others. So, consumer buying is more complex. Consumer purchases are likely to be influenced by physiological, psychological and sociological factors. The commodities and services are brought by the consumer to satisfy his basic needs, for comfort, pleasure, recreation and happiness. Every individual has physiological need such as hunger, shelter, thirst, etc., which have to be satisfied for survival. The psychological factors like status prestige and social factors like friends, neighbours, job and relatives influence their purchasing activities.

Right communication is the key to any successful marketing campaign. In rural markets, it is especially important to get the right tone and approach for the communication strategy. There are many sources through which rural customers gather information to take buying decision.

DEFINITION OF RURAL MARKET AND RURAL MARKETING

According to National Commission on Agriculture "Rural marketing is a process which starts with a decision to produce a salable farm commodity and it involves all the aspects of market system, and includes pre and post harvest operations i.e. assembling, grading, storage, transportation and distribution".

The Census defines urban India as - "All the places that fall within the administrative limits of a municipal corporation, municipality, cantonment board etc or have a population of at least 5,000 and have at least 75 per cent male working population in outside the primary sector and have a population density of at least 400 per square kilometer. Rural India, on the other hand, comprises all places that are not urban!"

RURAL MARKETING

Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives. It is a two-way marketing process wherein the transactions can be:

1. Urban to Rural: It involves the selling of products and services by urban marketers in rural areas. These include: Pesticides, FMCG Products, Consumer durables, etc.
2. Rural to Urban: Here, a rural producer (involved in agriculture) sells his produce in urban market. This may not be direct. There generally are middlemen, agencies, government co-operatives, etc who sell fruits, vegetables, grains, pulses and others.
3. Rural to rural: These include selling of agricultural tools, cattle, carts and others to another village in its proximity.

MARKETING COMMUNICATION TOOLS

A marketing person has many tools at his disposal for generating awareness and supporting the selling effort. While there are numerous marketing communication tools, there are also numerous mixes for these tools. The following is a list of some of the more common tools along with examples of their use and some considerations. One important note is remember that marketing communication tools do improve understanding your product or service, reinforcing your messages, supporting the sales cycle and generating awareness.

1. ADVERTISING

Advertising's main feature is increasing awareness. An example of an ad might be an enterprise promoting that it is number one in providing top quality lawn mowers. Ads also help promote your product or service and branding for your enterprise. Major advice regarding advertising is to very clear about its objective, who is the audience and how will you measure its effectiveness.

2. DIRECT MAIL OR EMAIL CAMPAIGNS

The primary purpose of mailings, direct or email is to generate leads, via some form of an offer or call to action. An example of a direct mail might be a message that addresses the need for additional revenues and implementing a marketing program that will result in additional revenues. Mailings can also be used for promoting any major communication messages. Like advertising, first make sure you know your objective and have a targeted audience and how you will measure the campaign. Word of caution, mailings does not usually replace the sales force (I am addressing business to business markets). But as stated, they provide leads or names of potential customers. The biggest mistakes most companies make are; the offer does not line up with the targeted audience, the offer is not compelling and a lack of a call to action. If you do not address these issues you are only "clicks" away from losing your potential customer.

3. SOCIAL MEDIA

Social Media's main purpose is providing "information" about your products, services, and enterprise, and other people's opinions about all three. As Bob has discussed in a number of articles, social media is not only growing at a rapid rate, it is becoming a resource for consumer/buyers to research the potential product or service way before your enterprise is even aware of the buyer's interest. Key advice here is to at least monitor these activities, respond to viewer's comments, especially if there is bad publicity. Common mistakes are not engaging in one form of these activities, becoming defensive about social remarks and not gathering this information for future products or services.

4. TRADE SHOWS, SEMINARS, WEBINARS

These tools can address many issues, but usually their primary objectives are leads and a product/service introduction or announcement. An example might be "Visit our booth and see the industry's fastest switch". Two of the biggest mistakes are not getting the leads out to the field in a timely manner and having a very strong message that is easy to understand. Exhibits or trade shows are hybrid forms of promotion between business-to-business advertising and personal selling. Trade shows provide opportunities for face-to-face contact with prospects, enable new companies to create a viable customer base in a short period of time, and allow small and midsize companies that may not be visited on a regular basis by salespeople to become familiar with suppliers and vendors. Because many trade shows generate media attention, they have also become popular venues for introducing new products and providing a stage for executives to gain visibility.

5. NEWSLETTERS, CATALOGS

Primary use is for conveying information, be it some form of an update or similar to the trade show, an announcement of a new product or service. Key for success for these is attention getting and true value proposition.

TRADE FAIR AS A MARKETING COMMUNICATION TOOLS

Throughout the ages, trade fairs have been recognized as one of the most efficient and powerful tools for effectively doing business. As a face-to-face meeting point, fairs and exhibitions are basically a target opportunity for achieving your trade objectives. They are a cost-effective means to reach your market audience - in one time and in one place.

Among the key advantages of tradeshow participation is:

1. CUSTOMER CONTACT

Tradeshows provide excellent venues for initiating contacts with new customers and developing new trade leads. Equally important they enable you to maintain and renew contacts with valued clients.

2. PRODUCT AND SERVICE LAUNCH PLATFORMS

Live presentations and Demonstrations of your products and services speak for themselves, accelerating the selling process and generating new sales.

3. MARKETING COMMUNICATIONS

Trade fairs focus media attention on your Company and products. Public relations efforts can be focused to raise the profile of your company image and brands. "Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers - directly or indirectly - about the products and brands that they sell." Personal and no personal communication channels can be used for marketing communications. Within both of them there are many sub channels.

REVIEW OF LITERATURE

Ramasamy et al. (2005) reported that, the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

Kerin and Cron (1987) used an exploratory factor analytical approach and revealed that the seven trade show functions they identified represented two underlying dimensions corresponding to selling and non-selling roles of trade shows.

Dekimpe et al. (1997), Gopalakrishna and Lilien (1995) and Williams et al. (1993) included observational indicators in their performance measures. Seringhaus and Rosson (1998) included eleven different performance measures in their study, both composite measures and single observational indicators. The studies claim their measures are indicators of performance, but fail to legitimise those claims with a clear definition of the domain being measured or to provide evidence of validity. Consequently, models are developed and tested at the observational or measurement level rather than the theoretical level (i.e., frame the hypotheses at the observational level) and correspondence between the theory and observation is not demonstrated. The trade show literature therefore lacks a comprehensive understanding of the trade show performance construct as well as scales with adequate evidence of validity.

Looking to the limited previous studies available in the context of rural marketing in India, very specific studies on trade fair have been found. So it is really imperative to study the overall perception of rural consumers towards trade fair.

RESEARCH METHODOLOGY

The present study attempt to study the overall perception and buying practices of rural consumers. Primary data have been collected from the rural consumers. Following are basic objectives of the study.

1. To identify the reasons behinds visiting trade fair by rural consumers
2. To study the buying practices with respect to trade fair among rural consumers.
3. To know the overall perception of rural consumers about trade fair

Population of the study involves the total number of consumers who live in rural areas of Anand district rural. Primary data have been collected from 100 respondents from four villages of Anand district i.e. Mogri, Gana, Sarsa, Jitodiya. From each village 25 respondents have been selected purposively. Structure questionnaire was used with questions that are relevant and helpful to extract the opinions of customers about their perception towards trade fair. A questionnaire includes close ended questions with preset response category.

FINDINGS OF THE STUDY

- Majority of the rural consumer visited industrial fair, few of them visited craft fair and very few of them visited education fair and IT fair.
- More than fifty percent of the rural consumer visited trade fair to entertain themselves. The second preferred reason behind visiting fair was buying. The third reason to visit the trade fair depicted by rural consumers was getting information of products. So, though rural consumers visit trade for primarily to get entertainment, they also looking it as place of buying and getting information regarding products they wanted to buy.
- Eighty nine percent of the respondents said that they purchased one or other products from trade fair they visited. So it can be noted that though they went for entertainment at trade fair they also buy something from trade fair.
- Most of the rural consumer bought food products, kitchenware, and crockery items. Some of them also bought furniture, electronic products, footwear and clothes from trade fair. So it can be noted that mostly female oriented products are sold more from trade fair.
- Advertisement and word of mouth from friends were major two sources by which rural consumers persuaded to visit trade fair.
- Half of the respondents (50%) did spend more than 2 hours in trade fair. 39 percent of them did spend 1hour to 2 hours and rest (11%) did spend less than 1 hour.
- Most of the respondents (41.6%) did spend Rs. 100 to Rs.500 in trade fair and 28.1 percent did spend less than Rs.100. While respondents those who did spend Rs.500 to Rs.1000 were 20.2 percent and half of it spend more than Rs 1000 in trade fair.
- Mix response is found for the statement that there are schemes available in trade fair as 33 percent consumers just agreed and 14 percent consumers disagreed for this statement. Most of the consumers agreed that they get practical information about products and services from trade fair. But at the same time very less consumers perceived trade fair as a place for buying some products and services.
- Male consumer more positively perceived trade fair as essential tools of marketing, availability of schemes and place for buying something as in case of only these three statement female consumers significantly different in their views from male.
- Consumer of higher age more positively perceived trade fair as sources of information with availability of products and information as compared to young consumers. So young consumers do not perceived trade fair as source of information, buying and promotion schemes compared to old age consumers.
- There is no significant difference among the consumers of different educational based groups regarding their perception towards trade fair.

MARKETING IMPLICATION OF THE STUDY

As the main purpose of trade fair is to demonstrate the products and disseminate the maximum amount of information to consumers. In order to woo more number of rural consumers towards the trade fair, marketers should focus more on young consumers and female consumers. It is very important to first select the target rural consumers and conceptualize the position of trade fair position. As young consumers are not more positive about the trade fair as sources information, product availability and offering promotion schemes on other hand female consumers more positively perceived trade fair as source of information and place to buy products with promotional schemes. Trade fair not only provide platform to disseminate information but it also help to generate the sales revenue and opportunity to understand the need of consumers. So marketers should organize more number of customize trade fair especially customize for rural consumers by focusing on certain products categories and target consumers.

TABLE 1: FREQUENCY OF VISITING TRADE FAIR BY RURAL CONSUMERS

Frequency of visiting trade fair	Frequency	Percent
One time	47	47.0
Two times	37	37.0
Three times	12	12.0
More than three times	4	4.0
Total	100	100.0

TABLE 2: TYPE OF TRADE FAIR VISITED BY RURAL CONSUMER

Response	Frequency	Percent
1	1	1.0
Bit Fair	1	1.0
Craft	23	23.0
Education	1	1.0
Foodfair	2	2.0
IT	5	5.0
Photofair	1	1.0
Vidhyog	66	66.0
Total	100	100.0

TABLE 3: REASONS FOR VISITING TRADE FAIR (FREQUENCY (%) OF RANK)

Rank	Entertainment	Buying	Getting information of product	Know new Project	Making Business tie ups	For business relations	Getting better knowledge about the product
1	50.0	18.0	17.0	4.0	2.0	2.0	7.0
2	13.0	30.0	17.0	22.0	3.0	2.0	12.0
3	9.0	18.0	30.0	15.0	8.0	7.0	14.0
4	8.0	18.0	14.0	21.0	13.0	10.0	18.0
5	10.0	7.0	16.0	20.0	12.0	19.0	16.0
6	2.0	7.0	4.0	14.0	34.0	17.0	21.0
7	8.0	2.0	2.0	4.0	28.0	43.0	12.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 4: BUYING PRACTICES FROM TRADE FAIR

Response	Frequency	Percent
Yes	89	89.0
No	11	11.0
Total	100	100.0

TABLE 5: MOTIVATING FACTORS TO VISIT YOU AT TRADE FAIR

Factors	Frequency	Percent
Friends	40	40.0
Advertisement	43	43.0
Internet	13	13.0
If other than specify	4	4.0
Total	100	100.0

TABLE 6: RESPONSE FOR VISITING TRADE FAIR WITH WHOM

Response	Frequency	Percent
Friends	61	61.0
Spouse	11	11.0
Neighbor	27	27.0
Others	1	1.0
Total	100	100.0

TABLE 7: TIME SPEND BY RURAL CONSUMER IN TRADE FAIR

Time spend	Frequency	Percent
Less than 1 hour	11	11.0
1 hour to 2 hours	39	39.0
2 hours to 5 hours	48	48.0
More than 5 hours	2	2.0
Total	100	100.0

TABLE 8: MONEY SPEND BY RURAL CONSUMER IN TRADE FAIR

Money spend	Frequency	Percent
Less than Rs. 100	25	25.0
Rs. 100 to Rs. 500	37	37.0
Rs. 500 to Rs. 1000	18	18.0
More than Rs. 1000	9	9.0
Total	89	89.0
No response	11	11.0
Total	100	100.0

TABLE 9.1: PERCEPTION OF RURAL CONSUMER TOWARDS TRADE FAIR

Statements	Strongly Agreed	Agreed (%)	Neutral (%)	Disagreed (%)	Strongly Disagreed
I believe that products at trade fair is same as available in market	19.0	46.0	33.0	2.0	-
I get full information about products and services from trade fair	39.0	50.0	7.0	4.0	-
I believe it makes consumer aware about products / services	31.0	43.0	19.0	7.0	-
I believe that there are schemes available in trade fair on same products and services	20.0	33.0	31.0	14.0	2.0
I believe trade fair should organize for consumer	25.0	59.0	14.0	2.0	-
I believe consumer spent more money in trade fair	15.0	29.0	26.0	22.0	8.0
I believe it is one of the essential tools of marketing	38.0	45.0	16.0	1.0	-
I get practical information about products /services from trade fair	48.0	36.0	8.0	8.0	-

TABLE 9.2: GENDER WISE MEAN AND STANDARD DEVIATION OF CONSUMER PERCEPTION

Statements		N	Mean	Std. Deviation
I believe that products at trade fair is same as available in market	Male	57	3.95	.789
	Female	43	3.65	.686
	Total	100	3.82	.757
I get full information about products and services from trade fair.	Male	57	4.28	.774
	Female	43	4.19	.732
	Total	100	4.24	.754
I believe it makes consumer aware about products / services	Male	57	4.07	.799
	Female	43	3.86	.990
	Total	100	3.98	.887
I believe that there are schemes available in trade fair on same products and services.	Male	57	3.95	.915
	Female	43	3.02	.938
	Total	100	3.55	1.029
I believe trade fair should organize for consumer.	Male	57	4.05	.789
	Female	43	4.09	.526
	Total	100	4.07	.685
I believe consumer spent more money in trade fair.	Male	57	3.56	1.225
	Female	43	2.74	.954
	Total	100	3.21	1.183
I believe it is one of the essential tools of marketing.	Male	57	4.39	.726
	Female	43	3.95	.688
	Total	100	4.20	.739
I get practical information about products /services from trade fair.	Male	57	4.25	.931
	Female	43	4.23	.895
	Total	100	4.24	.911

TABLE: 10 GENDER WISE ANOVA OF CONSUMER PERCEPTION TOWARDS TRADE FAIR

Statements		Sum of Squares	df	Mean Square	F	Sig.
I believe that products at trade fair is same as available in market	Between Groups	2.150	1	2.150	3.859	.052
	Within Groups	54.610	98	.557		
	Total	56.760	99			
I get full information about products and services from trade fair	Between Groups	.220	1	.220	.384	.537
	Within Groups	56.020	98	.572		
	Total	56.240	99			
I believe it makes consumer aware about products / services.	Between Groups	1.078	1	1.078	1.374	.244
	Within Groups	76.882	98	.785		
	Total	77.960	99			
I believe that there are schemes available in trade fair on same products and services.	Between Groups	20.931	1	20.931	24.472	.000
	Within Groups	83.819	98	.855		
	Total	104.750	99			
I believe trade fair should organize for consumer.	Between Groups	.040	1	.040	.084	.772
	Within Groups	46.470	98	.474		
	Total	46.510	99			
I believe consumer spent more money in trade fair.	Between Groups	16.369	1	16.369	13.125	.000
	Within Groups	122.221	98	1.247		
	Total	138.590	99			
I believe it is one of the essential tools of marketing.	Between Groups	4.584	1	4.584	9.091	.003
	Within Groups	49.416	98	.504		
	Total	54.000	99			
I get practical information about products /services from trade fair.	Between Groups	.004	1	.004	.005	.944
	Within Groups	82.236	98	.839		
	Total	82.240	99			

TABLE 11: AGE WISE MEAN AND STANDARD DEVIATION OF CONSUMER PERCEPTION

Statements		N	Mean	Std. Dev.
I believe that products at trade fair is same as available in market	18 to 24 years	48	3.81	.816
	24 to 30 years	19	4.26	.653
	30 to 50 years	31	3.52	.570
	More than 50 years	2	4.50	.707
	Total	100	3.82	.757
I get full information about products and services from trade fair.	18 to 24 years	48	4.17	.859
	24 to 30 years	19	4.53	.612
	30 to 50 years	31	4.13	.619
	More than 50 years	2	5.00	.000
	Total	100	4.24	.754
I believe it makes consumer aware about products / services.	18 to 24 years	48	4.04	.824
	24 to 30 years	19	3.89	.937
	30 to 50 years	31	3.90	.978
	More than 50 years	2	4.50	.707
	Total	100	3.98	.887
I believe that there are schemes available in trade fair on same products and services.	18 to 24 years	48	3.52	1.052
	24 to 30 years	19	4.05	.848
	30 to 50 years	31	3.23	.990
	More than 50 years	2	4.50	.707
	Total	100	3.55	1.029
I believe trade fair should organize for consumer.	18 to 24 years	48	4.04	.713
	24 to 30 years	19	4.16	.602
	30 to 50 years	31	4.03	.706
	More than 50 years	2	4.50	.707
	Total	100	4.07	.685
I believe consumer spent more money in trade fair.	18 to 24 years	48	3.29	1.304
	24 to 30 years	19	3.63	.895
	30 to 50 years	31	2.81	1.078
	More than 50 years	2	3.50	.707
	Total	100	3.21	1.183
I believe it is one of the essential tools of marketing.	18 to 24 years	48	4.25	.812
	24 to 30 years	19	4.26	.653
	30 to 50 years	31	4.03	.657
	More than 50 years	2	5.00	.000
	Total	100	4.20	.739
I get practical information about products /services from trade fair.	18 to 24 years	48	3.96	1.010
	24 to 30 years	19	4.42	.838
	30 to 50 years	31	4.55	.675
	More than 50 years	2	4.50	.707
	Total	100	4.24	.911

TABLE 12: AGE WISE ANOVA OF CONSUMER PERCEPTION TOWARDS TRADE FAIR

Statements		Sum of Squares	df	Mean Square	F	Sig.
I believe that products at trade fair is same as available in market	Between Groups	7.521	3	2.507	4.888	.003
	Within Groups	49.239	96	.513		
	Total	56.760	99			
I get full information about products and services from trade fair.	Between Groups	3.353	3	1.118	2.029	.115
	Within Groups	52.887	96	.551		
	Total	56.240	99			
I believe it makes consumer aware about products / services.	Between Groups	1.044	3	.348	.434	.729
	Within Groups	76.916	96	.801		
	Total	77.960	99			
I believe that there are schemes available in trade fair on same products and services.	Between Groups	9.904	3	3.301	3.342	.022
	Within Groups	94.846	96	.988		
	Total	104.750	99			
I believe trade fair should organize for consumer.	Between Groups	.599	3	.200	.418	.741
	Within Groups	45.911	96	.478		
	Total	46.510	99			
I believe consumer spent more money in trade fair.	Between Groups	8.914	3	2.971	2.200	.093
	Within Groups	129.676	96	1.351		
	Total	138.590	99			
I believe it is one of the essential tools of marketing.	Between Groups	2.348	3	.783	1.455	.232
	Within Groups	51.652	96	.538		
	Total	54.000	99			
I get practical information about products /services from trade fair.	Between Groups	7.514	3	2.505	3.218	.026
	Within Groups	74.726	96	.778		
	Total	82.240	99			

TABLE 13: EDUCATION WISE MEAN AND STANDARD DEVIATION OF CONSUMER PERCEPTION

Statements		N	Mean	Std. Deviation
I believe that products at trade fair is same as available in market	Primary	13	3.77	.599
	HSC	25	3.80	.707
	Graduate	48	3.85	.772
	Post Graduate	14	3.79	.975
	Total	100	3.82	.757
I get full information about products and services from trade fair.	Primary	13	4.23	.599
	HSC	25	4.12	.600
	Graduate	48	4.19	.891
	Post Graduate	14	4.64	.497
	Total	100	4.24	.754
I believe it makes consumer aware about products / services.	Primary	13	3.85	.899
	HSC	25	4.00	.913
	Graduate	48	4.00	.923
	Post Graduate	14	4.00	.784
	Total	100	3.98	.887
I believe that there are schemes available in trade fair on same products and services.	Primary	13	3.54	.877
	HSC	25	3.48	1.085
	Graduate	48	3.56	1.050
	Post Graduate	14	3.64	1.082
	Total	100	3.55	1.029
I believe trade fair should organize for consumer.	Primary	13	3.92	.494
	HSC	25	4.04	.611
	Graduate	48	4.04	.771
	Post Graduate	14	4.36	.633
	Total	100	4.07	.685
I believe consumer spent more money in trade fair.	Primary	13	2.92	.862
	HSC	25	3.32	1.145
	Graduate	48	3.31	1.240
	Post Graduate	14	2.93	1.328
	Total	100	3.21	1.183
I believe it is one of the essential tools of marketing.	Primary	13	4.15	.555
	HSC	25	4.04	.735
	Graduate	48	4.33	.781
	Post Graduate	14	4.07	.730
	Total	100	4.20	.739
I get practical information about products /services from trade fair.	Primary	13	4.46	.877
	HSC	25	4.36	.569
	Graduate	48	4.06	1.060
	Post Graduate	14	4.43	.852
	Total	100	4.24	.911

TABLE 14: EDUCATION WISE ANOVA OF CONSUMER PERCEPTION TOWARDS TRADE FAIR

Statements		Sum of Squares	df	Mean Square	F	Sig.
I believe that products at trade fair is same as available in market	Between Groups	.116	3	.039	.066	.978
	Within Groups	56.644	96	.590		
	Total	56.760	99			
I get full information about products and services from trade fair.	Between Groups	2.766	3	.922	1.655	.182
	Within Groups	53.474	96	.557		
	Total	56.240	99			
I believe it makes consumer aware about products / services.	Between Groups	.268	3	.089	.110	.954
	Within Groups	77.692	96	.809		
	Total	77.960	99			
I believe that there are schemes available in trade fair on same products and services.	Between Groups	.252	3	.084	.077	.972
	Within Groups	104.498	96	1.089		
	Total	104.750	99			
I believe trade fair should organize for consumer.	Between Groups	1.496	3	.499	1.063	.368
	Within Groups	45.014	96	.469		
	Total	46.510	99			
I believe consumer spent more money in trade fair.	Between Groups	2.986	3	.995	.705	.552
	Within Groups	135.604	96	1.413		
	Total	138.590	99			
I believe it is one of the essential tools of marketing.	Between Groups	1.752	3	.584	1.073	.364
	Within Groups	52.248	96	.544		
	Total	54.000	99			
I get practical information about products /services from trade fair.	Between Groups	3.008	3	1.003	1.215	.309
	Within Groups	79.232	96	.825		
	Total	82.240	99			

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