INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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●   Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

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Contributions to books

●   Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

Journal and other articles

●   Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

●   Kiran Ravi, Kaur Manpreet (2008), Global Competitiveness and Total Factor Productivity in Indian Manufacturing, International Journal of Indian Culture and Business Management, Vol. 1, No.4 pp. 434-449.

Conference papers

●   Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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●   Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University.

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●   Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on 31 January 2011 http://epw.in/epw/user/viewabstract.jsp

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ANALYSIS OF EFFECTIVENESS OF TRADE FAIRS AND EXHIBITIONS AS A TOOL FOR EXPORT MARKETING

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ABSTRACT

International trading environment is passing through a phase of rapid transformation, offering in the process more opportunities and presenting challenges for companies planning to operate offshore. With the wind of globalization blowing across different parts of the world, export activity has become an all-pervasive function of the business enterprise. Because an export order is a project in itself as it involves difference in designing of of product for different orders, different packaging specifications, delivery schedule, different mode of payment etc. It becomes more difficult for firms to operate in foreign markets. Firms stated that greatest barrier to export was lack of information on how to do it. But to get only the information is an expensive proposition for the business.

The research paper investigates the effectiveness of trade fairs and Exhibitions as a mode of penetrating international markets by exporters of various categories. These events provide a platform where buyer and sellers can interact directly and facilitate to know each other. There are other various mode of entry into foreign markets but need of the hour is cost effective mode of penetration. The study reveals that trade fairs and exhibition provide the right kind of platform to exporters with its cost effectiveness.

KEYWORDS

Trade Fairs, Exhibitions, Exporter Size, Confirmed Order, Export led Strategy

INTRODUCTION

International trading environment is passing through a phase of rapid transformation, offering in the process more opportunities and presenting challenges for companies planning to operate offshore. With the wind of globalization blowing across different parts of the world, export activity has become an all-pervasive function of the business enterprise. The imperatives of this transformation call for a paradigm shift in operating environment for conduct of export business. The organizations have to follow highly professional managerial approach to meet emerging challenges and take advantage of growing opportunities. But the entrepreneurs and the export manager would need to understand the dynamics of international business environment. Many countries have achieved rapid economic development through export led growth strategies. This strategy involves development of industries with export potential to augment exports, thereby increasing foreign exchange earnings to pay for imports required to achieving the goal of economic development. India has ushered, since June1991, in an era of economic reforms focusing on liberalization, globalization and privatization to chart out a high growth path for its faster development. This has led to a paradigm shift in her strategy of economic development from import substitution–led growth to export-led growth. This shift in strategy has led to very significant change in planning for the economic development. The growth in exports can be achieved with sustained efforts by both government and business sector. Govt. has to provide facilitating environment in terms of policies and required infrastructure for growth in exports. Emphasis on professionalism and higher productivity is the need of hour on part of business sector. Management of export is sometimes referred as business of managing variety, because an export order is a project in itself as it involves difference in designing of product for different orders, different packaging specifications, delivery schedule, different mode of payment etc. Like any other business activity managing of exports involves managing the complex of non-routine activities through planning, scheduling and controlling.

Planning refers to taking various decisions involved in export business. This relates to efforts by proper marketing entry strategy to get export order. The planning process involves:

- Understanding international trading environment
- Understanding the trends in international trade of chosen product group identifying the fastest item of export in the chosen product group
- Selecting the item of export
- Deciding various terms and conditions of business offer to prospective buyers in target market. The terms and conditions are related to price, payment, delivery schedule, quality specifications, minimum quantity for order, after sale service etc.
- Selection of effective mode of communication, which can take form of a pamphlet, brochure or web site etc.
- Approaching the prospects. This involves market entry strategy. Establishing linkage with prospects may require participation in trade fairs and exhibitions; tie up with overseas market agent.
- Holding business negotiations with the prospects

Scheduling involves developing the logistics for execution of export order, arranging funds, procurement of goods, labeling, packaging, packing, pre-shipment inspection, pre-shipment export documentation to ensure central excise and customs clearance of export shipment. Controlling seeks to ensure whether the activity planned has been completed on time or not and whether various schedules drawn up for execution of orders have been followed.

Marketing opportunities exists in all countries regardless of the level of economic development. To assume that only developed countries offer more market potential is a misconception. A particular market initially seems attractive because of its potential demand and size in terms of number of customers and their purchasing power. Yet the market may be attracting more than its share of competition. Do business in a foreign Lack of knowledge and unfamiliarity with foreign markets usually heightens the risk of company wanting to land. This problem is further complicated by the fact that international marketing research is more difficult, more complex and more subjective than domestic research. Arthur Anderson and company conducted a survey of 6000 American manufacturers in 1992 and found only 5 percent of

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small business was involved in international trade. Firms stated that greatest barrier to export was lack of information on how to do it. Trade fairs and exhibitions are generally considered as one of such methods as they provide a platform and a method for international marketing of goods, services and even commercial ideas. These events are well known in the commercial history of nations since long. Trade fairs and exhibitions are temporary markets, usually with a focus on selected product categories, where a large number of buyers and sellers interact to transact a business. These events provide not only a display of goods but also provide an open window to the outside world for the technologies, work culture and innovations of participating countries and their corporate organizations. Trade fairs are time- and (often) sector-defined marketing events at which the fundamental products and innovations of an industry or sector are exhibited by a variety of companies referred to as exhibitors and which are targeted at interested buyers and industry participants- the visitors. These trade fairs are usually organized by government, chambers, industry associations, or by specialized exhibition companies. Trade fairs represent a real-time, interactive environment bringing together supply and demand in a certain industry. However exploration of international market is a costly affair. The present study tries to explore the cheapest mode of penetrating the international market i.e. Trade Fairs and Exhibitions.

REVIEW OF LITERATURE

Anagol Malti (1997), in his study he has shown that there are some specific and measurable characteristics common to all successful exporters. In the area of export management he has identified several firm and managerial characteristics associated with the export activity of manufacturing firms. Export performance or success has been evaluated by a variety of measures, such as export intensity (export sales as a percentage of total sales) or export growth. Although reliance on a single variable as a gauge of export success was shown not to be valid, prior research that measured export performance using a single variable of success reflected an improvement in performance criteria over the categorical approach.

Brad O Hare et.al (1993), have found that trade shows can be crucial components of a firm's marketing mix. This modern day version of the central market is often poorly understood and overlooked by many corporate design makers seeking effective and efficient ways to promote the firm's products and service. Compares non-exhibitors and exhibiting firms, examines major differences between the two groups, and provides a profile of non-exhibiting firms. Finally, offers some tips around when to, and when not to, exhibit and aspects to increase exhibit effectiveness.

Courteas John 1983), In his work found that trade fair's performance measurement has been fragmented in an haphazard manner and, as trade fairs have come under increased scrutiny by researchers in recent years, more attention is warranted (given the substantial budget allocations companies make to these marketing activities) to redress this shortcoming in analysis methodology. In this study he has focused on conceptual and empirical attention in several areas, including visitor motives and interaction with exhibitors; exhibitor management and performance; effectiveness of trade fair expenditures and comparative research on trade fairs across industry sectors and nations. An important feature of this study is the quest for better conceptual foundations and more valid measures.

Dekimpe, Marnik G., Francois(1992), Has Identified five stages from the pre-relationship stage, through the early stage, the development stage, the long-term stage, to the final stage for evaluation of international trade fairs and exhibitions. This process goes beyond the limited time at a trade show. According to the study the relationship dimension in the conceptual framework is therefore the most problematic one. It is questionable that the control system taxonomy captures the relationship-building dimension satisfactorily because the parties interact over a period. Although results can occur quickly, they are more likely to occur after a period.

Douglas and Craig (1992,), According to his study market entry decisions are among the most critical made by a firm in relation to international markets. The choice of which country to enter commits a firm to operating on a given terrain and lays the foundation for its future international expansion. It signals the firm's intent to key competitors and determines the basis for future battles

OBJECTIVES

To determine the purpose, criteria and participation level of different categories of exporters in trade fairs and exhibitions organized in India; To determine the extent to which trade fairs and exhibitions are effective institutional mechanisms in export marketing

RESEARCH METHODOLOGY

UNIVERSE: In this study universe is finite (number of items to be studied are certain). The present study involves the exploration of two types of population. They are given as below

a) Actual participant: These are the companies which are actually participating in various trade fairs and exhibitions in order to exhibit their product/services. In the present study all international trade fairs and exhibitions organized by India Trade Promotion Organization, New Delhi during calendar year 2008-09 in India.

b) Experts: They are the various officials (Dy. General Managers & above rank) working with various trade promotion organizations located in Delhi like **Federation of Indian Exporters Organization** (FIEO)**- Federation of Indian Chamber of Commerce and Industry** (FICCI) **India Trade Promotion Organization**(ITPO): **National Small Industries Corporation** (NSIC)

Sampling frame: As the universe is finite and a source list is available in the form of "Business Visitors Guide" published by ITPO for each fair. In case of experts official directory of various trade promotion organizations have been used as a source list.

Sampling Unit: It would include actual exporters and experts from various trade promotion organizations**.**

Sampling technique: Stratified random sampling technique has been adopted to select samples for actual participants from different strata's like small exporter, Medium Exporter, Large Exporter by using source list. Source list is Business Visitors Guide published by ITPO for each fair. This guide publishes all the details like product on display, turnover in last financial year, contact details; stall number in the fair etc.

Simple random sampling technique has been adopted to select experts from various trade promotion bodies by using the source list. The source list is the official directory of that particular trade promotion body.

Source of data: In the present study both primary as well as secondary data has been used. Primary data has been collected through imparting structured questionnaire to the actual participants and experts. Secondary data has been obtained from the literature of various trade promotion organizations

Sample size:

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(a) Actual participant: In actual participant category a sample of 200 companies have been taken. The trade fairs and exhibitions organized by ITPO during 2008-09 have been categorized into four categories as given below to draw the sample. 50 companies from each type of fair have been selected randomly for analysis.

(i) General fair: In this category "India International Trade Fair" has been selected. This trade fair is held every year from Nov. 14-27 at New Delhi. In this trade fair all type of companies ranging from manufacturing firms, service providers to trading firms participate. This fair presents a wide spectrum of participation from all type of firms.

(ii) Food and Agro Based Fair: In this category "Aahar" has been selected. This is a specialized fair in which the participating companies are from food and agro sector.

(iii) Handicraft Show: In this category "Indian Handicraft and Gift Fair(Spring) has been taken. This fair is held every year in February/March. Companies involved in handicrafts participate in this fair.

(iv) Technology intensive fair: In this category "India International Leather Fair" has been included. This fair is held every year from May 20-22.In this fair focus is on all kind of finished leather, machinery for taining and finishing leather, shoes making, stitching, sewing, leather chemicals, effluent treatment plant and equipment.

Basis of selecting the participants

Only those companies have been selected which have some export turnover in the last financial year. Participants have been divided into three categories

Small Exporter: These are the exporter whose export turnover in the last financial year was <Rs 20 crores. 80 companies in this category have been selected. 20 companies from each fair has been taken randomly

Medium exporter: These are the exporter whose export turnover in the last financial year was Rs 20-50 crores. 60 companies in this category have been selected. 15 companies from each fair have been taken.

Large Exporter: These are the exporter whose export turnover in the last financial year was > Rs 50 crores. 60 companies in this category have been selected. 15 companies from each fair have been taken.

(b) Experts: A sample size of 60 experts has been taken. There are mainly four trade promotion organizations i.e. ITPO, FIEO, NSIC, FICCI. 15 experts have been chosen from each trade promotion organization

To determine the level of participation in trade fairs and exhibitions following variables have been taken and compared with the type of exporters

(a) Space cost incurred for booking space at trade fairs and exhibitions: Larger is the cost incurred for booking space larger would be the level of participation.

(b) Number of events in which participated: Larger the number of events participated,   larger would be the level of participation.

(c) Number of people engaged to manage stall

(d) Presence of direct competitors (Whose products are very similar to the participant's)

(e) Type of people engaged to manage the stall (Contractual or company's own staff).

To measure the effectiveness of trade fairs and exhibitions in export marketing following variables have been taken

(a) Total number of visitors visited in pavilion: Number of visitors has been taken as an indicator of effectiveness of these events.

(b) Total number of trade enquiries generated: If number of trade enquiries generated are large then the event is said to be successful.

(c) Number and value of marketing arrangements negotiated/initiated i.e joint ventures, foreign collaborations etc.

(d) Confirmed orders out of enquiry generated

(f) Number of trade delegation visited

(h) Willingness to participate in such next event.

The individual observations are independent which means that occurrence of one individual observation has no effect upon the occurrence of any other observation in the sample under consideration. Further each variable has three or more attributes. In such a situation to draw the inferences about relationships among various attributes chi square test has been used by the researcher. While the chi-square measures may indicate that there is a relationship between two variables, they do not indicate the strength or direction of the relationship. To know the strength of relationship Cramer's V, Contingency coefficient has been used. To analyze the responses of expert's percentage method have been used.

Actual participant's opinion analysis: The opinion analysis has been done by imparting structured questionnaires to the participants.

TABLE 1.1: OBJECTIVES OF PARTICIPATION IN INTERNATIONAL TRADE FAIRS AND EXHIBITIONS: SMALL, MEDIUM AND LARGE EXPORTERS

Sr No.	Objective of participation	Rank	
		Small	Medium & Large
1	Direct sales promotion	1	8
2	Reviving old customers contacts and making new	2	6
3	Searching new channel members	3	4
4	Market Assessment	4	1
5	Introduction of new product	5	2
6	Searching partners for foreign collaboration	6	3
7	On the spot advertisement	7	7
8	Enhancing image of company	8	5

Source – Field data

As it is evident from the table 1.1 , small exporters put more emphasis on direct sales of their products because they are basically the trading companies which source out the products from their home country and try to generate sales by participating in international trade fairs and exhibitions, thereby earning profits. Second most important factor is reviving old customer's contacts and making new. Apart from generating direct sales these companies try to search new customers and also to make old customers loyal toward their products so that they can sell their products to them round the year. Third most important factor is to search new channel members. So after establishing channel partners in that

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country, next time they can concentrate on to some other country to expand their operations by participating in the another target fair in the target country. In this way a business empire can be created. Next important objective is to asses the market size for their products in the destined country. These are the companies which have a new product and interested in testing new markets through these events . If they find it out that market size is appropriate according to their criterion they think of introducing their products in that market. After deciding about the introduction of the product in the market they think over the option of foreign collaboration to introduce their products in foreign markets. Their least important objective of participation is on the spot advertisement and enhancing the company image.

The medium and large exporters being the original producer of the product or services, intends to assess the market size of their product into that country by participating into these fairs. If they are receiving more enquiries about their product on the stall from the visitors then it is inferred that the product may be in large demand. Next important objective is to introduce their product in new market. For introduction of the product into the market they try to search out foreign collaborators. Then next important objective is to search new channel members for logistic purpose in that country. They also participate in these events to enhance the image of the company If their product is already introduced into that country their mere presence in the fairs in that country enhances the image of the company in the eyes of the users of the product. Next important objective is to revive old customer's contacts and making new. The exporters who have already customers in that country and somehow lost them, they try to approach these customers again to bring back with them with the company. On the spot advertisement and direct sales promotion are their least important objectives of participation in these events.

TABLE – 1.2 CRITERIA FOR CHOOSING INTERNATIONAL TRADE FAIRS AND EXHIBITIONS

Sr. no.	Criteria for selecting Fairs and exhibitions	Rank	
		Small Exporters	**Medium & Large Exporters**
1	Visitor's profile and expected number of visitors	1	1
2	Custom clearance for products being exhibited	2	7
3	Promotion of the fair by organizers	3	3
4	Quality of move- in and move -out arrangements	4	11
5	Location of the fair (country)	5	5
6	Location of the fair within the country(nearest city center)	6	6
7	Frequency of the fair	7	9
8	Level of international participation	8	2
9	Size of the area covered by the fair	9	4
10	Easy accessibility to the fair site	10	10
11	Size of the stand and other spaces provided by organizers	11	8
12	Proximity of hotels and accommodations	12	12
13	Mode of transportation to the fair site	13	13
14	Lead time for applying for participation	14	14

Source – Field data

As is evident from the table 1.2, the small exporter's most important criterion of choosing international trade fairs and an exhibition is visitors profile and expected number of visitors. They try to find out whether business visitors or general visitors visits the fair and in how much number. Small exporters choose the fair in which large number of visitors, irrespective of their profile, visits. Second important criterion is custom clearance procedure in that country. They avoid participating in the fairs of those countries where custom clearance procedures are cumbersome. These cumbersome procedures sometimes make them so helpless that they are not able to ensure the timely availability of exhibits at fair ground. Next important criterion is promotion of fair by organizers as this promotional activity attracts more quality visitors. Quality of move –in and move out arrangements is next important criterion. This is due to the fact that participants want to avoid problems in taking exhibits to the fair site and from the fair site to the nearest sea- port/air-port. Location of the fair i.e. country in which fair is going to be held is next important criterion. Exporters with different product category prefers different countries i.e. Exporters of handicrafts would prefer western countries similarly exporter of electronic items would prefer African or other less developed nations. Location of the fair within the country (nearest city center) is next important criterion. As most of the exporters prefer those fairs which are held in nearest city center because all the facilities required by exporters are easily available in these city centers. The number of times a fair is held round the year is next important criterion. Fairs are also selected on the basis of Level of international participation in the fair. Participants prefer fairs which attracts international participation up to a large extent. The area covered by fair is another important criterion. Participants prefer a fair spread over a large area, with latest world class facilities. The larger area itself speaks a lot about the organizers. Easy accessibility to the fair site, size of the stand and other spaces provided by organizers constitutes another important criterion to choose the fair.

Those fairs which are located in far off places and are not connected with main business centers of world are avoided by participants. Other but less important criterions to choose the fairs are size of the stand and other spaces provided by organizers, proximity of hotels and accommodations, Mode of transportation to the fair site, Lead time for applying for participation. Participants prefer the fairs where cheap and good accommodation is available and mode of transportation is easily accessible.

The most important criterion for choosing International Trade Fair and Exhibition in case of Large and Medium exporters is same as in the case of small exporters i.e. visitors profile and expected number of visitors. But they mostly concentrate on profile of visitors unlike all type of visitors, as preferred by small exporters. They prefer business visitors

as compared to general visitors. Next important criterion is level of international participation. They prefer those fairs which attracts international participants. This is due to the reason that their direct competitors in these fairs are large and hence can evaluate their own product's standing in the world market. They are of the opinion that a large scale promotion of the fair by the fair organizers attracts more quality audiences. So they put emphasis on this criterion to choose the fair. Next important criterion is size of the area covered by the fair. They prefer a fair spread over a large area. The country in which fair is to be organized and the location of fair within that country (nearest city center) are the next important criterions. They prefer the countries where they feel that they may have potential markets. Within that country they prefer those fair which are in proximity of country's business centers. Custom clearance procedures in that country are next important

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criterion. They generally avoid those fairs which are located in the countries whose custom clearance procedure is cumbersome. The next important criterions adopted by these exporters are size of the stand and other spaces provided by organizers, frequency of the fair, Easy accessibility to the fair site, quality of move- in and move -out arrangements, proximity of hotels and accommodations, mode of transportation to the fair site, lead time for applying for participation. They prefer those fairs which have wide choices available for participant regarding the size of space.

Table 1.3(a)

Exporter Size * Space cost Crosstabulation

			Space cost			Total
			Small	Medium	High	
Exporter Size	Small	Count	52	17	11	80
		Expected Count	37.6	20.4	22.0	80.0
	Medium	Count	32	18	10	60
		Expected Count	28.2	15.3	16.5	60.0
	Large	Count	10	16	34	60
		Expected Count	28.2	15.3	16.5	60.0
Total		Count	94	51	55	200
		Expected Count	94.0	51.0	55.0	200.0

Size of Exporter
Large- > 50 crores (Avg. of previous three years export turnover in Rs.)
Medium- 20-50 crores
Small -   < 20 crores
Space cost
Small - <100,000
Medium - 100,000- 200,000
Large ->200,000

Source – Field data

Table 1.3(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.469[a]	4	.000
Likelihood Ratio	46.059	4	.000
Linear-by-Linear Association	38.073	1	.000
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.30.

Table 1.3(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Cramer's V	.337	.000
	Contingency Coefficient	.430	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

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Calculated value of Chi-square is more than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It leads to rejection of null hypothesis;. It means that cost incurred for booking space at these events is associated with size of exporter. The calculated value of C comes out to be 0.430 which if compared to highest value of C for 3×3 table i.e. 0.82 is high, indicating strong association between the variables. It means that size of exporter is strongly related with the cost incurred in booking space for these events. Large exporters incur large cost and small exporters incur low cost on booking the space while participating in these events. {In case of small exporters expected count is more than actual count in the cell representing medium level of space cost meaning thereby that small exporters incurs medium space cost while participating in these events. In case of medium exporters expected count is more than actual count in the cell representing high level of space cost. In case of large exporters expected count is more than actual count in the cell representing low level of space cost. It means that large exporters spend less in booking space while participating in these events. As is evident from their objective of participation as depicted in table number 1.1, that their main objective is to assess the size of the foreign market for their product, so they participate only to showcase their product in these events for which even a small space is sufficient}.

Table 1.4(a)

Exporter Size * Number of Direct Competitors Participation Crosstabulation

| | | | Number of Direct competitors participation | | | |
			Large	Medium	Low	Total
Exporter Size	Small	Count	10	20	50	80
		Expected Count	22.0	22.0	36.0	80.0
	Medium	Count	10	20	30	60
		Expected Count	16.5	16.5	27.0	60.0
	Large	Count	35	15	10	60
		Expected Count	16.5	16.5	27.0	60.0
Total		Count	55	55	90	200
		Expected Count	55.0	55.0	90.0	200.0

Source –Field data
Number of Direct Competitors Participation
Large -   >10
Medium -   5-10
Low -   <5

Table 1.4(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.391[a]	4	.000
Likelihood Ratio	47.185	4	.000
Linear-by-Linear Association	39.274	1	.000
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.50.

Table 1.4(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.487	.000
	Cramer's V	.344	.000
	Contingency Coefficient	.438	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

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Calculated value of Chi-square is more than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It leads to rejection of null hypothesis; thereby establishing alternate hypothesis. It means that number of direct competitors of participant's is associated with exporter size. To know the degree of association between the variables contingency coefficient has been calculated. The calculated value of C comes out to be 0.438 which if compared to highest value of C for 3×3 table i.e. 0.82 is high, indicating strong association between the variables. It means that large exporters have large number of direct competitors. It is because the large exporters participate in specialized fairs where large number of participants have similar products (may differ by name and some features). Direct competitors participation, in case of small exporters, is small as their products are differentiated one. This differentiation of products helps them to get profits by participation in these events.

Table 1.5 (a)

Exporter Size * No. of employees managing the booth Crosstabulation

| | | | No. of employees managing the booth | | | |
			Small	Medium	Large	Total
Exporter Size	Small	Count	10	10	60	80
		Expected Count	28.0	20.0	32.0	80.0
	Medium	Count	20	30	10	60
		Expected Count	21.0	15.0	24.0	60.0
	Large	Count	40	10	10	60
		Expected Count	21.0	15.0	24.0	60.0
Total		Count	70	50	80	200
		Expected Count	70.0	50.0	80.0	200.0

Small - <5
Medium - 5-8
Large - >8
Source – Field data
Table 1.5(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	91.310[a]	4	.000
Likelihood Ratio	89.035	4	.000
Linear-by-Linear Association	60.199	1	.000
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 15.00.

Table 1.5(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.676	.000
	Cramer's V	.478	.000
	Contingency Coefficient	.560	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

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Calculated value of Chi-square is more than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It means that size of exporter and number of people managing the booth is associated. The calculated value of C comes out to be 0.560 which if compared to highest value of C for 3×3 table i.e. 0.82 is high, indicating strong relationship between the variables. It means that size of exporter is strongly related with the number of people managing the booth in International Trade Fairs and Exhibitions.

In case of small exporters observed frequency is more than expected frequency for cell showing "Large number of employees managing the booth" option. This is due to the reason that their aim is to maximize sales volume during the limited days of the fair. Large numbers of employee can Handel large number of customers simultaneously with effectiveness. If their customer handling capacity is not effective then they would not be able to generate desired volume of sales. They incur high employee cost but low space cost to lower down their total cost. In case of Medium exporters observed frequency is more than expected frequency for cell showing "medium number of employees" option. This is due to the reason that sometimes they participate in general fare when their product is of general nature catering to the needs of general customers. In this case they need medium number of employees to manage the booth. In case of small exporters observed frequency is more than expected frequency for cell showing "Small number of employees to manage the booth" option. This is due to the reason that large exporters participate in these events for product awareness and company information. They do not participate for retail sale. So a few number of employees also can manage the booth.

Test of effectiveness of International Trade fairs and Exhibitions: Whether these events are effective mode of International Marketing or not, has been tested on the parameters mentioned in research methodology.

Table 2.1(a)

Exporter Size * Number of visitors visited on the stall per day Crosstabulation

			Number of visitors visited on the stall per day			Total
			Small	Medium	Large	
Exporter Size	Small	Count	10	10	60	80
		Expected Count	16.0	22.0	42.0	80.0
	Medium	Count	10	20	30	60
		Expected Count	12.0	16.5	31.5	60.0
	Large	Count	20	25	15	60
		Expected Count	12.0	16.5	31.5	60.0
Total		Count	40	55	105	200
		Expected Count	40.0	55.0	105.0	200.0

Large - >500
Medium - 250-500
Small - <250
Source – Field data

Table 2.1(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.012[a]	4	.000
Likelihood Ratio	37.703	4	.000
Linear-by-Linear Association	27.383	1	.000
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.00.

Table 2.1(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.424	.000
	Cramer's V	.300	.000
	Contingency Coefficient	.391	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

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Calculated value of Chi-square is more than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It means that size of exporter is related with number of visitors visited on their stall per day. To know the degree of association between the variables contingency coefficient has been calculated. The calculated value of C comes out to be 0.391 which if compared to highest value of C for 3×3 table i.e. 0.82 is low, indicating weak association between the variables. It means that size of exporter is weakly associated with number of visitors visited on their stall per day. Visitors visit the stalls irrespective of the size of exporter, as per the product of their interest.

Table 2.2 (a)

Exporter Size * Numberof Enquiry Generated Crosstabulation

| | | | No.of Enquiry Generated | | | Total |
			Small	Medium	Large	
Exporter Size	Small	Count	10	20	50	80
		Expected Count	12.0	22.0	46.0	80.0
	Medium	Count	10	20	30	60
		Expected Count	9.0	16.5	34.5	60.0
	Large	Count	10	15	35	60
		Expected Count	9.0	16.5	34.5	60.0
Total		Count	30	55	115	200
		Expected Count	30.0	55.0	115.0	200.0

Number of enquiry generated
Small - <40
Medium - 40-80
Large - >80
Source – Field data

Table 2.2(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.558[a]	4	.634
Likelihood Ratio	2.551	4	.636
Linear-by-Linear Association	.560	1	.454
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.00.

Table 2.2(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.113	.634
	Cramer's V	.080	.634
	Contingency Coefficient	.112	.634
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Calculated value of Chi-square is less than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It leads to acceptance of null hypothesis. It means that both the variables are independent. They do not have any association. So it means enquiries are generated

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irrespective of the size of exporter. In case of Small and large exporters observed frequency is more than expected frequency for the cell representing large number of enquiries generated. So the number of enquiries generated at these events is large.

Table 2.3 (a)

Exporter Size * No. of Orders Confirmed out of Enquiary Generated Crosstabulation

			No. of Orders Confirmed out of Enquiary Generated			Total
			Small	Medium	Large	
Exporter Size	Small	Count	20	50	10	80
		Expected Count	38.0	30.0	12.0	80.0
	Medium	Count	35	15	10	60
		Expected Count	28.5	22.5	9.0	60.0
	Large	Count	40	10	10	60
		Expected Count	28.5	22.5	9.0	60.0
Total		Count	95	75	30	200
		Expected Count	95.0	75.0	30.0	200.0

Small -   <5
Medium -   6-10
Large -   >10
Source – field data

Table 2.3(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.982[a]	4	.000
Likelihood Ratio	39.093	4	.000
Linear-by-Linear Association	9.749	1	.002
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.00.

Table 2.3(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.436	.000
	Cramer's V	.308	.000
	Contingency Coefficient	.400	.000
N of Valid Cases		200	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Calculated value of Chi-square is more than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It leads to rejection of null hypothesis; thereby establishing alternate hypothesis. To know the degree of association between the variables contingency coefficient has been calculated. The calculated value of C comes out to be 0.400 which if compared to highest value of C for 3×3 table i.e. 0.82 is high, indicating strong association between the variables. It means that number of orders confirmed out of enquiry generated is associated with the size of exporter. Large exporters get large number of confirmed orders out of number of enquiries generated.

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Table 2.4 (a)

Exporter Size * Type of Visit by Foreign Delegations Crosstabulation

			Type of Visit by Foreign Delegations			
			1.00	2.00	3.00	Total
Exporter Size	Small	Count	10	50	20	80
		Expected Count	12.0	52.0	16.0	80.0
	Medium	Count	10	40	10	60
		Expected Count	9.0	39.0	12.0	60.0
	Large	Count	10	40	10	60
		Expected Count	9.0	39.0	12.0	60.0
Total		Count	30	130	40	200
		Expected Count	30.0	130.0	40.0	200.0

1.0 - Visit only
2.0 - Visit followed by enquiry
3.0 - Visit followed by order booking
Source – Field data

Table 2.4(b)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.350[a]	4	.672
Likelihood Ratio	2.330	4	.675
Linear-by-Linear Association	1.681	1	.195
N of Valid Cases	200		

[a.] 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.00.

Table 2.4(c)

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Cramer's V	.077	.672
	Contingency Coefficient	.108	.672
N of Valid Cases		200	

[a.] Not assuming the null hypothesis.

[b.] Using the asymptotic standard error assuming the null hypothesis.

Calculated value of Chi-square is less than table value at α =0.05 and α = 0.01 significance level with 4 degree of freedom. It means that size of exporter and type of visit made by foreign delegations are not associated. Low values of contingency coefficient and Cramer's V also indicates toward their independence. In case of Small exporters observed frequency is more than expected frequency for cell showing "visit followed by enquiry and order booking" option. It means that foreign delegations visits small exporters to see their products and orders are booked on the spot. It is due to the reason that the products exhibited in the fair by small exporters are unique and may not be available to the buyers after the fair is over if orders are not booked. Second reason is that the buyer can see the product in physical form in the fairs. In case of Medium and Large exporters observed frequency is more than expected frequency for cell showing "Visit followed by enquiry" option. It means that foreign trade delegations visit these exporters for searching new technologies and new products in their area of interest. They made enquiries during the fair. Because order booking cannot be done on the spot as it involves huge funds commitment from the side of buyer. As the decisions are

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not reversible so they can be taken only after a detailed discussion with other key staff members of the organization. Orders are booked after fair is over, by mutual negotiations and designing acceptable terms and conditions.

Expert Opinion Analysis

Experts from different trade promotion organizations were imparted questionnaire to know their opinion about trade fairs and exhibitions as a marketing event. In the research the researcher tried to find out the opinion of the experts about India's participation level, procedural problems, cost effectiveness of trade fairs and exhibitions. The results which emerged from the analysis of filled up questionnaires are as given below.

TABLE 3.1: OPINION ANALYSIS OF TRADE EXPERTS ON THE LEVEL, PROCEDURAL DIFFICULTIES, AND COST EFFECTIVENESS OF TRADE FAIRS AND EXHIBITIONS

| Opinion Category	Proportion of Experts in Sample Size
(a) India's participation level in trade fairs and exhibitions as good/excellent	83% (58 +25)
(b) Cumbersome participation procedure	58%
(c) Trade fairs and exhibitions as an cost effective medium of export promotion	75%
(d) Marketing efforts sufficiency on the part of trade fairs and exhibitions organizers	33%

Source – field data

58% experts says that India's participation level in international trade fairs and exhibitions is excellent. 25 % says the participation is good. Only 17% says that participation is poor. As majority of experts are of the opinion that India's participation is excellent. It means that these events are attracting large number of Indian companies which it self speaks a lot about its effectiveness. 58% respondents say that procedure of participating in these events is cumbersome. The procedure requires a lot of paper work on the part of participants. So their lot of time is wasted just in the process of completing formalities of participation. Cost effectiveness here means that cost of participating in these events in comparison of returns incurred. 75% respondents say that they are cost effective medium of export marketing. It means that cost incurred on these events is less than the gains incurred. 67% respondents say that marketing efforts made by organizers to popularize these events are not adequate. . 33 % says that marketing efforts are adequate.
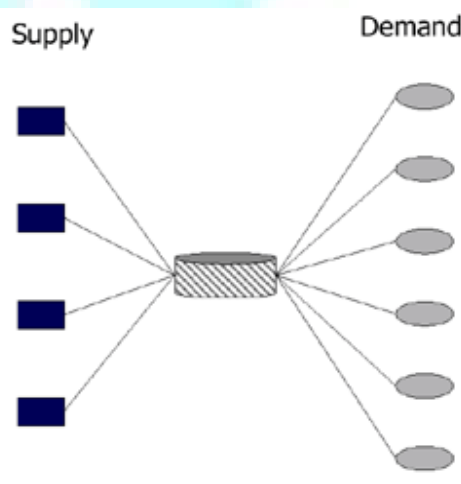
CONCLUSION

Keeping in view the opinion analysis of experts from various trade promotion organizations and actual participants in these events it can be said that these events provide effective platforms for export marketing for the companies intend to explore foreign markets for their products. Participation level of Indian companies is good but it can still be improved if these companies are made aware about the procedural part of participation in trade fairs and exhibitions. As majority of them are unaware about the process of participation.

Figure -1.1   **Figure -1.2**
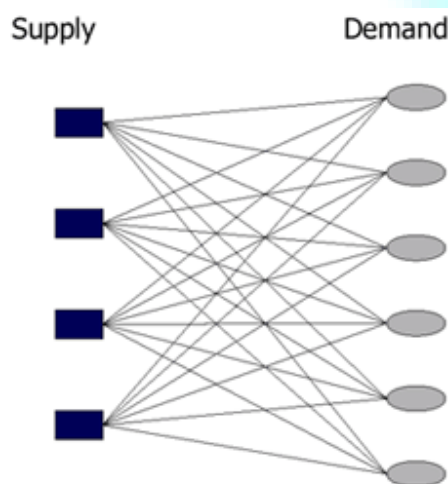
Situation without Trade Fair   **Situation with Fair**

As shown in the figure the situation without the fair and situation with the fair . Trade Fairs and Exhibitions have great potential to match the customer with the supplier with cost effectiveness. So according to research findings, international trade fairs and exhibitions are one of the best marketing channels available to the exporters. A trade fair represents a one-stop-shop where industry buyers and sellers come together for a few days to show what they have, to see what is available and to do business. There is no other business channel that provides such an intense marketing forum as a trade fairs and exhibitions.

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