

# WHAT TO GAIN FROM TRADE SHOW INFORMATION

An Empirical Study

Master's Thesis  
Anna Sirén  
Aalto University School of Business  
Marketing  
Fall 2017

---

**Author** Anna Sirén

---

**Title of thesis** What to Gain from Trade Show Information – An Empirical Study

---

**Degree** Master of Science in Economics and Business Administration

---

**Degree programme** Marketing

---

**Thesis advisor(s)** Henrikki Tikkanen, Pekka Mattila, Alexei Gloukhovtsev

---

**Year of approval** 2017**Number of pages** 67**Language** English

---

**Abstract**

Trade show is generally considered to be an effective marketing tool for products and services, but it also has an important role as information-sharing platform between trade show participants. This study examines what kind of value trade show information has for the companies attending a B2B trade show.

In this study, the value of trade show information was measured by using the Return On Trade Show Information – model (RTSI) developed by Bettis-Outland, Cromartie, Johnston and Borders (2010). Using this framework, it was studied how information acquisition, dissemination and use, as well as quality of information impact on the tangible and intangible outcomes of trade show participation. In addition, the RTSI model was developed further and objective setting for information was included in the model.

Quantitative methods were used to carry out the research. The data for this study was collected through an online questionnaire targeted to both exhibitors and visitors of a B2B trade show. The survey was sent out to 3550 trade show attendees of which 450 completed the questionnaire resulting a total response rate of 12,9 %. Two multiple regression models were used to analyze the data.

The findings of this study show that information acquisition, dissemination and use have all significant impact on information value. These findings are in line with previous research on RTSI. In addition, this study has been able to demonstrate that quality of information has positive relationship with information value. Also, the objective setting was found to have significant impact on tangible and intangible outcomes of trade show participation.

---

**Keywords** Trade shows, information value, multiple regression model

---

---

**Tekijä** Anna Sirén

---

**Työn nimi** What to Gain fro Trade Show Information – An Empirical Study

---

**Tutkinto** Kauppatieteiden maisteri

---

**Koulutusohjelma** Markkinointi

---

**Työn ohjaaja(t)** Henriikki Tikkanen, Pekka Mattila, Alexei Gloukhovtsev

---

**Hyväksymisvuosi** 2017**Sivumäärä** 67**Kieli** Englanti

---

**Tiivistelmä**

Messuja pidetään yleisesti ottaen tehokkaana keinona markkinoida tuotteita ja palveluita. Messuilla on kuitenkin myös tärkeä rooli tiedon jakamisessa osallistujien kesken. Tämän tutkielman tarkoituksena on tutkia kuinka messuille osallistuneet yritykset hyötyvät messulta saadusta tiedosta ja kuinka tämä tieto vaikuttaa messuosallistumisen tuloksellisuuteen.

Tässä tutkimuksessa messuilta saadun tiedon arvoa mitattiin käyttämällä Bettis-Outlandin, Cromartien, Johnstonin ja Bordersin (2010) kehittämää Return On Trade Show Information -mallia (RTSI). Mallin avulla tutkittiin kuinka tiedon hankinta, jakaminen ja käyttö sekä tiedon laatu vaikuttavat messuilta saatuihin tuloksiin. Lisäksi, RTSI – mallia kehitettiin edelleen ottamalla mukaan tiedonhankinnan tavoitteiden asettamisen vaikutus messutiedon arvoon.

Tutkimuksessa käytetty data kerättiin verkkokyselyllä, joka lähetettiin Helsingissä syyskuussa 2016 järjestetyn B2B-messutapahtuman näytteilleasettajille ja vierailijoille. Kysely lähetettiin yhteensä 3 550 osallistujalle ja vastausprosentiksi saatiin 12,9 %. Tutkimus on luonteeltaan kvalitatiivinen ja data analysoitiin käyttämällä regressioanalyysia.

Tutkimuksen tulokset osoittavat, että tiedon hankinta, jakaminen ja käyttö vaikuttavat kaikki merkittävästi tiedon arvoon. Nämä löydökset ovat linjassa aikaisemman RTSI -tutkimusten tulosten kanssa. Lisäksi, tässä tutkimuksessa pystyttiin osoittamaan tiedon laadun positiivinen vaikutus tiedon arvoon. Myös tavoitteiden asettamisella oli merkittävä vaikutus messuilta saatuihin tuloksiin.

---

**Avainsanat** Messut, tiedon arvo, regressioanalyysi

---

## Table of contents

<b>1</b>	<b>Introduction .....</b>	<b>3</b>
1.1	Background.....	4
1.2	Research objectives .....	5
1.3	Data and methodology .....	6
1.4	Structure .....	7
<b>2</b>	<b>Literature review.....</b>	<b>8</b>
2.1	Trade shows .....	8
2.1.1	Trade shows as information sharing networks.....	10
2.1.2	Trade show performance .....	12
2.2	Return on Trade Show Information .....	15
2.2.1	Market Orientation.....	19
2.2.2	Information quality.....	24
2.2.3	Information value .....	24
2.3	Conceptual framework .....	24
<b>3</b>	<b>Methodology.....</b>	<b>26</b>
3.1	Statistical methods .....	26
3.1.1	Measures on internal consistency .....	26
3.1.2	Multiple regression model.....	27
3.1.3	Multicollinearity .....	28
3.2	Data collection and description of the data .....	29
3.3	Measurements .....	30
3.3.1	Objective setting for information acquisition.....	30
3.3.2	Information acquisition.....	31
3.3.3	Information quality.....	32
3.3.4	Information dissemination .....	33
3.3.5	Information use .....	33
3.3.6	Information value .....	34
3.3.7	Validity and reliability .....	35
<b>4</b>	<b>Findings .....</b>	<b>36</b>
4.1	Reliability .....	36
4.2	First multiple regression model.....	38
4.3	Second multiple regression model .....	40

<b>5</b>	<b>Discussion .....</b>	<b>42</b>
<b>6</b>	<b>Summary and conclusions.....</b>	<b>45</b>
6.1	Conclusions .....	45
6.2	Managerial implications.....	46
6.3	Limitations of study .....	47
6.4	Future research.....	48
<b>7</b>	<b>References.....</b>	<b>49</b>

APPENDIX A. Online Questionnaire

APPENDIX B. Original Scales

## 1 Introduction

Rapidly growing digitalization and technological evolution are challenging the traditional purpose of trade show as a marketing and selling tool for products and services. In addition, global slowdown in economy has affected trade show industry as companies have tightened their marketing budgets. For example, in 2014 Finnish companies invested a total of M€ 174 in trade shows, which was 4,9% less than previous year (Survey commissioned by the Finnish Advertising Council, 2014).

In order to response these challenges, the purpose of trade shows must be examined from a wider perspective. Trade shows are recognized to have an important role as information-sharing platforms between trade show participants. Nevertheless, the value generated from the information shared during trade show has still been vague.

The aim for this study is to investigate what kind of value trade show information has for the trade show participants. The research framework is based on “Return on Trade show Information” – model (RTSI) developed by Bettis-Outland, Cromartie, Johnston and Borders (2010). RTSI is founded on market orientation model, which involves information acquisition, information dissemination and organizational use of this information, finally resulting in both tangible and intangible organizational benefits (Bettis-Outland et al. 2012; Kohli & Jaworski, 1990). In respect of market orientation model, trade show information can be used to improve company’s ability to respond to customer needs. In addition, market orientation emphasizes the importance of collaboration which especially occurs during a trade show between different trade show participants. (Bettis-Outland et al. ,2012)

There are many studies regarding the trade show performance, mainly focusing on the tangible benefits. Instead, RTSI-model focuses on both intangible and tangible benefits of trade show information and it is a first attempt to estimate the value of new information acquired at the trade shows (Bettis-Outland et al., 2010). Bettis-Outland et al. (2012) found significant relationships between information value and information acquisition, dissemination and use. However, the relationship between information value and quality was left unconfirmed. My aim is to fill this research gap

and create new understanding on the subject. Therefore, the objective of the thesis is to investigate the value of trade show information using RTSI-model. The aim is also to develop RTSI -model further and investigate if the objective setting for information acquisition has positive impact on achieving both tangible and intangible benefits resulting from trade show participation.

The results of this study show that information dissemination, use and quality have all positive impact on information value. The results also indicate that both objective setting and acquisition of trade show information can have positive relationship with information value. However, the positive impact depends on the practice used to obtain new information.

## 1.1 Background

Trade shows are generally known as a popular medium for promoting products and services (Kerin & Cron, 1987) and they are recognized of being a highly cost-effective way of meeting a large number of potential suppliers and customers in a short span of time (Gopalakrishna & Williams, 1992; Li, 2006). Trade show can also be considered to be as a market place for the few days of its life span, where buyers, sellers, partners and service providers gather in one place to do business and create a microcosm of the industry they represent (Rosson & Seringhaus, 1995). Actually, it is argued that one of the most important reasons to attend trade shows is learning and information sharing taking place between exhibitors and visitors (Rosson & Seringhaus, 1995).

The ongoing dilemma with trade show participation is that attending a trade show requires considerable investments from the exhibitor and at the same time the effectiveness of trade show participation is difficult to measure (Herbig et al., 1998). Hence, there have been several studies in the trade show literature investigating the company success based on performance at the trade show and after the trade show (Gopalakrishna & Lilien, 1995; Blythe, 2002; Smith & Gopalakrishna, 2004; Li, 2006). Most of these studies have focused on measuring tangible benefits and from the

exhibitors' perspectives (Bonoma, 1983; Gopalakrishna & Lilien, 1995; Kerin & Cron, 1986). Even though the importance of information sharing at the trade show is recognized (Sharland & Balogh, 1996; Bello, 1992; Li, 2006), the studies on the actual impact of trade show information on trade show performance is scarce.

## 1.2 Research objectives

The objective of this thesis is to create new understanding on which factors underlie the successful trade show participation and what is the impact of information acquired from the trade show on achieving different outcomes. To achieve this goal, RTSI-model (Bettis-Outland et al. 2010) is tested and developed further. The purpose is to investigate empirically how companies acquire information when participating a B2B trade show, how companies utilize and use new information gathered at the trade show and what kind of value trade show information has for the companies.

This study is conducted from the perspective of trade show participants of a business-to-business (B2B) trade show, meaning both exhibitor and visitor companies. "Exhibitors" refer to participants who occupy display booths at the trade show while "visitors" refer to trade show participants who do not occupy a display booth at the trade show. (Bettis-Oultand et al., 2010)

Furthermore, the aim is to examine what kind of objectives is set for the information acquisition before the trade show and does the acquired trade show information support the achievement of other objectives set for the trade show. In order to measure the impact of newly acquired trade show information, it is also important to study what kind of information is acquired from the trade shows and what are the information sources. Further, it is also important to examine how the trade show information is disseminated in the organization and to whom.

Thus, the main research question of this study is:

*What is the value of trade show information?*



The main research question is further divided into following sub-questions:

- What is the impact of information acquisition, use and dissemination on achieving goals of trade show participation?
- Does objective setting for information acquisition impact trade show performance?

Based on previous literature concerning trade show performance, objective setting has been noticed to have a positive impact on trade show performance (Hansen, 2004; Tanner, 2002). However, it has not been studied if objective setting has positive impact on the value of trade show information. The original RTSI-model considers the information gathering activities taking place during the trade show and after the trade show. In this thesis, my aim is to develop the RTSI-model further and take the pre-show activities into consideration and therefore I have included the objective setting for information acquisition as a dependent variable into the RTSI-model.

The information acquired from the trade show can have both tangible and intangible benefits. Tangible benefits of trade show information can affect acquisition of new customers resulting in sales, technical updates and training and implementation of advice given at the trade show. Intangible benefits of trade show information can include improvements in sales planning, strategic planning, policy development and marketing communication, as well as in new product development and improving customer and supplier relationships. All in all, trade show information can be utilized in organization's strategic decision-making and therefore it may have positive impact on company's overall success. (Bettis-Outland et al, 2010).

### 1.3 Data and methodology

The empirical study is based on data collected with a survey in association with Finnish Fair Foundation and Messukeskus Helsinki during Autumn 2016. The target group of this study was participants of B2B trade shows PacTec, PlasTec, FoodTec and SignTec, as well as Business Day -event held in Helsinki, September 2016. The

participants of these particular trade shows were chosen as a target group because of the suitable timing in regards of this study. Also, it was necessary that the target trade show is B2B since the RTSI-model is only applicable to B2B trade shows.

To evaluate the impact of trade show information, an online survey was designed. The survey concentrated on key components of the RTSI-model: trade show information acquisition, dissemination, use and quality. In addition, the survey also included topics such as objective setting and measuring trade show performance. The purpose of this study is to measure the value of trade show information, and therefore quantitative statistical methods were used.

#### 1.4 Structure

In chapter 2, the theoretical foundations of this study are outlined. First, the significance of trade shows as a marketing tool is discussed. In addition, the alternative view of trade shows as networks is presented as well as the meaning of trade show information. Second, the Return on Trade Show Information – model (RTSI) and market orientation process are defined. Finally, the conceptual framework and hypothesis for this study are introduced.

Chapter 3 presents the empirical study that was conducted in order to define the value of trade show information. The chapter includes description of data and data collection process. Also the statistical methods used in this study are presented.

In chapter 4 the analysis of data is presented and the findings are further analyzed. In addition, the results of multiple regression models are presented. In chapter 5, the findings are further discussed and compared to the previous study concerning RTSI, which was introduced in chapter 2.

Chapter 6 concludes the findings of this study. Also, the managerial implications are discussed. In addition, the limitations of the study and suggestions for future research are presented.

## 2 Literature review

In this chapter the theoretical background of this study is reviewed. In addition, the hypotheses are presented. First, the significance of trade shows as a marketing tool is presented. Then, the meaning of trade show information is argued and measures for trade show performance are presented. Second, the Return on Trade Show Information –model developed by Bettis-Outland et al. (2010 & 2012) is introduced. RTSI – model is based on market orientation model and information quality constructs and therefore these concepts are defined next. Finally, a theoretical framework for this study is proposed. This framework is a further extension of the RTSI-model presented by Bettis-Outland et al. (2010 & 2012).

### 2.1 Trade shows

Trade show has been defined as a short-term event that takes place on a regularly scheduled basis (Bettis-Outland et al. 2012). Trade show gathers various members of certain market or industry to meet face-to-face, share ideas, new product innovations, technical updates, and industry information, as well as connect with both current and new customers (Herbig et al, 1997; Smith et al., 2004; Bonoma, 1983; Li, 2008)

Trade shows are recognized to be a great marketing tool for companies since they have a significant influence on company's ability to compete and succeed in highly competitive business environment (Seringhaus & Rosson, 1998). Achieving sales objectives such as generating leads, closing sales and making new contacts are traditionally regarded as the main purpose of trade show participation (Blythe, 2010). Trade shows are also a popular medium for promoting products and services (Kerin & Cron, 1987; Munuera & Ruiz, 1999) and a highly cost-effective way of meeting a large number of potential suppliers and customers in a short span of time (Gopalakrishna & Williams, 1992; Li, 2006). ). An important purpose of trade show is also to connect customer's buying activities with supplier's selling activities. A well-performing relationship at a trade show exists if both the buyer and the supplier are

satisfied with the relationship's outcomes in terms of effectiveness and efficiency. (Li, 2006)

The advantages of using trade shows as a marketing tool include a message delivered to a large number of qualified interested people, introduction of new products to a large number of people, uncovering potential customers, enhancing goodwill and gaining free publicity (Herbig et al., 1998). Benefits deriving from trade show can also be grouped into selling and non-selling activities. Selling activities are for example access to key decision makers, contact with prospects and the opportunity to serve customers. The non-selling activities consist availability of intelligence about competitor's opportunity to upgrade employee morale and test new products. (Bonoma, 1983)

On the other hand, attending trade show requires considerable investments from the exhibitor and at the same time the effectiveness of trade show participation can be difficult to measure (Herbig et al., 1998). In addition, the negative aspects of trade show participation include the unknown effectiveness of return on investments (ROI) and difficulty of measuring effectiveness. Also, the costs of participation are high and rising (Bonoma, 1983). Therefore, the value of trade show participation is often questioned (Herbig et al., 1998).

The main purpose of exhibiting is traditionally considered to be selling. However, Kerin and Cron (1987) found out that some exhibitors consider non-selling activities to be more important than selling activities. These non-selling activities can include for example enhancing corporate image or conducting a market research. Therefore, it can be argued that trade shows have a much broader role than promoting products and services since many firms exhibit at trade shows for other reasons than making sales (Cavanaugh, 1976; Bonoma, 1983). Image enhancement, gathering competitive information, and improving corporate morale are considered to be equal to, if not more important than, selling and therefore the role of trade shows has expanded beyond selling to include a host of functions. (Cavanaugh, 1976; Bonoma, 1983)

### *2.1.1 Trade shows as information sharing networks*

Trade shows can also be seen as temporary clusters that support knowledge creation and interactive learning (Bathelt & Schuldt, 2006; Li, 2006) or networks where information is shared between exhibitors and visitors (Rosson & Seringhaus, 1995). According to Rosson and Seringhaus (1995), a fuller understanding of trade shows is gained when they are seen as microcosms of the industries they represent, with a multitude of buyers and sellers, service providers, partners, industry and regulatory bodies all gathered in one place to do business.

Trade shows facilitate process of information gathering (Bello & Barzack, 1990) and they are important source of information about market trends (Munuera & Ruiz, 1999). Trade shows also offer an excellent opportunity to access low-cost information sources and to get vital information quickly, easily and cheaply (Sharland & Balough, 1996). Rosson and Seringhaus (1995) argue that knowledge acquisition between exhibitors and visitors is actually the key reason for attending trade shows.

Exhibitors acquire information about products (Hough, 1988), competitors (Blythe, 2000) and latest technologies (Rice, 1992; Rice & Almosawi, 2002), and use trade shows as a vehicle for product presentations aimed at a particular target group (Tesar, 1988). For the visitors, main reasons to attend trade shows are gathering information about the market and new products, as well as contacting suppliers (Munuera & Ruiz, 1999).

Trade show information can encompass anything from information about competitors and customers to industry trends and new products (Hansen, 1999). Trade show information include information that is acquired during the trade show but also information gathered afterwards, in a specified timeframe. The post-show information can include information acquired as a result of conversations, survey feedbacks, brochures or business cards exchanged at the trade show. (Bettis-Outland et al., 2010)

Trade show information can be acquired both formally and informally at the trade shows. Usually, the formal information acquisition is consisted of one-way communication such as keynote address, press review, product demonstration or technical update (Bettis-Outland et al., 2010). On the other hand, informal information acquisition takes place by having a two-way communication between trade show participants. This can occur for example as a casual “hall talk” or as lunch and dinner discussions (Bettis-Outland et al., 2010)

Some researchers have also looked at the importance of information sources to visitors. Bello (1990) found support for a number of hypotheses linking firm size, organization authority level, and information sources of capital equipment buyers. Buyers from smaller firms appear to rely more on information imparted through face-to-face contact and prefer a broader array of information than those from larger organizations. These findings suggest the differential importance of information to buyers at trade shows. In addition, one of the most important functions at the trade shows is the information transfer between visitor and exhibitor. Bello's (1990) research demonstrates that visitors have contrasting information source and content needs.

Bello (1992) introduced a typology of trade show information sources that reflects multiple opportunities for obtaining procurement information. Bello (1992) applied personal/non-personal distinction for industrial information sources and introduced an in-exhibit/out-of-exhibit dichotomy to distinguish sources of information. According to Bello (1992) the personal information sources in-exhibit are salespeople in booth and live demonstrations, while non-personal information sources are booth pictures, signage, film and videos, static displays and sales literature. On the other hand, personal information sources out-exhibit are colleagues, vendor social events and salespeople outside show. Non-personal information can be trade advertising and trade press news stories. (Bello, 1992)

During the trade show an information dissemination process can take place by exchanging information among trade show participants such as visitors, exhibitors,

customers and suppliers as well as other industry stakeholders. (Bettis-Outland et al., 2012). Trade show information can be disseminated in the organization after the trade show either formally or informally. Formal dissemination can be for example departmental reports, office presentations or in other written format. Informal dissemination usually takes place in casual “hall talk” conversations, or by e-mail or voicemail (Bettis-Outland et al., 2012). There is also a possibility that the trade show information is not disseminated at all. This can be caused by the absence of formal information dissemination policy in the organization or the lack of interest regarding trade show information by other organizational members (Bettis-Outland et al., 2012). Further, the lack of information dissemination can be resulted from the perceived lack of information quality attributed to the trade show information (Maltz & Kohli, 1996; Bettis-Outland et al., 2012).

Sharland and Balogh (1996) studied the value on non-selling activities at international trade shows and proposed a taxonomy of firms that identifies which type of firm should seek which type of information. The role of information is crucial when determining the overall cost structure. Sharland and Balogh (1996) argue that information acquisition and exchange play a vital role in corporate-decision process and non-selling activities are actually more important than sales activities.

Li (2006) also recognized the meaning of trade show information and studied the processes of learning between exhibitors and visitors. According to Li (2006) these processes are 1) sharing information, 2) sense-making and 3) developing relationship-specific memories. Li (2006) found out that the relationship efficiency is primary driven by relationship learning via information sharing. Rosson and Seringhaus (1995) agree that learning between exhibitors and visitors is the most important reason to attend trade shows.

### *2.1.2 Trade show performance*

Traditionally, trade show performance has been measured by looking at tangible benefits such as generated sales leads and quantity of actual sales (Bonoma, 1983;

Gopalakrishna & Lilien, 1995). The effectiveness of trade show participation has also been evaluated by measuring the return on trade show investments. The most frequently used measures by exhibitors to evaluate their trade show performance include subsequent sales force feedback, number of leads generated, number of people visiting exhibit, total attendance at trade show and quantity of actual sales from leads (Kerin & Cron, 1986).

Company's successful trade show participation has also been evaluated based on its activities during the trade show (Gopalakrishna & Lilien, 1995; Li, 2006) and activities taking place after the trade show (Blythe, 2002; Smith & Gopalakrishna, 2004). In addition, trade show performance for exhibitors have been measured by the effectiveness of booth personnel, generated sales leads and image-building activities (Bonoma, 1983; Herbig et al., 2006). On the other hand, the trade show performance for the visitors has been measured by evaluating networking activities (Evers et al., 2008; Munuera & Ruiz, 1999).

Gopalakrishna and Lilien (1995) developed a three-stage model to measure trade show effectiveness from the perspective of the exhibitor. The impact of preshow promotion, booth space, use of attention-getting techniques, competition, number and training of booth salespeople, contact and conversion were used to measure the effectiveness. All these variables had significant impact on trade show performance. Gopalakrishna and Lilien (1995) also identified three-step process related to trade shows and grouped different activities taking place into pre-show, at-show and post-show. This framework has been widely used in later studies (see Bettis-Outland et al., 2010; Li, 2006).

Resources have effects on trade show marketing processes (pre-show promotion, at-show selling and post-show follow-up) and on sales and non-sales achievement performance of trade shows (Li, 2008). Especially booth personnel resources enhance at-show selling and post-show follow-up, and therefore have a positive effect on sales and non-sales achievement of trade shows. At-show selling and post-show follow-up have strong effects on achievement of sales and non-sales goals, but



pre-show promotion has a significant effect only on non-sales achievement. The results show that booth personnel resources and managerial capabilities have significant importance on trade show marketing processes. (Li, 2008)

While Gopalakrishna et al. (1995) mostly focused on tangible benefits of trade shows Hansen (2004) developed an instrument for measuring trade show performance, which considers both selling and non-selling dimensions. According to Hansen (2004) trade show performance is measured through five dimensions: sales-related activities, information-gathering, relationship-building, image-building and motivation activities. Information-gathering activities include all activities related to gathering information about competitors, customers, industry trends and new products at the trade show. Image-building activities include all activities related to building corporate image and reputation at the trade show. Relationship-building activities include activities related to maintaining and developing relationships with established customers and establishing relationships with new ones. Finally, motivation activities include activities related to maintaining and enhancing the motivation of company employees and of customers. Hansen (2004) found that there is a positive association between global trade show performance and trade show performance composed of all five dimensions.

Lee and Kim (2008) studied further the multi-dimension trade show performance and categorized variables using the three stage model of pre-show, at-show and post-show activities. Quantifying trade show objectives has significant effect on sales-related performance and relationship improvement performance. In addition, pre-show promotion has positive effect on image-building, information-gathering and relationship-improvement performances. Booth staff training was found to have positive impact on image-building, information-gathering and relationship-improvement performances. Also post-show activities have positive effect on image-building, sales-related and information-gathering performances. (Lee & Kim, 2008)

Tanner (2002) studied the factors influencing trade show success for small companies, and focused on promotional and selling objectives. According to the

study, size of marketing budget or upper management involvement is not related to perceptions of trade show success. Instead, setting objectives, using pre-show promotion and follow-up after show are having an impact on trade show success. Tanner (2002) also concluded that more successful exhibitors use more methods to measure success than the less successful ones do.

Finally, findings of several previous studies indicate that objective setting has a positive influence on trade show performance (Hansen, 2004; Tanner, 2002; Lee & Kim, 2008). Sales objectives are usually the most important group of objectives to exhibitors. However, companies that focus on solely on sales-related objectives are more likely to be unsatisfied with their trade show performance (Tanner, 2002). Successful exhibitors also tend to follow practices that are in line with their objectives set for trade show participation. For example, these exhibitors are measuring the achievement of their trade show objectives (Tanner, 2002). Furthermore, successful exhibitors have noticed to set more objectives for trade shows than the less successful exhibitors (Kerin & Cron, 1987).

Since objective setting tends to have positive impact on achieving goals of trade show participation, the first hypothesis of this study is formed:

H1. Objective setting has positive impact on Information value

## 2.2 Return on Trade Show Information

Most studies concerning the effectiveness of trade show participation and trade show performance have focused on tangible benefits. The significance of trade show information has been recognized in the trade show literature but there have been no extensive studies on the subject. The exception is Bettis-Outland et al., (2010), who developed an approach called Return on Trade Show Information (RTSI). RTSI measures both tangible and intangible benefits of trade show information and its objective is to discover how new information acquired from the trade show is used to

provide future benefits for the company, in other words what is the value of trade show information. (Bettis-Outland et al., 2010)

The purpose of RTSI-model is to analyze the use and value of information gathered at the trade shows. RTSI-model generates an index, which is used to measure the impact of the information gathered at the trade shows. RTSI index is an outcome measure that allows simultaneous consideration of both tangible and intangible benefits, and provides a measure of the overall impact and effectiveness of trade show information on the participating firms (Bettis-Outland et al., 2010). Trade show information can create tangible benefits such as acquisition of new customers resulting in sales of products and services, technical updates and training and implementation advice given or received at the trade show. On the other hand, trade show information can enable improvements in sales and strategic planning, policy development, marketing communication, new product development and the customers/supplier relationships. (Bettis-Outland et al., 2010)

RTSI consists five different factors: information acquisition, information dissemination, information quality, and information use and information value. The RTSI model (fig. 1) is based on the assumption that if the information acquired at the trade show is judged to be of high quality, the participants are more likely to share the information with other organizational members. Furthermore, when these organizational members, who receive the newly acquired information but did not participate the trade show, trust that the information is of high quality they are more likely to utilize this information in on-going organizational processes and in making organizational decisions. By incorporating newly acquired and disseminated high quality information into organizational processes and decision-making, the organization will gain both tangible and intangible benefits. (Bettis-Outland et al., 2010)

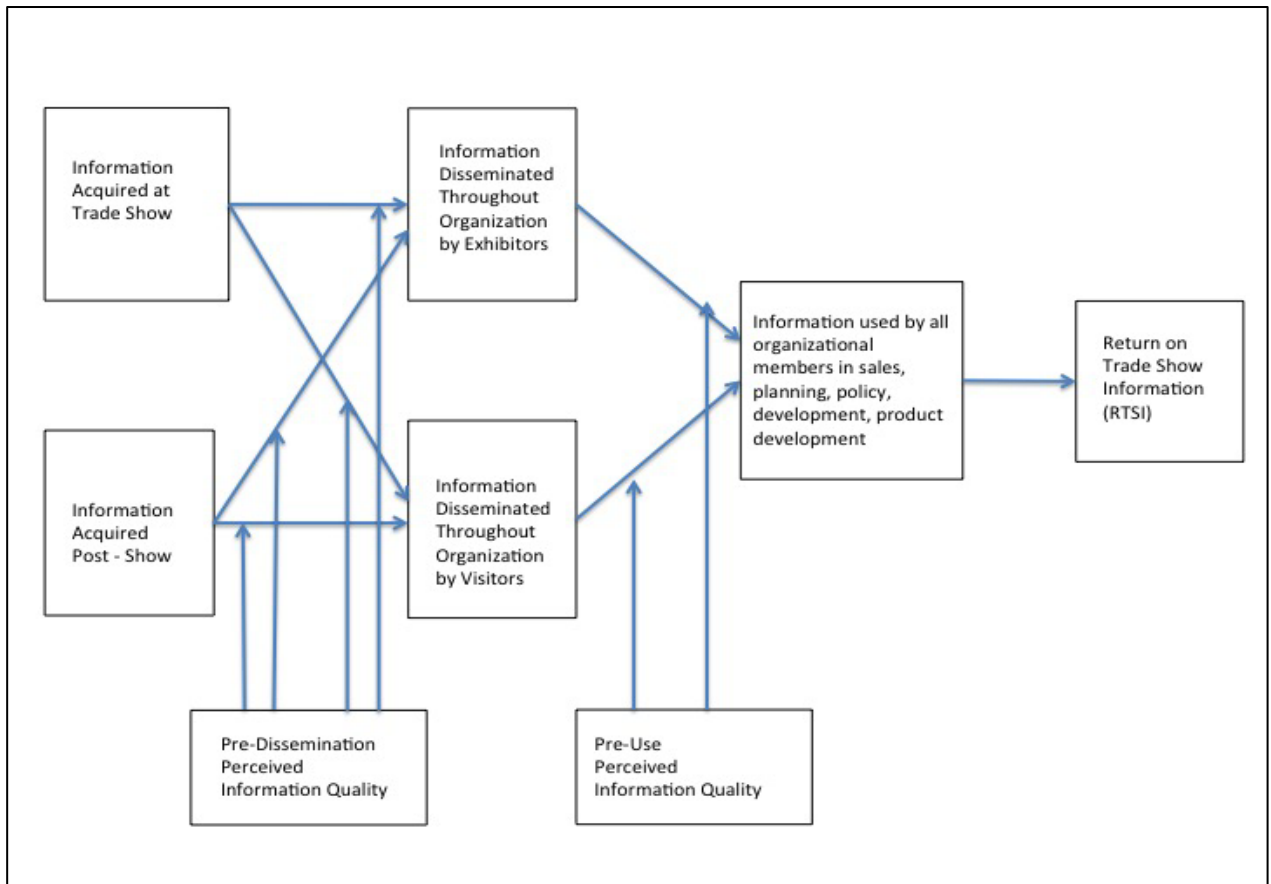
Grounded on the concepts of market orientation (Kohli & Jaworski, 1990) and information quality (Maltz & Kohli, 1996), RTSI model is based on the following propositions:

- 1) The higher perceived quality of information acquired at the trade show, the greater likelihood that the information will be disseminated to other organizational members;
- 2) The higher perceived quality of related information acquired up to six months after the trade show the greater the likelihood that the information will be disseminated to other organizational members;
- 3) The higher the perceived quality of trade show information disseminated throughout the organization, the greater the likelihood that this information will be used by other organizational members;
- 4) The greater the level of trade show information use throughout the organization, the higher the **tangible** RTSI;
- 5) The greater the level of trade show information use throughout the organization, the higher the **intangible** RTSI.

RTSI-model is an extension of the model presented by Gopalakrishna et al. (1995). Gopalakrishna et al. (1995) demonstrated that trade shows can produce a positive return on investment. In addition, they evaluated the effectiveness of trade show participation by measuring the tangible outcome such as prospects, leads and sales from the exhibitors' point of view. (Gopalakrishna et al.,1995)

RTSI-model is also an extension of the model presented by Li (2006) who analyzed the antecedents and consequences of relationship learning at the trade show. Li (2006) examined influential information sharing between trade show participants and long-term effects of information sharing on the relationship performance following the conceptualization of relationship learning developed by Selnes and Sallis (2003). Li (2006) presents that there are three different sub-processes of learning occurring between exhibitors and visitors: sharing information, sense-making and developing relationship-specific memories.

Figure 1. Return on trade show information



Source: Bettis-Outland et al., (2010)

Sharing information refers to an ongoing activity between customer and supplier that has potential to influence behavior (Sinkula, 1994; Slater 1995). At the trade shows information exchange between exhibitors and visitors is especially important (Rice, 1992). Lectures and seminars at the trade show act as a forum for exchanging information between marketers and buyers, and also they act as a vehicle for the presentation of product information aimed at a particular target group (Tesar, 1988).

Sense-making refers to an ongoing activity between customer and supplier in making sense of information that has potential to influence behavior (Sinkula, 1994; Slater 1995). For example, exhibitors and visitors may use face-to-face meetings to form a general understanding of each other and clarify operational issues at the trade show (Selnes & Sallis, 2003). Finally, developing relationship-specific memories refers to ongoing activity between customer and supplier, which integrates acquired

information into a shared memory that has potential to influence behavior (Sinkula, 1994; Slater 1995). In the context of trade shows, this could mean updated contracts or refreshing personal network positions as well as update ongoing business negotiations and problem solving with trade partners (Li, 2006).

The results of the Li's (2006) study show powerful influence of relationship learning activities on relationship performance outcomes. The findings of the study indicate that relationship efficiency is primary driven by information sharing, whereas relationship effectiveness is primary driven by sense-making. In addition, developing relationship-specific memory has a very significant positive influence on achievement of overall relationship performance outcomes. (Li, 2006)

RTSI is a first attempt to measure both tangible and intangible benefits, in other words, the value of trade show information. Bettis-Outland et al. (2012) conducted an empirical research in order to discover relationships and identify variables that are important part of the RTSI concept. Their analysis recognized significant independent variables concerning information acquisition, information dissemination and information use that have significant relationship with value of trade show information. In addition, their findings indicate that the longer-term intangible results from the trade show information can be important outcome of the trade show participation and can lead to company success. However, Bettis-Outland et al. (2012) recognized that the RTSI concept needs further testing and evaluation. For example, they could not investigate the impact of information quality on trade show information value at all due to the small amount of responses for their survey.

### *2.2.1 Market Orientation*

RTSI model is based on the market orientation model, which involves information acquisition, information dissemination and organizational use of this information, finally resulting in both tangible and intangible organizational benefits (Bettis-Outland et al. 2012; Kohli & Jaworski, 1990).

Market orientation method is a customer-centric strategy that focuses on superior value creation for customer based on responsiveness to market information. (Bettis-Outland et al. 2012; Kohli & Jaworski, 1990). Market orientation is essential part of organization's competitive capability and it has an overall positive impact on organization's performance (Kirca et al., 2005). Kohli and Jaworski (1990) define of market orientation as follows:

*Market orientation is the organization wide generation of market intelligence pertaining to current and future customer needs, dissemination of the intelligence across department and organization wide responsiveness to it.*

Narver and Slater (1990) provided another definition for market orientation:

*Market orientation is organizational culture that most effectively and efficiently creates a desire to create superior value for customers and attain sustainable competitive advantage.*

According to Narver and Slater (1990), market orientation consists three behavioral components: customer orientation, competitor orientation and interfunctional coordination. Customer and competitor orientation together with interfunctional coordination encompass the activities of market information acquisition, dissemination and coordinated creation of customer value. (Narver & Slater, 1990)

In addition, Narver and Slater (1990) propose that market orientation includes two decision criteria: long term focus and profitability. Long-term focus means that market orientation has long-term focus relation to profits and in implementing each of the three behavioral components. In order to survive in competition in a long run, a business must constantly evolve and create additional value for its customers. Finally, profitability can be seen as an objective in a market orientation. Both Kohli and Jaworski (1990) and Narver and Slater (1990) found that profits are perceived as a component of market orientation. However, Kohli and Jaworski (1990) present that

profitability is a consequence of market orientation, whereas Narver and Slater (1990) perceive profitability as an objective of a business.

Narver and Slater (1990) developed a measure of market orientation and analyzed its effects on business profitability in two types of businesses (commodity and non-commodity). Narver and Slater (1990) hypothesized that market orientation is a dimension of three behavioral components, which are all equally important, and that the greater a business's market orientation, the greater the business's profitability will be. According to their findings, businesses having highest degree of market orientation are associated with highest profitability (Narver & Slater, 1990). In addition, Narver and Slater (1990) state that market orientation is relevant in every market environment.

Market orientation is valuable for businesses because it focuses on continuously collecting information about its target customers needs, competitors' capabilities and utilizing this information to create superior customer value (Narver & Slater, 1993). Narver and Slater (1993) argue that entrepreneurship and appropriate organizational structures and processes must complement market orientation in order to create organizational learning. Organization learning is defined as development of new knowledge and insights that have the potential to influence behavior. (Narver & Slater, 1993).

Market orientation is the principle foundation of learning organization (Narver & Slater, 1993). Narver and Slater (1993) refer to earlier studies on market orientation (Deshpande, Farley & Webster, 1993; Kohli & Jaworski, 1990; Narver & Slater 1990; Shapiro, 1988) and define market orientation as a culture that places highest priority on the profitable creation and maintenance of superior customer value while considering the interest of other stakeholders and provides norms for behavior regarding the organizational development of and responsiveness to market information.



According to Sinkula (1994) organizational learning process consists of three stages: information acquisition, information dissemination and shared interpretation. Information can be acquired from direct experience, from experiences of others, or from organizational memory. Effective information dissemination increases the value of information when information is seen in a broader context in an organization. Finally, in order to have organizational learning, there must be a consensus on the meaning of the shared information and its implications for the business. (Narver & Slater, 1993)

Kohli and Jaworski (1990) have also recognized three elements of market orientation that are market intelligence, intelligence dissemination and responsiveness. Market intelligence includes information on customer needs and preferences, as well as an analysis of the exogenous factors such as government regulations, technology, competitors and other environmental forces. Intelligence dissemination can occur both formally and informally, as well as vertically and horizontally. Responsiveness refers to the action taken in response to intelligence that is generated and disseminated. (Kohli & Jaworski, 1990)

Maltz and Kohli (1996) have characterized the information dissemination process to be of formal or informal event. If dissemination event is verifiable and nonspontaneous or both, it represents formal dissemination. On the other hand, events that are both spontaneous and not verifiable reflect to informal dissemination. (Maltz & Kohli, 1996)

Information use can be divided into instrumental and conceptual use where instrumental use refers to using knowledge to solve a particular problem (Maltz & Kohli, 1996: Caplan, Morrison & Stambaugh, 1975; Rich 1977). Conceptual use refers to using knowledge to change thinking process without leading to immediate concrete actions (Maltz & Kohli, 1996: Ciarlo 1981, p. 12; Deshpande & Zaltman, 1982). However, Maltz and Kohli (1996) understand information use as how the receiver uses information in order to understand the work environment and to make and implement decisions.

In order to maximize the quality of intelligence disseminated in through the organization, Maltz and Kohli (1996) discovered that equal mix of formal and informal communications would be optimal. In addition Maltz and Kohli (1996) found out that, market intelligence disseminated through formal means is used to a greater extent than that disseminated through informal channels, mainly because of the verifiability of formal communications.

The consequences of market orientation are organized into four categories; organizational performance, customer consequences, innovation consequences and employee consequences (Kirca et al., 2005; Jaworski & Kohli, 1996). Organizational performance consists of cost-based performance measures and revenue-based performance measures. Customer consequences include perceived quality of products or services that an organization provides, as well customer loyalty and customer satisfaction with these products and services (Kirca et al, 2005; Jaworski & Kohli, 1993&1996). Innovation consequences include organizations' innovativeness and new product performance (Kirca et al, 2005; Im & Workman, 2004). Finally, for the employee consequences, market orientation enhances organizational commitment, employs team spirit, customer orientation and job satisfaction (Kirca et al., 2005; Kohli & Jaworski, 1990).

Based on the market orientation model that includes information acquisition, information dissemination and information use, the following hypotheses for this study are presented:

H2. Information acquisition has positive relationship with Information value

H3. Information dissemination has positive relationship with Information value

H4. Information use has positive relationship with Information value

### 2.2.2 Information quality

Information quality is a relevant part of the RTSI model and it acts as a moderator between trade show information acquisition and dissemination, as well as between trade show information dissemination and use.

According to the Maltz and Kohli (1996), the quality of perceived information is evaluated based on how accurate, relevant, clear and timely it is. Maltz and Kohli (1996) address the quality of the information, or market intelligence, as its receivers perceive it. *Accuracy* refers to objectivity of the information and *relevance* describes whether the information is necessary and important for the receiver. *Clarity* of information refers to whether the information was easy to follow and made sense to the receiver. *Timeliness* describes the usefulness of the received information. (Maltz & Kohli, 1996). The final hypothesis is therefore:

H5. Information quality has positive effect on Information value

### 2.2.3 Information value

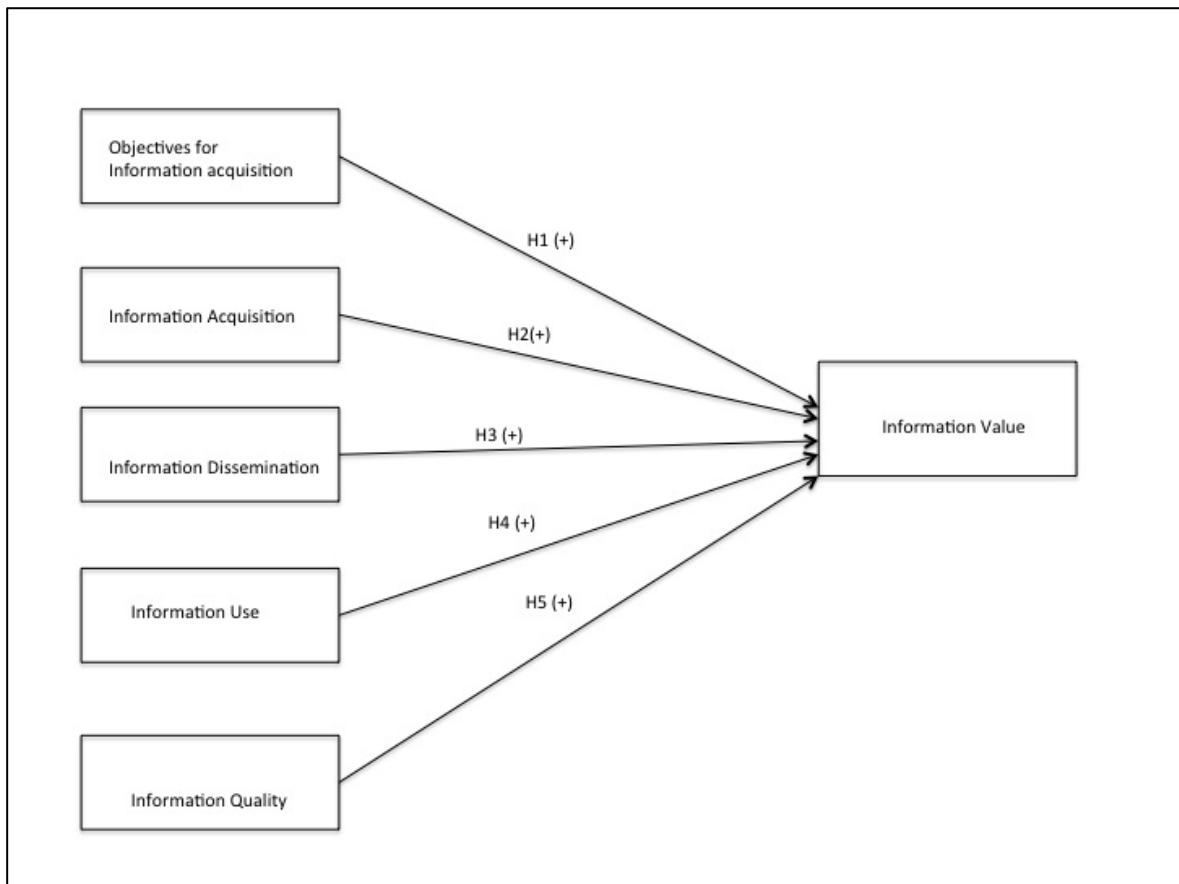
The purpose of the RTSI-model is to measure the value of information acquired from the trade show (Bettis-Outland et al., 2010 & 2012). Following the definition in RTSI model, information value in this study is defined to be tangible and intangible benefits and outcomes of trade show participation. These benefits can include increased sales, new customers, purchase of new products, as well as improvements in strategic planning and policy development, new product development ideas and improved corporate image. (Bettis-Outland et al., 2012)

## 2.3 Conceptual framework

The purpose of this thesis is to empirically study what kind of benefits organizations gain from information acquired from the trade show they have participated. The

RTSI-model presented above is used as a theoretical foundation to examine the value of trade show information. In this study the original RTSI-model is developed further. The objective setting for information acquisition for trade show information is included in the model since objective setting is considered to be an important factor affecting the trade show performance (fig. 2).

Figure 2. Research framework



### 3 Methodology

In this chapter methodology and data of the study is introduced. First, statistical methods used to analyze the data are reviewed. Second, data collection procedure and the obtained data are described. Then, the measurements and scales used in this study are explained. Finally, the validity and reliability of the study are scrutinized. In this study, SPSS Statistics software was used to analyze the data.

#### 3.1 Statistical methods

Multiple regression analysis is used in this study to examine the relationships between dependent and independent variables. The internal consistency of the scales is verified using reliability measure Cronbach's alpha.

##### 3.1.1 *Measures on internal consistency*

Reliability is an assessment of the degree of consistency between multiple measurements of a variable (Hair et al., 2014). Reliability can be measured with internal consistency, which applies to the consistency among the variables in a summated scale. The reasoning behind internal consistency is that the items of the scale should all be measuring the same construct and therefore be highly intercorrelated. (Hair et al., 2014)

Internal consistency is evaluated by using a series of diagnostic measures. The most widely used measure for reliability coefficient is Cronbach's alpha, which assesses the consistency of the entire scale (Hair et al., 2014). Cronbach's alpha measures the consistency of items in the scale and it is an average of all possible split-half coefficients from different ways of splitting the scale items (Malhotra & Birks, 2012). This coefficient alpha varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistent reliability (Malhotra & Birks, 2012). The generally agreed upon lower limit for Cronbach's alpha is .70 (Hair et al., 2014).

### 3.1.2 *Multiple regression model*

In this study, regression analysis was utilized to assess the effects of determinants on value of trade show information. The purpose was to analyze the relationship between single dependent variable Information value and independent variables Objective for Information acquisition, acquisition, Information dissemination, Information use and Information quality, and to investigate if the independent variables explain the dependent variable.

The objective for multiple regression analysis is to use independent variables to predict the single dependent variable. Multiple regression analysis is a dependent technique, which means that the variables must be divided into dependent and independent variables. In addition, regression analysis requires that both dependent and independent variables are metric. However, nonmetric data can be included if its transformed appropriately i.e. with dummy variable coding. (Hair et al., 2014)

Multiple regression analysis is a statistical technique that simultaneously develops mathematical relationships between two or more independent variables and one interval-scaled dependent variable (Malhotra & Birks, 2012). The independent variables are weighted by the regression analysis procedure. The set of weighted independent variables form a regression variate, which is a linear combination of the independent variables that best predicts the dependent variable (Hair et al., 2014).

Stepwise regression is a procedure in which the predictor variables enter or leave equation one at a time. The purpose is to select from a large number of predictor variables a small subset of variables that account for most of the variation in the dependent or criterion variable. Using a stepwise solution approach, the forward inclusion is combined with the removal of predictors that no longer meet the specified criterion at each step. Stepwise regression is especially useful when sample size is large in relation to the number of predictors. (Malhotra & Birks, 2012)

Stepwise method starts by selecting the best predictor of the dependent variable. Additional independent variables are selected in terms of the incremental explanatory power they can add to the regression model. Independent variables are added as long as their partial correlation coefficients are statistically significant. Independent variables may also be dropped if their predictive power drops to non-significant level when another independent variable is added to the model. (Hair et al., 2014)

In order to maintain power at .80, multiple regression requires a minimum sample of 50 and preferably 100 observations. The minimum ratio of observations to variables is 5:1 but preferably 15:1 or 20:1, which increases when stepwise method is used. This study has 31 independent variables and 450 observations which means that the cases-to-variables ratio is 15:1. (Hair et al., 2014)

### *3.1.3 Multicollinearity*

Stepwise regression and multiple regression are complicated by the presence of multicollinearity. Multicollinearity means that there is a high state of intercorrelations among independent variables and therefore it can result in several problems (Malhotra & Birks, 2012). These problems can include i.e. that partial regression coefficients are not estimated precisely and standard errors are therefore high. Also the relative importance of independent variables in explaining the variation in the dependent variable can be difficult to assess. (Malhotra & Birks, 2012)

Collinearity can be identified by examining the correlation matrix of independent variables. The high correlations (.90 or higher) indicate substantial collinearity. However, to assess multiple variable collinearity the tolerance and its inverse, the variance inflation factor (VIF), should also be examined. The VIFs above 10 indicate almost certain multicollinearity problems whereas VIFs between 2 and 10 may result estimation or interpretation problems, especially when the relationships with the dependent measure are weaker. (Hair et al., 2014)

### 3.2 Data collection and description of the data

The data was collected as part of a project conducted for the Finnish Fair Foundation and Messukeskus Helsinki. The survey was sent out to both exhibitors and registered visitors of PacTec, PlasTec, FoodTec and SignTec, as well as Business day –event held in Messukeskus Helsinki in September 2016. PacTec, FoodTec, PlasTec and SignTec covered the entire packaging chain management, including packaging and materials handling; technology for the food industry; graphic industry, print communications and marketing; and plastics industry. The Business Day –event focused on business gifts.

The final survey was conducted between November 9<sup>th</sup> and November 27<sup>th</sup> 2016. A link to online questionnaire was sent out to 3550 trade show attendees by e-mail. In addition to the original invitation, two reminders were sent: first on November 16<sup>th</sup> and the second for the exhibitors only on November 24<sup>th</sup>.

The data collected for this study included 450 responses, representing a total response rate of 12,9 %. Majority of the respondents (91,3%) were trade show visitors and 8,6 % of the respondents were exhibitors. The response rate of the visitors was 12,3% and for the exhibitors 19,8 %.

The purpose of the survey was to examine how trade show participants acquired information at the trade show and from what sources, how this information was further disseminated and used in participants' organizations and what kind of benefits companies had from participating the trade show. Also, the survey included questions concerning reasons for participation, objective setting for trade show participation, organization's information dissemination practices in general, organizations trade show performance and methods used to evaluate the trade show performance.



The questionnaire included 25 main questions and was divided in 5 parts: Objectives for the trade show (5), Information quality and acquisition (5), Information use and evaluation (4), Outcomes (6) and Background information (5). The items were translated from English to Finnish in order to lower the barrier to respond the survey. See Appendix A for questionnaire in Finnish.

### 3.3 Measurements

Measurements used to answer the research questions and to test the proposed hypothesis are presented in this chapter. The measurements are adopted from the study of Bettis-Outland et al. (2010) and they are based on previous market orientation and information quality literature as well as literature concerning trade show performance. The original scales are presented in the Appendix B.

#### *3.3.1 Objective setting for information acquisition*

To measure objective setting for information acquisition, a scale developed by Hansen (2004) was used.<sup>1</sup>The scale is nominal with Yes/No options and it consists 15 items. The respondents were asked to choose all suitable objectives for information acquisition that were set for the trade show. Along with objectives for collecting and exchanging information about competitors, suppliers and customers, the scale include options such as search for new product ideas, investigate export opportunities to certain market, identify new distribution channels, evaluate exhibited products, and contact major decision makers.

---

<sup>1</sup> See Appendix B

<sup>2</sup> See Appendix B.

**Table 1.** Scale for Objective setting for information acquisition

<b>Construct</b>	<b>Item</b>	<b>Source</b>
<i>Objective setting for information acquisition</i>	Searching new product and service ideas Searching new distribution channels Purchasing products and services displayed at TS Ground survey for expanding business to new sectors or product range Finding new applications for products and services Comparing prices Changing information and experiences with competitors, customers and suppliers Conducting market research Acquiring information on competitors' prices, products and strategies Acquiring general information Acquiring information on suppliers Acquiring information on customers Contacting stakeholders	Hansen, 2004

### 3.3.2 Information acquisition

The scale measuring information acquisition was developed based on the description of trade show information process presented by Bettis-Outland et al. (2012). According to Bettis-Outland et al. (2012), information acquisition at trade show can be formal resulting from seminar presentations and panel discussions. Information can also be acquired informally from lunch and dinner discussions or casual “hall talk” conversations. The scale is nominal with Yes/No options and it consists 10 items. The respondents were asked to choose all suitable information acquisition activities that were taking place during the trade show.

**Table 2.** Scale for Information acquisition

<b>Construct</b>	<b>Item</b>	<b>Source</b>
<i>Information acquisition</i>	We explored TS booths We listened seminar presentations and panel discussions We discussed with old acquaintances We discussed with new acquaintances We discussed with other participants during lunch/dinner We exchanged business cards We followed product presentations We had one-on-one meetings settled in advance We followed TS's social media channels (Twitter) We filled out a feedback form at TS booth	Bettis-Outland et al., 2010

### 3.3.3 Information quality

In this study, the measurement for the information quality was adopted from Maltz and Kohli (1996).<sup>2</sup> The quality of information is measured based on how accurate, relevant, clear and timely it is. The scale consists 13 items. All the responses were obtained on a seven-point “strongly disagree” versus “strongly agree” scale. Cronbach’s alpha for this scale is .771, which indicates that the scale is internally consistent. All the items are indispensable as for the each item, Cronbach’s alpha is above .70 if the item is deleted.

**Table 3. Scale for Information quality**

Construct	Item	Cronbach’s alpha	Cronbach’s alpha if item deleted	Mean	S.D.
<i>Information Quality</i>		.771		3.66	0.59
	TS information was useful in order to evaluate market potential of our products and services		.730		
	TS information was accurate		.736		
	TS information was conflicting		.747		
	TS information was objective		.747		
	TS information concerned our customers’ needs		.749		
	TS information was relevant		.799		
	TS information about changes in customers needs was too late		.771		
	TS information was outdated		.737		
	TS information was unexpected or surprising		.738		
	Contacts generated during TS couldn’t be born in any other way		.782		
	Acquiring TS information was timely compared to its benefits		.770		
	Ideas presented at TS were clear		.754		
Language and concepts used at TS were clear		.767			

<sup>2</sup> See Appendix B.

### 3.3.4 Information dissemination

Information dissemination is measured in this study using relationship-learning scale developed by Selnes and Sallis (2003)<sup>3</sup>. The scale consists 7 items, which focus on information sharing and shared interpretation. All the responses were obtained on a seven-point “strongly disagree” versus “strongly agree” scale. Cronbach’s alpha for this scale is .771, which indicates that the scale is internally consistent. All the items are indispensable as for the each item, Cronbach’s alpha is above .70 if the item is deleted.

**Table 4. Scale for Information dissemination**

Construct	Item	Cronbach’s Alpha	Cronbach’s Alpha if item deleted	Mean	S.D.
<i>Information Dissemination</i>		.771		4.11	1.11
	Staff who attended TS shared their experiences in written format		.742		
	After TS we gathered all significant observations of all participants		.708		
	TS information was disseminated in joint meeting		.703		
	TS information was disseminated informally, i.e. with hall talks		.784		
	TS information was disseminated in our company’s intranet		.757		
	TS information was not disseminated at all		.725		
Our company encourages staff who attended TS to share their experiences and information with other departments		.761			

### 3.3.5 Information use

The scale for measuring information use is adopted from Maltz and Kohli (1996)<sup>4</sup>. All the responses were obtained on a seven-point “strongly disagree” versus “strongly agree” scale. In the questionnaire, these items were included in the scale concerning outcomes of trade show but extracted and analyzed separately for the statistical

<sup>3</sup> See Appendix B.

<sup>4</sup> See Appendix B.

analysis. Cronbach’s alpha for this scale is .865, which indicates that the scale is internally consistent. All the items are indispensable as for the each item, Cronbach’s alpha is above .70 if the item is deleted.

**Table 5. Scale for Information use**

Construct	Item	Cronbach’s Alpha	Cronbach’s Alpha if item deleted	Mean	S.D.
<i>Information Use</i>	TS information helped shape our policies and/or strategies	.865	.847	4.29	1.29
	TS helped to launch new products and services		.802		
	TS information helped us to evaluate market potential of our products and services		.780		

### 3.3.6 *Information value*

The scale for measuring information value is obtained from the studies of Hansen (2004) and Blythe (2000)<sup>5</sup>. In this study, the achievement of sales and non-sales goals are considered to best describe the final outcomes of trade show participation. The scale consists 13 items and all the responses were obtained on a seven-point “strongly disagree” versus “strongly agree” scale. The scale measuring the achievement of non-sales goals was adopted from the Hansen’s study (2004) and the scale measuring achievement of sales goals from Blythe’s study (2000). In addition, an item “ We received information from the trade show that could not been received elsewhere” was added for this study since it was thought to be important item to measure the uniqueness of trade show information. Cronbach’s alpha for this scale is .937, which indicates that the scale is internally consistent. All the items are indispensable as for the each item, Cronbach’s alpha is above .70 if the item is deleted.

---

<sup>5</sup> See Appendix B.

**Table 6. Scale for Information value**

Construct	Item	Cronbach's Alpha	Cronbach's Alpha if item deleted	Mean	S.D.
<i>Information Value</i>		.937		4.14	1.12
	We contacted new customers		.931		
	We managed to increase our sales to current customers		.929		
	We found new products and services to our portfolio		.931		
	TS helped us to improve our customer service		.928		
	We met new partners, buyers and distributors		.934		
	We got new ideas for products and service development		.932		
	Our company's overseas image improved		.930		
	We got competitive edge on non-exhibitors		.929		
	We realized new market/product/service trends		.932		
	We conducted market research		.936		
	We contacted new partners		.931		
	We realized new distribution channels		.931		
	We received information that could not be received any other way		.935		

### 3.3.7 Validity and reliability

All scales used in the quantitative analysis have been used in previous research and replicated several times. Therefore the reliability of the scales can be considered good. (Malhotra & Birks, 2012)

However, the questionnaire design may affect the validity and reliability of the study. Based on the feedback received during the data gathering process, some respondents considered the questions to be targeted mostly for exhibitors, and visitors considered it to be difficult to answer them. Since the majority of the respondents were visitors, there could be some errors in the data.

## 4 Findings

In this chapter the results of analysis are presented. First, the reliability of measurement variables is observed. Second, the results of two regression analysis are presented. The aim of the first regression analysis is to replicate the study by Bettis-Outland et al. (2012) and demonstrate the functionality of RTSI-model. The second regression analysis is a further extension of the RTSI-model (Bettis-Outland et al., 2012) where the objectives for the trade show information acquisition are taken into account.

### 4.1 Reliability

Cronbach's alpha coefficient was used to verify reliability of measurement variables. Cronbach's alpha was calculated for each of the metric scales: Information dissemination, Information value, Information use and Information quality. Table 7 presents the results of reliability analysis and show that alpha coefficient for each variable is above 0.7. Therefore, the scales used to investigate Information use, Information dissemination, Information quality and Information value are all internally consistent.

In order to assess the multicollinearity, correlations between key study constructs were examined. The correlations are presented in Table 8. All the independent variables (Information quality, use and dissemination) are positively correlated with each other, and with the dependent variable Information value. The correlations between Information quality, use and dissemination are moderate since they remain under .50. Since all the independent variables have moderate correlations with other independent variables, multicollinearity is not a problem in this study.

Table 7  
 Measurement characteristics for study constructs—description, number of items, reliability, means and standard deviations

Measure	Scale description	Source	Items	Reliability	Mean	S.D
Information quality	Seven-point Likert scale with endpoints as 1=strongly disagree and 5=strongly agree	Maltz & Kohli, 1996 (13)	13	.771	3.66	0.59
Information dissemination	Seven-point Likert scale with endpoints as 1=strongly disagree and 5=strongly agree	Selnes&Sallis, 2003; Li, 2006	7	.771	4.11	1.11
Information use	Seven-point Likert scale with endpoints as 1=strongly disagree and 5=strongly agree	Maltz & Kohli, 1996 (7)	3	.865	4.29	1.29
Information value	Seven-point Likert scale with endpoints as 1=strongly disagree and 5=strongly agree	Li, 2008 Hansen, 2004	13	.937	4.14	1.12
Objective setting for information acquisition	Nominal scale, 0=No, 1= Yes	Hansen, 2004	15			
Information acquisition	Nominal scale, 0=No, 1= Yes	Bettis-Outland, 2012	10			

Information quality correlates moderately (.487) with the dependent variable Information value. Furthermore, Information value has high correlations with Information dissemination (.542) and Information use (.889). High correlations between independent variables and the dependent variable indicate that independent variables have high predictive power on the dependent variable.



Table 8. Inter-correlation for key study constructs

	Quality	Dissemination	Use	Value
Quality	1.00			
Dissemination	.362**	1.00		
Use	.386**	.483**	1.00	
Value	.487**	.542**	.889**	1.00

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

#### 4.2 First multiple regression model

The objective for the first multiple regression model is to determine if the independent variables Information acquisition (10 items) and sum variables of Information use, Information dissemination and Information quality could be used to explain the dependent variable Information value.

First, the Cronbach's alphas were calculated for Information dissemination, Information, use, Information quality and Information value constructs. Cronbach's 's alphas varied from .771 to .937. As the Cronbach's alpha's showed that the scales were internally consistent, a sum variable was calculated for each of these constructs. The scale measuring Information acquisition was nominal/categorical and therefore these variables were coded into dummy variables (No=0, Yes=1). These variables are listed in the Table 2.

A stepwise approach was used to build the model because of the large number potential independent variables. The criteria for independent variables were p-value  $\leq$  .50 to enter and p-value  $\geq$  .100 to remove.

Table 9 presents summary statistics for the first stepwise regression analysis. The  $R^2$  and adjusted  $R^2$  of the model are .828 and .826 respectively, which indicate that a substantive part of the variation in Information value variable is explained by the independent variables of this model. The  $F$ -statistics for the regression model as a

whole is significant ( $F= 359,575$ ,  $p<0.000$ ) at less than the 1 percent level. VIF values are all under 2, which indicate that multicollinearity is not a concern in this model.

Table 9  
Results of the first regression analysis, dependent variable: Information value

Variables	Coefficient	Coefficient t-Statistics	Significance	VIF
Information use	.781	27.503	.000*	1.400
Information quality	.150	5.608	.000*	1.238
Information dissemination	.116	4.138	.000*	1.369
InfoAcq9	.063	2.598	.010*	1.014

F-statistic=359.575

Significance=.000\*

R<sup>2</sup>=.828

\* Significance at the 1 percent level

All the coefficients of the independent variables are positive in this regression model. Increase of one scale value of Information use has a positive impact of .781 on Information value. This coefficient suggests that the use trade show information after the trade show has positive impact on Information value and therefore on the achievement of objectives for the trade show.

The positive coefficient of Information quality means that an increase of one scale value has a positive impact of .150 on Information value, and the coefficient of Information dissemination means that an increase of one scale value has a positive impact of .781 on Information value. Finally, the item concerning information acquisition InfoAcq9 (“We followed trade show’s social media channels”) has a positive impact of .063 on Information value. The coefficient is however quite low and therefore the impact on Information value is negligible. Acquiring information through social media channels, the quality of information and disseminating information after the trade show in the organization have all positive impact on Information value and on achieving trade show objectives. The results support the hypothesis H1-H4 and the functionality of the RTSI-model (Bettis-Outland et al., 2012).

### 4.3 Second multiple regression model

The objective of the second multiple regression model is to determine if the independent variables Objective for information acquisition (15 items), Information acquisition (10 items) and sum variables of Information use, Information dissemination and Information quality could be used to explain the dependent sum variable Information value. The scale measuring Objectives for information acquisition was nominal/categorical and therefore these variables were coded into dummy variables (No=0, Yes=1). These variables are listed in the Table 1.

A stepwise approach was used to build the model because of the large number potential independent variables. The criteria for independent variables were p-value  $\leq .50$  to enter and p-value  $\geq .100$  to remove.

The  $R^2$  and adjusted  $R^2$  of the model are .846 and .842 respectively, which indicate that a substantive part of the variation in Information value variable is explained by the independent variables of this model. The  $F$ -statistics for the regression model as a whole is significant ( $F= 201.652$ ,  $p<0.000$ ) at less than the 1 percent level. VIF values are all under 2, which indicate that multicollinearity is not a concern in this model.

In this regression model, Information use (.758), Information quality (.141), Information dissemination (.124) and InfoAcq9 item (“We followed trade show’s social media channels”) have all positive coefficients and therefore they have positive impact on Information value. These results are somewhat similar with the first regression model and support the hypothesis H2-H4. In addition, the item InfoAcqObjective5 (“Ground survey for expanding to new sector or product category”) has positive coefficient (.080) and therefore positive impact on Information value.

Table 10

Results of the second regression analysis, dependent variable: Information value

Variables	Coefficient	Coefficient t-Statistics	Significance	VIF
Information use	.758	27.374	.000*	1.461
Information quality	.141	5.518	.000*	1.246
Information dissemination	.124	4.541	.000*	1.421
InfoAcqObjective3	-.075	-3.230	.001*	1.037
InfoAcqObjective5	.080	3.408	.001*	1.046
InfoAcqObjective1	-.073	-3.070	.002*	1.080
InfoAcq9	.058	2.513	.012**	1.018
InfoAcq5	-0.47	-2.107	.045**	1.026

F-statistic=201.652  
Significance=.000\*  
R<sup>2</sup>=.842

\* Significance at the 1 percent level, \*\* significance at the 5 percent level

However, the items InfoAcq5 (“Having lunch/dinner discussion with other participants”), InfoAcqObjective3 (“Discovering new distribution channels”) and InfoAcqObjective1 (“Finding new product/service ideas”) have all negative coefficients and therefore negative impact on the Information value. These results do not support the hypothesis H1 “Information acquisition has a positive relationship with information value” and the hypothesis H5 “Objective setting has positive relationship with information value”.

## 5 Discussion

This study provides an empirical insight on the value of trade show information. Following the RTSI approach developed by Bettis-Outland et al. (2010 & 2012) the relationships between information acquisition, dissemination, use and quality with information value are investigated. Moreover, the impact of objective setting for information acquisition on information value is examined. The results of the regression analysis show that all of the constructs have positive relationship with Information value. The results are in line with the findings of Bettis-Outland et al. (2012) and support the hypothesis H1-H5.

The results of the regression analysis show that the use of trade show information in an organization has strongest impact on Information value and on the outcomes of trade show participation. Information use is one of the key components of market orientation, which in turn, is an essential part of organization's competitive capability and organization's positive overall performance (Kirca et al., 2005, Kohli & Jaworski, 1990; Narver & Slater, 1993). Therefore, the results of this study are line with the fact that using information in organization decision-making will have positive impact on company's performance.

Information dissemination is another key component of market orientation (Kohli & Jaworski, 1990; Narver & Slater, 1993) and it is also an essential part of organizational learning. Organizational learning refers to organizational development and responsiveness to market information leading to creation and maintenance of superior customer value (Narver & Slater, 1993). Effective information dissemination in an organization also increases the value of information (Sinkula, 1994). As the results of this study show, sharing trade show information in an organization increases the benefits deriving from that information.

The results of both regression analysis show that using trade show's social media channels for gathering information (InfoAcq9) has positive impact on Information value. This finding indicates that trade show participants who use social media

channels to obtain information during trade show are more likely to achieve their goals for trade show participation and have more successful trade show experience. On the other hand, the results of second regression model also indicate that information acquisition variable InfoAcq5 “Having lunch/dinner discussion with other participants” has negative relationship with Information value. This result is actually similar with the findings of Bettis-Outland et al. (2012). In their study, the information acquisition item “I discussed business issues with the exhibitors at the trade show” had negative coefficient on the dependent variable. Bettis-Outland et al. (2012) concluded that the discussions with exhibitors fail to produce new information that increases business success and could lead to a decline in company’s success. This could mean that trade show attendees have a fear of giving away too many company secrets to trade show exhibitors (Bettis-Outland et al., 2012). The impact of information acquisition on achieving goals of trade show participation seems to depend on what kind of practices are used for obtaining information during the trade show.

The findings of several previous studies indicate that setting objectives for trade show participation leads to a better trade show performance (Hansen, 2004; Tanner, 2002; Lee & Kim, 2008). In this study, these findings are supported as the objective for information acquisition “Ground survey for expanding to a new sector or product category” (InfoAcqObjective5) has positive impact on Information value. Nevertheless, the results of the second regression model also surprisingly show that “Discovering new distribution channels” (InfoAcqObjective3) and “Finding new product/service ideas” (InfoAcqObjective1) have both a negative impact on achieving goals for trade show participation. These results could indicate that those participants who have more broad objectives for trade show participation perceive their trade show performance to be more positive than those participants who have more specified objectives. However, further analysis is needed to investigate why some objectives have negative and some positive impact on information value.

Finally, the purpose of regression analysis was also to demonstrate that information quality has positive impact on information value since this relationship has been

previously left unexamined (Bettis-Outland et al., 2012). Bettis-Outland et al. (2012) used multiple regression model to determine if the questionnaire items in the information quality, information acquisition, information dissemination, and information use categories could be used to explain the information value items. Nevertheless, they could not include information quality items in their regression model due to the small amount of usable responses and thus the impact of information quality on information value was left unexamined.

Information quality is a relevant part of the RTSI -model since it acts as a moderator between trade show information acquisition and dissemination, as well as between trade show information dissemination and use (Bettis-Outland et al., 2010) Therefore, the relationship with information quality and information value is crucial in terms of the functionality of RTSI –model. In this study the results of the both regression models show that information quality has significant, positive relationship with information value. Therefore, it can be concluded that when the information obtained during the trade show is of high quality, the trade show participation will become more successful for the participant.

## 6 Summary and conclusions

In this chapter the main findings are summarized. In addition, some practical managerial implications are presented. Also, the limitations of the study are recognized and the ideas for future research are presented.

### 6.1 Conclusions

The results of this study show that objective setting for information acquisition, information acquisition, dissemination, use and quality have all positive impact on information value. In this study, the information value is defined as the outcomes and the achievement of sales and non-sales goals of trade show participation. These results support the findings of Bettis-Outland et al. (2012). However, the impact of information acquisition on achieving goals of trade show participation seems to depend on what is the acquisition practice since the quantitative analysis recognized both positive and negative relationships. The same conclusion applies for the impact of objective setting for information acquisition on achieving trade show goals.

The purpose of this study was to investigate empirically how information gathered at the trade show is used to obtain benefits for the company. The research question was examined by using the RTSI approach developed by Bettis-Outland et al., (2012). In respect of the RTSI model, it was examined how companies acquire information when participating a B2B trade show, how the trade show information is disseminated and used in the organization and what is the quality of information acquired to finally evaluate how these factors impact the information value. The study was conducted from the perspective of both trade show visitors and exhibitors. As a further extension to the RTSI-model, the impact of objective setting to information value was also studied.

To conclude, this study has been able to demonstrate the functionality of the RTSI model. It has also made new contributions since the results strongly indicate that



information quality has positive relationship with Information value. In addition, the impact of objective setting for information acquisition on information value was successfully investigated.

## 6.2 Managerial implications

The aim of the survey was also to recognize best practices on participating trade show and how both exhibitors and visitors could more efficiently utilize trade show participation in their organizations. Additionally, the purpose of this study was to understand more broadly the factors underlying of a successful of trade show participation.

For the visitors, it is recommended to set objectives for the trade show participation. The objectives should be defined in a clearly manner. In order to benefit from the trade show participation as much as possible, it is also recommended to get to know the exhibitors and trade show program beforehand. Trade show forms a unique opportunity to create new contacts and deepen the existing ones. Trade show information can be gathered from several sources, also from social media. Finally, sharing information after the trade show increases the benefit received from the information.

For the exhibitors, the recommendation is first of all to set objectives for the trade show participation. The objectives should be defined in a clearly manner. Visitors come primarily to B2B trade shows for information acquisition but also to enjoy oneself. Therefore exhibitors should invest in attractive booths and active booth personnel. Since quality of information is crucial when gaining benefits from the trade show, the products and ideas should be presented clearly and accurate information should be provided. For the exhibitors as well, trade show offers a unique venue to create new contacts and deepen existing ones. Also, sharing trade show experience in the organization using mutually agreed processes increase the benefits derived from the trade show information. Finally, the objectives set for the trade show and outcomes achieved should be evaluated afterwards.

After the questionnaire was sent to trade show participants, we received feedback that some of the questions were not suitable for trade show visitors. These questions concerned especially the objectives for information acquisition. Some of the feedbacks also stated that the questionnaire was not suitable for visitors since “We were just trade show tourists with no objectives”. Based on this feedback, it seems that some of the visitors are participating the trade show with no work-related goals. This information could be relevant for the exhibitors: even though the trade show is B2B, many visitors are there to be entertained. Exhibitors could take advantage of this and turn their presence at trade shows to be more like entertainment. On the other hand, companies sending their employees to trade show could make their participation more efficient by setting certain objectives for trade show participation. For example, it could be agreed beforehand how the trade show information is shared with other members in the organization.

### 6.3 Limitations of study

In this study the distribution between exhibitors and visitors is quite significant. From the 450 respondents, 441 were visitors and 49 exhibitors. Due to the small amount of exhibitors’ responses to the survey, the analyses include both exhibitors and visitors and therefore it was not possible to compare the results between the two respondent groups.

In addition, some visitors felt that many of the questions were targeted for the exhibitors only and therefore it was impossible to answer them. Even though the sample size in this study is adequate, this could have affected the reliability of the data. For the future, the questionnaire should be done separately for the visitors and for the exhibitors.

As the data was collected from one trade show event only, this could also affect the accuracy. For example, the Business Day –event was focusing on business gifts and consequently resembled very much a regular consumer trade show. For this reason,

the questionnaire was probably not that suitable for the visitors of Business Day – event.

#### 6.4 Future research

In the future it would be interesting to study the differences between exhibitors and visitors since they both have quite different objectives to participate a trade show. However, for the future research the questionnaire should be designed separately to exhibitors and visitors. In addition, it would be interesting to conduct the survey for another B2B trade show and for another industry, and investigate if the results differ. Additionally, the reasons for negative impact of some objective setting and information acquisition of trade show information variables should be examined in more depth.

In order to gain deeper understanding of trade show information value, the data should be gathered from different kind on trade shows. Also further quantitative analysis should be done to test the RTSI-model. In the original RTSI model information quality acts as a moderator between information acquisition, dissemination and use, finally having impact on information value. In order to examine how information quality affects the relationships between information acquisition, dissemination, use, and information value, a structural equation modeling could be used. All in all, there is a need for further investigation on intangible benefits of trade show participation and the impact of trade show information on company's overall success.

## 7 References

- Anderson, C., Ciarlo, J., and Brodie, S. (1981), "Measuring Evaluation-Induced Change in Mental Health Programs," in *Utilizing Evaluation: Concepts and Measurement Techniques*, James Garlo, ed. Beverly Hills, CA: Sage Publications, 97-124.
- Bathelt, H. & Schuldt, N., (2006). Between Luminaires and Meat Grinders: International Trade Fairs as Temporary Clusters. *Regional Studies*, Vol. 42, No.6.
- Belizzi JA & Lipps DJ., (1990). Managerial guidelines for trade show effectiveness. *Industrial Marketing Management*, 1984;13:49-52.
- Bello, D. C. & Barzak, G. J., (1990). Using Industrial Trade Shows to Improve New Product Development. *Journal of Business Industrial Marketing*, Vol. 5, No. 2, p. 43-56.
- Bello, D.C., (1992). Industrial buyer behavior at trade shows — implications for selling effectiveness. *Journal of Business Research*, 1992, Vol. 25, pp.59-80.
- Bettis-Outland, H., Cromartie, J.S., Johnston, W.J. and Borders, A.L.,(2010). The return on trade show information (RTSI): a conceptual analysis. *Journal of Business & Industrial Marketing*, Vol. 25 No. 4, pp. 268-71.
- Bettis-Outland, H., Johnston, W.J. and Wilson, R.D, (2012). Using trade show information to enhance company success: an empirical investigation. *Journal of Business & Industrial Marketing*, Vol. 27 Iss 5 pp. 384 – 391.
- Blythe, J. (2000). Objectives and measures at UK trade exhibitions. *Journal of Marketing Management*, Vol.16, pp. 203-222.
- Bonoma, T. V., (1983). Get more out of your trade shows. *Harvard Business Review*, Vol. 61, pp. 75-83.
- Cavanaugh S., (1976). Setting objectives and evaluating the effectiveness of trade show exhibits. *Journal of Marketing*, Vol.40, pp.100-3.
- Deshpandé, R., Farley, J. U. & Webster, F. E. (1993). Corporate Culture, Customer Orientation , and Innovativeness in Japanese Firms: A Quadrad Analysis. *Journal of Marketing*. Vol. 57, No.1, pp.23-37-
- Gopalakrishna, S. & Williams, J.D. (1992). Planning and performance assessment of industrial trade shows. An exploratory study. *International Journal of Research in Marketing*, Vol. 9, pp. 207-24.

- Gopalakrishna, S. & Lilien, G.L. (1995). A three-stage model of industrial trade show performance. *Marketing Science*, Vol. 14, pp. 22-42.
- Hair, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2014). *Multivariate Data Analysis: A Global Perspective*. 7th edition. New Jersey: Pearson Prentice Hall.
- Hansen K., (1996).The dual motives of participants at international trade shows: an empirical investigation of exhibitors and visitors with selling motives. *International Marketing Review*, Vol.13, No.2, pp. 39–54.
- Hansen, K. (2004). Measuring performance at trade shows: scale development and validation. *Journal of Business Research*, Vol. 57 No. 1, pp. 1-13.
- Herbig, P., Palumbo, F., & O'Hara, B. (1996). Differences in trade show behavior between manufacturers and service-oriented firms. *Journal of Professional Services Marketing*, Vol.14, No. 2,pp. 55–78.
- Herbig, P., O'Hara, B. & Palumbo, F. (1997). Differences trade show exhibitors and non-exhibitors. *Journal of Business & Industrial Marketing*, Vol. 12, No. 6,pp. 368 - 82.
- Hough, J., (1988). Attitudes and opinions of computer executives regarding attendance at information technology events. Research Report, Audience Characteristics No. 1080, Show Bureau, East Orleans, MA, May.
- Kerin, R. A. & Cron, W. L. (1987). Assessing trade show functions and performance: an exploratory study. *Journal of Marketing*, Vol. 51, pp. 87-94.
- Kohli, A.K. & Jaworski, B.J. (1990). Market orientation: the construct, research propositions, and managerial implications. *Journal of Marketing*, Vol. 54, pp. 1-18.
- Lee, C.H. & Kim, S.Y. (2008). Differential effects of determinants on multi-dimensions of trade show performance: By three stages of pre-show, at-show, and post-show activities. *Industrial Marketing Management*, Vol 37 No.7, pp.784 – 796.
- Li, L.Y. (2006). Relationship learning at trade shows: its antecedents and consequences. *Industrial Marketing Management*, Vol. 35 No. 2, pp. 166-77.
- Li, L.Y. (2008). The effects of firm resources on trade show performance: How do trade show marketing processes matter? *Journal of Business and Industrial Marketing*, Vol. 23 No. 1, pp. 35-47.
- Makens JC. (1988). How to increase trade show effectiveness. Piedmont Airlines.

- 1988;30 (February).
- Malhotra, N. K., Birks, D. F. and Wills, P. (2012) *Marketing research: An Applied Approach, 4. Edition*, Harlow: Financial Times Prentice Hall.
- Maltz, E. & Kohli, A.K. (1996). Market intelligence dissemination across functional boundaries. *Journal of Marketing Research*, Vol. 33, February, pp. 47-61.
- Narver, John C. & Slarver, Stanley F. (1990). The effect of market orientation on business profitability. *Journal of Marketing*, Vol. 54, No. 4 (Oct., 1990), pp. 20-35.
- Rice, G., (1992). Using the interaction approach to understand international trade shows. *International Marketing Review*, Vol. 9 No. 4, pp. 32-45.
- Rice, G. & Almosawi, M. (2002). A study of exhibitor firms at an Arabian Gulf trade show: goals, selection criteria and perceived problems. *The Journal of Global Marketing*, Vol. 15 No.3.
- Rosson, P. J. & Seringhaus, F. H. R., (1995). Visitor and exhibitor interaction at industrial trade fairs. *Journal of Business Research*, Vol. 32, No. 1, pp. 81-91.
- Sashi CM, Perretty J., (1992). Do trade shows provide value? *Industrial Marketing Management*, Vol.21, pp. 249 – 55.
- Selnes, F., & Sallis, J. (2003). Promoting relationship learning. *Journal of Marketing*, Vol. 67, pp. 80–95.
- Shapiro, B.P. (1988). What the Hell Is “Market Oriented?”. *Harward Business Review*. November 1988.
- Sharland A, Balogh P., (1996). The value of nonselling activities at international trade shows. *Industrial Marketing Management*, Vol. 25, pp. 59–66.
- Smith, T.M., Gopalakrishna, S. & Smith, P.M., (2004). The complementary effect of trade shows on personal selling. *International Journal of Research in marketing*, Vol. 21 (1), pp 61-76.
- Sinkula, J. M., (1994). Market information processing and organizational learning. *Journal of Marketing*, Vol. 58, pp. 35–45.
- Slater, S. F. (1995). Market orientation and the learning organization. *Journal of Marketing*, Vol. 59, pp. 63–74.
- Tanner, J. F. (2002). Leveling the playing field: Factors influencing trade show success for small companies. *Industrial Marketing Management*, Vol. 3, No. 3, pp. 229–239.

Tesar, J. (1988), Trade Shows: Opportunities to Sell. A Case Study of Hanover Fair  
CeBIT, Trade Show Bureau, East Orleans, MA. Vandenbempt,

## Messuilta saadun tiedon hyödyntäminen

### TAVOITTEET MESSUOSALLISTUMISELLE

#### 1. Missä roolissa sinä/yrityksenne osallistui messuille? \*

Valitse vain yksi seuraavista:

- Näytteilleasettaja
- Vierailija

#### 2. Jos olit messuilla vierailijana, mikä alun perin sai sinut / yrityksenne tulemaan messuille? \*

Valitse kaikki sopivat vaihtoehdot:

- Uudet tuotteet ja palvelut
- Mielenkiintoiset näytteilleasettajat
- Mahdollisuus hankkia tietoa tietyistä toimialasta
- Mahdollisuus hankkia tietoa ostoja varten
- Tietyt tapahtumat ja seminaarit
- Mielenkiintoiset esiintyjät
- Verkostoitumismahdollisuus
- Yleinen mielenkiinto
- Jokin muu, mikä?  
\_\_\_\_\_

#### 3. Millä tavoin valmistauduitte messuille? \*

Valitse kaikki sopivat vaihtoehdot:

- Henkilökunta sai messuihin liittyvää koulutusta
- Sovimme tapaamisia
- Haimme tietoa liittyen messuihin
- Markkinoimme etukäteen osallistumistamme



Jokin muu, mikä?  
\_\_\_\_\_

**4. Millä tavoin yrityksessänne määriteltiin viralliset tavoitteet messuosallistumiselle? \***

Valitse kaikki sopivat vaihtoehdot:

- Määrittelimme tavoitteet kirjallisesti
- Keskustelimme tavoitteista suullisesti
- Messuilla on samat tavoitteet kuin markkinoinnilla yleisesti
- Emme määritelleet tavoitteita

**5. Valitse seuraavista vaihtoehdoista kolme tärkeintä tavoitetta messuosallistumiselle: \***

- Uusien asiakkaiden tapaaminen
- Uusien kumppanien, tavarantoimittajien ja jakelijoiden tapaaminen
- Yrityskuvan parantaminen
- Asiantuntijoiden tapaaminen kasvokkain
- Olemassa olevien asiakkaiden tapaaminen
- Myynti ja myynnin edistäminen
- Uusien tuotteiden ja palveluiden lanseeraus
- Tiedon hankinta (kilpailijat, markkinat, uudet teknologiat, jne.)
- Saada kilpailuetua messuille osallistumattomiin kilpailijoihin nähden
- Työntekijöiden motivointi ja hengen kohottaminen
- Tilausten vastaanottaminen
- Olemassa olevien kumppanien, tavarantoimittajien ja jakelijoiden tapaaminen

**6. Olitteko etukäteen asettaneet virallisia tavoitteita messuilla tapahtuvalle tiedonhankinnalle? \***

Valitse vain yksi seuraavista:

- Kyllä
- Ei

**7. Valitse seuraavista vaihtoehdoista kolme tärkeintä tavoitetta koskien**

**tiedonhankintaa: \***

- Uusien tuote- ja palveluideoiden etsiminen
- Uusien vientimahdollisuuksien kartoittaminen
- Uusien jakelukanavien kartoittaminen
- Messuilla esiteltyjen tuotteiden ja palveluiden ostaminen/hankinta
- Pohjatyö yrityksen toiminnan laajentamiselle uusille toimialoille tai tuoteryhmiin
- Uusien sovellus/käyttömahdollisuuksien löytäminen tuotteille ja palveluille
- Messuilla esiteltyihin tuotteisiin ja palveluihin tutustuminen
- Markkinahintojen vertailu
- Tiedon ja kokemusten vaihtaminen kilpailijoiden, asiakkaiden ja tavarantoimittajien kanssa
- Markkinatutkimuksen toteutus
- Tiedon kerääminen kilpailijoiden hinnoista, tuotteista ja strategioista
- Yleisen tiedon kerääminen
- Tavarantoimittajia koskevan tiedon kerääminen
- Asiakkaita koskevan tiedon kerääminen
- Päätäjien kontaktointi
- Jokin muu, mikä?  
\_\_\_\_\_

**MESSUILLA**

**8. Mistä lähteistä saitte tietoa messujen aikana? \***

Valitse kaikki sopivat vaihtoehdot:

- Ammattilehdissä julkaistuista mainoksista ja uutisista
- Messuosastoilla näytetyistä videoista
- Yhteistyökumppaneilta ja kollegoilta
- Näytteilleasettajien järjestämistä oheistapahtumista
- Messuosastoilla tavatulta myyntihenkilöiltä
- Asiantuntijapuheenvuoroista ja muista esityksistä
- Messuosastoilla jaetuista yritysesitteistä
- Opastetauluista

- Sosiaalisesta mediasta
- Näytteilleasettajien verkkosivuilta
- Messujärjestäjän verkkosivuilta
- Messujärjestäjän älypuhelinsovelluksesta

## 9. Mitä seuraavista tiedonkeruuseen liittyvistä aktiviteeteista sinä tai muut yrityksenne edustajat teitte messujen aikana? \*

Valitse kaikki sopivat vaihtoehdot:

- Kiertelimme messuosastoilla
- Kuuntelimme seminaariesityksiä ja paneelikeskusteluja
- Vaihdoin kuulumisia vanhojen tuttujen kanssa
- Vaihdoin kuulumisia uusien tuttavuuksien kanssa
- Keskustelimme lounaalla tai illallisella muiden osallistujien kanssa
- Vaihdoin käyntikortteja
- Seurasimme tuote-esittelyjä
- Etukäteen sovitussa kahdenkeskisissä tapaamisissa
- Seurasimme messujen sosiaalisen median kanavia (Twitter)
- Täytimme messuosastolla palaute- tai kyselylomakkeen

## 10. Tiedon laatu \*

Valitse sopivin vaihtoehto:

	Täysin samaa mieltä	Samaa mieltä	Jokseenkin samaa mieltä	Ei samaa eikä eri mieltä	Jokseenkin eri mieltä	Eri mieltä	Täysin eri mieltä	Ei koske meitä
Messuilta saamamme tieto oli hyödyllistä tuotteiden ja palveluiden markkinapotentiaalin arvioinnissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli täsmällistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli ristiriitaista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli objektiivista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Messuilta saimme kerättyä tietoa koskien asiakkaiden tarpeita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli yrityksemme liiketoiminnan kannalta relevanttia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto koskien asiakkaiden muuttuneita tarpeita tuli liian myöhään	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli vanhentunutta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saamamme tieto oli odottamatonta tai yllättävää	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilla syntyneet kontaktit eivät olisi voineet syntyä muuten	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messutiedon hankinta oli aikaa vievää suhteessa siitä saatuun hyötyyn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilla esitetyt ideat olivat selkeitä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilla käytetyt kieli ja konseptit olivat selkeitä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MESSUJEN JÄLKEEN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 11. Mistä lähteistä hankitte tietoa messujen jälkeen? \*

Valitse kaikki sopivat vaihtoehdot:

- Messuvieraille lähetetyn kyselylomakkeen kautta
- Yritysten nettisivuilta
- Messujärjestäjän verkkosivuilta
- Ammattilehdistä
- Pitämällä yhteyttä messuilla tavattuihin henkilöihin
- Sosiaalisesta mediasta
- Yleinen tiedonhaku messutiedon pohjalta
- Messukeskuksen älypuhelinsovelluksesta

Jokin muu, mikä?  
\_\_\_\_\_

## 12. Messutiedon jakaminen yrityksessä \*

Valitse sopivin vaihtoehto:

	Täysin samaa mieltä	Samaa mieltä	Jokseenkin samaa mieltä	Ei samaa eikä eri mieltä	Jokseenkin eri mieltä	Eri mieltä	Täysin eri mieltä
Messuille osallistunut henkilökunta raportoi kokemuksistaan kirjallisesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messujen jälkeen keräsimme yhteen kaikkien kävijöiden tärkeimmät havainnot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tietoa jaettiin yhteisessä infotilaisuudessa tai palaverissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messutietoa jaettiin epävirallisesti esim. käytäväkeskustelujen kautta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messuilta saatua tietoa jaettiin intranetissä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme ei jaettu messuilta kerättyä tietoa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksemme kannustaa messuille osallistunutta henkilökuntaa jakamaan messuilta saadun kokemuksen ja tiedon muiden osastojen kanssa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## 13. Messuilta kerätty tieto \*

Valitse sopivin vaihtoehto:

	Täysin samaa mieltä	Samaa mieltä	Jokseenkin samaa mieltä	Ei samaa eikä eri mieltä	Jokseenkin eri mieltä	Eri mieltä	Täysin eri mieltä
Yrityksessämme jaettiin messuilta saatua tietoa koskien muutoksia asiakkaiden preferensseissä ja ostokäyttäytymisessä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Yrityksessämme jaettiin messuilta kerättyä tietoa hyvistä ja huonoista asiakaskokemuksista liittyen tuotteisiin tai palveluihin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaettiin messuilta saatua tietoa liittyen markkinarakenteiden muutoksiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaettiin messuilta saatua tietoa kilpailijoiden tuotteista ja palveluista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaettiin messuilta saatua tietoa yhteistyökumppaneista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaettiin messuilta saatua tietoa koskien uusia liiketoimintamahdollisuuksia ja markkinapotentiaalia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### 14. Mitä seuraavista menetelmistä käytitte messutavoitteiden toteutumisen arviointiin? \*

Valitse kaikki sopivat vaihtoehdot:

- Yleinen markkinatutkimus
- Kävijöiden määrän mittaaminen messuosastolla
- Yhteystietonsa jättäneiden messukävijöiden määrän mittaaminen
- Alennus- tai muun tunnustekoodin käyttäneiden messukävijöiden määrän mittaaminen
- Yrityksen verkkosivujen kävijämäärien seuraaminen
- Uusista myynti- ja asiakaskontakteista syntyneiden myyntien mittaaminen
- Messuilla tehtyjen liiketoimien kirjaaminen
- Seurannan perusteella tehtyjen liiketoimien kirjaaminen
- Keskiostoksen määrittäminen
- Yrityksen sosiaalisen median mittaaminen
- Epävirallisten keskustelujen ja messujen "jälkipuinnin" avulla
- Emme tehneet arviointia
- Muu mittari, mikä?  
\_\_\_\_\_

## TULOKSET

### 15. Messuille osallistumisen tulokset \*

Valitse sopivin vaihtoehto:

	Täysin samaa mieltä	Samaa mieltä	Jokseenkin samaa mieltä	Ei samaa eikä eri mieltä	Jokseenkin eri mieltä	Eri mieltä	Täysin eri mieltä	Ei koske meitä
Saimme hankittua uusia asiakkuuksia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onnistuimme kasvattamaan myyntiä nykyisille asiakkaille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Löysimme messuilta uusia tuotteita ja palveluita portfolioomme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messut auttoivat meitä kehittämään asiakastukeamme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saimme uusia kumppaneita, tavarantoimittajia ja jakelijoita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kehitimme toimintamallejamme ja/tai strategiaamme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saimme uusia ideoita tuote- ja palvelukehitykseemme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksemme imago tai maine parantui messuosallistumisen seurauksena	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saimme kilpailuetua messuille osallistumattomiin yrityksiin nähden	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Havaitsimme uusia markkina/tuote/palvelutrendejä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toteutimme markkinatutkimuksen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saimme uusia yhteistyökumppaneita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Löysimme uusia jakelukanavia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messut helpottivat uusien tuotteiden ja palveluiden lanseerausta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onnistuimme arvioimaan tuotteidemme/palveluidemme markkinapotentiaalin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Saimme tietoa, jota emme olisi saaneet ilman messuja	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 16. Messuilla syntyneiden asiakasyhteyksien määrä \*

Kirjoita vastauksesi tähän:

---

4 merkkiä jäljellä

**17. Messuilla syntyneistä uusista asiakaskontakteista johtunut myynti (€) \***

Kirjoita vastauksesi tähän:

---

9 merkkiä jäljellä

**18. Mikä on yleisarvio yrityksenne suoriutumisesta messuilta? \***

Arvioi oman osallistumisesi onnistumista jos yrityksenne ei osallistunut messuille.

- Erittäin heikko
- Heikko
- Melko heikko
- Ei heikko eikä hyvä
- Melko hyvä
- Hyvä
- Erittäin hyvä

**19. Aiotteko jatkossa osallistua kyseisille messuille? \***

Valitse vain yksi seuraavista:

- Kyllä
- Ei
- En osaa sanoa

**20. Asteikolla 1-10, kuinka todennäköisesti suosittelisit messuja tuttavillesi/yhteistyökumppaneillesi? \***

Valitse vain yksi vaihtoehdoista:

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**TAUSTATIEDOT**

**21. Asema organisaatiossa (tehtävänimike) \***

Valitse vain yksi seuraavista:

- Asiantuntija
- Keskijohto
-



- Toimihenkilö
- Ylin johto
- Itsenäinen elinkeinonharjoittaja
- Jokin muu, mikä?
- \_\_\_\_\_

## 22. Yrityksen työntekijöiden lukumäärä \*

Valitse vain yksi seuraavista:

- 1-5
- 6-10
- 11-20
- 21-50
- 51-100
- 101-250
- 251-500
- >500
- En osaa sanoa

## 23. Yrityksen liikevaihto \*

Valitse vain yksi seuraavista:

- alle 350 000
- 350 000 - 2milj.
- 2 milj. - 10 milj.
- 10 milj. - 50 milj.
- 50 milj. - 100 milj.
- 100 milj. - 250 milj.
- 250 milj. - 500 milj.
- 500 milj- 1000 milj.
- Yli 1000 milj.
- En osaa sanoa
- 

## 24. Kuinka suuri osuus yrityksen markkinointibudjetista on kohdistettu messutoimintaan? \*

Valitse vain yksi seuraavista:

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%
- En osaa sanoa

**25. Messuille osallistuneen henkilökunnan lukumäärä \***

Valitse vain yksi seuraavista:

- 1-4
- 5-9
- 10-14
- 15-19
- 20 tai enemmän
- 

**26. Millä tavoin tietoa jaetaan yrityksessänne? \***

Valitse sopivin vaihtoehto:

	Täysin samaa mieltä	Samaa mieltä	Jokseenkin samaa mieltä	Ei samaa eikä eri mieltä	Jokseenkin eri mieltä	Eri mieltä	Täysin eri mieltä
Myyjät ja muut asiakasrajapinnassa toimivat henkilöt jakavat säännöllisesti tietoa kilpailijoidemme strategioista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme pidetään säännöllisesti palaverreja/kokouksia/työpajoja, joissa käsitellään markkinatrendejä ja niiden muutoksia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksemme markkinointihenkilöstö keskustelee muiden toimintojen kanssa asiakkaiden tulevista tarpeista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaetaan avoimesti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

tietoa onnistuneista ja epäonnistuneista asiakaskokemuksista kaikkien toimintojen kesken

Koko yrityksemme saa nopeasti tietoonsa merkittävät tapahtumat koskien markkinoita ja/tai tärkeimpiä asiakkaitamme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yrityksessämme jaetaan säännöllisesti asiakastyytyvyyteen liittyvää tietoa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eri toimintojen välillä jaetaan hyvin vähän tietoa koskien markkinoiden muutoksia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kilpailijoita koskeva tieto liikkuu yrityksessämme hitaasti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Kiitos vastauksestasi!

## APPENDIX B. The original scales

### **Information Use by Maltz & Kohli, 1996**

Since I returned from the trade show the information I received.

- ..helped shape our policies
- ..improved implementation of new products or projects
- ..improved my productivity
- ..improved my understanding of the dynamics of the marketplace
- ..was rarely used
- ..led to concrete actions

### **Information quality by Maltz & Kohli, 1996**

The intelligence sent by the marketing contact lack objectivity

The marketing contact provided valid estimates of the market potential for our products

The information provided by the marketing contact was accurate

S/he sent conflicting signals

The marketing contact communicated important details about customer needs

The marketing contact provided the data necessary to estimate the size of the market for our products

S/he sent me relevant information

It was easy to follow marketing contact's reasoning

The concepts and language used by the marketing contact made sense to me

S/he presented his/her ideas clearly

The marketing contact provided information in a timely manner

His/her information on changes in customer need was too late

S/he gave me information that was "old hat"

### **Information dissemination by Li, 2006 and Selnes & Sallis, 2003**

Both parties exchanged information on changing customer preferences and buying behaviors for product involved in the relationship

Both parties exchanged information on successful and failed experience with products involved in the relationship

Both parties exchanged information on changes of market structure, merge, acquisition, or partnering

Joint working teams are organized to solve daily operation problems in the relationship

Joint working teams are organized to analyze and discuss strategic issues in the relationships

Sensitive financial and operating information are exchanged between both parties

The atmosphere in the relationship stimulates constructive discussion encompassing a variety of opinions

Based upon the latest information gathered at trade shows, our company has multiple forums for examining information and creating knowledge about our industry and business.

Based upon the latest information gathered at trade shows, our company has multiple forums for discovering yet undefined business opportunities or market potential.

Based upon the latest information gathered at trade shows, our company has multiple forums for predicting skills and knowledge requirements needed for future leadership.

Based upon the latest information gathered at trade shows, our company encourages staff who has participated at trade shows to share their customer analyses and understanding with other departments.

### **Trade show objectives by Blythe, 2000**

This trade show had achieved the participation objective of promoting existing products

This trade show had achieved the participation objective of contacting new customers

This trade show had achieved the participation objective of promoting new products

This trade show had achieved the participation objective of increasing sales orders

This trade show had achieved the participation objective of getting an edge over non-exhibitors

This trade show had achieved the participation objective of maintaining contact with existing customers

This trade show had achieved the participation objective of meeting new distributors

This trade show had achieved the participation objective of maintaining contact with existing distributors

This trade show had achieved the participation objective of conducting market research

This trade show had achieved the participation objective of getting competitor intelligence

This trade show had achieved the participation objective of realizing new product trends

This trade show had achieved the participation objective of increasing staff's trade show experience

This trade show had achieved the participation objective of enhancing company's overseas image

New customers

Increased sales from current customers

Purchase of new products, services, technical training and updates to enhance customer support

Improvements in strategic planning

Improvements in policy development

New product development ideas

Improved corporate image

#### **Trade show objective setting by Hansen, 2004**

Introduce existing products to new customers

Establish relationship with potential customers who are otherwise inaccessible / Communicate face-to-face with potential new customers

Introduce and evaluate reactions to new products

Actual sales to existing and new customers

Gain advantage over competitors who are not exhibiting

Maintain and develop personal contacts with existing customers

Make new contracts at the trade show

Maintain and develop relationships with suppliers

Carry out predefined market research

Collect information about competitors' prices, products and strategies

Search for new product ideas

Train and develop our sales team

Enhance and maintain company image perceived by customers, competitors and professional press