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FACTOR INFLUENCING TRADE SHOW PERFORMANCE FOR SPANISH ART AND COLLECTING SECTOR

Исследуется проблемы получения прибыли от организации и проведения торговых выставок. На примере сектора искусства и коллекционирования, имеющего большое международное экономическое значение для Испании, определяются факторы, которые в наибольшей степени необходимо учитывать при планировании таких мероприятий.

The aim of this research is to determine the direct relationship between the planning of exhibition participation. This will allow exhibitors understanding why they decide to go to a trade show and what the objectives are. The study focuses on the art and collecting sector, great international importance, because is relevant in the media and the benefits to the host city. Spanish art sector has a characteristic disparity, its performance in relation to the number of exhibitors and visitors, generally, is the inverse of the exhibition sector. Finally, the results confirm that exhibitors pursue the relationships, and information search and strengthen their image.

1. Introduction

During the last decade the celebrations fairs have positioned themselves in the enterprise market as one way of capturing market information and promoting more profitable. This is evident in the proliferation of trade shows that have sprung up in recent years, with particular emphasis on the decade 1990–2000, where the number of exhibitors grew by more than 50 %, and the attendance of visitors has increased by three (Jiménez et al., 2002). At present, the scenario of economic crisis has been determined that the number of

events and the flow to them are reduced. It's therefore necessary to deepen the effect of making trade fair exhibitors on the objectives achieved.

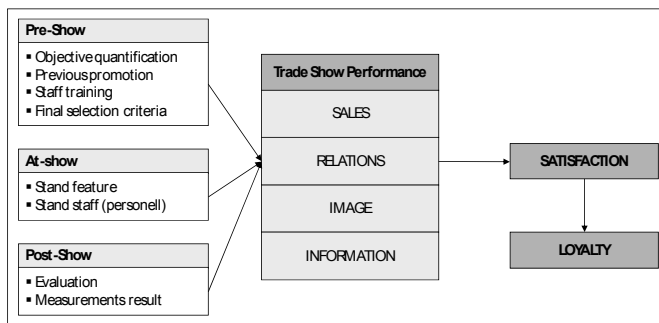
Thorough literature review showed the existence of numerous reports and statistics specific exhibition and a growing academic interest. In recent years, we can see a greater interest in the sector, following the publication of some works that have delved into determining the trade shows objectives, the influence of business factors or visitor satisfaction (Berné & García, 2008; Lee & Kim, 2003; Ling-yee, 2007; Tanner, 2002).

From a marketing perspective trade show are an important communication tool of the commercial as well as an important business contact and customer facing. They close a large number of trade agreements. However, sales are not identified as one of the aspects taken into account in the planning sector exhibition of art and collecting, an essential objective in touch with customers and strengthening its image through the prestige derived going to a show (Blanco & Mercado, 2008). Benefits of trade fairs as a marketing tool are due in large part to the existence of a target audience, large and high quality with a high positive bias towards the products exhibited, and which can provide an important communication, as are the customers who come to the different positions of the speakers (stands) for information.

In conclusion, the aim of this paper is to determine the direct relationship between the planning of exhibition participation, structured in three phases and the achievement of the objectives. This will allow exhibitors to understand why they decide to go to a show and what the objectives are. Study is structured as follows: first, after the literature review, outlines the decisions that a exhibitor must take going to a fair and final results, achievement of its objectives. Secondly, establishing the methodology and presents the empirical study. Finally, we present the main conclusions reached.

2. Theoretical framework

Previous literature has analyzed the importance of the trade show in communication and planning required in sequence considering three phases: pre-show, at-show and post-show activities (Gopalakrishna et al., 1995; Gopalakrishna & Lilien, 1995; Herbing et al., 1994; Lee & Kim, 2003; Rosson & Seringhaus, 1995; Smith et al., 2004; Tanner, 2002). Tanner (2002) shows that sequential approach gives meaning to trade show and sets out various actions to make. Rosson & Seringhaus (1995) applies the sequential model for the analysis of trade show visitors and their interaction with exhibitors, highlighting that the markets are sensitive to the time variable and the objectives pursued in each of the mixed phases. Based on this structure seeks to examine the differential impact of determinants at each stage of trade show behavior: pre-show, at-show and post-show. Having identified the determinant he studies that in relation to the objectives and the resulting exhibition satisfaction, we examined the relationship between determinants and trade show behavior in each stage.



Source: Hansen (2004) and Lee Kim (2008)

Figure 1. Sequential model of trade show performance

2.1. Relationship between pre-show activities and performance

It is necessary to consider what the most important objectives are, namely the quantification of objectives grounds. Kerin & Cron (1987) consider that companies setting fair targets show similar trends to assess the care center and thus the satisfaction derived from achieving the goals of both sales and not sales. Moreover, to maximize the assistance center, it is important to carefully select the objectives, especially those who keep setting goals being measured (Blythe, 2002; Lee & Kim, 2003).

Hypothesis 1. Quantification of objectives exhibition has a positive effect on objectives

The second pre-show activity is communication strategy, of sending invitations and emails to customers and prospects, and report on their participation through advertising, Internet, etc., It's fundamental in attracting visitors to the company's stand (Gopalakrishna & Lilien, 1995; Ling-yee, 2007). Also by pre-show effective communication program ensures a place on the agenda of enterprise customers. Tanner (2002) states that exhibitor's success depends on the pre-show promotion. Dekimpe et al. (1997) also showed that has a positive effect on the effectiveness of the attraction to the stand. Therefore, we propose the following hypothesis:

Hypothesis 2. Pre-show communications has a positive effect on objectives

A key feature of the fair participation is voluntary interaction between supply and demand during the event, thus the training of staff interacts with visitors is basic and largely determines the achievement of performance (Gopalakrishna & Lilien, 1995; Lee & Kim, 2003; Ling-yee, 2007). The booth staff provides explanations about the company, product demonstrations and promotional material and this allows exhibitors to improve their relations and intelligence gathering. Booth personnel can establish more contacts with visitors attracted and out sales efforts towards visitors, resulting in increased sales (Gopalakrishna & Lilien, 1995). Therefore, we formulate that:

Hypothesis 3. Stand staff training has a positive effect on the trade-show performance

The correct selection of the trade show is a key aspect in pre-show phase to achieve successful participation. A company should pursue the achievement of objectives visiting a trade fair as an exhibitor and selecting the right trade fair is crucial to get an optimal. After the evaluation and comparison of different fairs sector will decide to go to a specific exhibition. The most commonly used are the number and quality of visitors, the sectorial specialization of the show, the estimated costs of participation, the results obtained in previous editions, the net exhibition area, state facilities, the participation of competitors, the reputation of the event, institutional aid, the agency fair organizer and the dates, venue and duration of the fair (Díez et al., 2008; Sicilia, 2008):

Hypothesis 4. Exhibition selection criteria have a positive effect on the performance

2.2. Relationship between at-show and achievement exhibition objectives

Stand characteristics or peculiarities include decoration, location, size, etc. of own stand, factors with an impact on the achievement of the objectives. Ling-yee (2007) shows that aspects such as space, location and attention at the booth on the show is positively related to achievement of the objectives exhibition, being very close to achieving the relations and sales through small impact on the agenda provided by visitors. Generally, an enlargement of the stand results in an increased number of visitors who come to visit the stand. With a large number of customers, the exhibitor can enhance corporate brand image and finding information on luring visitors to its stand. From a good position, the display attracts more visitors and gets more information on market trends (Gopalakrishna & Lilien, 1995; Ling-Lee, 2007).

Hypothesis 5. Stand characteristics have a positive effect on the performance

During the days of the event center is necessary to consider how many people will be located in the company's stand, as the average number of sales staff stand affects efficiency of the contacts. Depending on the number of contact persons will get a percentage of sales. A large number of people in the stand can result in more opportunities for direct communication and improve relations with visitors attracted to the stand, as they may provide some explanation of the company, product demos and promotional material more actively and to allow exhibitors to increase their corporate image and brand on the visitors. This enables exhibitors to achieve the objectives of relationships and information. In short, the booth staff can make more contacts with luring visitors to the stand and can also obtain greater success in the sales force, getting more sales (Gopalakrishna & Lilien, 1995; Dekimpe et al., 1997). Therefore, states:

Hypothesis 6. Stand personnel has a positive effect on trade show objectives

2.3. Relationship between post-show activities and performance

The post-show assessment is the communication of company personnel to staff thanking them for their collaboration, a personalized letter with the information requested in the fair, a copy of the information appearing in the media and related items to fair, a reminder of the last day of the fair, the percentage of sales achieved and actual sales among others. After the fair, exhibitors have to check whether objectives have been achieved. If sales targets, previously written have been reached and if they have to formalize the requests made during the event. The measure refers to the use of quantitative methods and the extent of the objectives to quantify such as trade shows have a positive effect. Tanner (2002) demonstrated that speakers use more efficient methods for measuring its success to measure its usefulness. Based on states that:

H8. Evaluation of results has a positive effect on trade show objectives

3. Empirical research

Summarizing, table 1 shows the Methodology summing up that reflects the characteristics of this study to achieve the goals set by an academic point of view.

Table 1

Technical details of empirical analysis

Universe	Fair exhibitors art sector and collecting contemporary art
Sampling unit	Sector fair exhibitors and collecting art. ARCO fair
Geographical field	National (Spain)
Data collection method	Postal and electronic survey
Sampling error	5,02 % (confidence level 95 %; Z = 2; P = Q = 0,50)
Sampling procedure	Probability
Surveys number	199 interviews
Period of information gathered	From January to April 2010

The study focus on industry exhibitors and collecting contemporary art residing in Spanish territory. First of all, we developed a database of contemporary art galleries located in Madrid, being the city with the largest number of art galleries, most of which operate internationally. In view and consideration of the number amounted, 224 galleries, it was considered representative of the Spanish galleries. Secondly, a survey (questionnaire) was sent by mail to the art galleries in Madrid, obtaining a very limited response rate (Cea, 1995). Finally, we sent again the adapted questionnaire via email, from which we obtained the amount of completed surveys needed to generalize the results. It should be mentioned that surveys show gallery's personal comments on the organization of the fair, which indicates intentionality in their responses.

Most of the variables and concepts used in this study were taken from previous studies (Blythe, 2002; Díez et al., 2008; Gopalakrishna & Lilien, 1995; Hansen, 2004; Seringhaus & Rosson, 2001; Sicilia, 2008; Tanner, 2002; Tanner & Chonko, 1995). The quantification of performance were measured using 5 points Likert scale.

4. Results

Analysis of the results was done in two different phases. First of all, assessing psychometric of each of the measure scales used in accordance with the methodological suggestion of Anderson and Gerbing (1988). Finally, we proceed to test the hypotheses. The scale validation was performed in all cases using the same process of analysis: the development of an exploratory factor analysis, the estimation of a confirmatory factor analysis and treatment of the items not significant to ensure proposed scales. Following the application of this method we proceeded to remove not significant items or not meeting minimum requirements and we ensured its proper construction for an effective contrast of the structural model.

By application of proposed model we can corroborate that exhibitors attending art pursue three objectives: relationships, image and information gathering. First, as proved in structural relationships in table 2 for sales target is not identified any relationship. Second, to establish suppliers and customers' relationship an exhibition planning, decision quantification, promotion and fair training are critical to his achievement.

Table 2

Structural equations estimated

Objective	Structural relations	Coefficients standardized	T-value
Sales	Objectives quantification	0,624	0,508
	Previous promotion	0,649	0,509
	Staff training	0,095	0,510
	Selection criteria	-0,040	-0,474
	Evaluation	0,039	0,471
Relations	Objectives quantification	0,259	3,197
	Previous promotion	0,265	3,232
	Staff training	0,365	2,178
	Selection criteria	-0,133	-0,974
	Evaluation	0,176	1,140
Image	Objectives quantification	0,706	34,859
	Previous promotion	0,724	15,678
	Staff training	0,259	1,170
	Selection criteria	0,013	0,037
	Evaluation	0,501	1,267
Information	Objectives quantification	0,166	2,481
	Previous promotion	0,171	2,517
	Staff training	0,986	2,869
	Selection criteria	-0,973	-1,050
	Evaluation	0,122	0,967

**p < 0,01; *p < 0,05; n = 199. R² (Ventas) = 0,10; R² (Relaciones) = 0,58; R² (Imagen) = 0,25; R² (Información) = 0,80; X² (g.l.= 133) = 224,46 (p=0,00); NFI=0,94; NNFI=0,97; CFI=0,98; IFI=0,98; GFI=0,95; AGFI=0,93; RMSEA=0,04

Third, for the purpose of image strengthening art exhibitors take into account decisions for the former goal: quantification of objectives, promotion and staff training, decisions corresponding to the pre-show stage. Hardly ever post-fair decisions aren't crucial. Finally, regarding gathering information, exhibition planning criteria, influencing final achievement, differ in relation to above goals. In this case quantification and previous promotion are important; not at all staff training and post-fair decision.

5. Conclusions, future research and limitations

This study sought to analyze the influence of exhibitors at art fairs. Results confirm which aims are pursued and achieved and how each pre-fair, fair and post-fair decision influence same obtaining. At the same time, if presents attending this type of fair about decision on planning fairground may be more efficient. Fair institutions will have information needed to plan future events and participation.

From a theoretical point of view, this research contributes to the literature on trade shows incorporating an explanation of the specific characteristics of the art fairs, as well as an explanation of the reverse evolu-

tion of the sector center. At the same time the traditional model of performance does not adapt itself to art fairs sector, as the sales is not pursued by the exhibitors, being the strengthening of the image and prestige that reports its participation the relevant goal and where pre-fair decisions affect.

In this way, and analyzing theoretical and business contributions in relation to the conduct of art exhibitors we can prove that fair planning affects the achievement of the objectives. Exhibitors who are pursuing the objectives of strengthening their corporate image and relationship marketing strategies take into account pre-fair decisions. Inversely, exhibitors who are pursuing information search also take into account post-fair decisions. Fair decisions in this sector have a lower incidence because the square footage and decoration was the same for all the exhibitors at the fair. It's the fair organization that decides where exhibitor's stands will be located.

In conclusion, we want underline the limitations and future frameworks. First of all, the researcher has to indicate the limitations imposed by the size and sample characteristics. Second, he/she should fixe the methodology used and the mail questionnaire. Finally the third limitation, the investigation needs a fair planning model where introduce new variables or structures. As future lines of research we consider collecting the complex reality of the exhibitors, by building a model which encompasses a range of basic indicators for an explanation of that reality. It also can be used so that the reading of each one could explain the real meaning of the applications results. It could be significant introducing new variables in the business as satisfaction and loyalty. Finally, it is also interesting to contrast this model in other areas or fairs of the same sector.

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