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The Relationship Between the Exhibitors'Show Performance and the Service Quality of Trade Shows :

As reported by participating exhibitor managers in International Trade Shows held in Korea*

전시회 서비스 품질과 참가 기업의 성과와의 관계: 한국개최 국제전시회 참가기업의 전시 담당자의 인식을 중심으로

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Abstract

The purpose of this study is first to identify the dimensions of a trade show's service quality and the dimensions of the exhibitors' show performance, and thereafter determine the relationship between the trade show's service quality and the exhibitors' show performance. This study attempted empirical research, together with a literature review, to discover the effect of service quality upon on exhibitors' performance. A survey was conducted during an international trade show that was held in Korea where more than 100 businesses participated. The sample was selected from among the people who were in charge (e.g., managers) of their own private businesses. As a result, the study validated nine dimensions of a trade show's service quality: host and public relations, security, reputation and reliability, access, customer service, exhibition program, physical facilities, convenient facilities, and attendance cost. The study also identified five dimensions of the performance of participants: sales performance, information collection, networking, image building, and motivation. Overall, the empirical results of this study verified that there is a correlation between the performance of exhibitors and the service quality of trade shows.

Key Words : Trade Show, Exhibition, Service Quality, Exhibitors' show performance

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Ⅰ. INTRODUCTION

The trade show industry is tremendously full of potential and plays a significant role in the international trade and tourism industry: the trade show industry significantly impacts on a nation's economics and related industries. Many countries throughout the world benefit from trade shows in various fields such as politics, economics, and culture. Moreover, countries that do not participate in trade shows also benefit indirectly from the development of transportation and communication. Countries in the region of Southeast Asia, not to mention North America and other developed countries, are recognizing such facts and intensively promoting trade shows as a nation's strategic industry. Therefore, the competition between different countries in the trade show industry is expected to increase (Trade Show Bureau, 1994). Trade show openings are increasing at a 5% rate every year (Sashi & Perretty, 1992) and, internationally, the industry has developed into a multi-billion dollar business as of 2004 (Hansen, 2004).

On the other hand, the trade show industry plays a major role in marketing. In general, companies have been focusing on marketing in terms of delivering their message through advertisements and public relations endeavors. However, it has been impossible to attain the primary goal of communicating directly to consumers effectively. The ideal is for businesses to communicate with the public, and trade shows enable companies and consumers to interrelate directly. Trade shows can be utilized as a marketing tactic to influence various groups of people, including existing customers, potential customers, buyers, and even shareholders (Gopalakrishna & Lilien, 1995; Jinlin & Xiaoqun, 2004; Kozak, 2005; Renard, 2003; Seol & Kim, 2009; Smith, Gopalakrishma, & Smith, 2004).

American companies invested approximately 14% of their marketing communication budget in attending trade shows, which took up the largest proportion after sales (Sind, 1996). European companies invested approximately 20% of their marketing communication budget in attending trade shows (Sandler, 1994). Moreover, it was estimated that there were approximately 4,800 trade shows held, 112 million exhibitors, and 1.5 million attendees for business purposes during 2000 and 2001 (Schwartz, 2001).

As economic impact of trade shows increases in the exhibition industry, each nation in the world is competing intensely to conduct trade shows. The trade show industry in Korea started as

the COEX (Convention and Exhibition) opened in 1979. After 2001, the number of participants in exhibitions exceeded 10 million, and the exhibition industry is rapidly growing. The number of exhibitions held in 1998 was 93 (7,721,629 participants), increasing to 213 (15,422,569 participants) in 2005, thus displaying rapid growth. In 2006, the number of exhibitions held was 193, which showed a temporary decrease compared to the previous year, but after 1999, the industry is constantly growing, with over 100 exhibitions held every year (Korea Tourism Organization, 2006). Three hundred fifty four (354) industrial exhibitions held domestically in 2007 translated into an economic effect of 1.4 trillion Won and occupied 0.17% of GDP. In addition, the trade show industry is providing a supporting role to industries oriented towards consumers and other suppliers, which have great economic impact, as industry which has 830 million Won in income and 1,860 million Won in production-inducing effect per 1,000 million Won in contract (Association of Korea Exhibition Industry, 2009).

It is imperative to adapt to these new circumstances and ensure that top exhibitors and companies continue to develop the trade show industry. Thus, it is necessary to provide high-quality services and satisfy the needs of participating companies and exhibitors. The provision of high-quality services in relation to trade shows can attract many customers and thus enhance the exhibitors' show performance. Because of this, there has been substantial attention focused on research regarding the trade show industry, mainly analyzing the trade show participating companies' show performance abroad (Bonoma, 1983; Hansen, 1996, 2004; Kerin & Cron, 1987; Poorani, 1996; Shoham, 1992). There are a limited number of studies that concentrate on the service quality, whereas there are only a few similar studies regarding contributing factors to trade show selection (Kijewski, Yoon, & Young, 1993; Kim & Lee, 2009; Shipley, Egan, & Wong, 1993).

It is not enough just to replicate previous studies of different industries in order to examine the dimensions of a trade shows' service quality. In fact, there are very few studies that attempt to determine the correlation between trade shows' service quality and exhibitors' show performance in the trade show industry.

It becomes essential to explore the underlying concepts of the constantly developing and economically effective trade show industry. Therefore, the purpose of this paper is to discover the dimensions of a trade show's service quality and the dimensions of the exhibitor's show

performance and determine if there is a correlation between the service quality and exhibitor show performance. The goal of the study is achieved by identifying factors that influence the level of perceived satisfaction of exhibitors on the trade show's service quality. In addition, the exhibitor's show performance is assessed by identifying the factors of the show performance that are perceived to be important by exhibitors. Lastly, the study will aim to provide useful information and findings in regard to holding a successful trade show and developing the trade show industry by examining the relationship between the factors involved in a trade show's service quality and exhibitors' show performance.

Ⅱ. LITERATURE REVIEW

1. Dimensions of a Trade Show's Service Quality

There has been considerable attention focused and much research done on service quality (Brady, Cronin, & Brand, 2002; Carman, 1990; Parasuraman, Zeithaml, & Berry, 1985, 1988). Shipley et al. (1993) conducted research on the selection criteria of major important exhibitors through British engineering companies, by comparing domestic and international trade shows, and classified 16 variables. The most important variables that were considered in attending a trade show were visitor type, exhibition product type, estimated number of leads, estimated number of visitors, trade show attendance cost, and estimated PR effect. On the other hand, the least important factors were frequency of exhibition, exhibition period, exhibition date, and organizers' reputation.

In the meantime, Kim (2008) measured service quality by dividing it into core service and additional service, and concluded that there were three factors of additional service: physical environment of exhibition hall, convenience, and manpower service. Among these factors, core service, physical environment, and manpower service showed a positive effect on the general satisfaction of participants; core service showed the greatest effect. Table 1 summarizes previous research on the examination of trade shows' perceived service quality of delegates or exhibitors.

<Table 1> A Summary of Literature on Examination of Service Quality of Trade Shows

Researchers	Research subject	Dimension of measurement of trade shows' service quality
Kijewski et al.(1993)	The examination of factors that influence selection of trade shows by the membership of Trade Show Bureau	·Attendance/lead performance ·Marketing synergy effect ·Exhibition environment ·Attendance costs ·Staff capability
K w e o n (2003)	The assessment of factors that influence trade shows' service quality perceived by exhibitors	·Host and public relations ·Internal facilities of the exhibition hall ·Security and cleanliness ·Parking and convenient facilities ·Guidance and attendance cost ·Surroundings and transportation convenience
Jung (2006)	The assessment of factors that influence trade shows' service quality perceived by delegates	·Booth management ·Registration ·Contents, exhibition and booth attractiveness ·Booth layout and function ·Access
Choi, Kim, Seo, & Kwon (2008)	The assessment of factors that influence trade show organizations' service quality perceived by small and medium enterprises participating in trade shows	·Management ·Facility and installment of exhibition hall ·Informativeness of exhibition
Park & Moon (2009)	Development of factors of exhibitions'service quality in conventions in sports industry	·Physical condition ·Attractiveness of opening venue ·Profitability of information ·Mutual interaction of manpower ·Program
Kim & Lee (2009)	The examination of factors of trade shows' service quality in studies of the influence of trade shows' service quality on participants' willingness to pay	·Exhibition environment ·Exhibition entrance ·Exhibition advertisement ·Exhibition visiting ·Employee professionalism

On the whole, the five key dimensions, reliability, responsiveness, tangibles, assurance, and empathy, from Parasuraman et al. (1988) were all included in the service quality determinants of the studies of Parasuraman et al. (1985, 1988), Carman (1990), Grönroos (1990), Johnston, Parasuraman, Futrell, and Black (1990), and Brady et al. (2002) as well. However, the cost factor inferred from Carman (1990) was not considered in the previous studies and therefore also had been included as a service quality dimension. Furthermore, other dimensions were drawn from the

argument that service quality should be evaluated under the consideration of different characteristics in diverse industries (Brady et al., 2002; Carman, 1990; Dabholkar, 1996; Pitt, Watson, & Kavan, 1995).

The service quality dimensions can be taken from the studies of Shipley et al. (1993), Kijewski et al. (1993), and Kweon (2003). Overall, the dimensions for service quality can be implied for the most part from Kweon (2003) as host and public relations, internal facilities of the exhibition hall, security and cleanliness, parking and convenient facilities, guidance and attendance cost, and surroundings and transportation convenience. In addition, cost, reputation, and access, addressed by Shipley et al. (1993), and customer service and exhibition program mentioned by Kijewski et al. (1993), should be considered. Namely, service quality dimensions can be summarized into 10 factors－host and public relations, security, guidance, attendance cost, reputation, access, internal facilities, customer service, exhibition program, and convenient facilities－according to previous studies.

This study classified internal facilities as a type of physical facilities, integrated reputation, and reliability together. In summary, the findings from the literature review suggest that host and public relations, security, reputation and reliability, access, customer service, trade exhibition program, physical facilities, convenient facilities, and attendance cost should be considered as the nine service quality dimensions.

2. The Dimensions of the Exhibitors' Show Performance

The purpose of participating in an exhibition varies according to the types and characteristics (enterprise/individual) of exhibition. In the case of international exhibitions, figuring out new products and trends, searching for new suppliers and purchases, and so on were the main purposes. For domestic exhibitions, relational exchange and maintenance, figuring out trends, and so on were the main purposes. In cases where a participant was a business, the main purposes were observing new products, figuring out trends, collecting information, employee education, and so on, while general participants expected entertainment such as relational exchange, various events, and so on (Tanner, Chonko & Ponzurick, 2001; Kim, 2010).

In general, previous studies viewed trade show performance from a selling and nonselling

perspective (Bonoma, 1983; Choi, et al., 2008; Hansen, 1996, 2004; Kerin & Cron, 1987; Shoham, 1992;). Table 2 summarizes literature on the exhibitors' show performance by classifying the dimensions into sale performance and non-sales performance.

<Table 2> A Summary of Literature on the Exhibitors' Show Performance in Classifying Dimensions into Sales Performance and Non-sales Performance

Researchers	Research subject	Dimensions of exhibitors' show performance	
		Sales performance	Non-sales performance
Bonoma (1983)	The company's reasons to participate in trade shows	·Finding potential customers and developing new markets ·Making contact between current and potential customers and a decision-maker in a company ·Promoting products, services, and manpower ·Substantial sales ·Solving current customers' complaints via direct contact	·Maintaining the company's image ·Collecting information of competitors ·Boosting the morale ·Testing new products
Kerin & Cron (1987)	The company's purposes to participate in trade shows	·Testing new products ·Introducing new products ·Sales in a trade show	·Finding potential customers ·Providing services to the current customers ·Improving the company's image ·Collecting information from competitors
Shoham (1992)	The exhibitors' performance	·Sale to current customers ·Sales to potential customers ·Sales to both current and potential customers	·Collecting information ·Maintaining and boosting morale ·Managing a company's image ·Creating ideas for new products ·Maintaining a relationship with vendors ·Strategic partnerships
Hansen (1996)	The exhibitors' performance	·Assessment and introduction of new products ·On-site sales ·Testing the concept ·Finding new markets ·Finding potential customers	·Collecting information ·Creating image ·Building a relationship
Choi, et al. (2008)	The performance of small and medium enterprise exhibitors in trade shows	·New product demonstration ·Effect on customer purchase decision ·Factor of on the spot sales	·Figuring out new potential customer ·Product advertisement ·Business reputation/image improvement ·Collecting customer information ·Competitor business information ·Enhancing relationships with previous customers

Meanwhile, literature on the integrated exhibitors' show performance without classification into sales and non-sales performance is summarized in Table 3.

<Table 3> Literature on Assessment of Exhibitors' Show Performance

Researchers	Research subjects	Dimensions of exhibitors' show performance
Shipley et al. (1993)	The examination of variables of the purposes of participation in international and domestic trade shows in case of British engineering companies	·Contacting new customers ·Improving company's image ·Building customer relationships ·Promoting sales of current products ·Introducing new products ·Collecting information from competitors ·Taking an advantageous position over non-exhibitors ·Maintaining competitiveness ·Boosting morale of staff ·Improving relationship with distributors ·Market research ·Taking on-site orders and sales ·Connecting with emerging distributors
Michael & Jonathan (1999)	The examination of variables of the purposes of British landscape architecture company's trade show participation	·Improving customer relationships ·Generating sales ·Introducing new products ·Enhancing media relations ·Finding new employees/ distributors/ vendors ·Doing market research
Smith, Hama, & Smith (2003)	The examination of factors of Japanese exhibitors' performance who participate in NAHB IBS (National Association of Home Builders International Builders' Show)	·Managing suppliers ·Understanding the products and industry trends ·Analyzing sales trends ·Educating employees
Fu, Yang, & Qi (2007)	The measurement of exhibitors' show performance variables in case of Chinese small and medium enterprises who participate in Chinese international exhibition	·Obtaining new customers ·Obtaining orders ·Figuring out customer preferences for quality improvement ·Conversations with previous customers ·Collecting rival business information ·Figuring out industrial trends and latest technology ·Figuring out distribution channels ·Business image improvement
Ling-yee (2007)	The examination of exhibitors'show performance and variables in the study of marketing resources and	·Promoting existing products ·Contacting new customers ·Promoting new products

Researchers	Research subjects	Dimensions of exhibitors' show performance
	performance of exhibitor firms in trade shows	·Increasing sales orders ·Getting an edge over non-exhibitors ·Maintaining contact with existing customers ·Meeting new distributors ·Maintaining contact with existing distributors
Kim (2008)	The examination of the motivation to participate in exhibitions in the study of the impacts of participation motivation and service quality on satisfaction of the trade exhibition participants	·Pursuing information ·Pursuing entertainment ·Pursuing friendliness.
Kim (2010)	The examination of the purposes to participate in exhibitions in a study on the effect relation of visiting purpose, attendee's value, and satisfaction: A case of COEX attendees	·Searching for purchase ·Obtaining knowledge and information ·Solving problems ·Establishing relationships
Jang, Im, & Park (2010)	The assessment of the importance of exhibitors and the evaluation criteria of show performance	·To meet new customers ·To show new products because sales orders can be made ·Because interest of previous customers can be obtained ·Sales increase of previous products ·Business image advertisement and image change ·Market research and status check ·Contacting new sales agency ·Constant competitor maintenance with other companies ·Obtaining information regarding competitors ·Inducing interest regarding previous sales agency ·Because standing in a superior position is possible ·Because employees can be motivated
Kim & Park (2010)	A measurement of variables of the exhibitors' performance	·New customer/product ·Sales promotion/status check ·Information/interest ·Competitive advantage/enhancing motivation

In summary, the non-sales point of view can be classified into information collection activity, image building activity, and networking (Hansen, 2004). Maintaining employee morale, brought up

by Bonoma (1983) and Shoham (1992), can be reclassified as a motivation activity. New product testing, from Bonoma (1983), was classified as a sales activity in the studies of Kerin and Cron (1987) and Hansen (2004). Taken as a whole, the findings from the literature review suggest the dimensions of a trade show performance as sales, information collection, image building, networking, and motivation.

3. The Relationship Between Service Quality and Show Performance

From a business point of view, performance measurement has many implications. Numerous studies have attempted to learn the determinants that have an effect on performance measurement of businesses and criteria for relationships. According to Carol and Solomon (1987), service personalization is multidimensional and does not necessarily result in higher customer satisfaction. Firms that provide exceptional service are more likely to enhance their market share, better their reputation and thus experience high premium cost, and therefore increase profit by generating higher revenue (Phillips, Chang, & Buzzel, 1983). Other studies verified that an increase in customer loyalty brought about by customer satisfaction can bring a significant increase in profitability (Anderson, Fornell, & Lehmann, 1994).

In addition, an increase in customer satisfaction through the improvement of service quality can boost a company's reputation. Popularity can provide a superior image for a company, and customers are more likely to take a risk in purchasing a new product from a company with a high-standard image. Additionally, popularity can form and maintain a relationship with suppliers, distributors, and potential associates. It also has a halo effect and can protect a company from temporary environmental impacts. All in all, quality customer service is a crucial asset for businesses.

As mentioned in the introduction, there were a limited number of previous studies that attempted to discover the relationship between trade show service quality and exhibitors'show performance. However, numerous studies emphasized the fact that a company's service quality has an impact on its business performance. In other words, the service quality of a company can be a competitive advantage in improving and sustaining customer satisfaction, which will bring growth in the long run.

It can be concluded that buyers or attendees present at trade shows because they might be interested in the products or information, but exhibitors or participating businesses are influenced by the service provided by the trade show sponsor or promoter. Likewise, the perception of service quality of the trade show attendees can be influenced not only by the exhibitors, but also by the service quality provided by the trade show itself. Hence, the findings of the literature review suggest a positive relationship between a trade show's service quality and the exhibitor's performance in sales, networking, and image building.

Ⅲ. EXPERIMENTAL DESIGN

1. Research Objectives

The reason why trade shows' service quality is important to improve the trade show industry in Korea is that the age of limitless competition has arrived in the world trade show industry. One of the most significant factors for establishing competitiveness under the structure of limitless competition in the trade show industry is service quality; accordingly, taking a superior position through quality competition is most effective because a means of improving competitiveness of trade shows whose nature is intangible is service quality. In addition, the importance of exhibitors' show performance is understood in that it is important to the show organizations to have superior companies as exhibitors in order to have successful trade shows. In order to increase the participation of major exhibitors, the show performance should be outstanding. Accordingly, this study aims at providing helpful information to improve Korea's trade show industry by enhancing exhibitors' show performance and the show organization's service quality. The following research objectives are developed and analyzed to achieve the goal of this research.

Objective 1: to identify variables and factors of service quality perceived by exhibitors.

Objective 2: to identify variables and factors of show performance perceived by exhibitors.

Objective 3: to examine a level of satisfaction for variables and factors of service quality perceived by exhibitors.

Objective 4: to examine a rank of variables and factors of show performance perceived by exhibitors.

Objective 5: to assess the relationship between factors of service quality and exhibitors' show performance perceived by exhibitors.

2. Data Collection

This study selected its sample from among the people who were in charge of the exhibiting companies during trade shows held in Seoul at COEX and in Busan at BEXCO. The sample population consisted of international trade shows where more than 100 companies attended as exhibitors. Such trade shows were the International Factory Automation System, Nano Korea, Franchise Expo, and Comtex Korea held at Seoul, along with COEX and ITU Busan held at Busan, BEXCO.

The sampling procedure used convenience sampling. However, the study used the following methods to supplement the disadvantages of convenience sampling: (1) the study verified the list of the trade show exhibitors, (2) the researcher attended the trade show personally, (3) the study selected every fifth company by booth arrangement order, and (4) the questionnaires were distributed to the people in charge of their companies. Prior to data collection, the researcher explained the purpose of the study and obtained permission. A self-administered survey method was used to collect data.

The period of data collection was about 10 weeks, from 15 July 2004 to 30 September 2004. A total of 307 surveys was collected from Exhibition of International Automation Precision Instrument (50), Nano Korea(43), Franchise exhibition (40), Comtex Korea (25), and ITU Busan (149). Among these, except for the 44 surveys which showed in sincere answers or low credit, practical analysis was employed, using the valid samples of the remaining 263 surveys.

3. Adjustment and Measurement of Variables

1) Trade Show Service Quality

The concept of service quality is abstract and difficult to define. The definition of service

quality varies according to the viewpoints or approach. The literature describes service quality in different ways, such as the overall impression of consumers of the relative inferiority or superiority of the organization and the service (Bitner & Hubbert, 1994), consumers'evaluation about the overall superiority or excellence of the service (Zeithaml, 1988), the customers' perception through comparison of the expectations and perceptions of the service (Grönroos, 1984), and the customers'attitudes about the superiority or excellence of the service, which is different from its objective quality (Parasuraman et al., 1985).

This study attempted to determine the relationship between the service quality of a trade show and the exhibitors'show performance. In accordance with its purpose and approach, this study has defined trade show service quality as the exhibitors'degree of satisfaction with the service quality the trade show provides. The study examined the service quality attributes in other industries as well as the trade show industry to identify variables that could represent trade show service quality. Subsequently, trade show service quality could be determined by measuring the exhibitors'degree of satisfaction with the nine variables, which are: host and public relations, security, reputation and reliability, access, customer service, trade show contents, equipment, convenient facilities, and attendance cost. A Likert scale ranging from 1 (Extremely Dissatisfied) to 7 (Extremely Satisfied) was used.

2) Exhibitors' Show Performance

Performance has been a popular topic but has not been clearly defined. Kotler (1984) described measuring performance as a necessary activity to improve performance. Kaplan and Norton (1992) studied the dimensions of performance indexes. They reported that performance indexes should include the customers' viewpoint, the financial viewpoint, the viewpoint of internal operation, and the viewpoint of innovation and research.

Based on Kotler's (1984) study, this study sought to measure the exhibitors' show performance on the customers'side from the trade show viewpoint; in other words, the exhibitors'viewpoint. However, the financial viewpoint has been excluded when measuring exhibitors'show performance in this study. The previous research excluded the financial viewpoint and divided the exhibitors' show performance into sales performance and non-sales performance. According to Hansen (1996), non-sales performance could be classified as collecting information, creating image, and

networking. Bonoma (1983) and Shoham (1992) suggested that non-sales performance was maintaining employee morale and encouragement that could be redefined as motivation. Supported by Kerin & Cron (1987) and Hansen (1996) who classified a new product test (Bonoma, 1983) as sales performance in their research, this study included a new product test in sales performance. Accordingly, this study adopted five factors to measure the exhibitors'show performance: sales performance, information collection, image building, networking, and motivation. In a nutshell, the exhibitors'show performance was identified thorough their achievement on these five factors. The variables were developed based on the literature of Bonoma (1983), Kerin and Cron (1987), Shoham (1992), and Hansen (2004). A Likert scale ranging from 1 (Extremely Dissatisfied) to 7 (Extremely Satisfied) was used.

Ⅳ. RESULTS

1. The Profiles of the Exhibitors' Demographics and Behavior

A total of 263 questionnaires was coded. Table 4 describes the demographic profiles. Viewing the demographic details regarding 263 surveys coded as data, regarding gender, there were 159 males (60.5%) and 104 females (39.5%), which showed males as somewhat more represented than females. Regarding nationality, there were 233 (88.6%) domestic people and 30 (11.4%) foreigners, which reflected more domestic responders. Regarding age, 30s occupied the most with 138 (52.5%), and 20s, 50s or higher, 40s in order. Regarding the number of time participating in an exhibition, 4 times or less showed the greatest with 116 (44.1%), 5-9 times with 62 (23.6%), 20-29 times with 41 (15.6%), 10-19 times with 29 (11.0%), and 30 or more with 15 (5.7%).

<Table 4> Gender, Age and Attending Frequency

Variables	N	%
Gender		
Male	159	60.5%
Female	104	39.5%
Total	263	100.0%

Variables	N	%
Nationality		
Korean	233	88.6
Foreigner	30	11.4
Total	263	100.0%
Age		
20-29	72	27.4%
30-39	138	52.5%
40-49	26	9.9%
Over 50	27	10.3%
Total	263	100.0%
Attendance Frequency		
1-4 times	116	44.1%
5-9 times	62	23.6%
10-19 times	29	11.0%
20-29 times	41	15.6%
over 30 times	15	5.7%
Total	263	100.0%

2. Factor Analysis

1) Test for Objective 1: Factor Analysis Results for Trade Show Service Quality

Factor analysis was used to identify variables representing trade show service quality. The KMO (Kaiser-Meyer-Olkin measure of sampling adequacy) value supports the reliability as .922. Bartlett's test of sphericity represents the overall significance of all correlations within a correlation matrix. The probability associated with the Bartlett test was less than .0005. The statistical results provide good support for using factor analysis and show that there is a subset of components in each factor.

Factor analysis conducted with 44 attributes produced nine factors with Eigen values greater than one. The results show that nine factors explained 72.48% of the total variance. Cronbach's alpha coefficient was used to measure the reliability. The Cronbach's alpha values of all factors were above .8420. The higher values, from 0 to 1, indicate stronger internal consistency.

Consequently, the trade show service quality is composed of (1) host and public relations, (2)

security, (3) reputation and reliability, (4) access, (5) customer service, (6) exhibition program, (7) physical facilities, (8) convenient facilities, and (9) attendance cost. Table 5 presents the factor analysis results and the reliability of the trade show service quality variables.

<Table 5> Factor Analysis Results and Reliability of the Variables for Trade Show Service Quality

Factor	Variables	Factor Loadings	Eigen value	Variance
Customer Service (Cronbach's α = .9196)	Reliable and consistent service	0.760	17.363	9.732
	Kindness of the hosting staff	0.748		
	Reasonable number of employees for the trade show operation	0.720		
	Staff knowledge about the show	0.717		
	Prompt Service	0.653		
Physical Facilities (Cronbach's α = .8637)	Size of the exhibition hall	0.737	3.376	9.21
	Temperature of the exhibition hall	0.729		
	Exterior of the exhibition hall	0.684		
	Interior decoration	0.682		
	Sound system of the exhibition hall	0.597		
	Cleanliness of the exhibition hall	0.590		
	Communication system of the exhibition hall	0.501		
Guidance & Convenient Facilities (Cronbach's α = .8637)	Restroom	0.732	2.284	8.617
	Resting area and convenient facilities	0.689		
	Service for the handicapped and the senior	0.678		
	The booth map	0.625		
	Guidance facilities and signage	0.595		
	Availability of pamphlets and brochures	0.588		
Exhibition programs (Cronbach's α = .8941)	Entertainment of the trade show	0.763	2.024	8.539
	Opening, closing and other special events	0.732		
	Accuracy of the show schedule notice	0.677		
	Educational functions of the trade show	0.654		
	The consistency of the schedule and actual running of the show	0.616		
Reliability (Cronbach's α = .8815)	Reliability of the exhibition	0.801	1.626	8.333
	Popularity of the exhibitors	0.773		
	Reputation of the host	0.743		
	Reputation of the exhibition	0.645		
	Reliability and trust toward the host	0.587		
Security (Cronbach's α = .9091)	Safety system for the fire alarm	0.736	1.556	7.729
	Security for theft of the exhibition items	0.708		
	Safety of the facilities such as booths or other equipment	0.692		
	Controlling the order at the show room	0.657		

Factor	Variables	Factor Loadings	Eigen value	Variance
Host and Public Relations (Cronbach's α = .8777)	Trade show PR by the host	0.802	1.406	7.096
	Activities to host exhibitors	0.763		
	Activities to invite visitors	0.737		
	Managing website	0.482		
Attendance Cost (Cronbach's α = .9061)	Booth rental cost	0.834	1.24	7.052
	Booth setting cost	0.782		
	The reasonable price for participation	0.737		
Access (Cronbach's α = .8420)	Availability of accommodations and restaurants	0.803	1.018	6.177
	Location & Easy to find/access	0.733		
	Convenient public transportation	0.532		
	Convenient parking	0.475		
	Easy access to the inside and outside	0.455		

Note. KMO = .922.p<.0005. Varimax rotation with Kaiser Normalization was used.

2) Test for Objective 2: Factor Analysis Results for the Exhibitors'Show Performance

Factor analysis was used to identify variables to measure the exhibitors' Show Performance. The KMO value supports the reliability as .937. The Bartlett test value was 8308.9, and the probability associated with the Bartlett test was less than .0005. The statistical results provide good support for using factor analysis. Factor analysis was conducted with 38 attributes and produced five factors with Eigen values greater than one. The five factors explained 66.04% of the total variance. The Cronbach's alpha values of all factors were above .8786.

Consequently, the exhibitors'show performance is composed of (1) sales performance, (2) information collection, (3) image building, (4) networking, and (5) motivation. Table 6 presents the factor analysis results and the reliability of the exhibitors'show performance variables.

<Table 6> Factor Analysis Results and the Reliability of the Exhibitors' Show Performance Variables

Factor	Variables	Factor Loadings	Eigen value	Variance
Image Building (Cronbach's α = .9301)	Chance to expose the firm to customers	0.771	17.563	46.219
	Chance to inform customers of the products	0.744		
	Enhancement of the firm's image and products in the market	0.722		
	Chance to test the firm's image	0.703		
	Distribution of the materials concerning business and products	0.699		

Factor	Variables	Factor Loadings	Eigen value	Variance
	Projecting a good image of the firm	0.675		
	Taking a dominant position over competitors who didn't participate	0.629		
	Benchmark the position in the market	0.595		
	Benchmark the position of competitors in the market	0.572		
	Chance of publicity through media	0.526		
Information Collection (Cronbach's α = .9242)	Evaluation of the exhibited products	0.743	2.245	5.908
	Collecting information on competitors' products, their price and strategies	0.74		
	Establish new distribution channels	0.737		
	Understanding customers' dissatisfaction	0.687		
	Clarification of customers' desires or preferences	0.656		
	Collecting information about the market	0.655		
	Getting ideas for a new product	0.639		
	Collecting information about related products	0.613		
Sales Performance (Cronbach's α = .9044)	Obtaining loyal customers through special offers	0.798	1.89	4.974
	Supporting sales of related products by attending the exhibition	0.697		
	Making new contracts during the exhibition	0.693		
	Creating a chance to enter a new market	0.675		
	Increase of sales through the exhibition	0.673		
	Chance to test new products	0.594		
	Identify a new market	0.534		
Networking (Cronbach's α = .9028)	Networking with existing customers	0.727	1.773	4.666
	Networking and improving relationships with suppliers	0.714		
	Meeting with decision-makers directly	0.708		
	Searching for cooperation with competitors	0.645		
	Networking with potential customers	0.644		
	Affecting the decision process for the customers	0.607		
	Face-to-face communication with potential new customers	0.455		
Motivation (Cronbach's α = .8786)	Motivating employees (out of routines)	0.807	1.626	4.278
	Motivating employees through meetings with customers on site	0.757		
	Chance to enhance sales power of the employees	0.72		
	Helpful to recruit new employees	0.592		
	Motivating customers' purchasing desire	0.54		
	Helpful to educate employees	0.538		

Note. KMO = .937. p<.0005. Varimax rotation with Kaiser Normalization was used.

3. Descriptive Analysis

1) Test for Objective 3 : Descriptive Analysis Results for Trade Show Service Quality

(1) Descriptive Analysis for Factors of Trade Show Service Quality

As a result of descriptive analysis, using the factors of trade show service quality from factor loading, the level of satisfaction relating to Customer Service was the highest, followed by Physical Facilities, Guidance & Convenient Facilities, Exhibition programs, Reliability, Security, Host and Public, Attendance Cost, and Access, in order of highest satisfaction to lowest. Table 7 exhibits the rank of satisfaction on factors of trade show service quality.

<Table 7> Descriptive Analysis Result for Factors of Trade Show Service Quality

Ranking	Factor	Mean	S.D.
1	Customer Service	4.310	1.047
2	Physical Facilities	4.483	0.864
3	Guidance & Convenient Facilities	3.950	1.047
4	Exhibition programs	4.205	0.974
5	Reliability	4.588	0.995
6	Security	4.535	1.047
7	Host and Public	4.062	1.015
8	Attendance Cost	3.771	1.187
9	Access	4.578	1.031

(2) Descriptive Analysis Result for Variables of Trade Show Service Quality

As a result of descriptive analysis using the variables of trade show service quality, the level of satisfaction was discovered as follows in order of the highest satisfaction: Exterior of the exhibition hall, Convenient public transportation, Location & Easy to find/access, Reputation of the exhibition, Interior decoration, Safety of the facilities such as booths or other equipment, Reputation of the host, Reliability of the exhibition, and Convenient parking. On the other hand, the least satisfied variable was as follows in order of the least satisfaction: Service for the

handicapped and the senior, Resting area and convenient facilities, Booth setting cost, Booth rental cost, The reasonable price for participation, Activities to invite visitors, Activities to host exhibitors, and Managing website. Table 8 illustrates the result of ranking of satisfaction on trade show service quality variables.

<Table 8> Descriptive Analysis Result for Variables of Trade Show Service Quality

Ranking	Factor	Mean	S.D.
1	Exterior of the exhibition hall	4.832	1.042
2	Convenient public transportation	4.783	1.291
3	Location & Easy to find/access	4.752	1.314
4	Reputation of the exhibition	4.733	1.256
5	Interior decoration	4.692	1.101
6	Safety of the facilities such as booths or other equipment	4.623	1.121
7	Reputation of the host	4.619	1.204
8	Reliability of the exhibition	4.600	1.183
9	Convenient parking	4.585	1.313
10	Safety system for the fire alarm	4.577	1.132
11	Kindness of the hosting staff	4.539	1.164
12	Security for theft of the exhibition items	4.532	1.262
13	Size of the exhibition hall	4.517	1.101
14	Sound system of the exhibition hall	4.501	1.178
15	Reliability and trust toward the host	4.498	1.197
16	Popularity of the exhibitors	4.486	1.197
17	Easy access to the inside and outside	4.486	1.222
18	Controlling the order at the show room	4.406	1.200
19	Cleanliness of the exhibition hall	4.372	1.268
20	Reliable and consistent service	4.361	1.189
21	Temperature of the exhibition hall	4.353	1.266
22	Accuracy of the show schedule notice	4.300	1.180
23	Restrooms	4.296	1.196
24	Reasonable number of employees for the trade show operation	4.285	1.197

Ranking	Factor	Mean	S.D.
25	Availability of accommodations and restaurants	4.281	1.434
26	The consistency of the schedule and actual running of the show	4.258	1.074
27	Prompt Service	4.228	1.260
28	Entertainment of the trade show	4.197	1.229
29	Availability of pamphlets and brochures	4.163	1.226
30	Trade show PR by the host	4.148	1.174
31	Opening, closing and other special events	4.148	1.193
32	Staff knowledge about the show	4.133	1.204
33	Educational functions of the trade show	4.117	1.128
34	The booth map	4.117	1.231
35	Communication system of the exhibition hall	4.114	1.173
36	Guidance facilities and signage	4.102	1.248
37	Managing website	4.083	1.198
38	Activities to host exhibitors	4.045	1.164
39	Activities to invite visitors	3.969	1.207
40	The reasonable price for participation	3.931	1.249
41	Booth rental cost	3.733	1.318
42	Booth setting cost	3.646	1.313
43	Resting area and convenient facilities	3.612	1.325
44	Service for the handicapped and the senior	3.406	1.369

2) Test for Objective 4: Descriptive Analysis Results for Exhibitors' Show Performance

(1) Descriptive Analysis for Factors of Exhibitors' Show Performance

As a result of descriptive analysis using the factors of exhibitors' show performance from factor loading, the level of satisfaction on Image Building was highest, followed by Information Collection, Sales Performance, Networking, and Motivation. Table 9 exhibits the ranking of satisfaction related to factors of exhibitors' show performance.

<Table 9> Descriptive Analysis Result for Factors of Exhibitors' Show Performance

Ranking	Factor	Mean	S.D.
1	Image Building	4.319	.908
2	Information Collection	4.179	.965
3	Sales Performance	3.985	.954
4	Networking	4.119	.922
5	Motivation	4.054	.950

(2) Descriptive Analysis for Variables of Exhibitors' Show Performance

As a result of descriptive analysis using the variables of exhibitors' show performance by mean comparison, Meeting with decision-makers directly was perceived as the most valued performance followed by Motivating employees through meetings with customers on site, Motivating employees (out of routines), Creating a chance to enter a new market, Chance to test new products, and Identify a new market. In the meantime, Helpful to educate employees, Helpful to recruit new employees, Affecting the decision process and for the customers, Obtaining loyal customers through special offers, Supporting sales of related products by attending the exhibition, Understanding customers' dissatisfaction, and Increase of sales through the exhibition were perceived as the least valued variables in order from least-valued performance. Table 10 exhibits the result of ranking of variables for exhibitors' show performance.

<Table 10> Descriptive Analysis Result for Variables of Exhibitors' Show Performance

Ranking	Variable	Mean	S.D.
1	Taking a dominant position over competitors who didn't participate	4.019	1.267
2	Meeting with decision-makers directly	4.117	1.215
3	Motivating employees through meetings with customers on site	4.129	1.131
4	Motivating employees (out of routines)	4.190	1.220
5	Creating a chance to enter a new market	4.049	1.226
6	Chance to test new products	4.186	1.319
7	Identify a new market	4.300	1.262

Ranking	Variable	Mean	S.D.
8	Getting ideas for a new product	4.239	1.194
9	Evaluation of the exhibited products	4.239	1.145
10	Collecting information about the market	4.292	1.085
11	Establish new distribution channels	4.163	1.115
12	Collecting information on competitors' products, their price and strategies	4.106	1.273
13	Benchmark the position of competitors in the market	4.167	1.071
14	Clarification of customers' desires or preferences	4.209	1.253
15	Collecting information about related products	4.323	1.206
16	Networking with existing customers	4.171	1.184
17	Networking with potential customers	4.072	1.141
18	Chance to enhance sales power of the employees	4.323	1.181
19	Chance to inform customers of the products	4.486	1.222
20	Networking and improving relationships with suppliers	4.045	1.104
21	Searching for cooperation with competitors	4.007	1.159
22	Benchmark the position in the market	4.239	1.087
23	Enhancement of the firm's image and products in the market	4.308	1.149
24	Chance of publicity through media	4.068	1.166
25	Chance to expose the firm to customers	4.463	1.193
26	Projecting a good image of the firm	4.498	1.135
27	Face-to-face communication with potential new customers	4.448	1.199
28	Motivating customers' purchasing desire	4.216	1.166
29	Distribution of the materials concerning business and products	4.482	1.111
30	Chance to test the firm's image	4.460	1.171
31	Making new contracts during the exhibition	3.794	1.243
32	Increase of sales through the exhibition	3.802	1.111
33	Understanding customers' dissatisfaction	3.859	1.265
34	Supporting sales of related products by attending the exhibition	3.908	1.125
35	Obtaining loyal customers through special offers	3.851	1.072
36	Affecting the decision process for the customers	3.969	1.108
37	Helpful to recruit new employees	3.501	1.268
38	Helpful to educate employees	3.962	1.247

4. Canonical Correlation Analysis

1) Test for Objective 5: Canonical Correlation Analysis Results for Trade Show Service Quality and Exhibitors'Show Performance

Canonical correlation analysis was used to identify the relationship between trade show service quality and exhibitors'show performance. The canonical correlation analysis could explain the relationship between two sets of multiple variables, and this study used nine factors for the trade show service quality and five factors for exhibitors'show performance.

The results produced two significant canonical functions. Table 11 presents the results of the canonical correlation analysis between trade show service quality and exhibitors'show performance. Values in parentheses are standardized canonical correlation coefficients with canonical cross-loadings greater than .30.

〈Table 11〉 Canonical Correlation Analysis Results

Factors	Standardized Canonical correlation coefficients		Canonical cross loading	
	1	2	1	2
Trade Show Service Quality				
Customer Service	(-.278)	-.236	-0.606	-.078
Physical Facilities	(-.056)	.133	-0.479	-.012
Guidance & Convenient Facilities	(-.100)	-.443	-0.564	-.099
Exhibition Program	(-.363)	-.496	-0.629	-.073
Reliability	(-.195)	.951	-0.543	.167
Security	(-.184)	-.423	-0.449	-.009
Host and Public Relations	(-.264)	.361	-0.533	.084
Attendance Cost	(-.153)	-.223	-0.483	-.006
Access	(-.040)	.561	-0.481	.091
Redundancy Coefficient	0.284	0.007		
Exhibitors'Show Performance				
Image Building	(-.378)	1.516	-0.899	.432
Information Collection	(-.112)	-0.499	-0.818	-0.245
Sales Performance	(-.314)	-0.494	-0.855	-0.262
Networking	(-.271)	-0.463	-0.854	-0.183
Motivation	(-.090)	-0.176	-0.773	-0.049
Redundancy Coefficient	0.397	0.008		

Factors	Standardized Canonical correlation coefficients		Canonical cross loading	
	1	2	1	2
	Canonical Function 1	Canonical Function 2		
Canonical Correlation Coefficients	0.75	0.346		
Wilks' Lambda	0.341	0.779		
Chi-SQ	273.849	63.51		
Degree of Freedom	45	32		
P Value	0	0.001		

Note. A canonical correlation analysis routine in the SPSS for Windows Version 6.0 was used for the analysis. Values in parentheses are the standardized canonical correlation coefficients with canonical cross-loadings greater than .30.

The results support research objective 5, which means that all the trade show service quality factors and all exhibitors'show performance factors have a statistically significant relationship. Among the factors representing trade show service quality, exhibition program was the most important factor rated for the exhibitors'show performance, followed by customer service, host and public promotions, reliability, security, attendance cost, guidance and convenient facilities, physical facilities, and access. On the other hand, among the factors comprising exhibitors'show performance, image building was the factor most related to trade show service quality, followed by sales performance, networking, information collection, and motivation.

V. CONCLUSION AND RECOMMENDATIONS

1. Discussion of Results

With their economic and cultural impact, the numbers of trade shows and exhibitors are increasing all over the world. As a result, trade shows need to attract more exhibitors and attendees to survive and advance in a competitive environment. Providing high-quality service and increasing the satisfaction of exhibitors and attendees can be one of the solutions. Also, trade

shows have to support the exhibitors'show performance by improving their service quality to keep them as customers.

This study attempted to identify the factors of trade show service quality and exhibitors'show performance and find the relationships between each set of variables. By modifying existing trade show service quality factors and variables in this study, factors of trade show service quality has been newly drawn. Furthermore, the relationship between factors of trade show service quality and exhibitors' show performance has been proven by canonical correlation analysis.

This study generated nine factors that figure into trade show quality: host and public relations, security, reputation and reliability, access, customer service, exhibition program, physical facilities, convenient facilities, and attendance cost. This study had a different approach from the previous research about trade show service quality, which was to sample the exhibitors, not the visitors (Jung, 2006; Kijewski et al., 1993; Kweon, 2003). The results are inconsistent with Kijewski et al.'s (1999) study, because Kijewski et al. (1993) examined the determinants of attending a trade show, but did not focus on service quality factors.

As a result of descriptive analysis of trade show service quality factors, drawn from factor loading, the satisfaction level related to each factor was discovered as follows in order from highest to lowest satisfaction level: Customer Service, Physical Facilities, Guidance & Convenient Facilities, Exhibition programs, Reliability, Security, Host and Public, Attendance Cost, and Access.

As a result of an analysis of trade show service quality variables by comparing means, the level of satisfaction related to each variable was shown as the highest in Exterior of the exhibition hall followed by Convenient public transportation, Location & Easy to find/access, Reputation of the exhibition, Interior decoration, Safety of the facilities such as booths or other equipment, Reputation of the host, Reliability of the exhibition, and Convenient parking, in order from highest to lowest level of satisfaction. On the other hand, the variables reflecting the lowest level of satisfaction were shown as follows, in order from greatest to least level of satisfaction: Service for the handicapped and the senior, Resting area and convenient facilities, Booth setting cost, Booth rental cost, The reasonable price for participation, Activities to invite visitors, Activities to host exhibitors, and Managing website.

Although exhibitors tended to be satisfied with the physical factors, such as interior/exterior of

venues, convenience, and reputation of the venues, which might be mainly influenced by the fact that this study conducted surveys in COEX and BEXCO, located in major cities in Korea, they were not satisfied with accessibility, human service, and participation cost. Therefore, it is concluded that development of the hardware aspect in Korea - i.e., level of infrastructure and facility development - has been established at a stable level; on the other hand, it is necessary to pay attention to the software aspect in the trade show industry in terms of a lack of sophisticated human services (e.g., demand for human services, careful concern for customers, and special treatment or services for the disabled).

The exhibitors'performance factors were sales performance, information collection, networking, image building, and motivation. Hasen's (2004) study supports the consistent results, producing similar factors. As a result of an analysis of factors of exhibitors' show performance obtained from factor loading and ranking of perceived factors which lead to successful performance, Image Building, Information Collection, Sales Performance, Networking, and Motivation were discovered as the most highly valued factors relating to show performance in order of highest to lowest value. By comparing the means of variables in exhibitors' show performance, variables highly valued by exhibitors as elements of good show performance were found to be: Meeting with decision-makers directly, Motivating employees through meetings with customers on site, Motivating employees (out of routines), Creating a chance to enter a new market, Chance to test new products, and Identify a new market, in order of highest to lowest perceived value.

However, exhibitors perceived the least valuable factors in trade shows as Helpful to educate employees, Helpful to recruit new employees, Affecting the decision process and for the customers, Obtaining loyal customers through special offers, Supporting sales of related products by attending the exhibition, Understanding customers'dissatisfaction, and Increase of sales through the exhibition, in inclining order of value. That is, by participating in trade shows, exhibitors benefit from profit-related performance, such as increasing the company's image, collecting information, and selling products; long-term investment, such as establishing network and especially boosting morale of staff is not perceived as particularly valuable by exhibitors. Consequently, trade show organizations should not only keep paying attention to the exhibitors' profit-oriented performance through participating in trade shows in order to enhance the exhibitors' show performance, but also strengthen trade shows in establishing a networking platform for

exhibitors and assisting in the improvement of the staff of the exhibitors. In addition, exhibitors are recommended to actively behave in ways which will not only increase sales and promote the company's image, but also help grow their staff, which is directly related to the long-term investment for the company.

The results of this study have shown that all the factors representing the trade show service quality and all the factors relating to exhibitors'show performance have a significant relationship. Among the factors representing trade show service quality, exhibition program was rated the most important factor for exhibitors'show performance, followed by customer service, host and public promotions, reliability, security, attendance cost, guidance and convenient facilities, physical facilities, and access. On the other hand, among the factors comprising exhibitors'show performance, image building was the factor most related to trade show service quality, followed by sales performance, networking, information collection, and motivation. As supported by the results of this study, the show hosts or organizers have to try to improve the service quality and support the exhibitors'show performance.

2. Limitations

There are limitations in this study. First, because there was a limited amount of literature about trade show service quality, this study had to use literature from other industries to develop the attributes representing trade show service quality. Future research should be carried out in order to support and improve the adequacy and reliability of this study. Second, it is hard to generalize the results, because the samples were collected from only two convention centers, one in Seoul (Coex)and one in Busan (BEXCO) in South Korea. Future study should expand the variables relating to trade show service quality and exhibitors'show performance to accommodate a flexible environment. In addition, it is suggested that studies be conducted on the relationship between trade shows' service quality and exhibitors' performance in light of exhibitors' attributes, such as the volume of exhibitors and their purposes in participating in trade shows.

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