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Editorial

FACTORS DETERMINING TRADE SHOW EXHIBITORS' SATISFACTION AND BEHAVIORAL INTENTIONS

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Abstract: The purpose of study is to determine the effects of marketing objective effectiveness, service quality of the trade show, business network size on exhibitors' satisfaction and behavioral intentions. The few studies focusing on the satisfaction and behavioral intentions of exhibitors at trade shows have concentrated on the exhibitors' self-evaluation, ignoring the effects of organizers, other stakeholders. Various trade show service factors were incorporated into a SEM that was used to examine the causal relationships between the trade show service factors, exhibitor satisfaction, behavioral intentions. The population for study was exhibitors in B2B shows. The variable with the highest impact on satisfaction was marketing objective effectiveness, while service quality of the trade show had a lesser effect on satisfaction. Business network size had no direct effect on satisfaction. The correlation between business network size and service quality of the trade show suggests an indirect relationship between business network size and satisfaction.

Keywords: structural equation framework, marketing objective effectiveness, trade Show, business network size, service quality of the trade show

Introduction

Trade shows are a significant component of business marketing portfolios, and are considered to be among the most effective and important integrated marketing communication tools in B2B markets (Lin et al., 2015). Businesses budget significant amounts for trade shows (Kinsman, 2015) because they are a highly cost-effective means of bringing large customers and sellers together over a short period and complementing personal sales (Smith et al., 2004). However, there is a limited number of trade shows, especially those related to B2B (Geigenmuller, 2008), and the conceptual nature of existing studies outweighs their empirical value (Hansen, 1996). Even the marketing executives themselves are reluctant to discuss their contribution to the marketing component of trade shows (Hansen, 2004).

A trade show includes three interrelated parties: the organizers, who basically organize the trade show and attempt to attract visitors who match the target market of the exhibitors; exhibitors, who participate in trade shows with various sales and non-sales targets in mind, and visitors (Lin et al., 2015). In existing studies, evaluation of trade shows from the viewpoint of different stakeholders (Jin et al., 2012), especially the organizers, is missing (Luo, 2007; Lin et al., 2015).

Both the number of trade shows and the level of infrastructure investment in trade shows are rising rapidly worldwide (Jin et al., 2013). Therefore, trade show organizers should differentiate their trade show from those of competitors by providing user-oriented services (Berne and Garcia-Uceda, 2008; Gopalakrishna et al., 2010). The success of a trade show can be measured by the number of exhibitors who participate in it (Lee et al., 2010; Tafesse, 2014), and the sustainability and destiny of a trade show depends on the satisfaction and behavioral intentions of both new and existing exhibitors (George, 2012; Gottlieb et al., 2011; Jin and Weber, 2013). By using information regarding the exhibitors, organizers can obtain an understanding of the needs and expectations of the exhibitors, and as a result they can obtain a strategic advantage by designing and offering services to meet those needs and expectations that enable them to use their resources efficiently and effectively (Berne and Garcia-Uceda, 2008).

The increasingly fierce competition between trade shows and the increasing number of trade shows creates a great deal of complexity in terms of the trade show selection decisions of potential participants (Berne and Garcia-Uceda, 2008; Jin et al., 2014). Furthermore, studies on the factors that determine the satisfaction and behavioral intentions of exhibitors are very limited (Hansen, 2004; Gottlieb et al., 2011). Measuring the satisfaction and behavioral intentions of exhibitors at trade shows is of limited value for organizers unless the main dimensions that constitute these aspects can be determined (Hansen, 2004). The limited number of studies that have focused on the satisfaction and behavioral intentions of exhibitors have concentrated on the exhibitor's own performance, ignoring the effects of organizers or other stakeholders on exhibitors' satisfaction and behavioral intentions (Li, 2007; Jin et al., 2012).

"*Exhibitors' performance*" or "*marketing objective effectiveness*" are generally used as the main determinants of trade show performance and are evaluated based on the dimension of

exhibitors' self-assessment of performance (Hansen, 2004; Tafesse and Korneliussen, 2011; Gottlieb et al., 2014). Thus, marketing objective effectiveness is the main determinant of satisfaction and behavioral intentions of exhibitors regarding a trade show (Hansen, 1999; Li, 2007).

In addition to the marketing objective effectiveness of the exhibitors, "*quality of service offered by the organizers*" is an important variable affecting the satisfaction and behavioral intentions of trade show exhibitors (Rinallo et al., 2010). The main reason for the failure of trade shows from the perspective of the participants is the failure of the organizers to ensure that the trade show environment is effective in enabling the exhibitors to achieve their targets (Gopalakrishna et al., 2010). Thus, it is worth investigating the effect of the service quality offered to exhibitors by the organizers on the success and sustainability of trade shows (Jin et al., 2012).

The strength of the "network" has been found to be one of the important factors in the success of trade shows, especially in industrial markets (Ford, 1990; Axelsson and Easton, 1992; Evert Gummesson Francesco Polese, 2009). A trade show network includes exhibitors, professional attendees, potential buyers, and the media. Further, the size of the network of one participant can influence the size of the networks of other participants (Doganoglu and Grzybowski, 2007; Strader et al., 2007). This is called the "cross-network externalities" effect, where cross-network externality is defined as the effect of network size of participants in a trade show (exhibitors, professional attendees, potential buyers, and the media) on the size of other participants' networks (Lai, 2015). Since the participants in a trade show are connected to one another in the supply chain network, they benefit from the cross-network effect. However, studies on cross-network externalities are scarce in the services industry (McGee and Sammut-Bonnici, 2002). Adopting the perspective of "trade shows as networks" (Rosson and Seringhaus, 1995), it could be argued that the performance of all parties involved in a trade show both affects and is dependent on the performance of all other parties. In previous studies, cross-network externalities have been measured in terms of business network size (Zhao and Lu, 2012; Kim et al., 2013). As the business network grows, the satisfaction of exhibitors with the trade show should increase because there is an increased likelihood of reaching more potential customers (Jin et al., 2012).

This study presents a model that exhibitors can use to measure their satisfaction and behavioral intentions as a result of participating in a trade show. The main purpose of this study is to determine the effects of marketing objective effectiveness, trade show service quality, and business network size on exhibitor satisfaction and behavioral intentions. To the best of our knowledge, this is the first study to address these questions. The findings of this study will provide valuable information for organizers of trade shows in the future.

The rest of the paper is organized as follows. The next section provides a review of the trade show literature, focusing on the variables examined in the study. The third section presents the theoretical framework and our hypotheses. The fourth section presents the methodology and data. The fifth section presents and discusses the results and the sixth section presents the conclusion. The final section discusses the limitations of the study and suggests possible areas for further research.

Literature Review

The aims of exhibitors participating in trade shows include gathering information (Whitfield and Webber, 2011), discovering new products , servicing current customers (Kijewski et al., 1993), introducing new or modified products, enhancing their corporate image (Whitfield and Webber, 2011), and contacting potential suppliers.

Kerin and Cron (1987), and Shoham (1992) evaluated trade show performance in two dimensions; selling and non-selling, while Shipley et al. (1993) examined the trade performance expectations of exhibitors in three dimensions; short-term sales, long-term sales, and non-selling performance expectations. Gopalakrishna et al. (1995) and Seringhaus and Rosson (2001) only addressed sales-related performance, while Dekimpe et al. (1997) developed an attraction effectiveness index to measure the trade show performance of exhibitors. Tanner (2002) examined the trade show performance and expectations of exhibitors based on promotional and selling performance expectations. Hansen (2004) evaluated trade show performance in five dimensions; sales-related, relationship building, image building, information gathering, and motivation boosting. Lin-Yee (2007) measured the trade show performance of exhibitors using eight criteria; increasing sales orders, promoting existing/new products, generating sales leads from existing customers/prospects, meeting new distributors, maintaining contact with existing distributors, and gaining an edge over non-exhibiting competitors. Lee and Kim (2008) discussed trade show performance in four dimensions; sales-related, relationship improvement, image building, and information gathering. The point to be emphasized here is that trade show performance is evaluated not only in relation to sales but also in terms of exhibitor performance dimensions that are not related to sales (Kerin and Cron, 1987; Sharland and Balogh, 1996). Previous studies have tried to measure exhibitors' performance using only sales figures, emphasizing that the exhibitors' main reason for participating in trade shows is to sell products and services. However, evaluating non-sale targets as a single dimension constituted another problem (Hough, 1988). The main reason trade show performance was strongly linked to sales is that trade shows provide exhibitors with an opportunity to influence several phases of the industrial procurement process over a short period of time in a single location (Herbig et al., 1997).

Because service is an inherent characteristic of trade shows, exhibitors demand high-quality service from the organizers (Tafesse, 2014). Studies have shown that service quality is one of the most important determinants of satisfaction (Brady and Robertson, 2001). Furthermore, the quality of service is key to achieving a sustainable advantage (Shemwell et al., 1998) in today's highly competitive marketplace, and therefore a precondition for success and survival (Ghobadian et al., 1994). Thus, an important determinant of exhibitors' satisfaction is their perception of the quality of the service provided by the organizers, who should focus on the needs of exhibitors (Lee et al., 2010; Wan and Siu, 2012). There are few studies on the correlation between trade show service quality and exhibitor satisfaction (Lee et al., 2010; Rainbolt et al., 2012; Wan and Siu 2012). However, all of these studies have found that there is a positive relationship between exhibition service quality and exhibitor satisfaction (Boshoff and Gray, 2004; Jung, 2005).

Brady and Cronin (2001) found that the main dimensions of service quality for individuals are the result of the integration of assessments based on sub-dimensions of service quality, and Martínez and Martínez (2010) found that the assessment of service levels in these sub-dimensions constitutes the perception of service quality. From the perspective of the exhibitors, the contents of the booth and the exhibition itself constitute the service products, while the service environment includes exhibition and booth accessibility, support amenities and facilities, and booth and exhibition attractiveness, while service delivery includes booth management, the exhibitors' employees, and interaction with other attendees (Jung, 2005; Bitner et al., 2008).

Gopalakrishna and Lilien (1995) and Gopalakrishna et al. (1995) emphasized the effects of pre-show promotion, booth space, use of attention-getting techniques, competition, training, and booth salespeople on trade show performance. Jung (2005) assessed exhibition service quality in six dimensions including booth management, content, registration, access, booth location, and booth attractiveness. Chen and Mo (2012) discussed exhibition attributes under the areas of content, booth management, access, registration, booth layout and function, and exhibition and booth attractiveness. Whitfield et al. (2014) identified exhibition attributes of meetings, incentive travel, convention, exhibition (MICE) facilities, accommodation, accessibility, recreational and professional opportunities, and destination attributes. Other service-quality components highlighted in the literature include designing booths with appropriate signage, videos, product displays, direct mail, postcards, multi-piece mailings, giveaways, sales literature, a comfortable booth layout, and suitable conference areas for discussion (Friedman, 2001).

Exhibitions could be described as "networks of connected exchange relationships between companies" (Johanson and Hallen, 1989). Participants view the exhibition as an interactive business network (Ling-Yee, 2007) and an ideal setting for evaluating business partners, distributors, and suppliers (Sharland and Balogh, 1996). Participants in trade shows participate in activities such as visiting booths and attending seminars to develop, maintain, and build networks (Rosson and Seringhaus, 1995). Blythe (2002), Berne and Garcia-Uceda (2008), Kozak and Kayar (2009), and Whitfield and Webber (2011) stressed the importance of networking opportunities as one of the main reasons cited by participants for their attendance at trade shows.

Dickson and Faria (1985) and Browning and Adams (1988) stated that the number of attendees was one of the important factors in evaluating trade shows. Insufficient participation indicates the failure of the trade show from the exhibitors' perspective (Jin et al., 2012). Several studies demonstrated that network size directly affects exhibitor satisfaction (Lin and Lu, 2011; Zhao and Lu, 2011; Zhou and Lu, 2012). Lai (2015) highlighted the effect of business network size on service quality and exhibitor satisfaction, trust, and loyalty. The quality and number of visitors and the presence of competitors are of great importance in the evaluation of trade shows by exhibitors (Seringhaus and Rosson, 2001).

Customer satisfaction is crucial in service marketing and event marketing, especially since it generates positive word of mouth (WOM), which is vital for future sales (Severt et al., 2007). While retaining existing customers is evidence of successful marketing, WOM is a

prerequisite for new customers in the future (Severt et al., 2007). Behavioral intention can be defined as a signal that the customer either will or will not continue to purchase products or services. Organizers need to focus on positive WOM to attract new exhibitors, because an exhibition's fate depends on the satisfaction and consequent positive behavioral intention of exhibitors (Rosson and Seringhaus, 1995). Previous studies have shown that when exhibitors are deciding which trade show they will attend, they consider the advice of individuals in their network who they trust (Yoo and Chon, 2008). Satisfaction with organizers is the strongest predictor of positive behavioral intention of exhibitors (Jin and Weber, 2013). Zhang et al. (2010), Kang and Schrier (2011) have highlighted the relationship between satisfaction and positive behavioral intention. Lin (2016) determined that self-measured performance, satisfaction with the organizers, and visitor satisfaction affect the satisfaction and behavioral intentions of exhibitors.

Theoretical Framework And Hypotheses

This study proposes that *marketing objective effectiveness of exhibitors, service quality of the trade show*, and *business network size* can all affect the *satisfaction* of the exhibitors, and that *satisfaction* can in turn affect the *behavioral intentions* of exhibitors as the literature reviewed above suggests. Based on the theoretical model outlined above, we propose four testable hypotheses with respect to exhibitor satisfaction and behavioral intentions in relation to trade shows.

Since the literature shows that the perceptions of participants regarding the degree to which their objectives in participating in a trade show are fulfilled are seen as the main determinant of the performance of the trade show, achievement of their marketing objectives should affect their satisfaction with the trade show positively.

H1: Marketing objective effectiveness has a significant positive effect on exhibitors' overall satisfaction.

The quality of the services provided by the organizers affects the satisfaction of the exhibitors because it contributes to the achievement of the exhibitors' goals, as well as supporting the efficient and effective work of the exhibitors at trade shows.

H2: A high quality of service provided by exhibition organizers has a significant positive effect on exhibitors' satisfaction.

As their business network size increases, exhibitors' utility increases and they enjoy greater opportunities to develop relationships with both new and existing customers. Business network size has an important influence on the satisfaction of exhibitors because it is a significant factor in the success of exhibitions based on the dimensions of codependence and interactions between participants.

H3: A large business network at a trade show has a significant positive effect on exhibitors' satisfaction.

The literature review mainly discusses the positive relationship between satisfaction and behavioral intentions.

H4: Overall satisfaction has a significant positive effect on exhibitors' behavioral intentions.

Research Method And Data

Measures

To test our proposed model, variables and measurement items identified in the literature review were evaluated and confirmed by facilitating a discussion with a focus group comprising three exhibitors' managers, two exhibition organizers and one researcher studying exhibition-related subjects. During the focus group discussion, we asked the participants the following question: "Which exhibition attributes are important in relation to exhibitor satisfaction and positive behavioral intentions?" The focus group session lasted for 60 minutes, and the group members' comments were recorded and later transcribed. Our analyses of the comments were discussed and grouped until consensus was reached among the participants. The variables and measuring items that were identified are as follows (see Table 1).

Marketing objective effectiveness refers to the self-perception of the performance of the exhibitor and is measured using seven items. *Service quality of trade show* is the exhibitor's evaluation of the services provided by the trade show organizers and is also measured using seven items. *Business network size* is defined as the number of stakeholders participating in the trade show and is measured using three items. *Satisfaction* is defined as the exhibitor's overall affective reaction to the trade show and is measured using a single item. *Behavioral intention of the* exhibitor is measured using two items. Then, the identified exhibition service factors were incorporated into a structural equation modeling framework to examine causal relationships between exhibition service factors, exhibitor satisfaction, and behavioral intentions. The results of the structural equation modeling not only confirmed the overall relationship between the latent variables in question, but also identified how *marketing objective effectiveness of exhibitors*, s*ervice quality of the trade show*, and *business network size* contribute to *exhibitor satisfaction* and *positive behavioral intention.*

Table I. Survey items

Construct	Survey items	References
Marketing objective effectiveness (MO)	*MO1*- this trade show has been effective for testing new products *MO2*- this trade show has been effective for making sales at the trade show *MO3*- this trade show has been effective for collecting competitor information *MO4*- this trade show has been effective for strengthening and improving our company image *MO5*- this trade show has been effective for benchmarking our competitive position *MO6*- this trade show has been effective for developing new customers/markets *MO7*- this trade show has been effective for training and motivating our sales force	Seringhaus and Rosson (2001); Hansen (2004); Grimwade (2009); Whitfield and Webber (2011); Lin (2016)
Service quality of trade show(SQ)	*SQ1*- I was satisfied with the quality and quantity of services provided by the organizers *SQ2*- I was satisfied with the cleanliness of the exhibition center *SQ3*- I was satisfied with the quality and size of the booth layout *SQ4*- I was satisfied with the conferences and seminars arranged by the organizers *SQ5*- I was satisfied with the assistance provided by the exhibitor services staff *SQ6*- I was satisfied with the ease and speed of the registration procedure *SQ7*- I was satisfied with the security provided by the organizers	Kang et al. (2005); Lee et al. (2015); Lin (2016)
Business network size(BN)	*BN1*- Many buyers and professionals have visited this exhibition *BN2*- Many media agencies have reported on this exhibition *BN3*- Many powerful exhibitors have participated in this exhibition	Lai (2015); Kim et al. (2013); Zhao and Lu (2012)
Satisfaction(ST)	*ST1*- Overall, I am pleased with my experience at this trade show	Lee et al. (2015)
Behavioral intention(BI)	*BI1*- I am likely to exhibit at this trade show next time *BI2*- I am likely to recommend this trade show to other companies	Lin (2016); Lee et al. (2015)

Survey Instrument

A questionnaire was used to collect information. The questionnaire was designed based on the research goals, literature review, conceptual framework, and focus group results. To test the face validity of the questionnaire, all constructs and measurements determined in the focus group analysis were reviewed by two exhibition experts to ensure that the items were appropriate. Then, a pilot study was conducted using a sample of 35 exhibitors attending various exhibitions to check the reliability of the measurement items.

The questionnaire is composed of two parts. The first part consists of items relating to the exhibitors' demographic profiles. The second part consists of questions on the constructs measured in the study. All items were measured using a five-point Likert-type scale (1 = strongly disagree; 5 = strongly agree).

Sample

The sample population for this study comprised exhibitors participating in B2B trade exhibitions. Convenience sampling was used for data collection. Exhibitors were selected based on their accessibility and proximity to the research team. Questionnaires were distributed prior to the show to exhibitors who indicated their willingness to participate in the study to minimize inconvenience and give them time to evaluate the trade show. The participants were provided with information about the study, which was conducted for academic rather than commercial purposes. The completed questionnaires were collected at the end of the trade show. A total of 502 questionnaires were distributed prior to three separate trade shows, and 494 completed questionnaires were collected for analysis. The probability of the phenomena occurring and not occurring calculated as 0.5 and the probability of it not occurring was taken as 0.5. The sample error was 0.05 and the significance level was $\alpha = 0.05$, meaning that the sample was appropriate according to Arya et al. (2012). The sample size necessary was computed as 384, considering that the population size was unknown. The sample size was found to be sufficient at the 95% confidence level. For the reliability of the data, Cronbach's alpha was calculated and found to be 0.89, demonstrating that the scales that were used can successfully measure the constructs described in this study. The information relating to the participants is summarized in Table II.

Table II. Information on the survey participants

		Frequency ($n = 494$)	Percentage (%)
Respondent's position	Owner/general manager	10	2.020
	Marketing manager	370	74.899
	TS coordinator	30	6.073
	Purchasing manager	84	17.004
Type of booth	Joint pavilion	94	19.028
	Individual	400	80.972
Number of booth staff	1–3	310	62.753
	4–6	100	20.243
	7–9	60	12.146
	10–12	20	4.049
	13–15	3	0.607

	>15	1	0.202
Nature of the show	Trade show	494	100
Firm size	0–49 employees	9	1.822
	50–99 employees	15	3.037
	100–149 employees	20	4.049
	150–199 employees	100	20.243
	>199 employees	350	70.850
No. of trade shows exhibited at in the last three years	1–3	400	80.972
	4–6	83	16.802
	7–9	10	2.024
	>9	1	0.202

Method

Exploratory factor analysis (EFA) was used to search for a structure among the set of items used to describe exhibitors' perceptions of *marketing objective effectiveness*, *service quality of the trade show*, *business network size*, and *behavioral intention* and *satisfaction.* EFA is suitable for evaluating any underlying factors that might describe the pattern of correlations within a set of observed items (Malhotra, 1999). Factor analysis is necessary to determine whether certain variables within a construct add value to the research (Zikmund, 1997). Variables kept in measurement instrument that contribute significantly to the total explained variance of a construct. A Kaiser–Meyer–Olkin (KMO) test of sample adequacy and the fitness of the data are conducted before EFA. According to Kaiser (1974), a KMO of 0.70 is midrange, while the p-value of the Bartlett's sphericity test is almost zero. EFA is based on principal component analysis with varimax rotation, an eigenvalue exceeding 1 and a factor loading exceeding 0.4 (Ford et al., 1986). In the final outcome, a clear factor structure matrix is obtained. Table III shows the results of EFA performed using SPSS 17.0 for the experimental survey. The KMO value is 0.89 (>0.70) and the results of the Bartlett's sphericity test are highly significant ($\chi^2 = 433.288, df = 164, p < 0.05$). Unrotated factor analysis of the items revealed seven factors that accounted for 63.40% of the variance. However, one factor only accounted for 25.33% of the variance, which was less than the criterion of 50.00%.

Table III. Results of EFA (n=494)

Dimensions	Cronbach's α	Factor scores	Eigenvalues
SQ1	0.892	0.831	5.427
SQ2		0.832	
SQ3		0.854	
SQ4		0.655	
SQ5		0.559	
SQ6		0.698	
SQ7		0.653	
MO1	0.899	0.803	4.146
MO2		0.783	
MO3		0.859	
MO4		0.852	
MO5		0.687	
MO6		0.667	

MO7		0.805	
BN1	0.828	0.715	1.200
BN2		0.779	
BN3		0.747	

Confirmatory factor analysis

Three types of goodness-of-fit statistics were used to examine the model fit: absolute fit measures (AFM), incremental fit measures (IFM), and parsimonious fit measures (PFM), as mentioned in Yoon and Uysal's (2005) study. When AFM is used to evaluate how well the proposed model fits the data, IFM is suitable for comparing the target model with a baseline model. Conversely, PFM adjusts over-fitting parameters estimations. A good model fit requires the root mean square error of approximation (RMSEA) to be less than 0.10 and the comparative fit index (CFI), incremental fit index (IFI), and Tucker–Lewis index (TLI) to be greater than 0.90 (Steiger, 1990). The indices used for the general test of the full model included the goodness-of-fit index (GFI), the comparative fit index (CFI), and the normed fit index (NFI). These values must all exceed 0.9 to indicate a good model fit (Bagozzi and Yi, 1988). The theoretical model ($\chi^2/df = 2.642$) showed acceptable goodness of fit ($\chi^2/df < 3$).

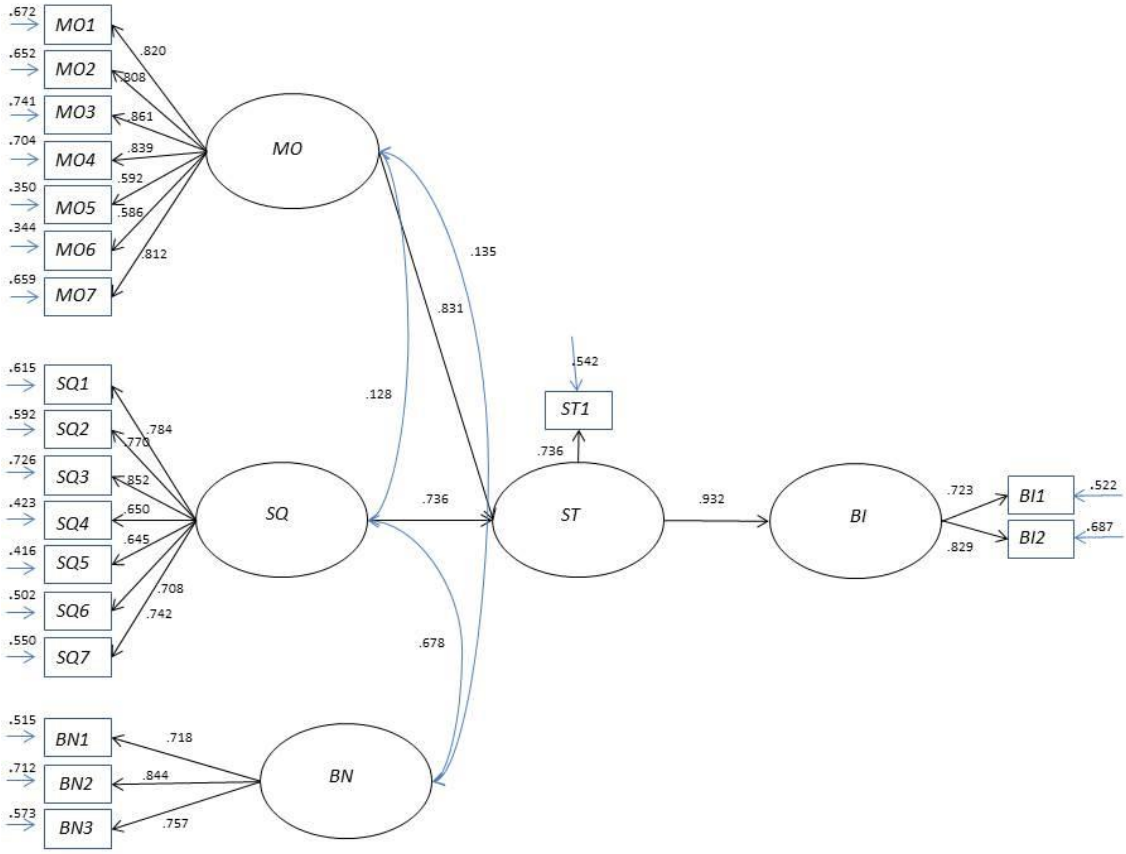

Figure I. Results

Figure 1 shows the results of CFA performed using AMOS 18.0. All CFA factor loadings exceed 0.5 and the overall fit statistics of the measurement model are as follows: the relative/normed chi-Square ($\chi^2/df = 2.642$), RMSEA = 0.073, CFI = 0.915, NFI = 0.910, and IFI = 0.915. These results suggest that the three-dimensional structure model provides an acceptable fit (Hair et al., 2010). Specifically, the CFI, NFI, and IFI values are all greater than 0.9 and within the acceptable range. Therefore, the proposed theoretical model has good fit. This result validates the path relationship of the theoretical model. Table IV shows the parameter estimation results for the theoretical model path.

The average variance extracted (AVE) and composite reliability (CR) are used to assess convergent validity. CR of around 0.70 is considered acceptable (Hair et al., 2010). AVE and CR were computed manually, and the results are shown in Table IV.

Table IV. Confirmatory factor analysis

Items	**Estimate**	**CR**	**AVE**
Marketing objective effectiveness(MO)		0.908	0.589
MO1	0.820		
MO2	0.808		
MO3	0.861		
MO4	0.839		
MO5	0.592		
MO6	0.586		
MO7	0.812		
Service quality of trade show (SQ)		0.893	0.546
SQ1	0.784		
SQ2	0.770		
SQ3	0.852		
SQ4	0.650		
SQ5	0.645		
SQ6	0.708		
SQ7	0.742		
Business network size (BN)		0.818	0.600
BN1	0.718		
BN2	0.844		
BN3	0.757		
Satisfaction (ST)		0.724	0.724
ST1	0.851		
Behavioral intention (BI)		0.753	0.605
BI1	0.723		
BI2	0.829		

Overall, the conceptual model presented in this study showed satisfactory reliability, validity, and goodness of fit. Therefore, the results support the proposed model.

As can be seen in Table IV, all items have moderately strong standardized loadings. Among the marketing objective effectiveness items, item *MO6* has the lowest standardized loading and item *MO3* has the highest standardized loading. Among the service quality of trade show items, item *SQ5* has the lowest standardized loading and item *SQ3* has the highest standardized loading *SQ3*. Among the business network size items, item *BN1* has the lowest

standardized loading and item *BN2* has the highest standardized loading. Conversely, among the behavioral intention items, item *BI2* has a higher standardized loading than item *BI1*. All loadings are statistically significant ($p<0.05$).

The correlation between marketing objective effectiveness and service quality of trade show is 0.128 and the covariance estimate of 0.106 is statistically significant ($p<0.05$). The correlation between marketing objective effectiveness and business network size is 0.135 and the covariance estimate of 0.119 is statistically significant ($p<0.05$). The correlation between business network size and service quality of trade show is 0.687 and the covariance estimate of 0.589 is statistically significant ($p<0.05$).

It is clear that marketing objective effectiveness has a significant positive effect on exhibitors' satisfaction (standardized loading 0.831, $p<0.05$). Thus, hypothesis 1 is supported. Service quality provided by exhibition organizers also has a significant positive effect on exhibitors' satisfaction (standardized loading 0.118, $p<0.05$). Thus, hypothesis 2 is supported. Business network size does not have a significant positive effect on exhibitors' satisfaction, thus hypothesis 3 is not supported. However, as noted above, there is a correlation between business network size and service quality provided by exhibition organizers. Thus, there might be an indirect relationship between satisfaction and business network size. Satisfaction has a significant positive effect on exhibitors' behavioral intentions (standardized loading 0.932, $p<0.05$). Thus, hypothesis 4 is supported.

Discussion and conclusion

The variable with the highest impact on satisfaction was marketing objective effectiveness, while service quality of the trade show has a relatively lower impact on satisfaction. The strong impact of marketing objective effectiveness on satisfaction is consistent with the results found in the literature (Li, 2007; Lin et al., 2015). However, it should be remembered that service quality of the trade show also affects satisfaction. Thus, if only marketing objective effectiveness is taken into consideration, another variable affecting satisfaction is ignored (Jin et al., 2012).

Business network size has no direct effect on satisfaction. Conversely, the high correlation between business network size and service quality of the trade show suggests an indirect relationship between business network size and satisfaction. In other words, exhibitors perceive business network size as a component of service quality of the trade show. This may have arisen from the perception of the exhibitors that the number and quality of participants in the exhibition are a result of the efforts of the organizers of the trade show. In parallel with this view, Lai (2005) concluded that the number of exhibitors at the trade show affected the exhibitors' quality assessments. Similarly, Hao-Chen (2016) demonstrated that if the services provided by the organizers are deemed inadequate by the exhibitors, they are less likely to participate in the exhibition. Further, if there are insufficient exhibitors, visitors are less likely to visit the exhibition (Blythe, 2002; Wong et al., 2014). This supports the suggestion that there is an indirect effect of business network size on the satisfaction of exhibitors via the service quality of the trade show. Attendance of industry experts at a trade show is also related to the efforts of the organizers (Whitfield and Webber, 2011).

The marketing objective effectiveness factors that are most influential in terms of exhibitor satisfaction, are, in descending order, "collecting competitor information," "strengthening and improving company image," and "training and motivating sales force," while the least influential marketing objective effectiveness factor is "making sales at the trade show." The importance of collecting competitor information has been emphasized in several studies (Berne and Garcia-Uceda, 2008; Hao-Chen, 2016). Exhibitions are an important means of collecting intelligence on competitors that can provide decision-makers with a multidimensional perspective (Tanner, 2002; Fliesher, 2007). Since trade shows allow exhibitors to congregate with their competitors for a brief period, they provide a low-cost opportunity to acquire knowledge about competitors (Sharley and Balogh, 1996). According to Bello and Barczak (1990) and Olsen and Sallis (2006), it is possible to obtain strategic information about potential markets and products and tactical information about customer needs (Hansen, 1996). This perspective views exhibitions as "an important informative tool for new products" for exhibitors (Berne and Garcia-Uceda, 2008).

Several studies have stressed that a desire to enhance their corporate image and reputation is one reason why exhibitors participate in trade shows (Smith, 1998; Tanner, 2004). Barczyk et al. (1989) suggested that this was related to competitive pressure arising from the participation of competitors in trade shows and the expectations of customers regarding participation. Hansen (1996) suggested that enhanced corporate image was the most important non-sales objective of participation in trade shows.

In the present study, the importance of motivation and training of the sales force, a marketing objective effectiveness factor that has a significant impact on satisfaction, was emphasized, similar to several previous studies (Whitfield and Webber, 2011).

The main reason why "making sales at the trade show" was the factor with the least impact on satisfaction was the fact that the vast majority of visitors to trade shows are not involved in purchasing or lack the authority to make commitments on behalf of the company (Blythe, 2002). To nominate achieving sales targets as the main reason for participating in trade shows and developing sales-oriented trade show strategies would be a questionable strategy (Blythe and Rayner, 1996). Thus, exhibitors and organizers should develop strategies that are based on non-sales performance dimensions (Lin, 2016).

The service quality elements that had the most influence on satisfaction were "quality and quantity of booth layout," "quality and quantity of services provided by exhibition organizers," and "cleanliness of exhibition center." The element with the lowest impact was "seminars and conferences organized by exhibition organizers." Fierce competition in the exhibition industry has forced organizers to increase the value provided by the trade show by expanding the range of services they provide as much as possible and improving service quality (Rice, 1992). Various studies have highlighted the significance of booth-related service quality (Whitfield and Webber, 2011; Yeongbae et al., 2014; Lee et al., 2015). Hultsman (2001), and Lin and Lin (2013) also stressed the impact of booth-related services on exhibitor satisfaction. Booth-related services are important because they facilitate interaction between exhibitors and visitors (Wan and Siu, 2012), reduce the cost and legal and agreement-related complexities by helping to make a more informed partnership decision

(Chonko et al., 1994), influence the image and reputation of the exhibitor (Lin and Lin, 2013), shape visitor perceptions of exhibitors (Whitfield et al., 2012; Wan and Siu, 2012), influence WOM (Walsh et al., 2010), and attract attention (Lin and Lin, 2013). Booth-related services are evaluated in terms of booth content and the spatial/ergonomic layout of the booths (Rosson and Seringhaus, 1995; Whitfield and Webber, 2011). Based on these findings, organizers should focus on booth-related services that meet the needs and expectations of the exhibitors and provide professional support to ensure the success of the trade show.

Wan (2011), Wan and Siu (2012), Yoo and Chon (2010), Lee et al. (2015), and Lu and Cai (2009) demonstrated that the availability of exhibition venue services affected exhibitor satisfaction, while Gofman et al. (2011) and Wan (2011) demonstrated that availability of these services affected exhibitors' perceptions regarding trade show service quality and image. Lee et al. (2010) stressed that the availability of exhibition venue services is an important trade show component because these services increase the perceived value of the trade show.

In the present study, it was found that keeping the exhibition center clean affected exhibitor satisfaction, confirming the results of other studies (Lee et al., 2015). One of the main reasons for this is that a clean environment positively affects the visual presentation of exhibited products (Lee and Min, 2013).

In relation to business network size, "participation of numerous powerful exhibitors" and "participation of numerous media agencies" had a significant impact on the perceived service quality of the trade show, while the impact of "participation of numerous buyers and professionals" was lower. If an exhibitor believes that the trade show will deliver benefits that outweigh the cost of exhibiting, they will decide that it is worthwhile participating in the trade show (Rauyruen & Miller, 2007). As a result of this study, the competitors' participation in the trade show could be explained within the dimension of information and new partnership objectives of the exhibitors based on its significance for the exhibitors (George, 2012). Thus, an exhibitor can increase their competitive advantage over a short period and at low cost (Sharland and Balogh, 1996). Hansen (2004) and Lee and Kim (2008) emphasized the importance of the media as a means of promoting trade shows. The main reason for the low impact of the presence of buyers is the absence of visitors with purchasing roles or with the authority to make commitments on behalf of their organization, which is consistent with the findings of the present study regarding sales targets (Blythe, 2001).

Similar to the existing literature, it was found that satisfaction had a strong positive effect on behavioral intention (Jin and Weber, 2013; Lin et al., 2015). Satisfaction has a greater effect on exhibitors' behavioral intentions' than WOM. This might be because the exhibitors who participated in the study might not have had the authority to decide on participation in future trade shows, and some post-trade show evaluations (e.g., regarding budget constraints, time issues, strategy changes) could affect the decision on whether to participate in the same trade show in the future.

The trade show industry is one of the largest and fastest growing sectors in the hospitality, travel, and tourism industry (Travel Daily News, 2006). Trade shows aim for a less price-

sensitive segment of the business travel market, while generating revenue for the area in which they take place (Zhang et al., 2010). Furthermore, they are less restricted in terms of seasonality, which is one of the most important challenges in the tourism sector (Chon and Weber, 2002). Thus, the findings of the present study are significant for travel, tourism, and hospitality industry managers. In addition, for local businesses that provide services such as transportation, accommodation, catering, and entertainment for trade shows, the satisfaction and behavioral intentions of exhibitors regarding trade shows are critical (Busche, 2005).

The findings of the present study have significant implications for organizers who want to differentiate themselves from their competitors, offer better service quality, focus on the needs and expectations of exhibitors, use limited resources efficiently and effectively, and recognize and respond to the main problems faced by exhibitors. In other words, trade show organizers should focus on the expectations and needs of exhibitors, their satisfaction with the trade show, and their behavioral intentions (Whitfield and Webber, 2011).

The present study examines exhibitors' satisfaction with trade shows and behavioral intentions based on marketing objective effectiveness, service quality provided by the organizers, and business network size. The findings of this study are valuable because they enable trade show organizers to assess trade shows from the perspective of the exhibitors, to develop effective communication with exhibitors, and to focus on important issues. Thus, trade show organizers are able to measure and enhance the satisfaction and behavioral intentions of exhibitors using the proposed model.

Limitations and further research

The sample size and single focus group format used in this study were chosen based on the budget and time that was available. In future studies, the sample size could be increased to improve its representativeness. Exhibitors' positive behavioral intentions could not be transformed into actual behavior for various reasons including budget constraints, time limits, and strategy changes. Furthermore, the effects of trade shows that are observed after the trade shows have concluded could change the behavioral intentions of the exhibitors. Thus, future studies should be undertaken using a longitudinal design to examine the behavioral intentions of the exhibitors more closely. Future studies should also be undertaken in different industries and in different countries to enable broader generalization of the results of the present study.

As Seringhaus and Rosson (2004) pointed out, non-sales marketing objectives of exhibitors are related to the present state of their business. Thus, future studies should include a range of businesses including market leaders and new entrants. The potentially negative effects of network externalities should also be examined in future studies. Finally, service processes are fuzzy and abstract (de Ona et al., 2013). Thus, fuzzy logic should be used in future studies to eliminate the uncertainty and ambiguity that is inherent in service activities.

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