



**DETERMINANTS OF EXHIBITORS' SATISFACTION AMONG
EXHIBITORS AT THE NAIROBI INTERNATIONAL TRADE FAIR IN
KENYA**

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ABSTRACT

As International Trade Fairs become more competitive, the need to retain current customers and attract new has resulted in a number of strategies to boost customer satisfaction. The Nairobi International Trade Fair has been found to lose customers with new ones registering every year and the old clients failing to turn up for the next trade fair exhibition. According to the Annual performance reports for ASK, Nairobi International Trade Fair just like all the other 15 Agricultural Society of Kenya shows failed to retain old exhibitors much as it attracted new ones in subsequent years. This study sought to fill the existence knowledge gap by determining the determinants of exhibitor's satisfaction among exhibitors at the Nairobi International Trade Fair in Kenya. The study adopted descriptive survey research. The population for this study was all the 400 exhibitors who participated in Nairobi International Trade Faire at least one trade fair between 2011 and 2015. The study adopted a sample size of 100 exhibitors. The study collected primary data using structured and unstructured questions. Descriptive data and correlation analysis technique were used to analyze quantitative data. Content analysis was also used to analyze data that was collected using open ended questions. The study concluded that relationship quality, welfare facilities and services, exhibitors training, perceived value and social value place or site location, Service quality in exhibition exhibitors' experience as significant determinant of exhibitor's satisfaction at Nairobi international trade fair in Kenya. The results indicated that that relationship quality, welfare facilities and services, exhibitors training, perceived value and social value place or site location, Service quality have strong, significant and positive correlation with exhibitors' experience as determinant of exhibitor's satisfaction at Nairobi international trade fair. It is recommended that government and Nairobi International trade fair management and other players and other actors need to work systematically and in a coordinated manner on the determinant influencing exhibition participants' satisfaction when organizing exhibitions/trade fairs and more specifically focuses on relationship quality, welfare facilities and services, exhibitors training, perceived value and social value place or site location, Service quality in exhibition exhibitors' experience as significant determinant of exhibitor's satisfaction at Nairobi international trade fair

Key Words: Exhibitors Satisfaction, Relationship Quality, Marketing Communication, Exhibitors Training, Perceived Value and Social Value, Service quality