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

1.0 INTRODUCTION

The international fair and trade fair business today has become competitive and exhibitors participate in trade fairs to improve on market performance collect market intelligence and explore new markets. Organizers of trade fair have also reaped big from the industry (Hansen 2004). Just like other services, trade fairs come along with intangible elements and a high degree of customer integration. The exhibitors strive to achieve a high level of customer satisfaction in order to nurture desired customer attitude and behavior (hu, Zhang & Igor, 2018). For example, buying through positive word of mouth and purchase or repurchase behavior. Measurement and evaluation of exhibitor's satisfaction, specifically exhibitors' and visitors' satisfaction is significant key success factors for every trade fair and public fair organizers (Chen & Wang. 2016). Exhibitor's satisfaction is one of the key factors in modern marketing and customers' behavior analysis. If the customers are satisfied with the provided goods or services, the probability that they use the services again increases (Wang, Lv & Zhao 2014). Customer satisfaction has been well-thought-out as the core of success in today's highly competitive exhibition industry. According to Xu, Jin and Zhang (2018) exhibitor is the most important to the management of trade fairs and the level of their satisfaction is of great concerns to trade fail management. Achieving profit and growth are stimulated primarily by exhibitor loyalty. Pfeifer (2005) pointed out that the cost of serving a loyal customer is five or six times less than a new customer. Several researchers including Qi and Guo (2015), and Zhang and Xu (2019) found that loyalty is a direct outcome of customer satisfaction. Generally speaking, if the customers are satisfied with the provided goods or services, the probability that they will use the services again increases.

Although it is common practice in the international trade fair and trade fair industry to poll customers and exhibitors, establishing strategies that satisfying and retain customers in a market and customer oriented organization cannot be ignored (Kim, 2017). Business-to-business services are distinctive from business-to-consumer services since the end-product delivered to the customer often depends on the input and interaction of several providers. For exhibitions the perceived service quality results from the individual contributions of different service providers, upon which the organizer and coordinator has only limited influence (Lee &Kim 2019). Highly satisfied exhibitors generally remain loyal longer, visit more as the trade fair exhibitors introduces new products and upgrades existing ones (Wang & Zhao, 2016). They are more likely to talk favorably about the product and pay less attention to competing brands, loyal customers are less sensitive to price, more likely to offer product or service ideas to the company. As International Trade Fairs become more competitive, the need to retain current customers and attract new one will trigger the initiation of a variety of strategies to improve customer satisfaction. Exhibitors' satisfaction is very important because satisfied customer will trigger the spread of positive word of mouth which in turn will not only add value to the product but will help in making a good reputation of the organization. Satisfied customer would be able to make long term profitable relationship with the product/service (Li, Liu, Feng, Wang, & Zhao, 2020). The international exhibition has increased industrial development and technology transfer, boosted regional and national industry by providing a shop window for goods and stimulated foreign investment. Determinants that would influence the perceived satisfaction of exhibitors to identify the various needs of exhibitors encounter at an exhibition and related service institutes at Nairobi International Trade Fair.

1.2 Research Problem

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. According to the Annual performance reports for ASK, Nairobi International Trade Fair however just like all the other 15 Agricultural Society of Kenya failed to retain old exhibitors though it continued to attract new ones in the subsequent years (ASK, 2015) . This implies that there is a reason why the exhibitors do not come back to exhibit in the next year. Good customer service is imperative to maintaining customer loyalty. Failure to retain customers raises serious concerns on the extent Nairobi international Trade Fair achieves customer satisfaction. The customers who participate in Nairobi International Trade Fair do not experience positive impact on returns from the exhibition, they are not satisfied and become disloyal thus fail to participate in the next Nairobi International Trade Fair. The situation at ASK Nairobi International trade fair is worrying since the number of exhibitors who decline to participate in the event has continued to increase over the years. There is a need to assess determinants of exhibitor's satisfaction at Nairobi International Trade Fair. Only significantly satisfied exhibitors make repurchases and spread good information about the company. The paper sought to assess determinants of exhibitors' satisfaction at Nairobi International Trade Fair, Kenya?

2.0 LITERATURE REVIEW

2.1 Theoretical Review

Vavra's model is a common framework to determine the importance of different service attributes for customer satisfaction (Fuchs & Weiermair, 2003). It identifies basic, performance and excitement factors comparing explicit importance scores for specific services with corresponding implicit importance measures (Matzler et al., 2002). The basic factors score high on explicit but low on implicit importance. If not offered or not delivered at or above the expected service level, they cause dissatisfaction. On the other hand, overachievement does not advance customer satisfaction. Performance factors score either high or low on both importance dimensions (Oliver, 2010). The relationship between service-item performance-score and the contribution to overall satisfaction is linear. The higher the delivered service level, the more satisfied the customers are and vice versa (Matzler *et al*., 2002). Satisfiers score low on explicit but high on implicit importance. If offered, they considerably advance overall satisfaction but satisfiers do not necessarily avoid dissatisfaction. Customers do not expect satisfiers to be part of the offered service, which is why they strongly contribute to attract and to retain customers. The model is based on three assumptions, explicit and implicit importance of product or service attributes may be identified, if asked about the importance of service attributes, customers rate basic factors most, performance factors second, and satisfiers least important and implicit importance is derived from correlating or regressing specific service items' stated performance scores with the overall satisfaction score .

Three-factor theory was developed Kano *et al.* (1984). It is a model that distinguishes between different quality attribute types. Kano's model divides product or service quality attributes into three distinct categories, each of which influences customer satisfaction differently. Service attributes have two key characteristics in three-factor theory. First, the importance of a basic or excitement attribute is based on its performance (Oliver, 2010). Basic attributes are crucial when performance is low and are non-crucial when performance is high. Excitement factors are critical

when performance is high and are uncritical when performance is low. Second, the relationship between attribute performance and overall customer satisfaction is not always linear and symmetrical (Li, et al, 2020).

Exhibitors satisfaction is categories as Basic factors (dissatisfies) are minimum requirements that produce consumer dissatisfaction when not fulfilled, but do not result in customer satisfaction when fulfilled or exceeded; that is, negative performance for these attributes has a greater impact on overall satisfaction than positive performance (Tizazu, 2022). Excitement factors (satisfiers) are attributes that increase customer satisfaction when delivered, but causes no dissatisfaction when not delivered. That is, positive performance for these attributes has a stronger influence on overall consumer satisfaction than negative performance. Performance factors produce satisfaction when performance is high and dissatisfaction when performance is low. The relationship between customer attribute performance and overall customer satisfaction is non-linear and asymmetrical for basic and excitement attributes (Işin, Atalay, Kumru & Ayşegül, 2017).

2.2 Determinant of Customer Satisfaction for Business to Business Customers

Customer satisfaction in the B2B context has often been termed relationship satisfaction, focusing on the customer's satisfaction with the relationship with the supplier (Yi et al, 2018) . Customer satisfaction for business customer in trade fair influence attraction and retaining of business customer as repeat participation in the next trade fair.

2.3.1 Relationship Quality

Relationship quality from the customer's perspective is achieved through the salesperson's ability to reduce perceived uncertainty. High relationship quality means that the customer is able to rely on the salesperson's integrity and has confidence in the salesperson's future performance because the level of past performance has been consistently satisfactory. Relationship quality influence trust and satisfaction. Subsequent studies have empirically tested the antecedents and outcomes of this higher order construct in various research contexts, using a wide range of mediating variables. Yong, Sung and Sangcheol. (2013) considered opportunism, customer orientation and ethical profile to define relationship quality. According Sindu (2018) exhibitor satisfaction is an indicator to relationship quality, apart from trust and commitment and used four dimensions' trust, satisfaction, commitment and service quality as determinants of relationship quality in a B2B environment. Relationship quality is an overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship .It is generally viewed as a higher order construct which comprises of, but not refined to, trust, commitment and relationship satisfaction (Lin, Kerstetter, & Hickerson, 2016).

2.2.2 Marketing Communication

From a marketing perspective trade fair is an important communication tool of the commercial as well as an important business contact and customer facing. They close a large number of trade agreements. However, sales are not identified as one of the aspects taken into account in the planning sector exhibition of art and collecting, an essential objective in touch with customers and strengthening its image through the prestige derived going to a fair (Sindu, 2018). Benefits of trade fairs as a marketing tool are due in large part to the existence of a target audience, large

and high quality with a high positive bias towards the products exhibited, and which can provide an important communication, as are the customers who come to the different positions of the speakers (stands) for information. Even though studies point out that marketing communication is a key success factor within exhibitor satisfaction strategy implementation (Tizazu, 202).

In the past, many organizations relied simply on a production based approach to their businesses and believed that the ability to mass produce and competitively price products would be sufficient to ensure success. However, the environment that businesses operate has greatly continued to change (Lee & Kim 2019). They found that firms are searching for trade fairs not only in a perspective of marketing and selling implementation, but also for considering the trade fairs as a platform of communication and relationship channel construction (Johansson, 2009). Majority of attendees at trade fairs are not firms, buyers, but influential persons in organizations that have the buying or prescriptive power in the decision making process.

2.2.3 Exhibitor Training

Trained and knowledgeable staffers are the frontier sales force at Trade Fairs, their competence and skills in communications are essential to the Trade Fair effect. Various researchers Buttle (2010) observed that lack of knowledge and skills is only one cause of satisfaction gap. Training effectiveness influence customer satisfaction. The extents to which exhibitors are trained to utilize the trade fair opportunities influence exhibitor's satisfaction level. In this regard regular evaluation of exhibitor morale, abilities and aptitudes is imperative to ensure proper service delivery and efficiency at work leading to high level of exhibitors' satisfaction. According to Black (2016), staff should be properly trained on handling complaints. Since organizations are dealing with people with different opinions, areas of friction may arise. With an open mind and a smile on the face, it's possible to win the exhibitors in trade fair confidence in a possibility of the exhibitors' attending the next fair. Furthermore, exhibitors who are trained on how to utilize the opportunities at trade fair venue felt satisfied with the organizers of trade fair are likely to participate in the subsequent TSs (Barezyk, Glisan, & Lesch, 2019).

2.2.4 Achievement Exhibition Objectives

Stand characteristics or peculiarities include decoration, location and size of own stand, factors with an impact on the achievement of the objectives. According to Manrai and Manirai (2017), fairs that aspects such as space, location and attention at the booth on the fair is positively related to achievement of the objectives exhibition, being very close to achieving the relations and sales through small impact on the agenda provided by visitors. An enlargement of the stand results in an increased number of visitors who come to visit the stand (Hansen, 2022). With a large number of customers, the exhibitor can enhance corporate brand image and finding information on luring visitors to its stand. From a good position, the display attracts more visitors and gets more information on market trends hence increase satisfaction level of exhibitors.

2.2.5 Perceived Value and Social Value

The social impact made on a customer's image from the purchase of a product or service when a customer utilizes that product or service. In a similar manner, exhibitors make a decision on whether to attend a trade fair by considering the effects of attending may have on the company's image during an exhibition (Zhang & Xu 2019). Additionally, companies may participate in certain trade fair in order to avoid any misunderstanding that may result from the company's

absence at the fair as they wish of avoid creating an image that their absence may be interpreted by competitors as if the company was having financial and managerial difficulties (Smith, *et al.*, 2003). The amount of effort required to meet exhibitors' satisfaction levels, in terms of social value, influences exhibitors' assessments of the success of trade fair (Qi & Guo Q. 2015). Exhibitors's satisfaction has always been a crucial factor to predict positive future participation in the next trade fair. Satisfied exhibitors are more likely to have a high intention to return to a future trade fair and a high willingness to pay for either a large booth or a better location, due to the reduced risk of uncertainty as to whether their exhibition will be success.

2.2.6 Service quality

Service quality has been the subject of considerable interest by both practitioners and researchers as mentioned before (Rhonda & Bozdech, 2016). An important reason for the interest in service quality by practitioners results from the belief that this has a beneficial effect on bottom-line performance for the firm. Service quality is a critical concept increasingly gaining its importance in today's business environment. Shahin (2016) opined that Service quality appears to be only one of the service factors contributing to customers' satisfaction judgments. According to Tanner (2012), key determinants by which a customer assesses service quality and consequently results in satisfaction or not. Severt, Wang, Chen and Breiter, (2017) suggested that service quality feature in trade fair are critical to enhance customer satisfaction.

2.2.7 Exhibitors' Experience

Exhibitors' experience has been found to be an influential factor on trade fair exhibitors' satisfaction (Rauyruen & Miller, 2017). The prior experiences of exhibitors at a specific trade fair can have an influence on the exhibitors' beliefs and attitudes related to the fair as well as the exhibitor's intentions to return to the same fair in the future (Kempf & Smith,1998). Novice exhibitors may focus on building a company profile in a new market place and creating relationships with customers and competitors, whereas experienced exhibitors may seek opportunities to support business partnerships and maintain their current market position (Onkvisit & Shaw, 2014). The previous participation in a fair seems to be an important factor either for experience or inexperienced firms as the aims of each are very different (Norman, 2005). In both cases, the vivid experience of the exhibitor, the perceived advantages of being at the fair networking with current and potential customers, and the presence face-to-face with direct competitors stimulates the return to the next fair and satisfaction level of the exhibitors . An experience increases exhibitors are more prompt to be less satisfied. Providing of more attention to event organizers to institute effective marketing strategies to correct those attitudes (Morrow, 2018). Network of trade contacts available to exhibitors, allowing the access to a list of potential buyer's influence exhibitors' satisfaction Nevertheless, satisfied exhibitors are more prompt to return in future editions of the fair, as they perceived a lower risk of participation.

3.0 RESEARCH DESIGN AND METHODOLOGY

The design of this research was descriptive survey research. A descriptive survey research sought to obtain information that describes existing phenomena by asking individuals about their perceptions, attitude, behavior or values (Mugenda and Mugenda 2003). Descriptive research portrays an accurate profile of persons, events, or situations. This design described the characteristic of the population or phenomenon. It also helped in collecting quantitative data to answer to the research question. The design was deemed fit to portray clear pictures of

determinants of customer satisfaction for exhibitors at Nairobi International Trade Fair, Kenya.The population for this study was the all 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 25% of the target population which was 100 exhibitors. According to Mugenda and Mugenda (2003), a sample size of 10% of 20 % of a large population was sufficient for a study. The selection of the exhibitors was done through simple random sampling. This minimized biasness in selection of the sample size

The study collected primary data using structured and unstructured questionnaire. A questionnaire is a data collection instrument that sets out in a formal way the questions designed to elicit the desired information. The questionnaire contained the questions which were closed ended and open ended. The questionnaires were administered through drop and pick to 100 managers who were respondents from exhibitors who participated and are registered with Nairobi International Trade Fair (ASK, 2015). The questionnaires were equally distributed to all the exhibitors. The collected data was well examined and checked for completeness and comprehensibility. The data was then summarized, coded and tabulated for ease of analysis. Descriptive data analysis technique such as means, standard deviation and frequency distribution were used to analyze quantitative data. Data presentation was done by the use of charts and percentages and frequency tables. This ensured that the gathered information was clearly understood by describing what the respondents are saying. Content analysis was also used to analyze data that was collected using open ended questions. This is a systematic detailed qualitative description of the objectives of the study. It involves observation and detailed description of objects, items or things that comprise the study (Mugenda and Mugenda, 2003). This method made it possible to analysis data and present in-depth insight on determinants of exhibitor satisfaction in Nairobi International Trade Fair.

4.0 RESULTS AND DISCUSSIONS

4.1 Introduction
From the study, a sample population was 100 respondents, 85 respondents responded and returned the questionnaires. This constituted 85% response rate which was considered sufficient for analysis and reporting based on a recommendation by Mugenda and Mugenda (2003) who suggested that for generalization purposes a response rate of 50% is adequate for analysis and reporting, 60% is good while a response rate of 70% and above is excellent. Most 45% of the respondents had attained diploma level education, 29% of the respondents attained graduate level of education while 26% of the respondents had attained certificate level of education. Also majority 51% of the respondents were marketing managers, 30% of the respondents were general managers while 19% of the respondents were planning managers validating the instrument.

4.2 Extent to which given factors influence satisfaction of exhibitors

Table 1: Extent to which given factors influence satisfaction of exhibitors

Satisfiers factors	Mean	Standard deviation
The proximity of the fair to own location	4.78	0.71
The industry understanding the fair management and staff provides	4.30	0.32
The quality of personal contacts with the fair management and staff	4.63	0.69

	4.54	0.65
Assess the cultural landscape	4.54	0.65
The frequency of the event	4.73	0.79

Results in Table1 indicated that majority of the respondents agreed that the proximity of the fair to own location, the frequency of the event, quality of personal contacts with the fair management and staff and assess of the cultural landscape influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.78, 4.73, 4.63 and 4.54 with standard deviation of 0.71, 0.79, 0.69 and 0.65. Most of the respondents agreed that the industry understanding the fair management and staff provides influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.30 with standard deviation of 0.32. This implies that relationship quality influence trust and satisfaction among exhibitors at the Nairobi International Trade Fair in Kenya.

4.2 Performance factors influence satisfaction of exhibitors

Table 2: Performance factors influence satisfaction of exhibitors

Performance factors	Mean	Standard deviation
The type of visitors	4.81	0.72
The networking	4.64	0.53
The industry overview	4.74	0.59
The estimated number of visitors	4.39	0.28
The estimated costs of exhibiting	4.31	0.22
The publicity level by Nairobi International Trade Fair organizers	4.80	0.67
The facilities provided at venue	4.44	0.39
The duration of event as set by the organizers	4.51	0.55
The reliability of fair management and staff	4.75	0.63
The set date of event	4.60	0.57
Sales opportunities at the fair	4.56	0.76

The Table 2 findings indicated majority of the respondents agreed that the type of visitors, publicity level by Nairobi International Trade Fair organizers, reliability of fair management and staff and industry overview influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.81, 4.80, 4.75 and 4.74 with standard deviation of 0.72, 0.67, 0.63 and 0.59. Most of the respondents agreed that networking and sales opportunities at the fair, set date of event and duration of event as set by the organizers influence satisfaction of exhibitors at Nairobi International Trade Fair, sales opportunities at the fair to a very great extent as indicated by mean of 4.64, 4.60, 4.56 and 4.51 with standard deviation of 0.53, 0.57, 0.76 and 0.55. most of that respondents agreed that facilities provided at venue, estimated number of visitors and estimated costs of exhibiting influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.44, 4.39 and 4.31 with standard deviation of 0.39, 0.28 and 0.22. This implies that satisfaction with product performance is important for customers in a trade fair context.

4.3 Service quality determinants influence satisfaction of exhibitors

Table 3: Service quality determinants influence satisfaction of exhibitors

service quality factors	Mean	Standard deviation
Trade fair premises are easily accessible	4.50	0.49
Employees of the Centre wear business suit for ease of identification	4.06	0.26
Instruction signs are easy to find and understand	4.52	0.46
Trade Fair center delivers promised services	4.05	0.28
Centre performs the service right the first time	4.65	0.68
Centre provides services at promised time	4.78	0.74
Centre deliver service to you immediately when you demand it	4.56	0.47
Employees of the Nairobi Trade Fair Centre always be willing to help you	4.58	0.51
employees of the Nairobi Trade Fair Centre behave in a way that can increase your trust in the Centre	4.85	0.83
Centre have the knowledge to answer your queries	4.14	0.30
Management of Nairobi Trade Fair Centre offer your organization individual attention	4.20	0.37
Nairobi Trade Fair Centre understand your or your organization's specific needs	4.70	0.71

From the findings in Table 3, majority of the respondents indicated that employees of the Nairobi Trade Fair Centre behaving in a way that increase trust in the Centre, Centre providing services at promised time, understanding individual or organization's specific needs and performing the service right the first time influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.85, 4.78, 4.70 and 4.65 with standard deviation of 0.83, 0.74, 0.71 and 0.68. Most of the respondents indicated that employees of the Nairobi Trade Fair Centre always being willing to help, Centre delivering service immediately when demanded it, instruction signs being easy to find and understand and Trade fair premises being easily accessible influence satisfaction of exhibitors at Nairobi International Trade Fair to a very great extent as indicated by mean of 4.58, 4.56, 4.52 and 4.50 with standard deviation of 0.51, 0.47, 0.46 and 0.49. Most of the respondents indicated that management of Nairobi Trade Fair Centre offering organization individual attention, Centre having the knowledge to answer all queries, employees of the Centre wearing business suit for ease of identification and Trade Fair center delivering promised services influence satisfaction of exhibitors at Nairobi International Trade Fair to a great extent as indicated by mean of 4.20, 4.14, 4.06 and 4.05 with standard deviation of 0.37, 0.30, 0.26 and 0.28.

4.4 Training influence s Exhibitor Satisfaction

The respondents unanimously explained that exhibitors were trained on how to start planning for exhibition at least 4 to 6 months before the show, together the team set realistic objectives, create a schedule and plan all activities. Choose an exhibition stand supplier that will design and build a beautiful and effective stand. Unique design, bold graphics and striking content are essential to making the stand as noticeable as possible and driving more traffic. This in turn gets outstanding exhibition results making majority of the exhibitors satisfied. The respondents further explained that exhibitor training helped exhibitors increase the return on their exhibition investment; provide powerful information and advice for first-time exhibitors, ensuring that their first exposure is a huge success. This implies that training exhibitor prior to the trade fair based on an appropriate needs analysis is highly relevant for individual motivation, abilities and attitudes towards running the exhibitions influence customer satisfaction.

4.5 Combine Correlation Analysis for Variables

The study used correlation analysis results to detect the strength and the direction of the relationship between variables. The correlation results are also used to detect whether there existed multicollinearity. The correlation matrix results for the combined determinants of exhibitor's satisfaction to test the strength and direction of the association between variables. Pearson Product moment correlation coefficients (rs) and P-values were used in criterion decision in making inferences. The significant value was tested at 0.01 or 0.05

Table 4.Correlation Analysis

Correlation Variables	Correlation	Exhibitor's satisfaction
Relationship Quality	Pearson Correlation	0.778*
	Sig (2-tailed)	0.0001
Information Sharing-Marketing Communication	Pearson Correlation	0.797*
	Sig (2-tailed)	0.011
Welfare facilities and services	Pearson Correlation	0.785*
	Sig (2-tailed)	0.002
Exhibitor Training	Pearson Correlation	0.791*
	Sig (2-tailed)	0.007
Perceived Value and Social Value	Pearson Correlation	0.729*
	Sig (2-tailed)	0.001
Place/Location	Pearson Correlation	0.821*
	Sig (2-tailed)	0.001
Service quality	Pearson Correlation	0.826*
	Sig (2-tailed)	0.001
Exhibitors' Experience	Pearson Correlation	0.783*
	Sig (2-tailed)	0.001

*- Correlation is significant at the 0.05 (2 tailed) and N= 85

The correlation results in Table 4 indicates that, there exists a strong , significant and positive correlation between relationship quality and exhibitors satisfaction at Nairobi international trade fair as indicated by correlation factor, r=0.778, PV=0.0001<0.05). The result predict a strong and positive relationship between information sharing and exhibitors satisfaction at Nairobi international trade fair as indicated by correlation factor r=0.979, PV=0.011< 0.05. The results in Table 4indicates that, there exists a strong , significant and positive association between welfare facilities and services and exhibitors' satisfaction at Nairobi international trade fair as indicated by correlation factor, r=0.785, PV=0.002<0.05).

The result predict a strong and positive relationship between exhibitors training and exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor, r=0.785, PV=0.002<0.05).The results further revealed that there exist a strong and positive association

between perceived value and social value and exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor, r=0.791, PV=0.007<0.05). Further, place or site location in the exhibition predict exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor, r=0.821, PV=0.001<0.05). Service quality in exhibition predict exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor, r=0.826, PV=0.001<0.05) while exhibitors' experience in the exhibition predict exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor, r=0.783, PV=0.001<0.05).

4.5 Discussions of Results

.This results indicated that building of effective and quality relationship was found to contribute significantly to exhibitor satisfaction. The relationship developed by employees of the Nairobi Trade Fair through good behaviours in a way that increase trust in the fair, providing services at promised time, understanding individual or organization's specific needs and performing the service right the first time influence satisfaction of exhibitors at Nairobi International Trade Fair (M= 4.85, 4.78, 4.70 and 4.65). The study revealed that building of good relationship enhance trust depicted by employees willing to help, fast and fair delivering service when demanded it, provision of instruction signs being easy to find and understand and trade fair premises being easily accessible influence satisfaction of exhibitors at Nairobi International Trade Fair (M= of 4.58, 4.56, 4.52 and 4.50). The results were in agreement with Lin, et al 2016), who observed that the relationship between customer attribute performance and overall customer satisfaction is non-linear and asymmetrical for basic and excitement attributes. Management of the Nairobi International Trade Fair offering organization individual attention, having the knowledge to answer all queries, employees of the fair wearing business suit for ease of identification and Trade Fair delivering promised services influence satisfaction of exhibitors at Nairobi International Trade Fair (M= 4.20, 4.14, 4.06 and 4.05). The findings were in support of This is in line with Tizazu (2022), revealed that relationship quality is an overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship.

The results of the findings demonstrated that location of the stand position at the Nairobi Trade Fair play a critical role in exhibitors satisfaction as respondents stated that the exhibitors during the show event sell goods in the special shopping area where space is rented for a particular fee depending on the space allocated, exhibitors are charged rates ranging from KSH 30,000 to 60,000 depending on the location of the stand. The exhibitors ensure everyone know the location of their stand and give people sneak previews of their stand and new products or services. Exhibitors make sure the stand is visible from down the aisle and it communicates a clear, enticing message that captures people's attention. The study established that exhibitors were trained by Nairobi International Trade Fair organizers on how to utilize the opportunities at the trade fair. The findings were supported by Xu, Jin.and Zhang (2018), whose findings revealed that trade fairs that defined aspect such as adequate space, location and attention at the booth on the fair is positively related to achievement of the objectives exhibition, being very close to achieving the relations and sales through small impact on the agenda provided by visitors.

The study established that exhibitors were trained on how to start planning for exhibition at least 4 to 6 months before the show, together with team setting realistic objectives, create a schedule and plan all activities. The findings agreed with the findings agreed with Zhang and Xu (2019), who stated that the extents to which exhibitors are trained to utilize the trade fair opportunities

influence exhibitor's satisfaction level. Choose an exhibition stand supplier that will design and build a beautiful and effective stand. Unique design, bold graphics and striking content are essential to making the stand as noticeable as possible and driving more traffic. This in turn gets outstanding exhibition results making majority of the exhibitors satisfied. Exhibitors training help exhibitors increase the return on their exhibition investment, provide powerful information and advice for first-time exhibitors, ensuring that their first exposure is a huge success.

Correlation results demonstrated that there exists a strong, significant and positive correlation between relationship quality and exhibitors satisfaction r=0.778, PV=0.0001<0.05),information sharing and exhibitors satisfaction (r=0.979, PV=0.011< 0.05), welfare facilities and services and exhibitors' satisfaction (r=0.785, PV=0.002<0.05), exhibitors training and exhibitors satisfaction (r=0.785, PV=0.002<0.05), perceived value and social value and exhibitors satisfaction, (r=0.791, PV=0.007<0.05), place or site location in the exhibition predict exhibitors satisfaction, (r=0.821, PV=0.001<0.05),Service quality in exhibition predict exhibitors satisfaction, (r=0.826, PV=0.001<0.05) and exhibitors' experience (r=0.783, PV=0.001<0.05) in the exhibition predict exhibitors satisfaction at Nairobi international trade fair indicated by correlation factor This clearly indicated 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 determinant of exhibitor's satisfaction at Nairobi international trade fair. The finding concurred with Sindu (2018) that information, place, welfare facilities services, a variety of products and quality of products would have the most influence on exhibitor's satisfaction.

5.0 Conclusion of the Study

The study concluded that Nairobi International Trade Exhibition is an essential instrument in the marketing of goods and services since it provides vendors focused platform for communication and exchange with customers of different kind. NITF offers opportunities for regional, continental and global exhibitors to display and demonstrate their services and products very often. It has become a competitive and exhibitors participate in trade fairs to improve on market performance while trade fair organizers earn the biggest share of sales with exhibitors, who are paying fees for exhibition services. The study concluded that relationship quality influence trust and satisfaction among exhibitors at the Nairobi International Trade Fair in Kenya. Relationship quality is an overall assessment of the strength of a relationship, conceptualized as a composite or multidimensional construct capturing the different but related facets of a relationship. Satisfaction with product performance is important for customers in a trade fair context. The relationship between customer attribute performance and overall customer satisfaction is non-linear and asymmetrical for basic and excitement attributes. The study concluded that from a good location of stand, the display attracts more visitors and gets more information on market trends hence increase satisfaction level of exhibitors. 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.

5.1 Recommendation of the study

The study recommends that Nairobi International Trade Fair management should ensure that exhibitors experience customer satisfaction arising from product quality, perceived value, financial

benefits and service quality experience. The management should strive for achieving a high level of exhibitor satisfaction in order to effectively offer the opportunities for all exhibitors to display and demonstrate their services and products. As International Trade Fairs become more competitive, the study recommends that Nairobi International Trade Fair management should focus on retaining current customers and attracting new ones through fostering initiation of a variety of activities to improve customer satisfaction. Relationship quality influence trust and satisfaction among exhibitors at the Nairobi International Trade Fair in Kenya. The study recommends that Nairobi International Trade Fair management should show commitment as it is focal construct in relationship marketing and is described as a desire to develop a stable relationship and a confidence in the stability of the relationship. Management should train exhibitor prior to the trade fair show on how aspect such as space, location and attention at the booth on the fair is positively related to achievement of the objectives exhibition. 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.

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