EXPERIENTIAL MARKETING AS A MODERATING AFFECT ON EXHIBITOR PERFORMANCE IN WORLD TRAVEL MART LONDON 2017

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International tourism trade shows are an essential instrument in the marketing of goods and services. Trade shows establish direct relationships between supply and demand, and provide the opportunity for particular marketing activities. A growing body of academic and practitioner trade shows literature has highlighted the relationship between trade show marketing strategies and the trade shows performance. However, the effect of exhibitor experience in the international trade show marketing strategy and performance relationship has not been addressed in the literature. Thus, this paper fills the gap by examining the moderating role of exhibitor trust, commitment and satisfaction during their trading experience at World Travel Mart London 2017. WTM London is the leading global event for the travel industry, and hosting the global travel and tourism industry as it looks to agree business deals and discuss the current issues facing the sector. The purpose of this study is 1) to identify the concepts of experiential marketing in international tourism trade show; 2) to determine the dimensions of exhibitor trading experience at international tourism trade show; 3) to develop a conceptual framework regarding the relationship between the exhibitors trading experience and trade show performance; 4) to propose a new perspective to see exhibitor’s performance in international trade show from an experiential standpoint. A theoretical model of exhibitors experience to trade shows performance was developed drawing on research from the realms of exhibitor behaviour, experiential marketing, government support and trade show performance. Consistent with a positivist methodology, a questionnaire was developed and tested, data collected from 284 respondents and structural equation modeling used to test the theoretical and competing models. This study provided an initial understanding of the nature of the experiences of exhibitors at international trade shows. In reporting corresponding exhibitor responses, this study also contribute to research on trade show performance.

Keywords: International Tourism Trade Show, Experiential Marketing, Government support and Trade Show Performance