



## THE ROLE OF TRADE FAIRS IN INDUSTRIAL MARKETING: A RESEARCH ON DEFENCE INDUSTRY TRADE FAIRS<sup>1</sup>

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### ABSTRACT

The purpose of this paper is to explore the attitudes towards trade fairs that are the most important marketing tool influencing buying decisions in industrial markets and to search whether or not these attitudes are different from those in sub sectors. Since trade fairs are primary, effective and common marketing activities in defence industries, this industry has been selected as a research area. In this research paper, 50 of the firms which operate in defence industry are treated as population. A questionnaire containing 51 questions was conducted on 50 of the firms' workers in business development department/section managers/senior managers and 32 people responded to the questionnaire. 5 point likert scale was used. The respondents were asked to indicate their degree of agreement with the statements measured by a five-point Likert scale (1 = strongly disagree and 5 = strongly agree). And the mean values of each response were calculated. Ranking means in a descending manner, the order of importance was listed according to responses under each title. Additionally, a frequency analysis and percent of frequency were figured out. Kruskal Wallis Test is used to understand whether differences in sub sectors' answers to the survey questions are significant or not. According to responses to the questionnaire, the purpose of trade fair participation is to gather information about rivals as well as to create country and product image. Nearly all Respondents (%97) considered trade fairs as the most important marketing tool in defence Industry. It seems that there is no significant difference in responses of four sub-sectors in defense industry. The research is limited to the defense industry. Due to the nature of defence industry, getting general judgment from findings can cause fallacy for the other sectors. The cost of trade fairs seems as the most important problem, thus state support for cost reduction is of importance and the persistence of this support is required. Participation decisions in the defense industry fair are taken based on intergovernmental relations, strategic partnerships and the country's overall interests rather than rationality. Studies concerning trade fair is limited in Turkey. Exhibitors' points of view related with trade fairs are revealed for the first time in defence industry with this study.

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## **1. INTRODUCTION**

In intense competition environment in national and international industrial markets, companies use various marketing tools and techniques to be successful. Firms operating in industrial markets use trade fair as the second most important promotional factor influencing buying decisions of industrial purchases after personal selling (Yüksel and Voola 2010: 293).

Trade fairs are, in some ways, the ultimate example of marketing excellence. All the interested parties, be they buyers, sellers, students, designers, influencers in the buying decision, or users of products are represented under one roof at one time Each has come to trade in some ways- each has needs to fulfill, and is prepared to spend time, money, and effort to fulfill those needs (Blythe, 2010:60).

Communication covers the process of exchanging information and news between parties and trade fairs is one of the tools of communication (Ayçi, 2011:163).

Literature on the subject devotes considerable attention to defining trade shows. In many cases, the term "trades show" is regarded as a synonym for fairs, trade fairs and expositions. Trade fairs are defined as regularly scheduled events at which manufacturers display their products and take orders (Kirchgeorg, Springer and Kästner (2010:63).

Among whole promotional tools, fair and exhibitions are the only distinctive tools that bring buyers and sellers together by providing a commercial environment (Tek, 1999:790). Trade shows rank second behind only personal selling in influencing buying decisions of industrial purchases (Palumbo, fred and O'hara, Brad and Herbig, Paul, 1998). Industrial Trade Fairs are generally international trade-oriented events where parties that make large-scale purchases and sales are brought together rather than end users (Ecer and Canitez, 2005:304). Trade shows & exhibitions provided a forum for companies to display and demonstrate their products to potential buyers who had a special interest in buying those products. (Situma, 2012:221).

Fairs could be described in a more comprehensive and extensive way as follows: Fairs represent events that aim to present and transfer technological developments, information, and innovation regarding tradable goods and services through the establishment of booths, they denote events whose organizer, name, type, location, subject, date, and duration are determined in advance, that are organized in fields that suit qualifications for establishing and improving information transfer, cooperation, and future commercial relations, and that look out for the interest of the field, sector, and the society (Ayçi, 2011:161).

It was believed that exhibitions or trade fairs began almost 600 years before the birth of Christ. While no precise record was available, the book of Ezekiel (in the Bible) written in 588 BC, contained many references to merchants trading in a "multitude of the kinds of riches with silver, iron, tin and lead". Ezekiel also talked about the city of Tyre which was an important center of trade and commerce. There was also a close connection between fairs and religious celebrations and holy days. The word "Feria" came from the Latin meaning "holy day" and the term was still commonly used to describe what we might

otherwise refer to as an exhibition or trade fair. (Situma, 2012:221). It is proposed that the first fair that is closest to our understanding of fairs today was established by King Dagobert in France (Akmankuy, 2006:185).

Fairs could be classified as:

- Local, regional, national, and international, according to the audience addressed,
- Global and authentic, according to their content and scope,
- Exhibitions, trade fairs, and specific fairs, according to their activities.

Recently, the concept of virtual fairs has emerged with the development of information technologies and electronic commerce. It is possible to classify fairs in two groups according to the environment it takes place.

When we take the virtual fair concept into account, it is also possible to classify fairs as virtual and actual according to the environment they take place. Virtual fairs are online business platforms where companies have the opportunity to present their products and services, reach target groups, and that provide a means for advertising in order to direct customers to the website (Çavuşoğlu, 2006:92). Geigenmüller (2010:286) defined virtual trade fairs as web-based platforms where customers, suppliers and distributors can get together virtually at any time and from any place. Attendees can visit virtual halls and booths online to obtain information about a company's profile, its products and its services, and interactions between exhibitors and visitors take place entirely in a multimediasbased environment comprised of textual, visual, and acoustical elements.

In the past years, the importance of fairs has increased and it is predicted that this increasing trend will continue in the coming years. According to the CEIR index report issued by the Center for Exhibition Industry Research (CEIR) the fair industry displayed a growth of 1.5 % in 2012. No significant growth is expected for 2013; however, a substantial growth is foreseen for 2014 and 2015. In the long run, the growth will accelerate (Retrieved June 25, 2013, from <http://www.ceir.org/articles/detail/2013/2012-CEIR-Index-Results-Released> ).

Also in the same report, in 2012, the fair area, number of fair participants, the number of visitors, and actual income increased by 1.2 %, 0.5%, 2.5%, and 1.6%, respectively.

With the development of technology and transport, the commercial function of fairs became prominent. Regional and international relations acquired new dimensions through fairs and at the same time, fairs also contributed to the development of world trade (Akmankuy, 2006:186).

The advantages which trade shows carry over other promotion methods, both for visitors and exhibitors, include the possibility of immediate follow-up, no interruption of other activities (as compared to sales calls), the opportunity for hands-on experience of the exhibits and one-to-one exposure of buyer to seller. (Fowdar, 2004:44).

According to Kotler and Armstrong (2011:487) vendors receive many benefits from trade fairs, such as opportunities to find new sales leads, contact customers, introduce new products, meet new customers, sell more to present customers, and educate customers

with publications and audiovisual materials. Trade shows also help companies reach many prospects not reached through their sales forces.

In addition to being a marketing activity and their benefit in developing trade, fairs are also important events as they contribute to the economies of regions or provinces in which they are organized (Demirci and Arslaner, 2012:65).

However, in addition to their superiority, it is also possible to mention the insufficiencies of fairs.

The main shortcomings of trade shows are that they are costly and very few executives think that they are effective. A substantial number of corporate executives perceive trade shows as non-selling activities and/or social activities for employees who do attend. Furthermore, though exhibitors state that exhibitions are effective, the majority has no accurate way of evaluating the return on their trade show investments. (Fowdar, 2004:44).

## **2. THE IMPORTANCE OF TRADE FAIRS IN MARKETING MIX**

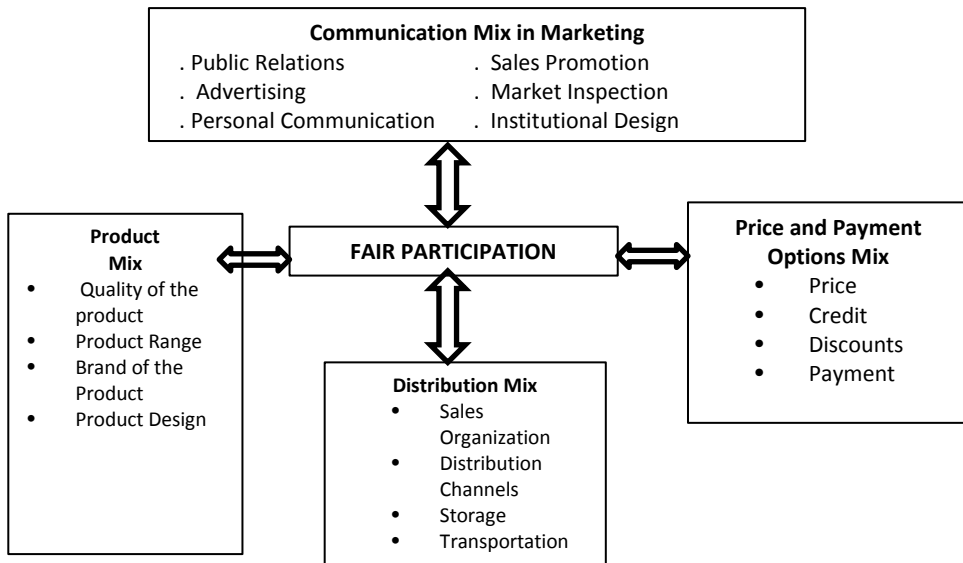
In general, fairs are regarded as an effective method of marketing due to their elements of testing the relevant market, attracting the attention of customers, defining consumer preferences, monitoring opponents, competition, and the level of technology, finding new agencies and distribution channels, performing on-site research, and sales development. Although fairs are a marketing method that have been used since very old times, their content and organization style is changing and improving and their importance among marketing methods is gradually increasing with the influence of today's conditions (Yücel and Ata, 2006:508).

Trade shows are an integral part of the marketing strategy for many products and services, especially in industrial/organizational markets (Yüksel and Voola 2010: 293). Trade fairs have commonly been regarded mainly as a means of achieving sales objective: generating leads, closing sales, making new contacts with buyers (Blythe, 2010:57).

Businesses are globalizing and using various marketing tools and techniques in order to be successful in the intense competition environment of the international markets, of these tools one of the most important one is attending international fairs. International fairs are one of the most important tools in increasing export potentials of countries. Businesses that attend fairs move forward in the internationalization process more quickly and with much less cost in comparison to businesses that do not attend fairs (Aycı, 2011:162).

The elements of marketing mix and trade fairs are in a reciprocal interaction and this interaction is shown in Figure: 1 (Aycı 2011:163).

**Figure 1: Fairs in the Marketing Mix**



Reference: (Fairs abroad with respect to marketing mix: Study about SMEs that benefit from KOSGEB foreign fair support. Gazi University Faculty of Economics and Administrative Sciences Journal: 163).

### 3. TRADE SHOW LITERATURE

In literature, studies related to trade fairs : Assessing Trade Show Functions and Performance: An Exploratory Study (Kerin and Cron, 1987); Evaluating the effectiveness of Trade Shows: A Personal Selling Perspective (O’hara, 1993); Trade Show Effectiveness (Berne and Garcia, 1997; Dekimpe at al., 1997), Trade show: who, what, why (Herbig, O’hara and Palumbo, 1998); Industrial Trade Shows: A Study of Related Activities (Fowdar, 2004); The effects of firm resources on trade Show performance: how do trade show marketing processes matter? (Ling-ye, 2008); An exploratory study of attendee activities at a business trade show (Gopalakrishna, Roster and Sridhar, 2010); The dimensionality of trade show performance in an emerging market (Tafesse and Korneliussen, 2011); The influence of service quality and trade show effectiveness on post-show purchase intention (Gottlieb, Brown and Drennan, 2011); Objectives for successfully participating in trade shows (Kirchgeorg, Springer and Kästner, 2010); Using trade show information to enhance company success: an empirical investigation (Outland, Johnston and Wilson, 2012). Seringhaus and Rosson (1998) Management and performance of international trade fair exhibitors: government stands vs independent stands. Blythe (2010) Trade fairs as communication: a new model. Geigenmüller examined the role of virtual trade fairs in relationship value creation. There are not many studies conducted in Turkey on this subject. Some of them is as follows: the research about the support given to SMEs for

international fairs (Aycı, 2011), the research about the differences between fair attendants and fair organizers with respect to expectations and perception level (Alkibay, 2002), the research about virtual fairs organized in Turkey and in the World (Çavuşoğlu, 2006), the research on the influence of fair organizations in local economy and on revisiting intentions (Demirci and Arslaner, 2012), and the book named Congress Tourism and Fair Organizations prepared by Aymankuy (2006).

### **3.1. Trade Fairs in Defense Industry**

Defense industry is a sector that designs, develops, and manufactures tactical, strategic, and defensive weapon systems and equipment for the armed forces of countries. In general terms, defense industry is an organization that is comprised of the production of all kinds of defense equipment, planning of services, and all lines of industrial businesses required for the protection of a country (Güldere, 2006:5).

According to the data of SIPRI Year Book 2012, it is estimated that military expenses in the world were 1.738 billion US Dollars in 2011. This number corresponds to the 2.5% of gross product (2012:147). These figures show the size of the sector and its economic importance.

Defense industry differs from other sectors in terms of marketing strategies due to its own specific features.

End users in the field of defense industry are armed forces. Therefore, the sector appeals to a single customer in the domestic market and to a number of customers that equals to the number of foreign countries in the international arena.

Defense industry sector is an enclosed sector. Therefore, reliable and sufficient amount of information is not revealed to the public. Inadequacy in the data and unreliability makes it difficult to develop a marketing strategy.

Countries give great importance to domestic production in defense industry in order not face a problem of importing armed equipment in a war or conflict. In addition, national defence industry is perceived as a prestige symbol for an army to use modern equipments that were manufactured indigenously. Nationalism in Defence Industry may influence rationalism, productivity, and competition in the sector negatively. Countries may prefer expensive national products than cheaper foreign ones.

Defense services and hence the defense industry products are regarded as “pure public goods” or full public goods in terms of public finances as in the case of justice and diplomacy. Pure public goods are expenses that serve the interest of all citizens, for which personal benefits cannot be measured, from the use of which citizens cannot be excluded, and are financed by taxes.

As the defense industry sector differs from other sectors by aforementioned properties, it is not possible to use most of the marketing mix in this sector. Therefore, fairs are one of the most common and important marketing activities in the sales of defense industry products.

This matter was expressed by Koç (2002:77-78) as follows: "Fairs are one of the most effective ways of displaying defense industry products in international markets. Fairs provide a means to present products to the whole world and establish a direct and face-to-face relationship with the customer."

International defense fairs are of vital importance in terms of bringing manufacturer, supplier, and end-user together and uniting players from every level of the defense industry. Many countries have their defense industry fair. For the most part, these fairs are organized every two years (Koca, 2011:52).

**Table 1: Defense Fairs Supported by the Government**

<b>The Name of Trade Fair</b>	<b>Country</b>
Eurosatory	France
IDEX	United Arab Emirates
IDEAS	Pakistan
DSEI	England
SOFEX	Jordan
DSA	Malaysia
KADEX	Kazakhstan
FIDAE	Chile
DIMDEX	Qatar
AFRICAN AEROSPACE	South Africa
LAAD	Brazil
BRIDEX	Brunei

### **3.2. Government Supports for Trade Fairs**

In Turkey, fairs are supported by the Undersecretariat of Foreign Trade (later Republic of Turkey, Ministry of Economy) in accordance with the Money Credit and Coordination Community decision numbered 95/7 as published in the Official Gazette dated 01.06.1995 and numbered 2230 pursuant to the authority granted by Article 4 of the "Export-Oriented State Aid Decision" of the Council of Ministers dated 27.12.1994 and numbered 94/6401. In the aforementioned notification, points such as the fairs to be supported, sums of support, the method of payment of supports, and the conditions of support are clearly indicated.

On the other hand, with regard to defence Industry, Law no. 3238 regarding the establishment of the Undersecretariat for Defense Industry gives the Undersecretary the task of “coordinating the export of defense industry products and offset trade”. In this context, participation to Defense Industry fairs is supported by the state within the framework of the decision of the Defense Industry Executive Committee that is comprised of the Prime Minister, Chief of General Staff and the Minister of National Defense.

### **3.3. The Scope and Importance of the Study**

The fact that fairs are the main, effective, and widespread marketing activity in defense industry was influential in its selection as the field of study in our paper. In the study, the first 50 companies that operate in defense industry were drawn by the Undersecretariat for Defence Industries’ List.

The survey was sent to chosen 50 firms operating in Defence Industry. The survey was segmented into 6 categories. These categories included:

- The main objective of the firms in participating international trade fairs.
- The factors influencing decisions of the firms in participating Trade Fairs.
- Key success factors in promoting in defense industry.
- Factors that effect the success of the trade fairs.
- The expectations from participating in trade fairs.
- Challenges with trade fairs.

Questionnaires were sent to the electronic mail addresses of firm managers/employees working in the departments of sales/marketing and asked to be filled and returned to the same e-mail address.

32 of these firms provided answers to this questionnaire. There were two groups of questions in the survey. 4 questions in the first group were prepared in order to determine demographic features. The second group of questions was developed for the defense industry in order to evaluate attitudes by using the questions in the work of Yüksel and Voola (2010) regarding travel fairs. 51 questions were evaluated according to five point likert scale. All questions in each segment were graded from 1 to 5 and the arithmetic mean values were calculated. The order of importance for answers in the categories was identified by sorting the mean values from largest to the smallest. At the same time, the frequencies of the answers and the percentage analysis of these frequencies were used. Among the answers given, 1 and 2 (strongly disagree and disagree) were evaluated together as negative and their sum were shown in one column. Similarly, 4 and 5 (agree and strongly agree) were evaluated as positive and their sum were shown in a single column.

Besides, for each question group an analysis was performed to seek whether the answers given showed a significant difference between subsectors such as land, naval, aviation and electronics.



### 4. FINDINGS

When the responses to the questions regarding demographic features were investigated, 31% of the participants identified themselves as senior executive, 38% as mid-level executives, 19% as specialist, and 4% as department employee. When the fair participation figures were examined, it was revealed that 20 firms participated in more than 15 fairs, 6 firms in 6-10, 2 firms in 11-15, 2 firms in less than three, and 1 firm in 3-5. One firm did not answer this question.

**Table 2: The Main Objective of the Firms in Participating Trade Fairs**

The Main Objective of The Firms in Participating Trade Fairs.		M e a n	S t a n d a r t i o n	Frequencies			Frequency Rates		
				1 & 2	3	4 & 5	1 & 2	3	4 & 5
1	to create a product/country image.	4,47	0,76	1	2	29	3%	6%	91%
2	to gather information about competitors.	4,38	0,87	2	2	28	6%	6%	88%
3	to improve relationships with customers and to find out their requirements.	4,34	0,83	1	1	30	3%	3%	94%
4	to gain and maintain prestige.	4,34	1,10	4	0	28	13%	0%	88%
5	to track new trends in the sector.	4,31	0,93	2	1	29	6%	3%	91%
6	to find new distribution channels.	4,28	0,89	1	3	28	3%	9%	88%
7	to influence demand (persuasion) via personalised and direct communication.	4,25	0,95	3	2	27	9%	6%	84%
8	to introduce and promote products/services.	4,25	0,92	3	1	28	9%	3%	88%
9	to learn more on related and supporting industries and suppliers.	4,13	1,04	3	3	26	9%	9%	81%
10	to do business alliances research.	4,09	0,89	3	2	27	9%	6%	84%
11	to maintain an innovative business structure and strategy.	4,06	1,01	3	3	26	9%	9%	81%
12	to gain competitive advantage.	4,03	0,95	2	7	22	6%	23%	71%
13	to contact senior/top executive officers in the sector.	3,97	1,06	5	3	24	16%	9%	75%
14	to make direct sales at the fair	3,03	1,23	12	9	11	38%	28%	34%

With regard to firms in participating fairs, it was observed that creating country/product image is in first place. At the second place was the purpose of gathering knowledge on competitors.

When the answers of the responders regarding the objective of fair participation were examined, it is seen that company priorities are product image, creating a reputation, and building direct relationship with customers. It is observed that the purpose of making direct sales is not a widely shared idea. The questionnaire results were consistent with fair participation purposes in theoretical studies. According to the results of the study, when the means of ideas regarding the purposes of fair participation were analyzed it is seen that image creation for the product and collecting information on competitors are at the top of the list. When frequency percentages are analyzed, it is seen that more than 80% of the responders agreed with the purposes that ranked in the first 11 places.

In Table-2, it is seen that among the objectives of fair participation, making direct sales is placed last. This result is consistent with Blythe’s (2010:58) statement that “research had shown that only 10% or less of fair participants is buyers”

**Table 3: The Factors Influencing Decisions of the Firms in Participating Trade Fairs**

The Factors Influencing Decisions of The Firms in Participating Trade Fairs		Mean	Standard Deviation	Frequencies			Frequency Rates		
				1 & 2	3	4 & 5	1 & 2	3	4 & 5
1	the past performances of the fair	4,38	0,61	0	2	30	0%	6%	94%
2	the profile of the visitors	4,31	0,59	0	2	30	0%	6%	94%
3	the countries participating in the fair and the number of participating companies	4,16	0,77	2	1	29	6%	3%	91%
4	the reputation of the fair	4,09	0,86	2	1	29	6%	3%	91%
5	the place (country) of the fair	3,88	1,18	5	3	24	16%	9%	75%
6	the cost of the fair	3,59	1,24	8	6	18	25%	19%	56%
7	security arrangements of the fair	3,34	1,15	10	5	17	31%	16%	53%
8	the quality and the variety of the services provided by the organising company	3,22	1,18	10	8	14	31%	25%	44%
9	the date of the fair	3,09	1,20	13	5	14	41%	16%	44%
10	the place (city) of the fair	2,94	1,11	13	9	10	41%	28%	31%
11	the firm that is organising the fair	2,66	1,15	19	5	8	59%	16%	25%

Ranking of the means of answers regarding “the factors influencing decisions of the firms in participating trade fairs” in the defense industry, their frequency values, and standard deviations are shown in Table-3.

The most important factor is the past performance of fairs, whereas the second one is the profile of visitors. The date of the fair, the city in which it is organized, and the organizing firm appear as the least influential factors in the decision of participation. The first 4 factors of which the frequency percentages are above 90% are effective in fair decisions.

**Table 4: Key Success Factors in Promoting in Defense Industry**

Key Success Factors in Promoting in Defense Industry		Mean	Standard Deviation	Frequencies			Frequency Rates		
				1 & 2	3	4 & 5	1 & 2	3	4 & 5
1	lobby activities	4,59	0,61	0	2	30	0%	6%	94%
2	providing effective and efficient information	4,56	0,56	0	1	31	0%	3%	97%
3	activities of military/commercial attaches	4,41	0,76	1	2	29	3%	6%	91%
4	participating in travel trade fairs and congresses	4,34	0,55	0	1	31	0%	3%	97%
5	distributing show videos, films, photographs, pictures and brochures	4,19	0,54	0	2	30	0%	6%	94%
6	Advertising and pursuing PR activities directed to target	4,06	0,91	3	3	26	9%	9%	81%
7	having sales office representation in the target markets	3,38	1,07	8	7	17	25%	22%	53%

When the answers regarding the key success in promoting activities in defense industry are analyzed, interesting results arising from specific properties of the sector are revealed. It is seen that the two most important factors for attaining success in sales and promotional activities are lobbying and acquiring efficient and effective information. This result demonstrates how defense industry is distinguished from other sectors. Purchasing decisions in defense industry are mostly directed by bilateral relations between countries. The main reason for this is that defense industry is a strategic sector and it directly concerns homeland security. Therefore, the export and import of defense products are determined by the mutual trust of countries and the degree of their cooperation. Another remarkable point seen in Table-4 is that 97% of responders agree with the idea that participation in fairs, exhibitions, and congresses are important for the sales and publicity to be successful in defense industry. Ranking of the means of answers regarding the importance of activities in the success of promotion in the defense industry, their frequency values, and standard deviations are given in Table-4.

**Table 5: Factors That Effect the Success of Trade Fairs**

Factors That Effect The Success of The Trade Fairs		M e a n	S t e v i a n d a t i o n	Frequencies			Frequency Rates		
				1 & 2	3	4 & 5	1 & 2	3	4 & 5
1	to have efficient and effective products/ services exposed/ displayed on the stand	4,47	0,51	0	0	32	0%	0%	100%
2	to have very professional and trained stand staff	4,47	0,57	0	1	31	0%	3%	97%
3	stand placa and stand decoration	4,34	0,65	1	0	31	3%	0%	97%
4	have efficient and effective printed materials (brochures, photos, etc.)	4,22	0,79	1	4	27	3%	13%	84%
5	to have effective promotional items/ souvenirs	3,00	1,30	13	7	12	41%	22%	38%

The presentation of products in the booths is considered by the responders as the most important factor for the success of trade fairs. This result supports Gopalakrishma, Roster and Sridhar’s study (2010:246) in which they claim that aspects of booth design make a difference in an exhibitor’s ability to attract specific segments of trade show attendees.

The professional and trained booth personnel are the other factor for the success of a fair. The first 4 factors regarding the success of fairs have approximately same means. Apart from these four factors, the promotional goods offered at the booth are considered last among the factor. The ranking of each factor based on the value of the mean, their frequency values, and standard deviations are given in Table-5.

**Table 6: The Expectations from Participating in Trade Fairs**

The Expectations from Participating in Trade Fairs		M e a n	S t e v i a n d a t i o n	Frequencies			Frequency Rates		
				1 & 2	3	4 & 5	1 & 2	3	4 & 5
1	Exploring new markets	4,66	0,65	1	0	31	3%	0%	97%
2	increasing the recognition of the brand	4,63	0,66	1	0	31	3%	0%	97%
3	increasing sales	4,34	0,83	2	1	29	6%	3%	91%

The survey results regarding the expectations in participating fair are given in Table-6.

It was seen that the expectations of responders in participating fairs were to open up to new markets, boosting brand recognition, and increasing sales, respectively. Considering the first two elements are performed with the intention of increasing sales and the ultimate purpose of fairs is to increase sales, it could be concluded that the results are in accordance with the answers regarding the purpose of fair participation.

**Tablo 7: Problems with Trade Fairs**

Problems with Trade Fairs Related to	Mean	Standard Deviation	Frequencies			Frequency Rates		
			1 & 2	3	4 & 5	1 & 2	3	4 & 5
1 cost of the fair	4,06	0,85	3	1	27	10%	3%	87%
2 The location of the stand	3,31	1,18	8	7	17	25%	22%	53%
3 performance evaluation of the fair	2,91	1,00	9	13	10	28%	41%	31%
4 receiving efficient governmental support	2,75	1,14	14	11	7	44%	34%	22%
5 The inadequate of support from the ambassador and military attaches	2,69	1,09	17	7	8	53%	22%	25%
6 the lack of visitor's records at the stand	2,63	1,04	20	3	9	63%	9%	28%
7 following up the contacts made at the fair	2,34	1,10	21	5	6	66%	16%	19%
8 finding any top management executives at the stand	2,34	1,26	20	5	7	63%	16%	22%
9 design and decoration of the stand	2,34	1,04	23	3	6	72%	9%	19%
10 finding enough qualified staff to attend the fair	2,31	1,00	22	4	6	69%	13%	19%
11 the exact goals for participating in the fair	1,84	0,88	26	4	2	81%	13%	6%

Responders think that the main problem with fairs is cost. Cost is a bigger problem for firms with small turnover. Therefore, it is critical for the state to support fair participation within the scope of incentives in order to decrease the cost of fair participation for firms. In this respect, another important problem experienced is the selection of booth location. Other factors were not evaluated as serious problems by responders. So it is possible to ignore them. Details regarding survey responses on problems experienced in fairs are given in Table-7.

If this study made for industry sector is compared with the study made by Yuksel and Voola (2010) regarding the service sector, the following results are obtained:

It is seen that creating country/product image is listed first among the purposes of firms in participating fairs in the industry sector, while in the study conducted for the service sector, developing customer relations is ranked first. Making direct sales is last important factor for fair participation in both studies. Although there are differences in the order of importance, it is concluded that there is a similarity between two studies with respect to positive and negative perceptions.

The first factor that influences decisions of fair participation in the service sector is the reputation of the fair, whereas in the industry sector the past performance of the fair is considered as the primary factor. In both sectors, the importance of the firm that organizes the fair is ranked last. The means of the answers regarding the attendance costs of fairs were 3, 4 and 3, 6 for the tourism and defense industry sectors, respectively. This result reveals that fair attendance costs are important but are not determinant factors in fair participation.

While the presence of a sales office is ranked first in the tourism sector for sales and publicity activities to be successful, in the defense industry sector this factor is ranked last. However, lobbying is ranked first in defense industry.

The way of exhibiting products in the stand is ranked first in both studies in order for the fair to be successful. Distributing souvenirs was placed last. Despite this, the fact that companies are still continuing to distribute promotional goods contradicts with this perception. This situation shows that promotional goods are used in order to attract visitors to the stand, but they are not perceived as an effective tool.

While high fair participation fees and unfavorable location of the stand are seen as problems in the defense industry sector, the inability to follow up contracts made in the fair and the inability to measure the performance of the fair are considered as the most important problems in the tourism sector. It is evaluated that the main reason for the prominence of costs in defense industry is the necessity to hire large stands for the displayed products and populous participation.

Additionally, survey responders were divided among 4 subsectors; 7 land, 5 naval, 7 aviation, and 13 electronics and whether the responses differed among these subsectors was tested with a developed  $H_0$  hypothesis. This way:

$H_0$ : There are no differences between responders from different subsectors.

$H_1$ : There are differences between responders from different subsectors

**Table 8: Kruskal Wallis Results of the Survey Questions According to Four Subsectors**

Subsectors	N	Mean Rank (1)	Mean Rank (2)	Mean Rank (3)	Mean Rank (4)	Mean Rank (5)	Mean Rank (6)
Land	7	14,00	13,07	12,93	20,29	13,14	17,36
Naval	5	19,60	18,20	20,80	17,50	21,00	18,00
Aviation	7	20,43	20,21	18,00	18,07	20,57	12,00
Electronic	13	14,54	15,69	15,96	13,23	14,38	17,88
Asymp. Sig.		0,4152	0,5103	0,5110	0,3899	0,2155	0,5533

***(1) The Main Objective of the Firms in Participating Trade Fairs***

***(2) The Factors Influencing Decisions of the Firms in Participating Trade Fairs***

***(3) Key Success Factors in Promoting in Defense Industry***

***(4) Factors That Effect the Success of the Trade Fairs***

***(5) The Expectations from Participating in Trade Fairs***

***(6) Problems with Trade Fairs***

When results are analyzed, it is seen that Sigma is larger than 0, 05 for all survey titles. Therefore, we reach the conclusion that responses do not differ on the basis of subsector.

## **5. CONCLUSIONS AND TOPICS TO BE STUDIED**

In this study, the aim was to present how fairs are regarded and evaluated by defense industry firms. The peculiarity of defense industry is prominent in especially marketing activities. Additionally, if the defense industry sector was classified as land, naval, aviation and electronics according to the attributes of the products manufactured and responses analyzed it was concluded that the answers given by different subsector representatives were not significantly different according to the Kruskal Wallis Test.

Although there are studies intended for the measurement of the effectiveness of fairs performed by O'hara (1993), Dekimpe, François, Gopalakrishna, Lilien, and Bulte (1997), Gottlieb and Brown (2011), and Situma (2012), it is not seen plausible for the measurement of fair effectiveness quantitatively. For this reason, the inability to measure the effectiveness of the activity is seen as a major problem with respect to fair performance.

In the study conducted by Kirchgeorg, Jung, and Klante (2010:309) out of three scenarios with respect to the future of fairs, it is foreseen that fairs will continue to be an integral and essential part of the marketing mix. According to this research, it is possible to point out that fairs will be important in marketing mix until 2020, this year that was identified as the limit of the study.

In future studies, fairs should be evaluated by the perspective of visitors. Thus it would be meaningful to compare this study that was conducted from the perspective of companies (participants) to a study to be steered from the perspective of visitors. Additionally, it is necessary to evaluate defense industry fairs from the aspect of activities and to present return/cost ratio of the performed activity and to encourage company participation to fairs in which this ratio is high.

Since fair costs are regarded as an important problem by firms, it is necessary to have state support for fair participation and that this support should be permanent.

Instead of delivering souvenirs that were evaluated as non-essential for the success of the fair, introductory brochures and booklets should be used for promotion in fairs.

The location of the booth, its shape, and expert personnel in the booth should be selected with care.

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