

Abdulraheem M.

7

ILORIN JOURNAL OF MANAGEMENT SCIENCES



ISSN 2408-655X

**Published by
FACULTY OF MANAGEMENT SCIENCES
UNIVERSITY OF ILORIN**

e-mail: editorijms@hotmail.co.uk
<https://www.unilorin.edu.ng/ejournals/index.php/ijms>

**Volume 5, No. 1,
June 2018**

Table of CONTENTS

Editorial	iii
About the Journal	iv
Editorial Advisory Board	v
Editorial Policy	vi
Table of Contents	vii-viii
Impact Of Locus Control On Job Satisfaction And Job Stress Among Teachers In Osogbo, South West, Nigeria OLONADE, Zaccheaus Olufunmilinlyi (Ph.D.), OLUSESI, Lateef Damilare, OMOTOYE, Oluwatobi Oyewumi & BAMIDELE, Damola Esther	1-15
Assessment Of The Effect Of Small And Medium Scale Enterprises' Patronage On Financial Performance Of Microfinance Banks In Ilorin, Kwara State SALMAN, Abdulrasaq (Ph.D.), OLAWALE, Yinusa Alabi (Ph.D.) & SAKA Taofiq Alao	16-28
Determinants of Mobile Banking Adoption of Selected Deposit Money Banks in Ilorin, Kwara State. BABATUNDE, Abdullahi Adio	29-41
From Transactional Marketing to Relationship Marketing: A Paradigm shift in Business Thinking and Practices. RAHIM, Ajao Ganlyu (Ph.D.) And OMOERA, Charles Ighedoise (Ph.D.)	42-60
The Risk-Return Relationship in the Nigerian Stock Market in the Presence of Structural Break ALUKO, Olufemi Adewale And ABOGUN, Segun (Ph.D.)	61-74
Trade Exhibition And Small And Medium Scale Enterprises Development: Study Of Selected Smesin, Kwara State. OLAWALE, Yinusa Alabi (Ph.D.), SALMAN, Abdulrasaq (Ph.D.) And ABDULRAHEEM, Mulikat (Ph.D.)	75-89
Effect Of Emotional Labour On Employees' Worklife Balance In Selected Catering Companies In Lagos State, Nigeria JIMOH, Adams Lukman, ALAKOSO, Ibrahim And ADENIGBA, Ademola James	90-100

Effects Of Board Diversity On Corporate Environmental Disclosures In Quoted Non- Financial Firms Of Nigeria ILESANMI, Raphael Kolajo, MUSA, Inuwa Fodio (Ph. D.) & UCHE, Uwaleke (Ph. D.)	101-123
Relevance of Packaging to Purchasing Decision among Consumers in Benin City ODIA, Edith O. (Ph. D.) OSHODIN, Efosa Abiodun	124-140
Effect Of Talent Management On Employee Engagement In Pipeline & Products Marketing Company, Oke-oyi, Kwara State, Nigeria AWOSUSI, Omowumi Omojola (Ph.D.) And AREMU, Nuha Salihu	141-155
Effect of Corporate Entrepreneurship Environment on the Performance of Food and Beverage Company in Nigeria: The Case of Cadbury Nigeria Plc Asabi, Mathew Oludele (Ph.D)	156-169
Relationship Between Entrepreneurial Succession And Family Business Survival: The Theoretical Arguments And Empirical Evidence AKPOR-ROBARO, Masoje Mamuzo (Ph. D.)	170-183
A Critical Appraisal of Staffing Process in Work Organisation Dr. OGUNDELE, Johnson Iyiola, ATTAH, Alexander Enebi & MAJEKODUNMI, S.A	184-203
Knowledge Management And Innovation: Organizational Learning Perspective OLOTA, Oluwayomi Omotayo, AUN, Isaac Iortimbir (Ph.D.) And OMOLEKAN, Olushola Joshua (Ph. D.)	204-223

TRADE EXHIBITION AND SMALL AND MEDIUM SCALE ENTERPRISES DEVELOPMENT: STUDY OF SELECTED SMEs IN

OLAWALE, Yinusa Alabi (Ph.D.)
Department of Business Administration
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria
olayinus4sure@yahoo.com
+2348035929883

SALMAN, Abdulrasaq (Ph.D.)
Department of Business Administration,
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria.
Salman.az@unilorin.edu.ng/salrasaq@yahoo.com
+2348039504925

And

ABDULRAHEEM, Mulikat (Ph.D.)
Department of Business Administration,
Faculty of Management Sciences,
University of Ilorin, Ilorin, Nigeria.
mailmulik@gmail.com
+2347060822571

ABSTRACT

The need to promote product has become so essential because when customers are not aware of a company's product they might not have interest in purchasing the product. Hence, trade exhibition as may be appreciated by customers may serve as a marketing tool to SMEs. Therefore, the study seeks to examine trade exhibition as a marketing tool to small and medium scale enterprises development. (A case study of some selected SMEs in Ilorin). A total of 134 respondents were selected for the study using Godden (2004) sampling technique and data was collected using the primary source. Multiple regression analysis was used to analysed the data. Findings from this study revealed that independent variable (trade ILORIN, KWARASTATE exhibition) has effect on customer's awareness. The study concludes that trade

exhibition has a significant impact on the development of SMEs and this creates a radical improvement in building brand proximity, customer satisfaction, profitability, livelihood and growth of SMEs in Nigeria. The study therefore recommended that SMEs should work much in keeping a direct relationship with customers and also continuously examine the effectiveness and efficiency of their current process and product to determine if it calls for promotion or not.

Introduction

Trade exhibition is one of the most effective and efficient atmospheres and avenues for increasing brand awareness and also the introduction of a new product in the market (Alberta Urban municipalities Association AUMA, 2013). It is a very relevant asset for generating international trade through the exchange of goods and services. It increases employment opportunities and encourages manufacturers to compete favourably for market shares.

In any economy, the impact of trade exhibition cannot be looked down upon as it plays a vital role in the overall economic, social and industrial development of a nation economy. Trade exhibition is a periodic gathering of manufacturers and producers of goods and service exhibiting their latest products for promotional and sale purposes, but it has been hijacked by Nigeria wholesale and retailers and turned into a show of already exhibiting goods for their selfish aim of selling at an exorbitant price and making as much profit as they could.

SMEs contributes significantly to job creation, income generation and stimulation of economy growth in both urban and rural areas (small and Medium Enterprises 2002).The sustainability of SMEs development Policy depends largely on its good performance in the market process. Through marketing, SMEs products can be sold so as to increase income and help them to meet its operational costs and get profit.

This is the lacuna this research intends to fill as most authors had had an oversight regarding the emphasis on local content participation. It is against this backdrop that the study examines the role of trade exhibition as a marketing tool for small and medium scale enterprise development.

Statement of the Problem

Trade exhibition is an instrument for increasing marketing performance and its

role in the promotion of locally manufactured goods to the consumer. The goals of trade exhibition are not usually achieved. This starts from the fact that it takes a lot of time searching for the stand of this producer of goods because these stands are not strategically located. The place is highly overcrowded and most often, consumers cannot stand for a long time struggling to get to a stand of a seller or producer. Often times, the attitude of the participants is nothing to write home about. In fact, they lack good customer relationships.

One finds the prices of goods in the trade exhibition very high compared with what is obtainable in the open market and also modern shops. Most of these stands are not attractive. It is not clean and tidy, and therefore discourages visitors/customers. The current trend in the highly competitive environment is that customers did not want more choices but want exactly what they want, when, where and how they want it (Drucker, 1995). These problems no doubt have affected the visitors/customers negatively and thus impacting negatively on the rates of participants.

Paradoxically, most participants have foreign manufactured products to display instead of the locally manufactured ones. All these have in one way or the other nibbled away the image of companies participating in the trade exhibition. Therefore, this study seeks to examine trade exhibitions as a marketing tool for small and medium scale enterprise development.

Research Objective

- i. Examine the influence of trade exhibition on customers awareness of SMEs product in Kwara.

Research Hypothesis

- i. There is no significant effect of trade exhibition on customer awareness of SMEs product in Kwara.

Literature Review

Concept of Trade Exhibition

According to Anyaoku (2008), trade exhibition are business-to-business shows that are accessible to numerous visitors. Trade exhibition "are considered a most efficient means to obtain visibility in the global market and attract business partners, foreign investments and transfer of know-how for sectorial development. Nevertheless trade exhibition is organised purely for commercial purposes, it enhances technological innovation in terms of introduction of new products, services as well as new production processes (Omowunmi, 1999).

Trade exhibition is the oldest trade promotion instruments known to man. AUMA

(2013) highlights the function of trade exhibition to include the economic functions- presentation of new products and services, platform for founders of new business, improvement of a company's image and media exposition, benchmarking, recruitment of employees and motivation, personal communications, and emotional approach.

According to Kotler and Keller (2007), promotion is one of the elements of the marketing mix and a term used frequently in marketing. The marketing mix includes the four Ps: price, product, promotion, and place. Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. Hindu and Ahmed (2014) note that sales promotion consists of a diverse collection of intensive tools; mostly short-term designed to stimulate quicker and or greater purchase of a particular product by their consumer or the trade. Promotion is defined as communication by marketers that informs, persuades, and reminds potential buyers of a product to influence an opinion or elicit a response. Promotional strategy on the other hand is a plan for the optimal use of the elements of promotion: advertising, personal selling, sales promotion, and public relations (Banabo & Koroye 2011). The main function of a marketer's promotional strategy is to convince target customers that the goods and services offered provide a differential advantage over the competition.

Thus, it appears as often pointed out that trade exhibition organized in Nigeria have tended towards the provision of exhibition ground for foreign businessmen who would want to consolidate the foreign taste mentality among Nigerian elites. He is of the view that our trade exhibition does not make a show of our domestic productive capacity. This is because of this ugly development that trade exhibition have perhaps tended towards increasing the appetite of Nigerians for foreign made goods.

Small and Medium Scale Enterprise

The understanding of the size, components, and benefits of Small Businesses to citizens' life, most especially people at the grass root level, is an important factor to be considered in defining small scale business. With the current rate of unemployment and poverty level in Nigeria, small business has become source of livelihood to millions of Nigerians. About 60% of all the business established in Nigeria is on small scale level (Okeke, Ezenwafor, & Femiwole, 2013). However, just like other social science subject, the concept of small business does not have acceptable or uniform definition (Nel & Simpson, 2011).

Small business definitions differ within the fixed co-ordination of national boundaries. For instance, Alaye-Ogan (2012) defines a small business as companies with capital base between twenty thousand naira and thirty million

naira. According to Hatten (2012), a company is considered small if it is independently owned, operated, and financed; has fewer than 100 employees; and has relatively little impact on its industry.

Also, the Federal Ministry of Commerce and Industry of Nigeria defines small-scale business as a business with capital investment that is not over seven hundred and fifty thousand naira (N750,000), while the Central Bank of Nigeria (CBN) (2010) defines small and medium enterprise (SMEs) as business with asset base of between five and five-hundred million naira, and staff strength of between 11-300 people. For Hatten (2012), small business, nevertheless, include business activities of the stay-at-home parent who provides day care for children whose parents are not around, factory workers who engage in after hours' deliveries, to owners of fast food restaurants.

Classifying Trade Exhibition

Trade exhibition are events that perform a marketing task. They bring customers to an exhibition centre where they can see, touch, listen, smell and sometimes taste the goods on the exhibition.

According to Richards and Richards (1994) exhibition can be divided into four main categories:

- i. Trade exhibition where sellers and buyers of industrial sectors meet,
- ii. Consumer exhibitions that are open to general public,
- iii. Mixed trade consumer exhibition that admit public on certain day's only, and
- iv. Private exhibitions where individual companies show their own products to selected audience.

Virtual exhibition, with the growth of Internet, have also recently been developed that display goods and services only online, but their characteristics does not include the physicality of a exhibition (UFI 2013). In this study I am concentrating on the trade exhibition whether they are held solely to industrial buyers or mixed together with general public for certain days. These trade exhibitions are open for visitors usually by invitation and with pre-registration requirement (Palumbo & Herbig 2002).

Objectives of Trade Exhibition

According to International Institute for Environment and Development (2000) the goals of trade exhibition are:

- i. To improve the livelihoods and well-being of producers by improving market access, strengthening producer organizations, paying a better price and providing continuity in the trading relationship.

- ii. To promote development opportunities for disadvantaged producers, especially women and indigenous people and to protect children from exploitation in the production process.
- iii. To raise awareness among consumers of the negative effects on producers of international trade so that they exercise their purchasing power positively.
- iv. To set an example of partnership in trade through dialogue, transparency and respect.
- v. To campaign for changes in the rules and practice of conventional international trade.
- vi. To protect human rights by providing social justice, sound environmental practices and economic security.

Benefits of Trade Exhibition

Without doubt trade exhibitions bring many benefits to various stakeholders who directly or indirectly relate to the trade exhibitions sector. Trade exhibitions bring prospect customers to a seller and initiate money flow, which is an advantageous factor for organizers, authorities, trade venues, exhibitors, visitors and the economy in general. Benefits to exhibiting enterprises can be divided into two groups: qualitative and quantitative. The qualitative benefits include introduction of a new product/new catalogue/new service to a mass audience, retention of customers and attracting new ones, finding reliable partners and distributors, recruiting new staff, benchmarking and observing new trends, promoting company image and enhancing general goodwill (Kotler & Armstrong 2004).

For those introducing a new product at a trade exhibition, it gives a good advantage for a company because of additional advertising and showing the new product to potential customers at one place and time. Because of this, the company gets more publicity and makes trades visitors talk about the brand-new invention through word of mouth communication which creates snowball effect (Sternkopf, 2005). One of the most essential benefit of participating in trade fair is managing customer relationships. This relates to the retention of existing customers to the generating sales from new customers, influencing their buying decision behaviour by researching their needs and building the image of reliable partner with them. Trade exhibition are the platforms for establishing communication with customers, business partners and the press (Sternkopf, 2005). As for the quantitative benefits, companies have a golden Chance to obtain a number of closing deals, new contracts, distribution agents and sales as well as establish beneficial contacts. In addition, marketing information that is collected in numbers and percentages at the trade fair may be useful for planning future business activities.

Trade Exhibition in Nigeria

There are two types of trade exhibition in Nigeria. They are the domestic and international trade exhibition. Domestic trade exhibition are organized in almost every state of the federation year in, year out, while the international trade exhibition is organized in three different zones annually. The zones include Enugu, Kaduna and Lagos State (Ebue 2002).

Onyeke (2009) stated that the salespeople in Nigeria compete for the volume of sales or amount of money realized. They may also compete for the number of territories covered. It enhances overall job satisfaction. It also increases corporate profit and can be very successful.

Trade exhibition is a powerful marketing communication strategy (Nwosu, 2001). It is an encapsulated market place that enables the trade show exhibitor accomplish both selling and non-selling functions, servicing present customers, identifying prospects, introducing new and modified products, gathering information about competitors new products, taking product orders and enhancing the company's image. In Nigeria total expenditures on trade exhibition shows rank third with only advertising and sales promotion receiving greater funding (Nwielaghi&Ogwo, 2013).

Trade allowance strategy is also used by manufacturers to reward wholesalers and retailers for performing activities in support of the manufacturer's brand. Also called trade deals, it encourages retailers to stock, discount the brands price to consumers, feature it in advertising, or provide special display or other point-of-purchase support. Manufacturers can use it to compensate retailers for real costs of taking a new stock of merchandise (Nwielaghi&Ogwo, 2013). Retailer are given specialty advertising materials such as cap, T-shirts, pen, notebooks, calendar, torch light etc. the company's logo is usually engraved or written on them (Kotler & Armstrong, 2008).

Trade Exhibition Advantages Compared to Other Marketing Tools

Trade exhibition are especially unique compared to other marketing tools when talking about live communication and touching all the senses. Also the fact that the visitors are in a right mood when entering the exhibition is a huge advantage for the exhibitor company. These three strengths of trade exhibition support firms' motives and objectives in their marketing aspirations.

Personal Face-to Face Contacts

With the entire electronic communication opportunities one might wonder why firms exhibit at exhibition. Reyhav (2009) thinks that trade exhibition promote

knowledge sharing with customers because at trade exhibition visitors can see the products in person, talk with specialists and meet them face-to-face. It seems that the personal face-to-face contacts have been and are going to be in the future one of the biggest advantages of trade exhibition compared to other marketing communication tools.

Neutral Grounds, Motivated Visitors

Trade exhibition other advantage is that it is on a neutral ground and they offer the opportunity for different parties to meet in neutral settings (Reychav 2009). There are not so many interruptions than might be in the office surroundings (Shoham 1992). Skov (2006) also points out the neutrality of the exhibition ground related to the exhibitors, at the trade exhibition they can exhibit free of history, geography and social context.

The exhibition ground is also neutral to the visitors. Many people feel more comfortable as part of a crowd where they can blend and they do not feel obliged to buy something.

Hands-On Experiences

Trade exhibition is an interactive and powerful live communication tool that allows people to get hands-on evidence and experience" about brands (Shoham 1992, Kirchgeorg et al. 2010). This ability to engage the whole person in the process strengthens the key characteristics of live communication, building trust and emotional bonds between the exhibitor and the visitor, which are vital elements in building successful customer relationships (Kirchgeorg et al. 2010). There are many techniques that exhibitors can enhance the sensory appeal to visitors such as demonstrations, films, lighting, sound effects, music, aromas, refreshments, giveaways etc. (Banting&Blenkhorn 1974).

Theoretical Review

Elaboration Likelihood Model

Inman, McAlister and Hoyer (1990) used the Elaboration Likelihood Model (ELM) to provide a behavioural explanation for the effect of promotional signals and promotional price cuts on consumer brand choice. As per the ELM model, there are continuums of ways by which choice may be affected as a result of exposure to a stimulus. At one end of the continuum is the central route to persuasion where a consumer actively and cognitively evaluates information central to a particular evaluation. At the other end of the continuum is the peripheral route to persuasion where simple inferences or cues in the persuasion context are given more weight than consideration of actual product attributes. Inman et. al. (1990) proposed that a consumer travelling the ELM's central route

to persuasion would consider the promoted brand's relative price and other information about the promoted brand before making a choice. On the other hand, a consumer traveling the ELM's peripheral route would consider only the promotional signal and react to a promotion. The authors further stated that need for cognition would moderate the route to persuasion such that high need for cognition individuals would be more likely to take the central route to persuasion while low need for cognition individuals would be more likely to take the peripheral route. Inman et. al. (1990) tested the interaction of subjects' need for cognition and their reactions to a posted 'special' price that signaled a promotion but offered no discount at all and a promotional price accompanied by a regular price.

They found that low need for cognition individuals needed only promotional signal to increase purchase likelihood while high need for cognition individuals needed the external reference price and regular price to calculate the size of the price cut. Other theories are; the push theory, the pull theory, the combination theory, prospect theory. This research will be adopting the Elaboration likelihood model because it allows consumer to evaluate and consider brands relative price and other information before making choice.

Empirical Review

Previous research has mostly focused on studying the role of the trade exhibition (e.g. Blythe 2001, Cunningham&White 1974) and the effectiveness and evaluation of them (e.g. Dekimpe et al. 1997, Gopalakrishna&Lilien 1995, Bellizzi&Lipps 1984, Bonoma 1983 and Herbig et al. 1994). The studies have concentrated on issues related to exhibiting and visiting objectives (Kirchgeorg et al. 2010, Blythe 1999 and Hansen 1996), exhibition selection (e.g. Berne&Garcia-Uceda 2008, Kijewski et al. 1993 and Shoham 1992), performance (e.g. Hansen 2004, Blythe 2002 and Li 2007), exhibitor and visitor behaviour (e.g. Blythe 2010, Bello 1992, Herbig et al. 1997, Godar&O'Connor 2001 and Rosson&Seringhaus 1995). However none of the previous research have tried to integrate the different processes needed in the trade exhibition participation, and gather information about which of these processes are helping the firms to gain success from their trade exhibition participation

Omowunmi (1999) in his research "Trade Exhibition and Exhibition as a Promotional Tool for Business Organisations in Nigeria (A Case Study of Kaduna Chamber Of Commerce, Industry And Agriculture), in which questionnaires was applied as an instrument for generating data from respondents and Chi-Square was used to analyse data, discovered that trade exhibition help in exposing the products of participating companies. It was also revealed that trade exhibition aids in promoting both domestic and international companies. Trade exhibition

was also revealed to generate increased revenue for the companies. It was also revealed that local invention and patronage of local raw materials were positively influenced. Awareness creation of products, improvement in market share, and engagement in bilateral agreements were equally revealed in the study.

METHODOLOGY

For the purpose of this study, survey research design was used to examine trade exhibition as a marketing tool for small and medium scale enterprises. The population of this study consisted of 216 SMEs that participated in the trade exhibition held in Kwara for the period of 2 years. Kwara Chamber of Commerce, Industry, Mines and Agriculture, KWACCIMA (2018)

Sample Size and Sampling Techniques

Practically, it is not feasible to study all the SMEs that participated in trade exhibition held in Ilorin, Kwara state for the period of 2 years. Hence, 136 SMEs were sampled in the state. The sampling technique employed in the study is simple random sampling technique because it ensures that each sub group of a population has an equal chance of being selected at a random. Gordon (2004) formula for calculating infinite population was used for the study.

$$SS = \frac{Z^2 p(1-p)}{e^2}$$

where:

SS = sample size

Z = Z-value (at 95% confidence level i.e. 1.96)

P = probability of success (0.5)

1-p = probability of failure

C = error term

Therefore, for our infinite population

$$SS = \frac{(1.96)^2 (0.5)(1-0.5)}{0.05^2}$$

$$SS = \frac{3.8416(0.5)(0.5)}{0.0025}$$

$$SS = \frac{3.8416 \times 0.25}{0.0025}$$

$$SS = \frac{0.9600}{0.0025} = 384$$

Therefore, for our finite population

New SS = SS

$$\frac{1 + (SS-1)}{\text{Population}}$$

$$\begin{aligned} SS &= \frac{384}{1 + \frac{383}{205}} \\ &= \frac{384}{1 + 1.868} \\ &= \frac{384}{2.686} \\ &= 133.8 \end{aligned}$$

Thus, the sample size is 134 .therefore, 134 questionnaires was shared to the selected SMEs owners.

Method of Data Analysis

The data collected was analyzed using both descriptive and inferential statistics. The descriptive methods used frequency count, percentage; inferential statistics was analyzed using multipleregression. This was carried out using the application of statistical packages for social sciences.

Analysis for Hypothesis One

H₀₁: There is no significant effect of trade exhibition on customer awareness of SMEs product

Table 4.3.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.314 ^a	.098	.084	.88404

a. Predictors: (Constant), Trade exhibition
Source: Field survey, 2018

Table 4.3.2 ANOVA ^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.926	2	5.463	6.990	.001 ^b
	Residual	100.036	128	.782		
	Total	110.962	130			

a. Dependent Variable: Customer awareness
b. Predictors: (Constant), Trade exhibition
Source: Field survey, 2018

Table 4.3.3 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.142	.806		1.417	.159
1 Trade exhibition	.327	.101	.272	3.234	.002
	.303	.152	.167	1.994	.048

a. Dependent Variable: customers awareness

Source: Field survey, 2018

In table 4.3.1 model summary shows the R^2 which was an indication of the coefficient of determination. The R^2 gives approximately 98%, which means that 98% of customer awareness (dependent variable) was affected by trade exhibition (independent variables) while the remaining percentage of customer awareness may be affected and determined by other unexplained factors.

The F-statistic as shown from the ANOVA table 4.3.2 above was significant since the ANOVA significance of .001 is less than the alpha level of .05, thus the overall model is significant. Therefore trade exhibition have a direct relationship with customers awareness.

The coefficients of individual independent variable indicated that trade exhibition (.327) has effect on customer awareness in table 4.3.3 above. In addition, the p-value and t-statistics value of (.002) and 3.234 further suggested that the relationship between trade exhibition and customer awareness was significant since alpha level of .05 is greater than the p-value.

Also, the coefficients of individual independent variable indicated that trade exhibition (.303) has effect on customer awareness. In addition, the p-value and t-statistics value of (.048) and 1.994 further suggest that the relationship between trade exhibition and customer awareness was significant since alpha level of .05 is greater than the p-value.

Therefore since R^2 of 98% was positive and the ANOVA significance of .001 was also less than the p-value of .05, then the null hypothesis was REJECTED. Hence, it can be concluded that trade exhibition has effect on customer awareness.

Conclusion

Trade fair is a veritable marketing communications strategy for exposing the prospective and current products of a manufacturing company to their industrial customers. It establishes an avenue for the varied industrial customers to meet one-on-one with their manufacturers in order to interact and exchange ideas.

knowledge, money and industrial/consumer goods and services.

Some conclusions are drawn based on the findings. The major conclusions are as follows:

1. The concept of trade exhibition and its variables has a direct and significant relationship with customer awareness of SMEs product in Kwara.
2. The programs established by the organization enhance trade exhibition which have a significant impact on the development of SMEs and this create a radical improvement in the brand proximity, customer satisfaction, productivity and profitability, livelihood and growth of SMEs in Nigeria.
3. The level of creating customer relationship and channel of communication has an impact on trade exhibition in an organization which determines the implementation and effectiveness of ensuring customers satisfaction.

Recommendation

Within the limited data generated, this study established that organizing trade exhibition for SMEs has a direct relationship with customer awareness. This study however proposed the following recommendation for better development and performance.

- i. SMEs need to continuously examine the effectiveness and efficiency of their current processes to determine if it calls for promotion or not.
- ii. Trade exhibition should be properly planned to help manufacturers exhibit their products to their various customers who might be meeting them face to face (Kellezi, 2013) for the first time. This will generate more sales for the manufacturers and therefore increase their market shares.
- iii. Organizers of the trade show should generate high publicity for the trade exhibition to allow manufacturers to attend. When many manufacturers are in attendance, more products will be exhibited and more industrial customers, wholesalers, agents and retailers will be interested in gaining more accurate knowledge about some products and establish sound relationships.
- iv. Made in Nigeria products are expected to be the major reason for organizing the trade fair to equally encourage Nigerians in purchasing home or locally manufactured products.
- v. Those locally manufactured products must be certified to be deluxe products. When the emphasis on home made products is followed to the letter, and proven to be superior products, the image of the participating companies will be bolstered.

REFERENCES

- AUMA (2013). The German trade fair industry: facts, function, outlook Retrieved from <https://www.auma.de/en/DownloadsPublications/>.
- Banabo, E.&Koroye B.H. (2011). Sales promotion strategies of financial institutions in bayelsa state *Asian Journal of Business Management* 3(3), 203-209.
- CBBS (2012). Trade fairs and internationalization of SMEs Retrieved from https://www.cbbs.hr/dokumenti/Market_Survey.
- Ebue, B.C. (2002). *Marketing communication*. Enugu: Prine Post Publisher.
- ECCIMA (2006). 9th Enugu international trade fair brochure, Nigeria's political economy.
- Edoga, P.N.&Ani J. O. (2002). *Marketing, 6th edition* New Delhi: McGraw Hall Inc.
- Elido, S. (1985). Lessons of the trade fair *New Globe Vol. 1 No. 1*.
- Gunay, G.N. (1999). The nature of industrial marketing Retrieved from <https://www.dergipark.gov.tr/download/article-file/55139>.
- Hindu J. A.&Ahmed L. A. (2014). The role of advertisement and sales promotion in student's choice of service providers *International Journal of Sciences: Basic and Applied Research* 15(1).
- International Institute for Environment and Development, (2000). Trade fair: overview, impact, and challenges" study to inform dfid's support to fair trade, *Oxford Policy Management*.
- Kirchgeorg, M., Springer, C.&Kastner, E. (2010). Objectives for successfully participating in trade shows. *Journal of Business&Industrial Marketing* 25(1): 63-72.
- Kotler, P.&Armstrong, G. (2008). *Principles of marketing 10th Edition* New York: Prentice hall Inc.
- Kotler, P.&Keller, K. (2007) *Marketing management* Delhi: Prentice Hall Inc.

- Nwielaghi, B. M. & Ogwo, E. (2013). Trade sales promotion strategies and marketing performance in the soft drink industries in Nigeria. *International Journal of Marketing Studies*; Vol. 5, No. 4.
- Nwosu, I.E. (2001). *Marketing communication management and media: an integrated approach*, Lagos: Dominican Publishers.
- Okeke, N. E. (1996). The role of the chambers of commerce in Nigeria's economic development" Paper presented on the fundamental problem of Production in the Nigeria Economy UNN.
- Omowunmi, D.O. (1999). Trade fairs and exhibitions as promotional tools for business organizations in Nigeria. (a case study of Kaduna chamber of commerce, industry and agriculture) *A Master of Business Administration (Mba) Thesis in Ahmadu Bello University, Zaria, Nigeria*.
- Onyeke, J.K. (2009). *Industrial marketing: an integrated approach, second edition* Enugu: Al Tim Ventures (Printers and Publishers).
- UFI (N.D). The role of exhibition in the marketing mix Retrieved from https://www.ufi.org/archive/ufi-online-course/UFI_education.