

**MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC
RESEARCH**

ÉCOLE SUPÉRIEURE DE COMMERCE

**A Dissertation Submitted in Partial Fulfillment of the
Requirements for Master's Degree in Commercial Sciences**

Specialty: Distribution Management

Topic:

**The Impact of Event Marketing on Customers
'Loyalty in a Business to Business Company.
Case study : Fly Chemicals**

Submitted by the student:

NAKILI Nawel

Supervised by:

Dr Selougha Fayrouz

Place of training: Fly Chemicals -Sidi Yahia-

Period of training: From 17/02/2019 to 30/04/2019

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Dedication :

I dedicate this humble work to:

My dear mother, who taught me not to give up

despite all the difficulties I met and I still meet in life.

My father who was always there for me to give me all the support.

All the members of my family for their endless love and care.

This work is also dedicated to:

The memory of my loving grandfather may Allah give him heaven.

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My second family Elite team,

The best team ever for their motivation and friendship.

*All my classmates and friends, the first class of Management of
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LIST OF ABBREVIATIONS

WOM	Word Of Mouth
TV	Television
Adds	Advertising
VIP	Very Important Person
B to C	Business To Consumer
B to B	Business To Business
BU	Business Unite

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ABSTRACT :

Companies have come to realize that event plays an important role to establish a direct link with customers, because the face to face contact and the human contact build a deep relation that cannot be achieved by other tools of communication. Companies which engage in event seek to touch their target through their events especially that these contribute in attaining their customers 'loyalty. The interest of this study is more related to business to business companies because these deal with a limited number of professional customers, who look more for personalized relations. This paper discusses the importance of both event and customers 'loyalty, then, through descriptive and inferential statistics that were included in the research to test the existed relationship between these two variables.

KEYWORDS: Events - Trade show - Loyalty - business to business - Customers

RÉSUMÉ:

Les entreprises ont compris le rôle important que l'évènementiel joue pour établir les liens directs avec leurs clients, car le contact face à face et le contact humain construisent une relation profonde qui ne peut être atteinte par d'autres outils de communication. Les entreprises qui s'engagent dans des événements veulent savoir si elles ont touché leur cible par leur événements et surtout si les événements contribuent à fidéliser leur clientèle. L'intérêt de cette étude s'accroît dans le secteur business to business parce que les entreprises de ce secteur sont confrontées à un nombre limité de clients professionnels qui recherchent d'avantage un contact humain et une relation plus personnalisée. Cette thèse développera les deux concepts d'événements et de fidélité des clients, puis des statistiques descriptives et inférentielles ont été incluses dans la recherche pour tester la relation existante entre ces deux variables.

MOT CLÉS : Evènements – Salon professionnel - Fidélité – business to business - Clients

General introduction

GENERAL INTRODUCTION :

“Tell me and I’ll forget. Show me and I may remember. Involve me and I’ll understand”. This Chinese proverb made by a philosopher more than 2500 years ago is now used by marketers more than ever. In a time where marketing messages are overwhelming customers’ life and advertising becomes like an everyday decoration for them. It is harder than ever to maintain customers. The challenge is how to break through the clutter and how to stand out from others to give customers reasons to stay with the company as long as possible.

Indeed, digitalization has transformed the world of business. Today, companies have various channel points to contact their customers. Such as social media, websites, emails, etc. because these last facilitate contact and interaction with customers and they make it easy to prospect new ones, yet, they are far from giving that deep dimension of the relation between the customer and the company or stimulate the subconscious level of customers. Also the massive campaigns of advertising and the inappropriate use of these tools to manipulate customers make the traditional tools lose their power and credibility in the eye of customers.

In this context and in order to balance the disadvantages of both the digital channel and the traditional tools, companies invest more in channels that create closeness and trust with their target. For example, events give companies a sort of human contact and a way to develop a personal and intimate relation with customers. In addition to the fact that face to face helps in building customer’s loyalty.

Business to business companies in particular realized the importance of events earlier because they have a limited number of customers compared to business to consumer companies. Companies in this sector rarely use traditional ways of communication like advertising because they don’t target the general public but the professional one. They concentrate more on creating a strong link with their customers to get a long-term relation based on trust and personalization. So, they integrate more and more events in their promotional mix and dedicate an important budget for organizing and participating in events to gather as much as possible participants to touch their target audience and earn their loyalty.

Importance of the subject:

The interest of making research on: « The impact of event marketing on consumers 'loyalty » is to highlight the contribution of event marketing in the creation of customers 'loyalty in a business to business company.

Objective:

The aim of this paper is to discuss the impact of the event communication in building customer's loyalty with a particular focus on the business to business company: Fly Chemicals and a study of its participation in the trade show DJAZAGRO.

From this main objective, we identified the following secondary objectives:

- Identification of the importance of event marketing especially in business to business sector and how it is created.
- Identification of the relation between event marketing and customers 'loyalty.
- Identification of the levels of customers 'loyalty and an illustration of the ones that are related to event marketing.
- Identification of the importance that should be given on the planning of event participation and the conception of the stand.

Problematic:

In order to be specific and up to the point, the research in this thesis is guided and limited by this proceeding problematic:

What is the impact of event marketing in customers 'loyalty in a Business-to-Business company?

To cover this problematic from various aspects; we divided it into three sub-questions which are:

- Do professional tradeshows increase the company's sales?
- Does the appreciation of the event participation lead to build relation with customers?
- Are events an important vector in influencing the customers 'levels of loyalty in business to business sectors?

Research Hypotheses:

Three hypotheses were proposed as an attempt to answer those questions; these hypotheses are then put into test to be accepted or rejected.

Hypothesis 01: The participation to professional tradeshow has a direct impact on increasing sales.

Hypothesis 02: The appreciation of event participation predicts the relational impact on customers.

Hypothesis 03: There is a significant difference on customers 'levels of loyalty between customers, who visited the company's stand during event and those who didn't visit it.

Research structure:

In order to answer all these questions derived from our central problematic; our research will be structured in three chapters. The first and the second chapters will discuss our two principal variables, which are: event marketing and consumers 'loyalty. While the third chapter will study the impact of the first variable on the second one.

Chapter 1:

In the first chapter entitled: Event Marketing I will first define event, its place on the marketing strategy, its types, its actors. Then, I will present professional trade shows and the preparation of companies to participate in these trade shows. Finally, I will explain the importance and the methods to measure an event action.

Chapter 2:

We called this chapter: Customers 'Loyalty, in its first section I will try to highlight the concept of loyalty and explain it by giving its definition, its types and forms. Then, I will highlight the levels of loyalty and explain its importance for companies. The second section is dedicated to the concept of loyalty strategy, its types and how it is implemented. In the last section I will discuss loyalty in business to business sector, and then I will highlight the importance of events in a loyalty strategy of business to business companies.

Chapter3:

The third chapter consists of the empirical study. It will begin with a presentation of the company Fly Chemicals, which will be chosen as a case study to employ what, have been discussed in the former chapters. Then, we will present the trade show DJAZAGRO and the preparation made by Fly Chemicals to participate to this event. Section two describes the methodology of the descriptive research and which information will be used to design the questionnaire that will be run in the survey. Finally, section three will present the test of our hypothesis and the results of the empirical research.

CHAPTER I

EVENT COMMUNICATION

CHAPTER I: EVENTS MARKETING

Event marketing seems to be more and more used by companies like a support to traditional tools of communication; companies are creating events around their products or services as an attempt to reach their target audience.

Hence, events have become englobed in every communication strategy of big companies and even smaller ones, companies don't miss the chance to meet their public face to face in order to build a relationship of closeness. As a result, the event becomes a well-known tool of communication.

In this context, I will deal with event marketing in three sections. The first section will talk about generalities related to event marketing, its types and goals. The second section will present trade shows, their importance and then, the steps that should be followed to participate to trade shows. The last section will discuss the measurement of an event impact.

SECTION 1: GENERALITIES ABOUT EVENT MARKETING

Events are organized to promote the company's products and services through using the human interaction. Englobing events in the marketing strategy requires an understanding of some theoretical concepts in order to know what is an event and what is its importance for the company and for the target audience. Also companies should know the different types of events to choose the most appropriate one to their activities and their objectives.

This section highlights the concepts of event marketing, and its contribution in the marketing strategy. It also presents some types of existed events and the actors involved in the organization of events.

1. Definition of Event Marketing

In order to develop an understanding of the concept of event, we have to study all its related factors; The Company uses the concept of event as a tool of communication or as a type of relational marketing that helps to interact with the company's environment. In the other hand we can distinguish several groups of customers; there are who have different points of view of an event and who have already inner expectations about what they wait from an event. There is others who have no idea, and there is who when the concept of event is evocated they related it to a celebration.

The concept of event emerged through time and became more and more a big industry. To study the event from an academic view; we have to define what is event and what types of occasions are called events.

Graham Berridge said that *"It seems at times that special events are everywhere; they have become a growth industry. The field of special events is now so vast that it is impossible to provide a definition that includes all varieties and shade of events."*¹

¹ Graham Berridge, *Events Design and Experience*, Great Britain, 2007,P05

Then Donald Getz and J.J. Goldblatt gave an academic definition to the event, they defined it by using elements includes an event as ‘special’, ‘one-off’, ‘unique’ and ‘beyond every-day experience’, their definition consists in distinguishing event from others ordinarily moment of life.

Goldblatt defined event as “*A special event recognizes a unique moment in time with ceremony and ritual to satisfy specific needs*”.¹

In his turn GETZ said that event is “*an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience*”.²

Another definition provided by Graham Berridge:

“*A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience*”.³

The definitions previously mention highlight some common concepts of event which are:

- An event is an experience that gets out of routine experiences.
- It gathers different stakeholders.
- It incorporates the idea of ceremony, ritual and need.
- it contains a physical and psychological elements,

The event is not something that happens automatically, it has to be designed, managed, organized to create a memorable experience for the persons who are involved on it.

¹ GRAHAM Berridge, Op.cit, 2007,P05.

² Ibid.

³ Ibid,P09

Another definition of event which is more related to the concept of marketing:

*“The event marketing is the planning, the organization and the implementation of cultural, sports, tourist, political, scientific or economic events, provided that the objectives of this demonstration turn to the needs for the spectators, participants as customers “.*¹

The main goal of event is to transfer a message in a sort of customer experience.

*“An event is a "live ad" for an audience defined at a given time T. It is the "living" transcription of the message, values and universe of an advertiser or product”.*²

Events communication becomes an indispensable tool in communication strategy for every marketer. It has for objective to give another dimension to the company or the brand, create a social environment, an interaction between the product, service, company and customers; it gives to the customer a memorable experience.

2. Goals of Event Marketing:

Event Marketing includes some goals, which are:³

- **Brand identity Communication:**

Events are a great chance to communicate the engagement of the organization to the audience, consumers are become less sensitive toward advertising in media, and they prefer a context more social and relational. Events make the organization arrive to its public target easier.

- **Reinforcement of Awariness:**

Every day new products appear, clients are undertaken by innovations so today the market contains a high level of competition, marketers work a lot to develop the image of the firm and use several tools of communication one of them is exploiting events in order to build a strong relation between the brand and the customer.

¹ OMARI Nadjwa and MAJDI Toufik, *The event communication vector or efficiency of Moroccan large companies*, derema jurnal manajemen, Vol. 11 No. 1, 2016.

² CHRISTOPHE Pascal, *"Event communication"*, Dunod, PARIS, 2017, P24

³ RAMAHOLISON Rojo, *"How to promote high technology products using event marketing"*, thesis, lyon school of commerce", 2014. PP,12 -15.

- **Direct link between customers and companies:**

The use of internet is more and more digitalizing the relation between companies and its customers. There are a lot of intermediaries in order to arrive to the final customer. The customer becomes saturated and searches for a human link, on a more personal relation with the company. So it is clear that events are an excellent way to interact face to face with clients and give them more information about the company, it will create closeness toward clients.

- **Motivation of suppliers:**

In b to b relations have to be developed especially with suppliers. Event is an occasion to make them more involved and collaborated, sales representative can interact and exchange with suppliers , listen to their suggestions , reclamations and answer their technical questions .

- **Launching of innovation:**

Innovation is always in progress, companies search every time new ways to customaries their products it is necessary to create notoriety for the product even before its launch in the market. For example Apple stimulate the sense of curiosity of its audience, and research new ways to create buzz . Exploiting an event is an excellent way to create buzz about a new product and announce the launch of innovations where we can address to audience directly without any intermediaries.

- **Differentiation from competitors:**

Consumers are exposed every day to a mass of advertising in the TV, hyper markets, roads, etc. Under all these circumstances, they became less sensitive to ads, they become like an everyday decoration for them, and they don't stimulate him. So events are a chance for companies to show their presence and their originality, and to create a distinguished communication.

- **Advertising to specific products:**

There are some products like weapons and drugs that their communication is very regulated by law, it is not allowed to promote by traditional ways to these products. So the producer takes advantage of events to communicate about them.

3. Advantages and Disadvantages of the Event Marketing:

Companies invest in events marketing because of several advantages. Yet, this does not mean that they don't have disadvantages. In this part we will try to highlight some of their advantages and disadvantages.

3.1. Advantages:

- Promotion of brand , product and the organization.
- Development of the image and the brand notoriety.
- Attraction of the public target by stimulating them with their center of interests.
- Making people speak about the organization and do the buzz.
- Stimulating the intention of the press.
- Interacting with audience and detect their needs and desires.
- Showing the company's presence and spread more information about it.
- Putting forward the quality of product, services and brand.
- Reinforcing team building and its coherency.
- Increasing sales and turnover.
- Reminding and reassuring current, lapsed and potential customers.
- Prospecting new clients.

3.2. Disadvantages:

The disadvantages of event consist on are:¹

- Difficult of measuring the impact of events.
- Event actions are often used without a long term vision.

4. Types of Event Marketing:

Before engaging in the organization and the participation to an event, it is necessary to know the different existed types of events. Depending on the company's objectives and the

¹ IDRICI Mohamed, "*Impact of event marketing on the company's performance* ", the university of bejaia mira, 2014. P15

typology of its participants, it has to choose the type of event, which fits with its objectives and its target.

Event marketing includes the following types:¹

4.1. Trade Shows

Trade shows are sort of marketing events which are used to gather experts from the same sectors to develop their activities, to become more known, as well to find new customers.

There are different types of trade shows:²

- Professional trade shows
- General public trade shows
- On line trade show

4.1.1. Professional Trade Shows

It is an event which gathers in the same place many exhibitors, professionals from the same sector and visitors, professional trade shows are generally closed to general public .They can have national dimension or international dimension. Generally professional trade shows have a part which concerns exhibitions and the other part concerns conferences which debate about different topics.

Participating in professional trade shows is very important to any company. It gives to companies these advantages:

- Identify and meet prospects to get known and become famous in the sector of activity.
- Increase its notoriety and reinforce company positioning.
- Launch its new products
- Find new clients and taking orders.
- Searching for new ideas.
- Promote for company products which are already exist.
- Fallow and discover new trends in the markets.

¹ RAPEAUD, Mathias Lucien, "*Event communication: from strategy to practice*", Vuibert, Second EDITION, PARIS, 2016, PP, 29-34

² Ibid, PP, 29-33

- Watch competitors and stay awake toward their new offers.
- Prospect and try to get the maximum of engagements and deals.
- Evaluate consumer's needs.
- Discover new clients.
- Participate in the conferences.
- Create and interact with new partnerships.

4.1.2. General Public Trade Shows

A General public trade show is an event that brings together exhibitors and individuals (chocolate fair, Job Fair, Wedding Fair, Student Fair). This type of trade fair is open to the general public by simple invitation. Like a trade show, a public exhibition includes conferences, exhibitions and many sub-events. For an exhibitor this type of show allows to:

- Make the company known.
- Increase brand awareness.
- Find new contacts.
- Build loyalty among the company's clients.
- Find new suppliers and distributors.
- Meet current clients.
- Discover new clients and propose to them a personalized offer.

4.1.3. On Line Trade Shows or Virtual Trade Shows

A virtual exhibition is an event that aimed to professionals or individuals. Online trade fairs make it possible to save logistics and avoid travel for participants. Despite its advantages, virtual salons are still being ignored and are still giving way to traditional ones.

4.2. Fairs

A fair is a large public market where all kinds of goods are sold and which is held on regular dates, once or several times in a year (book fairs, Art fairs ...). It brings together

commercials and exhibitors from diverse fields of activity to present products and services to the general public or professionals. A fair can host national and international exhibitors.

Being in a fair allows to:¹

- Energize and present the region
- Sell merchandise and take orders
- Gain visibility with participants
- Identify potential suppliers
- Seek innovation
- Evaluate the degree of competition between suppliers
- Test new products
- Find new ideas for potential development projects

4.3. Exhibitions

In marketing and communication, the word exhibition is often associated with the word fair or trade shows. Its purpose is to exhibit, show, and present a product, a work to an audience of insiders or amateurs. With the development of the Internet the new concept of virtual exhibition is emerged.

4.4. Seminars

A seminar is a type of event marketing aimed at communicating on a defined subject, acquiring new specific knowledge, motivating and strengthening team spirit. There are two types of seminars, external seminars and internal seminars or company seminars

4.5. Conference

Conference or scientific communication presented in an academic context. It allows a debate between specialists on theoretical issues. It is often done in small committees. It can take place in a context outside the company or internally.

¹ RAPEAUD, Mathias Lucien, Op-cit, 2016, p29

4.6. Street Marketing

Street marketing is a form of event communication aimed at making as many people as possible aware of a new product, offer or brand. As its name suggests, street marketing was only carried out in the street. Indeed, companies distributed printed matter directly at metro station exits, university exits..., but also at large-scale events such as fairs, concerts...

Today, it is no longer only realized in the street, the Internet with videos or spam, television, making a wide appeal to the public, are also used. This is called BUZZ and viral marketing.

Classical street marketing depends on identifying the areas of passage and gathering for a targeted operation according to the type of audience targeted, for example in universities, stadiums, concerts or next to the point of sale of the product or brand.

Buzz is a derivative of classic street marketing. It is also intended to surprise the public. Its main objective is to make as much noise as possible around a new product, event or brand through word of mouth.

Viral marketing is an electronic street marketing. It has the same goal, to make a product, a company, a brand known as much as possible, but only through the Internet in a spectacular and original way.

4.7. The General Assembly

It is a statutory meeting that brings together all the members of an organization (directors, shareholders, employees) each year. The main objective of this meeting of the participants is to enable to meet the members of the Board of Directors and the managers to evaluate the company's situation together by presenting the assessment and the balance sheet of the past year. Also the assembly will announce the orientation and the objectives to achieve for the coming year.

4.8. The Convention

It targets the intern public (the company's employees, collaborators, sales force, etc.), or even an external public (distributors, professional customers, shareholders) in the objective of

involving everyone in the project of the coming year by discussing the current situation of the company and the projects of the coming year.

4.9. The Stimulation Campaign or the Animation of the Sales Force Network

The company uses this type in case of launching a new product. It calls a coach for motivating the sales force and boosting the sales of the new product.

4.10. The Congress

The congress is an assembly of several people, who meet to share the results of their studies and exchange ideas on subjects such as health, science, religion, literature, politics, etc.

4.11. The Kickoff

It can be define as a mix between a work meeting and a team building. Its objective is to federate and stimulate an internal audience (employees, sales forces, managers) through an event that marks the launch of new objectives, a strong element of the company, by giving them a collective experience.

4.12. Gala or Dinners

This type of reception often takes place in a regular way (company's end year evening, annual evening). It frequently aims to thank and allows meeting in a relaxed and friendly atmosphere.

4.13. Public Relation

Public relations is a set of communication techniques designed to give a positive and trusted image of the company to its target audience, public relations can take place both internally and externally. In both cases, their purpose is to create a link with the interlocutors in order to establish a relationship of trust and well-being.

5. Event Actors

In the various stages of the creation of event experience several actors will be involved. Below is a non-exhaustive list: ¹

- **Advertiser:** He is the first actor in the creation of the event, he may be a private or public company, he develops the communication strategy and the communication plan, and His tasks are:
 - Defines the company's target audience,
 - Define the objectives and the challenges of communication,
 - He define the tools and means of communication
 - He makes an inventory of its means and resources to implement the communication actions.
 - He will be in contact with several of actors in order to implement the communication actions
- **Event Agencies:** Generally companies use the help of event agencies to do an event communication or to create the tools of event communication, because of their know-how. The company just gives them instructions (type of event, target, the company's values, budget...) than the event agency satisfy the need of the company by meeting its expectation with their know- how.
- **Institutional:** These actors are solicited by the company or the event agencies in order to get an authorization for the event to take place like using public places or sale on unpacking.
- **Suppliers:** In order to organize the event the company will need several services, so some providers will be implemented like temporary infrastructures: podium, tents;
- **Catering:** They provide various activities and services for the company; they handle all the logistics of food, beverage, decor, and entertainment.

¹ MERZOUG Warda and OUAZENE Safia, thesis "*Trial to evaluate the company's participation in trade fairs*", abderrahmane mira University in Bejaia,2018.

-
- **Public target:** The event is organized for a specific target it may be clients, visitors, companies, media, it will be defined in function of the company's goals, and the public target is the heart of any company's communication so the company have to adapt its event communication to its target.
 - **Media:** It is an important element to every event, because it will spread and amplify the event communication to attract the company's public target, it can use several ways, press, radio, television, advertising, etc. If the event is big this actor is attracted to the event spontaneously, otherwise the company has to give them incentives in order to bring them to its event.
 - **Sponsors and partners:** They are not necessary present physically in the event but they contribute by giving financial helps to the company or by associating their brand and their notoriety to the event, Very often sponsors and partners participate in the financing of the event to beneficiate from a positive communication and a word mouth from the event. Generally the company in their part will insert the logo of sponsors and partners in its communication supports mention them in their interviews in media the event site, also in their advertising spots and many other possibilities.

SECTION 02: PARTICIPATION TO PROFESSIONAL TRADE SHOWS

Trade shows are very used by today's companies. It allows the interaction with the visitors and also englobes different other activities like exhibition, conferences, etc. Professional trade shows are more sophisticated because they aim to target the professional audience. The participation in trade shows requires some steps of preparation before and during the event.

In this section we will start by a definition of trade shows. Then, we will focus on professional trade shows and the characteristics which make them different from other events, finally, we will explain the steps included in the participation in trade shows.

1. Definition of Professional Trade Shows:

Professional trade show is one of the communication means. It is an important tool in building relations between professionals because it gathers all industrial partners in the same time and in the same place. Professional trade shows allow companies to create more personalized and close relation between partners. It also meets different needs and expectations of professionals like prospecting and building strong relations.

It is the only opportunity for a company to meet their partners, customers, suppliers in the same place without any intermediaries.

“Trade shows often represent a profession or a professional branch and are therefore aimed at a more or less targeted audience, but mainly composed of professional buyers. They make it possible to assess international competition, technological progress, innovations, trade policies, quality/price ratios and specialists in the profession. They are increasingly sophisticated and surrounded by satellite events organized on the same theme (congresses, conferences, seminars, etc.)”¹

¹ R. Maniak and others, *Industrial Marketing*, Editions Nathan, Paris, 1997.P 289.

2. Specificities of Trade Shows:

The professional trade shows have some specific characteristics that distinguish them from other types of trade shows and from other events. From these characteristics we find:¹

- **A dominated vector in business to business communication:** In business to business sector a direct marketing is privileged compared to other means of communication. Trade shows are one of the strong tools of direct marketing. This importance is more highlighted on the budgetary dedicated to them. "Trade shows represent up to 80% of the communication budget of SMEs, and nearly 50% for large companies"²
- **The target:** professional trade shows target the professionals and not the general public.
- **Support activities:** A trade show generally includes an exhibition part (stand, - service providers) and a conference or seminars.
- **The frequency of visitors:** the frequency of professional trade show is limited compared to general public trade show and also it depends on the sector of activity.
- **Different types of visitors:** two main visitor profiles can be distinguished in trade shows:³
 - Users: industrialists, traders, craftsmen, administration managers... who come to see and possibly buy products necessary for the manufacture of their products or general operation of the company.
 - Prescribers: architects, engineers, tax consultants, doctors... who, in their profession, advise clients on the latest trends and technological solutions on the market, as well as specialized journalists.
- **Trade shows may receive both general and professional category:** Some trade are opened for the general public for specific days. Then, it is only dedicated for the professionals in the rest of days.

¹ MALAVAL Philippe and others , *Marketing in business to business*, 5th Edition, Pearson France, 2013., P381

² PUJOL Daniel, *Participating in trade fairs or exhibitions*, dossier Leader, Mars 1994.

³ MALAVAL Philippe and others , Op.cit, 2013., P380

3. Stages of Trade Show:

Participation in events is not a spontaneous decision. Nor an easy one. It is the company's image, which is involved so the marketing manager has to be careful about all the details. Not only the composition of the stand that counts; but also the work done on it. The impression that emerges, the creation of a positive attitude on the target audience. A trade fair is prepared months in advance and takes place over a few days, and must be operated for a certain period of time.

This part will explain two steps from the events. The first step is the one before the event and the second step is the one during the event. The third step is explained in the next section (section 3 p 22).

3.1. Stage Before the Trade Show:

This step is crucial because it englobes many decisions:¹

3.1.1. The Right Decision:

The company has a large list of trade shows to choose. The choice will be easier if the company's sector of activity contains a leader trade show, the one who has the biggest notoriety in that sector, But the choice is not always limited every sector of activity contains several trade shows. Most of the times the marketing manager becomes confused in choosing the right event to participate into.

In order to do the right choice, there are three important criteria which the company has to take in consideration:²

- The organizer's skills:

This consists in checking if the organizer of the trade show is qualified and has a good reputation and also if he is experimented in the organization of trade shows, which concern the company's sector of activity. Another point, which is very important that the organizer should have the necessary financial investment to organize the event or if he is supported by other organizations. The organizer also has to have good public relation with the press.

¹ THIERRY Libaert and others , *Communicator* , 6th Edition, Dunod, Paris, 2012.PP, 320-323

²Ibid, P321

- Material condition:

There are different conditions, which can affect the success or the failure of the trade show. These conditions consist of all the environment of the trade show from the place and avenue of the organization, to the equipment used in the organization. The day of the event also has to be taken into consideration. The company has to meet the choices with its global communication strategy.

- The trade show visitors target:

The visitors of the trade show are the most important criteria because they are the ones who guarantee the success of the event and if the participation of the company is worth to be done. The company has to get all the details, which concern this point from the organizer. It consists on the expected number of visitors, their category, and different segment.

3.1.2. Conditions of Participation

This point is neglected by the most of companies. In fact, the company has to carefully prepare all the documents, which concern its participation in the trade show, and make things clear with the organizer in order to figure in the catalogue of the trade show because it is an important element, which can help the company in the prospection of new customers and new partners. There is also information on the insurance regime, the description of the stands and the services available to exhibitors (decoration, power supply, telephone lines, security, etc.). The marketing manager has to pay attention for all these details.

3.1.3. The Stand Location:

The company has to avoid leaving the stand location until the last minute because this will lead to reserve a not well located stand. The strategical location of stands will be all already reserved.

There are more or less favorable locations: a stand located near the main entrance or an entertainment area (podium, restaurant) will be more noticed but not necessarily more visited. Similarly, an intersection of lanes reinforces visual notoriety, but it englobes generally an additional rental price.

If the company exposes every year to the same trade show it is favorable to maintain its location this will facilitate the finding of the company by its customers.

It is also important to have a location in the same level or area with the competitor .This will allow attracting and prospecting customers from other competitors especially if the company is a small one and is located next to a competitor, who is leader or has a big notoriety. It will make it easy for the company to watch its competitors and collect information about them.

3.1.4. Stand Conception:

The stand is the showcase of the company during the trade show so the company has to take care of its conception. Every stand has to fulfil three functions:¹

- A reception space to receive visitors and interact with them by giving them the necessary information about the company.
- A quiet working space for the sales managers to take some privacy with their current customers and potential customers.
- A showcase to present the company's products

Based on the previous functions the space on the stand must be divided so as to create several zones. Depending on a company's objectives, the size of each area will vary. We can thus, distinguish: ²

- The reception area: it is reserved for receiving customers, in order to direct them to the right contact person or document.
- The presentation area: it includes product presentation, signage, - video animations, demonstrations... This area can represent up to 70% of the stand if the company's objective is to promote its products³.
- Business spaces: when a company undertakes an image or loyalty policy, this space takes on all its importance and can also represent up to 70% of the total stand space⁴. These are

¹ THIERRY Libaert and others , Op.cit, 2012.P322.

² FONTANET Laurie, «Participation in a trade show, challenges and conditions for the success of a strategic external communication tool for a B-to-B company», 2013, p 16.

³ Ibid.

⁴ Ibid.

private areas, closed meeting rooms, or simply quiet areas, reserved for VIPs for individual interviews and private meetings.

- The logistics space: this space is not accessible to visitors since it is the reserve, where the team's documents and personal belongings are stored at the trade show. However, the reserve must be large enough to allow the team to isolate itself in case of need.

In order to attract visitors to the stand, a company has to choose the images and the messages in the wall carefully. The luminosity is also very important to attract visitors. The company can use other methods to animate the stand like sensory marketing and audiovisual animation.

3.1.5. Invitations:

The participation of the company will be useless if it is not able to meet all its customers including its potential customers. So it has to invite its target through newsletters if the access to the trade show is free or by giving them invitations. If the company didn't get the invitations free from the organizer of the trade show, it is necessary to select the most important customers and whom presence will be benefic for the company.¹

3.2. Stage During the Trade Show:

The effective participation to the trade show will depend on the stand of the company and the team, who will be present in the stand during the event. During the event the company has to give importance to the following elements.²

3.2.1. Personal in the Reception:

The reception is a key element during the event. It is what makes the visitor curious or make him pass to other stands without hesitations. So it is better for the company to choose the right persons in the reception and avoid occasional personal, who do not know well the company and will not be able to respond to customers questions. Also the personnel in the stand must possess public relation skills.

¹ THIERRY Libaert and others ,Op.cit, 2012.P323.

² Ibid, PP, 324-325

3.2.2. The Reception in the Stand:

The sales manager will be very busy in interacting and talking with customers especially if the company is a big one it will receive several visitors at the same time. So the persons, who receive the visitors have to filter the customers, and this will be done by taking all their commercial information, the name, professional contact details, position, company to which they belong, nature of the interest expressed, intention to purchase in the short, medium or long term. All these will allow to identify the important customers and the big potential customers to let them go to the private space to discuss with the sales managers.

3.2.3. Event Scenography:

The scenography is the theatricalization of the event. It is the transcription of the chosen concept in a given space. It involves on working about two elements: ¹

- Creation of universe:

It consists on creating all the choice of all elements of decoration, from the floral decoration, furniture of all kinds, seating, functional fittings, etc. the decoration must be in line with the concept and scripting required for the event. Also the creation of the universe involves the choice of luminosity and Multimedia production (soundtracks, films), videos if we want to diffuse it in the event.

The concept of multisensory is very important in creating the universe, manipulating all the senses to make the visitors enjoy their experience especially Olfaction which is a very powerful medium for transporting an audience into a "waking dream".

- Animations:

The animation is an element, which creates a movement in the stand of the company and gives the company a dynamic image. It must enrich the atmosphere of the event, bring the touch of emotion, friendliness, there are animations of all kinds (artistic, playful, interactive, etc.). The personalization of an animation is a real plus for an event, contributing to the immersion of guests in a universe and giving an unforgettable experience.

¹CHRISTOPHE Pascal , « *Event Communication* », Dunod,, PARIS ,2017 PP,85 -99

3.2.4. Promotion of the Company's Presence:

The presence of the company in the trade show has to be heard by its target audience because the organizer will promote only for its trade show. It is the company's responsibility to carry out its own internal and external promotion. Reporting its stand number on every letter that leaves the company, sending a sufficient number of invitations to all customers and business contacts, or participating in the catalogue.

It also has to create a link with the press and media by giving them documentation and invite them to the stand to discuss with them and hence, create a good relation with them.

3.2.5. Contact With Other Exhibitors:

The trade show is the ideal opportunity to establish contacts with future partners and observe competitors. Most exhibitors fail to visit the stands. This is a mistake. A member of the team should be asked to have a tour to the stands, observe competitors' technological advances, and more simply glean ideas for stand presentation or animation.

SECTION 3: THE MEASUREMENT OF EVENTS IMPACT

As previously seen, the event has several advantages for the visitors. Thus, it is important to define the objectives and goals that the company want to achieve. The company's feeling of success after a dynamic and big event is not enough. Just because the visitors or participants at the event seem to be satisfied does not mean that the company has achieved its objectives. Hence, the importance in measuring each event action is to know the real impact of this event.

In this section, we will discuss the importance of measuring an event action. Then, we will explain the different steps of measuring an event action. After that we will present the different ways used to measure the impact of event in customers, and how the company evaluates the stand in its participation in trade shows.

1. Benefits of Measuring a Participation to Event:

The four main benefits of measuring the success of an event are:¹

- Justifying the event budget.
- Justifying or extending the budget for the next event.
- Identifying areas for improvement in the next event.
- Providing client with insight about its brand or company

2. Steps to Measure the Event Action:

The measurement of events is a difficult operation, in order to do it in the right way these steps should be followed:²

- Identification of the indicators which will be used:

There are several types of events. Every type has its own objectives. So it is not possible to measure all the events in the same way. This is why every type of event will be measured with specific indicator which will be chosen according to the fixed objectives: notoriety, communication, customer or participant satisfaction.

¹ CHRISTOPHE Pascal , Op.cit ,2017 ,PP,85-99

² RAPEAUD Mathias-Lucien, Op.cit, 2016.P62.

For audience indicators, we distinguish two types, direct indicators and indirect indicators.¹

Direct audience indicators correspond to all the people present in the event; for example, the Tour de France has 15 million spectators present on the roads each year. 12,000² people were present at the opera houses sponsored by the car manufacturer Lancia.

Indirect audience indicators correspond to all the people, who followed the event via the media. The indirect audience is of course higher than the direct audience. Companies using event communication often look for indirect audiences to multiply the impact of their action. For Formula 1, the direct audience is 390 million viewers per year and the indirect audience is 60 billion³ cumulative viewers per season.

- Conducting of independent investigation

It is better to use the services of specialized agencies or research Company, which will evaluate the brand share before and after the event and also the efficiency of the event strategy. This will make the company avoid any manipulation of the results in order to escape from the responsibility. It will also guarantee the independence of the investigation.

- Analyzing of obtained results

This analysis is preferably carried out by the various stakeholders of the event. Reasonably, it makes it possible to set out the areas for improvement for the next event-driven operation.

3. Event Measurement Criteria:

Evaluating the success of an event is a delicate task. It is advisable for the company to determine in advance the different objectives and measurement tools to be taken into account. For example:⁴

Participation is probably one of the easiest criteria to verify. It is a question of comparing the number of participants and the number of invitations. Did the event attract the customers to come?

¹ MALAVAL Philippe and DECAUDIN Jean-Marc, *Pentacom*, Pearson, 3rd Edition, Paris, 2012, p260.

² Ibid.

³ Ibid.

⁴ RAPEAUD Mathias-Lucien, *Op.cit*, 2016.P62.

The response that the event generated on social networks and in the media. Did the event have the expected impact? Did it have enough impact on people's minds that participants would like to share it on social networks, talk about it in their blogs, share it in the media about journalists, etc.?

The memorized message consist on asking these questions: Did the message that the event was intended to convey take place in people's minds? What is the impact of the event over time? Did we really "create the event" to the point of leaving participants with a memorable memory?

The complete or partial achievement of the objectives set consists on asking this question did the event really make it possible to meet the expectations or needs or objectives?

The repeat of the event is obviously the consequence of the customer's satisfaction (or not): does the customer want to repeat the operation?

The savings achieved, the budget devoted to event communication is compared to what all the media passages obtained in the media represent in terms of the cost of purchasing advertising space.

4. Customer Event Measurement:

Measurement of the impact of an event is much more common in consumer-facing events than in the world of internal employee-focused events.

It is not easy to measure the impact itself of an event in customer's behavior, sometimes they are influenced by others factors and sometimes their reaction is hard to be measured.

The measurement can be measured by using quantitative and qualitative approach, as well as the benchmarking measurement.

Among the methods used to measure the impact of an event in customers there are:¹

¹ Assaël ADARY- Benoit VOLATIER, *Evaluate your communication actions*, second Edition, Dunod, Paris, 2012, PP,182-185

4.1. Quantitative Measurement:

Questionnaires can be administered at the end of the event and focus on the immediate feelings of the guests. They will then be asked if they have had interesting meetings, corresponding to their expectations, if they have appreciated the welcome, service and availability of the staff in place or if they plan to contact the company again or recommend it to their contacts. A quantitative cold measurement, based on follow-up tests, will then be necessary to analyze the evolution and fertility of the relationship over time.

4.2. Qualitative Measurement:

It is carried out in pre-test of the operation. This measure will aim to know more about customer's expectations from the event and validate the elements that we have already been planned. Through interviews, for example "We would like to organize an event: what type of operation would they like to participate in? "If they have been invited by companies competing with ours, what are the positive and negative points retained from their actions?"

Sometimes interviews are complicated and don't give a spontaneous answer. The commercial, who was in touch and discussed with the customers for periods of time can give an answer for what the company search.

4.3. Benchmarking Measurement:

By benchmarking we mean that we will compare between event actions organized by the same company and we analyze every action and how it was realized, and what were the consequences on the turnover generated by the invited customers. What is the difference of one operation to another? We can also compare the rate of loyalty of every action.

5. Evaluation of a Stand at a Trade Show:

The trade how fair is a special event, it is the meeting of the year, that shouldn't be missed. All the professions in a sector are located in the same place at the same time. But from the other

hand it is a heavy investment for the company , With more than 1.3 billion euros¹ invested each year in France by advertisers to participate in 700 trade shows²

The role of this measurement is to provide the necessary information and analysis for this heavy investment, which includes:³

5.1. Counting: the 1st Indicator of Effectiveness of a Stand:

It consists on counting the visitors in the entry of the stand then asks them in the end of the visit about useful information to better understand the visitor (profile, expectations, projects, etc.) If the stand is very big and open from different sides the owner of the stand can use a camera to control the process of counting.

5.2. Quantitative Measurement:

A study at the end of the stand will make it possible to measure visitor satisfaction and the adequacy of the system set up to meet their expectations.

A study a few days after the trade show also can be realizable to measure the impact of the stand on its target: the visitor has taken a step back and will express only what he has retained from the stand.

5.3. Qualitative Measurement:

To understand the feedback from the staff on the stand and what happened during the trade show, it is very important to ask them about their perception of the return on investment of the stand, carried out at the end of the event, to have a global vision of the event. This study can take the form of interviews or group meetings. It can also strengthen the motivation of the internal staff, by involving them.

5.4. Benchmarking: To Position:

It is evaluating the communication system of the competitors present at the exhibition to identify the best practices. The stand itself is analyzed (size, number of staff), but also the communication media used and the messages conveyed. You will be able to see if your stand

¹France Pub/UDA, trade show of France, Office of statistics justifications.

² Ibid.

³ ADARY Assaël - VOLATIER Benoit, Op.cit, 2012, PP,182 -185.

stood out from the others. Benchmarking can be carried out in two ways: critical observation using an analysis grid or post-exhibition survey of visitors to the various stands.

5.5. The Dashboard: To Manage the Trade Show Policy :

Setting up a dashboard of communication actions for trade fairs makes it possible to define the objectives and indicators of the trade show and helps to establish the appropriate measurement system. It also can help to evaluate every trade show homogeneously using the same indicators in the dashboard, this will help to better define your exhibition strategy and compare the stand with other communication media. Not to mention sales representatives: sharing results between all departments will mobilize teams around objectives and provide you with valuable reporting elements.¹

¹ ADARY Assaël and VOLATIER Benoit, Op.cit, 2012, P185

Conclusion of the First Chapter

We have seen in this chapter that events are an emerging industry. They became one of the important axes of communication for any company. Companies use events in their communication because of the benefits and advantages obtained. The most important advantage is involving the target and building a positive relation with them. They also contribute in gaining image notoriety and reinforcing the company's presence.

Choosing a type of event is not always a simple choice. There are many types and every type is made to achieve specific objectives. The company has to choose wisely the adequate type regarding its objectives and the specificity of its target.

Companies don't organize an event spontaneously, but it is planned and oriented towards fixed objectives to achieve. It goes through steps to be more organized and affective. Even after the event is finished the organizer has to measure if the impact of this event was positive and the objectives that were achieved in order to improve every time the company's presence in events. Trade shows are one of the important events

We can therefore conclude that events are not just a tool of communication with short term objectives but it is a way to make the target live a memorable experience and build a relation with them to reinforce the firm's presence in their top mind. That is why we will study their impact on clients 'loyalty. In The second chapter we will develop the concept of customers 'loyalty and analyze the impact of events on customers 'loyalty.

CHAPTER II

CUSTOMER LOYALTY

CHAPTER II: CUSTOMERS 'LOYALTY

Relations between companies and customers have been transferred to another dimension. The simple transactional relation does not work anymore. Companies know that to survive they have to invest more efforts to maintain their customers. This approach produces more mutual benefits to both participants.

Therefore, customers 'loyalty becomes a measure of marketing success. This is why firms establish a loyalty strategy based on retaining the existing customers for a long term because all the statistics show that it is less expensive and more profitable to maintain current customers then prospecting for new ones.

This chapter will discuss the concept of customers 'loyalty and the various strategies used by companies to maintain their current customers. First, we will delimit all the concepts of customers 'loyalty and their types. Then we will highlight the loyalty strategy, its importance and all the steps that should be followed in order to build it. Finally, we will focus on loyalty in business to business companies.

SECTION 01: The Concept of Customer Loyalty

The concept of loyalty showed an evolution through time. It is discussed from different perspectives, which make a clear distinction between real loyalty that the company has to achieve and the fake one, which is related to some circumstances in the customer's environment.

In this part, the concept of loyalty have been broadly discussed because we could not find one clear universally accepted definition, so we will try to highlight some definitions concerning this concept. Then, the difference between the traditional approach of loyalty and the modern one. Also we will discuss the determinants of loyalty and the importance of satisfaction in building customers 'loyalty.

1. Definition of Customer Loyalty:

Olivier defined loyalty as *“a deeply held commitment and re-patronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behaviors”*.¹

Another definition provided by JEAN MARC Lehu says that the fundamental notion of loyalty relies about retention and development of acquired customer.²

Humburg and bruhn define loyalty as a concept which:³

“Includes all the actions of a company designed to influence a customer's current and future purchasing behavior in a positive way in order to stabilize and broaden the customer relationship”.

All these definitions focus on the concepts of relationship, retention, stability, long term relation. So loyalty is definitely positive for the companies, and they use it to increase their benefit and gain a competition advantage.

¹ KABU Khadha and MAHARJAN Soniya, Thesis , *Customer satisfaction and customer loyalty* , centria university of applied sciences business Management ,November 2017, P08.

² LEHU Jean Marc , *Loyalty strategy* , Éditions d'Organisation ,PARIS, 2003,P34

³ LARS Meyer and Waarden, *Customer's loyalty*, Vuibert,Paris,2012, P29

2. Forms of Loyalty:

It is important to make a clear distinction between induced and desired loyalty.¹

2.1. The Induced Loyalty:

Some product categories are in favor of the establishment or natural development of an induced loyalty process. When the customer's choice is limited to continue in buying the same product or service or brand, so this may be produced by different factors from customer's environment and the company has no involvement in it.

2.2. The Desired Loyalty:

The desired loyalty brings together all the elements controlled and aimed by the company in order to attract the consumer and build his loyalty in complete freedom without any barriers.

3. Approaches of Loyalty:

Having loyal customers doesn't mean that they are truly loyal no matter the consequences. There is a true loyalty, which is based on real dimensions and there is a weak one that can be affected by the environment factors.

Understanding loyalty means to understand its different dimensions. According to the study of Claudia BOBALCA we can express customer loyalty into two dimensions:²

3.1. Traditional Approach:

Before brand loyalty was explained only in terms of results (repeating the purchase), in this approach loyalty was a simple variable measuring the frequency of customer purchase.

3.2. Modern Approach:

Loyalty is a relationship between two dimensions or more, attitude and behavior.

3.2.1. The Attitude Perspective

*“An attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor .Attitudes comprise cognitive and affective ‘elements’ or ‘domains’.”*¹

¹ LARS Meyer-Waarden, Op.cit,2012, PP, 34-54

² Ibid, P29.

Attitude may englobe the affective and cognitive aspects of customer loyalty.

So it is the consumer’s desire to continue his relationship with the company in spite of all the factors in his environment. For example the lower prices of the competing companies.

Kumar and Shah adapt the Dick and Basu framework which produces an attitude analysis based on the dimensions of attitude strength and attitudinal differentiation. This is illustrated in the next table.

Table 1: Characteristics of customers who should attitudinal loyalty be cultivated

		Attitudinal differentiation	
		Low	High
Attitude strength	High	Strong positive attitude towards both the organization and its competitors	Strong positive attitude towards the organization but not towards its competitors
	Low	Weak attitude to the organization’s products/services. Not perceived as different from those of competitors	Weak attitude to the organization’s products/services despite them being seen as better than those of competitors

Source: Steve Baron, Tony Conway and Gary Warnaby, Relationship marketing: a consumer experience approach, SAGE Publications, Great Britain, 2010, P51

The table above shows that:²

- Top-left cell shows that there is a high attitude strength and low attitudinal differentiation. This implies that although there is a strong positive attitude to the organization’s products/services, this doesn’t give a competitive advantage as there is

¹ BARON Steve, CONWAY Tony and WARNABY Gary, *Relationship marketing: a consumer experience approach*, SAGE Publications, Great Britain,2010, P46.

² Ibid, PP,51-52.

also likely to be a strong positive attitude towards competitors' products/services. The aim here is to increasingly differentiate the offering from the competition.

- Bottom-left cell shows that low attitude strength/low attitudinal differentiation. This indicates weak attitude to the organization's products/services which are not perceived as different from those of competitors. There is a need to cultivate attitudinal loyalty but it may not worth the effort.
- Top-right cell is a high attitude strength/high attitudinal differentiation. Behavior in this cell implies a strong positive attitude to the organization's products/services, which are seen extremely favorably compared with those of its competitors. The aim here would be to continue to cultivate this attitudinal loyalty.
- Bottom-right cell is low attitude strength/high attitudinal differentiation behavior in this cell implies that customers perceive the organization's products/services as better than the competition s but even despite this, there is not a particularly strong positive attitude towards the organization and/or its products/services. There is therefore a need to invest in the cultivation of attitudinal loyalty here.

3.2.2. The Behavioral Perspective

Behavioral loyalty has been defined by some researches as "*the tending of a customer to stick with a supplier (not switch) and can be thought of as the degree to which a customer prefers a supplier over the competitors*"¹

It fits with the concept of retention. Under this assumption that no matters what the sources of loyalty are, this means a number of repeated acquisitions from the same supplier, in a specific period of time.

Dick and Basu, two researchers bring the two variables of behavior and attitude together and produce a typology of loyal behavior by using the dimensions of relative attitude and repeat purchase (patronage). They distinguish between:²

- True loyalty
- Spurious loyalty
- Latent loyalty

¹ AL MAMUN Abdullah and RAIHANI Noor, *Loyalty in Business to Business Context: A Study in Puchong, Malaysia*, International Journal of Business and Management; Vol. 8, No. 22; 2013

²BARON, CONWAY Tony and WARNABY Gary, Op.cit,2010, PP,47-48

- No loyalty

The next table shows the different types of loyalty related to the behavioral and the attitudinal dimension.

Table 2: Types of Loyalty

		Relative attitude	
		High	Low
Repeat purchase	High	True loyalty	Spurious loyalty
	Low	Latent loyalty	No loyalty

Source : Steve Baron, Tony Conway and Gary Warnaby, *Relationship marketing: a consumer experience approach*, SAGE Publications, Great Britain,2010, P47

The table above shows that:¹

- **True Loyalty:** occurs when repeat purchase is high and relative attitude is high. This would be the most preferred category for an organization although there should be no complacency. Both attitude and behavior need to be constantly reinforced.
- **Spurious Loyalty:** occurs when repeat purchase is high, but relative attitude is low. In this context, customers may display behavioral loyalty in the short term, probably because of promotions, deals and special offers ('double points' on loyalty cards, for example). However, these people are often susceptible to even better offers from competitors and therefore there is a danger of a continual spiral of promotions
- **Latent Loyalty:** is when repeat purchase is low, but relative attitude is high, Here customers would like to purchase from an organization, but find it difficult to do so in practice due to inconvenient locations, difficult opening times, etc. Clearly an organizational response should be to remove such barriers.
- **No loyalty:** Here customers perceive competing offers as undifferentiated

¹ BARON, CONWAY Tony and WARNABY Gary, Op.cit,2010, PP,47-48

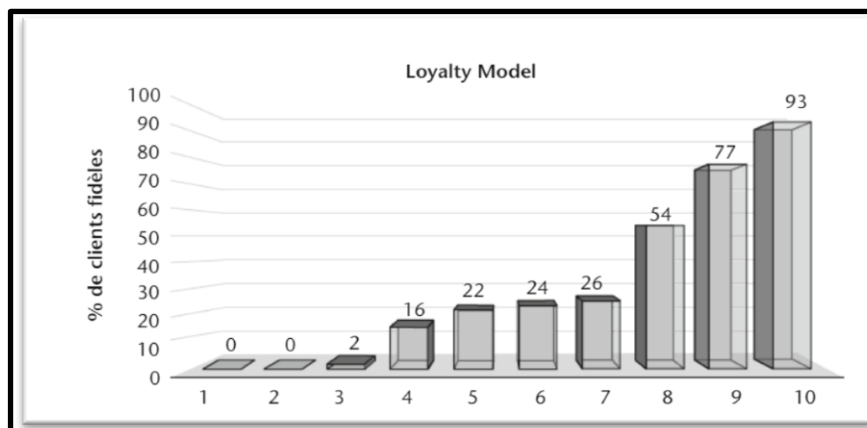
4. Relation Between Customer Loyalty and Customer Satisfaction:

Customer satisfaction and loyalty represent a top priority of the company's success and profit. Customer satisfaction and loyalty should be incorporated into the long-term goal of a business. Satisfaction does not automatically lead to loyalty it needs to be built in a process of step by step. Steps are described as customers going through different phases such as awareness, exploration, expansion, commitment, and dissolution. Customer loyalty can be considered to be a byproduct of customer satisfaction.¹ “Customer loyalty will increase significantly when satisfaction accomplishes at a certain level and at the same time customer loyalty will decline automatically if the satisfaction level drops to a certain point”.² Moreover, highly satisfied customers are tending to be more loyal than the customers who are merely satisfied. Overall, it is clear that there is a significant positive relationship between customer satisfaction and customer loyalty. “Customer loyalty leads to an increase in both sales and profitability”³.

4.1. The loyalty Model:

The Loyalty Model is therefore the graphical representation of the direct link between the level of satisfaction and loyalty of a particular customer group. This representation makes it possible to understand precisely the nature of this link, for each possible level of satisfaction.

Figure 1: An example of a loyalty model of a company B to C



Source: DANIEL Ray and WILIAM Sabadie, *Relationship Marketing: Make the policies of satisfaction:loyalty and complaints profitable*, Dunid, Paris, 2016, P102

¹ KABU Khadka & MAHARJAN Soniya Op.cit ,2017, P14

² MARSETYO Sonny , Article ,Customer Satisfaction and Customer Loyalty.

³ Ibid.

4.1.1. Calculation of Loyalty Model:

As we have seen before in the loyalty approaches p 32, the real loyalty is based on two dimensions, attitudinal and behavioral.

Daniel Ray and WILLIAM Sabadie say that it is better to use the attitudinal variables then the behavioral variables.

Using a behavioral variable presents the risk of measuring how satisfaction contributes to building pseudo-loyalty and not true loyalty. Nevertheless, use each of the two dimensions of true loyalty to build not one but two Loyalty Models¹

a. Loyalty Model Using the Attitudinal Dimension:²

The x-axis is therefore made up of the different modalities of overall satisfaction and the y-axis of a variable that best reflects the consumer's attitude towards the brand and/or product/service concerned.

To do this, we can use attitudinal questions such as ("I prefer XXX to its competitors", "I really appreciate working with XXX." etc.).

It may also use the affective variables of loyalty (engagement/ attachment), or some of the known consequences of a positive attitude towards the brand (positive WOM, lower price sensitivity or even intention to buy more from this supplier).

In practice, the Loyalty Model is constructed as follows (see the next figure) : the different modalities of the overall satisfaction question are listed, then the corresponding loyalty percentages are calculated taking into account only those customers who answered with a high level of loyalty .

¹ RAY Daniel and SABADIE Wiliam, *Relationship Marketing: Make the policies of satisfaction, loyalty and complaints profitable*, DUNID, PARIS, 2016, P107

² Ibid, P108

Figure 2: Build A Loyalty Model



Source: DANIEL Ray and WILIAM Sabadie, *Relationship Marketing: Make the policies of satisfaction, loyalty and complaints profitable*, DUNID, PARIS, 2016, P109

b. Loyalty Model Using the Behavioral Dimension:

The x-axis variable obviously does not change since it is always the overall satisfaction. But it is necessary to integrate a behavioral variable on the y-axis. In most cases, companies asked on the satisfaction questionnaire the variable of customer's intention to repurchase .

Real data from internal databases can also be used: effective increase in purchases (in amount and/or frequency), Share of wallet (out of 100€ spent in the product category how many are spent in our brand or product?).

(Watson et al., 2015) suggests that a retrospective question (question about past purchases, such as "I buy most of the time my... from XXX" or "I buy most of my... from XXX") produces results closer to the reality of the satisfaction-behavioral loyalty relationship and also improves the links between loyalty measurement and economic performance.¹

¹ RAY Daniel and SABADIE Wiliam, Op.cit, 2016, P110

5. The Importance of Loyalty:

The importance of customer loyalty impacts almost every essential metric to running a business. Without loyal customers that continue to buy from the firm, the business won't survive. So companies concentrate more and more in their relation with their customers and build strategies in order to keep their customers loyal, because it is clear that a loyal customer has more advantage than others.

In this context the importance of loyalty is mentioned below:¹

- **Value of a Customer:**

It is clear that a loyal customer has a lot of direct added value to the company and the efforts invested in relationship with loyal customer relate to gain this value. A loyal customer buy more, also he is less sensitive to the augmentation of the price of product and services.

- **Word-of-Mouth Communication:**

A loyal customer create a positive word of mouth communication , he recommends the products and services of the company to others , he helps to generate new customers, he gives a free advertising for the company's product and services.

- **Profitability:**

Reichheld and Sasser noticed that Companies “*can boost profits by almost 100 per cent by retaining just 5 per cent more of their customers*”², so loyal customers are very profitable to the company and they are a warranty of the continuity of the company.

- **Cheaper:**

“*The relative costs of customer retention are substantially less than those of acquisition*”³. It is less expensive for the company to retain and build a loyalty strategy than spending the costs on prospecting new customers.

¹ KABU Khadka & MAHARJAN Soniya, Op.cit,2017.P23

² Ibid.

³ AZAM Haghkhah, *Commitment and customer loyalty in business to business context*, European Journal of Business and Management, 2013.

- **Service Value:**

Loyal customer gives more of services to the company than the direct value, like he participates to improve the company's offer by giving feedback and answer company's questionnaire, he is the ambassador of the brand...etc

6. Types of Loyalty:

Several types of loyalty can be distinguished according to the context studied.¹

6.1. Objective and Subjective Loyalty:

Loyalty can be defined either objectively, by referring to actual behaviors (e. g. buying behavior), or subjectively, by referring to mental attitudes of attachment, proximity or preference (measured by studies).

6.1.1. Objective Loyalty:

Marketers tend to focus mainly on objective (or behavioral) loyalty, considering that what ultimately counts for a company is what its customers do, rather than what they think.

6.1.2. Subjective Loyalty:

Loyalty is considered as a mental attitude because objective loyalty cannot be a true loyalty and the customer may be loyal to the company for practical reasons, without having a real attachment for it.

The attitude of loyalty towards a brand has three components:

- The cognitive component: some beliefs and positive opinions about the brand under consideration, resulting in a rational preference for it.
- The emotional component: feelings of sympathy, affection or attachment towards the brand.
- The conative component: more or less settled intention to buy the brand if possible in the future.

6.2. Passive and Active Loyalty:

If we consider both the behavioral and attitudinal aspects of loyalty simultaneously, we can distinguish two types of loyalty: passive loyalty and active loyalty.¹

¹ LENDRVIE, LEVY and LINDON, *Mercator*, 12th Edition, Dunod, PARIS, 2017, PP,525-526

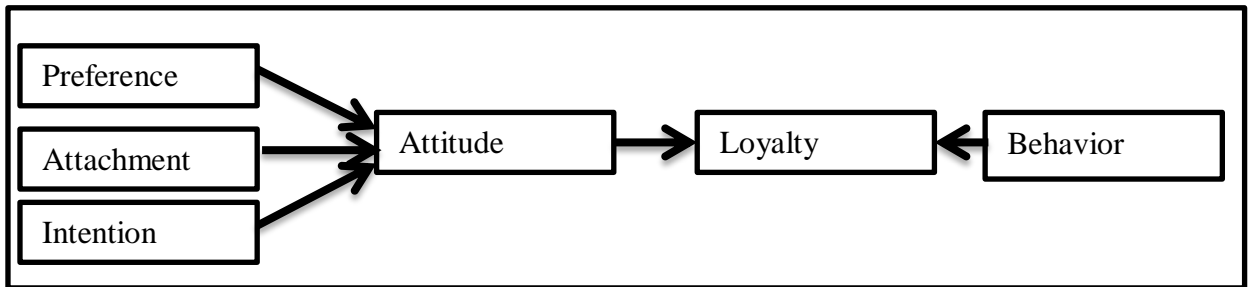
6.2.1. Active Loyalty:

Active loyalty is the result of a customer's rational or emotional attachment or preference for a brand or supplier.

6.2.2. Passive Loyalty:

Passive loyalty results from personal factors (routine, perceived risk of change...) or external factors that make it difficult, if not impossible, for a customer to change brands. Because he considers that if there is a change, there will be a lost in term of efforts, time and money invested.

Figure 3: The components of loyalty



Source: LENDRVIE, LEVY, LINDON, *Mercator*, 12th Edition, Dunod, paris, 2017, p526

We notice from the figure above that loyalty can result from two components, attitudinal or behavioral. Attitudinal loyalty is built from three others components, preference, attachment and intention. Behavioral loyalty is the result of repetitive purchase of the brand.

7. Loyalty Levels Development:

There are three levels of development of customer loyalty.²

- Meet the needs of comfort: through the contribution of additional services and customization.
- Answer the vital needs: the product or the service has to correspond to the promise and to the value expected by the customer
- Meet the needs of recognition: by the creation of privileges or a personalized offer.

¹ LENDRVIE, LEVY and LINDON, *Mercator*, 12th Edition, Dunod, PARIS, 2017, p526.

² VAN LAETHEM Nathalie, LEBON Yvelise, and DURAND-Béatrice MÉGRET, *The tool box of the Marketing Manager*, P182

8. Determinants of Loyalty:

Some authors of the concept of loyalty have tested the relation of loyalty with others concepts and they highlighted some of the loyalty determinants.¹

8.1. Satisfaction:

The customer evaluates satisfaction by comparing his expectation and perception of the offer with the real quality of performance when he consumes the product. Studies have showed that the customer satisfaction produces directly the behavioral loyalty of the customer and lead in a long term for an attitudinal loyalty. Furthermore the satisfaction influences loyalty indirectly by building trust and commitment.

Customer's loyalty does not increase proportionally with customer satisfaction but a high level of satisfaction will lead for a long term to the customer loyalty.

8.2. Trust :

Trust is a belief build between two parts; each part believes that the other will meet his expectation in the right way. So trust is an important element especially in building commitment and long vision in their turn they will develop the customer loyalty. Morgan and Hunt highlighted the importance of trust and declared that it is a central element for building customer loyalty.

8.3. Commitment:

Gundlach and Mentzer defined commitment like "an implicit or explicit pledge of relational continuity between exchange partners"². The customer is committed to the company if he received that continuing in the relation with the company is more beneficial for him then terminating it.

Commitment is an important element in distinguishing the real loyalty from the fake one. A customer who is committed to the firm has resisted changes; there is a bond between him and the company.

¹ AGRAWAL Richa and GAUR Sonjaya ,*Determining customer loyalty: Review and model*, The Marketing Review · December 2012

² Ibid.

8.4. Emotions:

Emotions are an important element that researchers should be included in the study of the customer loyalty. Emotions control the decision making of the customer and lead him to spread a positive word of mouth to share his experience. Dick and basu found that positive emotions are a determinant which leads on attitudinal loyalty. Also it has been proved that positive emotions play a role in the decision of repurchasing. So emotion is an important antecedent in building customer's loyalty.

8.5. Corporate Image:

Andreassen and Lindestad said that corporate image is very related to the company's reputation. It is built through two elements, the first is the accumulation of experiences and attitudes towards the company, and the second is the direct or indirect communication established by the firm.

Lai and Young said that "the corporate image was not a strong predictor of loyalty"¹. Otherwise, the corporate image has a positive relation with the decision of customer's purchasing. So it influences the conative loyalty.

8.6. Value perception:

Before engaging a relation with the company, customers determine all the benefits that he will gain versus the sacrifices and the costs that he will give. The outcome of this evaluation is the value perception of the company's offer. The positive perception of customer's evaluation will lead to high purchase behavior also it influences loyalty indirectly by the customer satisfaction.

8.7. Quality:

The quality is the ability of product intrinsic and extrinsic features in meeting the customers 'needs and expectations. It is clear that quality influence the satisfaction which will contribute in building loyalty directly, quality have also a direct influence in the customer loyalty by building positive attitude, positive word of mouth and the willingness to maintain the relation with the firm.

¹ AGRAWAL Richa and GAUR Sonjaya ,Op-cit,2012.

SECTION 02: LOYALTY STRATEGIES AND PROGRAMS

Loyalty is not an operational goal, which is achieved by a simple action. But it is more a global strategy which has to be included in the global strategy of companies, it must be clearly defined and all the company's members have to be involved. There are several strategies of building customer's loyalty; through these strategies several programs are emerged.

In this section we will discuss the loyalty strategies and how they are implemented. Then, we will present the programs of loyalty. Yet, before discussing these strategies separately, we will first define what is meant by a loyalty strategy and its basis. Then, we will present the right way to build a loyalty program.

1. Definition of Loyalty Strategy

According to MORGAT, "loyalty strategies are marketing strategies aimed at implementing all the technical, financial and human resources necessary to establish a lasting relationship with customer segments with high commercial potential".¹

So a loyalty strategy is a structured program implemented in the company strategy in order to develop a durable and strong relation with its target, to increase the company's value.

1.1. The Basis of the Loyalty Strategy

Before building a loyalty strategy, the firm has to rely on some crucial elements, which are considered like a base of any strategy of customer relationship, without the elements the company will not achieve the goal of loyalty and all its investments will be wasted.²

1.1.1. Knowing the Target:

It is important to define the type of customer should be addressed first and for which reasons. Today, companies reason in terms of customer segmentation. They identify categories of consumers, and seek to meet their specific needs. Customer segmentation is not simply based on the classic criteria of socio-professional categories (age, income, family situation, etc.). It is also based on the purchasing behavior that discriminates the different customer segmentation.

¹ OLIVEIRA Anabela and SILVA Fragata, *Thesis Loyalty in business banking*, University of Salamanca, 2010, P67

² NOYÉ, and DIDIER, *To build customer loyalty*, insep consulting editions, Paris, 2004, PP,28-45

1.1.2. Professionalism:

The first weapon of loyalty is the quality of the product or service, and if the firm does not provide the right product to the right person at the right time, all retention techniques will be of little use. The professionalism is above the technicality of the activity. It includes listen to the customers' needs and succeed in giving solution for all customer's problems. Besides handling well their reclamation, measuring customer's satisfaction periodically is also a way to professionalism.

1.1.3. Good After-Sales Service:

The establishment of a consumer service makes it possible to create a continuous relationship between the company and its customers, whether individual customers or consumer associations. The consumer service does not only handle complaints, but also listens to comments and criticisms. It processes the information collected and plays a role in guiding the company's offer; besides anticipating emerging problems.

1.1.4. Valorization of the Offer:

There are a lot of companies which make a good product but don't know how to create a good communication to valorize their products. A company has to promote to the purchase and the renewal of a purchase by its way of communicating on the offer before and after the purchase. The communication must make a convincing promise before the sale. After the act of purchase it clarifies the service provided, it shows the value provided and if necessary it corrects incomplete or deformed perceptions. Indeed, the client has very subjective perceptions; he can have an unreliable image of reality, so the company has to re-orient the perception of those customers.

1.1.5. Awareness:

Customer's needs every day emerge, also the competition is more and more harder, companies have to be always aware and developed new ways to improve their products and services. Increasing the value of the company's offer may be realized by the implementation of support services adequate with the strategy and the activity of the company. These services have to offer an added value or reduce their efforts. Having a competitive advantage is an element of maintaining the added value of the offer, offering to the customer products and services different from other competitors will increase the perception of the company's value.

1.1.6. Personal Relations:

Personal contact is irreplaceable to develop trust and create a lasting bond. Dialogue, exchanges allow to know the customer, his situation, and his interests, which are important for the use of the product... On the other hand, the customer associates a face and a name with the supplier.

1.1.7. Privileging Loyal Customers:

A customer may become loyal to the company because of the advantages offered to him (discounts for loyal customers, gifts, preferential offers, information, additional services, and privileged relationships).

1.2. Types of Loyalty Strategies:

These strategies contain all the elements that attract customers until they become loyal. Among the most popular strategies we mention:¹

1.2.1. Loyalty Through the Event:

Events are an excellent opportunity to retain customers, the company can be in direct contact with its customer, to exchange with them, listen to them and detect their needs , so it is important to create events that meets with the expectations of customers, more the event is differentiated and creative more the customer is satisfied and attached to the brand.

1.2.2. Loyalty by Customer Satisfaction:

This strategy aims to eliminate all the sources of customer dissatisfaction, because a customer who is not satisfied can change the brand easily if he finds a better offer. So the company has to analyze all the commercial chain from production until distribution and identify the sources of dissatisfaction and eliminate it.

1.2.3. Loyalty Building Product:

This consists on offering a product to satisfy the customer's need, and modify the product and make it adapted to the different evolution of the customer's life, age, environment and generation. This requires the company to be always aware to any change that may happen in the market.

¹ MORGAT Pierre, «*Build customer loyalty*» , 2001, P121.

1.2.4. Service-Based Loyalty

This strategy is based on giving an offer of services to the customer who has no relation with the main profession of the company. The principal goal for those services is to make the customer more close to the brand and the company.

1.2.5. The "Ambassador-Customer":

The ambassador customer is like a treasure for the company. He will voluntarily recommend the company's brand and product to its environment, and will transfer a positive word of mouth around his relatives. So marketers have to target this profile first and give him incentives to spread the information.

2. Loyalty Programs

After choosing the right strategy of customer loyalty, the company establishes programs adapted to this global strategy. In this part, I will discuss the importance of loyalty programs and their types. I will first define what are the programs of loyalty.

2.1. Definition of Loyalty Programs:

Jean Mouton has said in his book "when a customer uses the services of a service provider or buys a product, he has a double expectation, having an efficient response to its needs, in terms of product and service; and from the other hand recognition as a customer"¹.

This thinking pushed marketers to give more importance to this expectation of customer and they started searching about a way or a tool to satisfy this expectation, so they created loyalty programs.

2.2. The Objectives of Loyalty Programs:

Loyalty programs are built for several reasons including:²

- Rewarding and giving advantage to loyal customers
- Manipulating consumer behavior in order to make him oriented towards customer's services and product
- Establishing a defensive measure to fight competitors.

¹ SERGE Rouvière, *Culture client*,Maxima,Paris, 2016,P22.

² Ibid.

- Giving a customer advanced access to new products, special sales coupons or free merchandise.

2.3. Types of Loyalty Programs:

Loyalty programs have become applicable in several sectors businesses. Loyalty programs or memberships are structured marketing efforts that reward, and encourage loyal buying behavior, which is potentially beneficial to the company.

We will study separately the different types of loyalty programs.¹

- Tiered system:

Offer small rewards for being a part of the program, and increase the value of the rewards as the customer moves up the loyalty ladder.

- Upfront Fee

Customers Charge one-time (or annual) to start collecting points by their purchases. Clearly this system is most applicable to businesses that thrive on frequent, repeat purchases. For an upfront fee, the customers are relieved of inconveniences that could impede future purchases.

- Points system:

This is the most common loyalty program. Frequent customers earn points, which translate into some type of reward: discount, gifts, or special customer treatment, this type of loyalty program is most appropriate for businesses that encourage frequent, short-term purchases.

- Non-Monetary Programs:

Providing value to customers, in other ways than discount and monetary rewards. Depending on the customer's values, customers may find more value in non-monetary or discounted rewards.

¹ GHALEB MAGATEF Sima and FAKHRI TOMALIEH Elham, *The Impact of Customer Loyalty Programs on Customer Retention*, International Journal of Business and Social Science; August 2015 ,P80,P81.

- Loyalty card program

It is an incentive plan that allows a retail business to gather information about its customers. Customers are offered product discounts, coupons, points toward merchandise or some other reward in exchange for their voluntary participation in the program. Another goal of a loyalty card program is to build repeat business by offering participating customers something that is not available to non-participating customers.

- Frequent Buyer Program:

Retailers offer the low free service to the customers if the number of purchases or the total purchase amount reaches a specific limit. This creates the tendency in the customers to make those counts of purchases or the total purchase value in order to get the offer. It increases the sale of product leading to customer loyalty over a period of time.

- Programs with Partners:

Understanding customers' lifestyle and their purchase process will help determine which company is a good fit as a partner to reward the loyal customers. Providing customers with valued services beyond what the company can offer will grow the companies' network to reach their partners' and customers.

- Return Policy for Loyal Customer:

The retailer offers the extended return policy to the Loyal Customers. This provides confidence to the customers as return is always a major concern of many.

- Discount:

The company offer discount to its products and services. The discount may be relative to the amount of quantity purchased by the customer or his purchase frequency .

- Bundle goods:

The seller sells various goods or services with the main item at no extra cost.

2.4. Positive and Negative Approaches in Building Loyalty Programs

A loyalty program may influence the three dimension of loyalty (cognitive, affective, and behavioral) but in the reality we find the programs build by company affect only one dimension or two. Even there are programs which use points system which were built in order

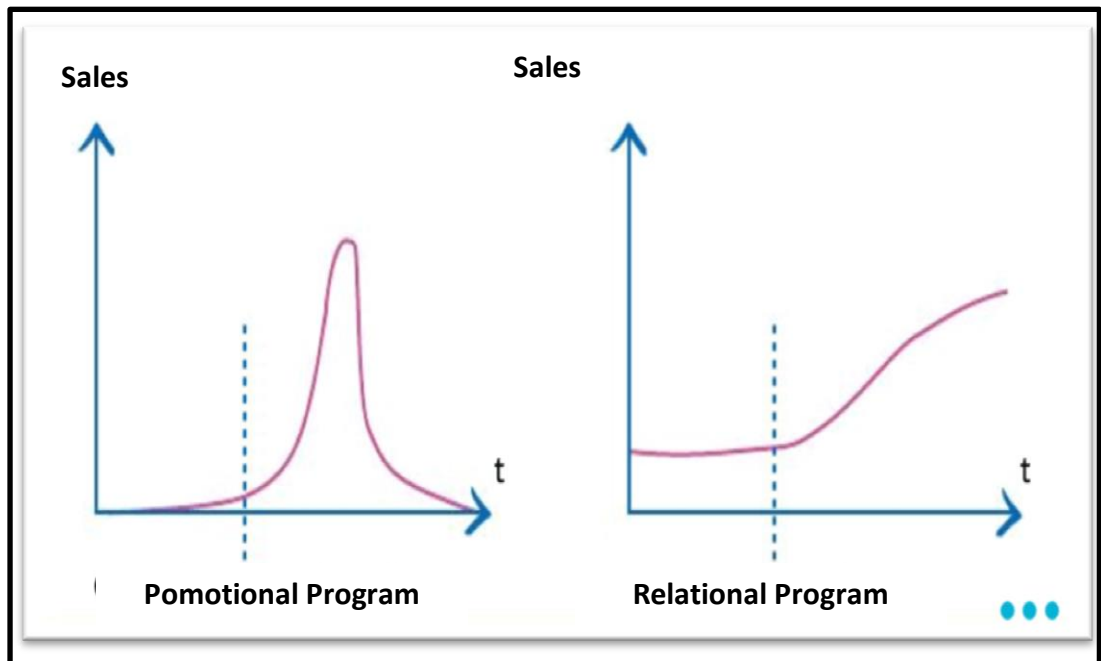
to buy loyalty from the customers. So the company has to choose the right way in building loyalty programs which will ensure the customer's loyalty.

We can distinguish two sorts of approach in building loyalty programs.¹

- Transactional approach : This sort of programs based on the transactional approach don't have a long term vision, they only stimulate customer to buy more the company's products, so their impact disappears just after the end of the actions of the program.
- Relational approach: this approach is the affective one. It is based on the brand's values and the customer's needs and expectations. This type of programs will have an influence on a long term and reinforce the company's relation with its customers.

The next figure represents the two approaches and their impact on sales for short and long time.

Figure 4: The Different Effect Over Time of Promotional Actions and a Relational Program



Source: LENDRVIE, LEVY, LINDON, Mercator, 12th edition, Dunod, Paris, 2017, p542,

¹ LENDRVIE, LEVY and LINDON, Op.cit, 2017,P542

2.4.1. Technics of Relational Programs:

In order to build an effective program and avoid building a program based only in the transactional element, marketers refers to the 3Rs.

3RS are the three benefices that customer expect from a loyalty program. These three benefices are:¹

a. Rewards:

Customers must be rewarded for behaving in the desired way. When the customer feel that he is valorized by the company he will buy more, The rewards make customers maintain their expenses in order to not lose the gained advantage .Rewards can be delivered in the form of discounts (coupons), points and gifts. Also have access to privilege services that are useful for the customer, receiving magazine or newsletters is another form of reward based on the personalization of services to customers, the program may be also on form of an experience like access to business class waiting rooms in airports, for example.

b. Recognition:

Most of customers want to be recognized by the company. Recognition can take the form of VIP clubs, being recognized and valued is important. The creation of clubs and the animation of communities are another way to create this feeling.

c. Romance:

One of the essential benefits of a relationship program is to build and maintain a preference and attachment for the brand on the part of customers who go beyond the product and transactional interactions.

¹ LENDRVIE, LEVY and LINDON, Op.cit, 2017,P54.

SECTION 03: LOYALTY PROGRAMS IN A BUSINESS-TO-BUSINESS MARKET

Companies engaged in business to business market were the first which understood the importance of customer loyalty to ensure their survival and continuity. Customers in business to business are limited and it is harder to prospect in b to b then in b to c, because we deal with professionals and the costs to convince them will increase. B to B customers are searching more for partnership, building a strong relation with a partner based on trust and quality, having loyal customer is survival for a b to b companies.

In this section we will discuss the characteristics of the loyalty relation in a b to b sector. But, first we will define what we mean by a business to business market. Then, we will focus on the importance of events in a loyalty strategy in Business to Business companies.

1. Definition of The business to business market

Business-to-business marketing is where one business provides products or services to another business for use in that business or to sell on to other businesses for their own use.

From this definition we can notice that one from the big differences in business to business companies compared to business to consumer companies is that they have specific target of customers with defined needs, which make them depend on a limited number of customers.

This dependence entails having a good relationship with those customers and preserves its portfolio of customers, especially big customers.

2. Loyalty In Business to Business Market:

In a B to B context customer loyalty can be defined as “a buyer’s overall attachment or deep commitment to a product, service, brand or organization”¹.

It consists in the willingness to continue the relation with the same suppliers with a repeated purchase and a strong bond with this supplier.

Building a loyalty program in a business to business sector requires respecting some specificity of this sector. But before starting to build a loyalty strategy or a program a

¹ Abdullah Al Mamun and Noor Raihani Binti Zainol ,Op.cit; 2013.

segmentation of the market is necessary in order to create the right program for the right segment.

2.1.1. Segmentation in B to B Sector

Customers are not similar. Their needs are heterogeneous, and they don't have the same needs or expectations. Heterogeneity increases in business to business market. So the companies have to be flexible and offer a sort of individuality.

Before implementing a loyalty program, a B to B company must segment its customer portfolio in order to have homogeneous customer groups, which will allow establishing loyalty programs appropriate to each segment. Also the supplier can directly choose the customers he will retain based on the selection criteria linked to his interest.¹

The segmentation criterion must be:²

- Differentiating: it makes it easy to make a decision ,
- Measurable or observable.
- Usable: the company will be able to deduce choices in terms of product, service, loyalty action, etc.

In B to B market there are several segmentation criteria quantitative and qualitative, the most important ones are:³

➤ Quantitative criteria :

- The turnover of the company
- The buying potential
- The profitability
- The market share
- The number of contacts
- The pricing policy

➤ Qualitative criteria :

- The creation of value
- Favorable behavior towards us

¹ Dragon Benoît , *Build customer loyalty in B to B*,Dunod, PARIS, 2018 P 256

² Ibid.

³ Ibid.

- Seniority in loyalty
- Its place in its market (leadership, influence)

2.1.2. Characteristics of Programs in Business to Business Market:

Today, it is possible to build a loyalty program specific to B to B sector, from the other hand loyalty program in b to c sector can be adapted to a b to b sector but its application will face some limits due to the specificity and the exigence of professional in this sector. So it is important to adapt these programs in a context of business to business.

Loyalty programs in B to B are more sophisticated because their target is the professional category but in the same time it is more complex. Their complexity starts from the identification of the target, their needs and expectations. Also it requires a heavy investment. It is important to identify the purchasing contact person; as well a b to b company can have professional customers with different nature which demands to identify them case by case.

Moreover, it is much easier to fix a price of loyalty program in b to b sector then b to c sector because professionals are less sensitive to the price then the general public, in the other hand they wait for a program with high quality.

The entry fee in loyalty programs for professionals is much higher than for the general public, so to pay this large amount they have to gain advantage and incentives from those programs.

There are some characteristics that business to business companies have to know before the implementation of their programs which will be explained in this part.¹

- Partnership program for the beneficiary:

The target is professionals who deal with the company. So the company has not to forget that in building its programs and make it adapted to this category.

- Personalized program for each customer:

The target is limited compared to B to C context so it is important to maintain and develop relation with it. To do that if the program is more personalized to each customer it will develop the relations between the company and its customers.

¹ MINODIERGNU Sebastien, *Building loyalty in B to B*, Free Documentation License,2010,PP,13-16.

- A program based on a rational advantage and not an emotional connection:

In contrast of programs dedicated to general public, professionals know much better the company, so the programs will not have the same objective in terms of emotions/rationality.

- Programs oriented to service or oriented to products of the initiator company:

Their professional status will not make them interested by a simple promotion or by traditional advantage offering by loyalty programs.

- The program adapted to the business rhythm:

The frequency of contact between professionals is often more distant than that with the general public. So the program has to take this point in consideration to determine its frequency and duration.

2.1.3. The Role of Events in Loyalty Strategy of B to B Companies:

We have seen the importance of segmentation in business to business market, and included that it helps companies to concentrate at every segment with taking in consideration its specificities and meet their needs and expectations with an adequate offer.

Events enhance the relation of companies with their customers by allowing them face to face meeting with the most important customers.

Events are very important in business to business market for these reasons:¹

- Business to Business Company rarely uses advertising because their products are complicated and very technical.
- Business to Business companies deal with professional customers, these category need a strong relation with their suppliers based on trust and closeness, this one of the advantages of events .
- Events help b to b companies to assert their expertise with the identified target audience.
- Events give the importance to recruit new customers and to maintain current ones.
- Professional Events are a way to meet and discuss with customers about their future investment and future deals.
- The importance of Professional Events in a loyalty strategy:

¹ <https://www.eventtia.com> viewed 20/04/2019 at 17:00.

-
- Ardath Albee highlighted the importance of events in a strategy of b to b companies “95% of business professionals say face-to-face meetings are essential for nurturing and retaining long-term business relationships”¹

So events can be an important axis in building a strong link with customers, the company just has to find the adapted event for its loyalty strategy and use it in affective way. So, in order to build an effective strategy of loyalty by the use of events, companies have to take these points on consideration:²

- Putting existing customers in spotlight: this consists on giving customers space to share their success and stories, letting them express their needs and expectations and their experience with the company’s product.
- Using experiential and sensorial marketing in events: before planning to an event companies have to search for the best ways to engage customers and stimulate their behavior,

this is the role of marketing team which consists in finding original way to influence the customer’s experience in event by taking consideration all the details from the conception of the stand to the decoration and the animation in the event.

- Networking space for visitors in event consists on providing a space specific for professional’s exchange. It will allow to professional customers to interact, connect, and subsequently collaborate with those who can add true value to their professional lives. This will create a link with customers and investors, and the b to b company will promote to an image of solidarity and commitment toward their customer’s because they will feel that the company really care about them and its goal is not just to sell their product for them.
- Checking that the company’s offer is adapted to its target client consists in gathering current customer at event helped to develop the company ‘products and services. The customer’s need and expectation are always in development so discussing with them may reveal what the companies have to change in its strategy and the right solution to give to customer, in order to maintain them for a long time period.
- Positive experience is memorable when inviting customers to events and letting them to live a positive experience while improve their perception toward the company and make them associate the company’s brand with this positive experience.

¹ <https://www.eventtia.com> viewed 20/04/2019 at 20:00.

² Ibid.

- Educate customers: companies have to explore the opportunity of event by giving visitors information. When the customer is learning something new about the company and its market, this will lead to reinforce the company as being his top of mind in his purchasing decision.

Conclusion of the Second Chapter:

With competitive pressure and the digitalization of exchanges, keeping customers is becoming more difficult. Contact points are multiplying. The client is no longer the preserve of a company. He is accessible everywhere and by everyone. He goes out, gets information, changes his mind. Therefore, having a strategy of customer loyalty becomes crucial.

Companies, which invest in building their customer's loyalty understood everything because loyal customers are those who keep the company standing. But it is not easy to achieve this goal. The company has to be oriented toward customer relationship.

In a strategy of loyalty it is important to understand the customer's needs and expectations, and also eliminate all sources of hesitation to build a close relationship based on the trust and exchange.

The loyal customer has to be rewarded and recognized. So companies use loyalty programs to do that, a successful program of loyalty relies on several elements, the company has to choose the suitable one for its strategy and its target.

To conclude a customer loyalty is achieved through hard efforts by involving everyone in the company.

In the previous chapters we developed our two variables the event communication and the customer's loyalty. Our last chapter will be dedicated to study the impact of an event communication on customer's loyalty.

CHAPITRE III

Empirical Research

CHAPTER III: Empirical Research

After having built a theoretical background for our research in the previous two chapters, this chapter is concerned with the empirical study of the theoretical concepts.

To provide a deep understanding for our topic and to give specific solution for our problematic, we focused on the impact of the participation of Fly Chemicals in the trade show DJAZAGRO on its customer's loyalty.

We followed a quantitative study through the use of questionnaire, which was delivered to the customers of Fly Chemicals by email.

On this basis we structured our chapter into three sections. The First section will present the company Fly Chemicals and its participation in the trade show DJAZAGRO. The Second section will explain the methodology used in our research. The Last section will include the analysis of the data collected by questionnaire. After analyzing all the data ,we obtained results and we explained the impact of the trade show on customer's loyalty in Fly Chemiclas.

SECTION 01: PRESENTATION OF FLY CHEMICALS

This section will present the company Fly Chemicals, its organization, its products and the different segments of its market. Also we will focus on the trade show DJAZAGRO and the preparation of Group Fly in order to participate in this trade show.

1. Historical Background:

The FLY Group is a family group implemented in Algeria. It is a multidisciplinary group. Which offers exclusive products and services through its partnerships with world-renowned companies for several industries: Agri-food, Agriculture, petroleum, textiles, transportation, water treatment and others.

Fly Group has developed through time by expanding its field and activities. Today, it offers a heterogeneous line of products to its customers. ¹

The Fly Group was created in 1998. It started its activity in the field of chemistry and since then it has never stopped evolving.

- In 2003, the company expanded its field of activity by entering the agro-food sector.
- In order to best meet the needs and expectations of its customers, the FLY group decided in 2006 to create a subsidiary dedicated to the transport and routing of the various products.
- Since 2008, the company has integrated a new subsidiary dedicated to the agricultural sector into its group.

Over the years, the FLY Group has built up a remarkable track record that has enabled it to reach today's size and notoriety.

2. Fly Chemicals Missions and Goals

Fly Chemicals has various fields of activity so it is hard to give one clear mission to this company, but generally its mission is to meet the increased demands of its customers by offering them innovative solutions perfectly adapted to their needs. There are other missions and goals of Fly Chemicals which consist on: ²

¹ Company documentation.

² Ibid.

2.1. Missions:

- The representation of different foreign partner in Algeria.
- The production of chemical products.
- Transport and distribution of products on the national territory
- Customer satisfaction and loyalty
- The guarantee of technical assistance for customers

2.2. Goals and Objectives of the Group Fly:

- Build a culture which combines traditional and modern ways
- Be aware of its customer's need and expectation all the time
- Build a strategy based on maintaining a strong relation with its customers
- Preserve its relation with partners and cooperate with them
- Offer to its employees a stable and a good environment based on trust and respect.
- Offer products that are available, competitive and always more diversified
- Ensure a balanced price/quality ratio
- Reach International standards

3. Presentation of Fly Subsidiaries and Products:

In order to be able to carry out its missions and meet the needs of its sectors, the FLY group has four subsidiaries, each of which is specialized in a specific sector, in order to respond very precisely to the needs expressed by the applicants.¹

- Fly Agro:

Fly agro integrated the group since 2003. This subsidiary represents a world renowned company of various products for the food industry.

It specializes in raw materials, ingredients and food additives.

Fly agro products:

- Flavors and Aromatic Raw Materiels:
- Lactic ferments and antibiotic Tests
- NATURAL DYES
- Vitamins

¹ Company documentation.

- Stabilizer & Emulsifiers
- Fermentation.

- Sarl Pro Quimicos

As part of the FLY Group, Pro Quimicos is a company specialized in the import, processing and distribution of chemicals. Since its creation in 1998, the company has been closely interested in dangerous chemicals.

Chemicals products are used in almost all production processes. The demand for innovative and sophisticated products requiring their use is growing, which is why the chemical sector is very dynamic and constantly evolving.

Sarl Pro Quimicos products are:

- Essential Oils and Fragrance Oils
- Glues and Adhesives
- Textile Solutions
- Water Treatment

- SARL Fly transport:

Created in 2006, FLY Transport specializes in road transport at national level and offers several solutions. Thanks to its fleet and its experience, the company is able to satisfy the different needs of its customers in terms of security, costs and delivery times. It is the Leader in the transport of dangerous chemicals that are managed with extreme rigor.

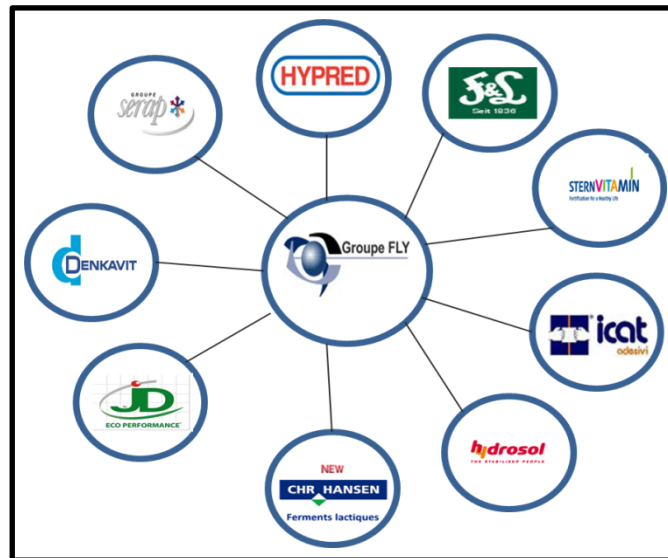
4. Presentation of Fly Chemicals Partners:

In order to guarantee products with high quality and prices adapted to the Algerian market and that satisfy the emerging needs of its customers, fly group work with several renowned partners. Among these partners there are who represent exclusively in the Algerian market.¹

¹ Company documentation.

Figure 5 presents the most important partners of fly chemicals.

Figure 5: Fly Chemicals Partners



Source: Company documentation

- FREY+LAU:

Frey and Lau is one of the leading manufacturers of essential oils, flavors and perfumes. At its site in the north of Hamburg, more than 170 employees develop and produce high quality products. Targeted investments have enabled them to successfully develop fragrance and flavor creation activities. The company offers products for several sectors: beverages, food, animal feed, cosmetics, cleaning products and pharmaceuticals from all over the world.

- HYDROSOL:

It is one of the international leaders in the production of customized stabilizer and emulsifier systems. by relying on a perfect knowledge of raw materials and food process engineering that the company develops, for its customers, specific stabilizing systems that facilitate the manufacture of dairy products, ice cream, delicatessen products as well as meat, sausage and fish products.

The company's modern and efficient technology center has areas dedicated to different applications: milk and ice cream, delicatessen and meat products and equipped with state-of-the-art pilot plants that allow customers' recipes to be tested and perfected.

- STERNVITAMIN:

The company develops and produces vitamin and mineral premixes to enrich drinks, food products and baby food. Formulated according to specific customer requirements, these premixes are available in powder or oily form. STERNVITAMIN offers, in particular, oily blends containing fat-soluble vitamins A, E, D and K, as well as beta carotene for use in margarine, edible oils and dairy products.

The precise dosage and homogeneous distribution of nutrients in the finished product is guaranteed in all cases. The preparation of the ingredient mixtures takes place in a facility that meets pharmaceutical quality standards.

- CHR HANSEN:

For more than 130 years, the CHR HANSEN group has been working with dairy industries around the world to produce fermented milk and high quality cheese. Their main mission is to improve the quality of food and the health of consumers worldwide through the use of high-performance ingredients and processes.

The group is also a leader in natural colorants and now offers natural coloring solutions. The company has a range of natural dyes as well as a range of ingredients with coloring properties. CHR HANSEN's coloring solutions are of natural origin, produced mainly in Europe, adapted to all food industries, in compliance with the main regulations (Europe, USA, Algeria,) and certified halal.

- DENKAVIT:

It is the specialist for young animals and a leading partner for breeders and the animal feed industry. DENKAVIT has developed a great expertise in the production of high quality food, especially for animals in their first phase of life.

- SERAP:

Created in 1963, SERAP is a family-owned SME, located in Mayenne, Europe's leading dairy production region. Specialist in stainless steel boiler making and heat exchange, SERAP develops, manufactures and markets milk coolers, winemaking equipment and cryogenic process and freezing equipment for the agro-food, pharmaceutical and cosmetic industries.

SERAP is today the 3rd largest manufacturer in the world of on-farm milk coolers, and the leader in France and several foreign countries.

- HYPRED:

A subsidiary of the Roullier group, HYPRED is a reference in the production and marketing of professional hygiene solutions.

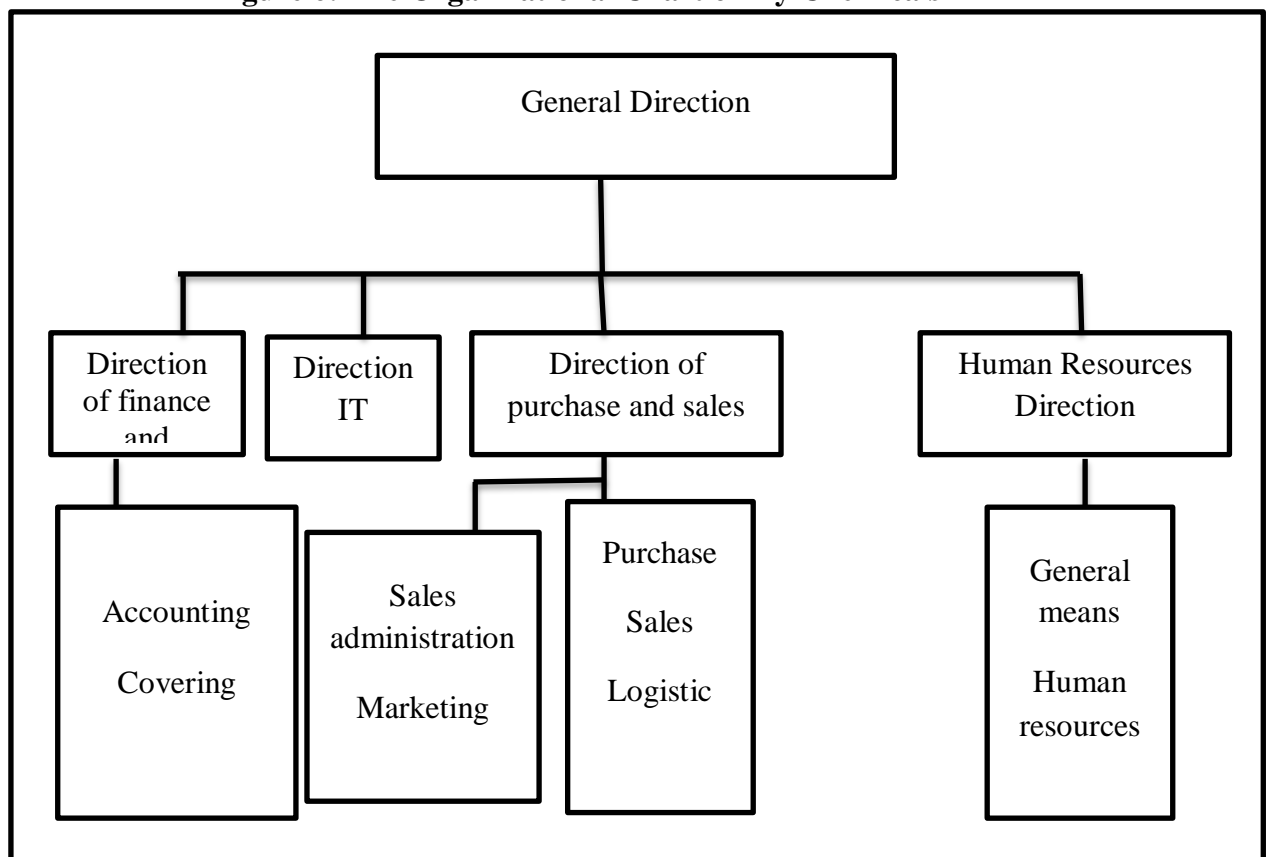
- ICAT Adhesives:

Today, the company is one of the leading manufacturers of adhesives for industrial applications, present on all 5 continents through a vast number of European agents/distributors. The company inherits a decade of experience in the Italian chemical industry, from which comes the company's added value in terms of technology.

5. Organizational Chart of the Company:

The organizational chart of the company is illustrated through the following figure:

Figure 6: The Organizational Chart of Fly Chemicals



Source: made by the student

Through the organizational chart, we can see that Fly Chemicals has seven (07) departments:¹

- Human Resources Department ;
- Finance and accounting department;
- General resources department ;
- Commercial department;
- Marketing Department ;
- Research and Development Department;
- Purchasing department ;

Each department of the group has its own role and missions, in what follows, we will present each department.

- HRD Department, has the following functions:
 - Minimize the gaps between the company's skill requirements and existing resources;
 - Ensure the administrative management of personnel (employment contract; pay slips, leave titles, certificates and employment certificates, etc.);
 - Participate in the development of the company's employment policy;
 - Implement the recruitment policy and succession plan;
 - Analyze the company's recruitment and professional mobility needs;
 - Organize the administrative follow-up of recruitment operations;
 - Ensure the application of the Labour Code (Algerian regulations);
 - Set up and ensure the application of the company's internal regulations;
 - Establish a fair and transparent remuneration system;
 - Develop a skills retention policy;
 - Develop and implement the training plan;
 - Implement a system for evaluating employee performance and rewarding employees.
- Finance and accounting department functions are:
 - Analyze the Company's financial and tax situation;
 - Updating of management procedures within the company;
 - Oversee the financial management and monitoring of the execution of the financial clauses of the contracts concluded by the Company;

¹ Company documentation.

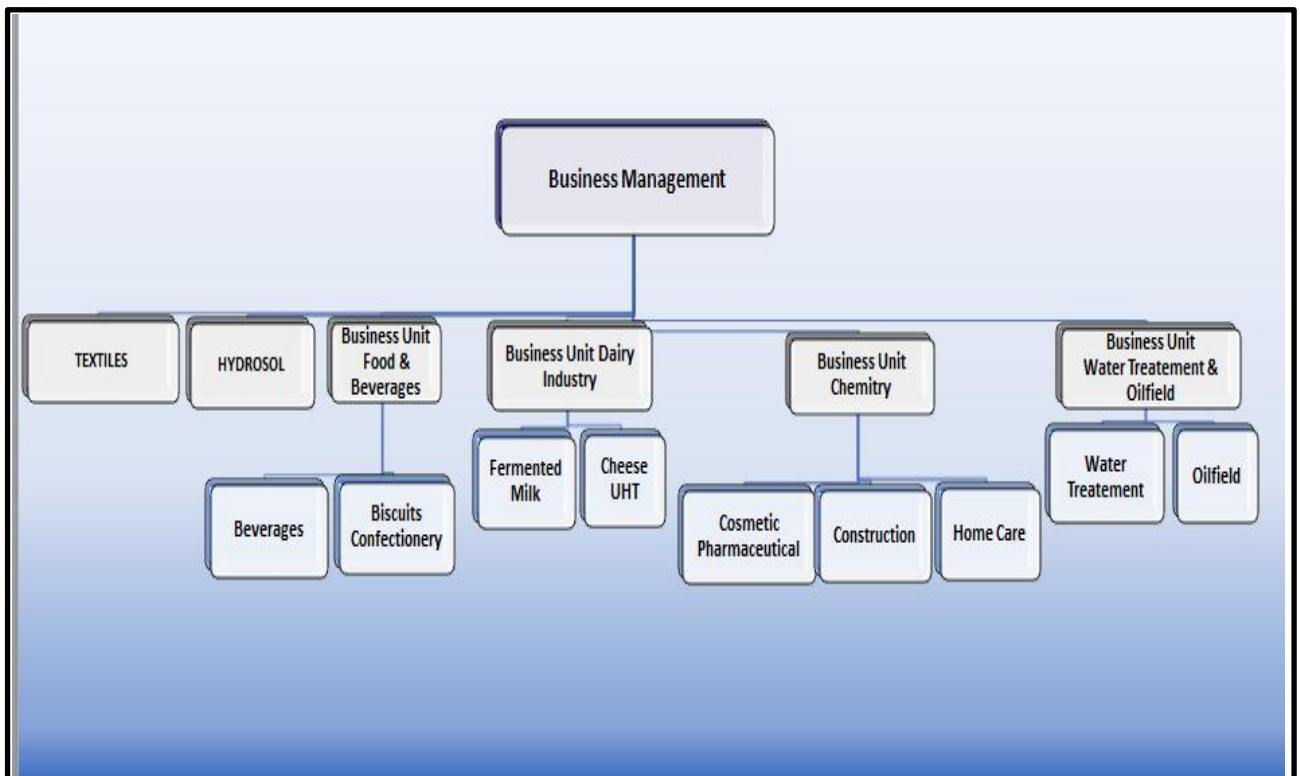
-
- Manage, at the operational level, the finances and cash flow of the Company;
 - Ensure the application of the regulations in force in the field of financial and accounting management;
 - Ensure that management procedures are applied;
 - Prepare the consolidated periodic financial reports;
 - Supervise the process of preparing and consolidating the company's accounts (balance sheet and tax balance sheet).
- General resources department responsibility :
 - General or common resources refer to all the company's resources, which have no direct link with its main activity, but are necessary for its normal functioning. This is the typical context of support logistics.
 - General resources therefore represent a support function, the purpose of which is to manage all the company's general resources and its purpose, to facilitate the smooth running of operations in the main functions that form its "core business". (supply, production and distribution).
- Purchasing department is in charge of the following tasks:
 - Centralize the needs expressed by the operational structures, and ensure their satisfaction;
 - Initiate the appropriate purchasing operations;
 - Establish mutually beneficial relationships with potential suppliers;
 - Analyze comparative tables of offers for decisions;
 - Participate in the follow-up and updating of the customer file;
 - Facilitate and coordinate the activities of the Department.
- Marketing Department missions are:
 - Identify the company's marketing and communication needs;
 - Respect the company's graphic charter;
 - Define the strategic axes for the development of new products and the management of existing products (innovation marketing and operational marketing);
 - Elaborate with the team marketing plans and all the necessary actions in the short, medium and long term;

- Design and implement the promotional campaign for the products;
- Define the data collection and exploitation strategy;
- Design communication and marketing materials and their achievements;
- Manage communication actions (choice of communication axes, advertising and promotion);
- Ensure the organization and the conception of events
- Define the levels of intervention of the providers;
- Supervise the updating of the company's websites;
- Measurement of marketing actions and make improvements;
- Management of the teams and actors involved in the implementation of the marketing plan;

5.1. Presentation of the Commercial Department:

The commercial function is the heart of the company Fly because the importance of this function is multiplying in business to business companies. The relation with professional customers must be more specific and stronger .

Figure 7: Organizational chart of the Commercial Department



Source: Company Documentation

The commercial department of fly chemicals company is divided into business unites or BU, every BU has a specific segment in the market and commercialize a specific nature of products .

There are six Business Units: (see the organizational chart figure P66)

- Business Unit Textile: it works with the partner "CHT-BEZEMA", this BU manage a wide range of dyes and auxiliaries for the textile sector, including for the following processes: Preparation, dyeing, finishing and coating.
- Business Unit Hydrosol: this Business Unite manages the products of the partner Hydrosol, it consists on commercializing a wide range of quality stabilizing and emulsifying systems products. It gives innovative solutions for businesses industry.
- Business Unit food and beverage: this Business Unite gives solution for industries in term of flavors and food additive. The main market of this Business Unite is the market of biscuits and beverage
- Business Unit Dairy industry: this Business Unite gives solutions in terms of the specifications and dietary status of various cultures for the cheese and fermented milk industry.
- Business Unit Chemistry: this business unite gives solution to chemicals industries , its market are:
 - Cosmetics and detergents
 - Construction
 - Home care
 - Pharmaceutical industry
- Business Unit water treatment and oil field: this Business unite provides customers with a range of tailor-made solutions specific to their needs, a helps them to ensure reliable operational processes.

6. Participation of Fly Chemicals at the Trade Shows DJAZAGRO:

In this part, we will discuss the participation of Fly Chemicals in the trade show DJAZAGRO and all the preparation made by this one.

6.1. The Event DJAZAGRO :

Djazagro is a professional trade show, which is organized annually. It was created in 2003, Djazagro englobes professionals and leaders from different sectors. It is divided into five sectors: process and packaging, bakery - pastry, food and beverages, ingredients and flavors, catering.

6.2. The Elements of Fly Chemicals ‘Participation at the Event of DJAZAGRO:

According to our participation in the preparation of the trade show DJAZAGRO with the company Fly Chemicals and the tasks given by the marketing manager, we extracted these elements:

- The choice of DJAZAGRO:

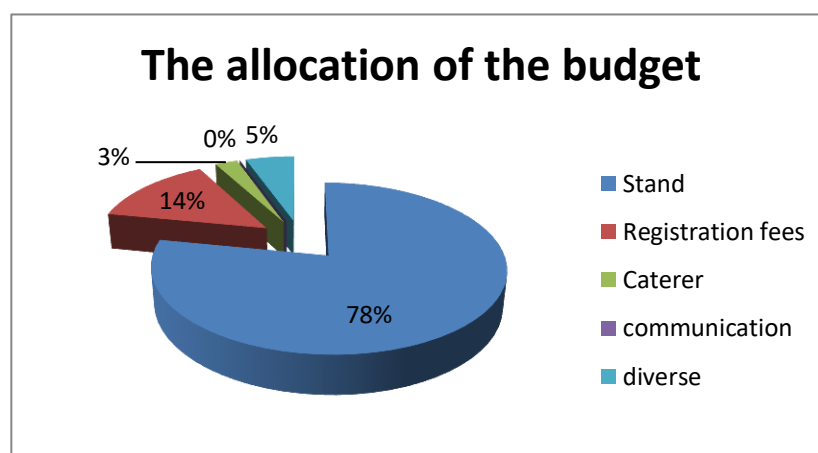
Fly chemical chose DJAZAGRO because it is one of the biggest trade shows in the continent of AFRICA in the sector agro food which is related directly to the activity of fly chemicals.

- Budget:

After regrouping all the expenses of the participation of the firm Fly Chemicals in the DJAZAGRO, we obtained the total budget of 2 212 525,6 HT.

The budget of the location of 3 stands is shared between Fly CHEMICALS and its partners.

Figure 8: The allocation of Fly Group budget in DJAZAGRO 2019



Source: Company Documentation

- Place:

DJAZAGRO was organized this year from 25 to 28 February 2019 At the Algerian exhibition palace of the Safex. This place is very popular in Algeria in the organization of fairs and trade shows.

- Communication of Fly Chemicals ‘participation:

In order to communicate to its audience, Fly Chemicals used those tools of communication:

- Publish The Event On Linkidin
- Distribute Invitation Cards To Its Customers
- The Sales Representatives Created A Word Of Mouth Around The Event Djazagro

- Actors OF DJAZAGRO:

- a. The event organizer: the DJAZAGRO trade show is organized and administered by COMEXPOSIUM organization.
- b. Exhibitors: 700 company of the sector Agri- FOOD , Fly Chemical is one of those exhibitors
- c. Public Target :
 - Fly chemicals clients and potential clients.
 - sales force
 - partners
- d. Partners: from the partners that fly chemicals represent in Algeria who participate in DJAZAGRO there is FRAY et LAU and hydrosol .
- e. Event agency: for the stand design and the conception of the advertising posters fly chemicals worked with the agency MS Pub .
- f. Suppliers: the food of the event was provided by the supplier NOUR EL HANI, the beverage bought from retailers.

6.3. Step Pre-Stages of DJAZAGRO:

This year unlike every year Fly chemicals started to prepare for the event late. The preparation passed by several steps (see annex 2 p 128).

- **Stage1:**

Every year fly chemicals determine the objective of its participation in DJAZAGRO , the objectives of the year 2019 were :

- To conquer new markets
- Analyze the market situation and the competitors
- Gain new contacts
- Exchange with partners
- Increase sales
- Motivate its sales force
- Increase its notoriety
- Present and promote its product
- Test the impact of product

Next, A budgetary expenditure cost should be defined which englobes all the costs that the company will support in its participation.

The marketing manager Gathered the team to discuss all the relevant subjects of the participation in the trade show, the dates, theme, registration fees, objectives, estimated budget and decide together if they engage in the participation at this trade show or not.

After the end of the meeting the team agreed that DJAZAGRO is one of the best opportunities in the sector of agri food and fly should be engaged in its participation.

- **Stage2**

- The marketing manager contacted partners that fly chemicals represent in Algeria to discuss about their participation in the trade show. The result of this discussion was the participation in the trade show with three stands.
- Contacting the DJAZAGRO organizer to reserve a space and three stands in the trade show. Two are for its partners FRAY ET LAU and HYDROSOL, the other is for Fly Chemicals.

The stands space and place reserved are:

- Stand FRAY and LAU: 13,5 m2 A H 016
- Stand HYDROSOL: 27 m2 A G 015
- Stand GROUPE FLY: 27 m2 AB 032

- Talking with the company's accounting team to discuss about the fee and the budget allocated to DJAZAGRO.

- Organizing a brain storming with the team which gave the opportunity of all the members of the team to give their ideas about the participation at Djazagro for the year 2019.

- **Stage3**
 - Contacting the Djazagro organizer to send her the plan of the pavilion where the stand of fly chemical is reserved
 - Determination of the conception and the design of the space of fly group, the conception of the other two spaces of partners was determined by the team marketing of each partner.
 - Looking for different communication agencies and contact them to choose the best offer that will balance between the price and quality .

 - Starting the preparation of the design and the support of communication of the DJAZAGRO
 - Conception of the stand design and decoration

- **Stage4**
 - Organization of a briefing to refresh the memory of the team involved in the trade show
 - Contacting the event agency to remind it about the day of the trade show.
 - Checking the reservation of the plane and the hotel for foreign partners
 - Preparation of the badge t for the team and partners
 - Preparation of the list of guests and the invitation to give.
 - Communication about the participation of fly chemicals in LinkedIn and inform the sales force to start to invite customers.
 - Establishing a check list for all the tasks that the team should be in the last week, and also all the logistic tools that the company will need

- **Stage 5**
 - Printing out the badges and give everyone his badge
 - Checking the venue of the trade show another and oversee the stand construction
 - Starting the preparation of the logistics tools needed in the day D of DJAZAGRO.
 - Organization of a briefing with the team which includes the following points:
 - Reminding them about the objectives from the participation in DJAZAGRO
 - Identification of the strengths of the trade show
 - The team's schedule
 - The location of competitors on the show floor
 - Motivating the team

6.4. Step During the DJAZAGRO:

During the event, there was a lot of movement. We extracted the following key moments. (see annex 3 p 129).

- The team of the event arrived to the SAFEX, everyone knows his place and his tasks, and the team was divided over the three stands allocated.
- The first day was little bit poor of audience comparing with the 3 others days.
- The marketing manager prepared a visit sheet and distributed them between the product representatives. This allowed them to write notes with the contact details in order to filter these sheets and re-contact the important potential customer.
- The sales representatives were interacting with the visitors, after that, they listened to their needs and problems; and try to give them solutions to their needs by proposing them a product offer.
- In a professional trade show it is important to identify the different category of customers from the important to the less important this, will help to optimize the participation in the trade show without wasting time with no serious visitors.
- DJAZAGRO is an excellent occasion for competitive awareness. It allows observing the competitor, their product, their stands, their new partners ...

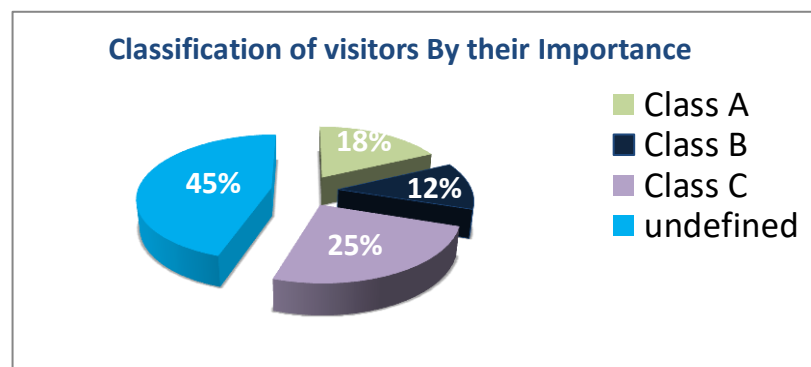
6.4.1. The Methods Used by Fly Chemicals to Attract its Visitors are:

- An attractive design full of colors and images.
- Distribution of samples like samples of flavors to create interaction and curiosity toward the company products.
- Use a good lighting of the space and staging of the products.
- The distribution of product sheets and catalogues to give more information about the range of the company products.
- An interaction between the team of Fly Chemicals to create a good atmosphere and give an image of a strong team to competitors.
- An exhibition of some products and use staging to attract the visitors.

6.5. The Tradeshow Report:

- Number of Exhibitors in the trade show: 684 of which participated 34 countries.
- Number of Visitors of the trade show: more than 22000 visitors.
- Number of visitors of the stand FLY Chemicals: 158 visitors.

Figure 9: Classification of visitors at Djazagro according to their importance



Source: Company Documentation

The figure 9 shows that 45% of the visitors to Fly Chemicals stand are not defined to which category they belong, 25% of visitors are classified as category of class C, there are 18% of visitors who belong to the category A, and only 12% for the category B.

SECTION 02: RESEARCH METHODOLOGY

In this section we will present the methodology that we followed in our research to test our hypotheses. We will also describe and justify the procedures implemented to collect and analyze the data that will enable us to answer our problematic.

So we opt for a survey study that allows analyzing the impact of events on consumer's loyalty.

1. Objective of the Research:

The main objective of the research is to measure the impact of events on customer's loyalty. In order to collect data for our research we will use a study by questionnaires.

1.1. The Survey Study:

The survey is a method for collecting information or data as reported by individuals. Surveys are questionnaires (or a series of questions) that are administered to research participants who answer the questions themselves. Since the participants are providing the information, it is referred to as self-report data. The purpose of a survey is to study some characteristics of a given population. ¹

2. Advantages of Survey:

- costs are less expensive compared to census
- It allows to give results quickly because it limits the amount of data entry tasks;
- It also make it possible to look in greater depth at certain areas that can only be touched upon during a census by using samples

3. Steps of Surveys: ²

- The definition of the subject of the investigation
- The determination of the "population" surveyed
- The choice of the sample surveyed
- The design of the questionnaire
- Testing the questionnaire

¹ <https://study.com> viewed 23/05/2019 at 16:10

² <http://montaiguvendee.fr> viewed 23/05/2019 at 18:20

- The collection, processing and interpretation of the data collected
- The restitution of the results of the survey

4. The Realization of the Survey Study:

To realize our survey we have been through these following steps:

4.1. The Identification of the Problem:

As we have seen before our problematic consists to measure the impact of events on customer's loyalty;

4.2. The Target Population

From Our goal of study we can define that the population concerned by our study is all the clients of the company Fly Chemicals. We had the advantage that the company provided us by the data base of our sample. So the method used in sampling is a probabilistic method.

4.3. Questionnaire Elaboration:

After defining the information that we wanted to reach by the questionnaire, we tried to realize a questionnaire, which will provide these information. Our questionnaire (see appendix 1 p 123) was divided into four parts:

- First part: questionnaire about the event DJAZAGRO .
- Second part: questions which measure the loyalty of the clients with the company Fly Chemiclas
- Third part: questions that aim to measure the impact of the participation of Fly Chemicals in the event DJAZAGRO on its customers.
- Fourth part: the data sheet questions to know the characteristics of the respondent.

We used in our study closed questions and just one open question.

a. Open Question:

An open question is the one which does not give possibilities to the respondent and which respondent is expected to answer with his own words.

b. Closed Question :

It is the question, which predicts answers. It gives many possibilities to the respondent. Who will choose among them depending on his point of view or experience.

We used different types of closed questions:

c. Dichotomous Question: The simplest of closed questions are dichotomous questions, which have only two possible answers.

d. Multiple Choice Questions: These questions offer a range of answers to respondents. There are 2 types:

- Only one answer allowed: the respondent has here a list of choices greater than two answers, but his answer must be unique.
- Multiple answers allowed: the respondent can choose more than one answer.

e. Scale Questions:

These questions aim to measure a degree of agreement, of adhesion, with an opinion, an affirmation, and a situation.

- Linkert scale:

This question therefore includes symmetrical response modalities around a neutral central point, with a positive and a negative pole, with for each pole a scale (agreement or disagreement) in two levels.

5. Pre-test of the Questionnaire:

The pre-test allows corrections to be made to the initial questionnaire. It may be necessary to use more than one pre-test. It won't be a waste of time. The pre-test is the ultimate opportunity to correct errors before the questionnaire is administered. After that, it is too late, As for our questionnaire, the pre-test was done on about ten people and corrections were made.

6. The Administration Mode of the Questionnaire:

Our survey was carried out on the Internet using GOOGLE-Forme, send it by professional email to the customers. It was sent to 200 customers.

The non-return rate is 97

The number of questionnaires returned is 103 responses

7. Difficulties in our survey:

Our target is professional clients. So they are always busy and they are also suspicious and scared to give information which leads them to troubles.

The difficulty to obtain the data base of the client

The limited time that we had because we had to send the questionnaire at least after one month from the event DJAZAGRO or they will forget about it.

8. The Used Analysis

In order to analyze the results in this study, a computer program called SPSS (statistical package for the social science) software was used.

The tests that were used to verify the hypothesis were: regression and MANCOVA.

SECTION 03: DATA ANALYSIS

In this section we will analyze the data obtained from the questionnaires, and then we will try to test our hypotheses in order to confirm or affirm them.

To analyze our data we used three methods, the descriptive method which is based on frequency distribution for some questions, the factor analysis by the use of Principal Component Analysis (PCA), then the test of linear regression and MANCOVA test to interpret our results.

1. Frequency Distribution:

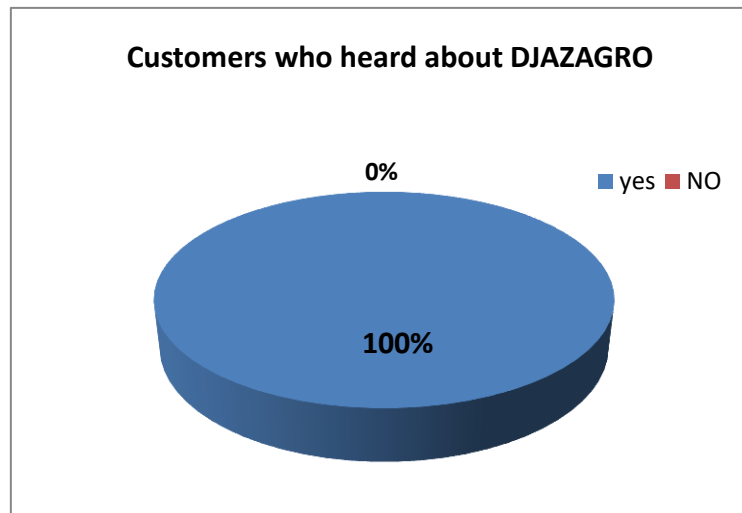
Question 01: Did you hear about the trade show Djazagro?

Table3: The Notoriety of DJAZAGRO

Responses	Frequency	Percentage
Yes	103	100%
No	0	00%
Total	103	100%

Source: Personal efforts

Figure10: Distribution of respondents according to the notoriety of DJAZAGRO



Source: Personal efforts

Comment :

All the respondents heard about the trade show DJAZAGRO, which proves its notoriety and the fact that it is the biggest trade show of agro food in AFRICA.

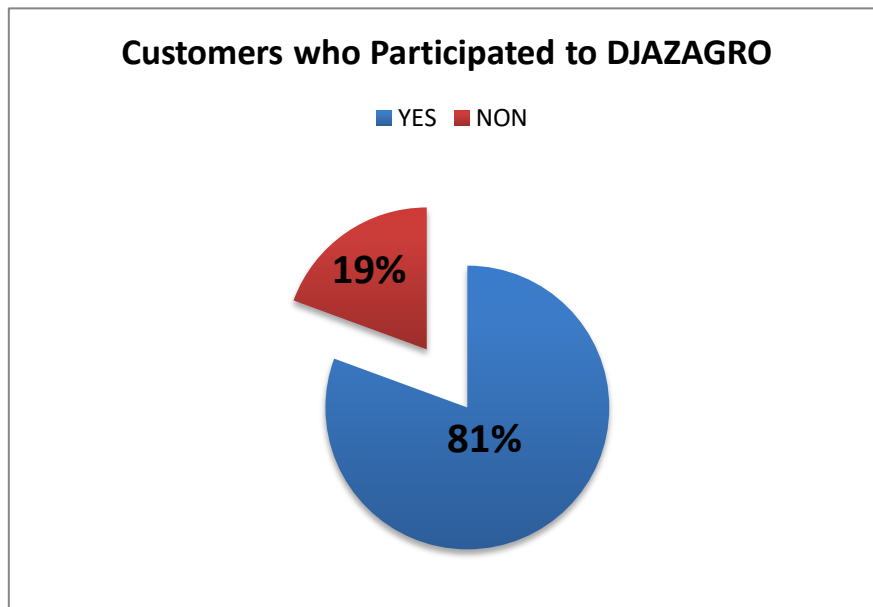
Question 02: Have you already participated in this trade show?

Table4: Participation at DJAZAGRO

	Frequency	Percentage
NO	20	19,4%
YES	83	80,6%
Sum	103	100,0

Source: Personal efforts

Figure11: Distribution of respondents according to their participation at DJAZAGRO



Source: Personal efforts

Comment:

81% of the respondents participated at the trade show DJAZAGRO. This shows the importance of this trade show for the customers of the company Fly Chemicals. So DJAZAGRO is an excellent occasion for Fly Chemicals to meet their customer.

Only 19% of the respondents did not participate in this trade show.

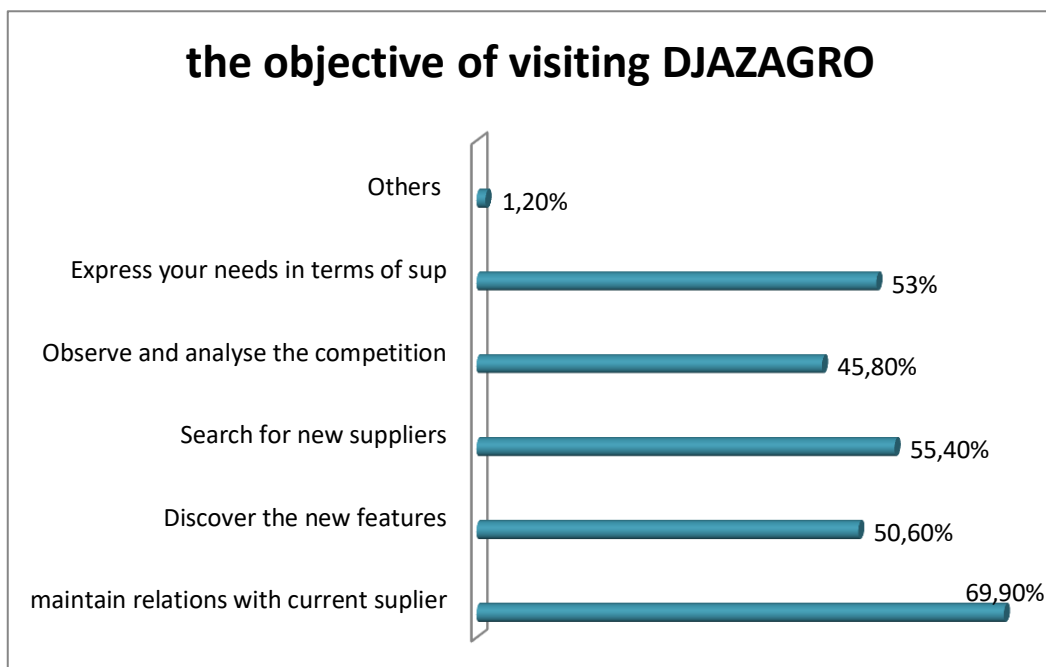
Question 03: If so, what is the purpose of your visit to the DJAZAGRO?

Table5: The purpose from visiting DJAZAGRO

Objectives	Frequency	Percentage
Maintain existing relationships with your suppliers	58	69,90%
Discover the new features	42	50,60%
Search for new suppliers	46	55,40%
Observe and analyze the competition	38	45,80%
Express your needs in terms of supplies	44	53%
Others	1	1,20%

Source: Personal efforts.

Figure12: the purpose from visiting DJAZAGRO



Source: Personal efforts.

Comment:

We noticed that the majority 69,9% of respondents visited DJAZAGRO to maintain the relation with their current suppliers, 55,4% visited it to search for new suppliers to work with . 53% of the visitors of DJAZAGRO visit the trade show for commercial objectives. 50,60% to discover new features and 45,8% visited the trade show to observe and analyze their competitors. Only 1,20% visited the trade show for other goals.

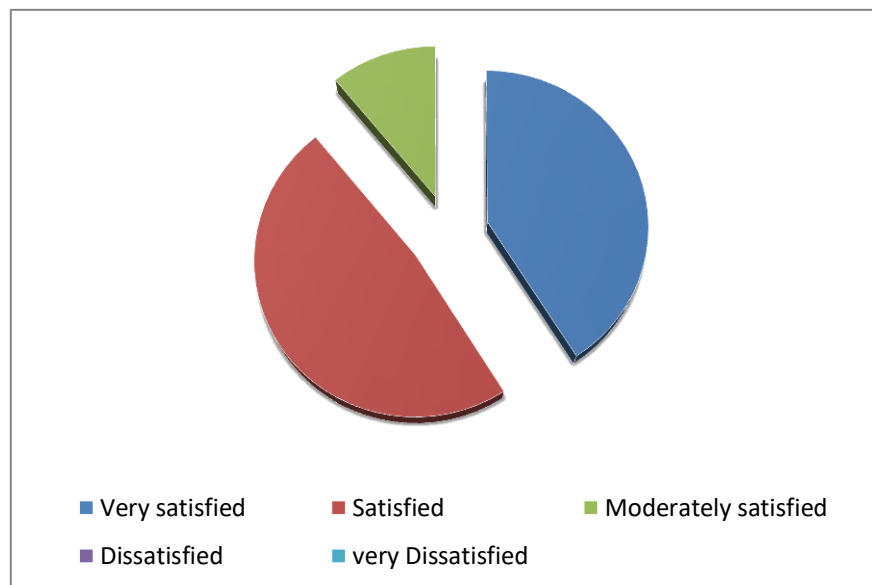
Question 04: Overall, what is your satisfaction with your participation in Djazagro?

Table6: Satisfaction from the participation at DJAZAGRO

	Frequency	Percentage
Very Satisfied	34	41%
Satisfied	40	48%
Moderately satisfied	9	11%
Dissatisfied	0	00%
Very Dissatisfied	0	00%
Total	83	100%

Source: Personal efforts..

Figure13: Satisfaction from the participation at DJAZAGRO



Source: Personal efforts.

Comment:

38,8% of respondents are satisfied from their participation in DJAZAGRO. 33% are very satisfied and only 8,7% are moderately satisfied. So generally the satisfaction from DJAZAGRO is high.

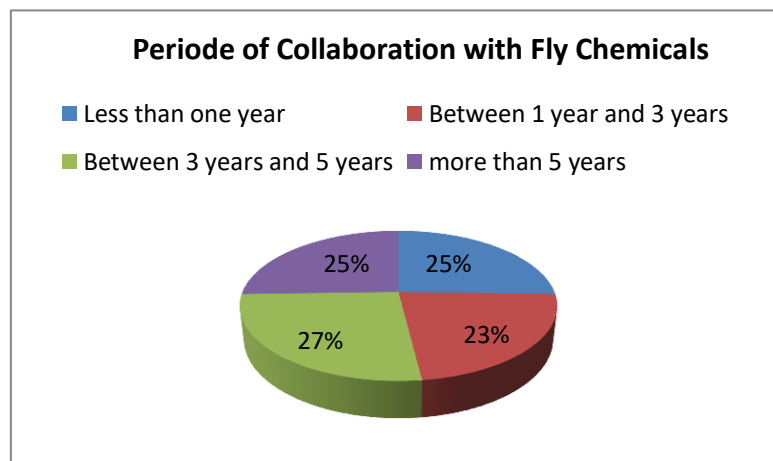
Question 05: When did you start to collaborate with Fly Chemical?

Table7: Period of being client to Fly Chemicals

	Frequency	Percentage
More than 5 years	26	25,2%
Between 3 years and 5 years	27	26,2%
Between 1 year and 3 years	23	22,3%
Less than one year	26	25,2%
Total	103	100,0%

Source: Personal efforts.

Figure14: Distribution of respondents according to their period of collaboration with Fly Chemicals



Source: Personal efforts.

Comment:

Our sample is constituted of 25,2% customers, who have collaborated with Fly Chemicals for more than 5 years. 26,2% of clients are with Fly Chemicals for a period that goes between 3 years and 5 years. 22, 3% are clients from a period, which goes between 1 years and 3 years. And 25, 2% of respondents are client since less than one year. We notice there is a sort of an equilibration in the distribution of our sample according to the period of collaboration.

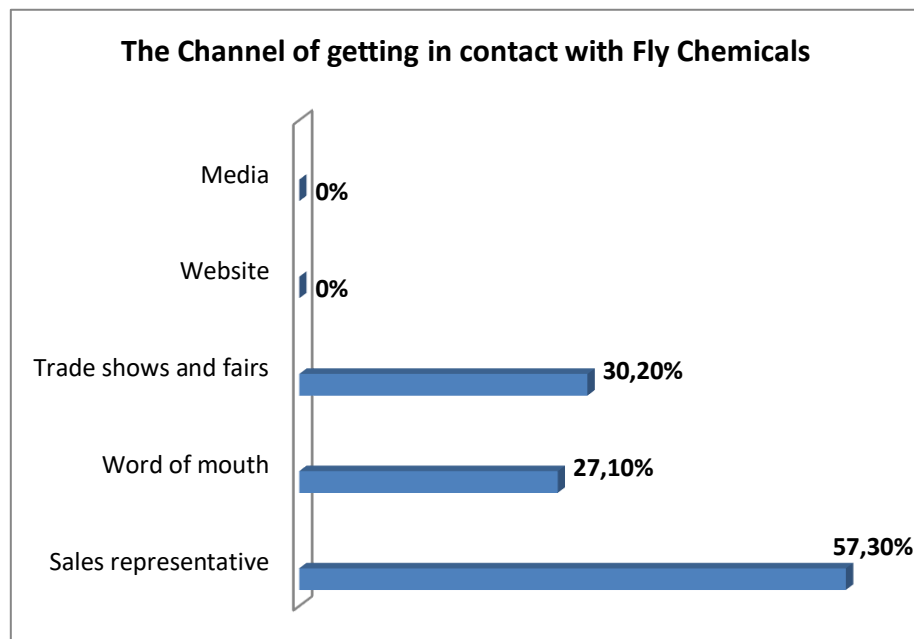
Question 06: How did you hear about Fly Chemical?

Table8: the channel of getting in contact with Fly Chemicals

	Frequency	Percentage
Sales representative	59	57,30 %
Word of mouth	27	27,10 %
Trade shows and fairs	32	30,20 %
Website	0	00%
Media	0	00%

Source: Personal efforts..

Figure15: The channel of getting in contact with Fly Chemicals



Source: Personal efforts.

Comment:

Our survey reveals that 57,30% of the respondents became customers for Fly Chemicals by the prospecting of Sales representatives. 30,30% got in touch with it in the trade shows and fairs and 27,10% of respondents heard about Fly Chemicals by word of mouth. There are no customers of our sample who knew Fly Chemicals by the channel of website or media.

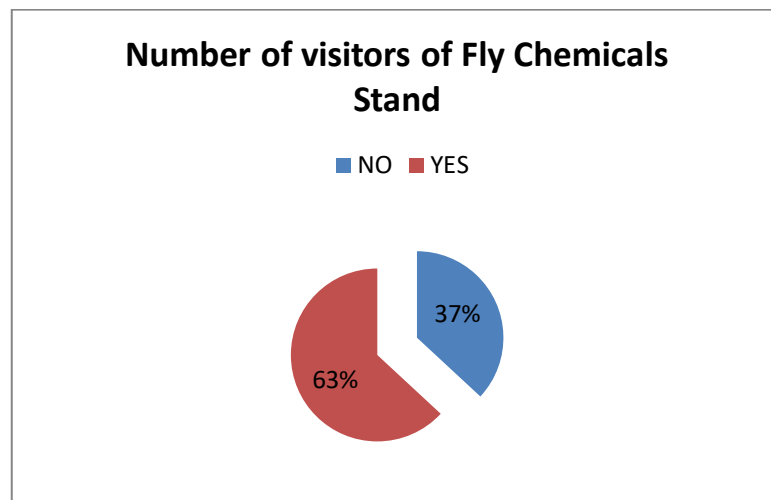
Question8: During DJAZAGRO, did you visit Fly Chemical's stand?

Table9: the visit of Fly Chemicals' stand

	Frequency	Percentage
NO	38	36,9 %
YES	65	63,1 %
Total	103	100 %

Source: Personal efforts.

Figure16: the percentage of the visit of Fly Chemicals' stand



Source: Personal efforts..

Comment:

65% of our respondents who visited DJAZAGRO passed by the stand of FLY Chemicals, and only a percentage of 36,9% had not visit the stand of Fly Chemicals.

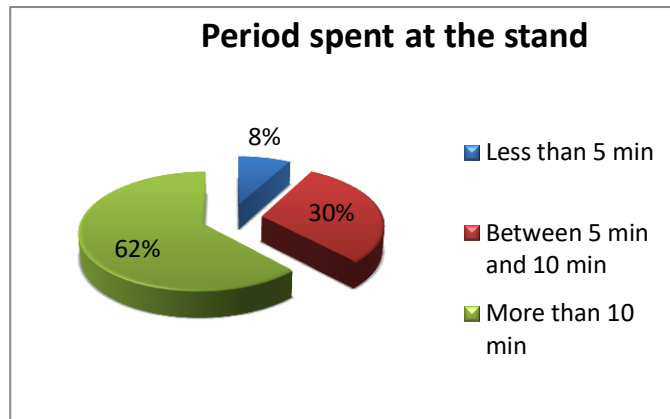
Question 09: How much time did you spend on the Fly Chemical stand?

Table10: the time spent on the visit of Fly Chemicals' stand

	Frequency	Percentage
Less than 5 min	5	8%
between 5 min and 10 min	19	30%
more than 10 min	40	62%
Total	65	100

Source: Personal efforts.

Figure17: the percentage of time spent on the visit of Fly Chemicals’ stand



Source: Personal efforts.

Comment:

We noticed from the figure above that the majority of the customers, 62% who visited the stand of Fly Chemicals spent on it more than 10 minutes. 30% between 5 minutes and 10 minutes and the rest 8% less than 5 minutes

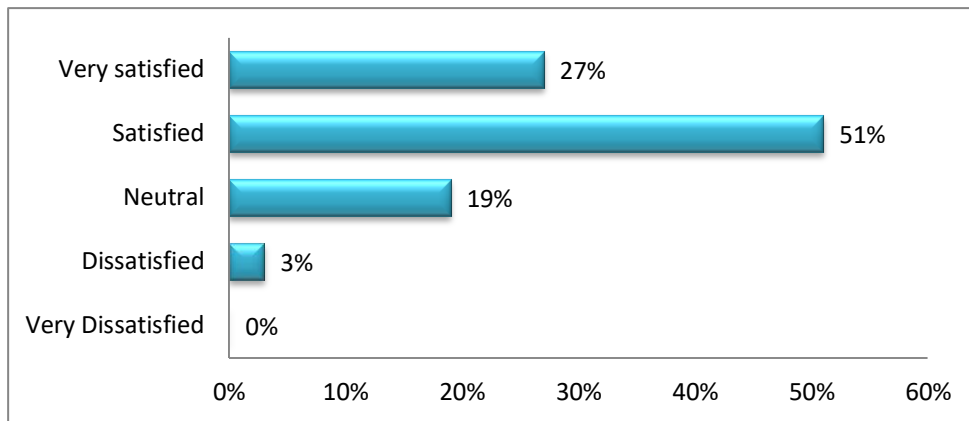
Question 10: How satisfied were you from your participation of Fly Chemicals at the event DJAZAGRO?

Table11: The degree of satisfaction from Fly Chemicals ‘participation at DJAZAGRO

	Frequency	Percent
Very Dissatisfied	0	0%
Dissatisfied	2	3%
Neutral	12	19%
Satisfied	33	51%
Very satisfied	18	27%
Total	65	100 %

Source: Personal efforts.

Figure18: The degree of satisfaction from Fly Chemicals ‘participation at DJAZAGRO



Source: Personal efforts.

Comment:

The majority of our sample, 51% are satisfied from their participation of Fly Chemicals at Djazagro. The rest were divided like this:

27% are very satisfied, 19% are neutral. 3 % are dissatisfied.

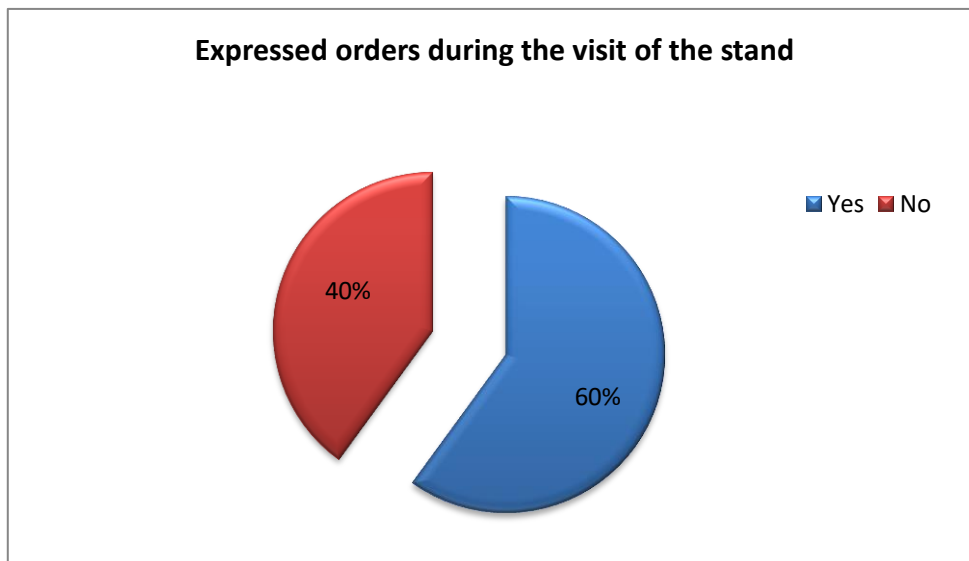
Question 12: Have you expressed an order for Fly Chemicals during your visit to Fly Chemicals ‘stand in DJAZAGRO?

Table12: Orders expressed during the visit of Fly Chemicals ‘stand

	Frequency	Percentage
NO	26	40%
YES	39	60%
Sum	65	100,0

Source: Personal efforts.

Figure19: Expressed Orders during the visit of Fly Chemicals ‘stand



Source: Personal efforts.

Comment:

60% of the customers who were requested and who passed by the stand of Fly Chemicals confirmed that they placed an order after their visit. Only 40% who said that they didn't make an order.

Question 14: Do you have any suggestions to improve our exhibition?

The suggestions given by the customers who visited the stand of Fly Chemicals in Djazagro were:

Table 13: the suggestions of visitors

Suggestions	Number of repetition
Having one big stand instead of 3 stands	2
More animation in the stand.	1
Fly Chemicals has to communicate more about its presence in its website or by news letters	1
Expose samples of the products	1

Source: Personal efforts.

1.1. Characteristics of the respondents

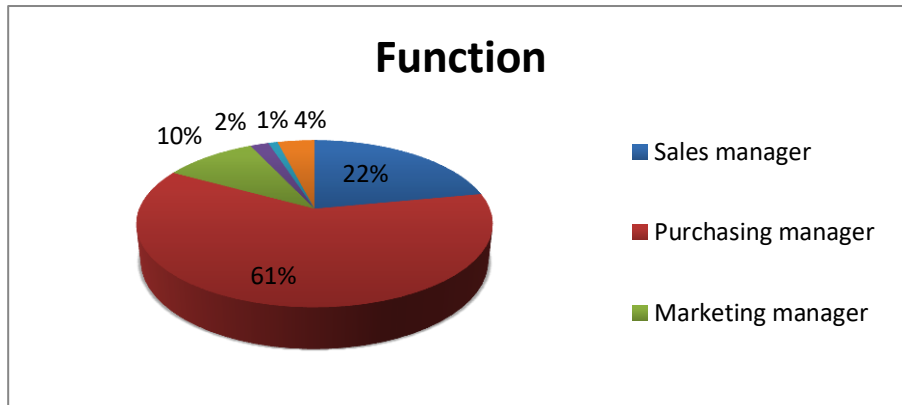
Question15: Function:

Table14: Function

	Frequency	Percentage
Sales manager	23	22%
Purchasing manager	63	61%
Marketing manager	10	10%
Quality manager	2	2%
International relation manager	1	1%
the head director general	4	4%
Total	103	100%

Source: Personal efforts.

Figure20: The Distribution of the respondents according to their function



Source: Personal efforts.

Comment:

The majority of our sample 61% are purchasing managers. This is logical because Fly Chemicals is a B to B company so it is always in contact with purchasing managers of others companies.

The rest of our sample was divided like this:

22% are sales managers, 10% are marketing managers. 4% are head directors. 2% are quality managers and 1% relates to international relation managers.

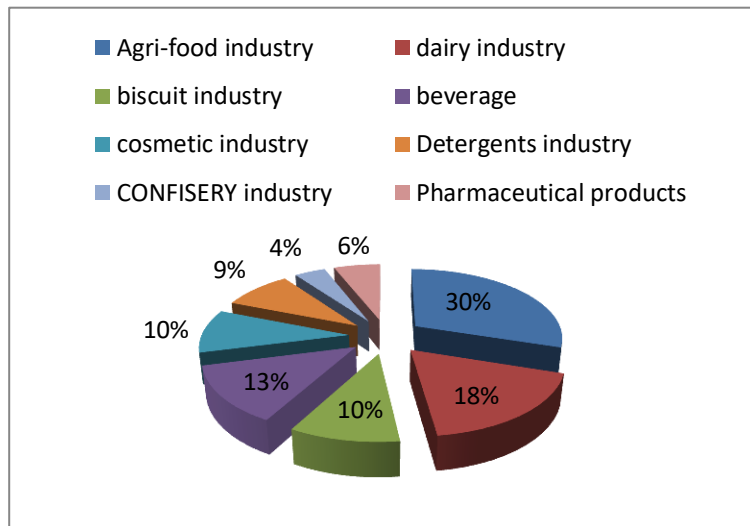
Question 17: the sector of activity

Table15: the distribution of the respondents according to their sector of activity

	Frequency	Percentage
Agri-food industry	31	30%
dairy industry	19	18%
Biscuit industry	10	10%
Beverage	14	13%
cosmetic industry	11	10%
Detergents industry	8	9%
CONFISERY industry	4	4%
Pharmaceutical products	6	6%
Sum	103	

Source: Personal efforts.

Figure 21: the distribution of the respondents according to their sector of activity



Source: Personal efforts.

The sector of activity of our sample was divided like this:

30% of respondents work in agri-food industry. 18% work in the dairy industry. 13% in the beverage industry. 10% in the cosmetic industry. 10% in the CONFISERY industry, 9% in the detergents industry. 6% in the pharmaceutical products and 4% in the industry of biscuit.

2. Test Hypothesis 01:

Based on the results of frequency distribution:

- For question 3: 53% of customers visit DJAZAGRO to express their needs in terms of supplies.
- For question 12: 60% of customers who visited the stand of the company Fly Chemicals expressed an order during their visit.

We confirm our first hypothesis “The participation to professional tradeshowes has a direct impact on increasing sales.”

3. Test Hypothesis 02:

In order to test the second hypothesis, which is “The appreciation of event participation predicts the relational impact on customers”. But before a factor analysis is being used in question 11 and question 13. The factor extracted from the first factor analysis is “the appreciation of event participation” and the factor extracted from the second factor analysis is “Relational impact”. They will be used in regression analysis in order to test our first hypothesis.

Factor analysis for question 11:

Table16: Correlation Matrix

		Correlations					
		Item 1	Item 2	Item 3	Item 4	Item 5	Item 6
Item 1	Pearson Correlation	1	,572**	,488**	,367**	,389**	,414**
	Sig. (2-tailed)		,000	,000	,003	,001	,001
Item 2	Pearson Correlation	,572**	1	,451**	,463**	,273*	,230
	Sig. (2-tailed)	,000		,000	,000	,028	,066
Item 3	Pearson Correlation	,488**	,451**	1	,527**	,416**	,420**
	Sig. (2-tailed)	,000	,000		,000	,001	,000
Item 4	Pearson Correlation	,367**	,463**	,527**	1	,373**	,264*
	Sig. (2-tailed)	,003	,000	,000		,002	,034
Item 5	Pearson Correlation	,389**	,273*	,416**	,373**	1	,346**
	Sig. (2-tailed)	,001	,028	,001	,002		,005
Item 6	Pearson Correlation	,414**	,230	,420**	,264*	,346**	1
	Sig. (2-tailed)	,001	,066	,000	,034	,005	
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Source: SPSS

Where:

- Item1- The reception on the stand was good
- Item2- I appreciated the quality of Fly Chemicals' stand
- Item3- I appreciated the Contact with the sales department
- Item4- I was attracted by the presentation of products in the stand
- Item5- I appreciated the support and technical assistance provided by the sales representatives
- Item6- I have found the necessary information in the Documents and product sheets provided by Fly Chemicals

The correlation matrix table shows the correlation coefficients between sets of variables. From this table, we can see that all correlations below 30% are not significant at alpha 5%. While all the correlations that are superior to 30% are significant at alpha 5%., we notice that the majority of the correlations between variables are significant so we can use the factor analysis.

Table17: KMO and Bartlett's Test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Adequacy.	Measure of Sampling		,800
Bartlett's Test of Sphericity	Approx. Chi-Square		105,336
	df		15
	Sig.		,000

Source: SPSS

The Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is a statistic that indicates the proportion of variance in variables. The value of KMO is 0,800; it is way larger than 0.5, which means that the factors analysis is considered an appropriate technique for analyzing the correlation matrix. The Bartlett’s test of Sphericity tests the null hypothesis that postulates that the variables are not correlated. However; the Chi square value 105,336 with degree of freedom of 15 is significant at alpha 5% which reject H0 and accept the alternative hypothesis where the variables are correlated.

Table18: Communalities

Communalities		
	Initial	Extraction
Item1	1,000	,596
Item2	1,000	,511
Item3	1,000	,625
Item4	1,000	,503
Item5	1,000	,415
Item6	1,000	,369
Extraction Method: Principal Component Analysis.		

Source: SPSS

The values in extraction column represent the variance explained by the factors.

- 59.6% of the variability in item1 is explained by one of the factors.
- 51.1% of the variability in item2 is explained by one of the factors.
- 62.5% of the variability in item3 is explained by one of the factors.
- 50.30% of the variability in item4 is explained by one of the factors.
- 41.50% of the variability in item5 is explained by one of the factors.
- 36.90% of the variability in item 6 is explained by one of the factors

Table19: Total Variance Explained

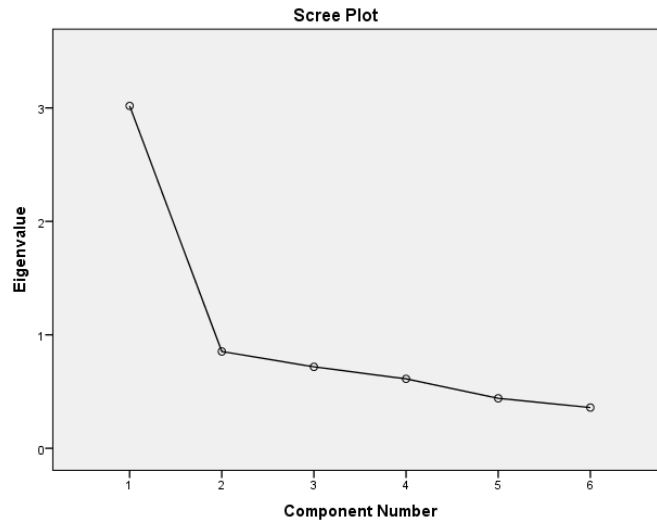
Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,018	50,300	50,300	3,018	50,300	50,300
2	,853	14,219	64,519			
3	,718	11,965	76,484			
4	,612	10,197	86,681			
5	,440	7,338	94,018			
6	,359	5,982	100,000			
Extraction Method: Principal Component Analysis.						

Source: SPSS

Given the eigenvalues indicating the total variance attributed to these factors, we accept the eigenvalues greater than 1. The first factor has variance (eigenvalues) greater than 1. Based on these results, only one factor will be retained.

The first factor represents a variation of 50.30% (3.01) of the total variance 100%.

Figure22: Screen Plot 1



Source: SPSS

This diagram represents the eigenvalues on the vertical axis and the number of component on the horizontal axis; it helps in determine the number of factors. One factor is greater than 1. The remaining factors account for a very small proportion of the variability and are likely unimportant

Table20: Component Matrix

Component Matrix ^a	
	Component
	1
Item1	,715
Item2	,790
Item3	,709
Item4	,644
Item5	,608
Item6	,772
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS

All the items are correlated highly with factor one.

We will call the new extracted factor “the appreciation of event participation”

Factor analysis for question13:

Table21: Correlations Matrix

		Correlations				
		Item 1	Item 2	Item 3	Item 4	Item 5
Item 1	Pearson Correlation	1	,109	,145	,342**	-,001
	Sig. (2-tailed)		,388	,249	,005	,991
Item 2	Pearson Correlation	,109	1	,734**	-,140	,544**
	Sig. (2-tailed)	,388		,000	,266	,000
Item 3	Pearson Correlation	,145	,734**	1	-,090	,459**
	Sig. (2-tailed)	,249	,000		,475	,000
Item 4	Pearson Correlation	,342**	-,140	-,090	1	,145
	Sig. (2-tailed)	,005	,266	,475		,249
Item 5	Pearson Correlation	-,001	,544**	,459**	,145	1
	Sig. (2-tailed)	,991	,000	,000	,249	

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS

Where:

- Item 1- A better knowledge of the Company Fly Chemicals
- Item 2- A closer relationship with Fly Chemicals ‘company
- Item 3- Better exchange with Fly Chemicals staff
- Item 4- be aware of the diversity of FLY CHEMICALS' products
- Item 5- Talk about future cooperation projects

The correlation matrix table shows the correlation coefficients between sets of variables. From this table, we can see that all correlations below 30% are not significant at alpha 5%. While all the correlations that are superior to 30% are significant at alpha 5%., we notice that the majority of the correlations between variables are significate so we can use the factor analysis.

Table22: KMO and Barlett’s Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,673
Bartlett's Test of Sphericity	Approx. Chi-Square	88,181
	Df	10
	Sig.	,000

Source: Spss

The Kaiser-Meyer-Olkin Measure of sampling adequacy (KMO) is a statistic that indicates the proportion of variance in variables. The value of KMO is 0,673; it is way larger than 0.5, which means that the factors analysis is considered an appropriate technique for

analyzing the correlation matrix. The Bartlett’s test of Sphericity tests the null hypothesis that postulates that the variables are not correlated. However; the Chi square value 88,181 with degree of freedom of 10 is significant which reject H0 and accept the alternative hypothesis where the variables are correlated.

Table23: Communalities

Communalities		
	Initial	Extraction
Item1	1,000	,628
Item 2	1,000	,837
Item 3	1,000	,771
Item 4	1,000	,730
Item 5	1,000	,569
Extraction Method: Principal Component Analysis.		

Source: SPSS

The values in extraction column represent the variance explained by the factors.

- 62.8% of the variability in item1 is explained by one of the factors.
- 83.7% of the variability in item2 is explained by one of the factors.
- 77.10% of the variability in item3 is explained by one of the factors.
- 73% of the variability in item4 is explained by one of the factors.
- 56.90% of the variability in item5 is explained by one of the factors

Table24: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,186	43,724	43,724	2,186	43,724	43,724
2	1,349	26,982	70,705	1,349	26,982	70,705
3	,818	16,352	87,057			
4	,400	8,000	95,057			
5	,247	4,943	100,000			

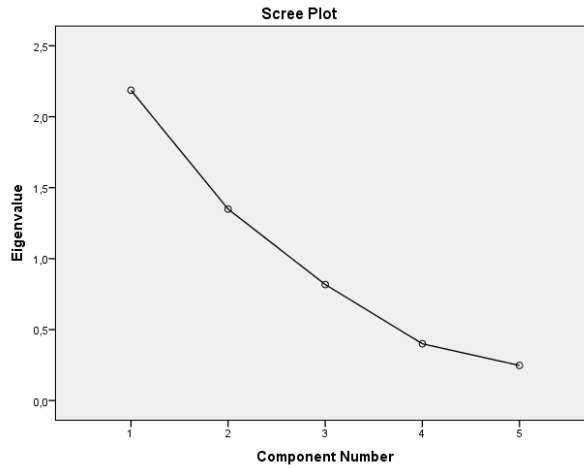
Source: SPSS Version 22

Given the eigenvalues indicating, the total variance attributed to these factors,

We accept the eigenvalues greater than 1. The first two factors have variance (eigenvalues) greater than 1. Based on these results, only two factors will be retained.

The first factor in its own represents a variation of 43.72% (2.13) of the total variance 100%. Considering our hypothesis of research, we will take only the first factor in our study.

Figure23: Screen Plot2



Source: SPSS

This diagram represents the eigenvalues on the vertical axis and the number of component on the horizontal axis; it helps in determine the number of factors. Two factors are greater than 1. The remaining factors account for a very small proportion of the variability and are likely unimportant

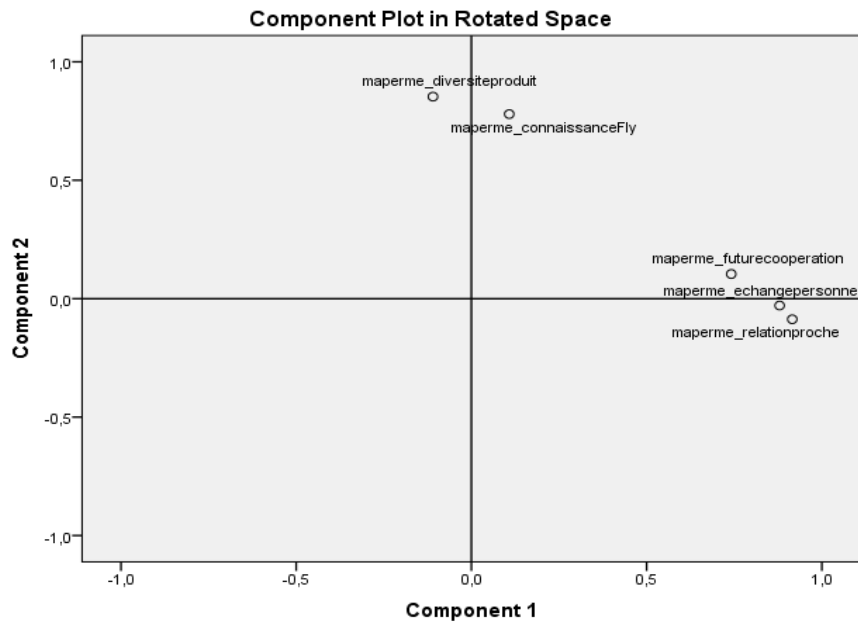
Table25: Component Matrix

Component Matrixa		
	Component	
	1	2
Item1	,181	,772
Item 2	,907	-,124
Item 3	,876	-,065
Item 4	-,030	,854
Item 5	,751	,073
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		

Source: SPSS

Only items; item 2 (A closer relationship with Fly Chemicals ‘company), item3 (Better exchange with Fly Chemicals staff) and item5 (Talk about future cooperation projects) are highly correlated with factor one. We will call the first factor “relational impact”

Figure24: Component Plot



Source: SPSS

The variables that are located at the end of the axes have a strong correlation only with that factor. The group which contains items 2, 3, 4 are very correlated between them.

3.1. Linear Regression:

In order to test H2 “the appreciation of event participation predicts a relational impact on customers”, a regression analysis will be conducted,

The independent variable is “the appreciation of event appreciation” and the dependent variable is “The relational impact”.

First regression analysis:

Table26: Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,778a	,606	,599	,63285148
a. Predictors: (Constant), appreciation_participation				

Source: SPSS

The R-square column represents the proportion of the variance in the dependent variable (The relational impact) which can be explained by the independent variables (the appreciation of event appreciation), in other words; how well the model fits the data. In this case, the value is 60.6% which means that the model explains 60.6% of the variance in the dependent variable (the relational impact).

This value of the R-square can explain the model.

Table27: ANNOVA

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,768	1	38,768	96,800	,000b
	Residual	25,232	63	,401		
	Total	64,000	64			
a. Dependent Variable: relational						
b. Predictors: (Constant), appreciation_participation						

Source: SPSS

This table indicates that the regression model predicts the dependent variable significantly well. The significance of the regression model here is 0.000 which is less than 0.05 and this indicates that; overall, the regression model significantly predicts the outcome variable.

Table28: Coefficients

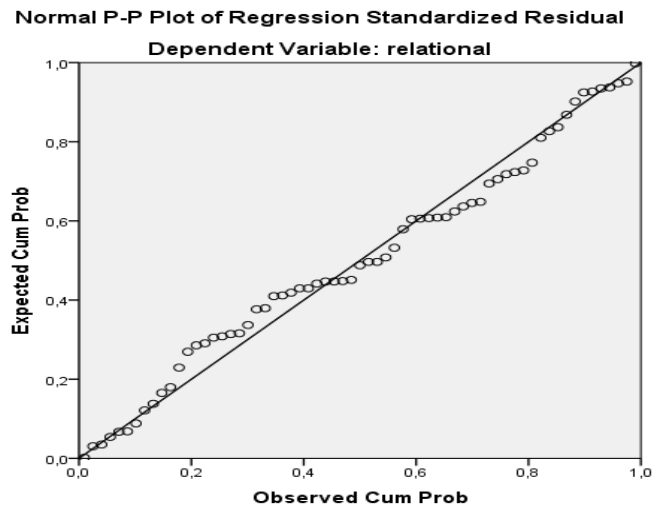
Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,432E-16	,078		,000	1,000
	The appreciation of event participation	,778	,079	,778	9,839	,000
a. Dependent Variable: relational						

Source: SPSS

This table tells us if the variable included in the model contributes to the prediction of the dependent variable.

The variable “The appreciation of event participation” contributes strongly in explaining the dependent variable (Beta=.778). The significance of this variable is 0.000, which is less than 0.05 and therefore it is significantly contributing to the prediction of the dependent variable. This means that the linear regression is confirmed.

Figure25: Normal P-P Plot of Regression



Source: SPSS version 22

From this graph we can see that the points are lying in a reasonably straight diagonal line from bottom left to top right. This means that there are no major deviations from normality.

According to the results of regression and the frequency distribution of question 3 which gives us 69% of our respondents visit DJAZAGRO to maintain the existing relation with their suppliers.

So we confirm our hypothesis “the appreciation of event participation predicts the relational impact on customers “.

4. Hypothesis Test 03:

In order to test the third hypothesis (there is a significant difference on customers ‘levels of loyalty between who visited the Fly Chemicals stand and who didn’t visit it) we will use the MANCOVA test.

The dependent variable is levels of loyalty (it is measured by several items on question7) and the independent variable is the stand visit (question 8).

- The period of collaboration (question5) with the company Fly Chemicals can affect the levels of loyalty. In order to eliminate the effect of this element in our study we will control it.

H0: There is a significant difference between customers who visited the stand and customers who didn't visit it on their levels of loyalty.

H1: The group of customers who visited the stand doesn't differ in its level of loyalty compared to the group who didn't visit it.

We measured the levels of customers 'loyalty through 7 items in our questionnaire (quesrion7).

- Item 1 “ my supplies at Fly Chemicals are regular”
- Item 2 “I plan to make further purchases from Fly Chemicals”
- Item3 “I really appreciate collaborating with Fly Chemicals”
- Item4 “I am ready to recommend Fly Chemicals to those around me”
- Item5 “Even if Fly Chemicals decides to increase its prices I will stay with this supplier”
- Item6 “If Fly Chemicals were to cease to exist, it would affect me”
- Item7 “I always talk positively about Fly Chemicals to others”

Table 29: Box's Test of Equality of Covariance Matrices

Box's Test of Equality of Covariance Matrices ^a	
Box's M	94,153
F	1,317
df1	56
df2	3837,760
Sig.	,068
Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.	

Source: SPSS Version 22

The box's Test equality tests the null hypothesis which says that the observed covariance matrices of the dependent variables are equal across groups, the P value is 0,68 which is greater than 0.05. So there is homogeneity of variances and covariances.

Table 30: Multivariate Tests

Multivariate Tests ^a							
Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Intercept	Pillai's Trace	,969	238,070 ^b	7,000	54,000	,000	,969
	Wilks' Lambda	,031	238,070 ^b	7,000	54,000	,000	,969
	Hotelling's Trace	30,861	238,070 ^b	7,000	54,000	,000	,969
	Roy's Largest Root	30,861	238,070 ^b	7,000	54,000	,000	,969
periode_of_collaboration	Pillai's Trace	,487	7,318 ^b	7,000	54,000	,000	,487
	Wilks' Lambda	,513	7,318 ^b	7,000	54,000	,000	,487
	Hotelling's Trace	,949	7,318 ^b	7,000	54,000	,000	,487
	Roy's Largest Root	,949	7,318 ^b	7,000	54,000	,000	,487
Stand visit	Pillai's Trace	,610	2,040	21,000	168,000	,007	,203
	Wilks' Lambda	,488	2,100	21,000	155,609	,005	,212
	Hotelling's Trace	,853	2,140	21,000	158,000	,004	,221
	Roy's Largest Root	,519	4,152 ^c	7,000	56,000	,001	,342
a. Design: Intercept + periode_of_collaboration + Stand_visit							
b. Exact statistic							
c. The statistic is an upper bound on F that yields a lower bound on the significance level.							

Source: SPSS Version 22

The table of multivariate tests shows if the effect of our independent variable (stand visit) on the customer loyalty was different while controlling the effect of the variable period of collaboration.

Relying at the test of Wilks' Lambda we notice that the relation between our depend and independent variables is significant. The $F(21, 155) = 2.100$, $P < 0.05$, Wilks' $\Lambda = 0.488$, partial $\eta^2 = .212$

The stand visit has significant effect in creating differences in the loyalty levels.

Table 31: Tests of Between-Subjects Effects

Tests of Between-Subjects Effects							
Source	Dependent Variable	Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Period of collaboration	Item 1	13,932	1	13,932	33,438	,000	,358
	Item 2	5,585	1	5,585	25,149	,000	,295
	Item 3	,729	1	,729	5,442	,023	,083
	Item 4	,189	1	,189	,849	,360	,014
	Item 5	6,229	1	6,229	14,152	,000	,191
	Item 6	3,174	1	3,174	7,054	,010	,105
	Item 7	1,388	1	1,388	8,013	,006	,118
Stand visit	Item 1	,921	3	,307	,737	,534	,036
	Item 2	2,377	3	,792	3,568	,019	,151
	Item 3	1,347	3	,449	3,351	,024	,144
	Item 4	2,887	3	,962	4,331	,008	,178
	Item 5	4,805	3	1,602	3,639	,018	,154
	Item 6	6,875	3	2,292	5,093	,003	,203
	Item 7	,891	3	,297	1,714	,174	,079
Error	Item 1	25,000	60	,417			
	Item 2	13,324	60	,222			
	Item 3	8,041	60	,134			
	Item 4	13,332	60	,222			
	Item 5	26,408	60	,440			
	Item 6	26,998	60	,450			
	Item 7	10,390	60	,173			
Total	Item 1	1195,000	65				
	Item 2	1320,000	65				
	Item 3	1481,000	65				
	Item 4	1321,000	65				
	Item 5	783,000	65				
	Item 6	1093,000	65				
	Item 7	1418,000	65				

Source: SPSS Version 22

Where:

- Item 1 “ My supplies at Fly Chemicals are regular”
- Item 2 “I plan to make further purchases from Fly Chemicals”
- Item3 “I really appreciate collaborating with Fly Chemicals”
- Item4 “I am ready to recommend Fly Chemicals to those around me”
- Item5 “Even if Fly Chemicals decides to increase its prices I will stay with this supplier”
- Item6 “If Fly Chemicals were to cease to exist, it would affect me”
- Item7 “I always talk positively about Fly Chemicals to others”

The table of tests between subjects effect shows how the dependent variables differ for the independent variable. A separate ANOVA was conducted for each dependent variable, with each ANOVA evaluated at an alpha level of .025. Only items 2, 3,4,5,6 who had a significant effect of the visit of Fly Chemicals ‘stand while controlling the impact of the period of collaboration.

- There was a non-significant effect of stand visit on the item 1 (my supplies at Fly Chemicals are regular) the $F(3, 60) = 0.737$, $p = 0.53$, partial $\eta^2 = 0.036$
- There was a significant effect of stand ‘visit on the item 2 (I plan to make further purchases from Fly Chemicals) the $F(3, 60) = 3.568$, $p = 0.019$, partial $\eta^2 = 0.151$
- There was a significant effect of stand ‘visit on the item 3 (I really appreciate collaborating with Fly Chemicals) the $F(3, 60) = 3.351$, $p = 0.024$, partial $\eta^2 = .144$
- There was a significant effect of stand ‘visit on the item 4 (I am ready to recommend Fly Chemicals to those around me) the $F(3, 60) = 4.331$, $p = .008$, partial $\eta^2 = .178$
- There was a significant effect of stand ‘visit on the item 5 (Even if Fly Chemicals decides to increase its prices I will stay with this supplier) the $F(3, 60) = 3.639$, $p = 0.018$, partial $\eta^2 = .154$
- There was a significant effect of stand ‘visit on the item 6 (If Fly Chemicals were to cease to exist, it would affect me) the $F(3, 60) = 5.093$, $p = 0.003$, partial $\eta^2 = 0.203$
- There was a non-significant effect of stand ‘visit on the item 7 (I always talk positively about Fly Chemicals to others) the $F(3, 60) = 1.714$, $p = 0.174$, partial $\eta^2 = 0.079$

Table 32: Pairwise Comparisons

Pairwise Comparisons							
Dependent Variable	(I) visite_standFly	(J) visite_standFly	Mean Difference (I-J)	Std. Error	Sig. ^b	95% Confidence Interval for Difference ^b	
						Lower Bound	Upper Bound
Item 1	NO	YES	-,229	,188	,226	-,602	,144
	YES	NO	,229	,188	,226	-,144	,602
Item 2	NO	YES	,011	,125	,930	-,238	,260
	YES	NO	-,011	,125	,930	-,260	,238
Item 3	NO	YES	-,121	,095	,020	-,310	,068
	YES	NO	,121	,095	,020	-,068	,310
Item 4	NO	YES	-,319*	,135	,020	-,587	-,051
	YES	NO	,319*	,135	,020	,051	,587
Item 5	NO	YES	-,144	,166	,387	-,473	,185
	YES	NO	,144	,166	,387	-,185	,473
Item 6	NO	YES	-,420*	,181	,023	-,779	-,060
	YES	NO	,420*	,181	,023	,060	,779
Item 7	NO	YES	-,338*	,115	,004	-,567	-,109
	YES	NO	,338*	,115	,004	,109	,567

*. The mean difference is significant at the ,05 level.

Source: SPSS Version 22

The pervious table showed us the signification of the effect of the stand visit on the loyalty items. The table of pairwise comparisons shows the difference in the means for every item of loyalty considering the visit and the non-visit of the stand, the mean difference is significant at the 0.05 level. We will study only the items that we found significant in the previous table.

For item 2 (I plan to make further purchases from Fly Chemicals) there was a non-significant difference between the group who visited the stand and the group who didn't visit it. (P=0.930)

For mean scores for item 3(I really appreciate collaborating with Fly Chemicals) were statistically significantly different between customers who visited the stand and customers who didn't (P <0.05)

For the item 4(I am ready to recommend Fly Chemicals to those around me) there was a significant difference between the visitors and the non-visitors of the stand (P<0.05).

For item 5 (Even if Fly Chemicals decides to increase its prices I will stay with this supplier) there was not a significant difference (p=0.387) between the two groups of stand visitors and non-visitors.

There was a significant difference (P<0.05) between customers who visited the stand and customers who didn't visit the stand considering item 6(If Fly Chemicals were to cease to exist, it would affect me).

The results of MANCOVA lead us to reject the null hypothesis which consists on "there is a significant difference between customers who visited the stand and customers who didn't visit it on their levels of loyalty". And accept H1 "there is not a significant difference between customers who visited the stand and customer who didn't visit it on their level of loyalty"

The stand visit influences only:

- The appreciation of the relation with the company (it was measured by item 3"I really appreciate collaborating with Fly Chemicals").
- The recommendation of the company (it was measured by item 4"I am ready to recommend Fly Chemicals to those around me")
- The affection toward the company (it was measured by item 6"If Fly Chemicals were to cease to exist, it would affect me").

5. Synthetic Analysis of the Survey:

The frequency distribution gave these results:

- 61% of our sample are purchasing managers.
- 30% of our respondents work on the agri-food industry.
- There is an equilibration of our respondents according to their period of collaboration with the company Fly Chemicals.
- 100% of the sample heard about the trade show DJAZAGRO. This reflects its huge notoriety.
- 81% of the respondents participated at DJAZAGRO. This means that professionals find this trade show interesting and they don't miss the change to visit it.
- 70% of the respondents who visited the trade show DJAZAGRO visit the trade show to maintain the relation with their suppliers. That means that the first reason for visiting DJAZAGRO is relational.
- 89% of the respondents are satisfied from their participation to the trade show DJAZAGRO this means that the organization of this trade show is good and this confirm the fact that it is the biggest trade show of the sector agri-food in Africa.
- 57% of the sample heard about the company Fly Chemicals by the channel of sales representative. This confirms the importance of the prospecting in the companies b to b also it means that the sales representative of Fly Chemicals are effective.
- 63% of the sample visited the stand of Fly Chemicals at the trade show DJZAGRO. This means that Fly Chemicals communicated well its presences in the trade show DJAZAGRO.
- 51% of the stand visitors are satisfied from the participation of Fly Chemicals at Djazagro. Which means that en general the participation of Fly Chemicals at DJAZAGRO was good.
- 60% of the stand visitors expressed an order to the company Fly chemicals this means that DJAZAGRO is a professional trade show who give the opportunity for the companies to do businesses, also this reflects the power of convincing of Fly Chemicals 'sales force.

From the test of hypothesis we conclude these results:

- Based on the results of frequency distribution: 53% of customers visit DJAZAGRO to express their needs in term of supplies and 60% of customers who visited the stand of

the company Fly Chemicals expressed an order during their visit. So we confirm our first hypothesis that “The participation of Fly Chemicals to the trade show DJAZAGRO has a direct impact on increasing sales”

- The regression test showed that 60,6% of the change in the dependent variable “the relational impact” is explained by the variance of the independent variable “the appreciation of Fly participation” so we confirm the second hypothesis which is ““The appreciation of event participation predict the relational impact on Fly Chemicals ‘customers’”. Meaning that the customers who appreciated Fly Chemicals ‘participation in the event DJAZAGRO developed a relational link with this company.
- For the third hypothesis “There is a significant difference between customers who visited the stand and customers who didn’t visit it on their level of loyalty” was rejected based on the results of the MANCOVA test because the significant difference existed only on some items of loyalty levels.

The stand visit influences only these levels of customers ‘loyalty:

- The appreciation of the relation with the company (it was measured by item 3”I really appreciate collaborating with Fly Chemicals”).
- The recommendation of the company (it was measured by item 4”I am ready to recommend Fly Chemicals to those around me”)
- The affection toward the company (it was measured by item 6”If Fly Chemicals were to cease to exist, it would affect me”).

Conclusion of the Third Chapter:

After building a theoretical back ground to our study the third chapter was dedicated to the empirical research where we tested if there is an impact of event participation on Fly chemicals 'customers.

In the light of information in this chapter, we conclude that events participation involves several steps of preparation; the company should take care of the conception of its stand and the human contact in the stand.

Furthermore, events participation give several advantages to the company the most important one is that allow to the company to build a relational link with its customer, also the participation on professional events like DJAZAGRO has a direct impact on sales.

Finally, loyalty cannot be achieved by participation to the event. It requires a global strategy but events can be the bridge to create a contact and favorable impression for the company which may lead to building loyalty in the future.

General Conclusion

General Conclusion:

Nowadays, the competition in the market is ruder more than ever. Companies fail to maintain their customers by the transactional relation. They search for new sophisticated methods to differentiate themselves and Building their customs loyalty. Especially this relates to B to B market due to the specificity of establishing and maintaining business connections. As a result, B to B companies use their own set of marketing communication tools in order to succeed in a certain business sector. One of those tools is a trade show, which has already earned a great reputation as an effective marketing method for B to B companies. Basically trade shows are organized for the purpose of information exchange, maintaining the existed relations with customers and selling.

Trade shows offer the opportunity for companies to interact and listen to the customers' needs and expectations in order to build a true loyalty which is based on relational and long term vision rather than the fake loyalty which is based only on the transactional and short term relation. This kind of fake loyalty won't resist toward the changes in the environment.

When companies invest in an event action, they want to know if it is really achieved an impact on their target audience. Therefore, the aim of this work is to identify the impact of event participation on the customer's loyalty and if companies achieved the searched goal in the end of event action.

This work also explained the loyalty in business to business sector and how events can contribute in influencing the relation between the companies of these sector and professional customers.

The extracted information from the survey analysis provided the following results:

- There is a direct impact of participation in professional tradeshow on company's sales.
- Professional tradeshow are an excellent way to build relations with customers.
- Events don't influence the customer's levels of loyalty because building loyalty is a long term process, which doesn't achieve by one action but it has to be combined by several other actions.
- Visiting the company stand during a tradeshow leads customers to appreciate the company more, and increases the customer's recommendation of the company, also creates an attachment between the company and the customers.

The research objectives were achieved we identified the importance of events participation in general and we specified this importance for business to business companies. Then, we highlighted the relation between the participation on events and the customer's loyalty. Finally we identified the customer's levels of loyalty and which one is related to events.

Based on the evidence from both theoretical and empirical research, Fly Chemicals should consider the following suggestions:

- Exploring more opportunities in term of events, beside of DJAZAGRO which is dedicated more to the agri-food activity. There are other important events which concern the other Business unites of Fly Chemicals. This will contribute in creating the link with the rests of customers who don't visit the trade show DJAZAGRO.
- Starting the pre-show phase at least six months before the event date can be advantageous and take care of the design, because the more the customer 'appreciation toward the company participation is good the more the environment is favorable to build positive relation with them.
- Participating in Professional trade show like DJAZAGRO stimulate the customer 'decision of purchase. So Fly Chemicals has to take advantage of this opportunity by communicating more about its presence in events especially through the digital channel to bring more customers to visit its stand.
- Professional trade shows are an excellent way for b to b companies to be more close to their customers and build a relation with them.
- In order to create a favorable and memorable experience Fly Chemicals can use the sensorial marketing in its stand.
- The stand should be supplied with food and beverages with acceptable quality. Next year, we suggest for the company Fly to change the supplier because the quality of food was unacceptable.
- In order of having three stands, Fly Chemicals should invest in one big stand which gather all the team, because splitting the team was not a good idea and the sales representatives who stayed in the small stand were less motivated and they met less clients compared to the other two stands.

There were several difficulties in this research. The principal obstacle was the non-corporation of the professional customers because of their occupation in their work and the

charged schedule. Also the difficulty to interpret the MANCOVA results because it is a complicated statistical test.

As any research, this research has some limited angles. First we cannot generalize the achieved results because the study was done only on 103 customers and the study was limited in the sector of business to business and it was done on one event. Moreover, this research could not precise the element which impacts the most customers on the tradeshow. Finally, a spontaneous study before customers leave the stand will be more appropriate and more important to our research because customers can forget how they felt in the trade show.

In summary, we can say that loyalty is a global strategy that cannot be achieved by a single action like an event, Yet, we cannot ignore the indirect impact of events on customers 'loyalty, which is limited on few levels of loyalty such as stimulating the purchase decision of customers, also creating an attachment and a relation between companies and their customers, and motivating customers to recommend the company to their environment.

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Appendices

Annex 01: The Questionnaire

As part of the preparation of a thesis to obtain a Master degree in commercial and financial sciences option Marketing and communication, we would appreciate your collaboration to fill this questionnaire, which aims at highlighting the impact of the participation in events on customers 'loyalty in a business to business sector. It will take you only a few minutes knowing that your answers will be anonymous.

I. First part: DJAZAGRO

1. Did you hear about the trade show Djazagro?

Yes

No

2. Have you already participated in this trade show?

Yes

No

3. If so, what is the purpose of your visit to the DJAZAGRO?

Maintain existing relationships with suppliers

Discover the new features

Search for new suppliers

Observe and analyse the competition

Express needs in terms of supplies

Other

4. Overall, what is your satisfaction with your participation in Djazagro?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

II. Second Part: Fly Chemicals

5. When did you start to collaborate with Fly Chemical?

Less than One Year

From 1 to 3 Years

From 3 to 5 Years

More than 5 Years

6. How did you hear about Fly Chemical?

Sales representative

Word of mouth

Trade shows and fairs

Website

Media

7. Based on your experience with Fly Chemical , how much do you agree with the following statements:

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
My supplies at Fly Chemicals are regular					
I plan to make further purchases from Fly Chemicals					
I really appreciate collaborating with Fly Chemicals					
I am ready to recommend Fly Chemicals to those around me					
Even if Fly Chemicals decides to increase its prices I will stay with this supplier					
If Fly Chemicals were to cease to exist, it would affect me					
I always talk positively about Fly Chemicals to others					

III. Third part :The participation of Fly Chemicals at DJAZAGRO

8. During DJAZAGRO, did you visit Fly Chemical's stand?

Yes

No

9. How much time did you spend on the Fly Chemical stand?

Less than 5 min

Between 5 min and 10 min

More than 10 min

10. How satisfied were you from your participation of Fly Chemicals at the event
DJAZAGRO?

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

11. What is your appreciation of Fly Chemicals' Stand in the DJAZAGRO regarding the following points?

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
The reception on the stand was good					
I appreciated the quality of Fly Chemicals' stand					
I appreciated the Contact with the sales department					
I was attracted by the presentation of products in the stand					
I appreciated the support and technical assistance provided by the sales representatives					
I have found the necessary information in the Documents and product sheets provided by Fly Chemicals					

12. Have you expressed an order for Fly Chemicals during your visit to Fly Chemicals ‘stand in Djazagro?

Yes

No

13. The visit to the FLY CHEMICALS stand allowed me:

	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
A better knowledge of the Fly company and its products					
A closer relationship with Fly					
Better exchange with Fly Chemicals staff					
Be aware of the diversity of FLY CHEMICALS' products					
Talk about future cooperation projects					

14. Do you have any suggestions to improve our exposure?

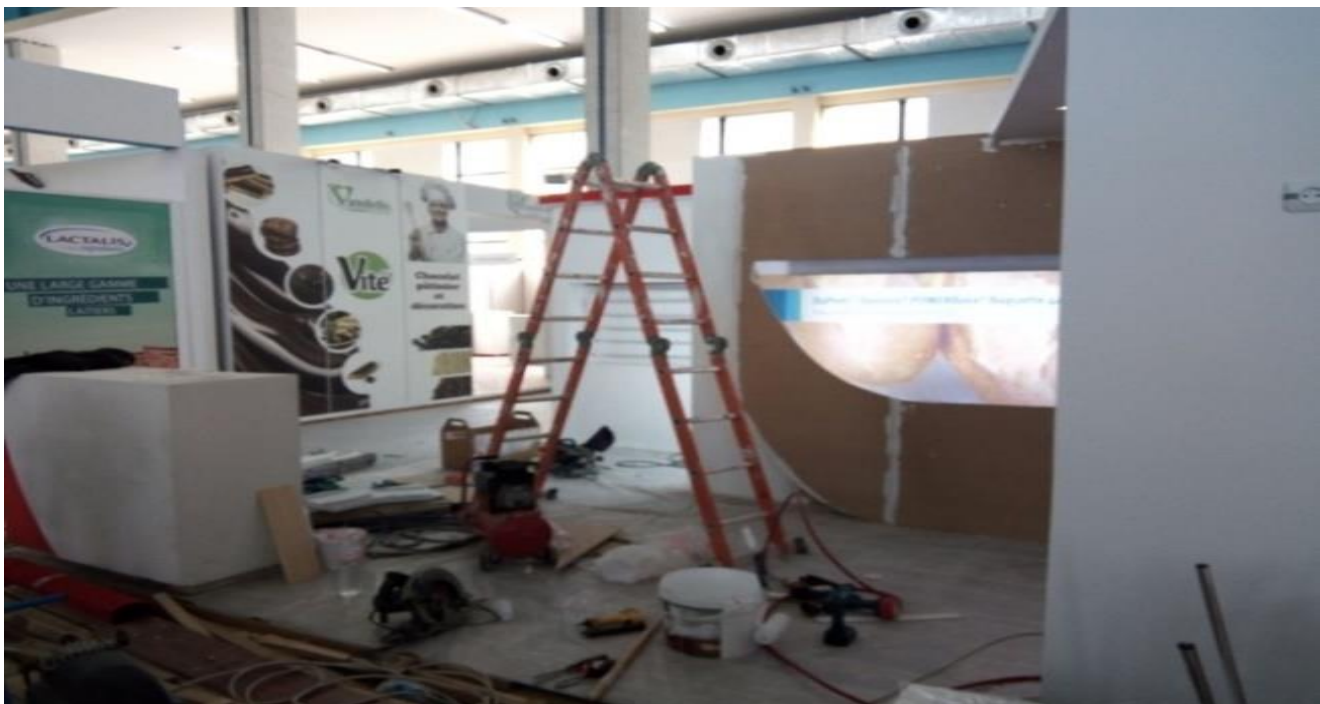
.....
.....
.....

15. Function:

16. Company:

17. Sector of activity:

Annex 02: Pictures taken during the preparation to the event



Annex03: pictures taken during the event DJAZAGRO



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