

A Consultancy Research Report

On

Effectiveness Analysis of Butwal Industrial Trade Fair, 2081

By

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Submitted

To

Research Management Cell

Lumbini Baniya Campus, Butwal

&

Butwal Chamber of Commerce and Industry

Butwal, Rupandehi



Falgun, 2081

Certification of Authorship

We hereby corroborate that we have researched and submitted the final draft of Consultancy Research Report entitled "Effectiveness Analysis of Butwal Industrial Trade Fair, 2081 ". The work of Research Report has not been submitted previously nor has been proposed and presented as part of requirements for any other purposes. The assistance and cooperation that we have received during this research work has been acknowledged. In addition, we declare that all information sources and literature used are cited in the reference section of the Research Report.

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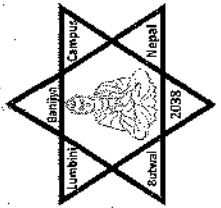
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Lumbini Banijya Campus

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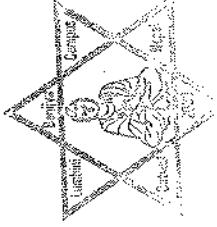
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Report of Research Management Cell

Asst. Prof. Pitambar Sapkota, Asst. Prof. Sandip Paudel and Asst. Prof. Dhan Bahadur Pun (Thapa) effectively completed the Consultancy Research Report as per the request of Butwal Chamber of Commerce and Industry entitled "**Effectiveness Analysis of Butwal Industrial Trade Fair, 2081**". The research committee has officially approved the title for the Research Report for research consultancy service as requested by Butwal Chamber of Commerce and Industry to proceed further. It is advised to adhere to the prescribed format and guidelines for the research and submit the Research Report.

Patron of Research Management Cell

Prof. Dr. Tara Prasad Upadhyaya



Signature.....

Date: February 21, 2025

Approval Sheet

We have assessed the Consultancy Research Report entitled "**Effectiveness Analysis of Butwal Industrial Trade Fair, 2081**" presented by Asst. Prof. Pitambar Sapkota, Asst. Prof. Sandip Paudel, and Asst. Prof. Dhan Bahadur Pun (Thapa), faculties of Lumbini Banijiya Campus, Butwal, Rupandehi. We confirm that the Consultancy Research Project Report meets the required standards and is deemed acceptable.



Mr. Hari Prasad Aryal

President

Butwal Chamber of Commerce and Industry

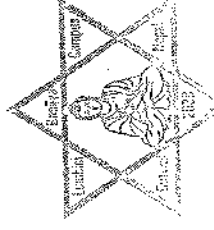


Mr. Surendra Prasad Shrestha

Chairman

Campus Management Committee

Lumbini Banijiya Campus



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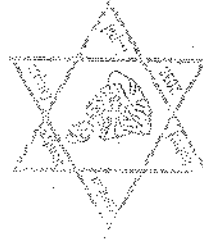
Thank you all for your invaluable contributions, without which this research would not have been possible.

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Executive Summary

This study analyses the impact of trade fairs on the promotion of industry, commerce, tourism, agriculture, and entrepreneurship, specifically concentrating on the Butwal Industrial Trade Fair, 2081. The study seeks to comprehend visitors' impressions, assess the influence of trade fairs on economic activity, and offer ideas for future enhancements. A descriptive and causal study design was utilized, employing a structured questionnaire to gather primary data from visitors and stallholders. A total of 1,130 responses of visitors were obtained by a convenience sampling procedure, and 178 responses of stall owners collected by quota sampling method. With data collection conducted by around 325 trained undergraduate students over a 10-day period. The gathered data were examined utilizing descriptive and inferential statistical methods, encompassing correlation, regression, and ANOVA.

The results demonstrate that trade fairs substantially enhance the promotion of industry, commerce, tourism, and local production. The independent t-test results indicate that female respondents demonstrated a greater mean impression of different promotional aspects. The ANOVA findings indicate substantial variations in attitudes according to educational attainment, underscoring the necessity for customized promotional approaches. Regression analysis further substantiates the significant impact of trade fairs on promoting entrepreneurship and small-scale industries.

Examining the answers of stall owners emphasizes how well the trade fair improves business awareness, encourages customer involvement, and supports sales increase. Reflecting the fair's general favorable influence, participants mentioned great networking possibilities, market expansion, and long-term business benefits despite some complaints about expenses and facilities management.

According to the findings, essential advice for trade fair organizers encompasses strengthening industry-specific promotions, augmenting visitor engagement, facilitating networking opportunities, and guaranteeing the presence of varied business sectors. These insights offer a framework for enhancing the efficacy of forthcoming trade fairs in promoting economic growth and sustainable business practices.



Chapter 1 : Introduction

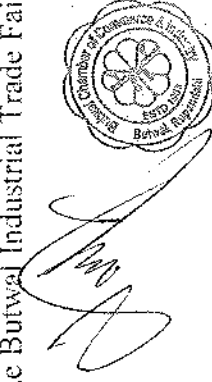
Background of the Study

The Butwal Industrial Trade Fair, held in 2081 Poush 3rd to 18th, serves as a significant platform for promoting industrial growth and innovation in Nepal. Trade fairs have been recognized as vital venues for knowledge exchange, networking, and business development, particularly in the context of emerging economies. The effectiveness of such trade fairs can be evaluated through various dimensions, including knowledge acquisition, business-to-business interactions, and the overall impact on local industries.

A critical aspect of trade fairs is their role in facilitating knowledge transfer among participants. Research indicates that trade fairs can significantly enhance a firm's absorptive capacity, which is crucial for economic upgrading and innovation (Zhu et al., 2020). The contextual factors surrounding trade fairs, such as geographical location and specific industry focus, also play a pivotal role in determining their effectiveness (Bathelt & Zeng, 2014)). For instance, trade fairs in different regions may require tailored support policies to maximize knowledge acquisition and industrial innovation (Zhu et al., 2020). This suggests that the Butwal Industrial Trade Fair could benefit from a strategic approach that considers the unique characteristics of the local industrial landscape.

Moreover, the quality of services provided at trade fairs is directly correlated with participants' satisfaction and their intention to revisit (Biaoowen et al., 2019). This highlights the importance of evaluating service quality, accessibility, and the overall experience of exhibitors and visitors at the Butwal Industrial Trade Fair. The presence of a robust industrial cluster in the region can further enhance the trade fair's effectiveness by attracting more exhibitors and fostering a conducive environment for business interactions (Biaoowen et al., 2019).

Trade fairs also serve as platforms for businesses to engage with potential customers and partners, thereby enhancing their market presence and competitive advantage (Geigenmüller, 2010). The Butwal Industrial Trade Fair's success can be measured by its ability to facilitate these interactions and create lasting business relationships. The interplay between physical and virtual engagement platforms has become increasingly relevant, especially in the context of recent global shifts towards digitalization (Sarmiento & Simões, 2019). Understanding how these dynamics operate within the Butwal Industrial Trade Fair will be essential for assessing its overall impact.



Signature



Organizer's Profile

Butwal Industry and Commerce Association, established in Rupandehi, Western Nepal, is a leading organization in the private sector. Since its establishment in 2010 B.S., it has been actively involved in protecting business interests and rights while also contributing to the development of education, health, sports, tourism, and agriculture sectors, along with trade promotion and expansion.

The Butwal Industry and Chamber of Commerce, through its subsidiary Butwal Trade Promotion Forum, has been making significant efforts in trade promotion. In addition to constructing business centers, exhibition halls, and conference halls, it has been playing an important role in enhancing commercial competitiveness. The association has been continuously organizing industrial and trade exhibitions for the promotion of trade and commerce. Since 2049 B.S., it has been organizing international-level industrial trade fairs to promote the availability of international goods in Nepal.

The Butwal Industry and Commerce Association has successfully organized 11 industrial trade fairs and 9 government-initiated national industrial exhibitions. Various organizations, including business associations, government agencies, employment agencies, and the mobile fair, have consistently supported these events. This industrial trade fair has been recognized as a national festival, and the Nepalese government has identified the 12th industrial trade fair as a major event.

Objectives of the Fair:

- Promotion of local industries and businesses.
- Exhibition of household and small-scale products.
- Display of women's and handicraft products.
- Exhibition of industrial products along with agricultural mechanization and technology.
- Promotion of tourism.
- Presentation and promotion of international brands.
- Exhibition of information technology.
- Providing a B2B and B2C platform.



Social Responsibility Activities Performed by

- Establishment of Lumbini Baniya Campus.
- Establishment of Siddhartha Children's and Women's Hospital.
- Construction of a business center building of Butwal Baniya Sangh.
- Construction of an exhibition hall and permanent infrastructure at Butwal Exhibition Center (Tilottama, Lumbini Cultural Municipality).
- Establishment of Butwal FM Communication Center.
- Construction and operation of a COVID-19 ward, including ventilators, for second-wave-affected patients (Siddhartha Children's and Women's Hospital, Butwal).
- Under the leadership of the association, construction of a special hospital for women and children during COVID-19, with an investment of approximately 40 million rupees (in collaboration with Butwal Sub-Metropolitan City).
- Construction of a drinking water tank in Butwal Women's and Children's Hospital (Aamda Maternity Hospital).

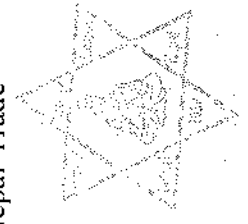
Butwal Chamber of Commerce and Industry, Rupandehi

Organized Industrial Trade Fair in different time as given below;

- Industrial Exhibition (Year 2041 B.S.)
- First Western Regional Industrial Trade Fair (Year 2056 B.S.)
- Second Western Regional Industrial Trade Fair (Year 2057 B.S.)
- Industrial Trade Fair 2059 B.S.
- Industrial Trade Fair 2061 B.S.
- 6th Industrial Trade Fair, Agriculture, and Tourism Promotion Festival - 2063 (B.S.)
- 7th Industrial Trade Fair, Agriculture, and Tourism Promotion Festival - 2065 (B.S.)
- 8th Industrial Trade Fair, Agriculture, and Tourism Promotion Festival - 2067 (B.S.)
- 9th Western Regional Industrial Trade, Agriculture, and Tourism Fair & Nepal Trade and Tourism Fair - 2070 (B.S.)
- 10th Industrial Trade Fair - 2073 (B.S.)
- 11th Industrial Trade Fair Butwal - 2076 (B.S.)



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Specialized Agriculture Fair organized by Butwal Industrial and Commercial Association, Rupandehi

- Agriculture Fair 2062 (B.S.)
- Agriculture Fair 2064 (B.S.)
- Agriculture Fair 2066 (B.S.)
- Agriculture Fair 2068 (B.S.)
- 6th National Industrial Agriculture Fair 2069 (B.S.)
- Agriculture Fair 2071 (B.S.)
- Agriculture Fair 2073 (B.S.)
- 7th National Industrial Agriculture Fair 2074 (B.S.)
- Agriculture Fair 2075
- Agriculture Fair 2078
- Agriculture Fair 2079
- National Organic Agriculture Fair – 2080

12th Butwal Industrial Trade Fair, 2081 as Latest Trade Fair

Brief Introduction of 12th Industrial Trade Fair, 2081: Butwal Chamber of Commerce and Industry. Rupandehi is a leading organization in Nepal's private sector. Established in 2010 BS (1960 AD), it has played a significant role not only in economic growth but also in the promotion of education, health, sports, tourism, and agriculture.

The Butwal Chamber of Commerce and Industry has contributed to the establishment of Lumbini Trade Campus Butwal, Siddhartha Children's and Women's Hospital (Amda) Butwal, the construction of the Butwal Multi-Purpose Auditorium, and the provision of land for the then Lumbini Zonal Hospital. It has also been involved in various social welfare activities.

To promote trade and commerce, the chamber organized its first **Industrial Trade Fair** outside the Kathmandu Valley in 2041 BS (1984 AD). Since then, it has successfully organized **11 editions of the Industrial Trade Fair and 11 editions of the Agriculture Fair**, including **three National Agricultural Fairs**. Additionally, it has conducted specialized fairs such as **Job Fair, Mobile Fair, and Jewelry Fair** in collaboration with various organizations.

With the slogan "**Lumbini: A Prosperous Nation**", the **12th edition of the Industrial Trade Fair** will be held in Butwal in 2081 BS (2024 AD) from Paus 3 to 18 (December 18,



2023, to January 1, 2024). The event will feature domestic and international exhibitors, focusing particularly on **handicrafts, tourism promotion, and agricultural exhibitions**.

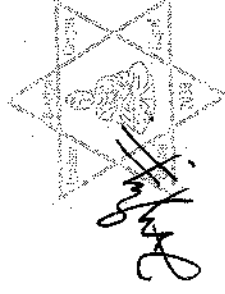
12th Butwal Trade fare was conducted with following objectives

12th trade fair, 2081 was conducted with the following objectives.

- To promote the region's industries and trade.
- To exhibit and promote products from household and small-scale industries.
- To identify markets for locally produced goods and make them more accessible to consumers.
- To foster innovation among local creators and producers.
- To provide necessary facilities at the local level to encourage production.
- To expand, develop, publicize, and market products from all communities.
- To showcase essential tools, machinery, services, and equipment for producers, making them more useful.
- To enhance local consumption by substituting imports through local production.
- To create an environment for producers and consumers to exchange experiences and feedback on products.
- To channel financial resources into industries and businesses.
- To drive business transformation through various product and technological innovations.
- To encourage and support local products and producers.

Targeted Exhibitors and Stall Participants:

- Industrial, commercial, and service-providing establishments within Nepal
- Products from export-oriented industries
- Domestic small-scale industries and their products
- Agricultural and livestock farms and producers
- Industrial and commercial establishments from neighboring regions
- Associations, organizations, and bodies in the industrial and commercial sectors
- Associations, organizations, and bodies in agriculture, trade, and agriculture-related product sectors
- Tourism businesses and tourism-related sectors



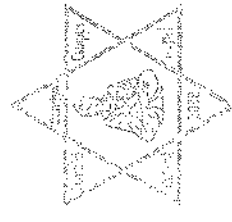
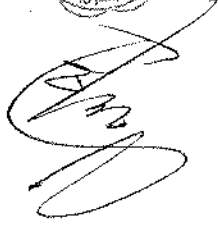
Fair Details:

- **Duration:** From 2080 Paush 3 to 18 (December 18, 2023, to January 1, 2024)
- **Venue:** Butwal-10, Butwal International Exhibition Hall
- **Entry Fee:** NPR 70 per person;
 - Student concession: NPR 50
 - Free entry for senior citizens and persons with disabilities upon presentation of valid ID
- **Visiting Hours:** 10:00 AM to 5:00 PM

Statement of Problem

Despite the recognized potential of trade fairs, there remained a gap in empirical research specifically addressing the effectiveness of the Butwal Industrial Trade Fair. The problem lies in the lack of comprehensive evaluations that consider various factors such as promotion of industry, trade, agricultural activities, tourism, small and cottage scale industries, local products as well as enhancement of entrepreneurship. Additionally, there is a need to understand how the unique socio-economic context of Butwal influences the outcomes of the trade fair. Without a thorough analysis, stakeholders may miss critical insights that could enhance future trade fairs and contribute to the region's industrial development.

In summary, the Butwal Industrial Trade Fair, while promising, requires a detailed examination of its effectiveness through the lenses of promotion of industry, trade, agricultural activities, tourism, small and cottage scale industries, local products as well as enhancement of entrepreneurship. Addressing these issues will provide valuable insights for policymakers and organizers, ultimately contributing to the sustainable growth of the industrial sector in Nepal.



Chapter 2 : Research Methodology

Research Design

The research design employed in this study is descriptive research. Descriptive research is utilized to carefully describe the properties of the data relevant to the topics under examination. This approach offers a complete comprehension of the subject matter without any manipulation of variables, ensuring an objective portrayal of the observed events. The study intends to investigate the experiences, views, and behavior of visitors and stall holders during the Butwal Industrial Trade Fair, 2081.

Population

The population of this study contains all visitors who visited the Butwal Industrial Trade Fair, 2081, hosted at the Butwal International Convention Center Exhibition Hall, as well as stall holders participating in the event. The study intends to obtain insights into their experiences, preferences, and perceptions surrounding the trade fair.

Sampling Technique

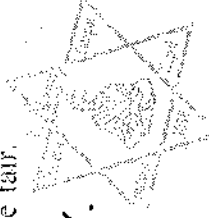
A convenience sample strategy was applied to acquire the relevant data. This non-probability sampling strategy was selected due to its feasibility and accessibility, allowing researchers to collect data rapidly within the exhibition hall. The respondents were approached based on their availability and willingness to participate, ensuring a diverse range of perspectives from both visitors and stall holders.

Sample Size

The minimal sample size required for this study was estimated using an appropriate statistical technique, which advised a minimum of 384 respondents. However, to enhance the robustness of the study and ensure comprehensive data collection, a larger sample size of 1,130 visitors was selected. Further 178 stall owners were sampled among 355 firms having 538 stalls for this analysis using quota sampling method. This larger sample enhances the reliability and generalizability of the findings by capturing diverse perspectives.

Nature and Source of Data

The research mainly utilized primary data gathered directly from visitors of the trade fair visiting at the field. A structured questionnaire, comprising closed-ended and open-ended questions, served as the principal tool for data collection. The questionnaire was crafted to collect data on multiple facets of the experiences of visitors and stallholders at the trade fair.



The responses offered direct insights into the participants' perceptions, behaviors, and levels of satisfaction.

Data collection procedures

The data for this study were gathered using a structured questionnaire distributed to visitors and stallholders during the Butwal Industrial Trade Fair, 2081. Approximately 325 undergraduate students were enforced as data enumerators to facilitate thorough data collecting. These students were instructed to systematically engage respondents and gather precise answers. The data gathering process lasted 10 days, affording with the entire course of the trade expo, and took place at the Butwal International Convention Centre, Exhibition Hall. The questionnaire comprised both closed-ended and open-ended questions to obtain quantitative and qualitative insights from the participants.

Data Analysis Technique

The gathered data underwent many descriptive statistical techniques to guarantee significant interpretation. The examination included graphical representations, measures of central tendency (mean, mode, and median), and measures of dispersion, including standard deviation. These methodologies enabled a methodical assessment of the data, assisting in the identification of significant patterns, trends, and correlations among the examined variables. Moreover, inferential statistical methods, such as regression analysis and ANOVA, were utilized to identify significant correlations among various elements affecting visitors' experiences at the trade show.

This study employs research methods to elucidate the trade fair's effects, its efficacy in enhancing company activity, and visitor satisfaction levels. The results obtained from the data analysis provide a basis for recommendations intended to improve future trade fair events.



Chapter 3 : Data Analysis and Presentations for Visitor

Background

This part shows the analysis and interpretation of the gathered data to assess the influence of the trade fair on several areas, including the promotion of industries, trade, tourism, agriculture, indigenous production, and entrepreneurship, as well as enhancing customer-business relationships. Using both descriptive and inferential statistical methods, the data has been examined to guarantee a thorough awareness of the visitors' points of view and the general trade fair-2081 success.

Descriptive statistics—including mean, median, mode, and standard deviation—have been used to aggregate the degrees of agreement among respondents concerning some claims about the impact of the trade fair. These steps give a broad picture of how people understand the function of the fair in several economic spheres. While standard deviation shows the diversity in replies, higher mean values suggest more strong favorable impressions. Moreover, respectively, mode and median values allow to grasp the center trend of the data and the most often occurring replies.

Inferential statistical tests have been used to investigate the variances in opinions among several groups. Gender-based responses have been examined using the independent t-test to determine whether male and female participants view the influence of the trade fair differently. One-way ANOVA has been used to investigate differences in opinions depending on age groups and educational levels of the respondents. These studies serve to clarify whether demographic elements affect people's evaluation of the efficiency of the trade fair in supporting several economic sectors.

Moreover, correlation study has been done to find the links among several trade fair promotional features. A notable positive correlation between variables means that developments in one area, such as the encouragement of indigenous production, could favorably affect other areas, including the growth of entrepreneurship. This website offers a thorough justification of how several elements of the trade fair cooperate to promote economic growth.

Key elements encouraging industrial development and corporate growth have been found by use of regression analysis. This statistical approach evaluates the effect on general economic development of several marketing elements. While standardized beta coefficients show the



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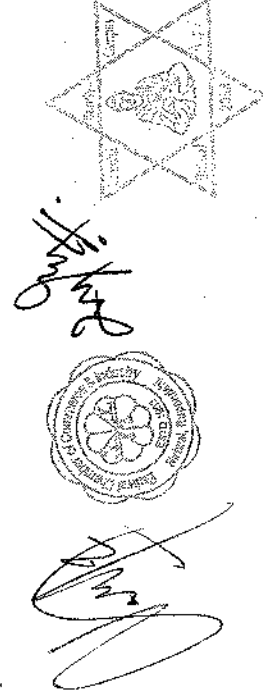
relative influence of several variables, significance levels show statistical importance. By means of variance inflation factors (VIF), one guarantees the lack of multicollinearity among independent variables, therefore verifying the dependability of the regression model.

The findings of these studies provide businesses, politicians, and retailers with essential new angles. The identification of the most important sectors of the trade fair can serve to support their development by means of more successful future events, better sectoral promotion, and increased customer-business contacts. Furthermore, the results have practical relevance for small businesses and entrepreneurs since they highlight the fair's contribution to improving awareness of indigenous products, so facilitating market access, and so generating new commercial prospects.

This part logically displays the empirical results obtained from data analysis, therefore offering a strict and objective appraisal of the value of the trade exhibition. The next parts include statistical data and provide a thorough study of the advantages of the event for several economic sectors and stakeholders.

Demographic profile

Table 1 provides a classified parametric description of visitors to a Trade Fair, arranged under gender, age group, education qualification, and frequency of visits. The total number of visitors stood at 1130; 656 or 56.95% were males, 481 or 42.57% were females, and 6 or 0.53% were "Others." The analysis emphasizes the following patterns of visit frequency and education levels across various demographics.



Demographic Profile of the Visitors

Table 1

Gender		Frequency																																	
		1st Time				2nd Time				3rd Time				4th Time & Above																					
		Education				Education				Education				Education																					
Male				Female				Other				Age				Grand Total																			
Literate				Bachelor				Master & above				Total				Literate				Bachelor				Master & above				Total							
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226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
516	226	50	444	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
226	516	226	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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The frequency of visits and distribution by gender

Among the visitors, 56.95% were males, while females accounted for 42.57%, and only 0.53% identified as themselves as "Others." To begin with, first-time visitors comprised 39.29% (444) of the total visitors, followed by second-time visitors at 20.18% (228); third-time visitors represented 13.00% (147), and those who had visited four times and beyond accounted for 27.52% (311). Overall, males in all categories contributed 57.00% of first-time visitors, 54.82% of second-time visitors, 53.74% of third-time visitors, and 59.81% of those visiting four times and above.

Visitors' education levels

Education levels varied among visitors. The majority had completed 10+2 (57.17%), Bachelor's degree holders at (22.30%), Literacy (15.44%), and finally, Masters or above (5.09%). Among first-time visitors, 53.83% completed 10+2, 22.30% were Bachelor's degree holders, 21.17% were literate, and a meager 2.70% were master's degree holders. In the fourth time and above category, those who completed 10+2 accounted for 59.17%, 25.72% completed a Bachelor's degree, and 8.59% were literate. This interpretation suggests higher education levels equal higher trade fair visits.

Age-wise distribution

The age group of 18-28 formed the largest segment of visitors accounting for 59.38% of total visitors, followed by 29-38 years with 18.89%, 39-48 years at 10.09%, 49-60 years at 8.05%, and 60-65 patients at 3.54%. The age group of youngsters and young adults dominated all frequencies of visits with 65.02% of first-time visitors, 60.04% of second-time visitors, 61.84% of third-time visitors, and 54.83% of fourth time and above visitors. This suggests that trade fairs attract much more interest among younger generations.

Individual graphical representation of the demographic profile of visitors is attached below.

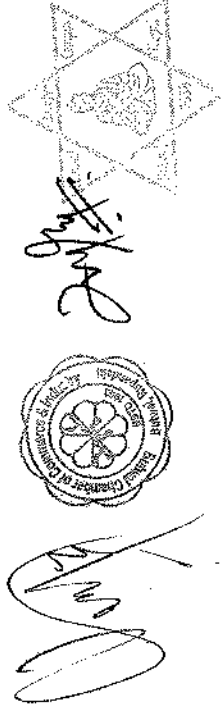
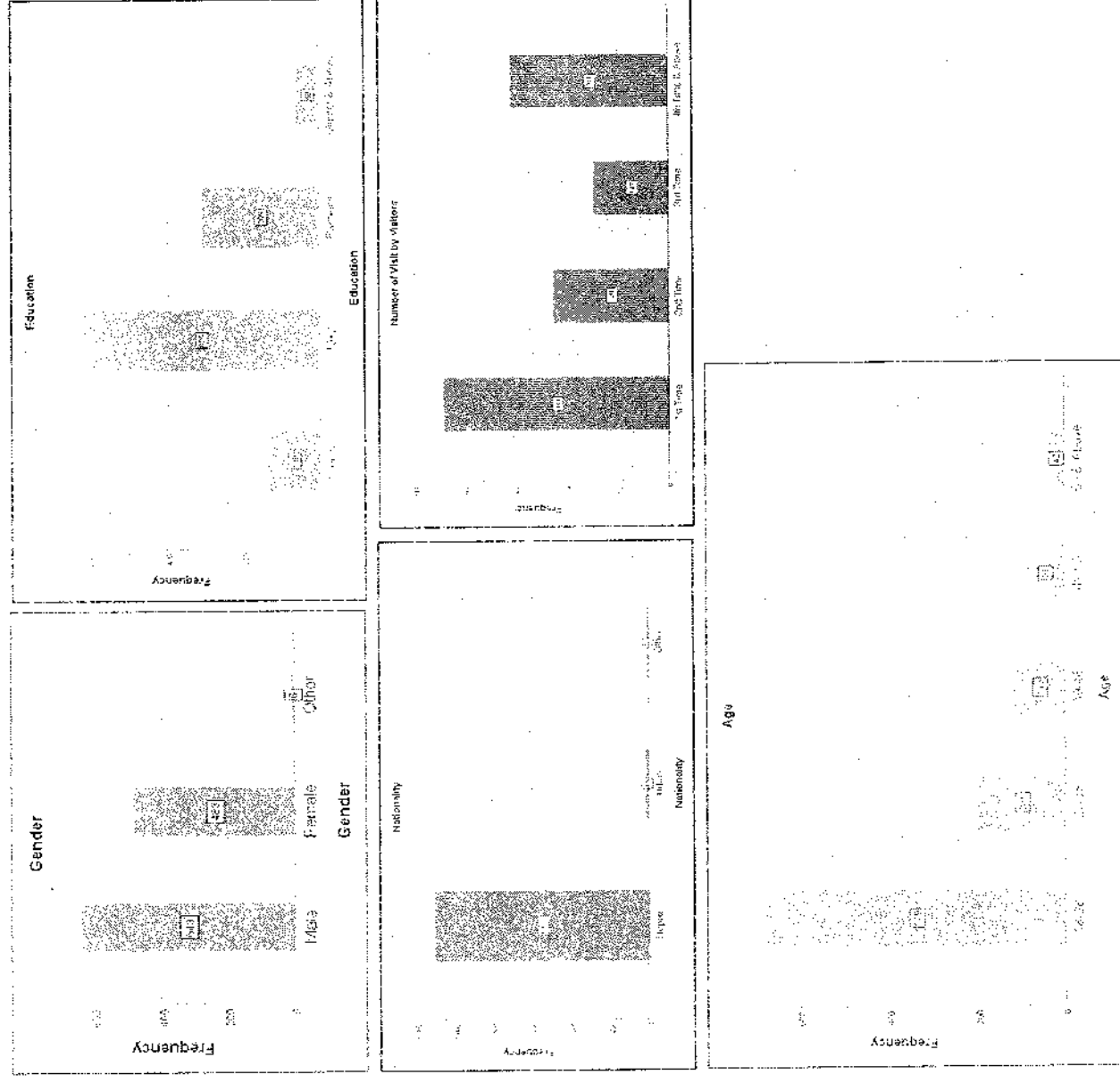
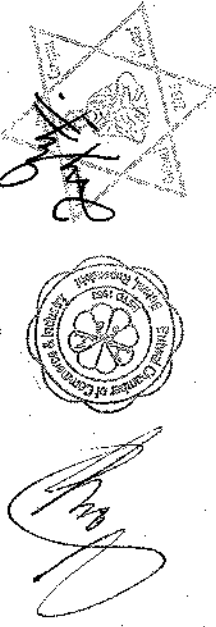


Figure 1

Demographic Profile of Visitors



The numbers in the demographic profile of visitors offer a perceptive summary of the main traits of those attending the trade fair. While the "Other" category has a little count, the gender distribution reveals a roughly balanced representation with a somewhat higher number of male visitors than female visitors. With regard to educational background, most guests have finished higher secondary education (10 + 2), then those with a bachelor's degree. Less visitors are either literate without official higher education or have a master's degree or above



certification. According to the nationality table, very few overseas visitors from India or other nations; the great bulk of visitors are Nepali. This implies that local attendees of the trade fair are mostly attracted by it.

Regarding age distribution, the most of the visitors belong to the 18–28 age range, suggesting great involvement among young people. As age rises, participation falls; noticeably less people from the 49–60 and 60+ age groups attend. Last but not least, the frequency of visits by participants shows that a good percentage are first-time visitors while a noteworthy number have visited the fair several times, therefore indicating ongoing interest among particular groups. These demographic analyses enable planners to customise next trade fairs for more involvement and diversity.

Reliability Analysis

Table 2

Reliability Analysis

Variables	Cronbach's Alpha	No of Questions	Remarks
Promotion of Industry	0.756	6	Acceptable
Promotion of Trade	0.724	4	Acceptable
Promotion of Tourism	0.712	4	Acceptable
Promotion of the Agricultural Sector	0.761	5	Acceptable
Consumer-Business Relations	0.695	4	Acceptable
Promotion of Indigenous Production	0.764	6	Acceptable
Promotion of Domestic and Small-Scale Industries	0.763	5	Acceptable
Development of Entrepreneurship	0.772	4	Acceptable
Overall	0.934	38	Acceptable

The overall Cronbach's Alpha for the entire 38-question survey is 0.934, indicating excellent reliability. This suggests that the questionnaire, as a whole, is much consistent and reliable to measure the intended constructs.



Descriptive Results

Table 3

Descriptive Results: Promotion of Industry

Questions	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
The trade fair has helped attract new customers like me to the industrial products of this region.	43	31	81	457	518	4.22	4.00	5	.967
The fair has been successful in providing information about the production processes and quality standards of the products here.	43	43	198	530	316	3.91	4.00	4	.971
The pricing and competitive advantages of the products here have been effectively demonstrated.	45	84	208	483	310	3.82	4.00	4	1.041
This fair has effectively highlighted the quality of the products in this region.	44	77	201	450	358	3.89	4.00	4	1.051
The fair has contributed to enhancing the brand identity of the products from this region.	44	69	158	425	434	4.01	4.00	5	1.058
I have gained information about products manufactured in the Butwal region through this fair.	90	113	176	404	347	3.71	4.00	4	1.224
Promotion of Industry						3.926	4.00	4.00	.7076

Table 3 shows the descriptive statistics for a trade fair promoting various industries. The average agreement is 3.926 with medians or modes of 4.00, indicative of a slight tendency towards agreement. The highest mean value (4.22) refers to the ability of a fair to attract new customers, whereas the lowest (3.71) refers to getting information about Butwal's products. Standard deviations of the sample ranged from 0.967 to 1.224, a moderate dispersion. The conclusions reached refer to the fair fulfilling the promotional purpose for industrial goods, building good brand recognition and disseminating information.

Table 4

Descriptive Results: Promotion of Trade

Questions	Agreement Level					Mean	Median	Mode	Std. Deviation
	SD/A	DA	N	A	SA				
The trade fair has played a role in increasing the demand for commercial products from this region.	33	37	95	438	527	4.23	4.00	5	.95
Due to the fair, I have been able to understand the distribution systems of the products here.	47	78	144	540	321	3.89	4.00	4	1.02
Customers have been able to clearly comprehend the pricing and benefits of the products displayed here.	62	99	220	432	317	3.75	4.00	4	1.12
The fair has supported the distribution and sales of local products.	53	83	149	412	433	3.96	4.00	5	1.116
Promotion of Trade						3.95	4.00	4.25	.738



Table 4 gives the descriptive statistics of promotion of trade through the trade fair. The mean overall agreement level of 3.95, medial 4.00, and modal 4.25 indicate some optimism. Highest mean of 4.23 associates with the fair's role in increasing demand for commercial products, while the lowest, 3.75, relates to customer comprehension of pricing and advantage. Standard deviation was 0.95 to 1.12, which indicated low variability of the responses. The results indicated that the fair had the positive effect of facilitating trade, increasing demand, and dispersing awareness and pushing sales of local products.

Table 5

Descriptive Results: Promotion of Industry

Questions	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
This fair has provided comprehensive information about the tourist destinations in this region.	67	109	165	368	421	3.86	4.00	5	1.191
Tourism-related stalls have effectively showcased the potential and attractions of local tourist areas.	54	87	204	465	320	3.81	4.00	4	1.079
The fair has effectively promoted the culture, art, and traditions of this region.	42	100	191	449	348	3.85	4.00	4	1.070
Informational materials (brochures, posters, digital content) displayed at the fair have played an effective role in promoting tourism in this region.	75	73	200	444	338	3.79	4.00	4	1.136
Promotion of Tourism						3.86	4.00	5	1.191

Table 5 reports descriptive statistics for the promotion of industry by means of trade fairs. The overall mean agreement level is 3.86, with the median of 4.00 and mode of 5.00, indicating a somewhat positive perception. The highest mean agreement score (3.86) is about the provision of adequate information on industrial aspects, and the lowest mean score (3.79) is on the efficacy of informational materials. The standard deviations range from 1.070 to 1.191, suggesting that moderate variability does exist in responses. The results demonstrate that the fair indeed plays an important role in promoting industrial development through information dissemination, product exposition, and awareness on local industries.

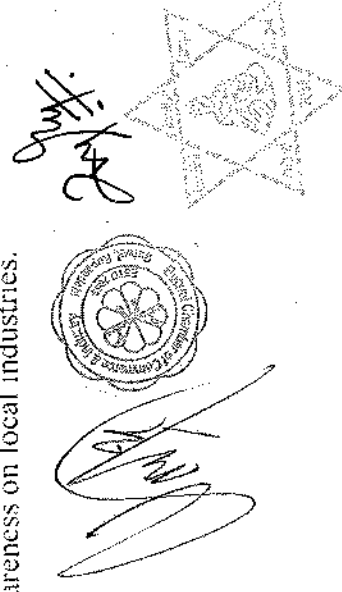


Table 6

Descriptive Results: Promotion of the Agricultural Sector

Questions	Agreement Level				Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A				
Farmers' agricultural products have gained market access through the industrial trade fair.	45	63	130	409	481	4.15	4.00	5 1.984
The industrial trade fair has ensured the availability of equipment necessary for agricultural activities.	64	84	183	496	303	3.79	4.00	4 1.092
Improved seed varieties required for agriculture are available at the industrial trade fair.	51	91	190	435	363	3.86	4.00	4 1.095
An agricultural information center has been established at the industrial trade fair.	58	134	216	444	278	3.66	4.00	4 1.123
I am interested in purchasing or utilizing the agricultural products displayed at the fair.	84	105	173	380	388	3.78	4.00	5 1.221
Promotion of the Agricultural Sector					3.8480	4.0000	4.40	.84895

Table 6 illustrates the descriptive statistics carried out pertaining to the Promotion of Agricultural Sectors via the Industrial Trade Fair. The overall mean agreement level stands at 3.85, with a median of 4.00 and a mode of 4.40, indicating generally favorable perception. The highest mean of 4.15 corresponds to market access for farmers' products, while the lowest mean of 3.66 corresponds to the establishment of an agricultural information center. The standard deviations lie between 1.092 and 1.984; thus, there is moderate variability in the responses. The results show that the fair does promote agriculture through improved market access, equipment availability, and awareness, although opinions differ on various elements.

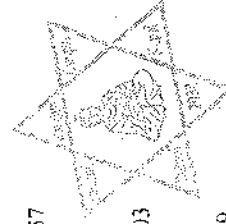
Table 7

Descriptive Results: Customer-Business Relations

Questions	Agreement Level				Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A				
The fair has helped build trust between customers and businesses.	47	49	180	418	436	4.02	4.00	5 1.046
Businesses have taken customers' questions and interests seriously.	62	86	215	522	245	3.71	4.00	4 1.059
Businesses have made positive efforts to understand customers' needs.	39	94	215	435	347	3.85	4.00	4 1.057
To establish relationships with customers, businesses have offered incentives (e.g., discounts, offers) at the fair.	81	96	170	392	391	3.81	4.00	4 1.203
Customer-Business Relations					3.85	4.00	4.00	.789

The descriptive statistics for Customer-Business Relations at the trade fair have been shown

in Table 7. With a mean agreement of 3.85, median and mode equal to 4.00, it shows



Prof. J. J. J.

generally positive perceptions. The mean was highest (4.02) on bonding of trust between customers and businesses and low (3.71) on businesses taking customer inquiries with seriousness. The standard deviation varies between 1.046-1.203, suggesting a moderate variability of responses. Therefore, the fair facilitates customer-business interaction through trust building as well as through vigilante initiatives in customer needs and promotional incentives. However, the responses suggest that there may have been variability in perceived business engagement and responsive management.

Table 8

Descriptive Results: Promotion of the Agricultural Sector

Questions	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
The fair has provided me with detailed information about indigenous products.	46	88	122	395	479	4.04	4.00	5	1.100
The quality and appeal of indigenous products displayed at the fair have left a positive impression on me.	71	82	314	383	280	3.64	4.00	4	1.118
I observe that the fair has the potential to help expand the market for indigenous products.	52	50	160	436	432	4.01	4.00	4	1.056
My desire to purchase indigenous products has increased due to this fair.	17	73	178	517	315	3.87	4.00	4	1.026
Overall, it seems this fair has successfully promoted indigenous products.	57	65	180	453	375	3.91	4.00	4	1.080
The fair contributes to boosting the export of indigenous products abroad.	92	104	174	405	355	3.73	4.00	4	1.224
Promotion of Indigenous Production						3.86	4.00	4.00	.746

Table 8 gives an account of descriptive statistics for Indigenous Product Promotion through trade fair. The overall mean agreement is 3.86 with a median and mode of 4.00, which indicate a generally favorable viewpoint. Maximum mean values (4.04) correspond to giving comprehensive information on indigenous products, while minimum mean values (3.64) are regarding them being of good quality and attractive. The standard deviation ranges from 1.026 to 1.224, which show moderate variability among the responses. The results seem to suggest that the fair is successful in raising awareness, improving market prospects, and creating demand for indigenous products. That said, opinions about export potential and attractiveness exhibited some variation.



Table 9*Descriptive Results: Promotion of Domestic and Small-Scale Industries*

Questions	Agreement Level				Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA			
The fair has effectively showcased the quality and diversity of products from small and domestic industries.	40	54	133	437	466	4.09	4.00	5 0.4625
The fair has played an impactful role in promoting products from small and domestic industries.	49	63	173	479	366	3.93	4.00	4 0.4440
Products from small and domestic industries have successfully demonstrated commercial potential.	44	72	198	452	364	3.90	4.00	4 0.4410
I am interested in purchasing products from small and domestic industries displayed at the fair.	12	90	200	461	337	3.85	4.00	4 0.4351
The fair has highlighted the potential for generating local employment in small and domestic industries.	54	79	157	411	429	3.96	4.00	5 0.4472
Promotion of Domestic and Small-Scale Industries						3.94	4.00	4.40 0.4459

Table 9 contains summary statistics for the Promotion of Domestic and Small-Scale Industries through the trade, with a mean overall agreement at 3.94, median at 4.00, and mode of 4.40, thus suggesting a generally favorable view. Highest mean (4.09) is recorded for product quality and variety showcases and the lowest mean found (3.85) is for purchase interest. Standard deviations vary from 0.4351 to 0.4625, which shows respondents thought very uniformly. The results imply, therefore, that the fair has done a marvellous job, firstly, in such promotion of small and domestic industries, thereby giving them visibility for potentials of trade and employment, again consistently supported by participants' responses.

Table 10*Descriptive Results: Development of Entrepreneurship*

Questions	Agreement Level				Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA			
This fair has inspired me to start my own business.	107	135	163	354	371	3.66	4.00	5 1.300
Local products and enterprises displayed at the fair have revealed new business opportunities.	47	75	162	499	346	3.91	4.00	4 1.040
The business products I observed at this fair have boosted my confidence to become an entrepreneur.	50	100	250	441	289	3.72	4.00	4 1.074
The fair has encouraged me to acquire the skills and knowledge necessary to initiate entrepreneurship Development of Entrepreneurship	79	133	176	443	299	3.66	4.00	4 1.187
						3.74	4.00	4.00 0.889

Table 10 illustrates the Descriptive Statistics for Development of Entrepreneurship through the Trade Fair. The average mean level of agreement was 3.74, mode and median value of were 4.00, suggesting somewhat acceptance. The discovery of new business opportunities



scored the highest mean at 3.91, while the least mean of 3.66 scored on motivation for starting a business and acquisition of entrepreneurial skills.

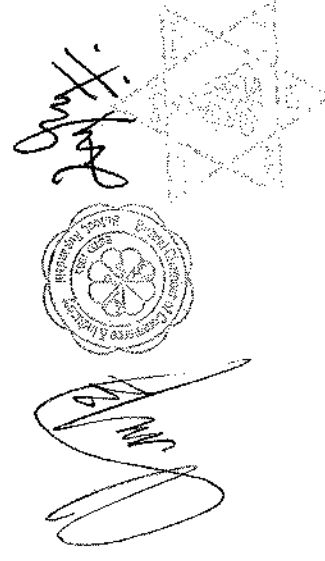
The standard deviations range from 1.040 to 1.300, showing moderate variability of responses. The findings suggest that the fair promotes entrepreneurial development by exposing opportunities that in turn raise confidence and encourage the acquisition of skills, although perceptions differed along the various entrepreneurial facets.

Table 11

Descriptive Results: Overall Construct

Constructs	Mean	Std. Deviation
Promotion of Trade	3.958	0.737
Promotion of Domestic and Small-Scale Industries	3.947	0.755
Promotion of Industry	3.926	0.708
Promotion of Indigenous Production	3.866	0.747
Promotion of the Agricultural Sector	3.848	0.849
Customer-Business Relations	3.846	0.790
Promotion of Tourism	3.826	0.814
Development of Entrepreneurship	3.739	0.890
Total	3.869	0.786

Descriptive analysis of overall constructs measured in this study is given in Table 11. Mean agreement level at 3.869 and standard deviation at 0.786, which indicates a positive perception overall across the mentioned constructs. Highest mean is for Promotion of Trade (3.958), which depicts slightly higher agreement regarding its effectiveness intuitively, with the Development of Entrepreneurship having the lowest mean at 3.739, indicating a comparatively lesser perceived impact. The standard deviations lie between 0.708 and 0.890, with variance in response dispersion. These results imply that trade fairs operate and develop multiple sectors of economies, with trade and promotion of industries obtaining the most positive recognitions.



Inferential Statistics for Comparing Means

Table 12

Independent t-test based on Gender of Visitors

Variables	Mean Value		F	Sig.
	Male	Female		
Promotion of Industry	3.9184	3.9414	8.680	0.003
Promotion of Trade	3.9487	3.9714	6.255	0.013
Promotion of Tourism	3.7111	3.9454	11.095	0.001
Promotion of the Agricultural Sector	3.8068	3.9015	15.470	0.000
Customer-Business Relations	3.7807	3.9309	16.116	0.000
Promotion of Indigenous Production	3.8074	3.9421	37.602	0.000
Promotion of Domestic and Small-Scale Industries	3.9079	3.9983	16.023	0.000
Development of Entrepreneurship	3.7457	3.7308	3.078	0.080

Note: Due to very few respondents number of other gender (only 6) we only consider male and female for the data analysis purpose.

The results of either gender regarding different promotional constructs are given in Table 12. The F-values are 6.255 to 37.602, and all the p-values are below 0.05 for all variables. These indicate that there are differences in perceptions across gender groups. The largest variance across gender groups was found on the Promotion of Indigenous Production ($F=37.602$, $p=0.000$), indicating that there might be other potentially greater differences between the genders. Other than that, Customer-Business Relations also had an F-value of 16.116 ($p=0.000$), and Promotion of the Agricultural Sector also had an F-value of 15.470 ($p=0.000$), similar to gender differences. The conclusion, therefore, might be the considerable impact of gender on the perception of the effectiveness of trade fairs.

Since females have a better perception of the trade fair, the organizers should create a marketing program centered on women to improve participation. Business operations should find ways to produce, especially in local production and agriculture, that best match female interest. The more favorable perception towards industry and trade marketing calls for the establishment of female-focused entrepreneurial programs which would facilitate training, financing, and networking opportunities. Considering the significant differences between the genders in customer-business relations ($F = 16.116$, $p = 0.000$), businesses should implement a gender-sensitive customer care approach that will strengthen relations with female consumers.



Table 13

One Way ANOVA: Based on Age of Visitors

Variables	Mean					F	Sig.
	18-28	29-38	39-48	49-60	60 & above		
Promotion of Industry	3.88	4.02	3.86	4.02	4.11	3.10	0.02
Promotion of Trade	3.89	4.09	3.88	4.16	4.08	5.29	0.00
Promotion of Tourism	3.78	3.86	3.68	4.09	4.14	5.67	0.00
Promotion of the Agricultural Sector	3.80	3.88	3.69	4.20	4.08	6.58	0.00
Customer-Business Relations	3.82	3.84	3.79	3.99	4.01	1.53	0.19
Promotion of Indigenous Production	3.82	3.91	3.88	4.06	3.90	2.45	0.04
Promotion of Domestic and Small-Scale Industries	3.92	3.93	3.91	4.13	4.05	1.93	0.10
Development of Entrepreneurship	3.94	3.66	3.87	3.73	3.93	3.87	0.00

The One-Way ANOVA exposes significant variations in perceptions among age groups for several promotional constructs, older respondents with higher mean values (49-60 and 60 & above) had a relatively high appreciation for the trade fairs as a tool of promotion in terms of industry, trade, tourism, and agriculture. The most significant variance was on Promotion of Agricultural Products ($F=6.58$, $p=0.00$) and Promotion of Tourism ($F=5.67$, $p=0.00$), indicating that higher-educated individuals or older subjects appear more favorably toward such initiatives. Because of perceived differences across education levels, trade fairs are encouraged to take consequential communication measures, geared towards each group's expectations.

Interactive exhibitions, digital promotions, and entrepreneurial workshops for the age group 18-28 can garner more participation from that group, since the means thereof being reported are lesser. Policymakers and businesses should be engaging wisdom from seniors in agriculture and tourism by leveraging seniors' interest for mentorship programs or investment opportunities. The Development of Entrepreneurship variance ($F=3.87$, $p=0.00$) clearly indicates that entrepreneurship training must be empowered through education most especially targeting the mid-career professionals.



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Table 14

One Way ANOVA: Based on Education of Visitors

Variables	Mean				F	Sig.
	Literate	10-12	Bachelor	Master & above		
Promotion of Industry	4.03	3.90	3.95	3.75	2.67	0.04
Promotion of Trade	4.00	3.92	4.00	3.94	1.15	0.32
Promotion of Tourism	3.91	3.80	3.87	3.59	2.66	0.04
Promotion of the Agricultural Sector	4.10	3.81	3.81	3.77	4.98	0.00
Customer-Business Relations	3.89	3.81	3.90	3.78	1.23	0.29
Promotion of Indigenous Production	4.00	3.82	3.89	3.76	2.83	0.03
Promotion of Domestic and Small-Scale Industries	3.98	3.91	3.98	4.00	0.95	0.41
Development of Entrepreneurship	3.82	3.71	3.75	3.76	0.64	0.58

The one-way-ANOVA of table 14 highlights the way differences in perceptions are determined, considering the educational background of the visitor. Significant differences were observed for Promotion of Industry ($F = 2.67, p = 0.04$), Promotion of Tourism ($F = 2.66, p = 0.04$), Promotion of Agriculture ($F = 4.98, p = 0.00$), and Promotion of Indigenous Production ($F = 2.83, p = 0.03$). Literate respondents tend to rate the mean values highly, suggesting that lowly educated visitors seem to perceive greater benefits from trade fairs compared to highly educated visitors, notably regarding industry, agriculture, and indigenous production.

And possessing an advanced degree, the lowest mean values in trade fairs include advanced business insights, market trend analysis, and B2B networking opportunities to increase engagement. The highest variance in Promotion of the Agricultural Sector ($F = 4.98, p = 0.00$) brings a call for agricultural training sessions and interactive displays to attract a wider audience. Since literate respondents give the highest ratings to Promotion of Indigenous Production, there lies an excellent opportunity for strengthening digital marketing: export potential and business incentives to appeal to higher-educated segments. While there are significant differences in tourism and industry promotion, focused thematic functions such as investment opportunities, business incubation programs, and interactive workshops can spread perception gaps across education levels.



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Correlation Analysis

Table 15

Correlation Matrix

Variables	Promotion of Industry	Promotion of Trade	Promotion of Tourism	Promotion of the Agricultural Sector	Customer-Business Relations	Production of Indigenous Scale Industries	Promotion of Domestic and Small-Scale Industries	Development of Entrepreneurship
Promotion of Industry	1							
Promotion of Trade	.671**	1						
Promotion of Tourism	.552**	.559**	1					
Promotion of the Agricultural Sector	.519**	.517**	.458**	1				
Customer-Business Relations	.532**	.506**	.492**	.544**	1			
Promotion of Indigenous Production	.613**	.578**	.507**	.596**	.648*	1		
Promotion of Domestic and Small-Scale Industries	.484**	.475**	.404**	.517**	.504*	.640**	1	
Development of Entrepreneurship	.505**	.467**	.445**	.483**	.439*	.590**	.560**	1

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

The correlation matrix shows correlation among different key constructs. at the 0.01 significance level (2-tailed). It shows where Promotion of Industry correlates strongly with a (0.671) Promotion of Trade, Promotion of Indigenous Production with Customer-Business Relations has a 0.648, and Promotion of Indigenous Production with Domestic and Small Scale Industries correlates with 0.640. This indicates their interdependence among the trade, industry, and indigenous production development. The least correlation exists between Development of Entrepreneurship and Customer-Business Relations ($r = 0.439$), hence suggesting a relatively weaker correlation.

The strong correlation ($r = 0.671$, $p < 0.01$) suggests that by improving trade policies and business incentives, industrial growth can be substantially boosted. Policymakers should mostly create policies oriented towards expanding markets, making available subsidies, and ensuring investment-friendly business environment to foster developing local producers, domestic strong correlation ($r = 0.640$, $p < 0.01$) implies that by supporting local producers, domestic industries will too benefit. The government and organizers of trade fairs should promote indigenous branding, financial schemes, and entrepreneurship programs to help local production forward. Since Development of Entrepreneurship correlates moderately with all

variables (ranging from 0.439 to 0.590), an intensively converged approach-i.e. within the scope of enhancing trade, business relations, and financial support programs-is required to build it up into a viable venture. Customer-Business Relations were derived to correlate strongly with Indigenous Production ($r = 0.648$) and Agriculture ($r = 0.544$), which indicates that customer engagement strategies (such as providing incentives, launching digital marketing, and assurance of transparency) are critical for sustenance in that regard. This indicates one sector can always impact the other sectors; establishing integrated policies and collaborative business ecosystems works for synergizing the subsequent impact on economies.

Regression Results

Table 16

Regression Results

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
(Constant)	0.01	0.13		0.04	0.97			
Promotion of Industry	0.15	0.04	0.12	3.51	0.00		0.44	2.26
Promotion of Trade	0.04	0.04	0.03	0.98	0.33		0.46	2.17
Promotion of Tourism	0.12	0.03	0.11	3.69	0.00		0.59	1.70
Promotion of the Agricultural Sector	0.10	0.03	0.10	3.15	0.00		0.55	1.83
Customer-Business Relations	-0.04	0.04	-0.03	-1.04	0.30		0.51	1.97
Promotion of Indigenous Production	0.29	0.04	0.25	6.78	0.00		0.38	2.65
Promotion of Domestic and Small-Scale Industries	0.30	0.04	0.26	8.45	0.00		0.55	1.82

Regression analysis in table 16 is used to evaluate the effects of variable parameters on the dependent criteria. The unstandardized coefficients (B) indicate the amount of influence of each predictor, while the standardized coefficients (Beta) indicate the relative importance of that predictor. For the current regression, the VIFs were between 1.70 and 2.65, and thus no extreme multicollinearity was found amongst the independent variables.



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Indigenous Production Promotion presents its strongest positive outcome with ($B = 0.29$, $Beta = 0.25$, $p < 0.01$), and Promotion of Domestic and Small-Scale Industries showed strong positive impact ($B = 0.30$, $Beta = 0.26$, $p < 0.01$), indicating that these factors play a significant role in economic and industrial development. Policymakers should give priority to creating a conducive environment for the financial support, innovation, and market access policies that benefit these sectors.

Promotion of Industry ($B = 0.15$, $Beta = 0.12$, $p < 0.01$), Promotion of Tourism ($B = 0.12$, $Beta = 0.11$, $p < 0.01$), and Promotion of the Agricultural Sector ($B = 0.10$, $Beta = 0.10$, $p < 0.01$) also significantly contribute to the incorporated policies that support the industry, tourism, and agriculture. Customer-Business Relations ($B = -0.04$, $p = 0.30$) and Promotion of Trade ($B = 0.04$, $p = 0.33$) yield no statistical significance, which indicates they do not have a direct influence upon the dependent variable. They could, nonetheless, not be ignored concerning their indirect input regarding business sustainability.

Residual Diagnostic for Model Fit

Standard graphical techniques for assessing the distribution of residuals, the Histogram and the P-P Plot, help one to determine the normality of the model. The residuals are visually shown by the histogram, which lets us see if they follow a bell-shaped, symmetric pattern suggestive of normalcy. The P-P Plot also contrasts expected normal distribution with the cumulative probability of observed residuals. The P-P Plot's dots lining closely along the diagonal reference line indicate that the residuals are rather regularly distributed. These tests guarantee the dependability of regression analysis by supporting the validation of the assumption of normalcy.

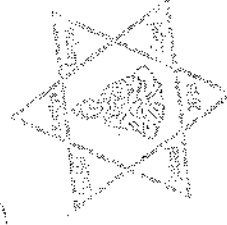
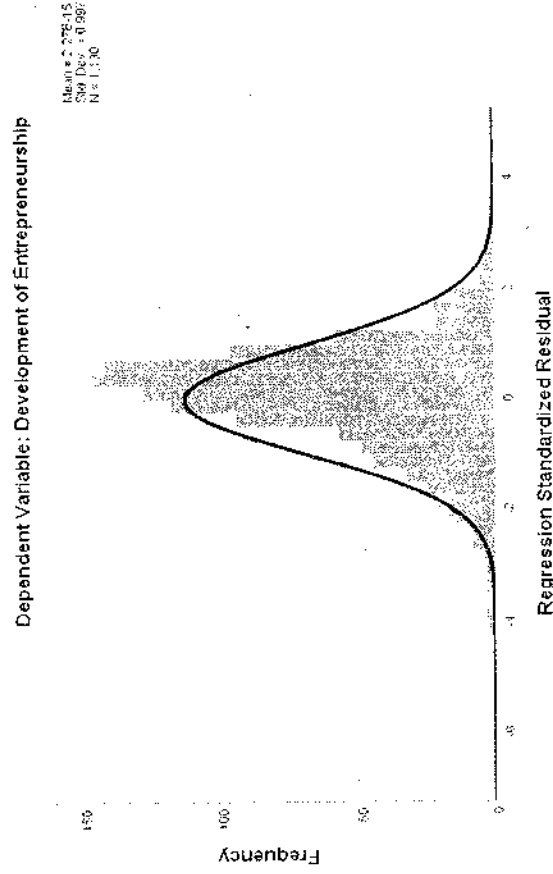


Figure 2

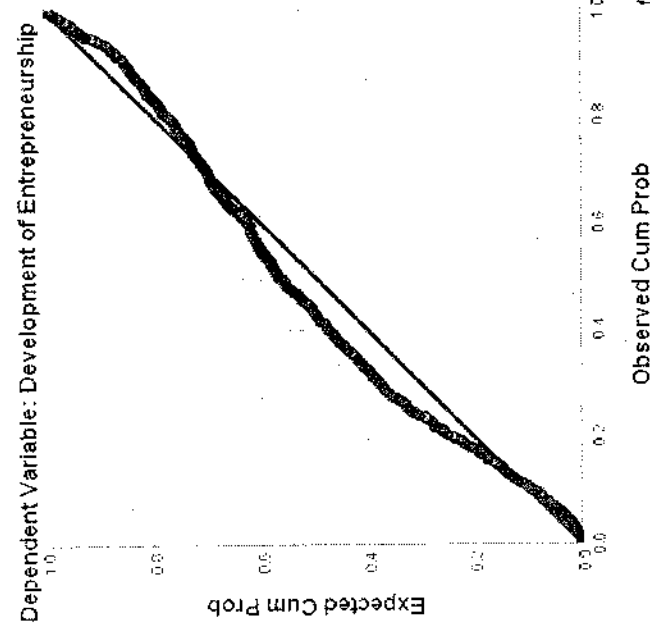
Histogram Plot of Residual



A histogram of the regression standardized residuals featuring an overlaid normal curve forms the second figure. The bell-shaped histogram indicates even more the presumption of normality. With a peak close to the center and tapering tails, the symmetrically distributed residuals around zero imply that the assumption of normality holds rather reasonably well. Further verifying the model's fit in terms of residual normalcy are the mean value approaching zero and the standard deviation roughly one.

Figure 3

Normal P-P Plot of Regression Residuals



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With the dependent variable "Development of Entrepreneurship," the figure 3 shows a Normal Probability-Probability (P-P) plot of the regression standardized residuals. The residuals in a P-P plot are more regularly distributed the more closely the data points match the diagonal reference line. Most points in this scenario are along the diagonal, suggesting that the residuals have a rather normal distribution. Still, little deviations at the tails point to tiny deviations from normality.

These numbers taken together confirm the presumption of normalcy, which is essential to guarantee the validity of statistical inferences in regression analysis. Although there are small deviations, the general residual distribution points to a non-significantly violated normality, therefore validating the stability of the regression model.

Conclusions

The results of this study offer important new perspectives on the influence of industrial trade fairs on many spheres of economy. The outcomes underline how trade fairs help to promote industry development, improve market access, increase customer-business relations, and thus drive industry growth. Views on the value of trade fairs vary depending on demographic groupings, implying that personal engagement with and benefits from these events depend on gender and education level.

According to the report, trade fairs have especially helped small and domestic businesses, indigenous manufacture, and agriculture. Strong commercial potential in these industries emphasizes the need of trade fairs in broadening market reach and raising consumer awareness. Furthermore, under great focus are indigenous goods and agricultural innovations, which show the part trade events play in safeguarding cultural legacy and simultaneously promoting economic development. These events' capacity to close the distance between producers and customers points to their possibilities in generating long-term commercial prospects and promoting environmentally friendly economic development.

Moreover, the findings show that the trade fair surroundings have improved client-business relationships. Building trust and improving customer involvement depend on businesses showing efforts in knowing consumer preferences and providing incentives. The results also imply, however, that although trade events help to improve consumer contacts, their direct impact on economic development is rather smaller than that of other elements. This suggests



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the necessity of other tactics, such digital involvement and customer relationship management, to improve company expansion even more.

The study also emphasizes how trade fairs help to inspire entrepreneurship. Participants have been inspired to view entrepreneurship as a realistic career route by exposure to varied business prospects, creative products, and profitable companies. Though many guests indicated interest in commercial initiatives, the degree of motivation varied among different educational groups, implying that higher degrees of education may not always translate into more entrepreneurial intention. This result emphasizes the importance of focused entrepreneurial training courses that fit people from many educational backgrounds so they possess the required skills and knowledge to seize company prospects.

Further exposing notable variations in views depending on gender and education is demographic analysis. Generally showing more favorable responses in several areas, female participants indicated that they view trade events as important venues for economic empowerment. This emphasizes how urgently laws supporting more female entrepreneurship and industrial engagement in general are needed. Comparatively, differences among educational categories imply that trade fairs provide a more effective learning environment for some groups, thereby supporting the requirement of inclusive policies that meet the demands of various attendees.

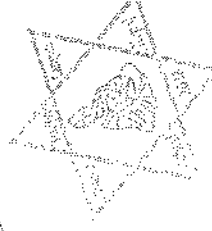
The correlation and regression studies support even more the interconnectedness of industrial promotion, trade, tourism, agriculture, and entrepreneurship. The findings imply that small-scale businesses and indigenous production are quite important for the economic development. Policymakers should concentrate on improving these areas by means of improved market accessibility, talent development, and financial support for sectors. Encouragement of synergy between several sectors can also help to build a more strong and environmentally friendly economic foundation.

Finally, by supporting industry, strengthening business ties, and motivating entrepreneurship, trade fairs are absolutely essential for economic growth. To maximize their influence, nevertheless, integrated policies supporting small businesses, improve customer-business interaction, and generate inclusive possibilities for all demographic groups must be adopted.



Recommendations

- Help smaller manufacturers, retailers, and more established companies' network to increase market reach and sustain development.
- Showcase indigenous and agricultural products using exhibition venues, interactive displays, and marketing initiatives to draw consumers and investors.
- Encourage companies to apply customer-centric approaches including tailored encounters, feedback collecting, and digital engagement technologies in order to increase brand loyalty and strengthen connections.
- Organize corporate growth seminars, mentoring programs, and entrepreneurship courses to inspire fresh business activity.
- Create corporate pavilions, networking events, and financial tools for women to raise their economic engagement.
- Create an online marketplace or virtual trade fair to augment the actual event and increase exhibitor and customer contact using digital platforms for extended reach.
- Organize educational seminars on business skills, creativity, and financial management for guests from many educational backgrounds to create a more inclusive and powerful experience.
- Working with government and financial institutions, help small businesses and entrepreneurs with financial support, subsidies, and investment opportunities so they may remain and expand.



Chapter 4 : Data Analysis and Presentations for Stall Owners

Background

Growing businesses, expanding markets and networking all depend on trade fair stall owners. Trade fairs let companies of all kinds present their goods and services, attract fresh clients, and strengthen close ties in the sector. These events teach entrepreneurs industry trends, rival strategies, and consumer feedback, thereby strengthening their companies.

Trade fair success is based on knowing stall owners' point of view. Their assessments highlight how closely the event satisfied their sales, brand awareness, consumer interaction, and promotional objectives. Stall owners claim the event influences marketing, financial returns, and relationships development with possible investors and partners. By means of stall owner data collecting and analysis, we may evaluate trade fairs' influence on different corporate objectives, pinpoint areas needing development, and enhance next event design. Their points of view offer a whole picture of how the fair affects retail, manufacturing, agriculture, local businesses, hotels, and industry.

Views of stall owners on client relations, marketing, economic results, and fair satisfaction are presented in this part. Analyzing their responses helps one to appreciate the actual significance of these events and inspire the creation of strategies to enhance next fairs for involved companies.

Demographic Profile of Stall Holder

Table 17

Sector-wise Representation

Sector	No. of Respondents	Percentage
Industrialist	31	17.4
Small and Cottage Industry	24	13.5
Trader	58	32.6
Agriculture Entrepreneur	35	19.7
Local Product	12	6.7
Hotel	18	10.1
Total	178	100.0

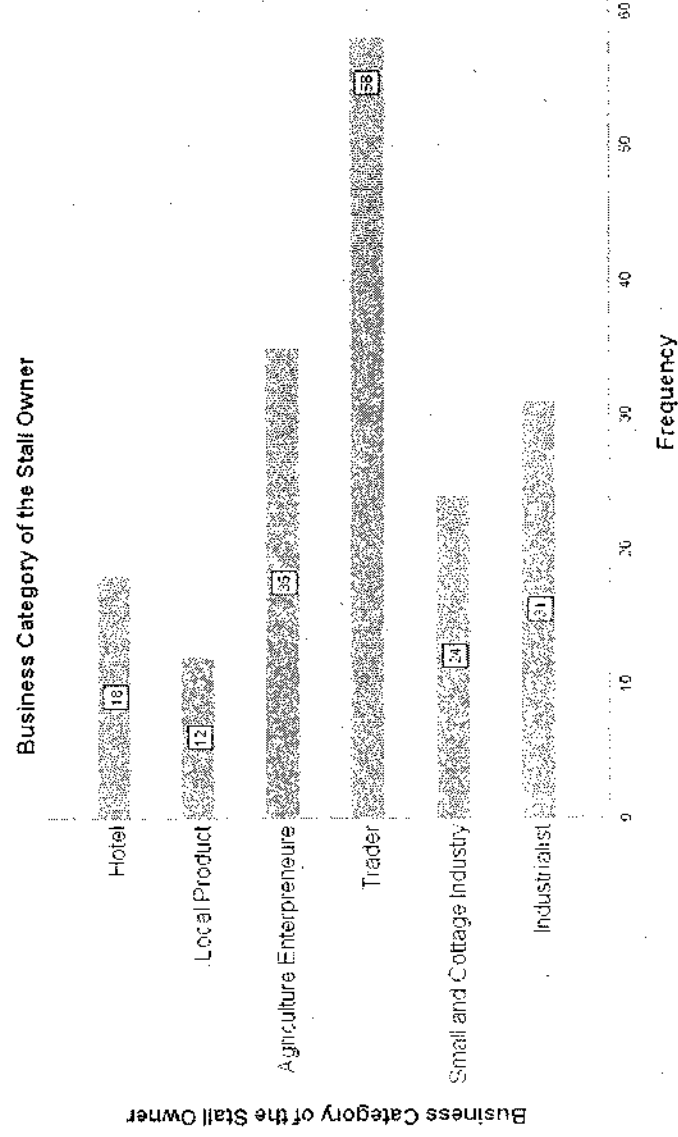


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Figure 4

Graphical Presentation of Sector-wise Sample



The table 17 and figure 4 show, sample taken for analysis purpose during the Butwal Industrial Trade Fair, 2081, the distribution of stall owners according to business sector. With over one-third of the responses, traders made up the biggest category; followed by agriculture entrepreneurs, who made roughly one-fifth of the total, Small and cottage industry owners accounted for 13.5%; industrialists made up 17.4%). Local goods vendors made the smallest category, at 6.7%; hotel businesses made 10.1%. This varied presence emphasizes the fair's function as a stage for several industries to promote their goods and services, therefore encouraging local manufacturing, trade prospects in the area, and entrepreneurship.

Table 18

Repetition of the Stall Owner

Sector	No. of Respondents	Percentage
First Time	50	28.1
Second Time	28	15.7
Third Time	19	10.7
Fourth & above	81	45.5
Total	178	100.0

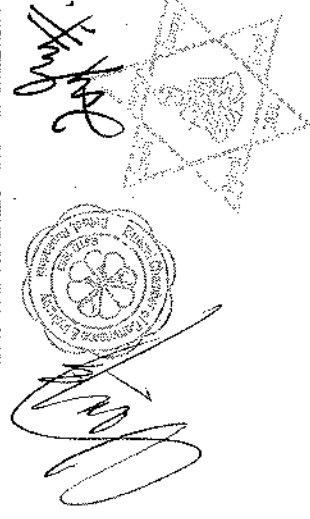


Figure 5

Repetition of the Stall Owner

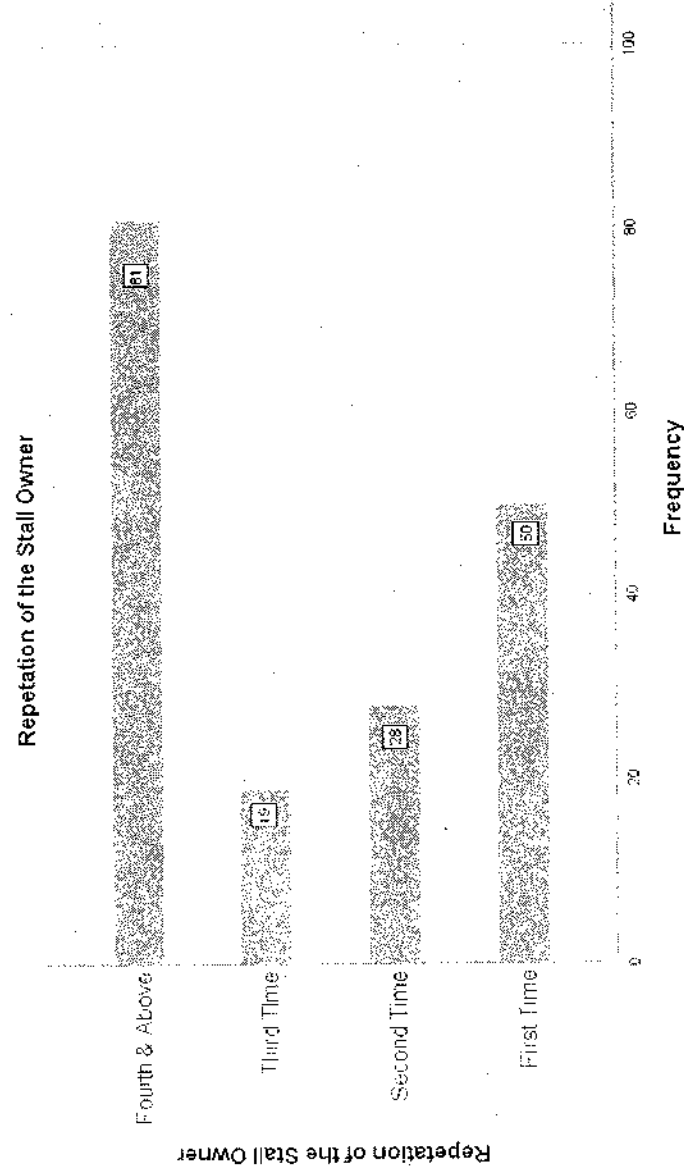


Table 18 and figure 5 show the participation frequency of stall owners. Participating four or more times, almost half of the respondents showed a strong, continuous interest in using the fair for commercial visibility and market development. At 28.1%, first-time attendees reflected the capacity of the exhibition to draw fresh enterprises. Showing a slow increase of returning exhibitors, second and third-time participants comprised 15.7% and 10.7%, respectively. This trend emphasizes the importance of the fair as a regular forum for developing long-term commercial ties and encouraging continuous entrepreneurial activity in several spheres.



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Sector-wise Profiling of the Responses

Table 19

Sector Specific Responses of Industrialist

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I was able to effectively present my industry at the fair.	1	1	1	10	18	4.39	5.00	5	.955
The fair helped expand market access for my products.	1	2	4	8	16	4.16	5.00	5	1.098
I learned about new technologies, equipment, or processes at the fair.	1	1	3	9	17	4.29	5.00	5	1.006
I met potential industry-related partners or investors at the fair.	3	1	4	13	10	3.84	4.00	4	1.214
The fair helped me understand competitors' strategies and develop new business strategies.	1	1	0	13	13	3.97	4.00	4	1.329

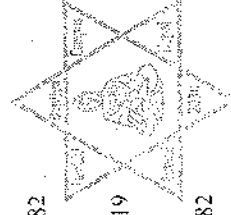
This table 19 shows industrialists' sector-specific reactions on their trade fair experience.

With high mean values and a median of 5, most respondents firmly agreed that the fair helped them properly exhibit their sector and learn about new technology. Furthermore, highly praised was market access growth. Although their mean score was somewhat low, meeting possible investors or partners still suggests good networking possibilities. Although there is need for improvement in competitive insights, understanding rivals' strategies and creating new business strategies shows moderate agreement. All things considered, the results show how valuable the fair is for industrialists in increasing awareness, education, and company expansion.

Table 20

Sector Specific Responses of Small and Cottage Industry Owners

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I effectively promoted my homemade/cottage products at the fair.	4	2	1	8	9	3.67	4.00	5	1.494
The fair connected me with new markets or customers.	2	3	2	12	5	3.63	4.00	4	1.209
I identified essential resources/opportunities for small industries.	5	7	3	6	3	2.79	2.50	2	1.382
The fair supported the long-term growth of my business.	2	5	2	9	6	3.50	4.00	4	1.319
Participation enhanced my industry's progress and networking.	3	1	4	6	10	3.79	4.00	5	1.382



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The answers of small and cottage industry owners on their trade fair experience are shown in this table. With 8 agreeing and 9 strongly agreeing, most respondents (mean score = 3.67) agreed that the fair helped to promote their products. Their mode of 5. With 12 agreeing and 5 strongly agreeing, the fair helped links to new markets or consumers to be fostered with its mean of 3.63. But with more people disagreeing, determining key resources for small businesses received a mean score of 2.79. Regarding long-term development, 9 agreed and 6 strongly agreed to produce a mean score of 3.50. Ten highly agreed, giving a mean score of 3.79, so improving industrial advancement and networking. Although resource identification still needs work, these findings show the fair's success in market development and networking.

Table 21

Sector Specific Responses of Traders

Statements	Agreement Level						Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA					
I found effective opportunities to promote my business at the fair.	5	6	2	21	24	3.91	4.00	5		1.288
The fair helped me reach new customers and markets.	3	3	5	19	28	4.14	4.00	5		1.115
I established useful contacts (suppliers, distributors, retailers) for my business.	5	2	8	21	22	3.91	4.00	5		1.204
My business received sales/orders aligned with targets at the fair.	5	10	6	22	15	3.55	4.00	4		1.287
The fair created new possibilities for business expansion.	3	11	5	17	22	3.76	4.00	5		1.288

This table presents the responses of traders regarding their experience at the trade fair. Most traders agreed or strongly agreed that the fair provided effective opportunities for business promotion, with a mean score of 3.91 and a mode of 5. The fair also helped traders reach new customers and markets, with 19 agreeing and 28 strongly agreeing, resulting in a higher mean of 4.14. Useful business contacts were established, reflected in a mean score of 3.91. Sales or orders aligned with targets had a slightly lower mean of 3.55. The fair also fostered possibilities for business expansion, with a mean score of 3.76. Overall, the fair supported business growth, though sales outcomes varied.

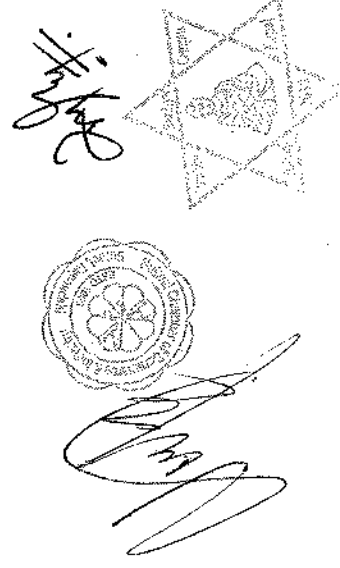


Table 22

Sector Specific Responses of Agriculture Entrepreneur

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I effectively showcased my agricultural products at the fair.	1	2	14	18	1	4.40	5.00	5	.736
The fair provided opportunities for direct interaction with customers.	1	1	19	14	1	4.31	4.00	4	.676
I gained information about agricultural techniques and new products.	1	3	6	12	13	3.94	4.00	5	1.083
The fair helped increase demand for my products.	1	2	20	12	1	4.23	4.00	4	.690
I identified suitable customers or markets for my agricultural products.	1	2	20	12	1	4.23	4.00	4	.690

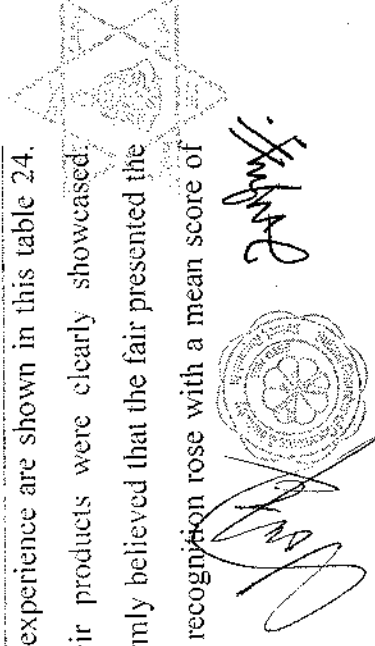
The answers of agricultural entrepreneurs about their attendance in the trade fair are shown in this table. With a high mean score of 4.40 and a median of 5, most respondents agreed or strongly agreed that they properly presented their items. With a mean of 4.31 the fair encouraged direct client engagement. Reflecting a mean score of 3.94, entrepreneurs developed insightful knowledge of new ideas and products. With a mean score of 4.23, the fair helped find appropriate markets and added to higher demand for products. All things considered, the fair greatly favored market access, learning, and agricultural business visibility.

Table 23

Sector Specific Responses of Indigenous (Local) Product Owner

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I effectively highlighted my local products at the fair.	0	0	1	6	5	4.33	4.00	4	.651
The fair showcased the quality and uniqueness of my products.	0	0	0	7	5	4.42	4.00	4	.515
I connected with customers interested in local products.	0	0	6	4	2	3.67	3.50	3	.778
The fair boosted local brand recognition.	0	0	5	5	2	3.75	4.00	3	.754
I felt the fair encouraged the promotion of local products.	1	0	1	9	1	3.83	4.00	4	.718

The answers of local product owners about their fair experience are shown in this table 24. With a mean score of 4.33, most agreed that their products were clearly showcased. Respondents, with their highest mean score of 4.42, firmly believed that the fair presented the quality and originality of their products. While brand recognition rose with a mean score of



3.75, connecting with interested consumers had a rather smaller mean of 3.67. With a mean of 3.83, the fair was considered as supporting local product marketing. For local companies, the fair improved visibility, branding, and client reach generally.

Table 24

Sector Specific Responses of Hotel Owner

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I gained new customers and orders for my hotel/restaurant at the fair.	1	0	0	5	12	4.50	5.00	5	.985
The profit from my participation justified the costs.	2	0	1	10	5	3.89	4.00	4	1.183
Participation increased bookings and service demand for my hotel/restaurant.	1	0	4	9	4	3.83	4.00	4	.985
I built new partnerships and business networks at the fair.	1	1	3	7	6	3.89	4.00	4	1.132
I secured long-term customers and partners through the fair.	1	0	4	6	7	4.00	4.00	5	1.085

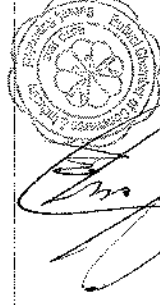
The answers of hotel owners on their fair experience are compiled in this table 24. With the best mean score of 4.50, most proprietors thought they attracted fresh clients and orders. Reflecting a mean score of 4.00, the fair helped to attract long-term clients and partners. With a mean of 3.89, profitability compared to participation expenses shows many owners a favorable financial situation. With 3.89 as well, business networking and alliances highlight chances for relationships. Participation increased bookings and service demand, with a mean of 3.83. All things considered, the fair improved profitability, client acquisition, and long-term corporate development.

General Perspective of Stall Owner towards Trade Fair

Table 25

Stall Owners' Responses for Customer-Business Relationship

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
Visitors showed interest in my products/services.	3	4	10	64	97	4.39	5.00	5	.832
I clearly communicated my business goals to attendees.	3	7	9	89	70	4.21	4.00	4	.843
The fair attracted my target customers.	1	3	15	70	89	4.37	4.50	5	.756
Customer suggestions helped improve my business.	5	18	19	65	71	4.01	4.00	5	1.081
Customer engagement positively impacted my business.	1	0	11	73	84	4.29	4.00	5	.840



These table 25 show stall owners' opinions on fair customer-business connections. With a mean of 4.39 and a mode of 5, visitors' interest in goods and services attracted the most agreement. With a mean of 4.21, stall owners said they clearly expressed their commercial objectives. Target consumers were effectively drawn to the fair, which shown in a high mean of 4.37. With a mean of 4.01, customer recommendations helped businesses flourish even with a somewhat higher standard deviation. Engagement of customers improved companies; their mean score is 4.29. All things considered, the fair improved customer contacts, therefore promoting business development and insightful analysis.

Table 26

Stall Owners' Responses for Marketing Perspective

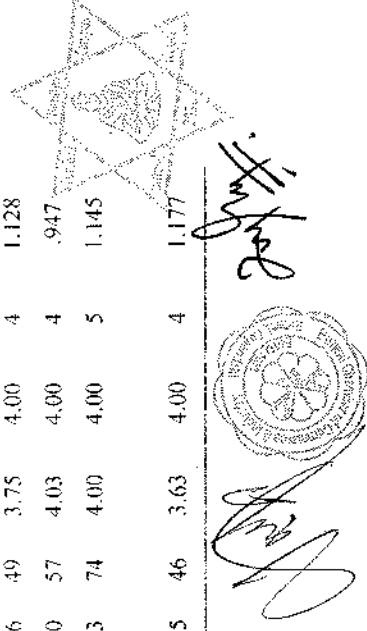
Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
The fair improved my brand/business visibility.	5	7	8	67	91	4.30	5.00	5	.938
I am satisfied with promotional campaigns (social media, banners, posters).	13	17	22	57	69	3.85	4.00	5	1.240
My stall location effectively attracted visitors' attention.	7	12	13	73	73	4.08	4.00	4	1.052
Promotions increased demand for my products/services.	7	14	25	70	62	3.93	4.00	4	1.077
I connected with new customers through the fair.	5	9	19	65	80	4.16	4.00	5	.996

From a marketing standpoint, this table 26 reveals stall owners' answers. With a mean of 4.30 and a median of 5, the fair much raised brand visibility. With some variation ($SD = 1.24$), satisfaction with advertising initiatives was rather modest, averaging 3.85. Stall placements, with a mean of 4.08, clearly attracted tourists. Promotions raised mean of 3.93 for demand of products and services. With a mean of 4.16, the exhibition also assisted stall owners in reaching new clients. The event improved visibility, consumer reach, and sales potential generally, therefore influencing marketing results.

Table 27

Stall Owners' Responses for Economic Perspective

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I achieved my sales/order targets at the fair.	8	15	24	56	75	3.98	4.00	5	1.142
My investment in participation was worthwhile.	7	26	20	76	49	3.75	4.00	4	1.128
I received new inquiries/orders from the fair	4	13	14	90	57	4.03	4.00	4	.947
The fair highlighted long-term benefits for my business.	9	15	17	63	74	4.00	4.00	5	1.145
Participation reduced my marketing costs.	12	20	35	65	46	3.63	4.00	4	1.177



This table 27 shows stall owners' responses for financial and economic perspective. With the highest response mode of 5, reaching sales or order targets earned a mean score of 3.98. With an SD of 1.128, the perceived value of participation investment got a mean of 3.75, indicating only modest satisfaction. Frequent new questions and orders came with a mean of 4.03. With a mean of 4.00 and a median of 5, long-term corporate gains were seen. Although with a mean of 3.63 participation helps minimize marketing expenses. All things considered, the fair enhanced future commercial potential as well as immediate sales capability.

Table 28

Stall Owners' Responses for Overall Effectiveness of Trade Fair

Statements	Agreement Level					Mean	Median	Mode	Std. Deviation
	SDA	DA	N	A	SA				
I successfully presented my business effectively at the fair.	1	6	14	62	95	4.37	5.00	5	.815
The fair's management and facilities met my needs.	12	20	27	73	46	3.68	4.00	4	1.171
The fair attracted the right type of customers for my business.	2	9	26	83	58	4.04	4.00	4	.882
The fair's publicity supported my business.	5	19	19	79	56	3.91	4.00	4	1.048
I am satisfied with the benefits relative to the cost of participation.	10	27	30	58	53	3.66	4.00	4	1.212

The responses of stall owners about the general success of the trade fair are shown in this table 28. Presenting their business successfully received a high mean of 4.37; the most often used response was "Strongly Agree." Though responses varied ($SD = 1.171$), the fair's facilities and management lived up to expectations with a mean of 3.68. Attracting the appropriate clients had a mean score of 4.04; publicity support came in at 3.91. With a median of 4, satisfaction with the cost-benefit ratio came at 3.66. Though there was some conflicting opinions, the fair was mostly considered as a good venue for customer interaction and corporate marketing.

Conclusion

Fostering business development, market expansion, and networking possibilities depends critically on stall owners' attendance in trade fairs. From tiny businesses to major companies, trade fairs provide dynamic venues for companies to present their goods and services, draw in possible clients, and create important industry relationships. These events give business owners direct access to consumer comments, knowledge of competition strategies, and exposure to fresh industry trends—all of which help to support long-term corporate growth.



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Evaluating the whole efficiency of trade fairs depends on an awareness of the viewpoints of stall owners. Their impressions of the event's performance in terms of sales, brand awareness, customer contact, and promotional support mirror how closely it matched their expectations. The comments of stall owners also show how important the event is for important corporate aspects such marketing reach, financial rewards, and relationships-building with possible investors and partners.

Data collecting and analysis of stall owner information will help us to evaluate how trade fairs support different business goals, point areas for development and improve next event preparation. Their answers give a whole picture of how the fair affects several industries, including manufacturing, agriculture, local businesses, hotels, retail, and so forth.

The gathered information on the thoughts of stall owners in several spheres---client interactions, marketing viewpoints, financial results, general happiness with the fair---is presented in this part. Examining their answers helps us to appreciate the real worth of such events and guides plans for making next fairs even more effective for involved companies.

Recommendations

- Address issues regarding venue management, infrastructure, and facilities to so improve attendees' whole experience.
- Arrange stalls in such a way that visitor flow is maximized, and all participants have more visibility.
- Use social media, local advertising, and focused outreach to increase relevant consumers and expand marketing initiatives.
- Plan special networking events or industry conferences to enable stall owners interact with possible investors and partners.
- Create interactive activities, product demos, and feedback collecting systems to increase guest engagement.
- To help long-term development, offer seminars or consults on market trends, company strategies, and technology developments.
- Make sure the expected benefits match the cost of participation; maybe provide tiered pricing or extra incentives for returning stall owners to help to ensure this.



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बुटवल औद्योगिक व्यापार मेला, २०८१ को प्रभावकारीता सम्बन्धि विश्लेषण प्रश्नावली

उत्तरदातामा नमस्कार,

तल उल्लेख गरिएका प्रश्नहरू बुटवल उद्योग वाणिज्य संघको आयोजनामा सञ्चालित बुटवल औद्योगिक व्यापार मेला, २०८१ को प्रभावकारीता विश्लेषण गर्ने उद्देश्यका साथमा अनुसन्धान तथा विकास विभाग, लुम्बिनी वाणिज्य क्याम्पस, बुटवल र उद्योग वाणिज्य संघ, बुटवलको सहकार्यमा सम्पन्न गर्ने गरि निर्माण गरिएको हो । यहाँ उपलब्ध गराइएका सूचना तथा विचारहरू यस अनुसन्धानका लागि मात्र प्रयोग गरिने साथै उत्तरदाताको पहिचान गोप्य राखिने पनि अवगत गराउँदछौं ।

लिंग: पुरुष () महिला () अन्य ()

उमेर: १८-२८ () २९-३८ () ३९-४८ () ४९-६० () ६० वा सो भन्दा माथि ()

शिक्षा: सामान्य लेखपढ () १०-१२ उत्तीर्ण () स्नातक उत्तीर्ण () स्नातकोत्तर वा सो भन्दा माथी ()

मेलामा उपस्थिति: अवलोकनकर्ता ()

मेलामा उपस्थितिको अवस्था : पहिलो पटक () दोस्रो पटक () तेस्रो पटक () चौथो पटक वा सो भन्दा बढि ()

नागरिक: नेपाली () भारतीय () अन्य ()

प्रश्नावली भर्ने सम्बन्धि निर्देशन: तल लेखिएको विवरणमा अत्यन्त सहमत हुनु हुन्छ भने ५, सहमत हुनु हुन्छ भने ४ मा, तटस्थ हुनु हुन्छ भने ३ मा, विमति राख्नुहुन्छ भने २ मा र अत्यन्तै विमती राख्नु हुन्छ भने १ मा टिक लगाउनुहुन अनुरोध छ ।

क. सं.	विवरण	SA (५)	A (४)	N (३)	DA (२)	SDA (१)
	उद्योगको प्रबर्द्धन					
१	व्यापार मेलाले म जस्ता नयाँ ग्राहकहरूलाई यस क्षेत्रका उद्योगका उत्पादनमा आकर्षित गर्न सहयोग गरेको छ ।					
२	मेलाले मलाई यहाँका उत्पादनहरूको उत्पादन प्रक्रिया र गुणस्तरबारे जानकारी दिन सफल भएको छ ।					
३	यहाँका उत्पादनहरूको मूल्य र प्रतिस्पर्धात्मक विशेषताहरू प्रभावकारी रूपमा देखाइएको छ ।					
४	यस मेलाले यहाँका उत्पादनहरूको गुणस्तरलाई प्रभावकारी रूपमा प्रस्तुत गरेको छ ।					
५	मेलाले यस क्षेत्रका उत्पादनको ब्रान्ड पहिचान बढाउन सहयोग पुर्याएको छ ।					
६	मैले यस मेलाबाट बुटवल क्षेत्रमा उत्पादन गरिएका वस्तुहरूको बारेमा जानकारी प्राप्त गरे ।					



	मेरो मनमा राम्रो छाप छोडेको छ ।				
३	मेलाले स्वदेशी उत्पादनको बजार विस्तार गर्न मद्दत गर्ने सम्भावना मेलै देखेको छ ।				
४	यस मेलाले स्वदेशी उत्पादनहरु खरिद गर्ने मेरो चाहनामा बृद्धि भयो ।				
५	समग्रमा, यो मेलाले स्वदेशी उत्पादनहरुको प्रचार-प्रसार गर्न सफल भएको छ भन्ने लाग्छ ।				
६	मेलाले स्वदेशी उत्पादनहरु विदेशमा निर्यात बढाउन सहयोग गर्दछ ।				
	घरेलु तथा साना उद्योगको प्रवर्द्धन				
१	मेलाले साना तथा घरेलु उद्योगका उत्पादनहरुको गुणस्तर र विविधता राम्रोसँग प्रस्तुत गरेको छ ।				
२	मेलाले साना तथा घरेलु उद्योगका उत्पादनहरुको प्रचार-प्रसार गर्न प्रभावकारी भूमिका खेलेको छ ।				
३	मेलाले साना तथा घरेलु उद्योगका उत्पादनहरुले व्यावसायिक सम्भावना देखाउन सफल भएका छन् ।				
४	म मेलामा देखिएका साना तथा घरेलु उद्योगका उत्पादनहरुको खरीद गर्न इच्छुक भएको छु ।				
५	मेलाले साना तथा घरेलु उद्योगमा स्थानीय रोजगारी सृजना गर्न सक्ने सम्भावनालाई देखाएको छ ।				
	उद्यमशीलताको विकास				
१	यो मेलाले मलाई आफ्नै व्यवसाय सुरु गर्न प्रेरित गरेको छ ।				
२	मेलामा देखाइएका स्थानीय उत्पादन र उद्यमहरुले व्यवसाय गर्ने नयाँ अवसरहरु देखाएको छ ।				
३	मैले यस मेलामा देखेका व्यावसायिक उत्पादनहरुले मलाई उद्यमशील बन्ने आत्मविश्वास बढाएको छ ।				
४	मेलाले उद्यमशीलता सुरु गर्नका लागि मलाई आवश्यक सीप र ज्ञान सिक्न प्रोत्साहित गरेको छ ।				

मेला अझ प्रभावकारी बनाउन तपाईंको विचारमा के गर्नु पर्ला ?

अन्तमा तपाईंको अमूल्य विचार र सूचनाको उच्च सम्मान गर्दै यहाँहरुको सहभागिताको लागि धन्यवाद ज्ञापन गर्दछौं ।

अनुसन्धान तथा विकास विभाग

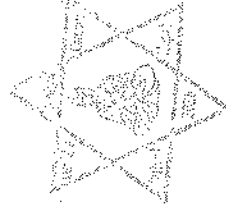
लुम्बिनी वाणिज्य क्याम्पस

बुटवल, रुपन्देही, नेपाल

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(Signature)



बुटवल औद्योगिक व्यापार मेला, २०८१ को प्रभावकारीता सम्बन्धि विश्लेषण प्रश्नावली

उत्तरदातामा नमस्कार,

तल उल्लेख गरिएका प्रश्नहरू बुटवल उद्योग वाणिज्य संघको आयोजनामा सञ्चालित बुटवल औद्योगिक व्यापार मेला, २०८१ को प्रभावकारीता विश्लेषण गर्ने उद्देश्यका साथमा अनुसन्धान तथा विकास विभाग, लुम्बिनी वाणिज्य क्याम्पस, बुटवल र उद्योग वाणिज्य संघ, बुटवलको सहकार्यमा सम्पन्न गर्ने गरि निर्माण गरिएको हो । यहाँ उपलब्ध गराईएका सूचना तथा विचारहरू यस अनुसन्धानका लागि मात्र प्रयोग गरिने साथै उत्तरदाताको पहिचान गोप्य राखिने पनि अवगत गराउँदछौं ।

लिंग: पुरुष () महिला () अन्य ()

उमेर: १८-२८ () २९-३८ () ३९-४८ () ४९-६० () ६० वा सो भन्दा माथि ()

शिक्षा: सामान्य लेखपढ () १०-१२ उत्तीर्ण () स्नातक उत्तीर्ण () स्नातकोत्तर वा सो भन्दा माथी ()

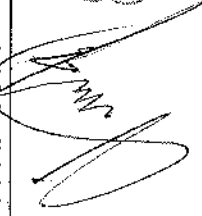
मेलामा उपस्थिति: उद्योगी () घरेलु तथा साना उद्योगी () व्यापारी () कृषक/कृषि उद्यमी () पर्यटन व्यवसायी () सेवा व्यवसायी () होटल तथा रेष्टुरेन्ट व्यवसायी ()

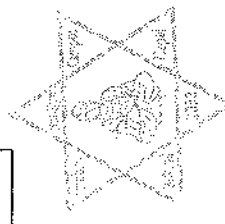
मेलामा उपस्थितिको अवस्था : पहिलो पटक () दोस्रो पटक () तेस्रो पटक () चौथो पटक वा सो भन्दा बढि ()

नागरिक: नेपाली () भारतीय () अन्य ()

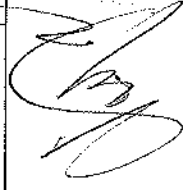
प्रश्नावली गर्ने सम्बन्धि निर्देशन: तल लेखिएको विवरणमा अत्यन्त सहमत हुनु हुन्छ भने ५, सहमत हुनु हुन्छ भने ४ मा, तटस्थ हुनु हुन्छ भने ३ मा, विमति राख्नुहुन्छ भने २ मा र अत्यन्तै विमती राख्नु हुन्छ भने १ मा टिक लगाउनुहुन अनुरोध छ ।

क्र. सं.	विवरण	SA (५)	A (४)	N (३)	DA (२)	SDA (१)
उद्योगको प्रबर्द्धन						
१	मैले मेरो उद्योगलाई मेलामा प्रभावकारी रूपमा प्रस्तुत गर्न सकें।					
२	मैलाले मेरो उत्पादनहरूको बजार पहुँच विस्तार गर्न सहयोग गऱ्यो।					
३	मेलामा नयाँ प्रविधि, उपकरण वा प्रक्रिया सिक्न पाएँ।					
४	मेलामा उद्योगसम्बन्धी सम्भावित साझेदार वा लगानीकर्ता भेट्न सकें।					
५	मैलाले मेरो प्रतिस्पर्धीहरूको कार्यनीति बुझ्न र नयाँ व्यापारिक रणनीति बनाउन मद्दत गर्‍यो।					
व्यापारको प्रबर्द्धन						
१	मैले मेलामा आफ्नो व्यापारको प्रचार गर्न प्रभावकारी अवसर					



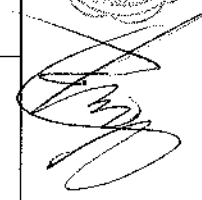


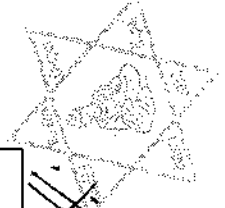
	पाएको छु।								
२	मेलाले मलाई नयाँ ग्राहक र बजारसम्म पुग्न सहयोग गर्‍यो।								
३	मैले व्यापारका लागि उपयोगी सम्पर्कहरू (distributors, wholesalers, retailers) स्थापित गरें।								
४	मेलामा मेरो व्यापारले लक्ष्यअनुसारको बिक्री वा अर्डर प्राप्त गर्‍यो।								
५	मेलाले मेरो व्यापार विस्तारका लागि नयाँ सम्भावनाहरू सिर्जना गर्‍यो।								
पर्यटन र सेवा व्यवसाय प्रबर्द्धन									
१	मेलाले मेरो सेवाहरूलाई नयाँ ग्राहकहरूसम्म पुर्‍याउन सहयोग गर्‍यो।								
२	मेलामा ग्राहकहरूसँग प्रत्यक्ष संवाद गर्न पाउँदा उनीहरूको आवश्यकता बुझ्न सकें।								
३	मैले मेलामा नयाँ साझेदार र सहयोगीहरू पाउन सफल भएँ।								
४	मेलामा सहभागिताले मेरो सेवाको बिक्री वा अर्डरमा वृद्धि गर्‍यो।								
५	ग्राहकहरूको प्रतिक्रियाले मेरो सेवाहरू सुधार गर्न सहयोग गर्‍यो।								
कृषि क्षेत्रको प्रबर्द्धन									
१	मैले मेलामा आफ्ना कृषि उत्पादनहरूलाई राम्रोसँग प्रदर्शन गर्न सकें।								
२	मेलाले ग्राहकहरूसँग प्रत्यक्ष अन्तर्क्रिया गर्ने अवसर दिएको छ।								
३	मेलामा कृषि प्रविधि र नयाँ उत्पादनका बारेमा जानकारी प्राप्त गरें।								
४	मेलाले मेरो उत्पादनको माग बढाउन सहयोग गर्‍यो।								
५	मैले मेलामा कृषि उत्पादनका लागि उपयुक्त ग्राहक वा बजार पहिचान गरें।								
स्वदेशी उत्पादनको प्रबर्द्धन									
१	मैले मेलामा मेरा स्थानीय उत्पादनहरूलाई प्रभावकारी रूपमा चिनाउन सकें।								
२	मेलाले मेरा उत्पादनहरूको गुणस्तर र विशेषताहरू प्रकट गर्न मद्दत गर्‍यो।								
३	मैले स्थानीय उत्पादनको मागलाई सम्बोधन गर्न सक्ने ग्राहकहरूसँग सम्पर्क गरें।								
४	मेलाले मेरो ब्रान्डलाई स्थानीय स्तरमा चिनाउन सहयोग गर्‍यो।								
५	म मेलाले माध्यमबाट स्थानीय उत्पादनको प्रोत्साहन भएको महसुस गरिरहेको छु।								
होटल र रेस्टुरेन्ट क्षेत्रको प्रबर्द्धन									
१	मैले मेलामा मेरो होटल/रेस्टुरेन्टका लागि नयाँ ग्राहक र अर्डरहरू पाएको छु।								
२	मेलाले मेरो खर्चको तुलनामा मेरो सेवा व्यवसायबाट प्राप्त लाभ सन्तोषजनक थियो।								






३	मेलामा सहभागिताले मेरो रेस्टुरेन्ट/होटलको बुकिङ र सेवामा वृद्धि ल्यायो।						
४	मैले मेलामा नयाँ साझेदारहरू र व्यवसायिक सञ्जाल निर्माण गर्न सक्षम भएँ।						
५	मैले मेलाले माध्यमबाट दीर्घकालीन ग्राहक र साझेदारहरू पाएको छु।						
घरेलु तथा साना उद्योगको प्रवर्द्धन							
१	मैले मेलामा आफ्ना घरेलु उत्पादनहरूको प्रभावकारी प्रचार गर्न सकें।						
२	मेलाले मलाई नयाँ बजार वा ग्राहकहरूसँग जोड्न सहयोग गर्‍यो।						
३	मैले मेलामा साना उद्योगका लागि आवश्यक स्रोत वा सम्भावनाहरू पत्ता लगाएको छु।						
४	मेलाले मेरो व्यवसायको दीर्घकालीन विकासका लागि सहयोग पुऱ्यायो।						
५	म मेलामा सहभागी हुँदा आफ्नो उद्योगको प्रगति र सञ्जाल निर्माण गर्न सक्षम भएँ।						
उपभोक्ता व्यवसायीक सम्बन्ध (सबैलाई अनिवार्य)							
१	मेलामा आएका आगन्तुकहरू मेरो उत्पादन/सेवामा चासो देखाउँदै थिए।						
२	म मेलामा आएका ग्राहकहरूको माझ मेरो व्यवसायको उद्देश्य स्पष्ट गर्न सफल भएँ।						
३	मेलाले मेरो लक्षित ग्राहकहरूलाई आकर्षित गर्‍यो।						
४	ग्राहकहरूले दिएको सुझावले मेरो व्यवसाय सुधार गर्न मद्दत गरेको छ।						
५	मेलाले ग्राहक सहभागिताबाट मेरो व्यवसायलाई सकारात्मक असर परेको छ।						
बजारीकरणमा प्रवर्द्धन (सबैलाई अनिवार्य)							
१	मेलाले मेरो ब्राण्ड वा व्यवसाय चिनाउन मद्दत गर्‍यो।						
२	म मेलालेको प्रचार अभियान (सोसल मिडिया, ब्यानर, पोस्टर) बाट सन्तुष्ट छु।						
३	मेलामा मेरो स्टलको स्थानले दर्शकहरूको ध्यान खिन्न सहयोग गर्‍यो।						
४	मेलालेको प्रचारले मेरो उत्पादन/सेवाको माग बढाएको छ।						
५	मैले मेलालेको माध्यमबाट नयाँ ग्राहकहरूसँग सम्पर्क गर्न सकें।						
आर्थिक अवस्थामा प्रवर्द्धन (सबैलाई अनिवार्य)							
१	म मेलामा बिक्री वा अर्डरका लक्ष्यहरू पूरा गर्न सफल भएँ।						
२	मेलामा सहभागी हुँदा मेरो लगानी सही लाग्यो।						
३	मैले मेलालेबाट नयाँ अर्डर वा ग्राहकहरूको सोधपुछ प्राप्त गरेको छु।						
४	मेलाले मेरो व्यवसायका लागि दीर्घकालीन फाइदाको सम्भावना देखायो।						
५	मेलाले मेरो मार्केटिङ लागत घटाउन मद्दत गर्‍यो।						





समग्र प्रभावकारिता (सबैलाई अनिवार्य)									
१	म मेलामा मेरो व्यवसायलाई प्रभावकारी रूपमा प्रस्तुत गर्न सफल भएँ।								
२	मेलालाई व्यवस्थापन र सुविधा मेरो आवश्यकतासँग मेल खान्थ्यो।								
३	मेलामा मेरो व्यवसायका लागि सही प्रकारका ग्राहकहरू आएका थिए।								
४	मेलालाई प्रचार-प्रसारले मेरो व्यवसायलाई सहयोग पुऱ्यायो।								
५	म मेलालाई लागतको तुलनामा प्राप्त फाइदाबाट सन्तुष्ट छु।								

मेलालाई अझ प्रभावकारी बनाउन तपाईंको विचारमा के गर्नु पर्ला ?

अन्तमा तपाईंको अमूल्य विचार र सूचनाको उच्च सम्मान गर्दै यहाँहरूको सहभागिताको लागि धन्यवाद ज्ञापन गर्दछौं ।

अनुसन्धान तथा विकास विभाग

लुम्बिनी वाणिज्य क्याम्पस

बुटवल, रुपन्देही, नेपाल



(Signature)

(Signature)

