

Asia's  
Fashion Jewellery  
& Accessories Fair  
亞洲時尚首飾及配飾展

1 - 4 March 2017  
2017年3月1至4日

# ASIA'S FASHION JEWELLERY & ACCESSORIES FAIR - MARCH 2017



UBM

# VISITOR SURVEY REPORT



UBM



1 - 4 March 2017  
2017年3月1至4日

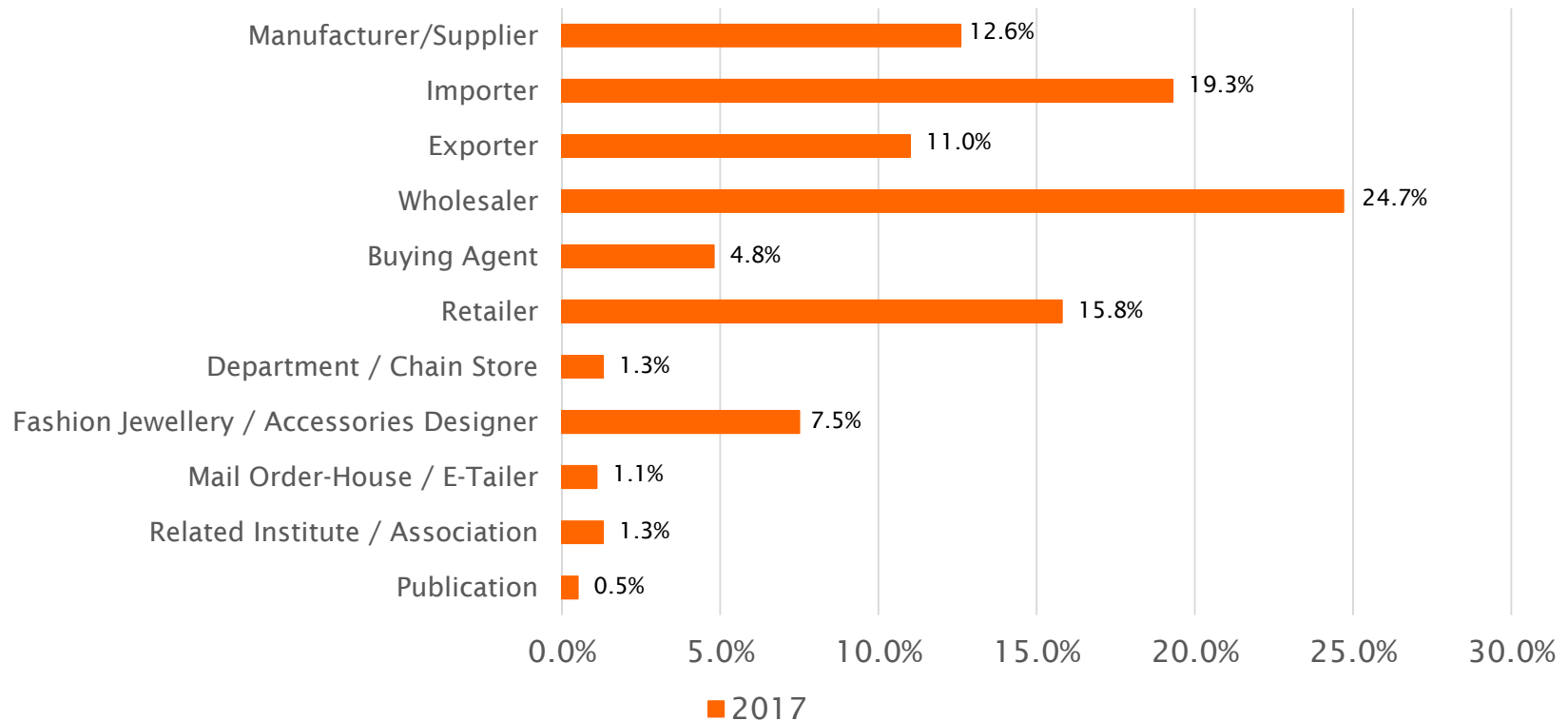


UBM

Total number of visitor	6,229
Total number of collected onsite survey	128
<b>Overall onsite survey response rate</b>	<b>2%</b>
Total number of online survey successfully sent out	4022
Total number of collected online survey	90
<b>Overall online survey response rate</b>	<b>4.2%</b>
Total number of collected survey	218
<b>Total response rate</b>	<b>3.5%</b>
<b>Schedule:</b>	
The date the online survey started	9 March 2017
The date of the closing of the online survey	23 March 2017
The date of the submission of the report	27 April 2017

# Nature of Business(es)

**2017** Number of Respondents: 209



- Many visitors carry more than one kind of business nature.
- The majority of our buyers are wholesaler and importer, then followed by retailer.

# 1. Are you visiting this exhibition for the first time?



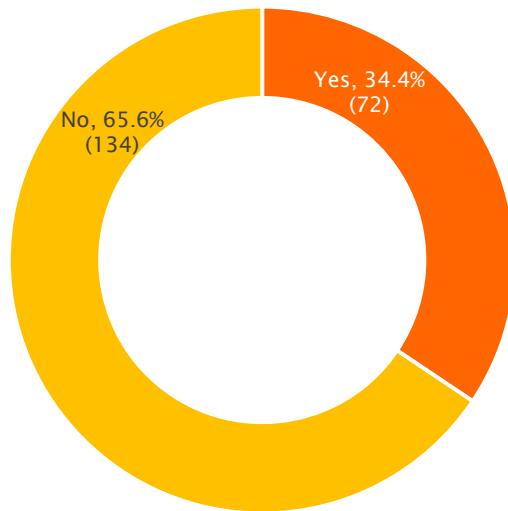
2017

Number of Respondents: 210

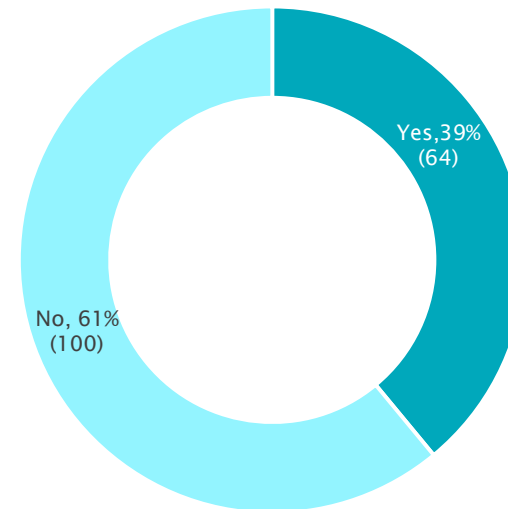
2016

Number of Respondents: 164

2017



2016



- The percentage of first time visitors has dropped compared to last year. Most of the buyers are regular visitors of 3FJ.

## 2. Have you upgraded your visitor badge for Trade Buyer ID?



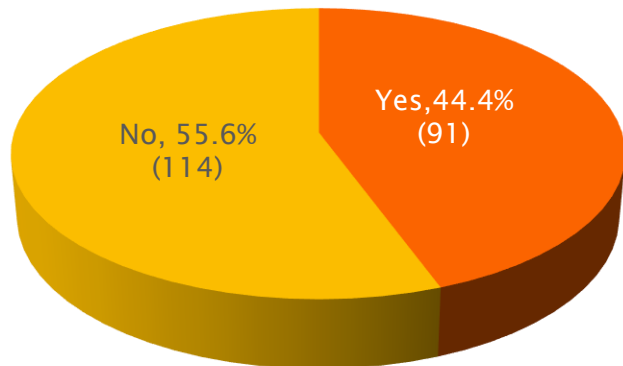
2017

Number of Respondents: 205

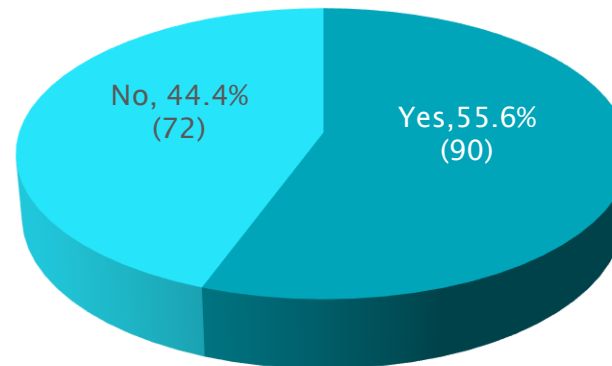
2016

Number of Respondents: 162

2017



2016



- Visitors did not upgrade their TBID in 3FJ as they may have upgraded it in previous edition, since the validity of TBID is 3 years.

## 2. Have you upgraded your visitor badge for Trade Buyer ID?

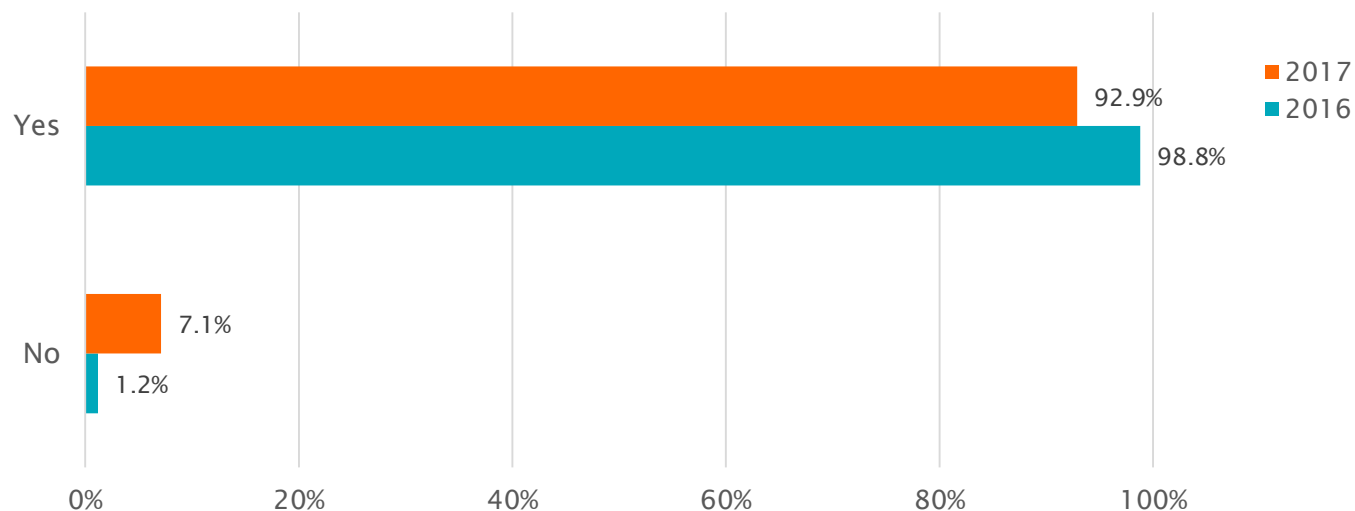
2017

Number of Respondents: 205

2016

Number of Respondents: 162

### The TBID is very user-friendly



- Although there is a slight drop with respondents finding TBID user friendly comparing to 2016, but it is still positive that almost 93% of the visitors finds TBID is user-friendly.

## 2. Have you upgraded your visitor badge for Trade Buyer ID?



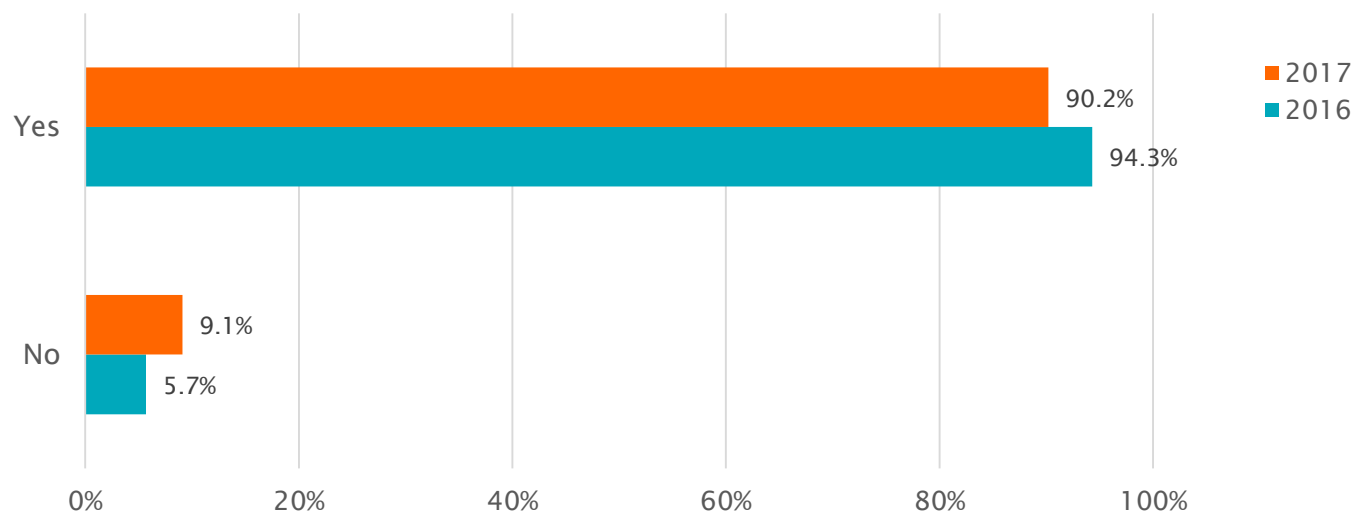
2017

Number of Respondents: 205

2016

Number of Respondents: 162

### I will recommend to my peers



- There is a slight drop of respondent choosing "Yes" comparing to 2016, but it is still positive that it remains at a 90% rate.



### 3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March?

(0 = Extremely dissatisfied; 10 = Extremely satisfied)



2017

Number of Respondents: 207

No. of respondents skipped: 0

2016

Number of Respondents: 160

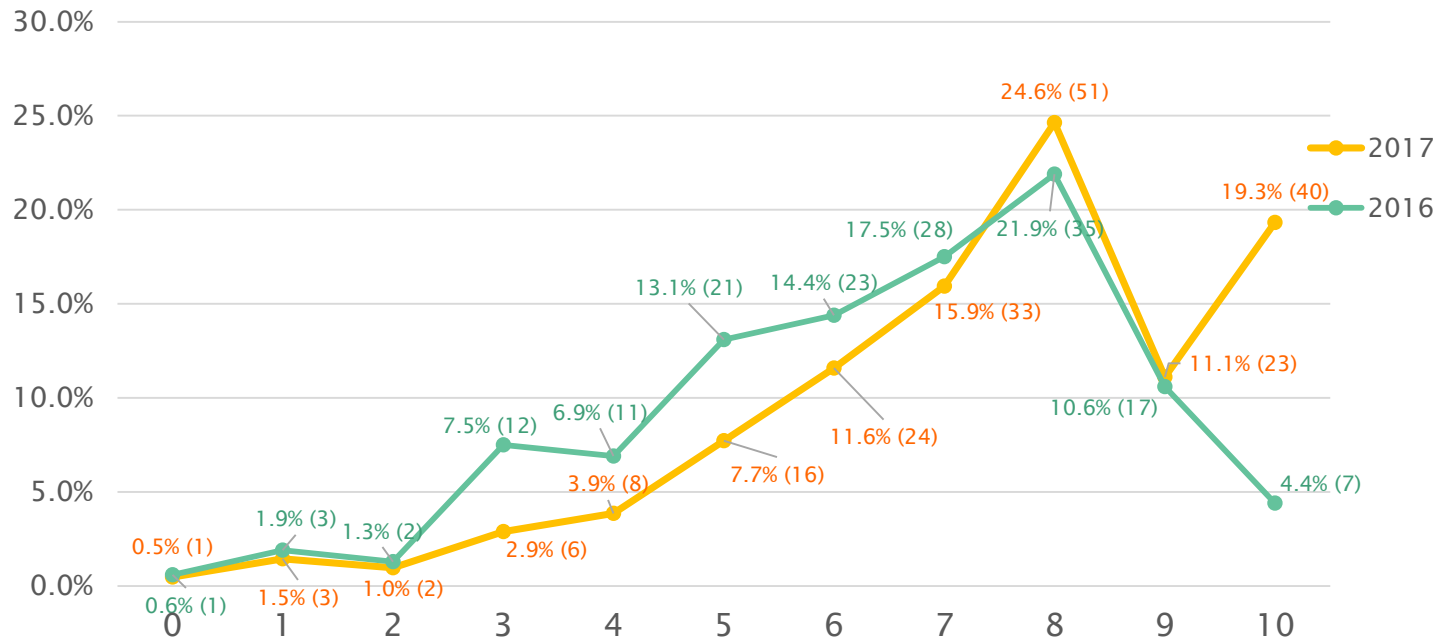
No. of respondents skipped: 10

CSAT 2017

7.38

CSAT2016

6.43



- Customer satisfaction has increased slightly compared to 2016.
- In 2017, 48.4% visitors gave the rating 6 - 10. In 2016, 59.5% visitors gave the rating 6 - 10.

## 3.1 Breakdown of CSAT average rating by Group Pavilions and Themed Zones

Nature of Business	No. of people answered	CSAT Average Rating 2017	CSAT Average Rating 2016
Manufacturer / Supplier	45	7.6	6.5
Importer	68	7.3	6.3
Exporter	36	7.5	6.2
Wholesaler	86	7.9	6.5
Buying Agent	16	6.5	6.8
Retailer	58	7.8	6.6
Department / Chain Store	5	7.0	6.1
Fashion Jewellery / Accessories Designer	25	7.24	7.2
Mail Order House / E-tailor	4	6.0	7.1
Related Institute / Association	2	9.0	6.2
Publication	2	5.5	5

- Many visitors carry more than one kind of business nature.
- The “Wholesaler” has the most respondents with one of the highest CSAT average rate. The CSAT average rate is also higher than 2016.

## 3.2 Breakdown of response by continent / region



CSAT Average Rating 2017	Total no. of visitors	No. of People answered	Response Percentage	CSAT Average Rating 2017	CSAT Average Rating 2016
Asia-Pacific (excluding Hong Kong)	3,285	95	2.9%	8.1	6.5
North, South, Central America	589	28	4.8%	7.5	6.3
Hong Kong	991	22	2.2%	6.5	6.2
Europe	1,131	54	4.8%	7.5	6.5
Middle East, Africa and Others	233	7	3.0%	7.1	6.8

- The CSAT average rating of visitors of all regionals has increased. Amongst all the region, “Asia-Pacific” has a much higher CSAT rate than 2016. At the survey, many of the visitors from this continent claims they are satisfied with Exhibitor Quality.

## 4. How likely would you be to attend Asia's Fashion Jewellery & Accessories Fair – March again in the future? (0 = Not at all likely ; 10 = Extremely likely)

2017

Number of Respondents: 206

No. of respondents skipped: 13

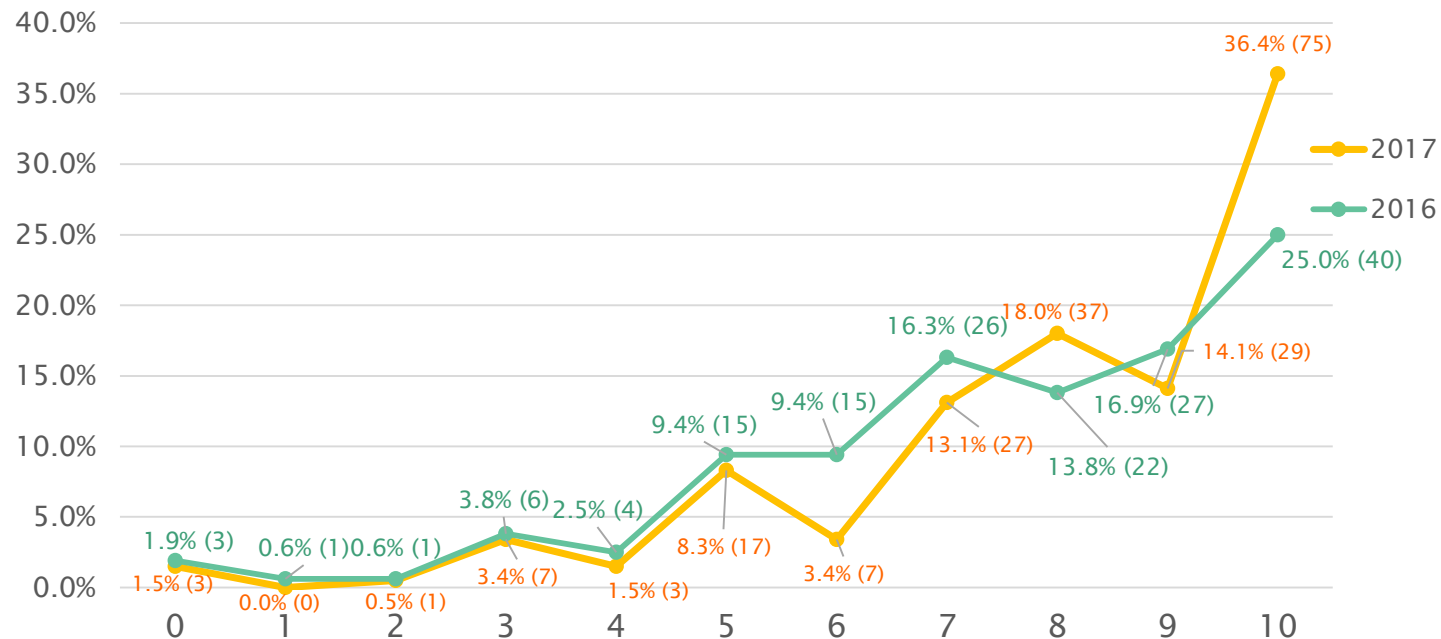
2016

Number of Respondents: 160

No. of respondents skipped: 10

Loyalty score  
2017  
8.05

Loyalty score  
2016  
7.52



- Compared to 2016, the loyalty score has increased 0.53. The rating 8 has a slight increase and rating 10 has a significant increase.

## 5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (0 = Not at all likely ; 10 = Extremely likely)



2017

Number of Respondents: 206

No. of respondents skipped: 0

2016

Number of Respondents: 159

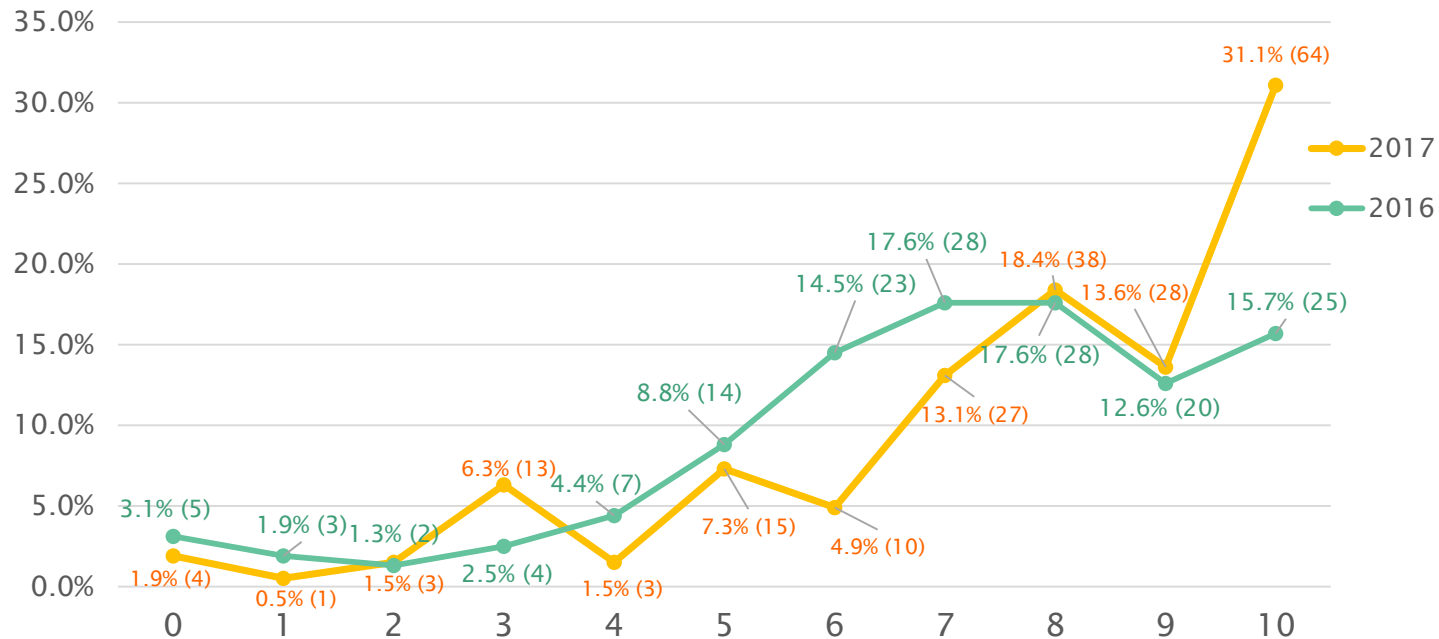
No. of respondents skipped: 11

Average score  
2017

7.66

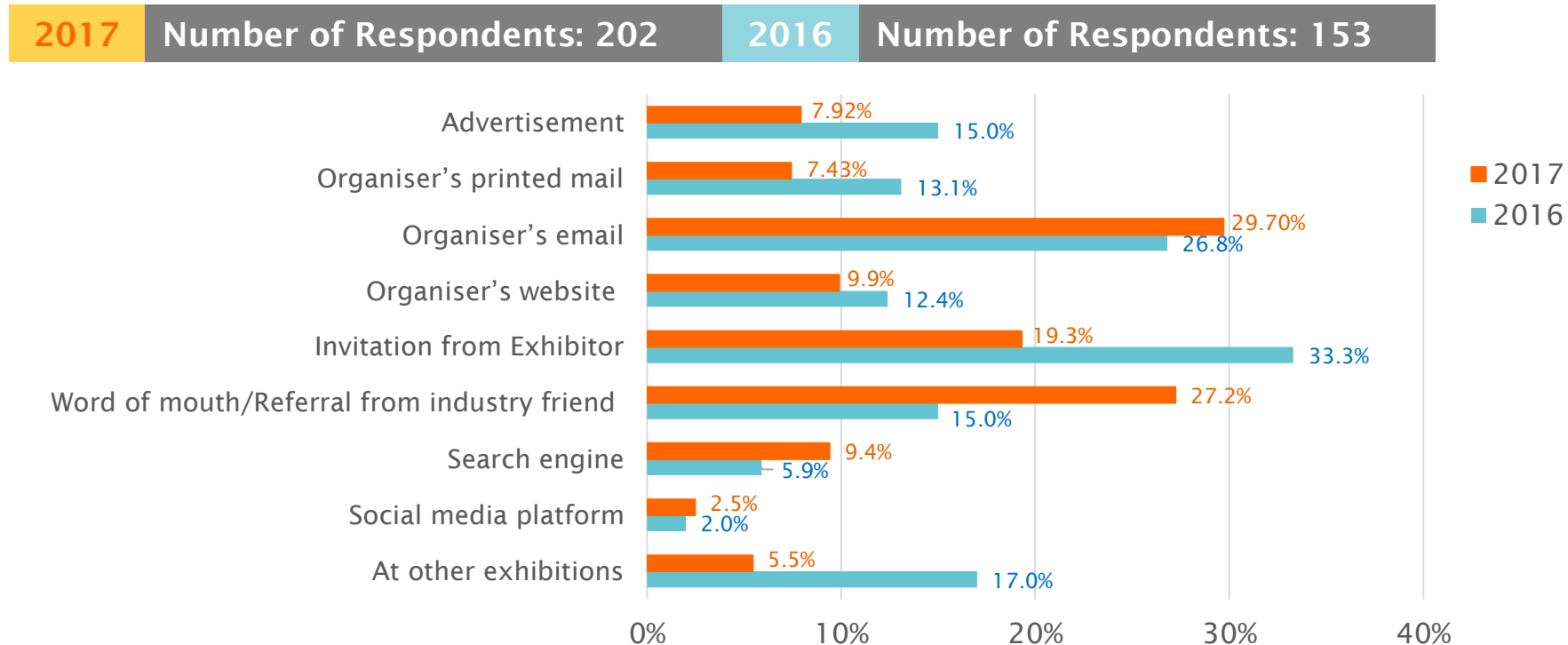
Average score  
2016

6.95



- The average has increased by 0.71 compared to last year.

## 6. How did you learn about this exhibition?



- The top channel is “Organiser’s email”. More buyers learn about 3FJ from the emails we sent out.
- Buyers also learn about this exhibition because they have been visiting 3FJ for years.

## 6.1 How did you learn about this exhibition?

2017

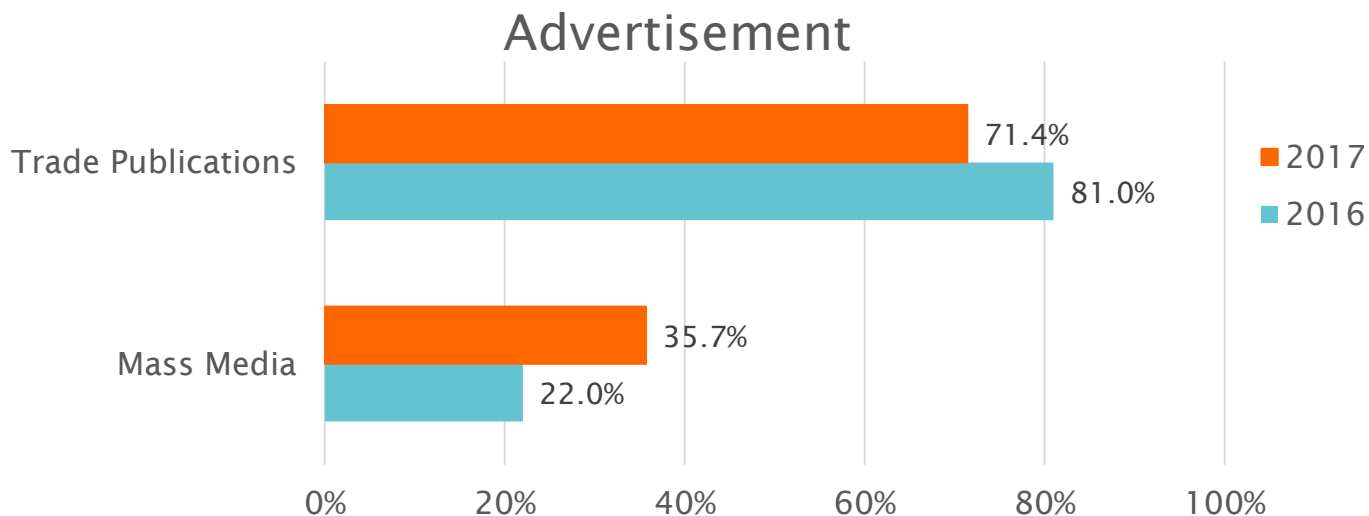
Number of Respondents: 14

No. of respondents skipped: 24

2016

Number of Respondents: 15

No. of respondents skipped: 155



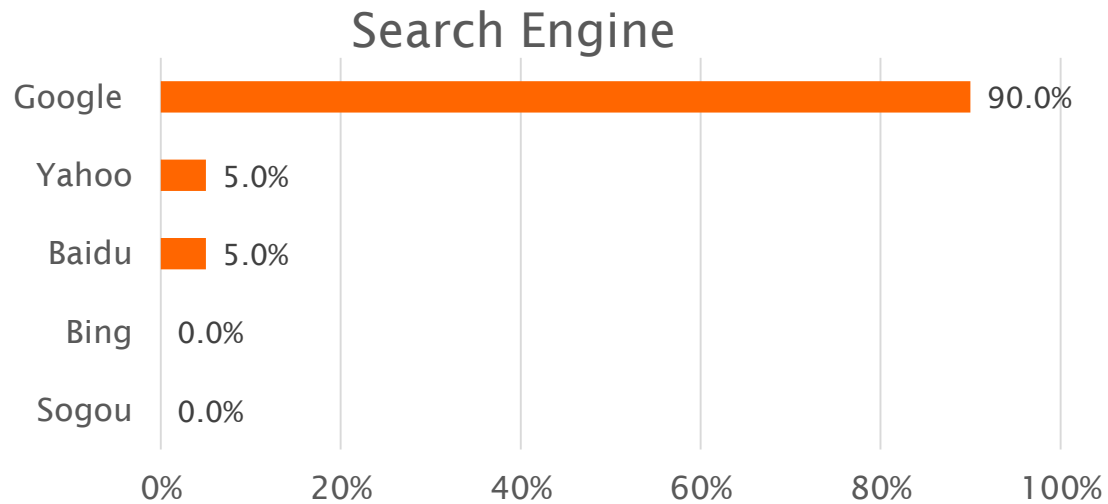
- Some respondents selected both “Mass media” and “Trade publications”.
- The result shows more buyers tend to read more trade publications than mass media. We have placed advertisements on some overseas trade media, for example, C+ Accessories, Accessories magazine, etc.

## 6.1 How did you learn about this exhibition?



2017 Number of Respondents: 20

No. of respondents skipped: 18



- Google remains a more dominant search engine than Yahoo and Baidu in 2017.

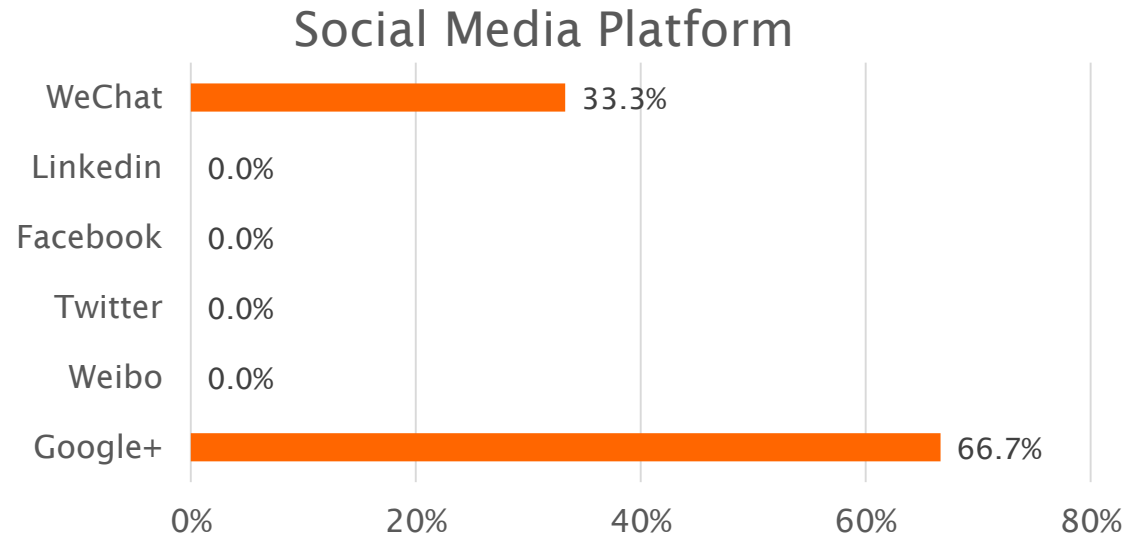


## 6.1 How did you learn about this exhibition?



2017 Number of Respondents: 6

No. of respondents skipped: 32

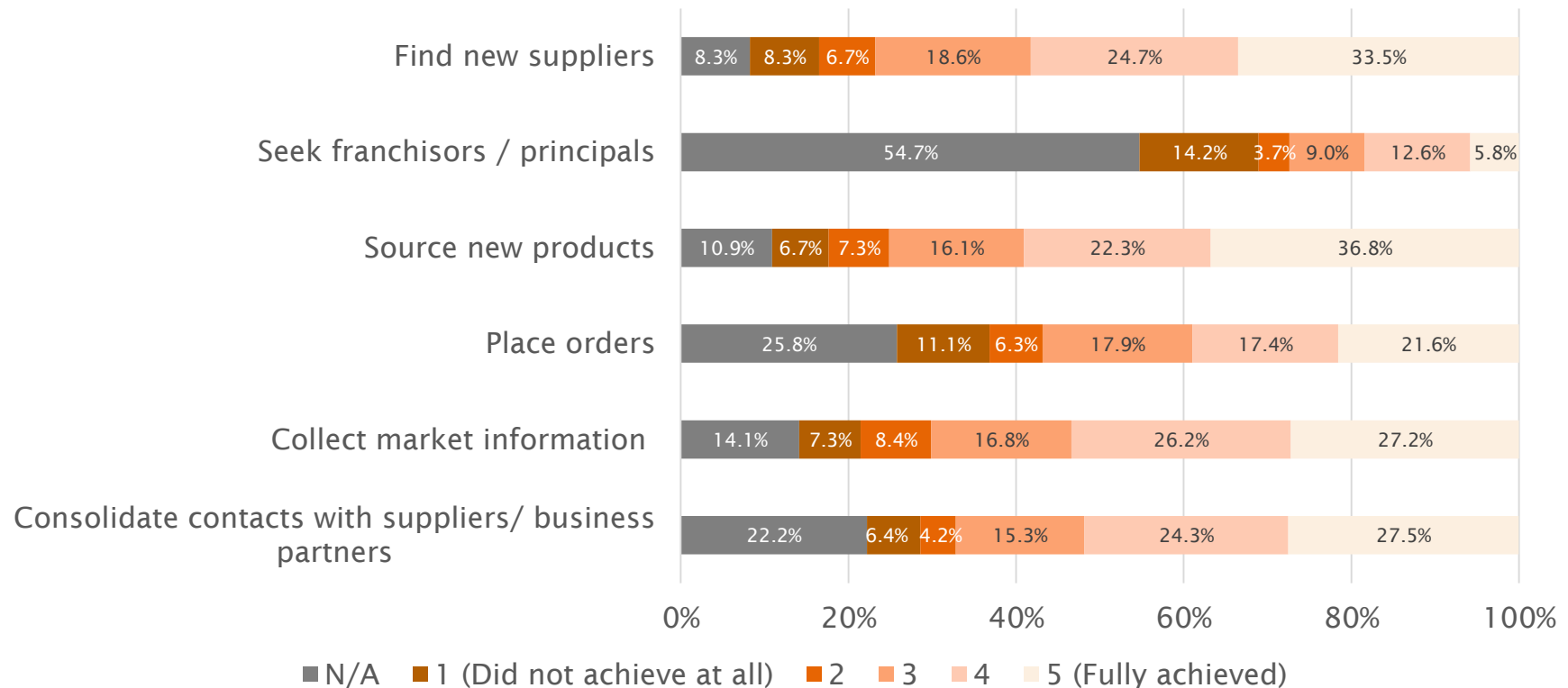


- Google+ is the top channel among all social media platform. Followed by WeChat.

## 7. To what extent have your objectives for visiting in this exhibition been achieved?

(0 = N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

**2017** Number of Respondents: 195

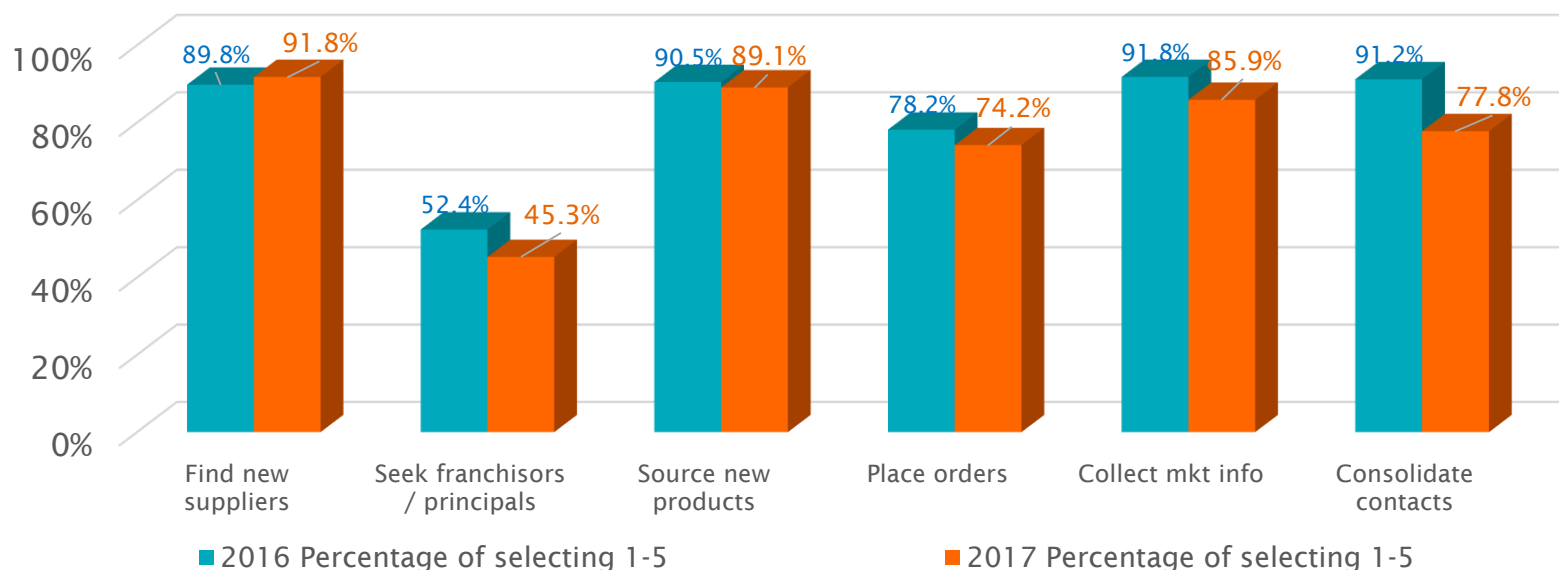


- Finding new suppliers and Source new products are the objectives which achieved most for visiting in 3FJ, followed by consolidate contacts with buyers and business partners.

## 7.1 To what extent have your objectives for visiting in this exhibition been achieved?

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

2017	Number of Respondents: 195			2016	Number of Respondents: 147		
2017 mean	3.7	2.8	3.8	3.4	3.7	3.8	
2016 mean	3.3	2.6	3.3	3.2	3.3	3.3	



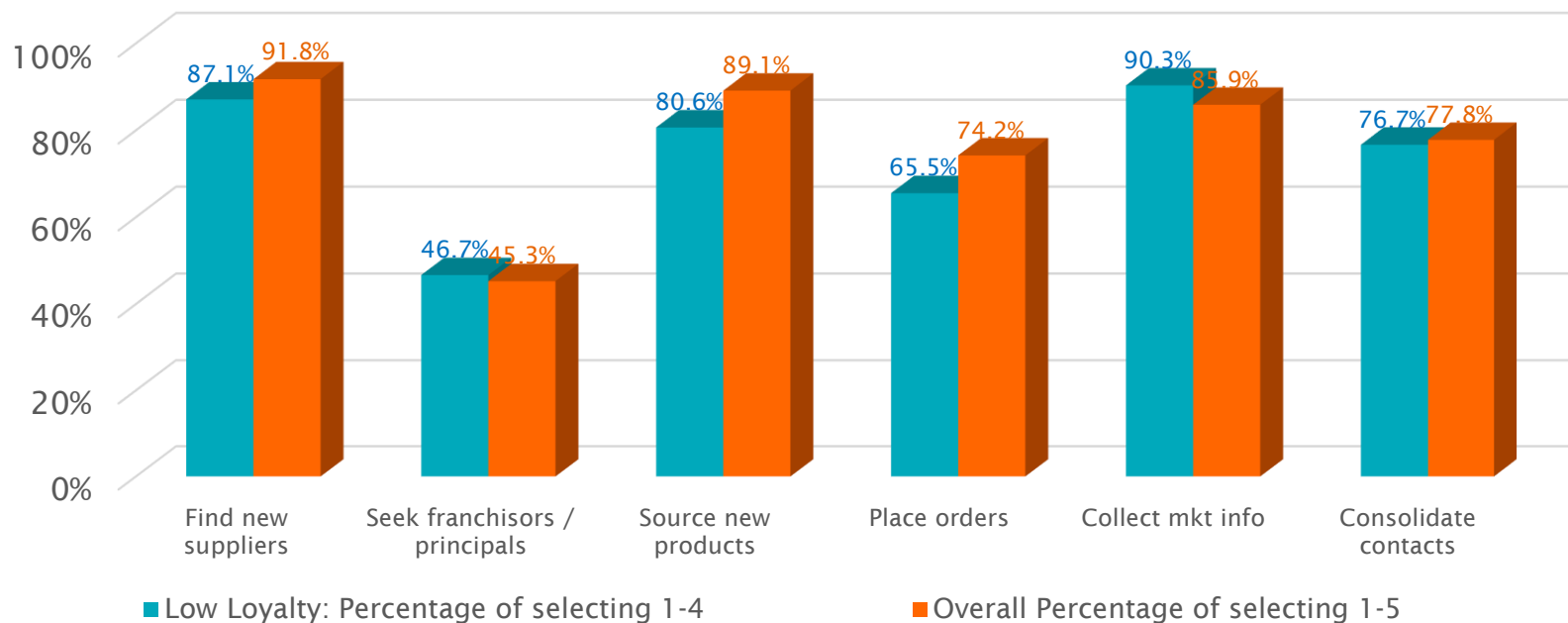
- The result indicates that 2017 visitors has achieved their objectives generally in greater extent when compared to last year.
- Satisfaction level in aspects of "Source new products" and "Consolidate contacts" ranked top, followed by "Find new suppliers" and "Collect Market Info" among 3FJ17 visitors.
- However, the mean score of key attributes such as "Seek franchisors/principals" remained relatively low.

## 7.2 To what extent have your objectives for visiting in this exhibition been achieved?

(N/A ; 1 = Did not achieve at all ; 5 = Fully achieved)

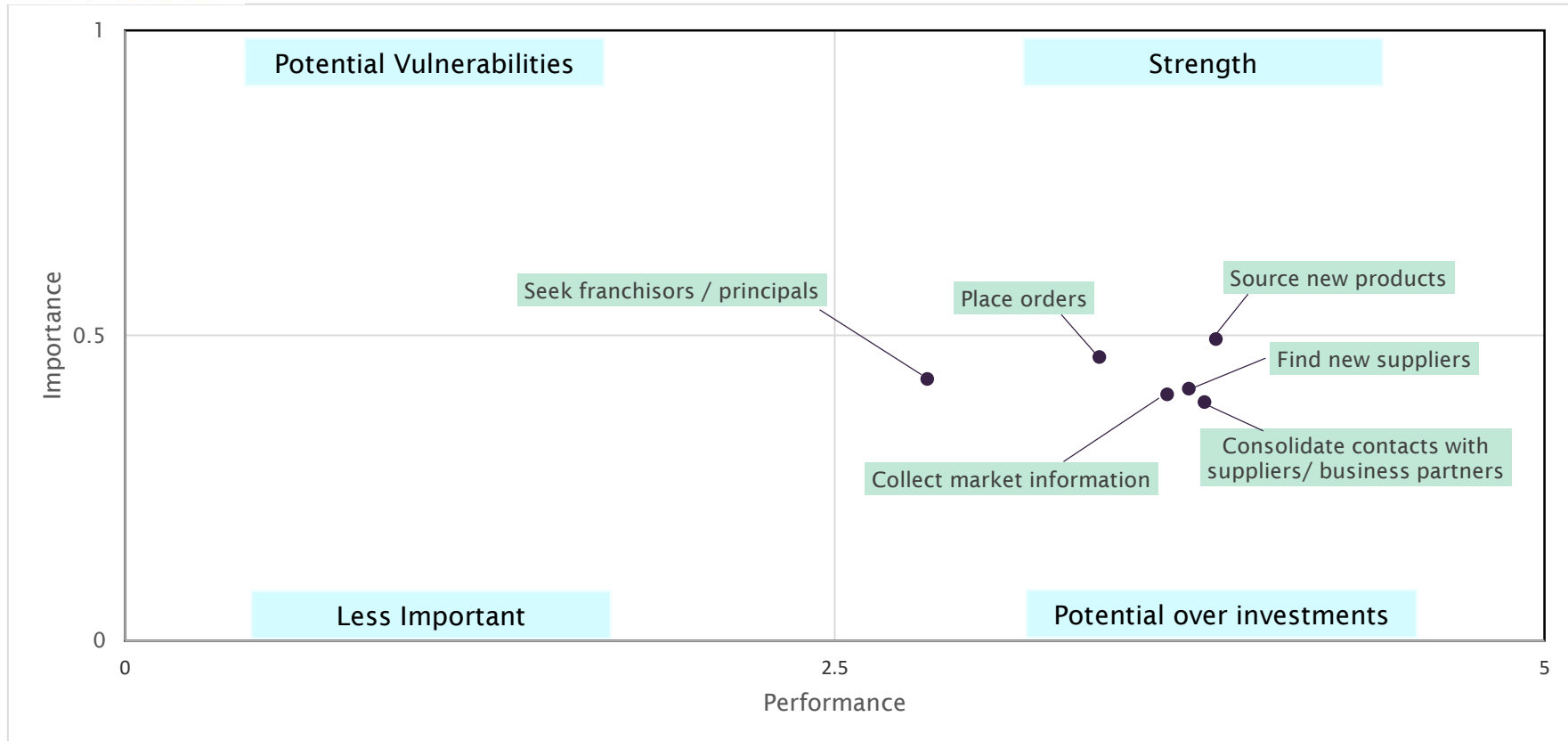
<b>2017 Overall</b>	<b>Number of Respondents: 195</b>			<b>2017 Low loyalty</b>	<b>Number of Respondents: 31</b>	
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Overall mean	3.8	2.8	3.8	3.4	3.7	3.8
Low loyalty mean	2.9	2.0	2.8	2.2	3.0	3.0



- When comparing the overall average rating to segmented average rating (Visitors with low loyalty score of 1-4), there is a significant drop in average rating when it comes to "Place orders".

## 7.3 To what extent have your objectives for visiting in this exhibition been achieved?



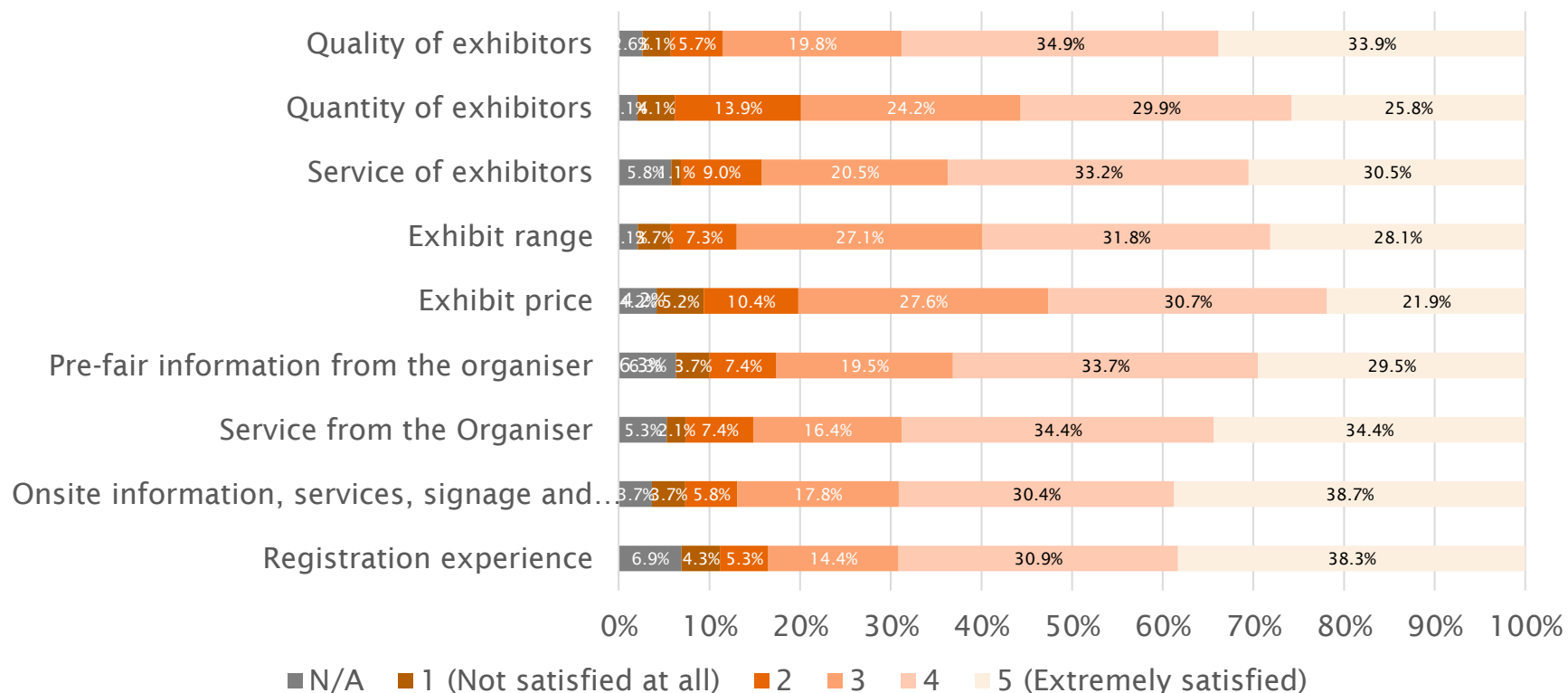
It shows that “sourcing new products in 3FJ” is doing the best among other objectives.

## 8. To what extent are you satisfied with the exhibition in the following aspects?

(0 = N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)

2017

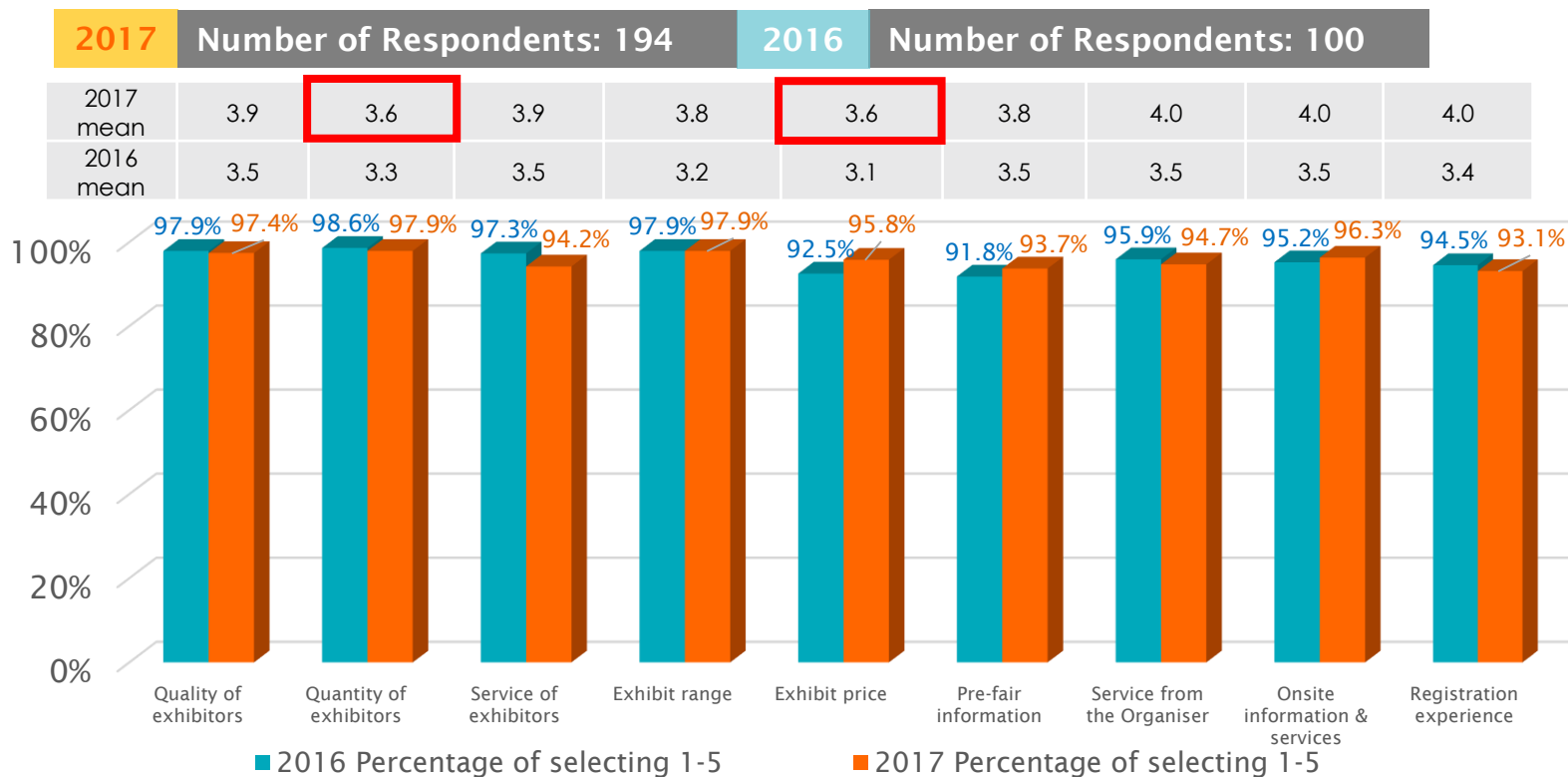
Number of Respondents: 194



- Visitors are satisfied with the “Onsite information, services, signage and decoration, etc.” and “Registration experience” the most. Followed by “Service from Organiser” and “Quality of exhibitors”.

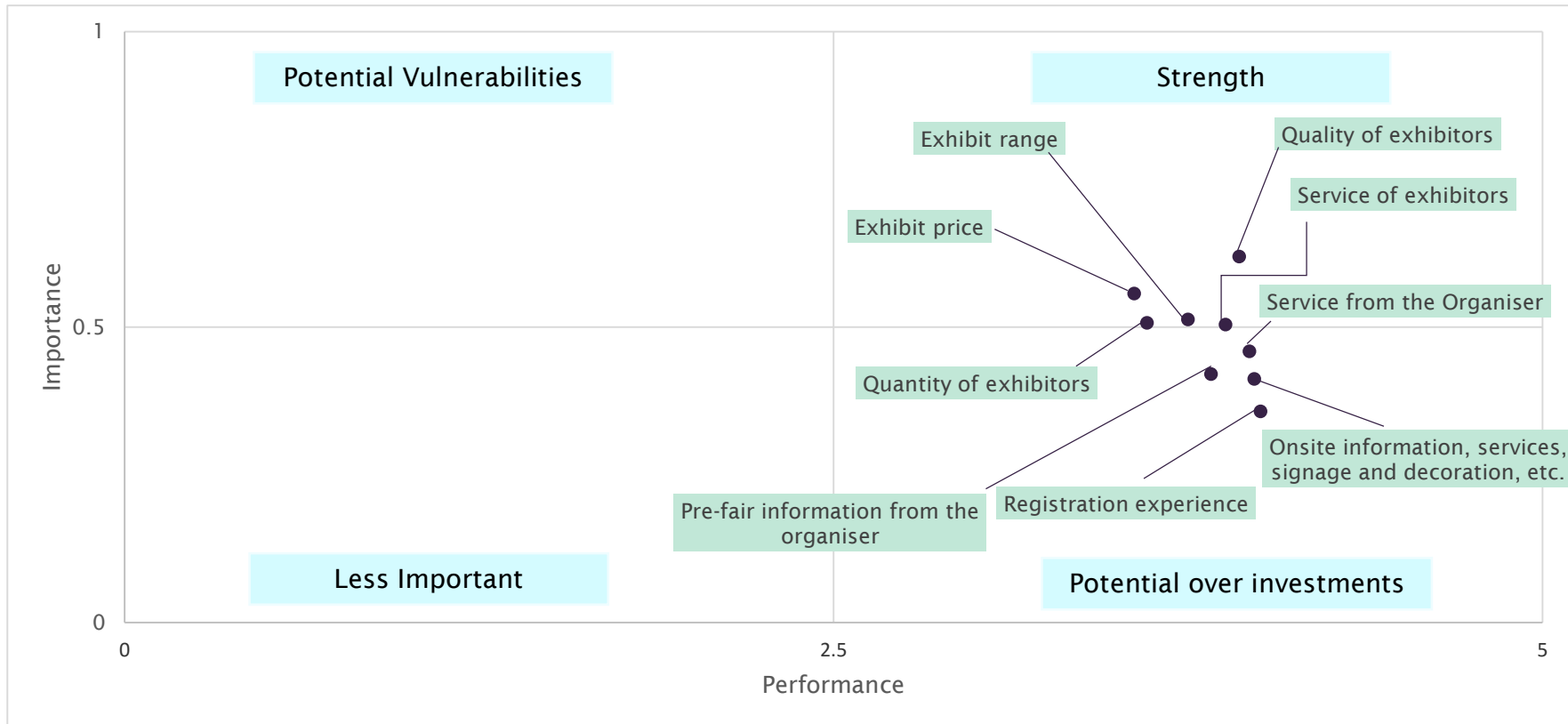
## 8.1 To what extent are you satisfied with the exhibition in the following aspects?

(0 = N/A ; 1 = Not satisfied at all ; 5 = Extremely satisfied)



- The result indicates that 2017 visitors are more satisfied than 2016.
- Satisfaction level in aspects of "Service from the organiser", "Onsite information & services" and "Registration experience" ranked top.
- However, the satisfaction of "Quantity of exhibitors" and "Exhibit price" are relatively low amongst all aspects.

## 8.2 To what extent are you satisfied with the fair in the following aspect?



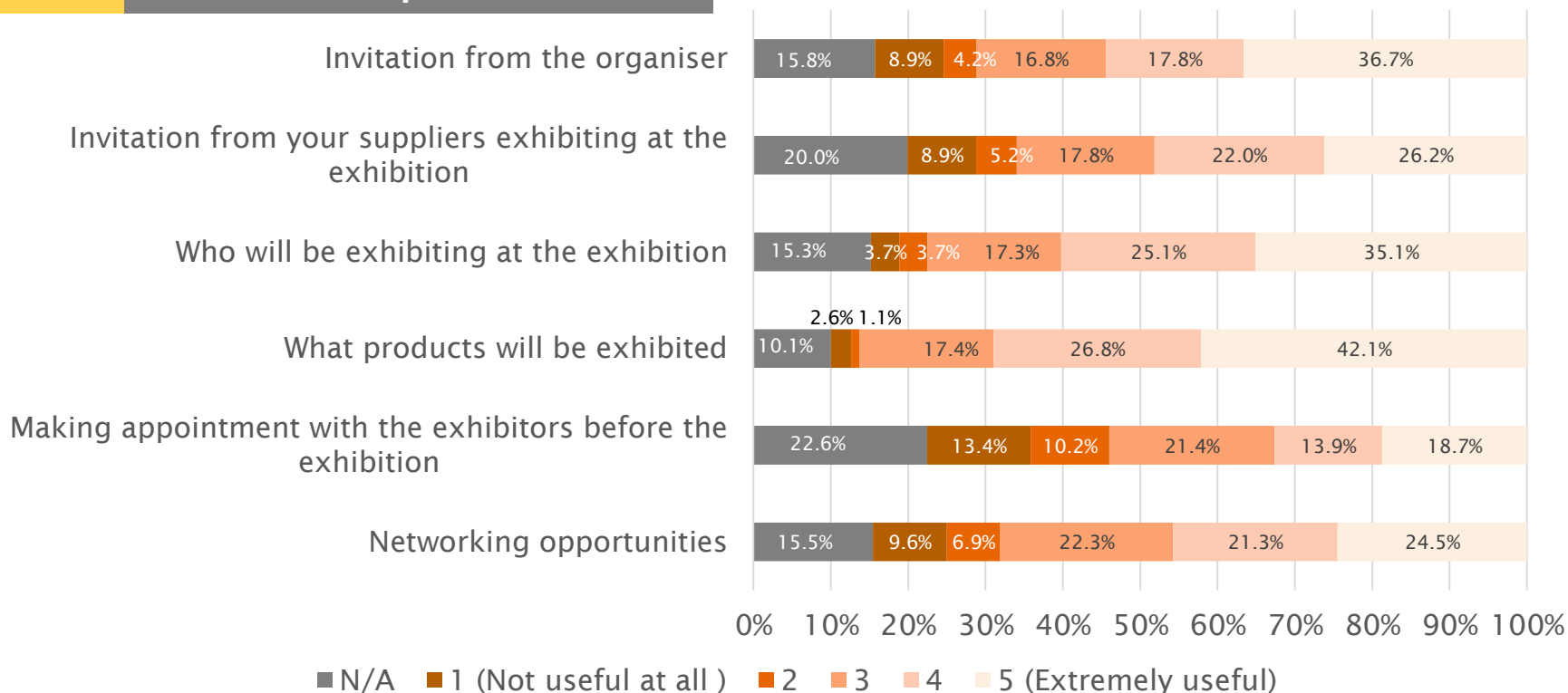
Buyers are satisfied with the “quality of exhibitors” and “Exhibit price” of 3FJ. This stated high quality exhibitors in 3FJ and the price are our competitive advantages. We can continue to leverage on the two aspects.



## 9. How important are the following to you in your planning to visit this exhibition?

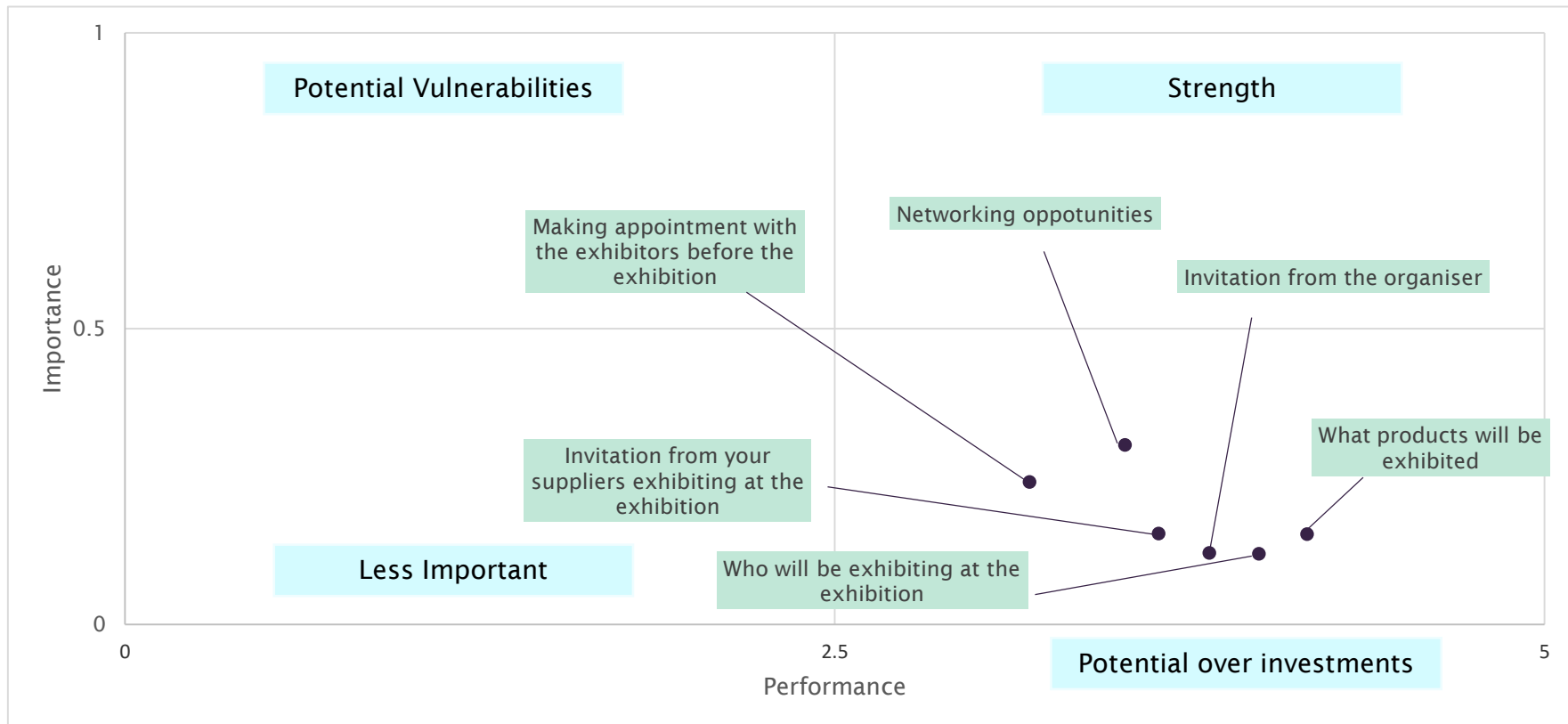
(N/A ; 1 = Not useful at all ; 5 = Extremely useful)

**2017** Number of Respondents: 193



- “What products will be exhibited” is the most important, followed by “invitation from the organiser”, and “Who will be exhibiting at the exhibition”.

## 9.1 How important are the following to you in your planning to visit this exhibition?



“Networking opportunities” performed the best amongst others. All these aspects are within the “potential over investment” quadrant. Therefore, aspects in this area should continue to receive attention.