

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

28 Feb - 3 Mar 2018
2018年2月28至3月3日

A man in a blue denim shirt and a woman in a black blazer are looking at a tablet together in a jewelry store. The man is pointing at the screen while the woman looks on. In the background, other people are visible, and shelves are filled with various pieces of jewelry. A large, ornate necklace is prominently displayed in the foreground.

ASIA'S FASHION JEWELLERY + ACCESSORIES FAIR - MARCH 2018



UBM

VISITOR SURVEY REPORT

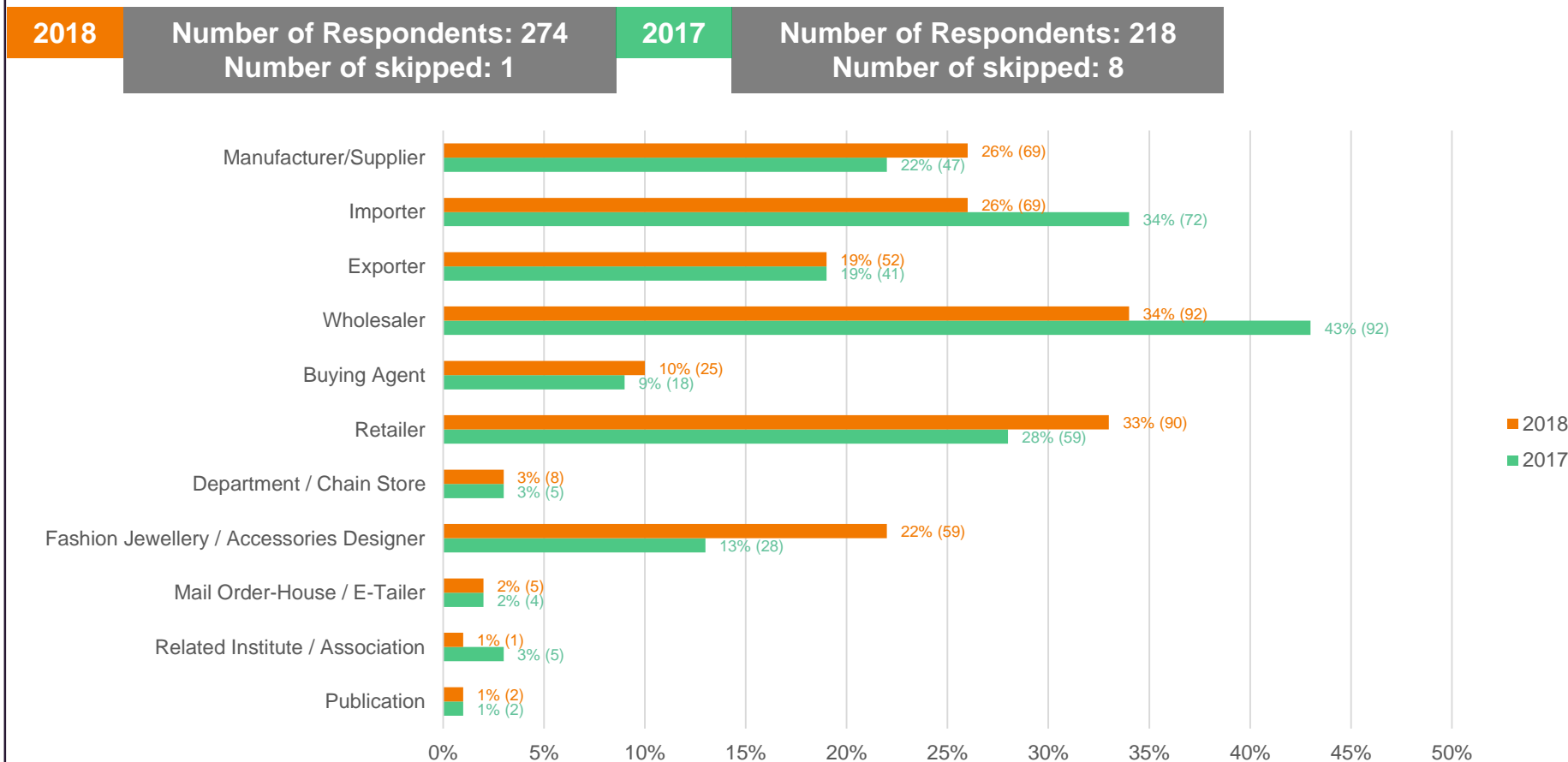


UBM

Survey data summary

Total number of visitors	4,843
Total number of collected onsite survey	160
Onsite survey response rate	3.3% [160/4,843]
Total number of online survey successfully sent out	3,343
Total number of collected online survey	115
Online survey response rate	3.4% [115/3,343]
Total number of collected survey (onsite + online)	275 (exclude 1 duplicated)
Overall response rate	5.6% [275/4,843]
Schedule:	
The date of online survey started	6 March 2018
The date of 1st reminder sent	13 March 2018
The date of 2nd reminder sent	20 March 2018
The date of online survey closed	26 March 2018
The date of submission of the report	10 April 2018

Nature of Business(es)

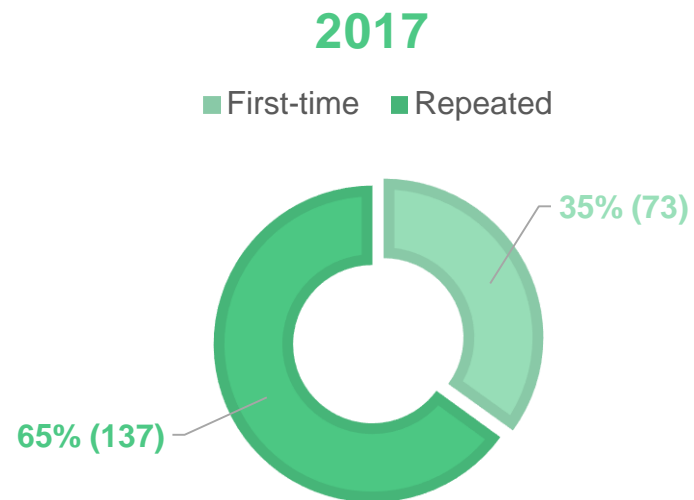
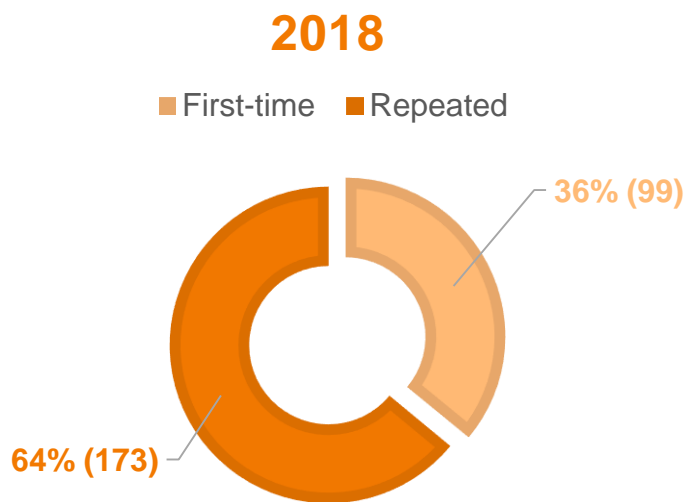


The majority of the buyers are wholesalers, retailers, followed by manufacturers/suppliers and importers. Compare to last year, there is a significant drop on the percentage of importers and wholesalers, while the number of fashion jewellery/accessories designer has increased a lot.

Sum of the percentage is more than 100%, as part of the respondents' company may involve more than one nature of businesses.

Q1. Are you visiting this exhibition for the first time?

Year	Number of Respondents	Number of Skipped
2018	272	3
2017	210	16



The fair is keeping its old customers, over 60% visitors are repeated buyers, the percentage of first-time visitors is very similar to last year.

Q2. Have you upgraded your visitor badge for Trade Buyer ID?

2018

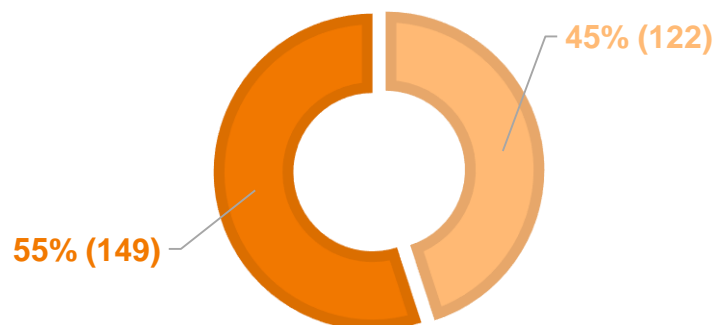
Number of Respondents: 271
Number of skipped: 4

2017

Number of Respondents: 205
Number of skipped: 21

2018

■ Yes ■ No



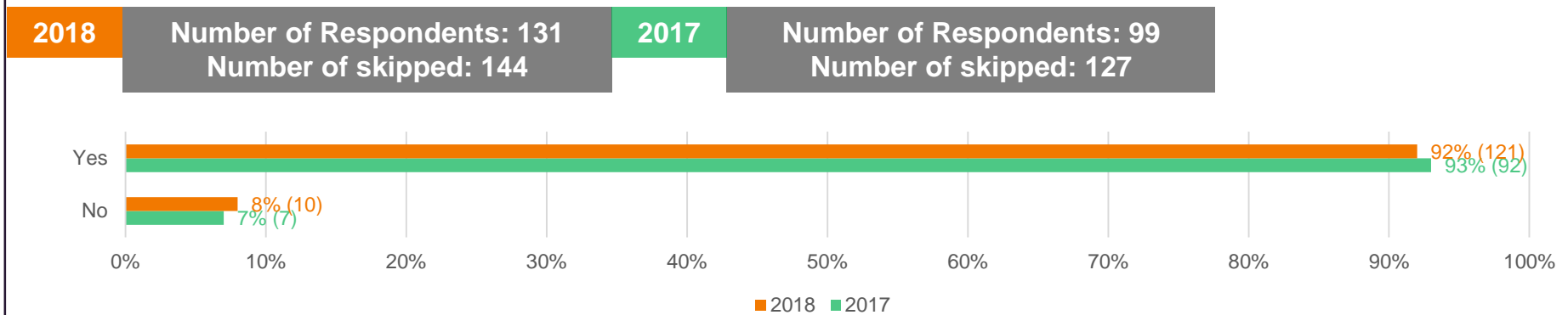
2017

■ Yes ■ No

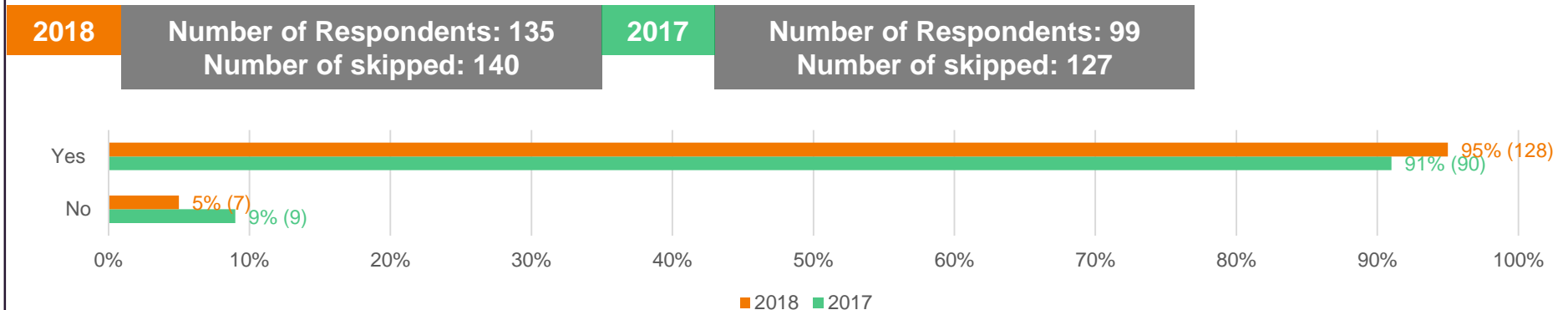


Just like 2017, over 50% visitors are holding trade buyer ID card. The fact indicates that these visitors are not just one-time visitors, the reason why they upgrade their visitor badge is that, they intend to come back in the future.

Q2.1 The TBID is very user-friendly



Q2.2 I will recommend to my peers



Overall, the users are satisfied with TBID, and willing to recommend it to others.

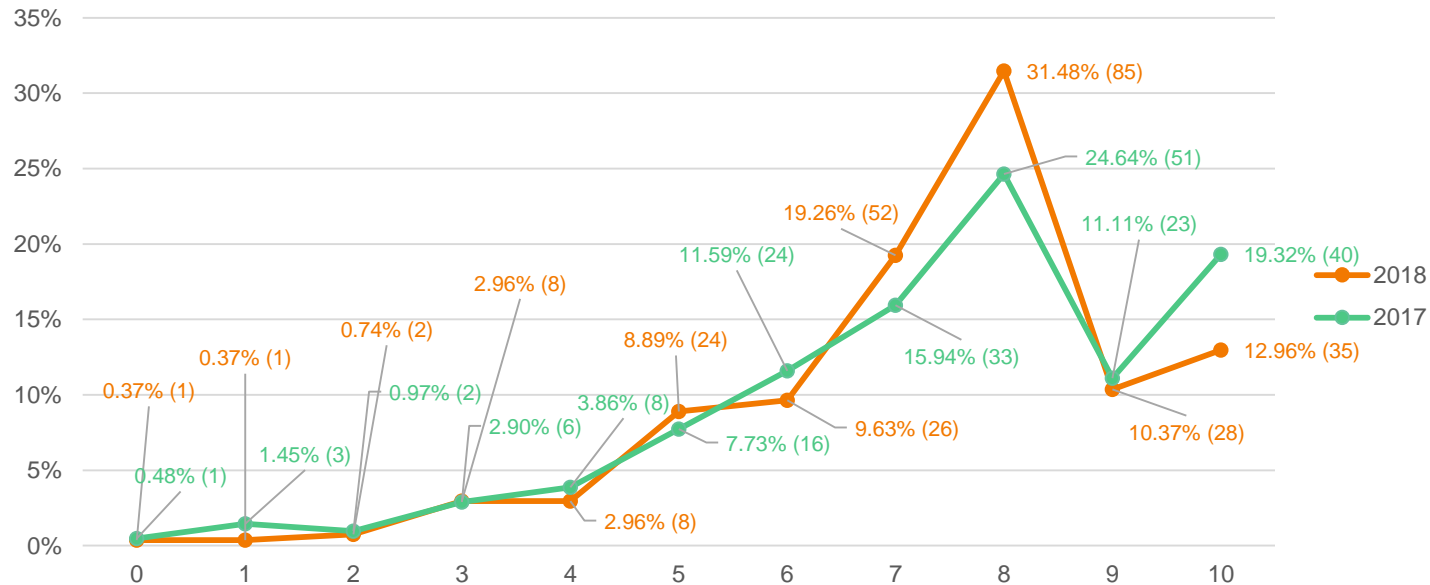
Q3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (2018 vs 2017)

2018

Number of Respondents: 270
Number of skipped: 5

2017

Number of Respondents: 207
Number of skipped: 19



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT 2018

7.34

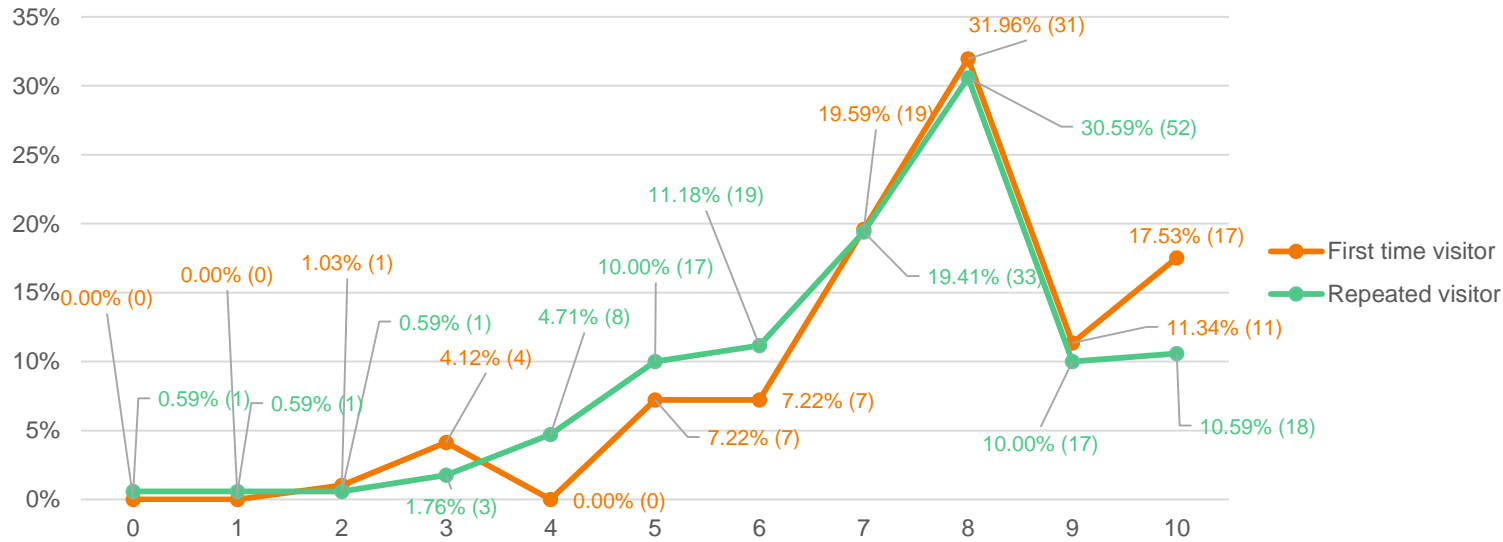
CSAT 2017

7.38

Compare with 2017, the CSAT of 3FJ dropped a bit (0.04). It is probably because of the significant decrease in rating 10.

Q3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (First-time visitor vs Repeated visitor)

First-time visitors	Repeated visitors
Number of Respondents: 97	Number of Respondents: 170



(0 = Extremely dissatisfied, 10 = Extremely satisfied)

CSAT of first-time visitor

7.64

CSAT of repeated visitor

7.19

Repeated visitors tend to have higher expectation, thus, the satisfaction from first-time visitors are higher than repeated visitors, the CSAT is higher (0.45).

Q3. Overall, how would you rate your satisfaction with your experience at Asia's Fashion Jewellery & Accessories Fair – March? (By business nature)

Nature of Business	No. of people answered	CSAT 2018	CSAT 2018 vs CSAT 2017	CSAT 2017
Manufacturer / Supplier	67	7.34	(0.28)	7.62
Importer	68	7.08	(0.24)	7.32
Exporter	52	7.09	(0.41)	7.5
Wholesaler	90	7.44	0.1	7.34
Buying Agent	24	6.87	0.7	6.17
Retailer	88	7.31	(0.46)	7.77
Department / Chain Store	8	7.5	0.5	7
Fashion Jewellery / Accessories Designer	58	7.37	0.13	7.24
Mail Order House / E-tailor	5	7.8	1.8	6
Related Institute / Association	1	10	1	9
Publication	2	9	3.5	5.5

Other than the slight decreases in Manufacturer/Supplier, Importer, Exporter, and Retailer, the CSAT of all others are increased.

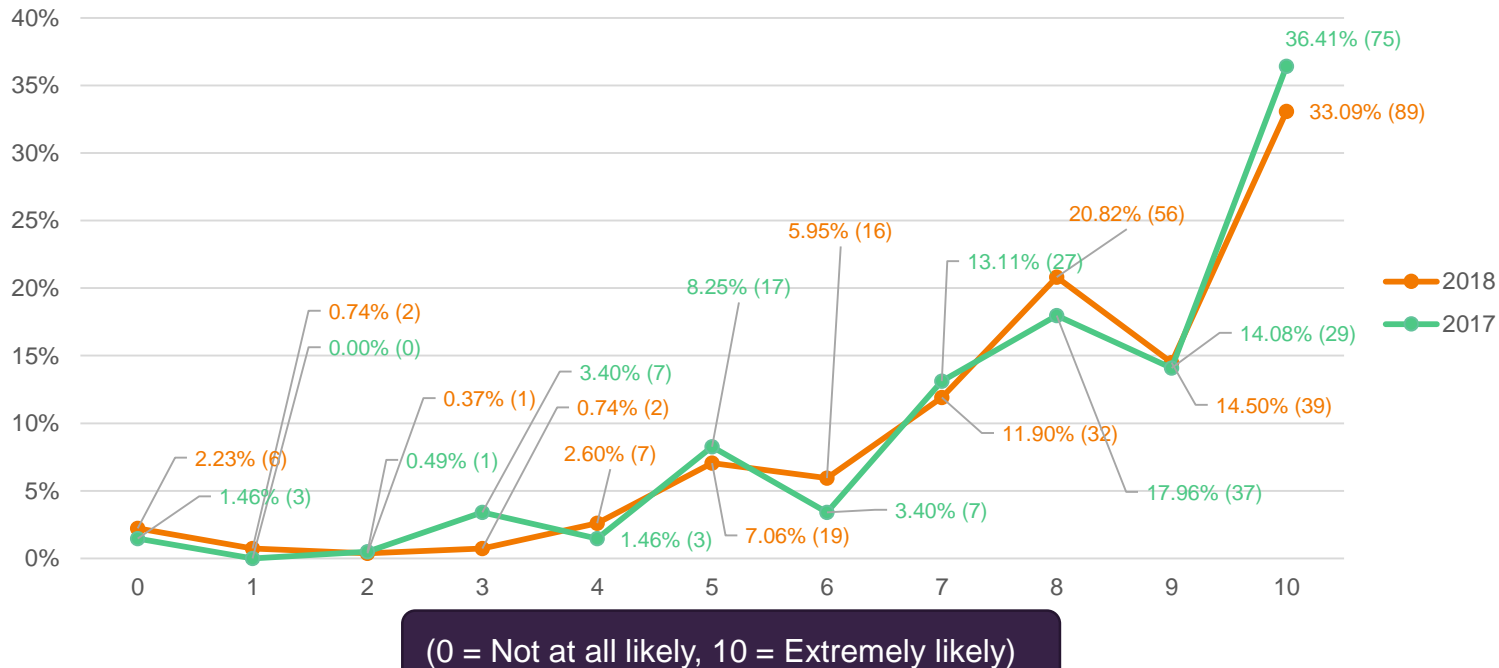
Q4. How likely would you be to visit Asia's Fashion Jewellery & Accessories Fair – March again in the future? (2018 vs 2017)

2018

Number of Respondents: 269
Number of skipped: 6

2017

Number of Respondents: 206
Number of skipped: 20



Loyalty Score
2018

7.96

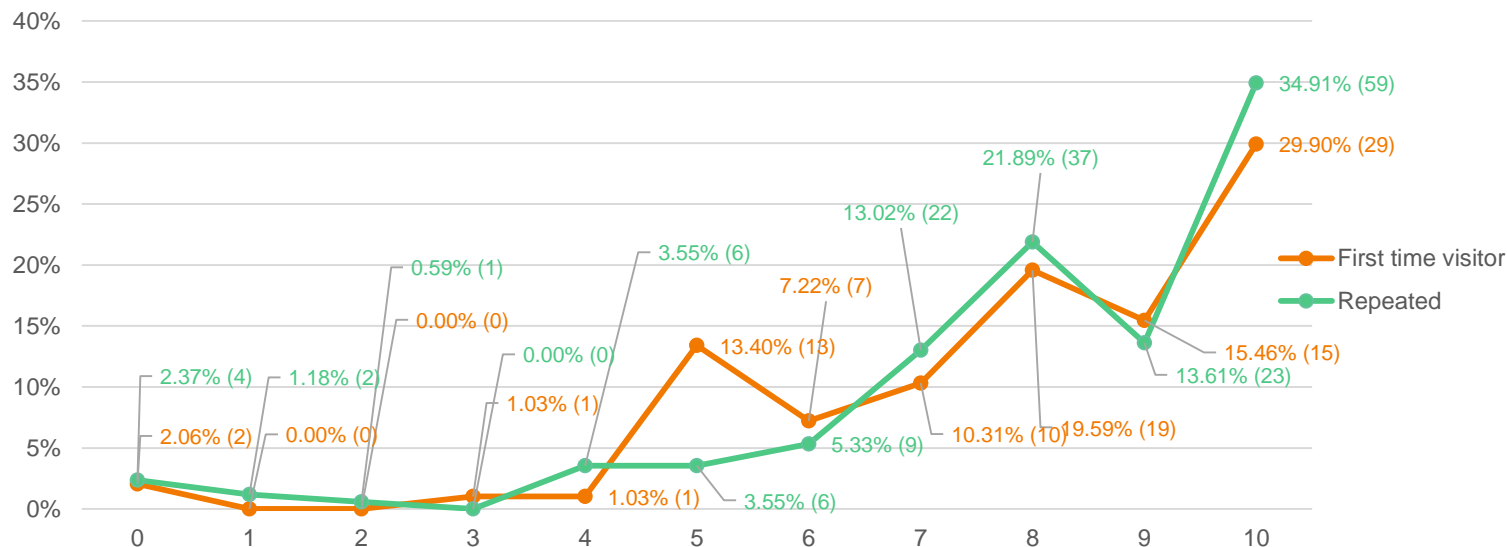
Loyalty Score
2017

8.05

Compare to 2017, the loyalty score has decreased a bit (0.09), but overall there is no big difference. In 2017 & 2018, over 65% respondents gave rating 8 – 10 in Q4.

Q4. How likely would you be to visit Asia's Fashion Jewellery & Accessories Fair – March again in the future? (First-time visitor vs Repeated visitor)

First-time visitors	Repeated visitors
Number of Respondents: 97	Number of Respondents: 169



(0 = Not at all likely, 10 = Extremely likely)

Loyalty Score of
First-time visitors

7.85

Loyalty Score of
Repeated visitors

8.04

The loyalty score of repeated visitors are 0.19 higher than first-time visitors. Repeated visitors are more likely to come back.

Q4. How likely would you be to visit Asia's Fashion Jewellery & Accessories Fair – March again in the future? (By business nature)

Nature of Business	No. of people answered	CSAT 2018	CSAT 2018 vs CSAT 2017	CSAT 2017
Manufacturer / Supplier	67	8.08	(0.03)	8.11
Importer	68	7.73	(0.56)	8.29
Exporter	52	7.92	(0.05)	7.97
Wholesaler	90	8.12	0.05	8.07
Buying Agent	24	7.5	(0.5)	8
Retailer	87	7.70	(0.35)	8.05
Department / Chain Store	8	8.25	0.25	8
Fashion Jewellery / Accessories Designer	58	8.25	0.05	8.2
Mail Order House / E-tailor	5	8.2	2.95	5.25
Related Institute / Association	1	5	(2)	7
Publication	2	10	6.5	3.5

Most of the CSAT in 2018 are above 7.5, except Related Institute / Association. However, the CSAT of six businesses have slightly dropped.

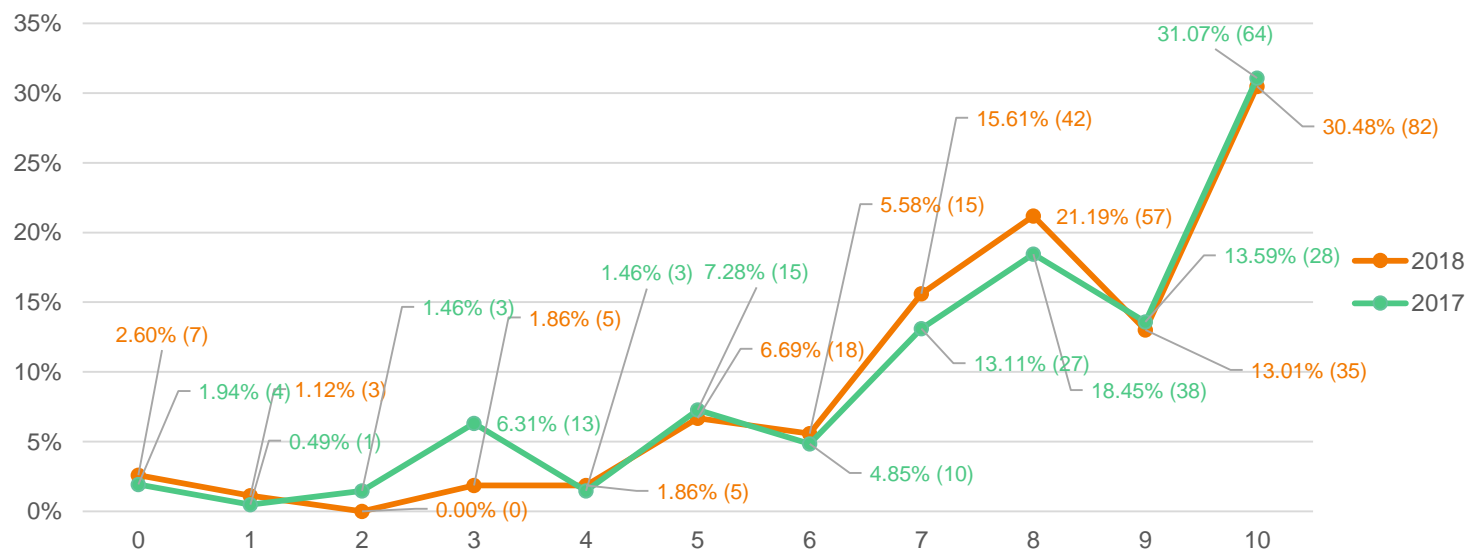
Q5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (2018 vs 2017)

2018

Number of Respondents: 269
Number of skipped: 6

2017

Number of Respondents: 206
Number of skipped: 20



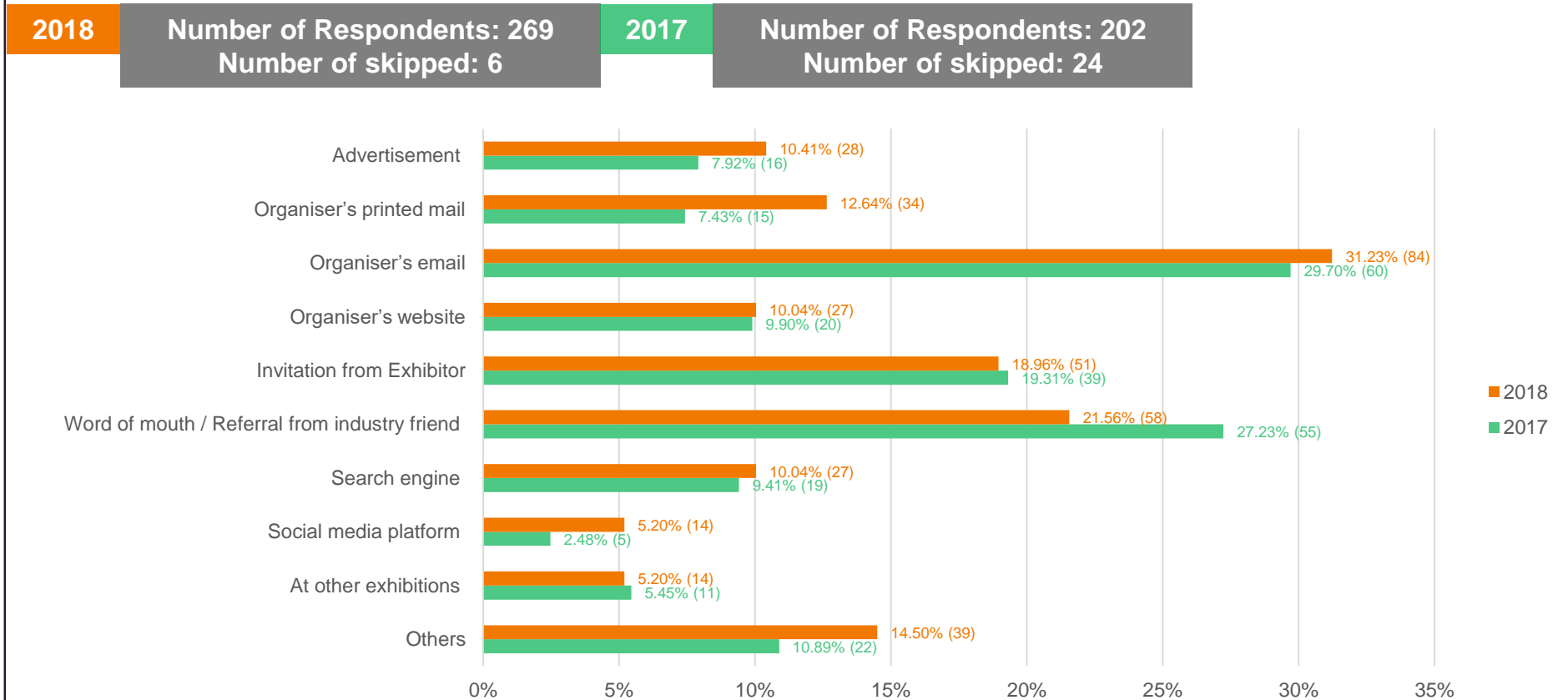
(0 = Not at all likely, 10 = Extremely likely)

NPS Average
2018
7.82

NPS Average
2017
7.66

The NPS average is 0.16 higher than last year. Respondents in 2018 are more likely to refer others to come to 3FJ.

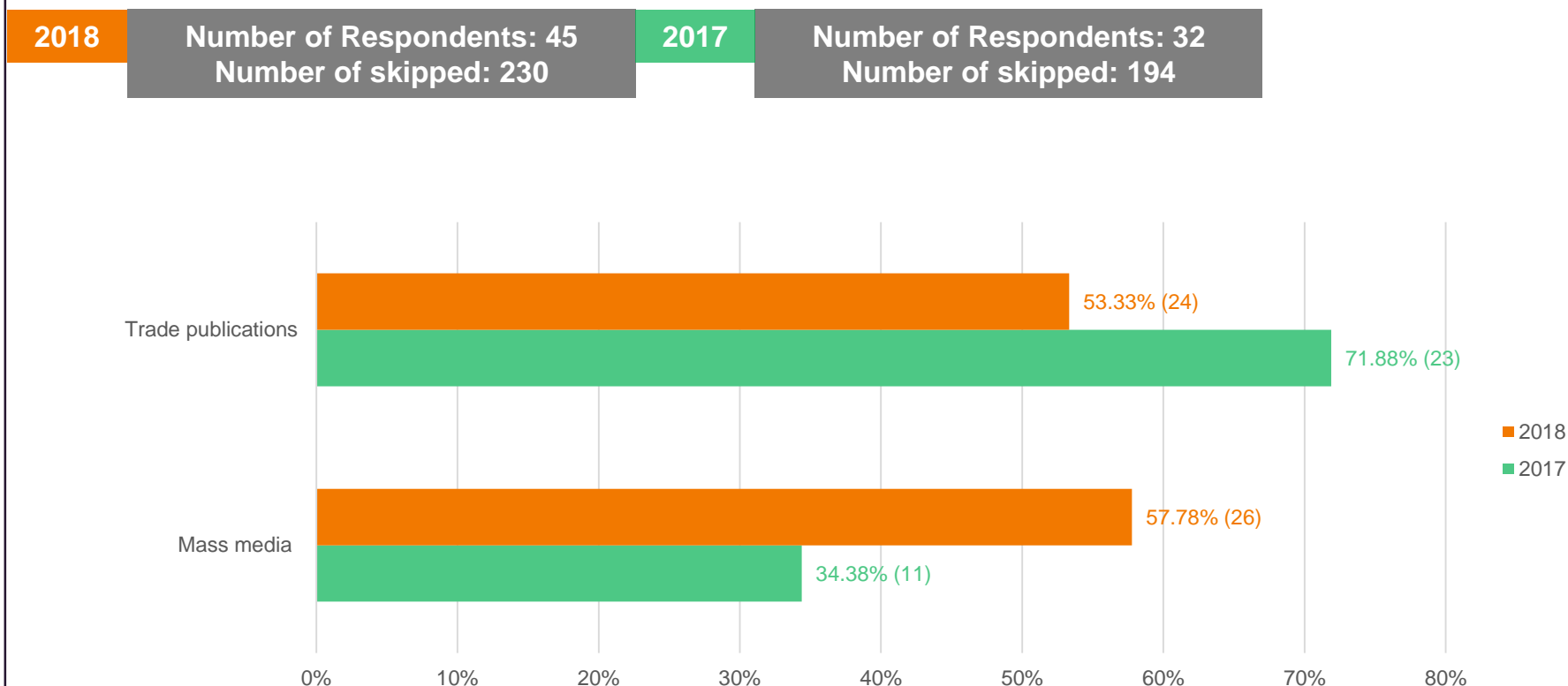
Q6a. How did you learn about this exhibition?



Organizer's email, word of mouth/referral from industry friend, and invitation from exhibitors are the main channel to reach the visitors. Thus, for the future fair promotions, focusing on these channels would likely be more effective and efficient.

Sum of the percentage is more than 100%, as part of the respondents may know the fair through multiple channels.

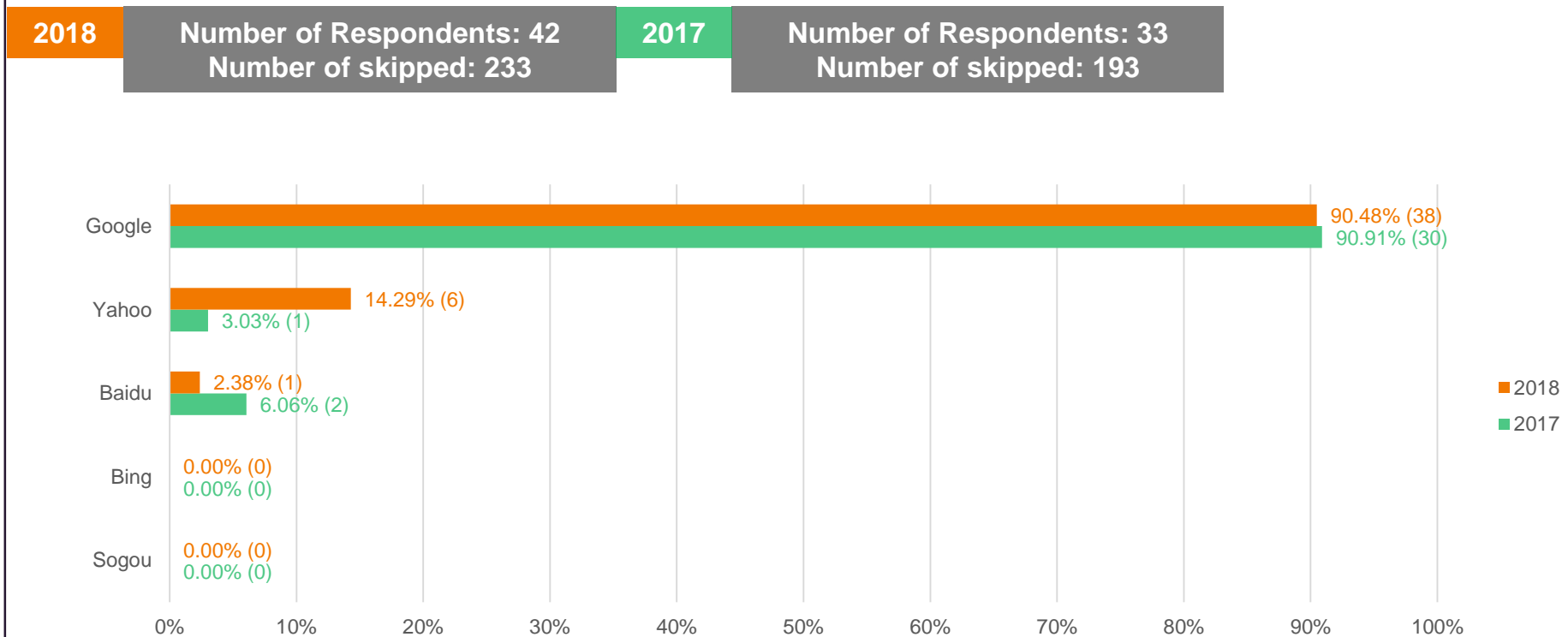
Q6a. How did you learn about this exhibition? (Based on visitors who learnt about the fair from **advertisement**)



This year, the effectiveness of mass media is obviously higher than last year. In 2018, there is 23.4% more respondents learnt the fair through the advertisement on mass media while a 18.55% drop on trade publications.

Sum of the percentage is more than 100%, as part of the respondents may know the fair through both channels.

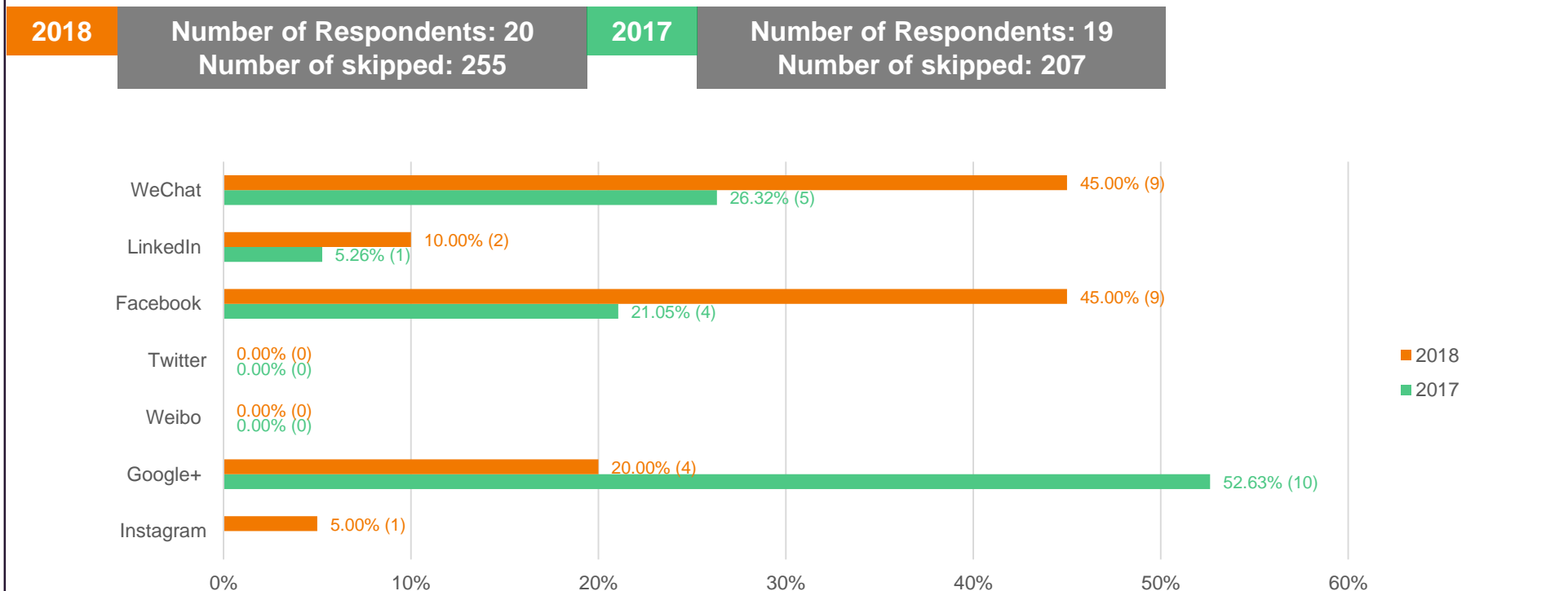
Q6a. How did you learn about this exhibition? (Based on visitors who learnt about the fair from search engine)



Over 90% respondents learnt the fair through Google. In 2018, there is a 11.26% increase in Yahoo, and a 3.68% drop in Baidu.

Sum of the percentage is more than 100%, as part of the respondents may know the fair through multiple channels.

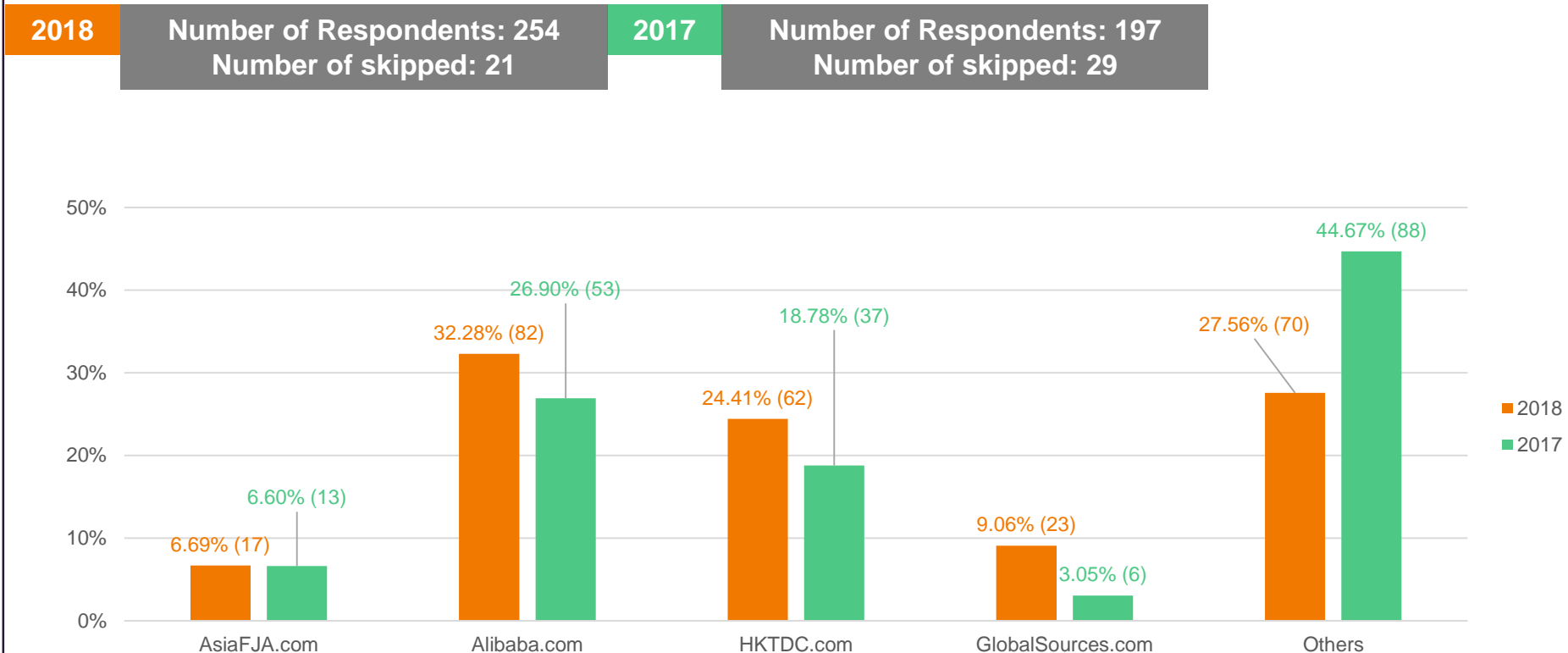
Q6a. How did you learn about this exhibition? (Based on visitors who learnt about the fair from **social media**)



In 2018, Wechat, Facebook, followed by Google+ are the most influential social media channels to the respondents. It is also important to note that the Instagram channel was just started in June 2017, but in March 2018, there are already 5% respondents learnt the fair from it.

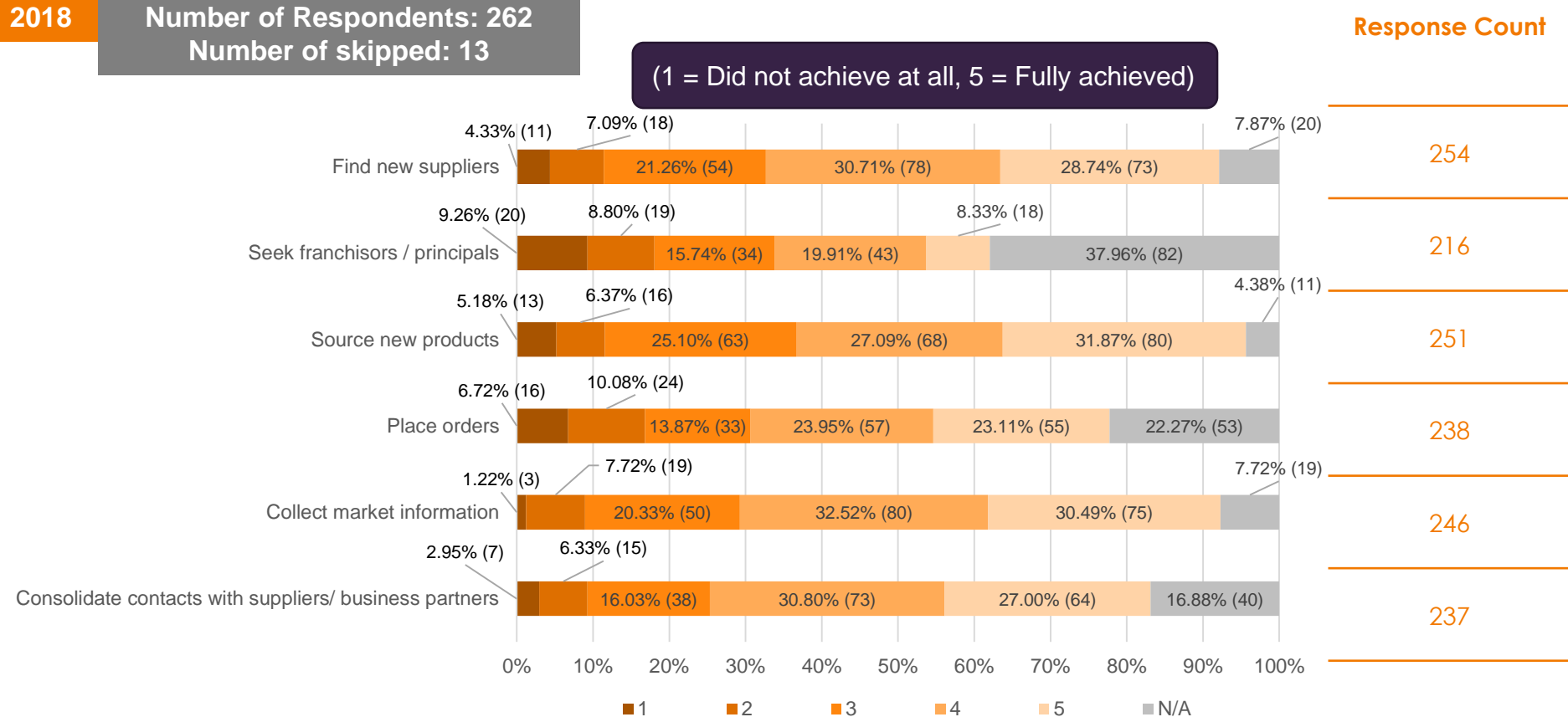
Sum of the percentage is more than 100%, as part of the respondents may know the fair through multiple channels.

Q6b. Which online platform do you usually use to source your products?



Alibaba.com, HKTDC.com, followed by GlobalSources.com are the most popular online sourcing platform among the respondents. For Others, a lot of respondents said they do not source online.

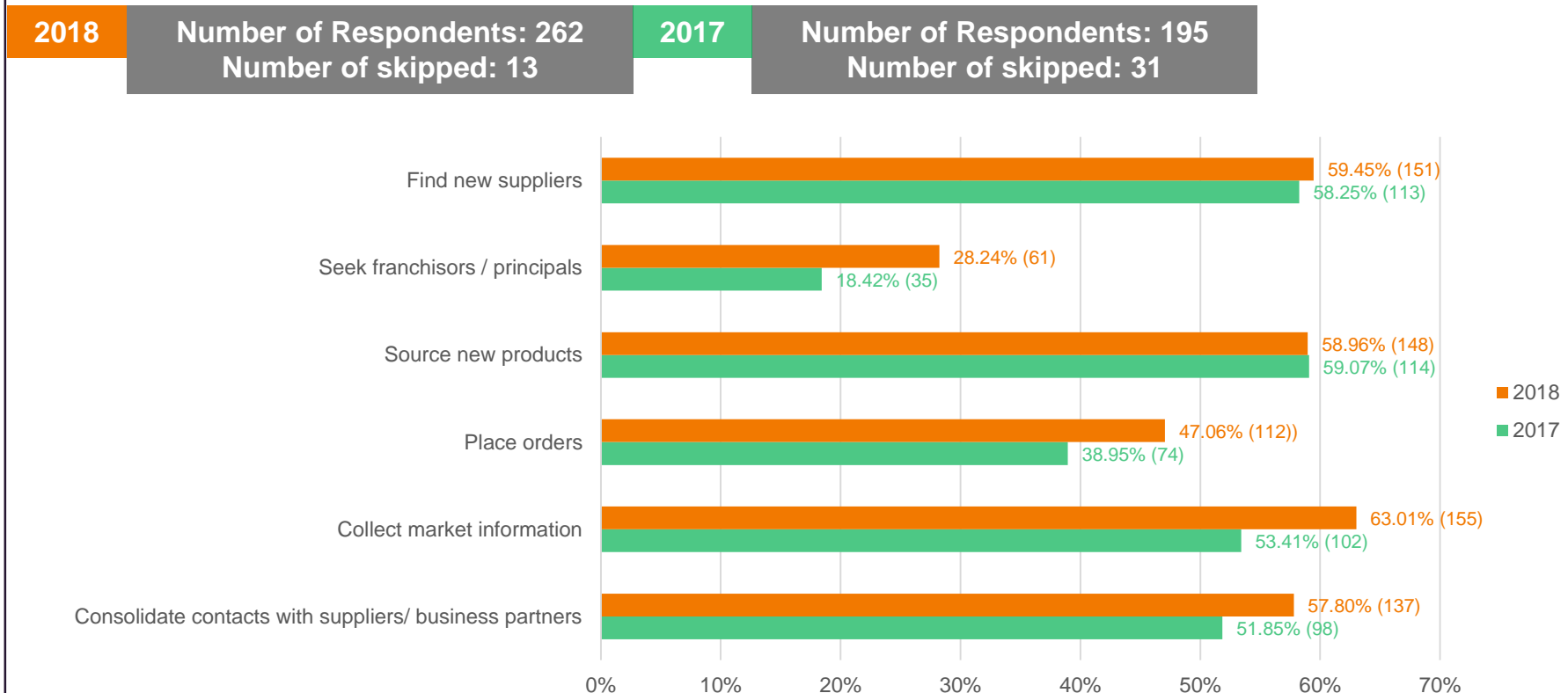
Q7. To what extent have your objectives for visiting in this exhibition been achieved?



Based on the percentage of N/A, it indicates that source new products, collect market information and find new suppliers are the major objectives of the respondents.

Q7. To what extent have your objectives for visiting in this exhibition been achieved?

(Comparison of combining responses of “Rating 4” and “Rating 5”)



The rating 4 – 5 of almost all objectives are higher than last year. Although there is a slight decrease (0.11%) in source new products, the percentage of respondents rated 4 – 5 is still over 50%.

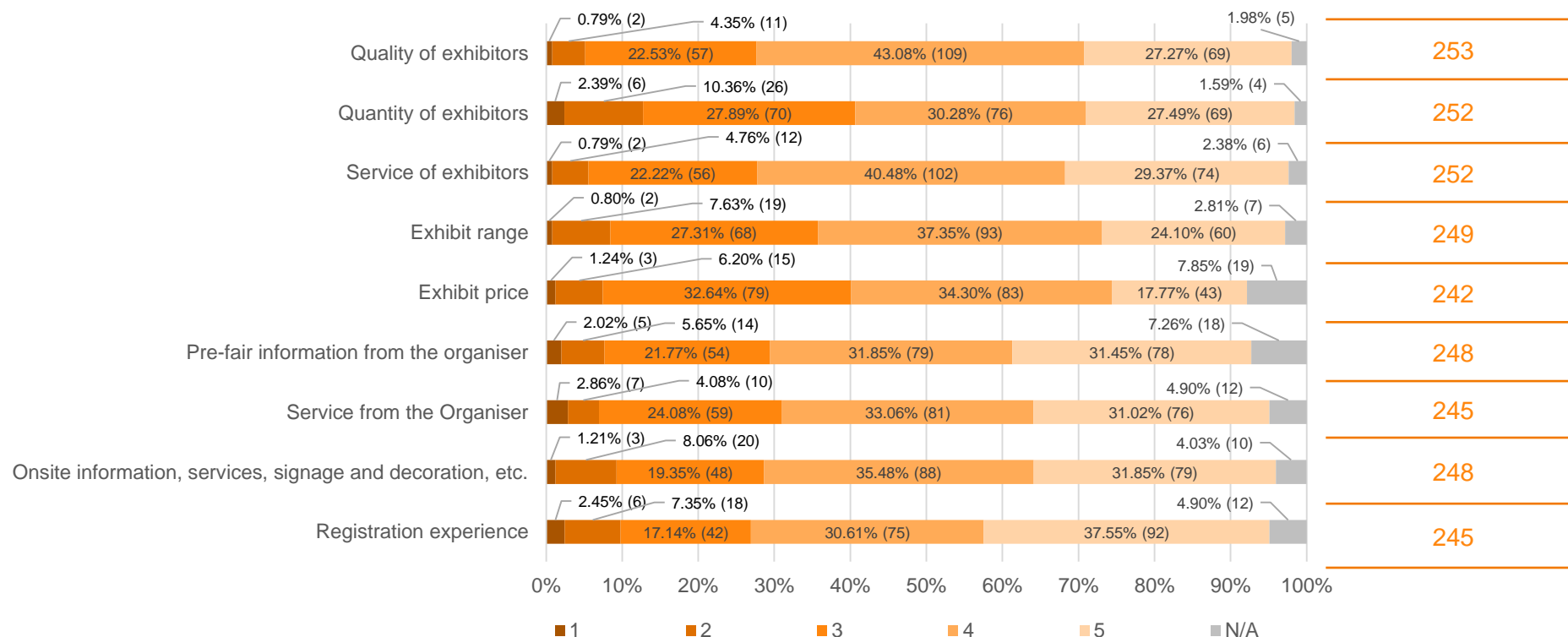
Q8. To what extent are you satisfied with the fair in the following aspect?

2018

Number of Respondents: 256
Number of skipped: 19

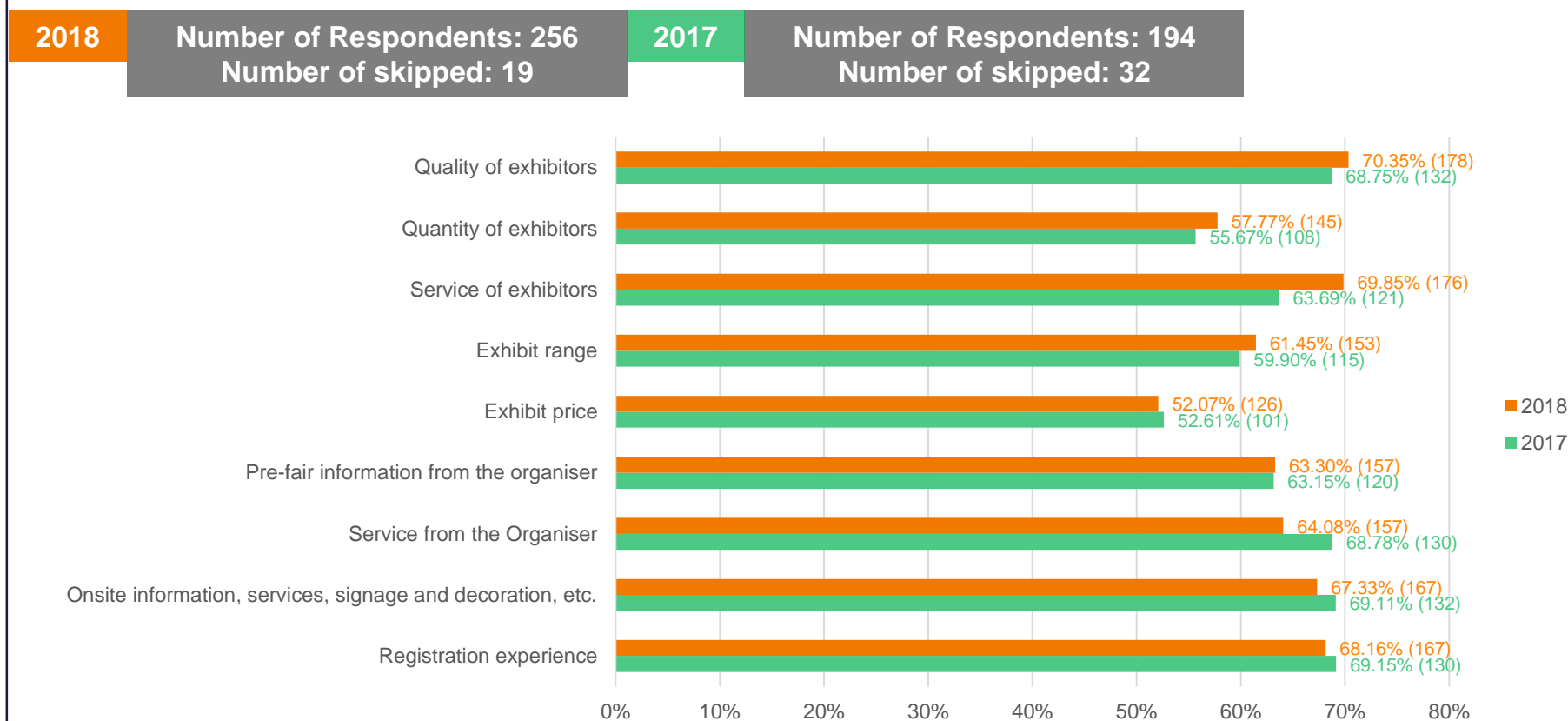
(1 = Not satisfied at all, 5 = Extremely satisfied)

Response Count



Based on the percentage of N/A, it indicates that quantity of exhibitors, quality of exhibitors and service of exhibitors are the major aspect that affect the satisfaction level of respondents.

Q8. To what extent are you satisfied with the fair in the following aspect? (Comparison of combining responses of “Rating 4” and “Rating 5”)



There are slight decreases (0.54%, 4.7%, 1.78%, and 0.99%) on the rating 4 - 5 of exhibit price, service from the organiser, onsite information, services, signage, and decoration, etc, and registration experience. Compare to last year, visitors are less satisfied in these aspects.

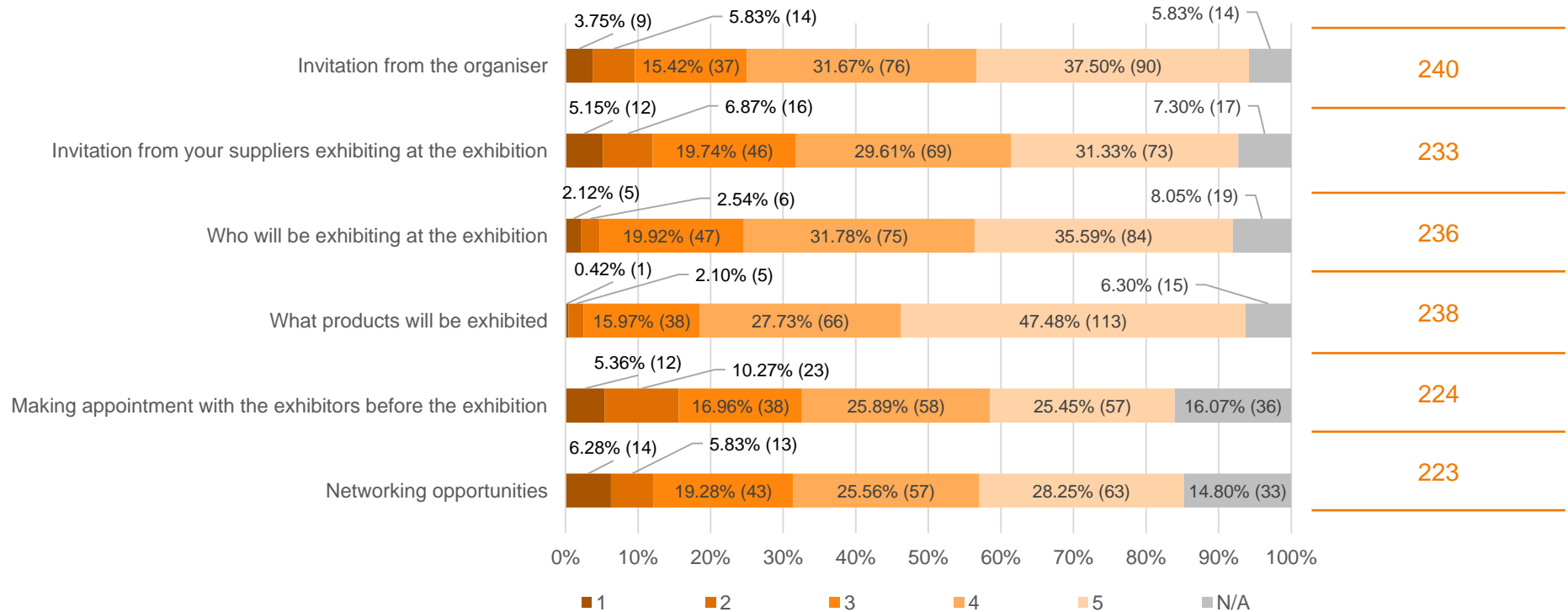
Q9a. How important are the following to you in your planning to visit this exhibition?

2018

Number of Respondents: 251
Number of skipped: 24

(1 = Not important at all, 5 = Extremely important)

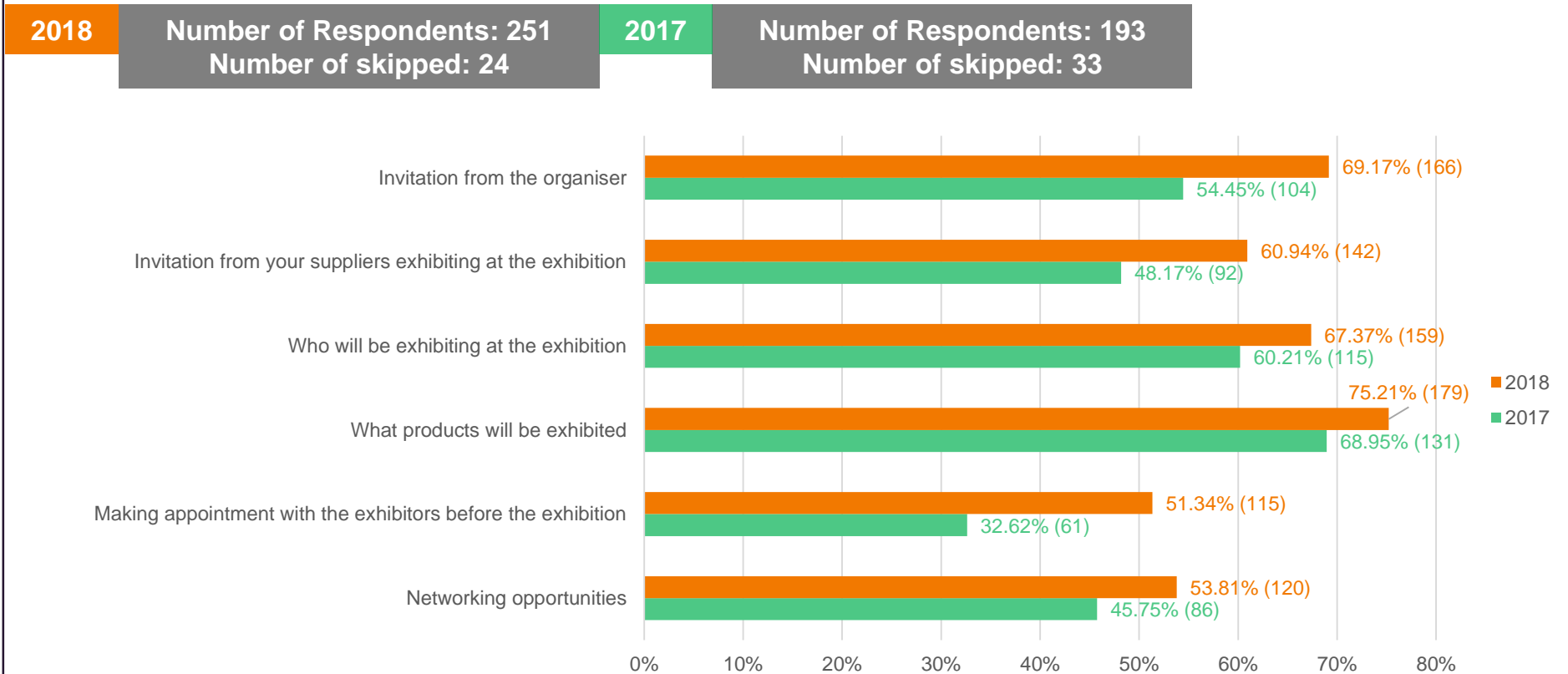
Response Count



Based on the percentage of N/A, it indicates that making appointment with the exhibitors before the exhibition and networking opportunities are less important to respondents for visiting the fair.

Q9a. How important are the following to you in your planning to visit this exhibition?

(Comparison of combining responses of “Rating 4” and “Rating 5”)

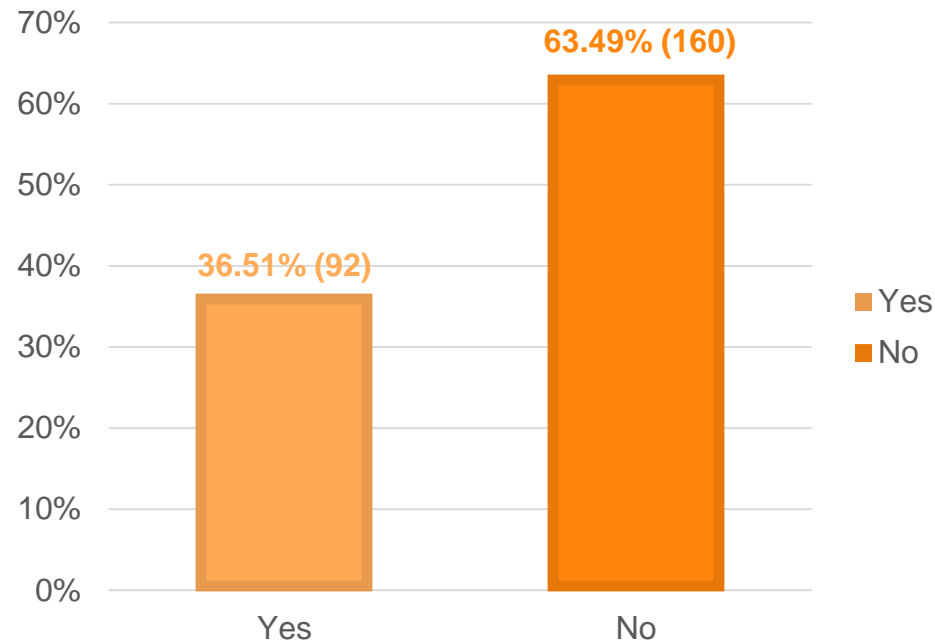


What products will be exhibited, invitation from the organiser, who will be exhibiting at the exhibition are the most important factors.

Q9b) Are there any product(s), brand(s) , or company(s) that you would like to see but are not present at the show?

2018

Number of Respondents: 252
Number of skipped: 23



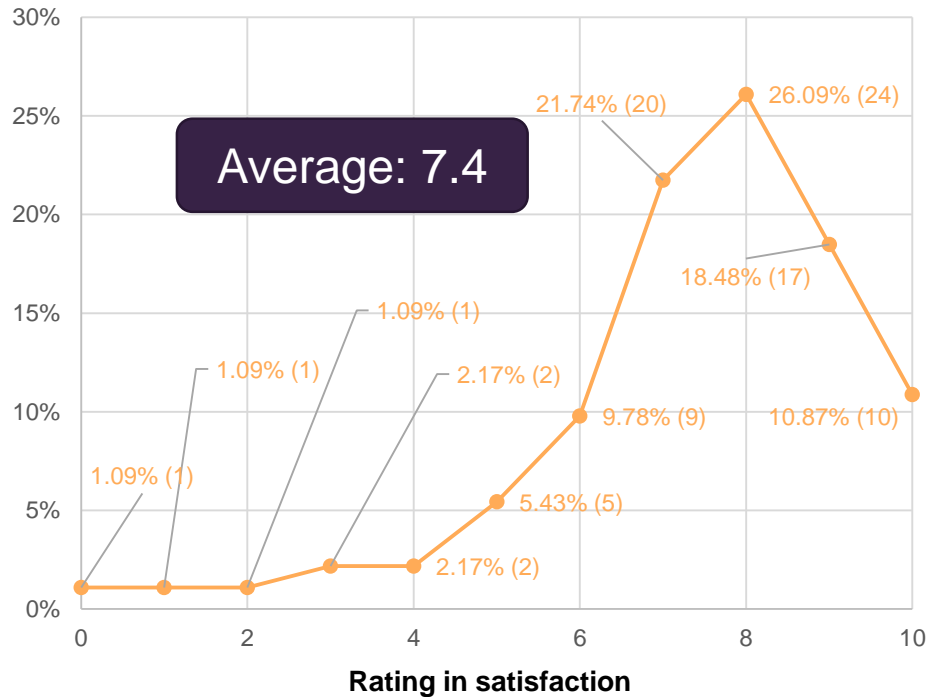
Over 60% respondents are satisfied with the product range, while the rest of them cannot find some of the products/brands/companies they want at the show.

Q9b) Are there any product(s), brand(s) , or company(s) that you would like to see but are not present at the show?

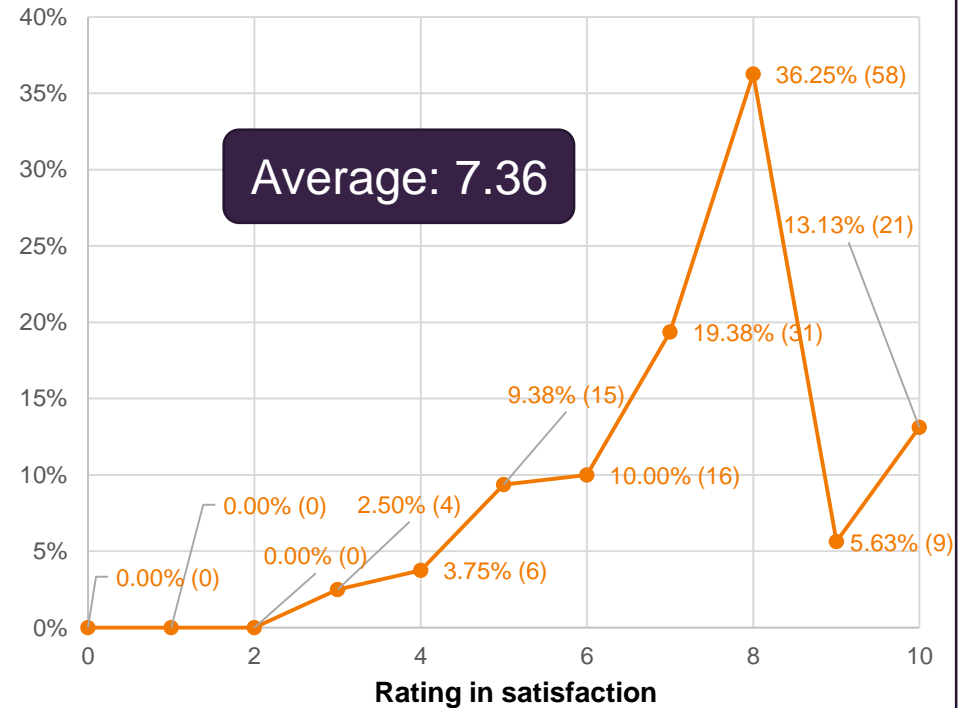
2018

Number of Respondents: 252
Number of skipped: 23

Yes



No



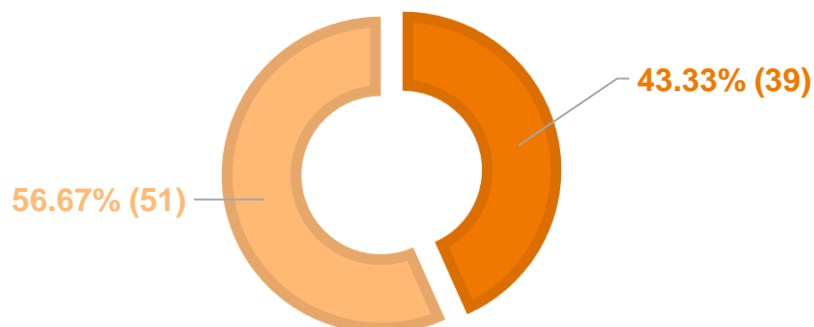
Comparing the satisfaction level of respondents answered yes and no in Q9b, the satisfaction level is actually very similar. Thus, it indicates that even customers cannot find what they expected to see at the show, they can still be satisfied with the fair.

Q9b) Are there any product(s), brand(s) , or company(s) that you would like to see but are not present at the show?

First-time visitors	Repeated visitors
Number of Respondents: 90	Number of Respondents: 159

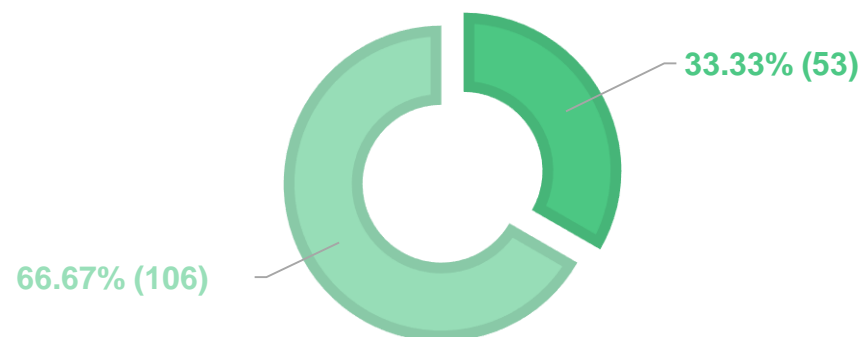
FIRST-TIME VISITOR

■ Yes ■ No



REPEATED VISITOR

■ Yes ■ No



Percentage of first-time visitors who cannot find some of the products/brands/companies they want at the show is higher (10%) than repeated visitors. Over 65% repeated visitors find what they want in 3FJ. Organiser will have to review the comment from visitors carefully, but at the same time, it is also important to consider including more product details on the promotional materials and website. The foresaid action will let the visitor have a better understanding on what they are going to see on the fair, and thus, they will know what to expect on the fair.