

# Asia's Fashion Jewellery & Accessories Fair – March 2019

03 May 2019



# Visitor Survey Report

03 May 2019





27 Feb - 2 Mar 2019  
2019年2月27至3月2日

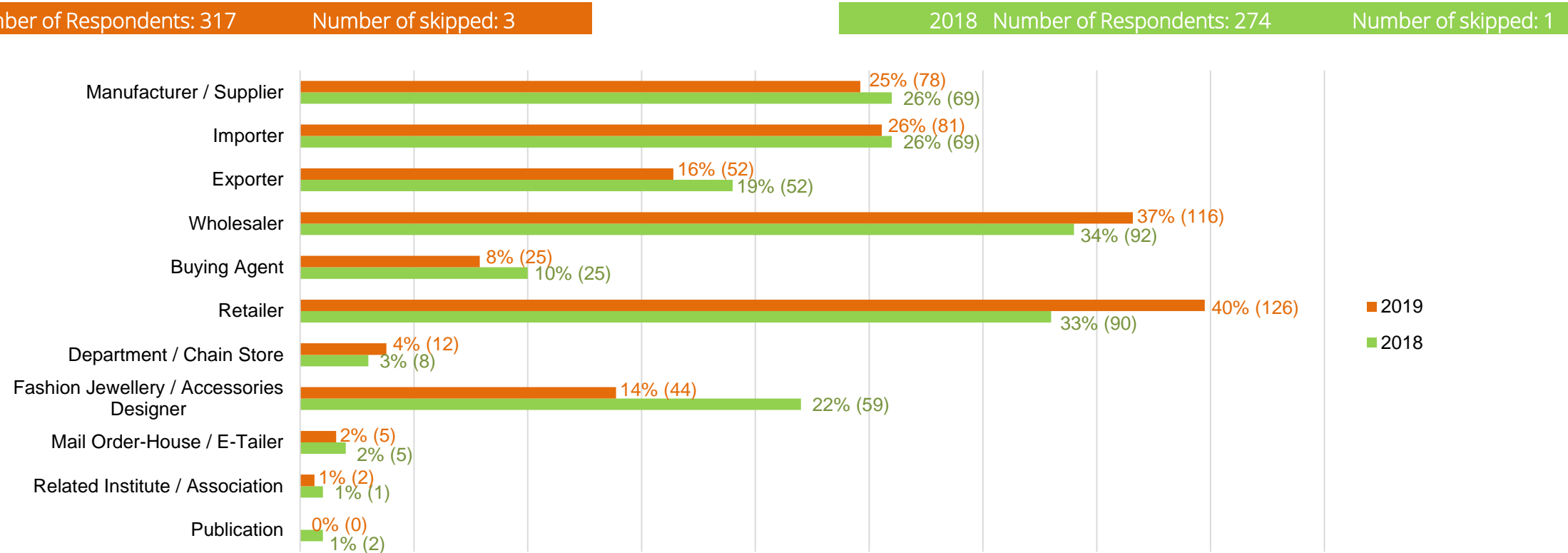
## Survey data summary

Total number of visitors	5,471
Total number of collected onsite survey	204
<b>Onsite survey response rate</b>	<b>3.7% [204/5,471]</b>
Total number of online survey successfully sent out	4,579
Total number of collected online survey	124
<b>Online survey response rate</b>	<b>2.7% [124/4,579]</b>
Total number of collected survey (onsite + online)	320 (exclude 8 duplicated)
<b>Overall response rate</b>	<b>5.8% [320/5,471]</b>



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# Nature of Business(es)



- Majority of the buyers are retailers and wholesalers, followed by importers and manufacturers/suppliers. Compared to last year, there is a significant increase on the percentage of wholesalers and retailers, while the number of fashion jewellery/accessories designers has dropped.

*(Sum of the percentage is more than 100% since some of the the respondents' company may be involved in more than one nature of businesses.)*



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

2019 Number of Respondents: 318

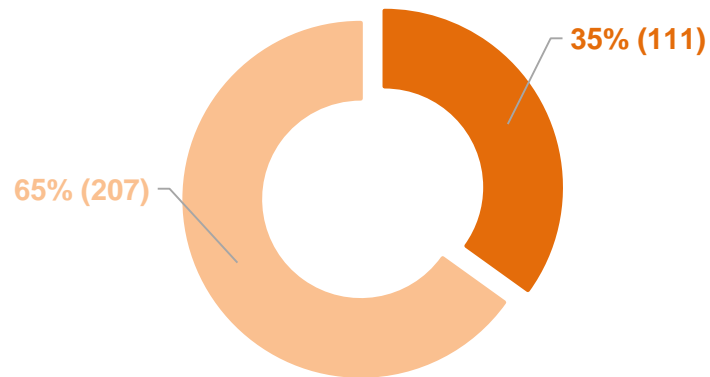
Number of skipped: 2

2018 Number of Respondents: 272

Number of skipped: 3

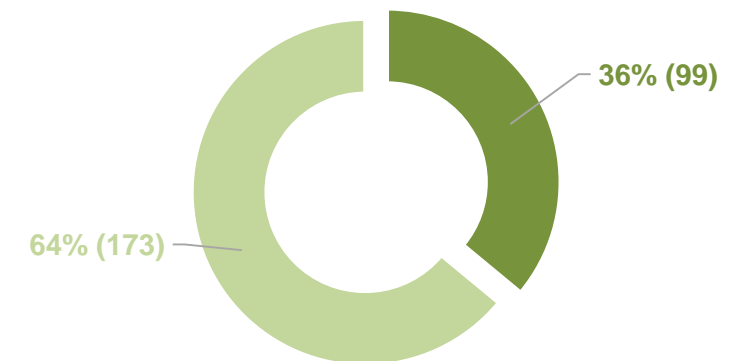
2019

■ First-Time visitors ■ Returning visitors



2018

■ First-Time visitors ■ Returning visitors



- The fair has kept its regular visitors since over 60 percent of the attendees are returning visitors. The percentage of first-time visitors is similar to last year.



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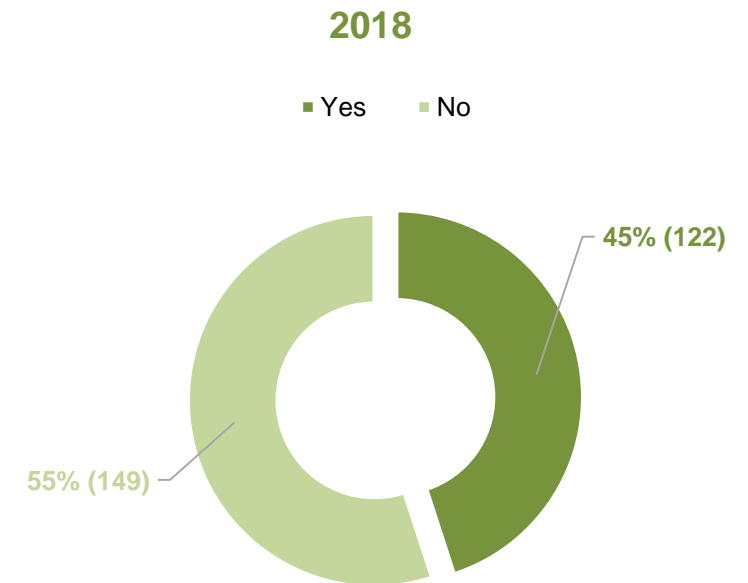
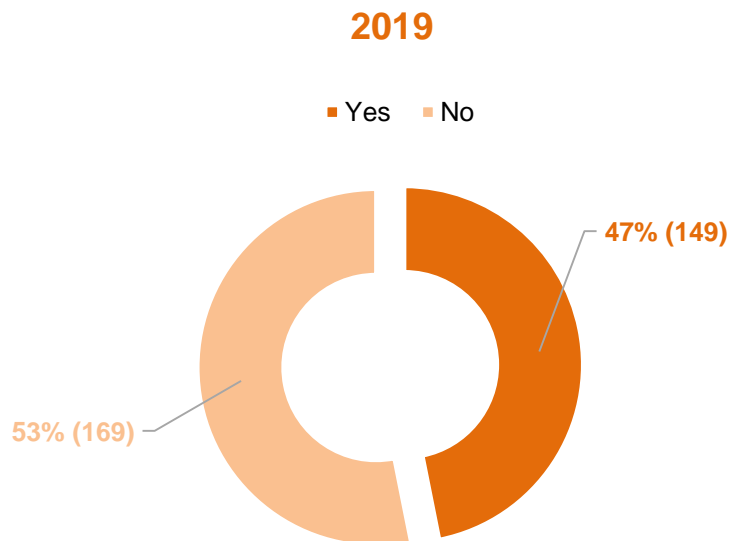
## Q2. Have you upgraded your visitor badge for a Trade Buyer ID?

2019 Number of Respondents: 318

Number of skipped: 2

2018 Number of Respondents: 271

Number of skipped: 4

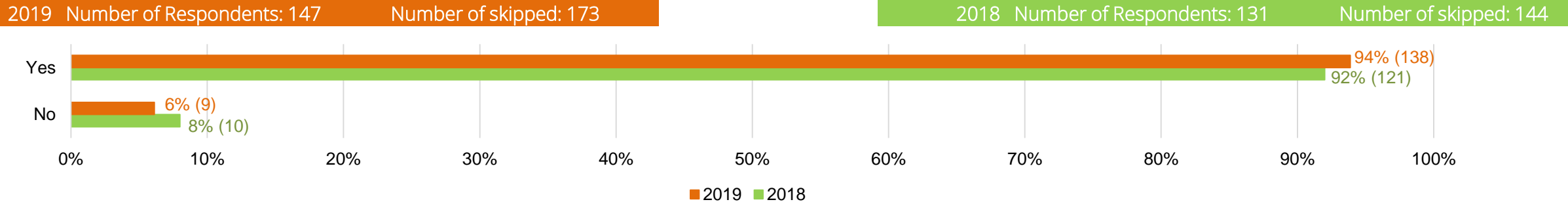


- 47% of the visitors are holding a Trade Buyer ID card, indicating that these visitors are not just one-time visitors. They have upgraded their visitor badges because they intend to attend future shows.

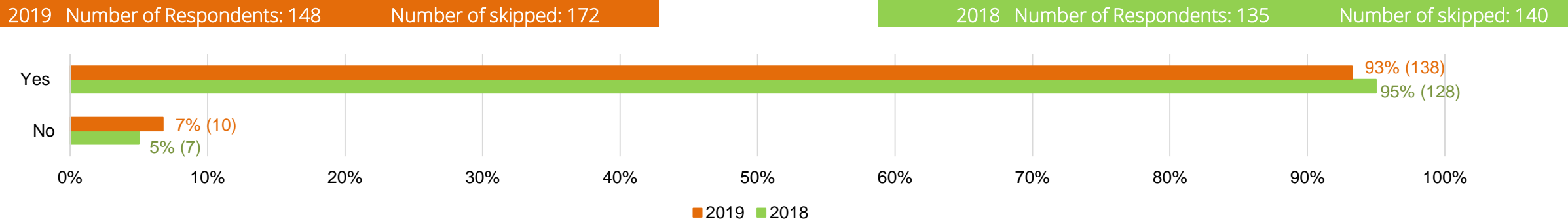


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## Q2.1. The TBID is very user-friendly



## Q2.2. I will recommend to my peers



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

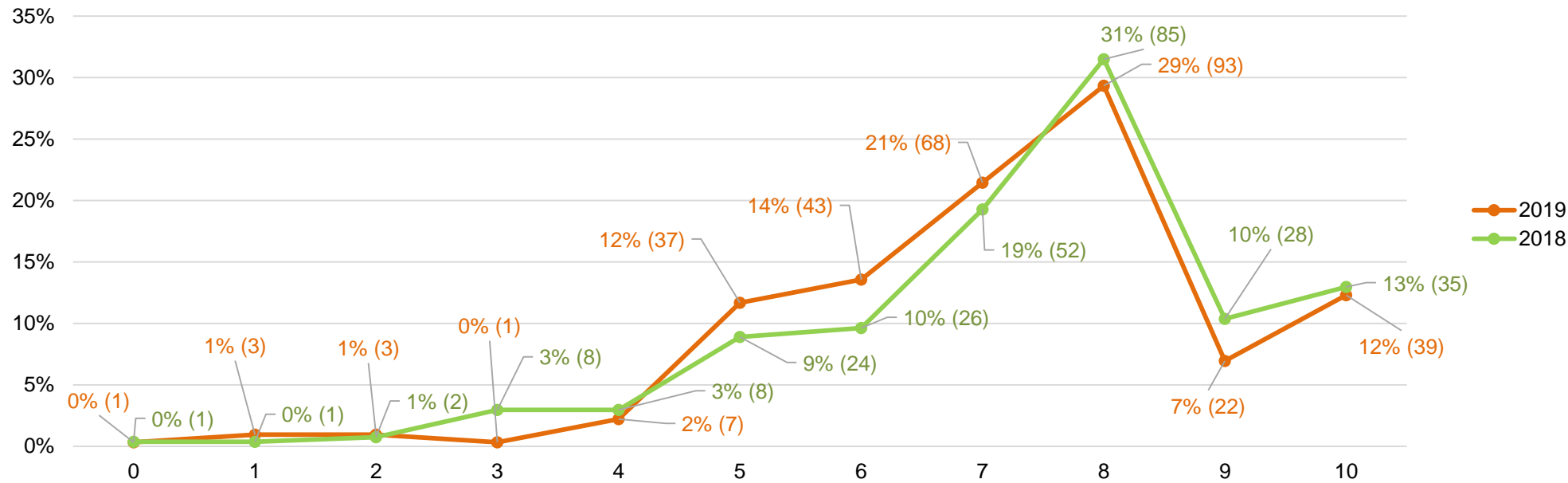


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# Q3. Overall, how would you rate your experience at Asia's Fashion Jewellery & Accessories Fair – March? (2019 vs 2018)

2019 Number of Respondents: 317 Number of skipped: 3

2018 Number of Respondents: 270 Number of skipped: 5



CSAT 2019  
**7.23**

CSAT 2018  
**7.34**

- Compared with 2018, the CSAT score of 3FJ dropped to 7.23. This may be due to a decrease in the proportion of 9 – 10 rating.





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# Q3.1. Overall, how would you rate your experience at Asia's Fashion Jewellery & Accessories Fair – March?

(First-time visitors vs Returning visitors)

First-time visitors	Returning visitors
Number of Respondents: 110	Number of Respondents: 206



CSAT of first-time visitors

# 7.4

CSAT of returning visitors

# 7.15

- Returning visitors tend to have higher expectations, thus, the satisfaction score of first-time visitors is higher than returning visitors. This has made the CSAT score 0.25 higher.



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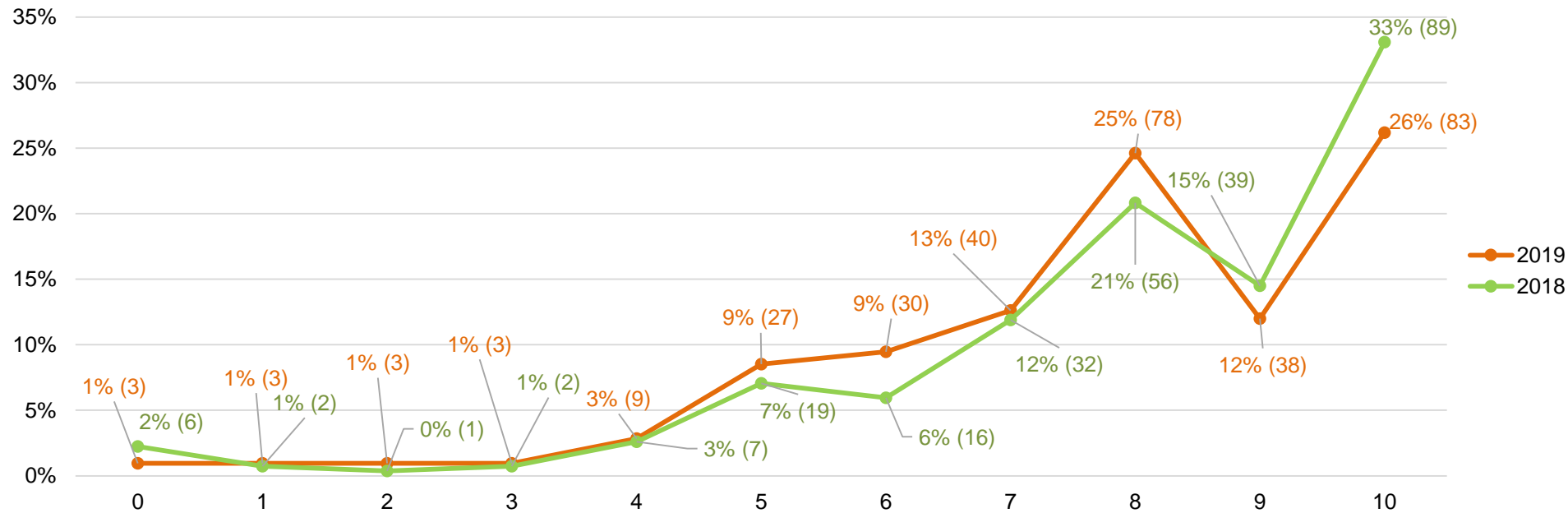
# Q4. How likely are you to visit Asia's Fashion Jewellery & Accessories Fair – March next year? (2019 vs 2018)

2019 Number of Respondents: 317

Number of skipped: 3

2018 Number of Respondents: 269

Number of skipped: 6



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

Loyalty Score  
2019  
**7.71**

Loyalty Score  
2018  
**7.96**

- Compared to 2018, the loyalty score has decreased (by 0.25). In 2018 and 2019, 69% and 63% of respondents, respectively, gave a rating of 8 – 10 in response to this question.

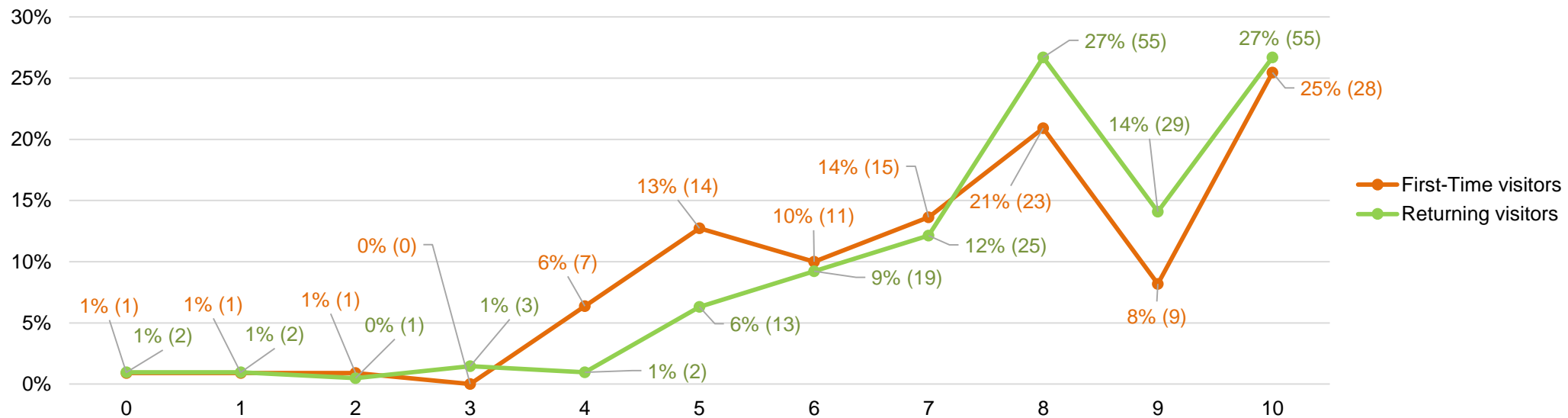


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# Q4.1. How likely are you to visit Asia's Fashion Jewellery & Accessories Fair – March next year?

(First-time visitors vs Returning visitors)

First-time visitors	Returning visitors
Number of Respondents: 110	Number of Respondents: 206



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

Loyalty Score of first-time visitors

**7.43**

Loyalty Score of returning visitors

**7.89**

- The loyalty score of returning visitors is 0.46 higher than first-time visitors. Returning visitors are more willing to attend the show again.

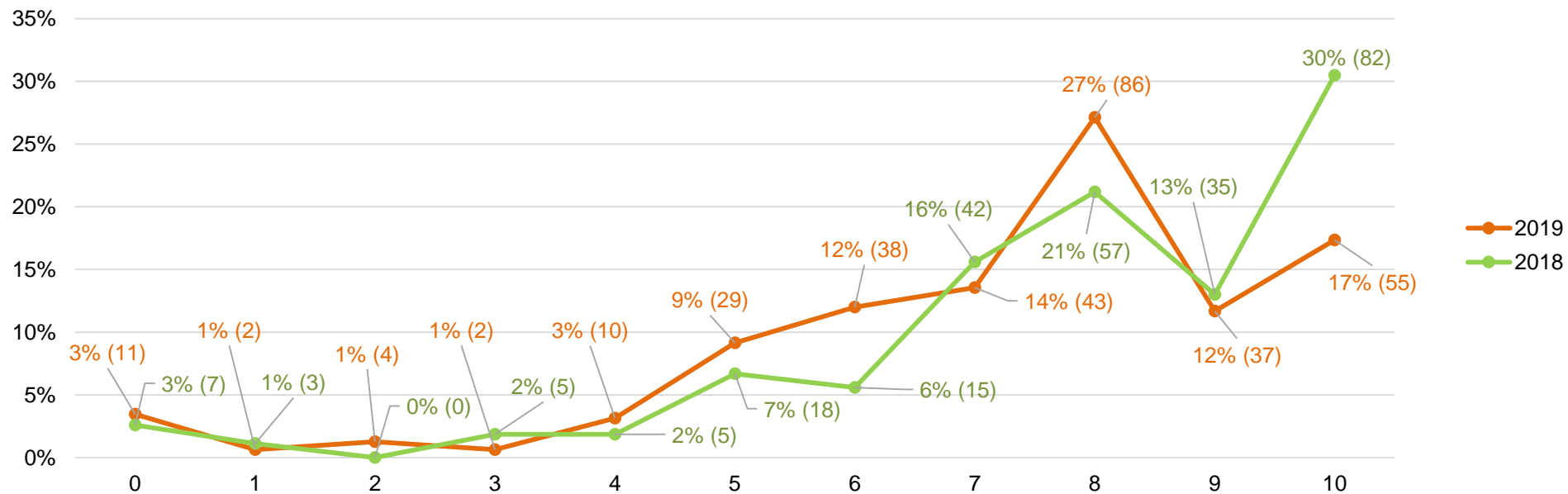


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# Q5. How likely are you to recommend Asia's Fashion Jewellery & Accessories Fair – March to a friend or colleague? (2019 vs 2018)

2019 Number of Respondents: 317 Number of skipped: 3

2018 Number of Respondents: 269 Number of skipped: 6



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

NPS Average 2019  
**7.26**

NPS Average 2018  
**7.82**

- The NPS average is 0.56 lower than last year. Respondents in 2018 were more likely to recommend to friends/colleagues that they visit 3FJ.



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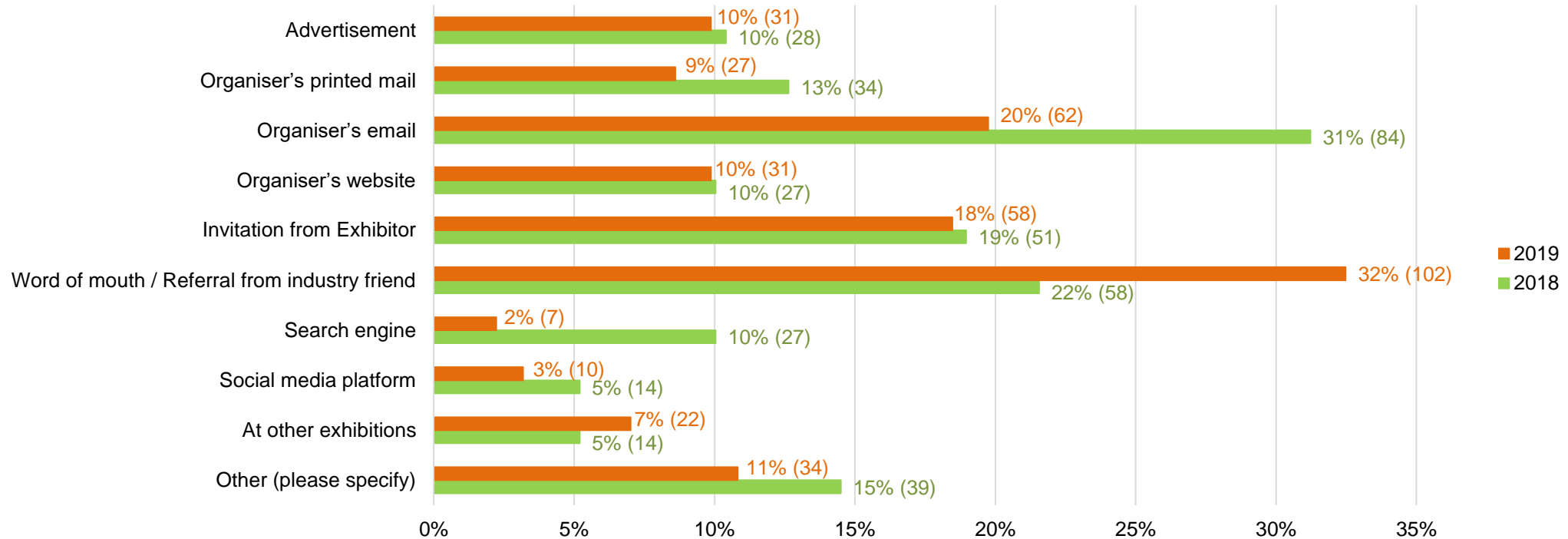
# Q6a. How did you learn about this exhibition?

2019 Number of Respondents: 314

Number of skipped: 6

2018 Number of Respondents: 269

Number of skipped: 6



- In 2019, word-of-mouth/referral from industry friend, organiser's email and invitation from exhibitors are the top 3 channels to reach visitors. Compared to last year, the percentage of word-of-mouth/referral from industry friend saw a significant increase. Thus, future fair promotions should focus on these channels.

(Sum of the percentage is more than 100% since some respondents might have known the fair through multiple channels.)



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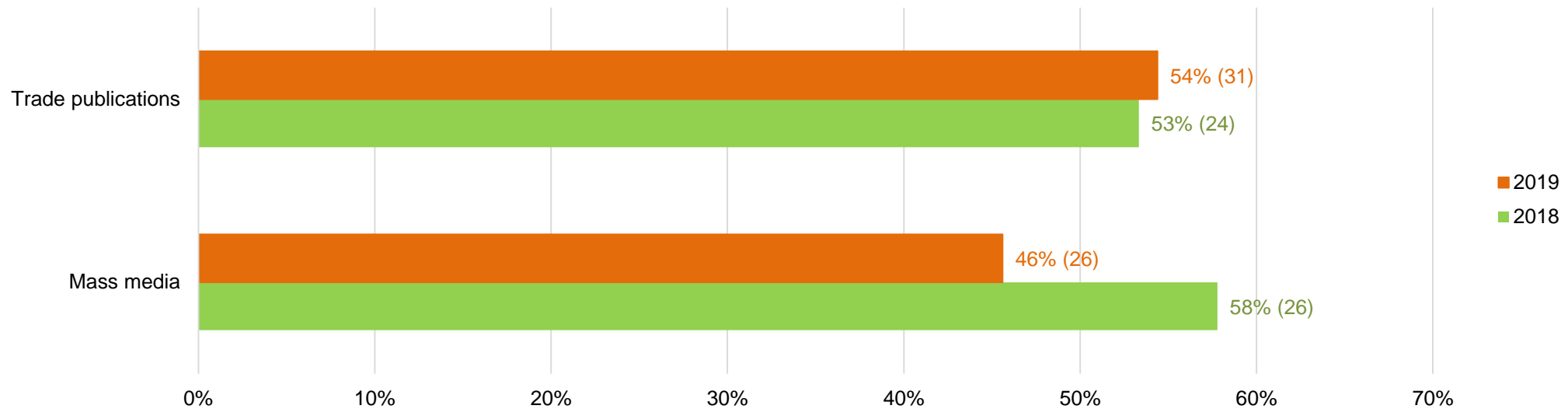
# Q6a. How did you learn about this exhibition? (Based on visitors who learned about the Fair from **advertisements**)

2019 Number of Respondents: 57

Number of skipped: 263

2018 Number of Respondents: 45

Number of skipped: 230



- This year, the effectiveness of trade publications is higher than last year while the effectiveness of mass media is lower. For trade publications, there is no big difference between 2019 and 2018.

*(Sum of the percentage is more than 100% since some respondents might have known about the Fair through both channels.)*



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# Q6a. How did you learn about this exhibition?

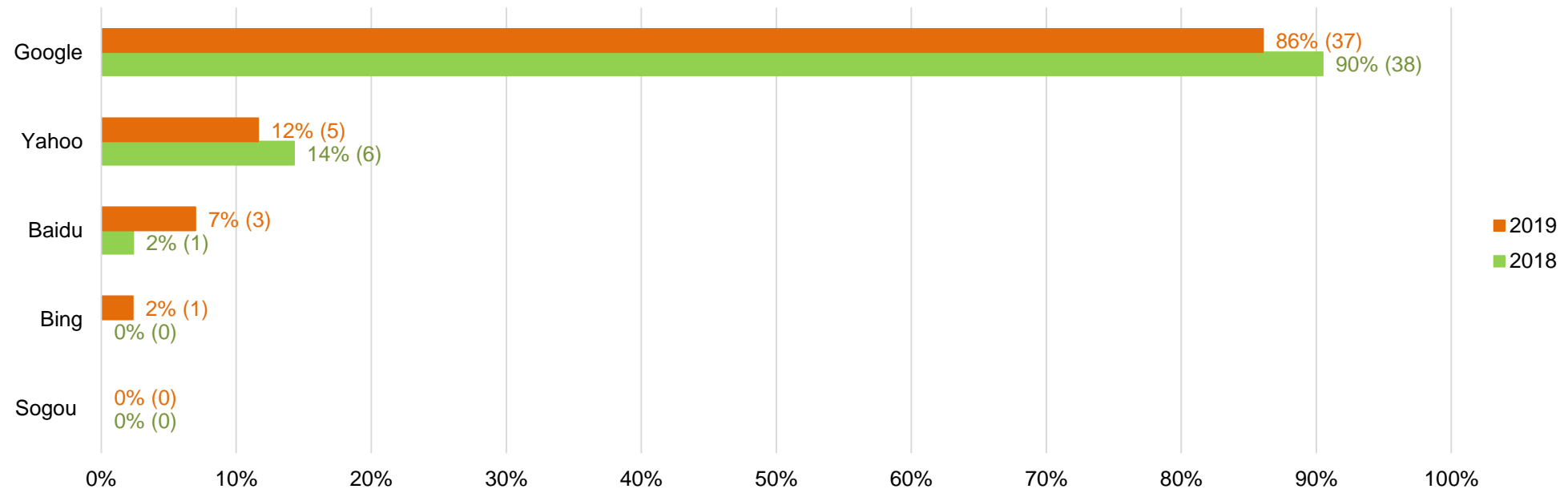
(Based on visitors who learned about the Fair from **search engine**)

2019 Number of Respondents: 43

Number of skipped: 277

2018 Number of Respondents: 42

Number of skipped: 233



- Over 80% of respondents learned about the Fair through Google. The same held true last year. In 2019, there is a 2% increase in Bing, and a 2% drop in Yahoo.

*(Sum of the percentage is more than 100%, as part of the respondents may know the Fair through multiple channels.)*



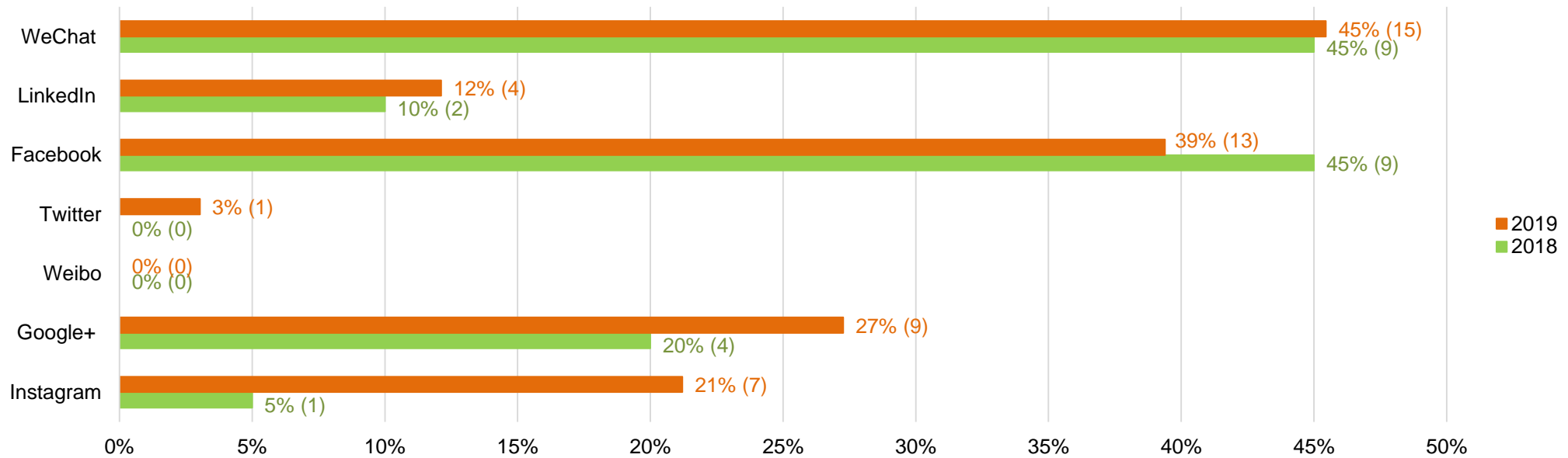
# Q6a. How did you learn about this exhibition? (Based on visitors who learned about the Fair from **social media**)

2019 Number of Respondents: 33

Number of skipped: 287

2018 Number of Respondents: 20

Number of skipped: 255



- In 2019, WeChat and Facebook, followed by Google+, are the most influential social media channels. It is also important to note that the Instagram channel, which was launched only in June 2017, is gaining a following. The number of visitors who learned about the fair via Instagram was 16-percentage points higher than the previous year. This reflects Instagram's growing importance in our marketing efforts.

*(Sum of the percentage is more than 100% since some respondents might have known about the Fair through multiple channels.)*





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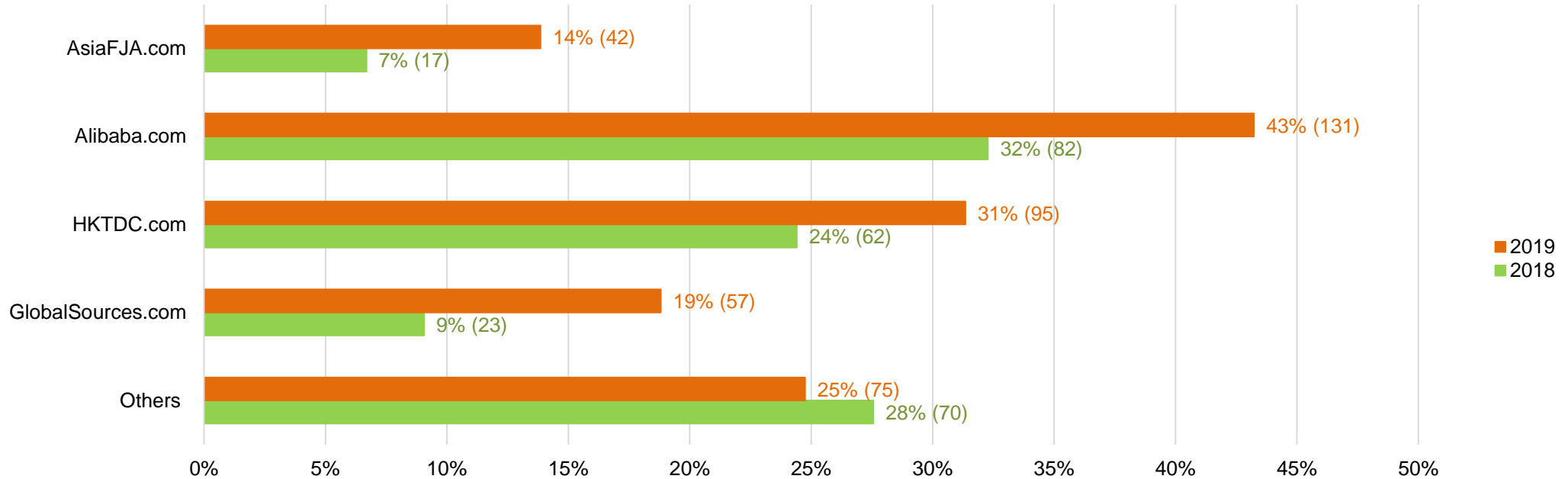
# Q6b. Which online platform do you usually use to source your products?

2019 Number of Respondents: 303

Number of skipped: 17

2018 Number of Respondents: 254

Number of skipped: 21



- Alibaba.com is the most popular online sourcing platform among the respondents.

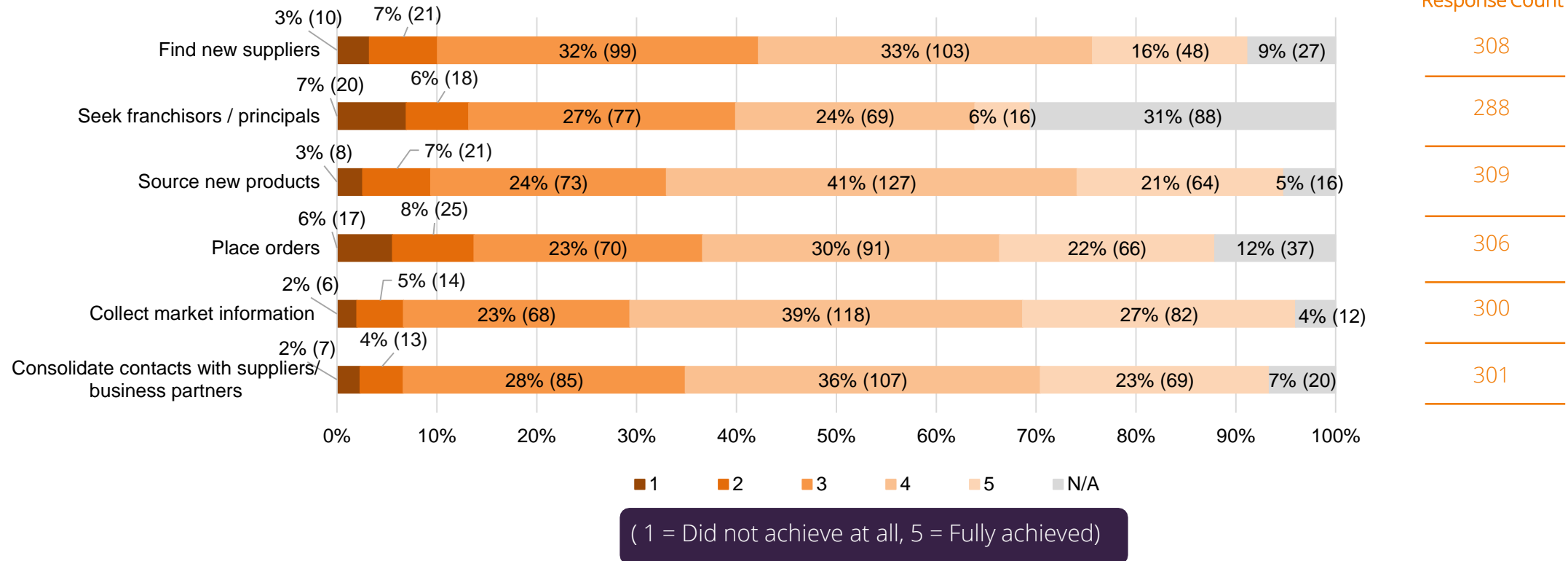


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# Q7. To what extent have your objectives for visiting this exhibition been achieved?

2019 Number of Respondents: 313 Number of skipped: 7

Response Count



- Collect market information, source new products and consolidate contacts with suppliers/business partner have a relatively low percentage of N/A, indicating that these are the major objectives of respondents.



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# Q7.1. To what extent have your objectives for visiting this exhibition been achieved?

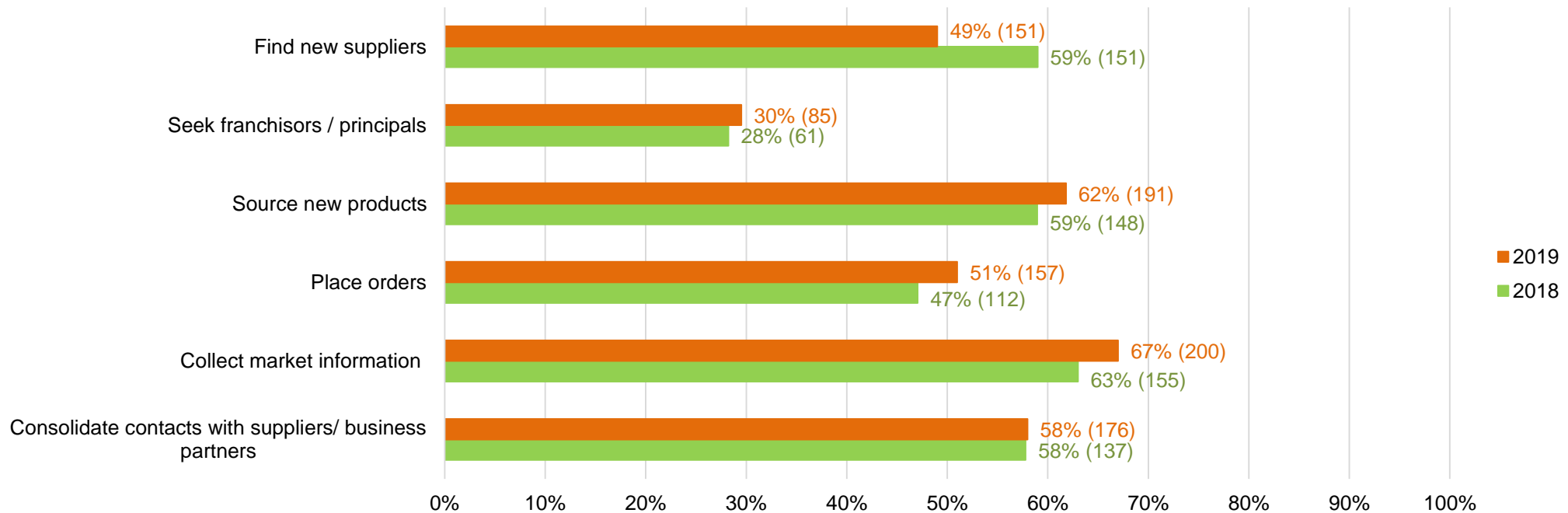
(Comparison of combining responses of "Rating 4" and "Rating 5")

2019 Number of Respondents: 313

Number of skipped: 7

2018 Number of Respondents: 262

Number of skipped: 13



- Apart from a 10-percentage point drop in "find new suppliers," almost all objectives in ratings 4 – 5 are higher than last year.

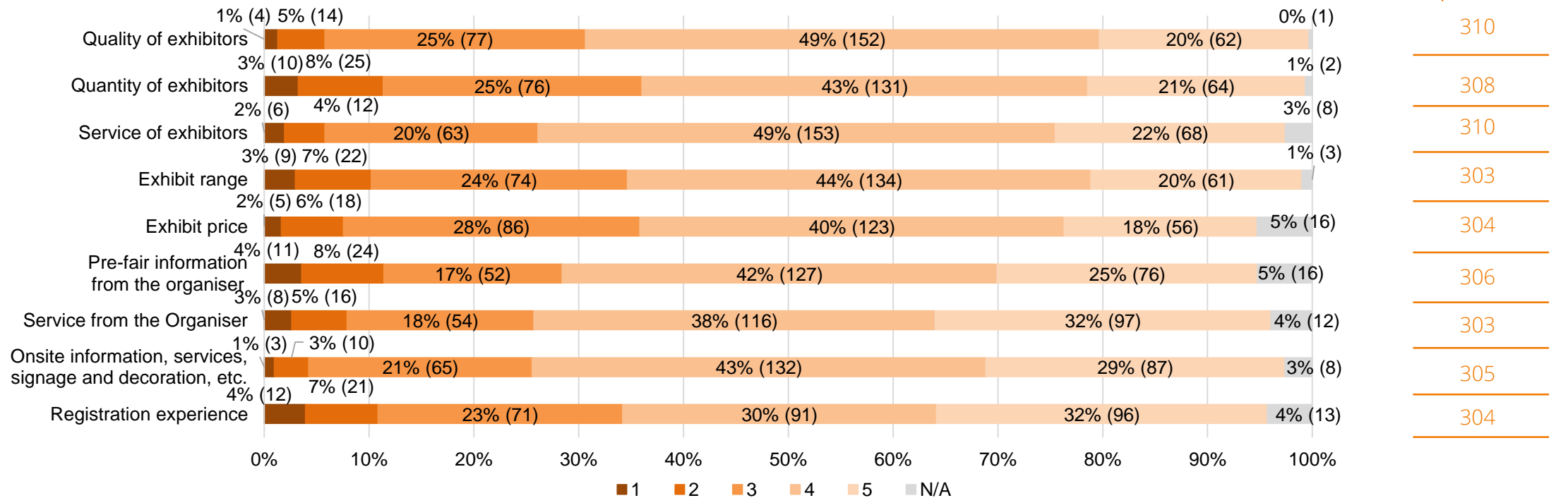


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# Q8. How satisfied are you with the following aspects of the Fair?

2019 Number of Respondents: 310 Number of skipped: 10

Response Count



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

- Quantity of exhibitors, quality of exhibitors and exhibit range have a relatively low percentage of N/A, indicating that these are the major aspects of the fair that affect the satisfaction level of respondents.



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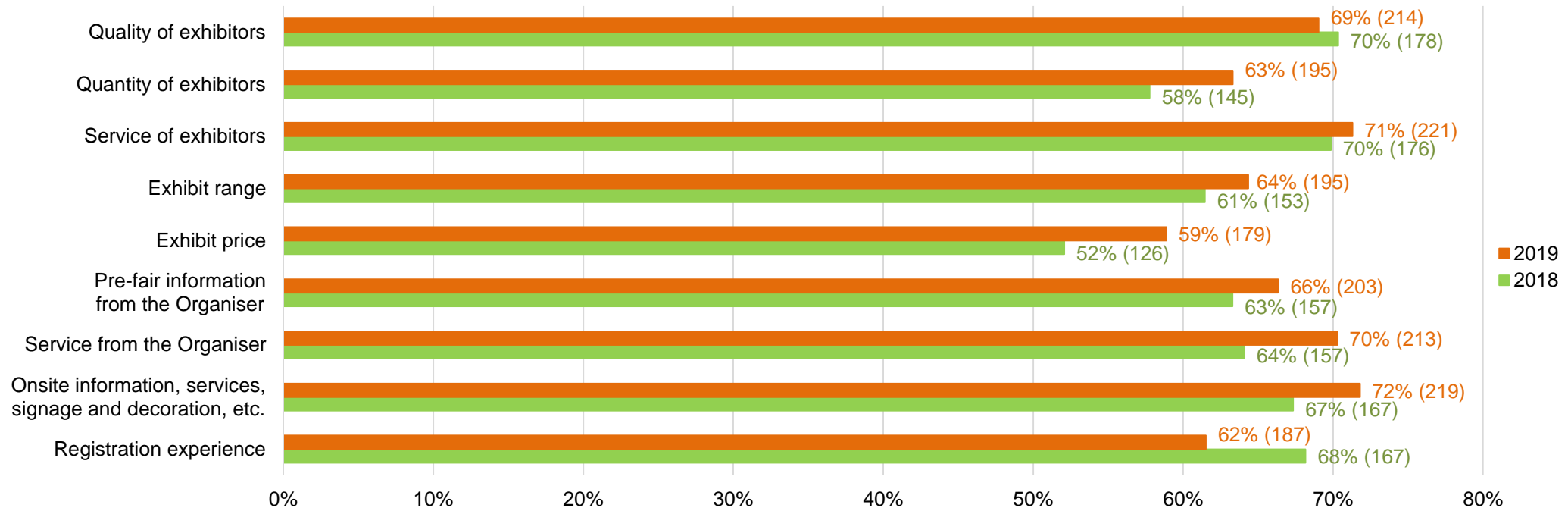
# Q8.1. How satisfied are you with the following aspects of the Fair? (Comparison of combining responses of "Rating 4" and "Rating 5")

2019 Number of Respondents: 310

Number of skipped: 10

2018 Number of Respondents: 256

Number of skipped: 19



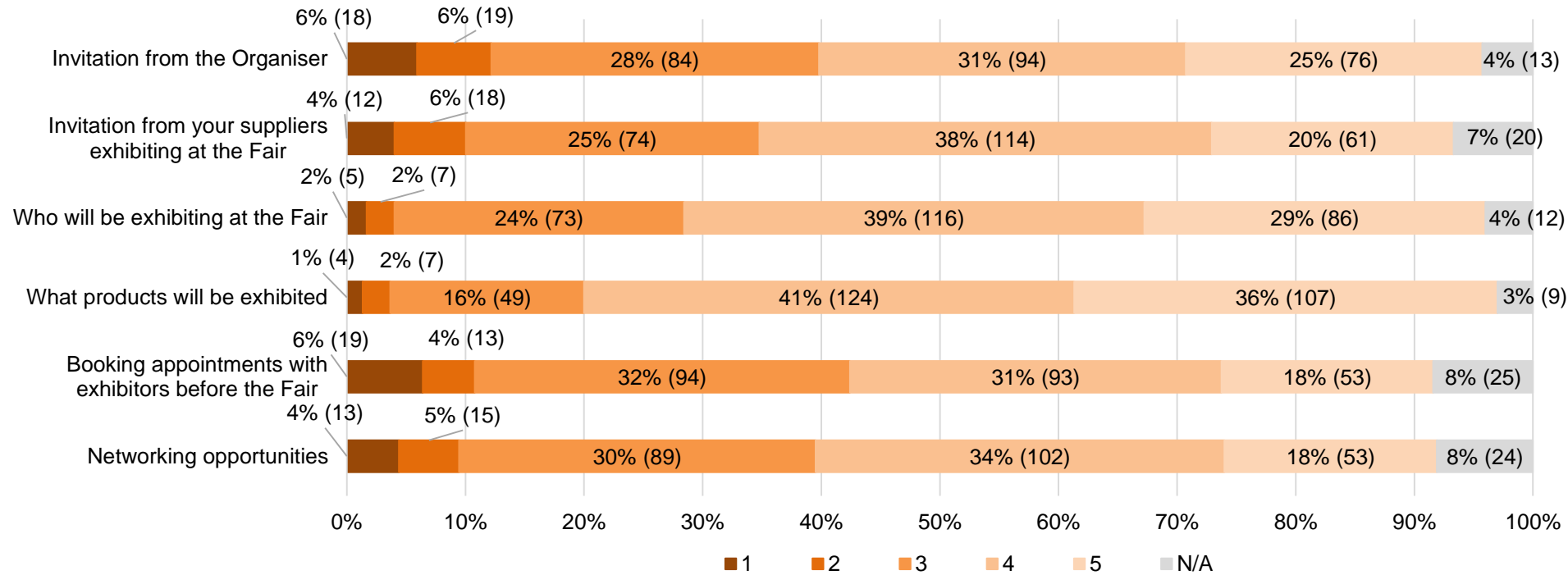
- Despite slight decreases (1-percentage point and 6-percentage points) in 4 – 5 ratings for quality of exhibitors and registration experience, visitors' satisfaction level has increased in all other aspects of the fair.



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# Q9a. How important are the following to you when planning a visit to this exhibition?

2019 Number of Respondents: 306 Number of skipped: 14



Response Count

304

299

299

300

297

296

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

- "What products will be exhibited" has the least percentage of N/A, indicating that this is the most important element to respondents who visited the fair.



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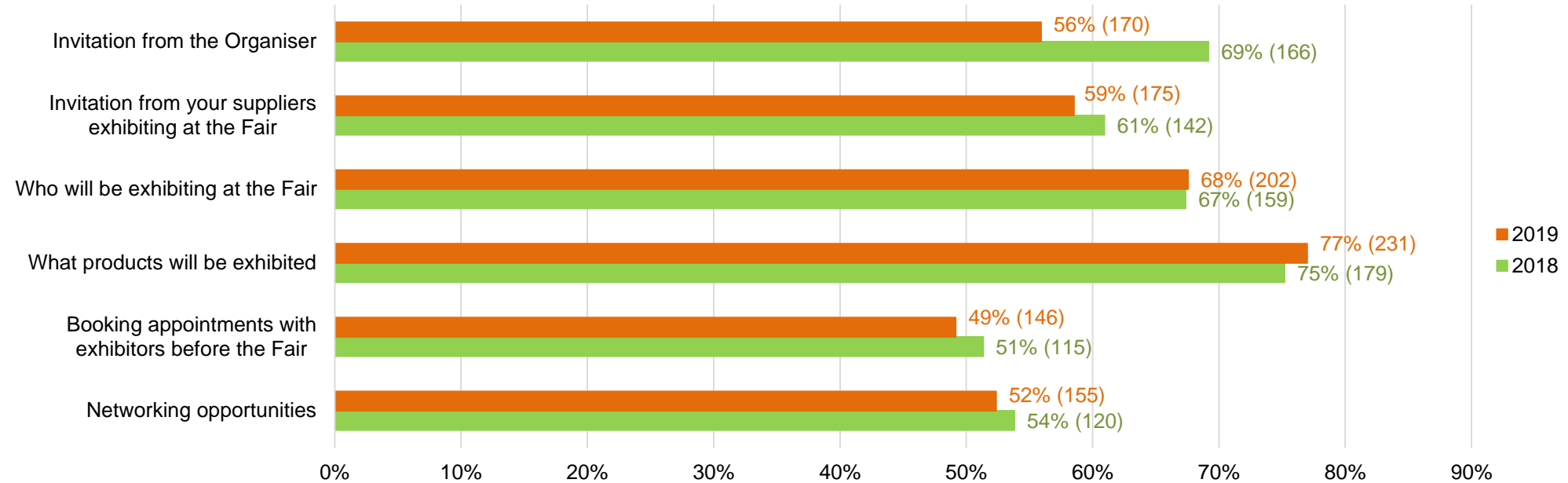
# Q9a. How important are the following to you when planning a visit to this exhibition? (Comparison of combining responses of "Rating 4" and "Rating 5")

2019 Number of Respondents: 306

Number of skipped: 14

2018 Number of Respondents: 251

Number of skipped: 24



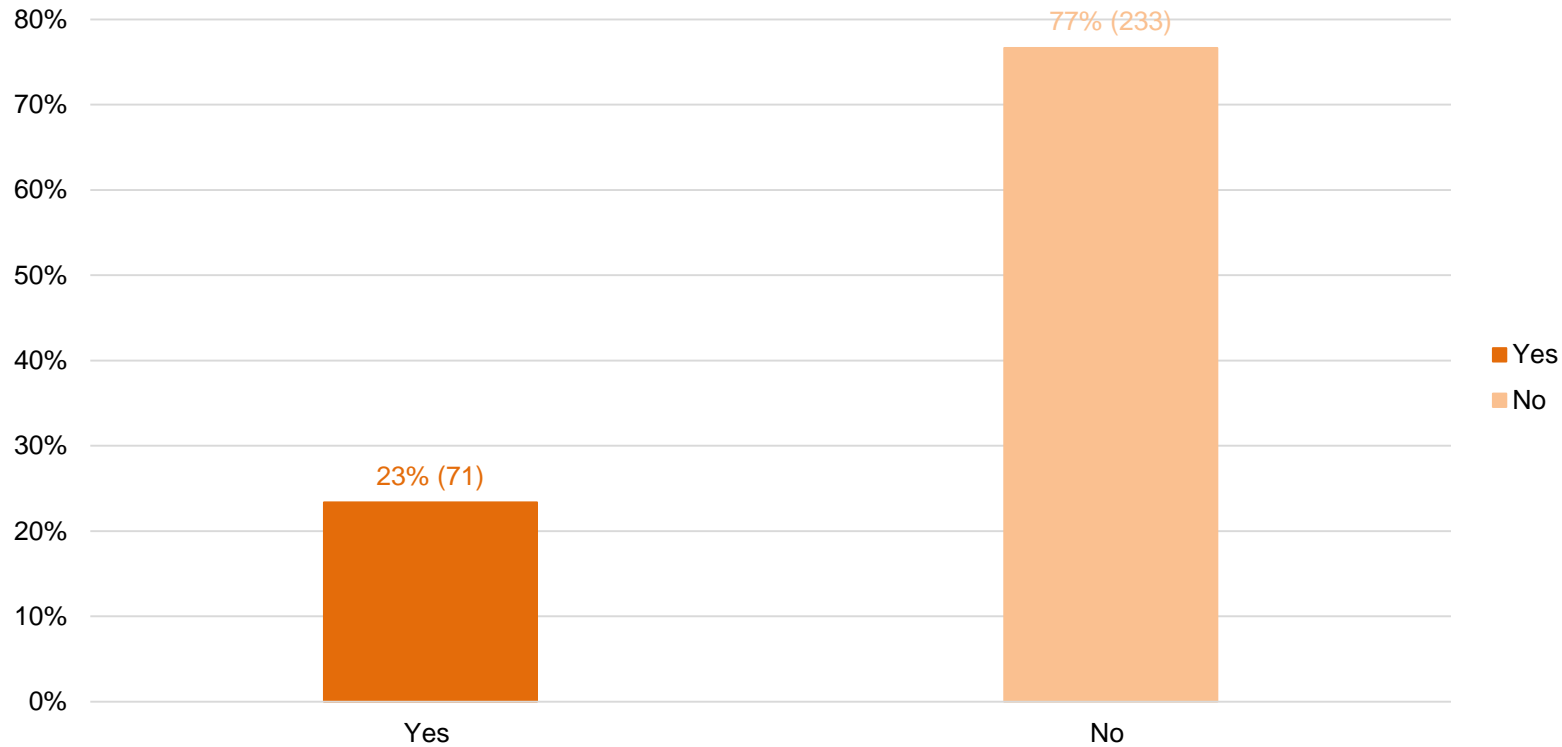
- "What products will be exhibited", "Who will be exhibiting" and "Invitation from your suppliers exhibiting at the Fair" are the most important factors to respondents when planning a visit to the fair.



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# Q9b. Were there any product(s), brand(s) or company(s) that you would like to see but were not present at the Fair?

2019 Number of Respondents: 304 Number of skipped: 16



- Over 70% of the respondents were satisfied with the product range, while the rest said they did not find some of the products / brands / companies that they wanted.



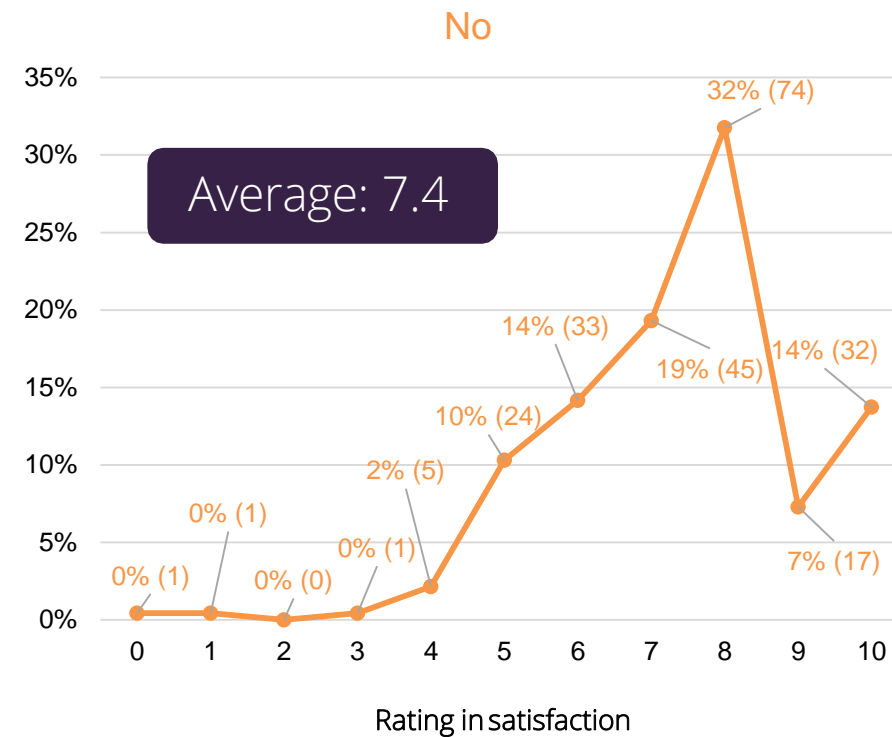
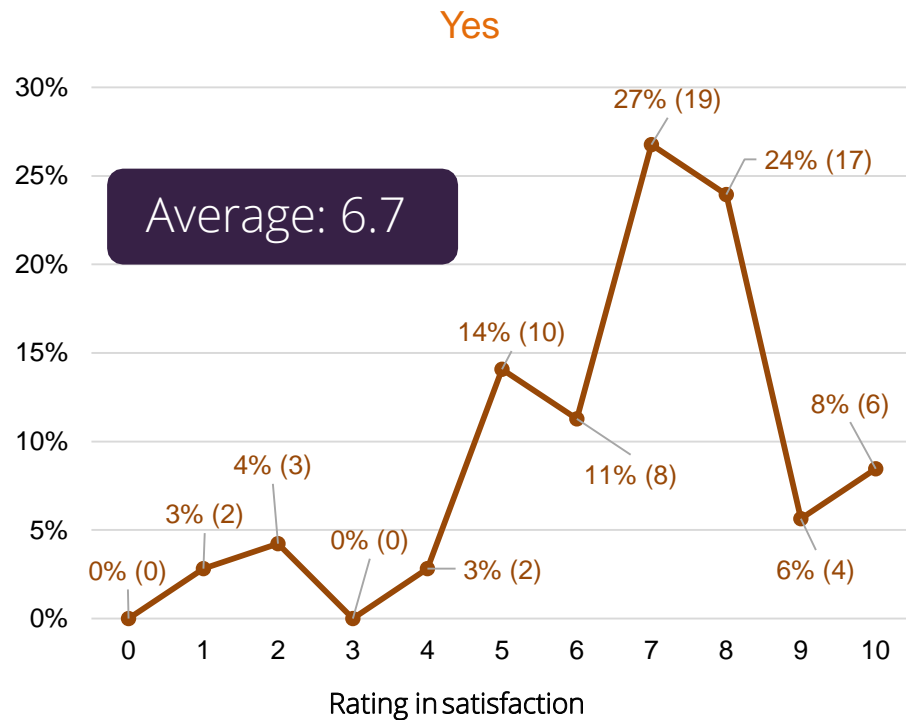


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# Q9b. Were there any product(s), brand(s) or company(s) that you would like to see but were not present at the Fair?

2019 Number of Respondents: 304

Number of skipped: 16



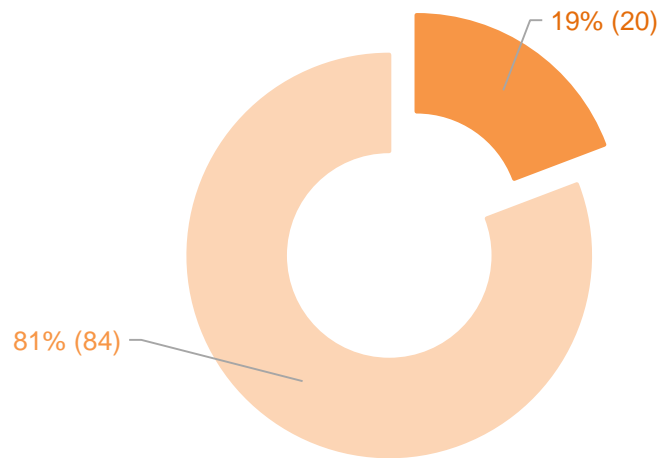
- Comparing the satisfaction levels of respondents who answered "yes" and "no" in Q9b, the satisfaction levels only recorded a 0.7 difference. This indicates that even though visitors did not find what they expected to see at the Fair, they were still be satisfied with the fair.

# Q9b. Were there any product(s), brand(s) or company(s) that you would like to see but were not present at the Fair?

First-time visitors	Returning visitors
Number of Respondents: 104	Number of Respondents: 199

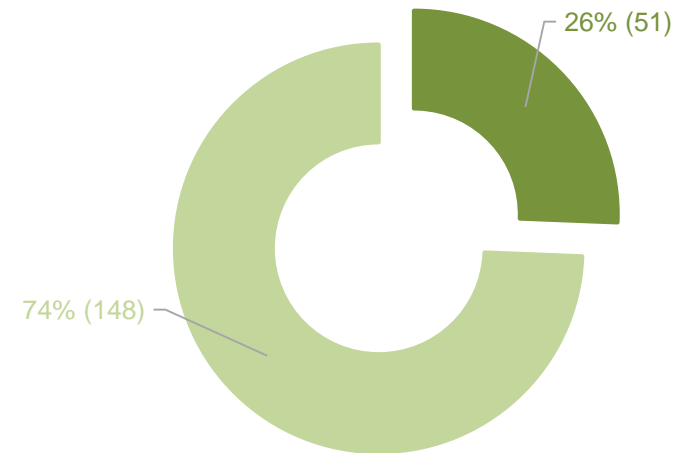
First-time visitors

Yes No



Returning visitors

Yes No



- Percentage of first-time visitors who cannot find some of the products / brands / companies they want at the Fair is lower (7%) than returning visitors. This indicates that returning visitors have higher expectations about the fair. Still, over 70% returning visitors can find what they want in 3FJ. The organiser will have to review visitors' comments carefully, and consider including more product details on the promotional materials and website. By doing so, visitors will know what to expect from the fair.