Consumer Fairs for Jewellery

*A study of which factors that influence the attitude and
intention of consumers to visit a consumer fair for jewellery*

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ABSTRACT

This study seeks to explore which factors that influence the attitude and intention of consumers to visit a consumer fair for jewellery, and investigate whether there exist differences between the genders. The results of this study can help managers understand which factors that attract visitors to the fair, and provide guidelines regarding focal areas in promotional efforts.

A theoretical adoption theory, the Theory of Reasoned Action, was modified to structure the relationship between influential factors and the attitude and intention to visit a consumer fair for jewellery. One qualitative study and two quantitative studies were carried out to reveal which factors that matter to consumers when forming attitudes and intention to visit the fair.

The results show that the marketing of the fair and the influence and initiative of peers have significant influence on both attitude and intention, while also past behaviour regarding jewellery and the price of the entry-ticket significantly influence intention. These results are based on all respondents. Furthermore, the results indicate that men and women are influenced by different factors, such as the marketing of the fair being a stronger influence on female respondents, while men are strongly affected by the influence and initiative of peers. Theoretical and managerial implications are discussed at the end of the thesis, providing managers with an understanding of how to attract visitors.

PREFACE

This thesis is written as part of my master degree at the Norwegian School of Economics (NHH), and marks the end of a five-year long education within economy and business administration. The research was conducted during the fall of 2011, and constitutes 30 points.

The personal motivation behind the topic of this thesis stem from my experience with, and passion for, jewellery, and my large interest in marketing and consumer behaviour. Consumer behaviour consists of a range of sub-topics, and I found it interesting to investigate the attitudes and intentions toward visiting an event that promote jewellery. A consumer fair is a type of event where companies can gain a great deal of exposure, and it is an important part of the marketing mix. However limited research have been carried out to investigate the possibilities attached to these fairs.

Working with this thesis has been an interesting, fun, demanding and challenging journey, and I have gained valuable knowledge, and been able to make use of what I have learned in the many subjects I have attended at NHH. By choosing a topic that is highly interesting to me, it has been easy to motivate myself in the many hours of work that lies behind any thesis.

I wish to show my deepest appreciation to everyone who has contributed to this thesis. First, I would like to thank my supervisor, Herbjørn Nysveen, for excellent advice, constructive feedback and valuable inputs through the entire process. I would also like to thank Arild Schanke at the Study Administration at NHH for his guidance and advise related to the surveys. Furthermore, a special thank you to all the students at NHH who answered my surveys, and to family and friends who have contributed with comments and advise.

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CONTENTS

1. INTRODUCTION

Trade has existed since the early recordings of humans, and in the Ancient Egypt, the Greek civilization and the Roman Empire, traders travelled long distances to meet with local producers and merchants in marketplaces to purchase and trade goods (www.ufi.org). Today, trade and sales are fundamental pillars in our society, and consumers are not required to travel long distances to obtain the products of interest. With increasing competition among brands, companies must find alternative ways to reach their consumers and trade their products in order to differentiate themselves and become visible in the sea of offerings.

Marketing is all about creating valuable customer relationships (Armstrong et al., 2009), which brings challenges to brand managers on how to gain advantages over competitors and create awareness amongst potential customers. The marketing mix consists of many elements such as media advertising, sales promotions, place advertising, sponsorships, event marketing, and trade- and consumer-oriented promotions (Shimp, 2010). It is increasingly important to cater marketing efforts towards the target market in new and innovative ways in order to gain and hold the attention of consumers. One type of event is a trade fair, also called a trade show, and it is the one of the oldest forms for marketing (Miller, 1999). Today, fairs and exhibitions are one of the most powerful sales and marketing tools available (Miller, 1999). They are selling mediums that reach out to prospective consumers in a low-cost manner. According to Kirchgeorg (2005) public and consumer fairs have been underestimated, as companies are yet to realize how these fairs are highly successful tools in the marketing mix and can increase regional sales.

Trade fairs are "events that bring together in a single location a group of suppliers who set up a physical exhibit of their products and services from a given industry" (Black, 1986; Rinallo, 2011, p.93). In industries with a large number of suppliers and with differentiated products, trade fairs helps reduce the search costs of consumers as suppliers are gathered at the same place at the same time (Florio, 1994; Rinallo, 2011). There is a distinction between business-to-business (B2B) trade fairs and business-to-consumer (B2C) fairs. B2B events make it possible to eliminate competitive distractions, and to engage in face-to-face contact with potential buyers. Trade fairs targeting consumers are becoming more successful after having experienced decades of slow decline (Rinallo, 2011). Kirchgeorg (2005) claims that in the years following the end of the 1990's there was a decline in the number of visitors to

consumer fairs as a result of an increase in alternative forms of entertainment such as supersized shopping centres with multiple stores and restaurants. Consumer shows are now successful because of the sensorial, emotional and behavioural stimulations they offer, and are attended mostly for hedonic reasons. Business-to-consumer shows, from now referred to as consumer fairs, are events where consumers can gain first hand experience with different brands within an industry, and it is an important advertising tool that can lead to new relationships, increased awareness and loyal customers (Rinallo, 2011). In the past trade fairs were mainly informational events, however today a consumer fair will not survive as purely informational. The fair must come to life and make the experience unique and interactive for the visitor (Kirchgeorg, 2005).

In this thesis events are explored in the format of consumer fairs by focusing on the jewellery industry. In order to understand behavioural decisions regarding consumer fairs and jewellery it is fundamental to understand which factors that influence preference and behaviour. Today, fine jewellery is not just for the wealthy, but also the middle-class population is paying more attention to luxurious accessories. As more consumers take an interest in jewellery, companies can utilize specific marketing efforts such as consumer fairs to promote themselves. In order to promote the fair and reach the target consumers, it is fundamental to identify the factors that influence the attitude and intention of consumers to visit a consumer fair for jewellery. According to Kirchgeorg (2005) it is vital for consumer fairs to make the consumers their focal point in order to stand out in the sea of entertainment options that exist today. Visitors must be incorporated in the event and experience a level of entertainment value that they will not obtain from other activities, such as visiting a shopping centre (Kirchgeorg, 2005).

1.1 Purpose

I wish to investigate which factors that influence attendance at events exhibiting jewellery, so-called consumer fairs. Consumers will be solely visitors, and buyers and industry representatives are excluded. A scale will be developed based on the factors that are likely to influence attendance and the effects of this scale will be tested. This thesis seek to answer the following question:

RQ: Which factors influence the attitude and intention of consumers to visit a consumer fair for jewellery?

I wish to map the factors that are important for visitors to establish positive attitudes and intention to visit a consumer fair for jewellery by first conducting a theoretical review to reveal generic motivators to attend events. As research within the area of consumer fairs is scarce it is necessary to conduct in-depth interviews to unveil more context–specific motivators beyond those that already exist in the literature. Based on the factors that become salient in the qualitative study, a quantitative study of items is conducted to reveal underlying factors and reduce the data-material. A final quantitative analysis is carried out to test the effect of motivating factors to visit a consumer fair for jewellery. Results will show which of the factors that has a positive influence on attitude and intention to visiting a jewellery consumer fair, and furthermore reveal if there exist differences between men and women as to what motivates to visit.

1.2 Contribution

The field of event marketing with focus on consumer fairs is fairly unexplored as far as research is concerned. Books and articles describe events and fairs as part of the overall marketing mix, and also stress their importance. However, the research available is limited. Ferreira and Armstrong (2004) examine attributes influencing decisions made by students to attend college sport events, and this thesis is a further exploration of variables that influence consumers to attend an event for jewellery. This study on consumer fairs is similar, though more extensive than the study by Ferreira and Armstrong (2004), and focuses on a different industry. The results from this study can to some extent be transferred to other types of events and contribute to further research within the area of consumer fairs.

The contribution in a theoretical sense is to modify well-known theories for the purpose of this study. I use elements from the Theory of Reasoned Action, Theory of Trying and Diffusion Theory by Rogers to develop a new instrument to measure the factors that influence attendance at jewellery consumer fairs. The research model and the results of the study will thus contribute with new knowledge within this area of marketing, and can be an inspiration for further research.

In a broader view, the research for this paper can be valuable for both brand managers and event managers as it maps which attributes that are important for the visitor. A study by Rinallo et al. (2010) found that the search for information is one of the main motivators to attend a trade fair. I assume that other factors will influence attendance at a consumer fair

than those of trade fairs. By knowing these factors prior to the event, advertising and promotion can be customized to better reach the target market. By using the right advertising consumer fairs can increase the number of visitors, number of exhibitors and ultimately profits. Just as important, by knowing which factors that matter to the consumers, consumer fairs can improve and attain some of the factors they currently lack in order to increase customer attraction and experience. In Norway there currently does not exist jewellery consumer fairs, however results from this research can be valuable when planning such a fair. As will be discussed in the following chapter, there exist a great deal of consumer fairs in the world, and yet the research is scarce. My thesis will thus investigate a new area within consumer behaviour and contribute with novel research within both a theoretical perspective and a practical perspective.

1.3   Outline

The thesis is structured accordingly: The first chapter is a general introduction followed by the second chapter where I give an introduction about trade fairs and consumer fairs, jewellery and consumer fairs for jewellery. The third chapter presents relevant theory, which at the end is structured into a research model with the purpose to investigate the factors that motivate consumers to visit a consumer fair for jewellery. Chapter four describe the process of exploratory research methodology, followed by chapter five where results from the qualitative study are presented. Chapter six describe the methodology for quantitative analysis for the second study, and chapter seven discuss results from the factorial analysis, which results in a modified research model. Based on this, chapter eight discuss and define hypotheses and research questions. In chapter nine, methodology for the third and final study is presented, before it is analysed in chapter ten. Chapter eleven discuss results and the theoretical and managerial implications, while chapter twelve and thirteen look at limitations and future research respectively. At the end of the paper I will provide a list of references and the appendix.

2. JEWELLERY CONSUMER FAIRS

In order to understand the frames of the thesis this chapter will present information and facts about the topics discussed and investigated in the thesis. First, information about trade fairs in general is presented before a brief discussion of the more narrow focus on consumer fairs: the main topic of this paper. Furthermore, the jewellery industry with focus on gold, silver and diamonds is described. At the end, an integrated perspective of jewellery and consumer fairs is discussed.

2.1 Trade fairs

Trade-fairs pre-date the Roman Empire, and in the Middle Age Europe, local traders could meet merchants from distant countries and trade goods (Allix, 1922; Rinallo, 2011). The term *fair* was first used in the Middle Ages and stems from the Latin word "feria", which means a religious festival that usually takes place near a church or convent (www.ufi.org). During the Industrial Revolution trade fairs became a means for states, with England as the leader, to show the world what the country could offer of national industrial production, and to foster political prestige (Roche, 2000; Rinallo, 2011). At the end of the nineteenth century the most important trade-fairs from pre-industrial Europe experienced a change. They went from being goods fairs, where products were displayed and sold directly, to sample fairs where only samples were exhibited and delivery of actual merchandise happened at a later date. Germany was the first country to introduce samples, and was soon followed by France, Italy and other European countries. These fairs attracted both generic and business visitors (Rinallo, 2011).

In the 1950s the trade-fairs became more professional and specialized, and up to today the most important trade fairs are for professional visitors and are industry-specific (Golfetto, 2004; Rinallo, 2011).

Trade fairs today are "events that bring together in a single location a group of suppliers who set up physical exhibits of their products and services from a given industry" (Black 1986; Rinallo, 2011). The International Union of Trade Fairs (UFI) define trade fairs as "market events of a specific duration, held at intervals, at which a large number of companies present the main product range of one or more industry sectors and mainly sell it on the basis of samples". Trade fairs predominantly attract trade and business visitors (www.ufi.org). They

are important information sources as they reduce the search costs of visitors by gathering a large number of suppliers at the same time and place.

In the European Union the number of fairs are thousands, and as a result of globalization, firms in business-to-business markets attend a higher number of foreign trade fairs. The majority of global trade fair activity is concentrated in the older markets of Western Europe and North America. Smaller markets of Eastern Europe, South America and Asia are growing at a fast rate (Rinallo, 2011). In order for a trade fair to be recognized as international the number of direct foreign exhibitors must be at a minimum of 10% of the total number of exhibitors, or the number of foreign visits or visitors must be at least 5% of the total number of visits/visitors (www.ufi.org).

Numbers from UFI from 2010 show that exhibitions in 21 countries had a total of 1973 trade fairs and exhibitions (consumer fairs) with 575 597 exhibitors and 52,2 million visitors. 46% of exhibitions were addressed to trade visitors, 39% to public visitors (consumers) and 15% to both (www.ufi.org).

The world recession hit the trade fair industry hard in some regions. The Asia/Pacific region was hit in 2008 and reached its lowest turnover in 2009. Europe was hit by the recession in 2009. The fifth Global Exhibition Barometer from UFI shows that only 41% of survey participants recorded increased turnover in the first half of 2010. 80% of the participants could still feel the recession, and the majority of participants believed it can last until 2012. The Middle East and Africa was less hit than other continents, and most businesses showed stable profits in 2010 compared to 2008 and 2009 (www.fieramilanonews.it).

The results from latest survey by UFI, the 7th Global Barometer Survey, showed that the international trade fair market is recovering. Of the participants, three out of ten companies in Europe, four out of ten in America and six out of ten in Asia/Pacific reported a 10% increase in profits in 2010. Half of these companies expect this positive trend to continue in 2011. Despite these numbers the economic crisis continues to affect half of the interviewed participants in these areas (www.fieramilanonews.it).

2.1.1 Consumer fairs

Consumer fairs (also referred to as exhibitions and public fairs) are a type of fairs that attract mainly consumers and the public as visitors as a contrast to trade fairs and the more industry

specific audience. According to UFI a consumer fair or exhibition can be defined as "market events of a specific duration, held at intervals, at which a large number of companies present a representative product range of one or more industry sectors and sell it or provide information about it for the purposes of sales promotion. Exhibitions predominantly attract the general public" (www.ufi.org). The amounts of fairs that address solely consumers are less than those addressing professionals (39% as opposed to 46%). The 39% includes all consumer fairs within all industries, and this number show that a fairly high amount of fairs address consumers and the public. Consumer fairs are thus an important marketing tool for companies, and should be taken into consideration when planning the promotional mix. As scarce research exist on consumer fairs, it is hard to say exactly what motivates consumers to visit such fairs. It is therefore interesting to investigate events that are of high importance within sales and marketing, but that we currently know little about from a research perspective.

Trade fairs targeting consumers experienced an incline in visits after the mid 1980s, however a slight decline at the end of the 1990's (Kirchgeorg, 2005). In the society of today, with Internet and mass communication, it is easy for consumers to gather information about different products and alternatives from advertising or by visiting shops. Therefore the logic would be that there is no need for trade shows targeting consumers unless the purchase of a product carries a certain amount of financial or symbolic risk. Such purchases are buying a yacht or wedding apparel, or very expensive jewellery and watches. In such cases the consumers will be interested in comparing alternatives and process more information to avoid these risks. Despite this logic, consumer fairs have experienced success as a result of adopting an experiential formula based on emotional, sensorial and behavioural stimulations (Rinallo, 2011). Consumers visit fairs and exhibitions for hedonic reasons, and the exhibitors try to engage consumers and create unforgettable experiences. Some fairs are open for both the public and trade such as fairs for interior design and travel and leisure. These fairs can be problematic because the audience wants different things; the consumers want experiences while professionals want information to make purchases (Rinallo, 2011).

Research within the field of consumer fairs is limited, while there exist several contributions in the field of business-to-business fairs (Rinallo, 2011). Therefore this field very interesting to investigate and research will contribute with valuable knowledge as to how to attract visitors.

2.2 The jewellery industry

The jewellery industry is a large worldwide market with various types of precious materials and gems such as gold, silver, diamonds and platinum. In 2010 global jewellery purchase increased by 17% as a result of higher demand in China and India (www.forexyard.com). It is expected that the jewellery sector will have a compound annual growth rate of 13% during 2011-2013 in India (www.ibef.org). The United States of America has the largest market for jewellery in the world, followed by the European Union (www.diamondne.ws).

2.2.1 Gold

The history of gold starts almost three thousand years before Christ. One of the earliest pieces of gold, a gold necklace, was crafted in Mesopotamia in year 2600 b.c. Gold was later used to build temples and statues in addition to jewellery. In year 600 b.c. gold was used by dentists to substitute teeth. More than two thousand years later, in 1717 the United Kingdom linked the gold currency to a fixed rate, ten and a half pennies per ounce. After gold is discovered in California in 1848, a gold rush starts where 40 000 diggers arrived to the state from all over the world in hopes of finding the precious material. In the 20th century gold has been used in very different areas such as in trade, heart-surgery and space shuttle construction (www.gold.org).

Gold is a rare material and above surface there exists 165 000 metric tonnes of stocks. Around 60% of gold becomes jewellery, where India and China consumes the most. East-Asia, India and Middle East consumed about 70% of the gold jewellery in the world in 2009, much due to the cultural meaning of gold in these areas. Gold is mined in every continent and therefore issues in one region are unlikely to affect the supply of gold. In addition to mining, recycling contributes to the supply, and also central banks if they sell parts of their gold reserves (www.gold.org).

The price of gold has increased six-fold over the last decade. From December 2000 to October 2010 the price of gold has increased by 394 %. Today, the price per troy ounce is about US $ 1600. The price is set twice a day (www.gold.org).

Gold is sold with 14 to 24 carats, which refers to the proportion of pure gold in a piece of jewellery. In Norway and USA gold is 14 carats with fineness of 585 out of 1000. 24 carats is recognised as pure gold and popular in China (www.gold.org).

2.2.2 Silver

The first major mining area of silver was in Anatolia (modern Turkey). The first concentrated effort to mine silver took place in Chaldeans about 2500 years b.c. Between 1500 and 1800 Bolivia, Peru, and Mexico accounted for more than 85% of production and trade of silver. After 1850 the United States increased their production of silver as they discovered the Comstock Lode in Nevada. New discoveries of silver led to a large expansion of mining and production, and with improvements in mining techniques it allowed producers to handle larger volumes of ore that contained silver (www.thesilverinstitute.org).

Total fabrication demand of silver in 2010 was 878,8 million ounces where jewellery accounted for 5,1 % of the demand. Industrial applications account for 487,4 million ounces. Silver mine production rose by 2,5% in 2010 compared to 2009, to a total of 735,9 million ounce. In 2010 Mexico was the country that produced the most silver with a production of 128,6 million ounces (www.thesilverinstitute.org).

Silver is traded as a commodity twenty-four hours a day. In 2001 the price of silver was on average US$ 4,37 per troy ounce, while in 2010 the average price was US$ 20,19 per ounce.

Pure silver with a 999 out of 1000 fineness is too soft to use in jewellery, and other materials such as copper is added to harden the material. Sterling silver is 92,5 percent silver and 7,5 percent copper, and marked with the number 925 on jewellery (www.thesilverinstitute.org).

2.2.3 Diamonds

Diamonds were created about 990 million years ago. Some diamonds are estimated as being over 4,25 billion years old, pre-dating life on earth. Diamonds form 125-200 kilometres below surface, and some can even form at 300 kilometres below surface, at temperatures between 900 degrees Celsius and 1300 degrees Celsius (www.debeersgroup.com). Diamonds started appearing in jewellery in small quantities in the 13th century in Europe, and became more popular in the 16th century when diamond faceting was developed. The earliest diamond cutting industry started after 1330 in Venice and later arrived to Paris and Antwerp. When diamonds were discovered in 1870s in South Africa it changed peoples perception of diamonds. Now they became more accessible for anyone who could afford it rather than just royals (www.cbsnews.com).

The majority of the diamonds in the world are produced in Southern parts of Africa. Other producers of diamonds are Russia, Australia, Canada, India, China and South America. Production statistics from the 2006 Kimberly Process ranks Botswana as the number one producer of diamonds by value, followed by Russia, Canada, South Africa and Angola (www.debeersgroup.com). The current production of diamonds annually is about 100 million carats (www.cbsnews.com). The diamond jewellery market in the US represents 50% of total international diamond sales, and demand is expected to increase in the years to come (www.pangeadiamondfields.com). Today De Beers is the leading diamond producer in the world with operations in more than 20 countries worldwide (www.debeersgroup.org).

Diamonds are classified by the four C's: cut, carat, colour, and clarity. This classification enables comparison and valuation of diamonds. It takes a craftsman to really unveil the true beauty of a diamond (www.debeersgroup.com).

A problem in diamond trade is the so-called conflict diamonds or blood diamonds. Global Witness defines these diamonds as diamonds "used to fuel violent conflict and human rights abuses". They have been used to fund conflicts and wars in countries such as Sierra Leone, Angola, Republic of Congo, and others, leading to the death of millions of people. The Kimberly Process was established in 2003 as a certification of the origins of the diamonds, and that they have no affiliation to conflicted areas (www.globalwitness.org).

2.3   Jewellery consumer fairs

In 2010 there were 15 events or fairs held within jewellery, watch and accessories according to the UFI. However, it is not specified how many that were only for jewellery and whether the fairs were for trade or public, or both (www.ufi.org). Another category, leisure, hobby and entertainment had 331 events in 2010, which makes it reasonable to assume that the market for jewellery fairs is relatively small (see appendix 15.1). In Norway there does not exist a trade fair for jewellery. Some large jewellery fairs worldwide are only open to trade such as International Jewellery London (IJL) and Asia's Fashion Jewellery and Accessories Fair. The largest fair for fine jewellery, Hong Kong Jewellery and Gem Fair, is also only open to trade professionals (http://exhibitions.jewellerynetasia.com). Only a limited number allow the public or consumers to visit, such as Dubai International Jewellery Week (www.jewelleryshow.com).

Although there exist few consumer fairs within jewellery, there is a large market for jewellery. During the month of December consumers shop for Christmas gifts, and spending on jewellery reaches its peak of the year. According to Statistisk Sentralbyrå (Statistics Norway), Norwegians spent 700 million NOK in December 2010 in jewellery stores. Average spending in the remaining eleven months were approximately 200 million NOK in jewellery stores (www.ssb.no). A trend showing that the market for jewellery is facing higher demands, and which may be an indicator of the need for a jewellery consumer fair, is the rise in visitors to the Hong Kong Jewellery and Gem fair in September 2011. The number of visitors increased by 16,3 % from 2010 (www.exhibitionworld.co.uk). In addition, Dubai International Jewellery Week experienced a big jump in the number of visitors across all segments when the fair was held in November 2011 (www.ameinfo.com). Based on these facts there should be a market for a consumer fair for jewellery, especially if it is held before Christmas when spending in Norway are more than three times as high as the rest of the year.

3.   LITERATURE REVIEW

The purpose of this chapter is to present the theoretical framework for this thesis. In order to understand which factors that affect the attitude and intention of consumers to visit a consumer fair for jewellery there exist a range of adoption-theories that can explain how new technology, products and services are adopted.

In the following the multiattribute perspective will first be presented, followed by central concepts in attitude theory. A brief introduction to adoption theory will be given, and relevant theories within this field are presented. This section is completed with an explanation of the model that will be used to explain motivators behind the attendance at, and adoption of, jewellery consumer fairs.

3.1   Multiattribute perspective

Multiattribute models explain attitudes towards objects that are comprised of several attributes. Attitude objects are everything a person can develop an opinion about, such as a product, a service, a brand, a type of behaviour or a consequence (Troye, 1999). How a consumer evaluates a type of behaviour, in this case visiting a consumer fair for jewellery, will often depend on the attitude of the consumer. Based on the multiattribute attitude models we can predict intention to perform a behaviour, which can lead to actual behaviour.

Multiattribute attitude models assume that consumers develop an attitude by combining the utilities associated with attitudes and the evaluation of attributes (Louviere, 1988; Ferreira and Armstrong, 2004). Some attributes are determinant, which means that some attributes are important in beginning of the selection or choice of a product (Alpert, 1971; Ferreira and Armstrong, 2004). Alpert (1971, as cited in Ferreira and Armstrong, 2004) claims that factors or attributes must be important to the consumer and positively differentiate themselves from those of competing products in order to be determinants of choice.

3.1.1 Attitude theory

There exist two major theoretical orientations about attitudes. The tripartite view of attitudes is made up from three components: cognition, affect and conation. Cognition is all the beliefs an individual holds about the attitude object. Affect is the positive or negative

emotional reactions towards the object, while conation is the intended and actual behaviours towards the object. The tripartite view is criticized as it fails to measure all three components of the attitude and is therefore not perceived as a strong tool when studying attitudes (Lutz, 1981). The unidimensionalist view states that an attitude consists of affect only, and that there is a causal flow through the components beliefs, attitude, intentions and behaviours, where belief is the only antecedent to attitudes. This view of attitudes has been used as the foundation in several studies on attitudes (Lutz, 1981). The definitions of attitudes by Fishbein and Ajzen are based on the affective dimension and therefore inline with the unidimensionalist view (Troye, 1999). The most simple attitude theory shows that belief will influence attitude, intention to act and actual behaviour (Lutz, 1981).

The theory of 1963 proposed by Fishbein has had great influence on attitude research (Lutz, 1981). According to Solomon et al. (2006) the Fishbein model is the most influential of all the multiattribute models.

The simple model by Fishbein can be presented as below:

Attitude to object = $f \left(\sum_{i=1}^{n} b_i e_i \right)$

Where b_i = the strength of the belief that the attitude object has the i attribute

e_i = the evaluation of the i attribute

n = the number of salient attributes that the attitude object has

Equation 1: Attitude to object (Lutz, 1981)

The model states that an attitude towards an object is a function of beliefs about, and evaluations of, the attributes of an object. It assumes that the attitude object may have several attributes, from very unlikely to very likely, and the individual can make evaluations as to whether these attributes are good or bad on a scale from very bad to very good (Lutz, 1981). Attitudes are comprised of the expected sum of the good and bad attributes (Troye, 1999). The overall assessment can have a positive or negative effect on intention to act and ultimately actual behaviour.

A positive attitude to an object can be a necessary prerequisite in order for a consumer to choose a product or service, however it is not sufficient to engage in the behaviour. Studies have shown varying results as to whether attitudes can predict behaviour (Hewstone and

Stroebe, 2001). Ajzen and Fishbein (1977, as cited in DeLamater, 2003) made an observation about attitude-behaviour consistency and the importance of *specificity*. Attitudes and behaviours can vary according to the type of action, its target, the context in which it is performed, and time (Ajzen and Fishbein, 1977; Hewstone and Stroebe, 2001). According to the correspondence principle "a close relation between attitude and behaviour will obtain only if both measures agree in their degree of specification" (Hewstone and Stroebe, 2001, p. 271). To assume that an attitude predicts an action we have to be certain that the attitude is in accordance with the behaviour on the factors mentioned above. Consumers can have a positive assessment of a product, however not be as positive when it comes to acquiring that product. This is called attitude toward the act (Troye, 1999).

In this thesis I will focus on attitude toward the act rather than attitude toward the object. I will investigate what motivates consumers to visit a consumer fair for jewellery and not their attitude toward jewellery consumer fairs. It is therefore the act of visiting the fair that is interesting to look into. As will be explained in more detail later in this chapter, extended multiattribute models focus on the attitude toward the act rather than attitude toward an object.

3.2   Definition of concepts

In this section definitions are given to the main concepts referred to in attitude theories and adoption theories. This includes attitude, belief, intention to perform a behaviour and actual behaviour.

3.2.1 Attitude

Attitudes are important as they can have an impact on consumer behaviour (Keller, 1993). Attitudes cannot be defined in one way, and from early on the definition was broad. Allport (1935, as citied in Albarracín et al., 2005, p.22) defined attitudes as "a mental and neutral state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related" while Eagly and Chaiken (1993, as cited in Albarracín et al., 2005, p.22) defined attitudes as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour".

Attitudes cannot be observed such as physical features on an individual, rather attitudes are revealed by what people do or say, and from carefully conducted research studies. Attitudes are learned; no individual is born with a fixed set of attitudes (Perloff, 2010). They are unobservable, internal reactions that no man has ever seen, nor will ever see (Lutz, 1981).

According to Fishbein and Ajzen (1975, as cited in Hewstone, 1986, p. 59) an attitude can be defined as "a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object". Theorists use attitudes to explain behaviour and it is assumed that if a person has a favourable predisposition towards a brand this should lead to favourable behaviours (Lutz, 1981). Among social psychologists there is a widespread agreement that by using the term attitude one refer to "a general and enduring positive or negative feeling about some person, object or issue" (Bem, 1970; Insko and Schopler, 1972; Oskamp, 1977; Petty and Cacioppo, 1996, p.7).

Daniel Katz developed the most known and referred to theory regarding why consumers have attitudes (Troye, 1999). According to Katz attitudes serves four functions, one of them being a knowledge function where attitudes are expressions of what we know, helps us organize and structure our environment and create a consistency in our frame of reference. Another function attitudes serve is the utilitarian or instrumental where attitudes help reduce punishment and increase reward from objects, which helps us choose products that will satisfy our demands. Further, Katz proposed a third function called the value-expressive function, stating that attitudes express our values and self-concept (Pratkanis and Breckler, 1989). The final function as mentioned by Katz is the ego-defensive function, which means that attitudes can protect our ego from both ourselves and others (Troye, 1999).

Attitudes are learned, we are not born with them, and therefore they are important to marketers as they can create and shape them in favourable ways (Lutz, 1981).

3.2.2 Belief

Belief is the information that a person holds about an object or person, and every person has many beliefs about an object or a type of behaviour (Craighead and Nemeroff, 2001). "Behaviour is a function of salient information, or beliefs, relevant to the behaviour" (Ajzen, 1991, p. 189). Although people have many beliefs they can only attend to a few at the same time. The most salient beliefs can influence the attitude, intentions and actions of a person

(Ajzen, 1991). Ajzen (1991) distinguish between three different types of beliefs; control beliefs which are important for perceptions and behavioural control, behavioural beliefs which can influence the attitude a person has towards a type of behaviour, and normative beliefs which affects the subjective norm. Belief enables us to learn about the factors that drive people to a behaviour (Ajzen, 1991).

3.2.3 Intention

Intentions reflect the motivational factors that influence a person to act in a certain way. If the intention to perform a specific behaviour is strong, it increases the likelihood of actually performing it (Ajzen, 1991). Peslak et al. (2010, p.267) defines intention as "the propensity or intention to engage in the behaviour". Intention reflects the willingness of a person to engage in the behaviour and the amount of effort he or she is willing to put forth. If a person has a positive attitude toward performing the behaviour, the stronger the intention to perform will be.

3.2.4 Actual behaviour

Actual behaviour is the ultimate state, and its immediate antecedent is intention to perform a type of behaviour. Behaviour is the actual behaviour itself (Peslak et al., 2010).

3.3 Adoption theories

Rogers (1962, as citied in Herbjørn Nysveen, MBM401, 27.10.2010) define adoption as "the mental process an individual passes from first hearing about an innovation to final adoption". Solomon et al. (2009, p.265) defines a product adoption as "the process by which a consumer or business consumer begins to buy and use a new good, service or idea". The rate of adoption refers to the time it takes for a percentage of a social system to adopt an innovation (Rogers, 2003). Typically, adoption is measured as "intention to use" or "actual use", and adoption theory is based on attitude theory (Herbjørn Nysveen, MBM401, 27.10.2010). The main focus is that intention to act makes up the foundation for actual behaviour. Attitude theories are means to explain attitude toward behaviour, intention and the actual behaviour of consumers when they are presented with an innovation.

In the following four theories that can be used to explain how consumers adopt a new technology will be discussed, namely

- Theory of Reasoned Action (TRA)

- Theory of Planned Behaviour (TPB)

- Theory of Trying (TT)

- The Diffusion of Innovation Theory by Rogers

TRA and TPB are two of the three most applied models within adoption, in addition to the Technology Acceptance Model (Pedersen, 2001). The three first models listed here are based on the same framework, and on general attitude theory. The models can be utilized to explain adoption of consumer fairs for jewellery, hence which factors that influence the attitudes and intention of consumers to visit the fair.

3.3.1 Theory of Reasoned Action

The extended multiattribute model The Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen in 1975, has been very popular in predicting and understanding behaviour (Haider, 2005). The TRA assumes that behaviour is determined by the intentions of people (Harari and Legge, 2001). The model is built from three components: behavioural intention, attitude toward the behaviour and subjective norm. The underlying foundation of the TRA is that in order to predict a specific behaviour, it is important to measure the attitude a person has toward performing that behaviour, rather than measuring the general attitude toward the object (Lutz, 1981). Attitude towards the behaviour is the belief a person has about the potential consequences of performing the behaviour and evaluations of these consequences (Terry et al., 1993). If a person believes that performing a type of behaviour will lead to a favourable outcome, the attitude to performing the behaviour will be positive (Ajzen 1988; Terry et al., 1993).

Attitude to the behaviour can be expressed by the following equation:

$$A_B = \alpha \sum_{i=1}^{n} b_i e_i$$

Where b_i = Beliefs about the potential consequences of performing a behaviour

e_i = Evaluations of these consequences

n = number of salient beliefs

Equation 2: Attitude toward behaviour (Ajzen, 1991)

In addition to attitude as a predictor of behaviour, Fishbein proposed a second determinant called the subjective norm to measure social influences on behaviour from friends, family or others. In some situations behaviour is not under attitudinal control, which means that people do not always act in accordance with their attitudes. Rather, in some cases, behaviour will be under normative control and others opinions, and how much their opinions mean to the person, will be determinant of behaviour (Lutz, 1981). The subjective norm is a function of normative beliefs, belief about what other people expect, and motivation to comply with these beliefs (Terry et al., 1993). If a friend sees it as a good idea to visit a consumer fair this will not have great influence if the consumer is not motivated to comply with this friend.

Subjective norm can be expressed by the following equation:

$$SN = \alpha \sum_{i=1}^{n} n_i m_i$$

Where n_i = the strength of each normative belief

m_i = motivation to comply with referent

n = number of salient referents

Equation 3: Subjective norm (Ajzen, 1991)

The TRA model can be presented as below:
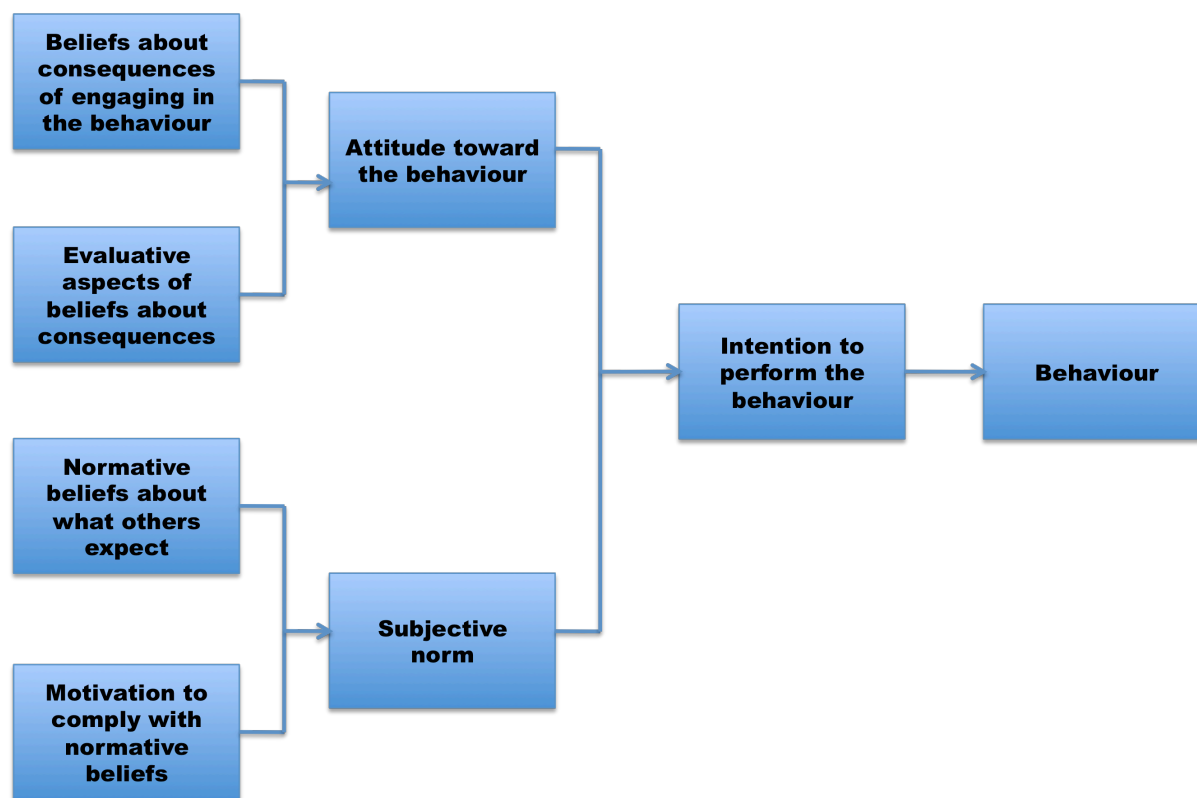
Model 1: Theory of Reasoned Action (Lutz, 1981)

The model shows the causal flow of the unidimensionalist view of attitudes, where beliefs affect attitudes, which then leads to intention and behaviour. Furthermore, the model depicts that subjective norm can, together with attitudes, affect intention to engage in a type of behaviour. Intention to perform the behaviour is the immediate antecedent to behaviour.

The TRA has been applied to predict behavioural intention in many different areas within consumer behaviour, which reflects the versatility of the model. A study by Shinasharkey and Praditbatuga (2010) investigated which factors that influenced the intention of parents to enroll their children in music schools in Thailand. Their results showed subjective norm to be the best predictor of intention. Petrovici et al. (2004) used the TRA to predict choice of food. They used a modified version with the independent variables attitude toward intention, habit and food preferences. Habit had the strongest influence, although the other variables showed significant positive influence. Peslak et al. (2010) used TRA to predict the use of instant messaging, and results showed that both attitude and subjective norm were significant. Shimp and Kavas (1984) applied TRA to study the use of coupons and found that attitudes and subjective norms had an impact on intentions.

3.3.1.1 Limitations and strengths

Although the TRA is one of the most frequently used frameworks when predicting behaviour there are limitations to its predictability. The model explains about 50 % of variations in intention to behave and about 25% of variances in actual behaviour (Sutton, 1997; Harari and Legge, 2001). These numbers illustrate that the model does not explain all factors that predict behaviour. According to Fishbein, the model is successful because it explains a considerable amount of variance in intentions and behaviours, and due to its construction of small theoretically interrelated concepts. On the contrary, he points out that the model has been criticized for the lack of "additional variables", although the theory has been expanded to include other variables (Terry et al., 1993). An example is the theory of planned behaviour by Ajzen (1991), which I will address shortly. Fishbein states that he does not doubt that other variables can be relevant, however he claims that when "key constructs of the model are not appropriately assessed, they cannot be expected to account for as much variance in intentions and/or behaviour as when they are appropriately measured" (Terry et al., 1993, p. xxii). Appropriate measurements do not reduce the impact of other variables in all studies and other variables can prove to be important in some situations.

Studies by Eagly and Chaiken (1993, as cited in Fraser and Burchell, 2001) have tried to show that behaviour is influenced by other determinants than those of the TRA model. Many studies thus found other predictors for different types of behaviours (Fraser and Burchell, 2011). The relationship between intention to perform a behaviour and actual behaviour has been studied and results are conflicting. Attitudes and subjective norm have been found to have a direct effect on behaviour in addition to intention (Katz, 1985). A study by Katz (1985) showed that predictors contributed independently to behaviour. Furthermore, questions have been raised about the relative weight of the attitudinal and the normative component. According to Fishbein this will vary with the population and the behaviour in question. The theory does not fail even though one of the components has little impact on intention and behaviour (Terry et al., 1993). The TRA does not include any specific attributes, which makes the model useful for different situations as researchers can decide which attributes to include in their research.

3.3.2 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action. The theory is based on consumers using available information and "implicitly or explicitly consider the implications of their actions" (Ajzen, 2005, p. 117). The TRA has limitations when dealing with behaviours where individuals do not have complete control. Complete control means that a person can decide to perform or not perform a given behaviour (Ajzen, 1991). A central factor in TPB, as well as in TRA, is intention to behave in a certain manner. As Ajzen (1991) states, "intentions are assumed to capture the motivational factors that influence a behaviour". A third factor is added, which resulted in the TPB to address the issue of incomplete control, namely perceived behavioural control (Harari and Legge, 2001).

Perceived behavioural control (PBC) is the perception a person has of how easy or difficult it is to perform the behaviour, and can vary depending on the situation (Ajzen, 1991). A person with more confidence in what he is doing is more likely to keep trying than a person who lacks confidence. PBC can be linked to self-efficacy theories (Ajzen, 1991), where perceived self-efficacy refers to the confidence an individual has in the ability to perform the behaviour needed in a given situation (Bandura, 1997). Self-efficacy beliefs can affect which activities a person choose to perform, how he or she prepares for the activity, level of effort during the performance, way of thinking, and emotional reactions (Ajzen, 1991).

Behaviour is dependent on both motivation (intention) and ability (behavioural control), and it is the resources and opportunities available to an individual that to a certain degree determines the likelihood of achieving the behaviour. Examples of resources that can influence behaviour are time, money, personal skills and cooperation of others (Ajzen, 1991).

Perceived behavioural control can be shown as in the following equation:

$$PBC = \alpha \sum_{i=1}^{n} c_i p_i$$

Equation 3: Perceived behavioural control (Ajzen, 1991)

PBC is a function of each control belief (c_i) multiplied by the perceived power (p_i) of a particular control factor. (n) equals number of control beliefs. Control beliefs deals with the availability of resources and opportunities based on past experience or second-hand information. Furthermore they can be based on the experiences of others or by factors that

can increase or decrease perceived difficulty in performing the behaviour. Perceived power is the perceived control an individual has over the behaviour (Ajzen, 1991).

The TPB can be presented as below:

```
┌─────────────┐
│  Attitude   │────────┐
│ towards the │        │
│  behaviour  │        ↓
└─────────────┘   ┌───────────┐        ┌───────────┐
                  │           │        │           │
┌─────────────┐   │ Intention │───────→│ Behaviour │
│ Subjective  │──→│           │        │           │
│    norm     │   └───────────┘        └───────────┘
└─────────────┘        ↑                     ↑
                       │            ┌────────┘
┌─────────────┐        │            │
│  Perceived  │────────┘────────────┘
│ behavioural │
│   control   │
└─────────────┘
```
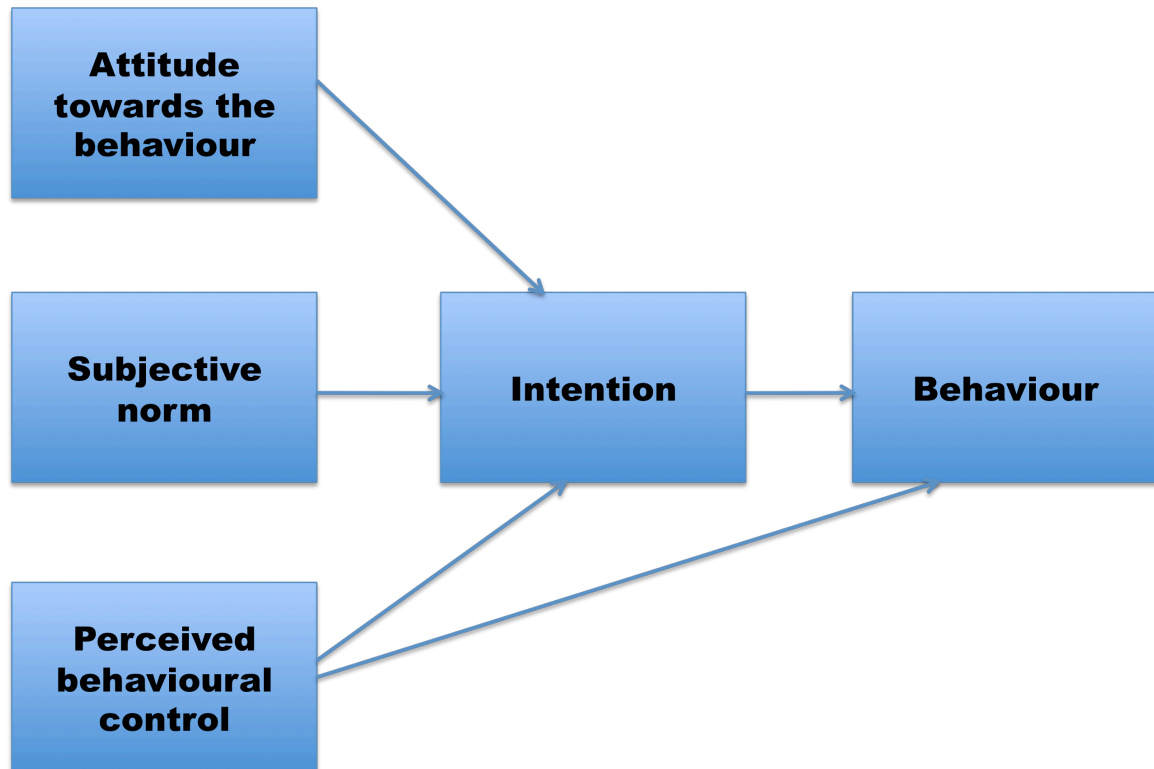
Model 2: Theory of Planned Behaviour (Ajzen 1991)

TPB by Ajzen (1991) is a function of three determinants; perception of a persons ability to perform the behaviour, attitude towards the behaviour and normative pressure. Individuals will have greater intentions to perform the behaviour if they feel that it is within their control. Depending on the situation only two of the three factors may be needed to explain intention, or in other instances the weighting of them can vary (Ajzen, 2005).

Perceived behavioural control is directly related to behaviour in addition to predict intention. One reason is that with higher perceived behavioural control, a successful end-state is more likely. A second reason is that perceived behavioural control can often be used as a substitute to measure actual control. However it depends on the accuracy of the perceptions. If accuracy is high, perceived behavioural control can, in addition to intention to perform the behaviour, help predict actual behaviour. Accuracy may be weak if a person lacks

information about the behaviour, if available resources or requirements change, or with the entrance of new and unfamiliar elements (Ajzen, 1991).

TPB has been applied to predict behaviour in many studies. Thorbjørnsen et al. (2007) used an extended version of the model in the context of Multimedia Messaging (MMS) adoption. They include the concepts of self-identity expressiveness and social identity expressiveness to predict intentions, and their results indicate that behavioural intention is driven by variables reflecting intrinsic motives for use and identity expressiveness. Subjective norm is not a direct predictor of intentions but indirectly through its affect on social identity expressiveness. Pelling and White (2009) used an extended TPB to investigate the intentions to use social networking web-cites where attitude, subjective norm, self-identity and past behaviour were significant, while Su and Huang (2011) studied the intention of undergraduate consumers to shop online in China by applying the TPB.

3.3.2.1 Limitations and strengths

The TPB has been highly influential in explaining relations between attitude, intention and behaviour (Thorbjørnsen et al., 2007). The model is a better predictor of behaviour than TRA as it includes one additional factor. This model cannot explain all variances (Harari and Legge, 2001), however a considerable proportion of it (Ajzen, 1991). Studies have shown that by including perceived behavioural control it can explain an extra two percent of variance in behaviour (Cheung and Chan, 2000; Armitage and Conner, 2001; Ajzen, 2005). This component separates the TPB from the TRA, although it might not be necessary for all types of behaviour to include this component. A strength with the TPB, as with the TRA, is the lack of attributes already incorporated in the models. Researchers can therefore decide which attributes to include.

Researchers have questioned the subjective norm component, and studies by Armitage and Conner (2001, as cited in Thorbjørnsen et al., 2007) found subjective norm to be a weak predictor of intentions. They stressed the need to expand the subjective norm and add variables related to identity and sociality. Identity expressiveness should be included to predict intention rather than the subjective norm isolated (Thorbjørnsen et al., 2007).

Ajzen (1991) claims that the TPB is highly useful in understanding behaviours, as intention, attitude towards behaviour, subjective norm and perception of behavioural control reveals

different aspects of a type of behaviour. The beliefs behind the components enable researchers to gain information about what determines a type of behaviour.

3.3.3 Theory of Trying

Bagozzi and Warshaw (1990) developed the Theory of Trying (TT) as a modification of the Theory of Reasoned Action. The model was developed in order to explain goal-directed behaviours. The model stems from the basic attitude models, however it has been developed to include other factors that are not accounted for in the TRA and TPB.

The TT proposes that attitude towards trying is a result of the attitude a consumer has toward the success or failure of trying weighted by the expectation of success or failure. This refers to achieving or not achieving a goal. In addition, attitude toward the process influences attitude toward trying (Bagozzi and Warshaw, 1990). This refers to the pleasures and pains experienced when trying to achieve a goal (Xie et al., 2008).

Attitude toward trying can be shown as in the following equation:

$A_T = \sum b_i e_i + \sum b_j e_j + \sum b_k e_k$

Where $b_i e_i$ = the attitude toward success

$b_j e_j$ = the attitude toward failure

$b_k e_k$ = the attitude toward the process

Equation 4: Attitude toward trying (Bagozzi and Warshaw, 1990)

Agarwal and Agarwal (2003) propose that behind the attitude toward success and failure and attitude toward the process there are several other factors such as outcome uncertainty, satisfaction with current behaviour, personal and environmental impediments, habits and inertia, lack of knowledge, information distortion, being self-reliant, self expression and deferred gratification that affect the outcome.

Intention to try is influenced by attitude toward trying and social norm toward trying in line with TRA and TPB. The social norm follows from the attitude theories. However, research has shown that past behaviour, in addition to attitudes and social norm, contribute to determine behavioural intention and behaviour (Bagozzi and Warshaw, 1990). Frequency of

past trying can be a determinant of both intention to try and trying. A consumer may decide to try a product or service, or, as in this thesis, try to visit a consumer fair for jewellery, based on past experiences. When a consumer does not have clear attitudes and intentions to try a product, a service or an action, the effects of frequency of past trying on intention to try will be strong (Bagozzi and Warshaw, 1990). This can occur when a consumer does not have a clear plan to perform an act, because the time for performing the reasoned behaviour appears distant to the consumer. Thus, it is likely that it is the expectation of behaviour a consumer has rather than intention that is reported when being questioned (Bagozzi and Warshaw, 1990).

Past trying and experiences can contribute to predict future trying, for instance when trying is not solely determined by intention to try. This may occur when factors that are missing or that constrains prevent intention to become actually trying to perform a type of behaviour. In addition, if the consumer is not certain about his or her intentions, then past experiences may be a predictor of trying either directly or indirectly through attitudes (Bagozzi and Warshaw, 1990). As Ouellette and Wood (1998) points out, past behaviour can affect attitudes, subjective norm or perceived behavioural control, which again will affect intentions. On the other side, in their study they find significant evidence that frequency of past behaviour directly predicts intention, independent of other variables such as attitudes and subjective norm (Ouellette and Wood, 1998).

When people form intentions, past behaviour is likely to be a determinant, together with attitudes, subjective norm and perceived behavioural control (Ajzen, 1991; Ouellette and Wood, 1998). Frequency of past behaviour can have an impact on the positive attitude toward a behaviour (Eagly and Chaiken, 1993; Ouellette and Wood, 1998).

In the TT framework, intention to try and frequency of past trying both determine actual trying, in addition to a third variable, recency of past trying. Past research by e.g. Bird and Ehrenberg (1966, as cited in Bagozzi and Warshaw, 1990) has found recency of past trying to be moderately correlated to the frequency of past trying, however recency is expected to be an independent determinant of trying. Recency refers to a situation where a consumer has tried a product, service or an action recently, and therefore it is more likely that the consumer will try again. Ouellette and Wood (1998) investigated the impact of past behaviour in two situations, one stable/frequent and one unstable/infrequent. Their results show that intention

had stronger effect on behaviour than past behaviour for the unstable/infrequent context, while past behaviour had a stronger effect than intention in the stable/frequent context.

The theory of trying:
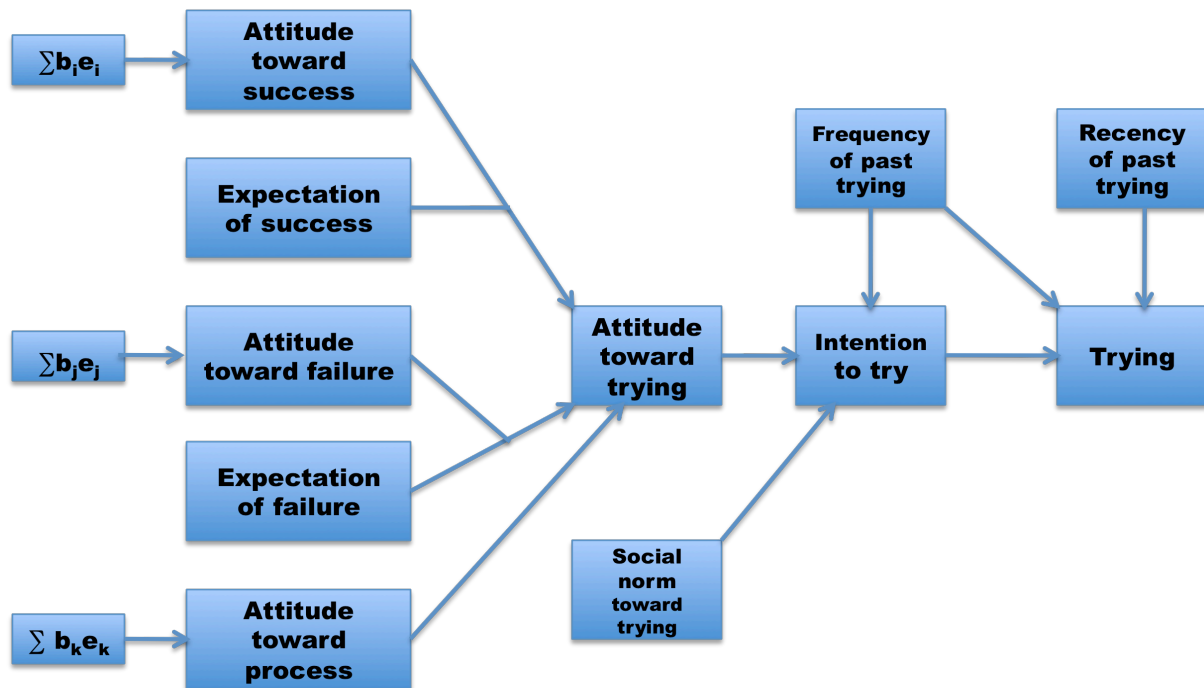
Model 3: Theory of Trying (Bagozzi and Warshaw, 1990)

The TT has been applied in different situations where consumers try to perform a type of behaviour. Xie et al. (2008) use a modified TT for investigating consumers trying to create value through prosumption. They removed expectations of success/failure and included self-efficiency as a predictor of intention. A study by Bay and Daniel (2003) investigated students pursuing a college education and studied the decision to try to achieve that goal. The results show that attitude toward trying and social norm influence intentions to complete a college degree, while past behaviour does not have significant influence. A reason for this may be that respondents did not have a past behaviour to consider in their intention to try (Bay and Daniel, 2003).

3.3.3.1 Limitations and strengths

Bagozzi and Warshaw (1990) found in their study of the TT that by including the past experiences variables the explanatory power of the model increased. Frequency of past

trying was a significant predictor of intention to try, while recency of trying predicted future trying. A meta-analysis by Sheppard et al. (1988, as cited in Bay and Daniel, 2003) found past behaviour, measured as a single variable, to predict future behaviour, even after they controlled for the variables attitudes, subjective norm and intention. Ouellette and Wood (1998) found past behaviour to predict intentions after controlling for attitudes and subjective norm. A problem that occurred in the study by Bagozzi and Warshaw (1990) was connected to measuring frequency and recency. When they asked respondents about the past trying this may have led their thoughts about the past experiences to become more salient when respondents answered questions about other measures, and thus affecting them.

Bagozzi (2002, as cited in Bay and Daniel, 2003) suggested that a potential limitation in the theory of trying (as well as for the TPB) is the model(s) inability to predict situations where antecedent variables can have an effect. This means that the model cannot predict the behaviours and situations where past behaviour is expected to impact intentions.

3.3.4 Diffusion of Innovation Theory

The Diffusion of Innovation Theory has been studied to a great extent in the literature. The model by Rogers, as first introduced in 1962, has been very popular for analysing technological innovation adoption (Cheng et al., 2004). The innovation-decision process that leads to adoption is a sequence of steps from initially gaining knowledge of an innovation, to forming an attitude toward it, to make a decision to adopt or reject it, to use it, and at last reinforcing this decision (Rogers, 2003).

Diffusion is defined as "the process in which an innovation is communicated through certain channels over time among the members of a social system" (Rogers, 2003, p.5). Four main elements that affect adoption of an innovation is the innovation itself, communication channels, time and the social system. An innovation can be in the format of an idea, practice or object, and the degree of newness of an idea as perceived by an individual determines his or her reaction to it. If it is perceived as new, it is an innovation (Rogers, 1995). Even though the behaviour of visiting a consumer fair does not fit the definition of innovation perfectly, it can still be assumed to be an innovation since there does not exist consumer fairs for jewellery in Norway today.

Communication is the process of sharing and creating information in order for both parties to develop a mutual understanding of what is being communicated. This particular communication represents a type of communication where the messages are related to a new idea. It is the newness of the idea that makes diffusion special (Rogers, 2003).

Diffusion is a type of social change, which can be defined as "the process by which alteration occurs in the structure and function of a social system" (Rogers, 2003, p.6). A social system is a group of units, all related to each other, which are engaged to solve a problem together and to reach a common goal. The members of the social system can be individuals, informal groups, organizations, and subsystems (Rogers, 1995).

The rate of adoption refers to the rapidity of adopting an innovation in a social system. Innovations adopted by an individual are often adopted more rapidly than those adopted by organizations. Thus, the rate of adoption decreases, as more people are involved in an innovation-decision. Rogers (2003) distinguish between five variables that all affect the rate of adoption of an innovation. These are; perceived attributes of an innovation, the type of innovation decision, the nature of communication channels diffusing the innovation, and the extent of promotional efforts by change agents. The variable "attributes of an innovations" has been investigated to a larger extent than the other variables, and it explains about half of the variance in the rate of adoption of an innovation (Rogers, 2003). In this thesis I will focus on perceived attributes of an innovation from the consumer perspective to identify potential drives and motivators to adopt an innovation, such as visiting a consumer fair for jewellery.

3.3.4.1 Perceived attributes of an innovation

The characteristics of the variable "perceived attributes of an innovation" are based on past writing and research by Rogers (2003). They are all to a certain degree empirically interrelated to the others, however at the same time conceptually different. The five characteristics are; relative advantage, compatibility, complexity, trialability, and observability (Rogers, 1995). According to Rogers (2003) they can explain from 49 to 87 percent of the variance in the rate of adoption, which makes perceived attributes of an innovation an important variable when explaining the intention of a consumer to adopt an innovation. On the contrary, as I will discuss later, not all studies have found explained variance to be above 49 percent.

Relative advantage refers to whether or not an innovation is perceived as better than the idea it is based on. Relative advantage can be considered from an economic perspective or in terms of social prestige, convenience and satisfaction. How advantageous an individual perceives an innovation is of great importance, and influences the rate of adoption (Rogers, 1995). It is in the interest of consumers to gather information about an innovation to reduce uncertainty, and to acquire knowledge about how much better an innovation is than an existing one. The likelihood of adoption is greater if an innovation is perceived as superior to competitors. When communicating an innovation, the relative advantage is often an important part of the message (Rogers, 1995).

According to Rogers (1995) researchers have found the relative advantage characteristic to be one of the top predictors of the rate of adoption of an innovation, with a positive relationship between them. Economic factors may influence rate of adoption by decreasing the price of a product over time. At the introduction of an innovation the price will be many times higher than say five years into the future. While the price declines the adoption rate increases. Tarde (1903, as cited in Rogers, 2003) made an observation about the search of higher status as a reason to copy the behaviour of others. For some products, such as for instance fashion apparel, the social and status aspect is the main advantage.

The relative advantage of an innovation may lead to overadoption. Overadoption occurs when an individual adopts an innovation even though experts feel that the innovation should not be adopted (Rogers, 2003). This situation may occur as a result of insufficient knowledge about the innovation, inability to predict consequences from adopting it, or as a result of the status-conferring aspect. Some consumers will adopt innovations when they should reject them simply because they thrive on change and new ideas, or because one attribute is so attractive that it outshines other assessments (Rogers, 2003).

Compatibility reflects how the individual perceive the innovation to be consistent with existing values, past experiences and needs. The more compatible an innovation is the more rapidly will it be adopted. Compatibility means less uncertainty for the adopter; it fits better with the life situation of the consumer and appears more familiar. This will increase the rate of adoption. Research have shown the compatibility component to be less important than relative advantage when predicting the rate of adoption, however it is central as new ideas often are compared to what already exists (Rogers, 2003).

In order for individuals to adopt an incompatible innovation they will have to change their value system, which is a time-consuming process (Rogers, 1995). Change and adoption can be very difficult when introducing an innovation to people with strongly held values. Cultural incompatibility refers to a situation where an innovation meant for one culture spreads to another with different values.

The ideas that a consumer holds in memory can affect how he or she adopts a new idea. The past experiences impacts how one judges and interprets a new idea. For an idea to be an innovation there should be an incompatibility. If an idea is highly compatible it does not represent a large amount of change (Rogers, 2003).

Complexity refers to the degree of difficulty in understanding and using an innovation. Some ideas will require the individual to develop new skills and understanding resulting in a slower adoption process. New ideas that are easy to comprehend will be adopted more quickly (Rogers, 1995).

In many innovations complexity is of less importance than relative advantage and compatibility, however it can be a constraint for other types of innovations. An example of such an innovation was the introduction of the home computer in consumer homes. They did not have the technical expertise to understand how to operate the innovation, which led to a slower rate of adoption (Rogers, 2003).

Trialability refers to the ability of trying and experiencing an innovation before adopting it. If a consumer can try an innovation on the instalment plan it will contribute to a quicker rate of adoption compared to innovations that are not available for trial (Rogers, 1995). Rogers (1995) claim that if an innovation is trialable, it reduces the amount of uncertainty for the adopter as it can learn by doing. Thus, it becomes easier for the consumer to use the innovation, and learn how to use it in a consumer setting. This is not always possible as certain innovations are difficult to try in advance (Rogers, 2003), such as visiting a consumer fair. Some products on the other hand can be designed so that they enable trial and thus increase the adoption-rate.

Trialability is not equally important for all consumers. Consumers that are early adopters want trialability because they do not have a large degree of prior knowledge, experience, and information, as a foundation for adoption. Consumers that adopt at a later point in time can

gain information from the consumers that already adopted the innovation, and therefore their own personal trial is of less importance (Rogers, 2003).

Observability reflects how visible the results of an innovation are to others. If it is easy for consumers to see the results of an innovation it will increase the likelihood of them adopting it (Rogers, 2003). If one adopter communicates to others about an innovation, it can lead to others adopting it too. Visibility enables other consumers to attain information from friends, family and acquaintances as it stimulates discussion and interest. If an innovation is difficult to observe, it will decrease the rate of adoption. Rogers (2003) points out the example of "safer sex" to avoid contracting HIV and AIDS. As safe sex is fairly ambiguous in its meaning it led to this preventive innovation spreading slowly and reaching a small number of those who are at risk of contracting these diseases (Singhal and Rogers, 2002; Rogers, 2003).

3.3.4.2 Strengths and limitations

Diffusion theory has mainly been used to explain technological innovations, however a study by Chatman (1986) on the diffusion of job information imply that the theory can be used in other behaviour studies by applying modifications to the theory.

As a result of many studies on diffusion, all elements of the diffusion process have been addressed. Criticism has been raised due to similar methods used in the analyses (Bell, 2006). A problem that can occur is the pro-innovation bias referring to the assumption that the relative advantage is always positive. Another problem is related to recall and that consumers may not be able to recall exactly when they adopted the innovation. Furthermore, the theory is criticised for mainly investigating durable goods, however proving to be successful. For goods that are not durable goods, modifications of the theory might be required (Bell, 2006). Rogers (2003) highlights other areas where the theory has been criticized. A bias that can occur is the individual-blame bias, which is "the tendency to hold an individual responsible for his or her problems, rather than the system of which the individual is a part (Rogers, 2003, p. 119). Thus, the individual is blamed rather than for instance the producer of a good, in cases where a problem is caused by a larger context than that of the individual (Rogers, 2003). Another problem that may occur in diffusion research is related to recall.

Rogers (2003) claims that the perceived attributes of an innovation explains between 49 and 87 percent of the variance in the rate of adoption. On the contrary, some studies show results conflicting with this claim. A study by Karahanna et al. (1999) find perceived attributes (influencing attitude) together with subjective norm and perceived voluntariness to explain only 38,4 percent of variance in behavioural intention to adopt an information technology. Schneider (2007) investigates four innovation attributes within administrative practises and finds them to explain 31 percent of variance in adoption. Another study by Pechtl (2003) on adoption of online shopping behaviour found perceived innovation attributes to explain 39 percent of variation in adoption. These results show that the variance explained by the perceived attributes in fact prove to be lower in some studies than what Rogers (2003) claim.

Most of the research on diffusion studies individuals and their perception of an innovation with environmental factors influencing the adoption process. Few researchers have investigated the characteristics of an innovation as the determinant of adoption (Wejnert, 2002). An analysis conducted by Wejnert (2002) finds that to better understand the adoption process, the diffusion theory must be extended to include the interactive impact of variables, the influence of one variable on other variables, and the threshold of an individual of adopting in relation to individual characteristics. The individual as modulator of adoption has received little attention in diffusion research, as most research focus on information about an innovation available to the individual (Wejnert, 2002).

3.3.5 Summary

Four theories that can explain how consumers adopt a new product, service or innovation have been discussed. The first three theories are extensions of attitude theory while the last describes factors that influence the rate of adoption. The theories are important for marketers as they reveal how consumers form attitudes and intention to perform a type of behaviour. Rogers (2003) stresses that it is difficult to get a new idea adopted, and that it may take many years, despite obvious advantages it may have. The problem for managers is how to speed up the process of adopting an idea. By knowing what drives consumers to adopting a new product or to perform certain behaviours, marketers and managers can adapt their communication to better fit with these factors.

All theories have been used to explain adoption of innovations, and which factors that leads to intention and behaviour. Depending on what one wishes to investigate, all of the four

theories can contribute to explain behaviour and how consumers adopt an innovation. I will use elements from all the theories above in my research to determine which factors that influence attitudes and intention to visit a consumer fair for jewellery.

3.4   Choice of model

In this section a description of the framework chosen for the study will first be given, with an explanation of included factors from the other adoption theories presented earlier. Furthermore, other factors that might influence attitude and intention to visit a consumer fair for jewellery, not already included in the adoption theories, will be presented.

3.4.1 Main framework: Theory of Reasoned Action

The theory is an expansion from the general multiattribute theory and measures attitude toward performing a type of behaviour as an antecedent to intention to perform a behaviour. Fishbein suggested subjective norm as an additional predictor of intention, to reflect the social influences from peers (Lutz, 1981). The TRA can be applied to explain how attitudes and subjective norm influence intention and behaviour, which is the reason I choose to build my modified model as an extension of the TRA. TRA does not include any fixed set of attributes that influence attitude and intention, and therefore allow me to include factors that I find relevant in this particular study. In addition to using variables from other adoption theories, I will include variables from past studies and the literature to build a model of the factors influencing both attitude and intention to visit a jewellery consumer fair.

3.4.2 Composition of tentative research model based on theories reviewed

Theory of Planned Behaviour. An extension of the TRA is the theory of planned behaviour (TPB) (Ajzen, 1991). What separates these two theories is the third determinant of intentions, namely perceived behavioural control (PBC). PBC have proven to be important in increasing the explanatory power of the model (Thorbjørnsen et al., 2007). Financial resources, perceived barriers, time and abilities, to mention some, can influence this factor. As for visiting a consumer fair it is doubtful that financial resources will be an issue. The only relevant cost to visiting a fair (unless one count the money spent on gas to drive there) is the entry ticket, which is probably not very costly, and it is not given that all fairs charge a price to visit, as exhibitors pay large fees for stand-space. A perceived barrier might be

transport to the fair. However I will include a factor to investigate if accessibility is an important predictor of attitude and intention. Time might be limited for a person, however I do not find this alone to be a strong enough argument to include the PBC variable. Visiting a consumer fair does not require specific abilities, it is not a product that is difficult to consume and that requires prior knowledge or assistance. Based on this discussion I conclude that the PBC is not a relevant factor in influencing intention to visit a fair, and thus I will not apply the TPB framework in my tentative research model.

Theory of Trying. From the theory of trying (TT) I choose to include the variable *past behaviour* as a predictor of intention to visit a consumer fair. The TT can be applied in situations where the consumer is not in control of his or her own volition in achieving a goal (Bagozzi and Warshaw, 1990). The TT investigates trying to achieve a condition rather than an actual behaviour. The model is important when investigating behaviours that demand an effort from the consumer, such as to quit smoking or becoming thin. Intention to visit a consumer fair does not require great efforts from the consumers, and I find it fairly irrelevant to apply the TT in my research. The model is useful for behavioural change that requires a great deal of effort and conscious, long-term attempts (Troye, 1999). The model separates between frequency and recency of past behaviour. I will only look at frequency to investigate the prior experiences of consumers. It is reasonable to believe that it may be years ago that a consumer visited a fair, *if* he or she has ever visited one. As for purchasing jewellery, consumers may have bought jewellery several times, and I believe frequency of this behaviour to be more relevant than recency as jewellery is costly and purchases may not have been carried out recently. However, I find it likely that consumers (especially women) have bought jewellery several times throughout their lives.

The Diffusion of Innovations Theory. This theory has mainly been applied for technological innovations (Rogers, 2003), however one determinant factor in this theory can be relevant in the adoption of consumer fairs. I choose to include the variable *relative advantage* in my modified TRA model, as I believe it will increase the predictive value. Relative advantage is one characteristic of the perceived characteristics of innovations, which can have an effect on attitude. The relative advantage of a consumer fair for jewellery can for instance be connected to efficacy of information gathering about jewellery. Tornatzky and Klein (1982, as cited in Kautz and Pries-Heje, 1996) found relative advantage, in addition to compatibility and complexity, to be connected to innovative behaviours. Kautz and Pries-Heje (1996) use a modified TRA model with elements from diffusion theory in their study on IT

implementation. This enabled them to link perceived characteristics of an innovation to a behaviour, and they developed a model that could explain the degree of use after the initial adoption. By combining the TRA and diffusion theory, I can strengthen my modified model to see if the characteristic *relative advantage* of an innovation influences attitude and intention to visit a consumer fair.

I will not include the other four characteristics of an innovation. Following is a brief explanation of why I choose to not include them in my model. *Compatibility* will not be included, as visiting a consumer fair for jewellery does not need to be compatible with other products a consumer may have or acquire in the future. To visit a fair does not require changes in the life situation, and will not be in conflict with values and needs. On the contrary, if a person has strong values against materialism, visiting a consumer fair might be incompatible. I do not do perceive this factor as a potential predictor of attitude and intention to visit a consumer fair for jewellery. *Complexity* refers to how difficult it is to use and understand an innovation. Visiting a consumer fair cannot be said to be difficult as it not a complex product nor does require any knowledge or personal skills. Complexity will not be included as a factor influencing attitudes and intention. *Trialability* refers to the ability consumers have to try an innovation before initial adoption. In the case of consumer fairs it is not possible with trial as it is not a product or service easily consumed. However, it might be possible to try in the format of free entrance the first time one visits a consumer fair. Despite this, as it is not possible with samples and trails such as with tangible products, I will not include this factor as a predictor of attitude and intention. The final factor, *observability*, is not relevant in this research as visiting a consumer fair is only publicly consumed around people that are already at the fair. A consumer cannot observe another consumer visiting a fair unless he or she also visits the fair. It might be important for some consumers that they can be observed by others at the fair, for instance from the same social group. I assume that the factor *subjective norm* will capture this aspect.

3.5 Factors influencing attitude and intention to visit a consumer fair

Based on the theoretical framework, I will now briefly discuss the factors I believe should be included in the modified TRA model to investigate the factors that influence attitudes and intention to visit a consumer fair for jewellery. These factors will be discussed further and in more detail in chapter 8. The factors are based on existing theoretical frameworks and

studies within consumer behaviour. Since there does not exist studies on consumer fairs, the factors are chosen based on research from other areas of consumer behaviour that can be generic motivators for several types of behaviour. Other factors that did not appear salient in the literature may as well be of high relevance, which stress the importance of conducting further research to reveal additional industry-specific factors. The included factors at this point proved to be most prominent in the literature.

3.5.1 Price of entry ticket

Price can be defined as "what is given up or sacrificed to obtain a product" (Zeithaml, 1988, p. 9). Price has previously been studied in research concerning sport events. Ferreira and Armstrong (2004) found the cost of attending a sport event to be a determinant of attendance in their study on sports. A study by Welki and Zlatoper (1999) investigated attendance at professional football games in the United States and found higher ticket prices to affect attendance negatively.

Monroe and Krishnan (1985, as cited in Zeithaml, 1988) found that there is a positive relationship between price and quality. Zeithaml (1988) found that when a consumer judges the perceived value of a product, a link between price and quality arises. Judging the price-quality relationship of a product, and of attending a consumer fair, is different as they serve to satisfy different needs. I assume that the price of the entry-ticket will have an impact on the attitudes and intentions of consumers, and it will be based on the judgement of the overall experience the consumer will attain from attending. If consumers find the price to be high that will have a negative impact on their attitudes and intention. It is therefore of high importance for managers to know how consumers perceive the price. Thus, price refers to the cost of the entry-ticket of visiting a consumer fair. This factor is included to investigate how important the price of visiting is for consumers.

Furthermore, the price of the entry ticket can be perceived as too high or too low depending on the income of the consumer. Income is not included as a factor influencing attendance, as respondents in the study will be students who are not receiving a salary yet, apart from those working part-time jobs after school. I therefore assume that there will not be great variances in income.

3.5.2 Accessibility and location

Ferreira and Armstrong (2004) found convenience and accessibility to be determinants of attendance at sport events. Other studies have found the distance a consumer must travel to be a determinant of attendance (Carmichael et al., 1999; Becker and Suls, 1983; Marcum and Greenstein, 1985; Ferreira and Armstrong, 2004). For exhibitors at a trade fair, Rinallo (2011) lists that a possible criteria for selecting which trade fair to attend is location and accessibility. By including this factor it can be revealed if it matters to the consumers where the consumer fair is situated and how accessible it is, in terms of travel and time. I assume that if it requires a great deal of travel to visit the fair then that can be a negative influence on visitors and limit the number of consumers that actually visits the fair.

Accessibility and location could be split into two factors, however for this study they are closely linked as they both describe the physical positioning of the fair in terms of location and ease of reaching the fair. Accessibility and location is included as one factor influencing attitude and intention to visit. I believe it to have an impact on attitude and intention to visiting the consumer fair, as it is an important part of trade fair selection.

3.5.3 Number of exhibitors

Rinallo (2011) mentions exhibitors as a possible criterion when other exhibitors are choosing which fair to attend. It is interesting to investigate if the number of exhibitors represented at the fair will influence the attitudes and intentions of consumers to visit it. Consumers might find a fair more attractive if there are a large number of exhibitors under the same roof, as it enables consumers to look, at and evaluate, competitors more closely.

The number of exhibitors present at a consumer fair will determine the size of the overall fair, and thus the variety of products and designs displayed. This factor is included, as I believe it has predictability of attitude and intention to visit the fair.

3.5.4 Experience

Ferreira and Armstrong (2004) found game and pregame entertainment to influence attendance at sport events. Several other studies have found entertainment to be important for attendance at sports played by women (Antonelli, 1994; Armstrong, 1999; Funk et al., 2000; Ferreira and Armstrong, 2004). Entertainment in the experience of a consumer fair for

jewellery can for instance be screenplay of how to make jewellery, or a stand where one can design an own piece of jewellery. Experiences can be merely visible, from looking at magnificent pieces of jewellery, to trying them on and imagining how this piece of jewellery will satisfy the needs one may have. It is interesting to investigate how entertainment and experiences at the fair will influence attitude and intention to visit.

Consumers visit a fair for hedonic reasons and to indulge in new experiences (Rinallo, 2011), and it is therefore expected that this factor will have an impact on attitude and intention to visit a consumer fair for jewellery.

3.5.5 Subjective norm

The subjective norm is one of the original factors that influence intentions to act in the TRA framework (Lutz, 1981). This factor explains how other people, such as family or friends, influence consumers and their decisions. Other people may be an influence in visiting a consumer fair, depending on the interests of the consumer, the people interacting with him/her, or the social setting. Consumers in certain social settings might be expected to visit a fair if others from the same group are visiting. Furthermore, a consumer that purchases a lot of jewellery can be expected to visit a consumer fair for jewellery. On the contrary, the subjective norm might not influence intention to visit if consumers can visit fairs without any of their friends, family or acquaintances knowing about it or expecting it. It may not be expected that a consumer visit this type of fair unless he or she is in a particular situation where a large amount of information and research is necessary. It is interesting to investigate how strong impact the subjective norm has on intention to visit a consumer fair, based on subjective norms role in well-established frameworks such as TRA and TPB.

3.5.6 Relative advantage

Relative advantage is highly important as it stresses the advantages in choosing a product instead of its competitors, as it is perceived as better than the idea it is based on (Rogers, 2003). This factor imply that the product, service or in this case, event, can offer something that competitors cannot. The consumer fair must have a relative advantage compared to competing events or single jewellery stores.

A consumer fair is differentiated from other events and experiences consumers can attend to,

and the differentiation is mainly a result of two dimensions of relative advantage, uniqueness and efficient information acquisition. Unique attributes added to a product will be perceived as novel, and thus the consumer gives more attention to it and forms favourable attitudes towards it. The uniqueness of a product can affect the comparison of other products, and if competitors lack the unique attributes they have a disadvantage (Carpenter et al., 1994). According to Cooper (2001, as cited in Banyte and Salickaite, 2008) unique innovations are 3-5 times more successful than other innovations.

In the case of a consumer fairs, the relative advantage is the amount of information and experiences gathered at the same time and place, which reduces search-costs and enables consumers to achieve a better overlook of what the jewellery industry can offer. A consumer fair can provide consumers with a unique experience and efficient information gathering that they cannot obtain from visiting a single store and jeweller.

3.5.7 Past behaviour

In the context of visiting a consumer fair it may be relevant to look at how past behaviour can influence intention. The factor is adopted from the Theory of Trying (TT) by Bagozzi and Warshaw (1990). In the TT framework, past behaviour refers to the frequency and recency of past experiences, however only frequency will be investigated here. Past behaviour can refer to prior purchase of jewellery made by consumers, and how frequently they purchase it. Furthermore, it can refer to how often consumers visit consumer fairs. I assume that prior experiences with fairs and jewellery are important determinants for intention. As Ouelette and Woods (1998) point out, past behaviour can in addition affect both attitudes and social norm, whereas the focus in this thesis is how it impacts attitude and intention to visit.

If a consumer never purchased jewellery in the past it may be less likely that he or she would like to visit a consumer fair for jewellery. On the other hand, a consumer might have a large interest in jewellery, except he or she can not afford to purchase it, and therefore wish to visit a consumer fair for the experiences alone. It is likely that past behaviour of previous visits at consumer fairs not will be a strong determinant of intention to visit, as there exist few consumer fairs in Norway where the study takes place. However, consumers may have visited such fairs abroad. On the other hand, previous purchases are expected to be a strong

determinant. I therefore wish to include past behaviour as a predictive factor to investigate its effect on attitude and intention to visit.

3.6 Moderating effects

Moderating effects are external variables that can moderate the relationships in an attitudinal model such as the TRA. Rubin and Babbie (2010, p.68) define moderating effects as variables "not influenced by the independent variable, but that can affect the strength or direction of the relationship between the independent and dependent variables". They can be based on differences among consumers or on situational influences. In an attitude model where a number of factors influence attitude and intention, one can investigate the strength and form of moderating variables (Dabholkar and Bagozzi, 2002). This enables researchers to find patterns of consumer or situational factors that influence a type of behaviour, and will contribute to improve the prediction of behaviour. The moderating effects can provide alternative explanations for relationships between independent and dependent variables (Rubin and Babbie, 2010). Examples of moderating variables are gender, age, income and the level of education. The moderating variables will differ according to what one investigates, and contributes to strengthen the relationship between influential attributes, and attitude and intention.

I choose to include the moderating variable "gender" to achieve a better understanding of variations in the effects of relevant antecedents of the attitudes and intentions of consumers to visit a consumer fair for jewellery.

3.6.1 Gender

In accordance with Venkatesh et al. (2000), gender is defined as biological sex, i.e. men and women. Men and women differ in their consumption behaviours. Different parts of the brain are being used for certain tasks, and men and women differ in the symbolic meaning they attach to a product or service (Hoyer and MacInnis, 2010). Several studies have investigated gender as a moderating variable. Riquelme and Rios (2010) found that gender had a moderating effect on adopting mobile banking in Singapore. Women were more strongly influenced by ease-of-use and social norms than men, and perception of usefulness was stronger influenced by relative advantage for men than women. Park (2009) investigated how gender could have a moderating effect in the association between body weights,

smoking and mental health. Results found that gender had a moderating effect, and that overweight women are more likely to smoke than men.

A study by Venkatesh et al. (2000) investigated gender differences in usage decisions and technology adoption by using the theory of planned behaviour. Their results imply that the role of gender is crucial, and that drivers for intention differ according to gender. For men, attitude toward behaviour had a greater influence on decisions than did subjective norm, while for women the results were different. The decision-making of women was strongly affected by the subjective norm and perceived behavioural control. The authors underline the importance of gender as a moderating variable in behaviour research and decision-making (Venkatesh et al., 2000). Another study conducted by Venkatesh and Morris (2000) investigated how gender could have an impact on adoption and sustained usage of technology in the workplace. The results from this study are congruent with the results from Venkatesh et al. (2000), and find women to be influenced by social norms in the initial stages of adoption, while the decisions of men were not affected by this variable. Men put more emphasis on perceived usefulness when making a decision about adopting a new technology, while women were strongly influences by perceived ease of use (Venkatesh and Morris, 2000).

Gender might play a part in what influences consumers to visit a jewellery consumer fair. It is interesting to investigate which attributes that are most important for men and for women, and results may give implications on how to attract consumers. If there exist moderating effects, it might be wise to target the communications of the fair according to gender.

3.7 Tentative research model: Modified Theory of Reasoned Action

To investigate what drives and motivates consumers to visit a consumer fair for jewellery, a modified model based on the theory of reasoned action will be presented. The dependent variables are attitude and intention to visit a consumer fair. Independent variables are price of entry-ticket, accessibility and location, number of exhibitors, experience, subjective norm, relative advantage and past behaviour. I include the moderating variable gender to investigate if there exists differences between men and women in what motivates to visit a jewellery fair. I assume that some of the independent variables will be stronger predictors than others, and may vary according to gender.

The model shows the relationships between the independent and dependent variables, with the effects of the moderating variable. Below the graphic representation follows a brief explanation of the model.

Model 4: Modified model of TRA

3.7.1 Explanation of model

The model is a modification of the Theory of Reasoned Action by Fishbein and Ajzen. By using this model, I wish to investigate how different factors can have an impact on attitude and intention to visit a consumer fair for jewellery.

I assume that the variables price of entry-ticket, accessibility and location, number of exhibitors, experiences, subjective norm, relative advantage and past behaviour have an impact on attitude and intention. Further, I assume that all variables, except from price of

entry-ticket, will have a positive impact on attitudes and intentions. The higher the price for the entry ticket, the less inclined will a consumer be to visit the fair, and the attitude towards visiting will be affected negatively.

Differences in what motivates to visit a consumer fair may occur amongst types of consumers. I include the moderating effect of gender to investigate whether there exist differences between men and women regarding which variables that affect attitudes and intentions. It is reasonable to believe that men and women give emphasis to different factors.

I will not investigate whether visiting a consumer fair will lead to purchase of jewellery at the fair, although it might be interesting to investigate further in another study. As there does not exist a consumer fair for jewellery in Norway at the current date, it will not be possible to investigate whether visiting such a fair will lead to purchase of jewellery. However, such a study can be carried out in another country where consumer fairs for jewellery exists.

In the following chapters I will investigate whether there exist other independent variables than those included in my tentative research model that can contribute to influence attitude and intention to visit a consumer fair for jewellery. Potential new variables will be presented in an extension of the modified TRA model, and included in a quantitative study.

4. METHODOLOGY – STUDY 1

4.1 Qualitative data

To answer the question of what motivates and drives consumers to visit a consumer fair for jewellery additional data is gathered by conducting a qualitative analysis. In the literature there exist scarce research on consumer fairs and it is therefore likely that other variables than those included in my modified TRA model contribute to influence attitudes and intention to visit. The objective by gathering qualitative data is to investigate if other variables should be included in my modified model, and in further quantitative research.

Qualitative research is used to gain insights and ideas, and it is appropriate to use in situations where it does not already exist a great deal of knowledge (Churchill and Iacobucci, 2005). By conducting qualitative research other variables that have not been investigated in prior research become salient. The flexible approach of qualitative research (Churchill and Iacobucci, 2005) not only produced a list of predictive factors, it also gave insights on why certain variables are important, and the degree of importance for the attitude and intention to visit a consumer fair for jewellery.

In-depth interviews are conducted to investigate if there exist other predictive variables for the attitude and intention to visit a consumer fair for jewellery. The most common form for interviewing is person-to-person interviews (Merriam, 2009). The personal interviews create an environment of trust, and therefore it is more likely that the respondent will answer honestly. The interviews are unstructured and allow the researcher to ask for descriptions and elaborations that would be harder to obtain from a written survey (Churchill and Iacobucci, 2005).

All interviews start in the same way, with the same context and same question. However, when the respondents starts answering a question a conversation may arise that provide knowledge about consumer benefits. This technique is called "laddering" and can discover a relationship between attributes and the benefits for the consumer (Churchill and Iacobucci, 2005). The use of this technique enables me to achieve a depth in the research, and valuable contributions to be used when forming hypotheses.

4.2   The interview guide

The interview guide explains how the interviews were conducted, and can be found in appendix 15.2. I start by thorough instructions of how the interview will be conducted, stressing the confidentiality of the interviews. Respondents were asked to think deeply before answering, and encouraged to take pauses to think, in line with the order of techniques as suggested by Supphellen (2000). Prior to asking respondents questions, the context of the study was explained. As consumer fairs are rare in Norway it is reasonable to assume that most respondents do not have any prior knowledge as to what a consumer fair actually is. I start by defining what a consumer fair is, what is meant by the term "jewellery", and finally, the integration of the two resulting in a consumer fair for jewellery. These definitions were fixed and written to ensure that all respondents would be exposed to the same information, and that their answers were based on the same foundation. It is of great importance that the respondents understand what is being said, and that the information and questions are clear (Merriam, 2009).

The way a question is formed and asked is crucial to obtaining the information one needs (Merriam, 2009). It is important to use a familiar language that the respondents will understand without the use of a too technical language. In addition, researchers must be aware of differences in response styles and that a technique might not work perfectly on all respondents (Supphellen, 2000). As the qualitative research is not the main part of my study but rather an important supplement to my modified research model, respondents were only asked one question. Respondents were asked which factors that would influence their attitude and intention to visit a consumer fair for jewellery, and then encouraged to elaborate on each factor. By having respondents elaborate on factors I could gain knowledge about the relative importance of each factor, and use the information when building hypotheses for later research. The interviews allow new thoughts and ideas to prosper, and gives the interviewer valuable insights. The fixed question for the interview was adapted from the study by Ferreira and Armstrong (2004) on which attributes influenced attendance at sport events.

At the end of the interview respondents were asked to share a bit of information about themselves. I was interested in their gender, and whether they had visited a consumer fair in the past. This information was not meant for research purposes, however simply to get a profile of the respondents.

4.3 Pre-test

Prior to conducting the actual interviews it is important to test how the definitions and question perform under real conditions of data collection (Churchill and Iacobucci, 2005). A pre-test is often crucial, as it can reveal areas of ambiguity and misunderstanding before starting the research. A pre-test was conducted on two respondents before the actual interviews to ascertain that there existed no gaps, and to avoid problems with understanding. In addition I controlled the ease of asking follow-up questions, and ease of having respondents elaborate on the importance of each attribute they listed. The overall purpose of the pre-tests was to improve the interviews to ensure correct responses to my questions in the actual study. As the pre-tests were positive, and did not require significant change to the interview guide, the results from the pre-tests are included in the analysis. The pre-tests found the introduction text to be understandable and not in need for any changes, and the first test-respondent only stressed the difficulty in understanding what was meant by the word "factor". The construct was thus explained throughout the rest of the interviews.

4.4 The interviews

A total of ten respondents were interviewed for the purpose of this study, where the first two interviews were intentionally meant as pre-tests who proved to be positive. The interviews can be found in appendix 15.4.

The interviews where conducted via the online communication-channel Skype, because the respondents live in different areas of the country, and it was not possible to meet with them face-to-face. Apart from one, they all sat in the comfort of their own home, which made the environment calm and safe, and enabled privacy. Privacy is important when conducting interviews to avoid response bias. Response bias occur when a respondent give a misrepresenting answer to appear more intelligent, avoid embarrassment or to appear in a certain way in the presence of others (Zikmund and Babin, 2007). When respondents are in a private setting, and everything said is confidential, they are more inclined to give honest answers. Respondents were informed in advance that the interviews would take approximately 15 minutes.

All interviews were recorded and transcribed shortly after being recorded. The recordings were then deleted. As stated in the interview guide, all interviews started with an

introduction about confidentiality and the importance of taking pauses to think. After followed an introduction about consumer fairs for jewellery before asking respondents about which factors that influenced their attitudes and intention to visit. In some cases there were a need to ask follow-up questions about the importance of a factor, or what the respondent really meant by what was being said. However, in most cases respondents elaborated freely without my help. The main objective from conducting these interviews was to obtain a list of factors that respondents identified as influential on their attitude and intention to visit a consumer fair for jewellery.

4.5   The respondents

The respondents consisted of both men and women. Two of the respondents had finished their master degree, and are currently working full-time jobs, while the remaining respondents are students, currently working on their bachelor or master degree. The respondents were chosen on assumptions that they could give different and valuable information for this study. By interviewing both men and women differences in influencing factors according to gender was accounted for. All respondents chosen for interviews were assumed to have some degree of interest in visiting fairs or of purchasing jewellery. For confidentiality purposes, real names are not submitted and respondents are simply named A, B, C etc.

Respondent A:

The respondent is a woman. She has never visited a fair for jewellery in the past, however she would like to in the future. She has visited a trade fair for consumers and professionals in the area of hobby and interior. Respondent A does not buy a lot of jewellery for herself, and most of the jewellery she owns has been given to her as gifts. The most important factor influencing her to visit a consumer fair for jewellery is whether her friends are visiting and where the fair is located.

Respondent B:

The respondent is a woman. She has visited two trade fairs in the past, one related to travel and the other to education. Although she has never visited a fair for jewellery, she would like to visit one in the future. Respondent B received the majority of her jewellery as gifts and has not purchased a lot herself in the past. However, she takes an interest in jewellery, especially pieces that have affection value to her. The most important factors that influence

her to visit a consumer fair for jewellery are the presence of new collections and designers, and the location of the fair.

Respondent C:

The respondent is a woman. She has never visited a fair for jewellery in the past, nor does she expect she will in the near future. However, she has visited an educational fair and a job fair a few years ago. The respondent does not purchase a lot of jewellery for herself, only earrings. Most of her jewellery has been given to her as gifts. She does not visit jewellery stores, however if she sees something she likes she will take an interest. The most important factors that influence her to visit a consumer fair for jewellery is the marketing and promotional activities prior to the fair, and how the location, venue and expertise can give her a great experience from visiting.

Respondent D:

The respondent is a woman. She has visited between 10-15 fairs in her life, such as fairs for boats, cars, and sports, together with her friends or family. She has never visited a fair for jewellery, however she would like to in the future if one were held near Oslo. Respondent D purchases jewellery approximately six times a year. She loves jewellery and would visit jewellery stores just to have a look at what is new. When she buys jewellery for herself it depends on the design whether or not she will like it. Several factors influence her attitude and intention to visit a consumer fair for jewellery however, the overall experience from visiting the fair, trying something new and being able to tell others about the experience are the strongest influencers.

Respondent E:

The respondent is a man. He has visited many fairs over the years, an estimated total of 50 fairs. Most of the fairs he attended are in Norway, and he has attended both as customer and as exhibitor. Abroad, he has visited fairs in India, Hong Kong and China. He has never visited a consumer fair for jewellery, however he would like to if one were to be held near Oslo. In the past he has bought jewellery for him self, however of a small scale. Most of his purchases of jewellery have been gifts for female friends and family. The respondent says he probably has an above average interest in jewellery compared to other men. The most important factors influencing his attitude and intention to visit a consumer fair for jewellery are the size of the fair and gaining knowledge about what the industry has to offer.

Respondent F:

The respondent is a man. He has no experience with fairs, however he has visited a fair for jobs in the past. He would like to visit a consumer fair for jewellery, however he has never considered it before being asked in this survey. The respondent has purchased very little jewellery in the past, only as gifts and nothing for himself. He claims to have no particular interest in jewellery and to never stop to look in the windows of jewellery stores. The most important factor that influences his attitude and intention to visit a consumer fair for jewellery is how the marketing of the fair is carried out. He would not visit the fair if the fair solely advertised the products, but rather if it advertised the fun experience of visiting a fair.

Respondent G:

The respondent is a woman. She has never visited a jewellery fair, however she has visited fairs for houses, boats and luxury. She would be interested in visiting a consumer fair for jewellery if one were to be held near Oslo. The respondent is interested in jewellery and will enter jewellery stores she passes by even though she did not plan it. Most of the jewellery she owns has been given to her as gifts. The most important factors that influence her to visit a consumer fair for jewellery are availability of the fair and variation of products. The fair should offer a range of products so that consumers with different financial situations can afford to purchase products at the fair.

Respondent H:

The respondent is a woman. She has visited a trade fair in the past, and would like to visit a consumer fair for jewellery if one is held in Oslo, or at a place she is at the time of the fair. She is interested in jewellery, however she believes she is not more interested than the average woman at her age. She purchases jewellery for herself a few times a year, and will stop and look in jewellery stores when she passes them. Most of her jewellery is self-bought and not gifts from others. The most important factors that influence her to visit a consumer fair for jewellery are location of the fair, her impression of the fair, and marketing efforts.

Respondent I:

The respondent is a man. In the past he has visited fairs for watches, cars, and education, and he thinks, without being certain, that he would visit a jewellery fair in the future. He does not own a lot of jewellery and everything has been given to him as gifts. He has never purchased jewellery for himself, however he has purchased as gifts for friends. The respondent believes his interest in jewellery might be slightly below average of his age group and gender. The

factor that has the most influence on his attitude and intention to visit a consumer fair for jewellery is marketing in the format of commercials.

Respondent J:

The respondent is a woman. She has no prior experience with fairs, neither trade nor consumer, however she sees it as likely that she would visit one in the future if several "factors" convinced her to go. The respondent does not wear a lot of jewellery; she only owns a few pairs of earrings and a necklace. She assumes that her interest in jewellery will grow as her income increases and she has more money to spend on jewellery, and also because work requires her to look nice. This will be an incentive for her to visit a jewellery fair. The factors that has the strongest influence on her attitude and intention to visit a consumer fair for jewellery are available information about the fair, and which products that are offered there.

4.6 Limitations

This study is conducted as a step to gain richer material to base the quantitative study on as there does not exist a great deal of literature within the field of consumer fairs for jewellery. Ten interviews build the foundation of the qualitative part, where only three respondents are men. Factors that were not salient in this study, which might be of importance in influencing attitudes and intentions to visit a fair, could have surfaced had the number of respondents been larger, or by interviewing more men. It can therefore be questioned whether or not the selection of respondents is representative. However, as the results from the interviews show, respondents in this study had a tendency to weight the same factors as important, and it might require a very large number of respondents to achieve several new factors. Another limitation in this study is that respondents are not chosen randomly and cannot be expected to represent all potential visitors as they all have similar backgrounds, and are presumably of the same age group. It is reasonable to assume that a similar study conducted with respondents of ages 40-60 would generate different results.

5. ANALYSIS OF QUALITATIVE RESEARCH

In this chapter the results from the qualitative study is analysed in order to investigate whether or not there exist other independent variables that can have an impact on attitude and intention to visit a consumer fair for jewellery. The new independent variables will then be formed into new items to be tested.

5.1 Analysis of results

The qualitative research generated a list of 85 items that influenced the attitudes and intentions of respondents to visit a consumer fair for jewellery. Some of these items where already included in the tentative research model, such as experiences and location and accessibility, and mentioned by several of the respondents. Despite some items already being included in the revised model, several new items became salient from the interviews. The overall purpose of the study was to determine whether there existed other important influencing factors. As results show, many other items than those already included proved to be influencing the attitudes and intentions. As there exist very little research within the field of consumer fairs it was necessary to conduct a qualitative study to obtain a complete list of potential influential items. Many new items emerged in these interviews that had not been discovered in the literature review. A complete list of all items can be found in appendix 15.6, however worth mentioning are new items related to marketing of the fair and characteristics of the exhibitors.

The list with 85 items consists of all items from all ten respondents. The same item may be mentioned more than once, or two or more items might be of similar wording. It is therefore possible to reduce the number of items generated from this study by simply merger items that represent the same into one joint item.

5.1.1 Review of items

The list of 85 items was reviewed by two scholars within marketing at NHH, and reduced to a list containing 38 items. As mentioned, several respondents repeated some of the same items, and the scholars grouped items explaining the same construct into one item. A complete list of items before and after the review can be found in appendix 15.6 and 15.7. The items "location", "characteristics of the exhibitors" and "marketing of the consumer

fair" contains the largest number of factors. These items were mentioned by more respondents than the other items. It is therefore reasonable to assume that these items can have significant explanatory power in the further studies on which factors that influence attitude and intention to visit a consumer fair for jewellery. In cases where only one respondent mentioned an item the new item solely consist of that item. No items from the original list of items were deleted in the reviewed list of items.

5.1.2 Changes to reviewed list of items

The scholars reviewed the 85 items and developed a list of 38 items that could influence attitude and intention to visit a consumer fair for jewellery. The list is not fixed, and I chose to make a few adjustments to the list of items before continuing my research. Some items from the interviews have already been included in my tentative research model. The fact that these items were mentioned in the in-depth interviews simply confirms the importance and correctness of having included them in my tentative research model. These items have been grouped together into several factors such as "Size of the fair", "Location", "The fair is an experience", "Friends opinions", "Entry cost", and "Accessibility in terms of time and place". The reviewed item list will be used in another study to determine which of these items that should be included in a revised modified research model as factors prior to the final study for this thesis. I will therefore make some changes to the items-list before testing the items. The overall objective with the qualitative study was to discover other factors than those included in my tentative research model, and how these influence attitude and intention. It is therefore reasonable to exclude items that have already been implemented in the model.

"Size of the fair" is a factor consisting of six items from the original list. The size of the fair is closely linked to the number of exhibitors present at the fair. After all, what makes the fair a large-scale event is whether or not there are a large number of companies represented at the fair. In the tentative research model the factor "Number of exhibitors" is already included as an independent variable influencing attitude and intention. This refers to the same aspect as "Size of the fair", and the questions that will be asked to respondents in the final survey are concerned with the size of the fair and number of exhibitors. The item "Size of the fair" is deleted in the revised list of items, as it is merely a recurrence of a factor already included.

"Location" of the fair as an influencing factor was mentioned eight times. This factor is included in the tentative research model as the independent variable "Accessibility and location". This proves to be an important influencing factor based on the interviews, and it stresses the importance of having included it in the tentative research model. This item is deleted from the list of items.

The factor "The fair is an experience" contains two items regarding the experience a consumer will have at the consumer fair. This factor has already been included in the tentative research model as the independent variable "Experience". As a result of this, this item is deleted from the list of items to be tested.

"Friends opinions" consists of one item because only one respondent mentioned it as an influencing factor. In the tentative research model, "subjective norm" has been included as an independent variable influencing attitude and intention. Subjective norm captures the aspect of how other people can influence the attitude and intention a person has to visit. Through subjective norm one can determine if the opinions of others, on whether the consumer should visit, have an influence on the attitude and intention of the consumer. As subjective norm is included in the research model the item "Friends opinions" is deleted from the list.

One respondent mentioned "Entry cost", and the item represents a negative influencing factor. In the tentative research model, "price of the entry-ticket", is included as an independent variable. Thus, this item is deleted from the list, as it is already included in the model.

The last item mentioned is "Accessibility in terms of time and place". The scholars who revised the list of items suggested that this item was split into two items, "Accessibility in terms of time" and "Accessibility in terms of place". I will keep the former, while the latter is already included in the tentative research model in the independent variable "Accessibility and location". "Accessibility in terms of time" can be connected to the item "The time of the fair" as they both concern the time of the fair. These two items are separated in my revised list as they also have differences attached to them. "Accessibility in terms of time" refers to whether or not the consumer has the time to visit the fair.

Six items are deleted from the list, and one is added as a result of splitting one item into two. In addition, item number 35 and 38 from the items-list suggested by the scholars are grouped

together as these two items represent the same factor; (the consumer's) "Own economy". My revised list of items now consists of a total of 32 items, and they can be viewed in appendix 15.8. Three of the items have been given new names as the scholars found the categories to be too vague. Item number five in the list of items suggested by the scholars, is equivalent to item number two in the revised list. The item is re-named to better explain the category. The new name is "A friend or family member taking initiative to visit" based on the results from the interviews that found that factors influencing attitude and intention was whether friends were visiting the fair, who one would go with, visiting because friends are visiting, following a wife or girlfriends, or having somebody to go with. Item number 37 in the list of items suggested by the scholars equals item number 31 in the revised list. This item refers to whether there exist something at the jewellery fair that can attract men in addition to jewellery. The two respondents that mentioned this factor were both men, and said that if a few more masculine products could be included and exhibited at the fair, such as an expensive car, then that could be a positive influence. The new name of the item is "Products of men's interest also presented at the fair". The item "Free offerings at the fair" which is number 35 in the list of items suggested by the scholars is re-named to "Free offerings of food and beverages" in my revised list. Only one respondent mentioned this, and he referred to the offering of free food and beverages, thus this should be included in the name of the item.

The next step is to investigate whether the list of 32 items can be reduced to a smaller set of factors. In the next chapter a review of relevant methodology will be presented, before presenting results from a new, quantitative study in the following chapter. The objective is to obtain a shorter list of new factors that can be implemented into the revised research model to investigate how they influence the attitudes and intentions of consumers to visit a consumer fair for jewellery.

6. METHODOLOGY – STUDY 2

The qualitative analysis generated a set of new factors that can influence the attitudes and intentions consumers develop to visit a consumer fair for jewellery. The list of factors contains 32 new items, and it is of interest to test the correlations between the factors before including them in the revised research model. Thus, the problem to be investigated in this study is whether the 32 items can be grouped into a smaller set of factors.

This survey was conducted in September 2011 (21.09.11) and respondents are students at NHH. A total of 167 respondents were asked to answer the survey, and a total of 164 responses were handed in. Information about the number of men and women that answered the survey was noted. This information is not connected to the answers in the survey, however meant as a control of whether responses are based on both genders. Of the respondents 89 were men and 75 women.

6.1 Research design

A research design can be defined as "a framework or blueprint for conducting the marketing research project" (Malhotra, 2007, p. 78). The research design builds the foundation for conducting a study, and we distinguish between three types of research, namely exploratory, descriptive and causal (Malhotra, 2007). Exploratory research gives the researcher insight and understanding of the problem, descriptive research determines the frequency or relationship between two factors, while causal research determine cause-and-effect relationships (Churchill and Iacobucci, 2005). In this study the problem is clearly defined based on an already conducted qualitative research. Furthermore, it is not of interest to investigate cause and effect. The best research design for this study will thus be descriptive research.

Descriptive research is used to describe something, such as characteristics or functions. This research design often follows an exploratory research as it assumes that the researcher has a great deal of knowledge about the problem to be investigated. Descriptive research is based on already formulated hypotheses, and results are numbered. Therefore, this research design is highly structured and based on large samples (Malhotra, 2007). Descriptive research is utilized in situations where one or several variables are to be described, and the correlation between them. Descriptive research is employed to investigate the causal relationship

between the independent variables and the dependent variables. The assumption of causality is based on the results of the qualitative analysis; thus, the causality will not be tested.

6.2 Data collection

When collecting data the researcher can separate between secondary and primary data. Secondary data are data that already exists, while primary data are new data collected for the purpose of the research (Churchill and Iacobucci, 2005). Primary data is used to investigate which of the new factors to include in the revised research model, as there does not exist relevant secondary data.

Primary data can be collected by the use of communication or observation techniques. Communication techniques refer to the use of either an oral or written questionnaire or survey, while observation techniques refers to the recording of behaviours. Thus, we distinguish between asking people and watching people (Churchill and Iacobucci, 2005). For this study a communication technique was chosen to investigate the influence of the new factors on how consumers evaluate a consumer fair for jewellery. It is not possible to observe how the factors influence evaluations since consumer fairs for jewellery do not exist in Norway at the current date, and influencing factors are hard to observe.

The communication method is distinguished by its structure and level of disguise. Structure refers to how standardized the questionnaire is, and disguise refers to how much the respondent knows about the purpose of the study. The most frequently used method is undisguised and structured (Churchill and Iacobucci, 2005), which is the method used for this survey.

6.2.1 Data collection method

In this study a questionnaire will be used to obtain the information needed. Respondents are asked to fill out the survey on paper, which is a quantitative method for collecting data. This is an efficient method as respondents are less inclined to say no when asked in person to answer the questionnaire. It is an inexpensive method and requires little time. Respondents were found by asking students around the NHH campus.

6.2.2 Scale of measurement

Self-report scales are the most common tools used to measure attitudes. One type of self-report scale is the Likert scale (Churchill and Iacobucci, 2005). The scale is widely used and it requires respondents to indicate the level of agreement or disagreement on a scale that typically ranges from "strongly disagree" to "strongly agree". There are several advantages to using this scale. First of all, it is easy to construct and use, and respondents understand the scale without further difficulties (Malhotra, 2007). The scale can be employed to investigate the level of agreement or disagreement with statements regarding the independent variables that influence the evaluation of a consumer fair for jewellery.

Some researchers have used a seven-point Likert scale instead of a five-point scale (Tullis and Albert, 2008). In this study a seven-point scale is used and the ends are labelled as anchor points, while using a one to seven numerical scale between the ends. The number four (4) will thus equal "neither agree nor disagree". The use of a seven-point scale will better map nuances in responses. It is correct to use the seven-point scale because the questions asked are easy to comprehend, and presumably it is not difficult for the respondents to develop an opinion about the factors, despite the novelty of the topic.

The scale from "strongly disagree" to "strongly agree" can be seen as ordinal because strongly agree (number seven) will be greater than "neither agree nor disagree" (number four). By ranging the answers from one to seven, one can argue that an interval scale is used. However, one cannot be certain that the intervals between the numbers are meaningful and of exactly the same distance. According to Blankenship (2010) it is assumed that the intervals between each number on the Likert scale are equal, thus the Likert scale can be assumed to be an interval scale.

6.3   Sample procedure

The objective of this research, as with most other marketing research projects, is to gain information about the characteristics of a population. The population in this survey consist of consumers because the main problem focuses on the attitudes and intention of consumers to visit a consumer fair for jewellery.

There exist two sampling techniques, nonprobability sampling and probability sampling (Malhotra, 2007). Nonprobability sampling is based on the personal judgement of the

researcher of which respondents that should be included in the survey. It is the sampling technique used for this survey. The results are not statistically significant to the population because the likelihood of including a respondent is not equal for all respondents (Malhotra, 2007). The reason behind this choice is limited time and resources when conducting the surveys for the thesis. Respondents from NHH are used in this survey, as this is an easy, convenient, and inexpensive way of finding respondents.

6.3.1 Convenience sampling

Convenience sampling tries to get a sample of convenient elements, or respondents (Malhotra, 2007). The problem with these samples is that the researcher cannot know if the sample is representative for the target population (Churchill and Iacobucci, 2005). The convenience sample for this study consists of students from NHH. The use of students as respondents has been criticized because it lowers external validity (Copeland et al., 1973; Lamb and Stem, 1979; Rubenstein, 1982; Bergmann and Grahn, 1997), and it has been demonstrated that results are not generalizable to other situations (Ferber, 1977; Bergmann and Grahn, 1997). A study conducted by Bergmann and Grahn (1997) found that students could be representative for the general population with similar characteristics. Some studies in marketing and advertising has found students to be adequate representatives, while other studies have found students to lack the experience and knowledge required to be used as surrogates (Chang and Ho, 2004). Despite conflicting findings convenience sampling is utilized in this study, which means that the external validity and thus generalizability of the study decreases. A consequence is that the results from this study cannot be used for other consumers than those of the sample. The purpose of the study, and the thesis, is to be able to gain a larger understanding about the field of interest, and to create a basis for other researchers to investigate whether the results can be generalized to other populations than students at NHH.

6.4 Construction of questionnaire

Before being presented with the question, respondents read an introduction text where important constructs are defined. It is reasonable to believe that not all respondents are familiar with what a consumer fair is, and thus a short text explaining this event and a definition of jewellery was provided. This enables the respondents to answer the question

without guessing or making assumptions as to what a consumer fair for jewellery is. Respondents were presented with the following context:

"Consumer fairs (also referred to as exhibitions and public fairs) are a type of fairs that attract mainly consumers and the public as visitors. At fairs, a large number of companies present a representative product range from one or more industry sectors and sell it or provide information about it for the purposes of sales promotion.

Jewellery can be defined as products of gold, silver and diamonds, such as necklaces, rings, earrings and bracelets.

A consumer fair for jewellery is an event where jewellery brands and designers present their products to consumers in order to sell them or provide information about them".

Respondents answered one statement that applies to all factors. This is an efficient method, as respondents will not become bored from reading the same statement 32 times, but rather reading the statement and filling in the factors listed. The statement to be answered is "[factor] is important to me when evaluating a consumer fair for jewellery", and factors are all the items in the revised items-list.

The questionnaire can be found in appendix 15.10. The survey was pre-tested among five respondents and also reviewed by my supervisor before being distributed in the actual survey. The pre-test resulted in minor changes on words and phrasing.

6.5 Factor analysis

Factor analysis refers to procedures to reduce and summarize data, and can be seen as a data-reduction tool. It allows us to reduce a large amount of variables that are correlated with each other into a smaller amount of underlying factors (Malhotra, 2007).

Factor analysis can be used to assess the convergent and discriminant validity of a scale (Gatignon, 2010). Discriminant validity refers to the situation where a construct must be different from another construct, which means that a measure must not correlate too highly with measures that it is not supposed to be related to (Churchill and Iacobucci, 2005). Convergent validity refers to the extent a scale positively correlates with other measures of the same variable (Malhotra, 2007). Respondents should be systematic in their answers on items that measure the same construct. For the factor analysis to be appropriate variables

must correlate. Factor loadings should have values above 0,5 to determine which questions are related (Malhotra, 2007) and meet the minimal level of 0,3 to be accepted (Peterson, 2000). Factor analysis assumes continuous ratings and normality (Embretson and Reise, 2000). Questions on a scale from 1-7, such as the Likert scale, are therefore appropriate. Results from the factor analysis are presented and discussed in the following chapter.

7. FACTOR ANALYSIS AND RESULTS

This chapter discuss the outputs of the factorial analysis for the second study. The purpose of this study was to reduce the number of items into factors that may influence attitude and intention to visit a consumer fair for jewellery. 32 items are reduced to fewer factors that will be included in the revised research model.

7.1 Output of factor analysis

After having plotted the answers from the 164 respondents a factor analysis was run in SPSS to investigate how the items depend on each other in order to achieve a smaller set of factors. When running the exploratory factor analysis the eigenvalue for each factor should be above 1, which is a neat and easy criterion to apply (Rummel, 1970). Eigenvalue is the amount of total item variance explained by one component (Hair et al., 1995; Pett et al., 2003) and the larger the value the more variance is explained by the component (Pett et al., 2003). I chose to use the extraction method principal component to present factor loadings. A factor loading show the correlation between an item and the factor it belongs to (Gupta and Mehra, 2010). The factors need to be rotated to take a meaningful position, and to find factors that are easier to interpret. By rotating we try to make variables that measure the same construct score as high as possible on one factor, and have low or no loading on the other factors (Huang et al., 2010). Rotating the factors enables us to achieve a simpler and more meaningful solution than what we will achieve from the unrotated factor solution (Pett et al., 2003). The goal is to group the variables that measure the same construct into one factor.

I chose to use orthogonal rotation, which are methods to be used when we can assume that the factors are uncorrelated (Gorsuch, 1983). There are three major approaches to orthogonal rotation, where Varimax is the most commonly used method (Pett et al., 2003), and thus the one used in this analysis.

Items are named SKM and the number of the item (from 1 to 32), where SKM stands for "smykkekunstmesse" (jewellery fair). Only the relevant tests will be presented here and tables showing the final outcome of the factor analysis. A complete presentation of tables can be found in appendix 15.11. After running the factor analysis several items that measure different constructs load on the same factor, and in the following data reduction is explained with focus on convergent and discriminant validity.

The factor analysis initially shows nine factors, where the tenth component has an eigenvalue of 0,959 and is therefore very close to the criteria of 1. By simply neglecting components that are just below the cut-off level we risk missing an important factor (Rummel, 1970). We should therefore be cautious when applying this criterion. When including all 32 items several items load on more than one factor. Thus, the first step is to remove items that load on more than two factors with cross-loadings of difference less than 0,2, and single loadings of values less than 0,5. These items are SKM1, SKM4, SKM10, SKM13, SKM16, SKM22, SKM23, SKM25, and SKM31. Items that load on several factors are ambiguous as to what they actually measure, and thus have low discriminant validity. For example, SKM1 loads on four factors with fairly equal values of all loadings. SKM25 has acceptable cross-loadings however load on three factors. The highest loading to be removed from the analysis is at 0,614. These items will be removed from the continuing analysis.

The factor analysis was run again after removing the items. Results from the new factor analysis show that the number of factors with eigenvalues over 1 is reduced to seven. The eight component has an eigenvalue of 0,912 and is therefore not far below the criteria of 1. This component should therefore be taken into consideration if this factor analysis is the final one.

The cut-off level is increased to 0,6 and items that load on several factors must have cross-correlations over 0,2. The rotated component matrix shows that SKM7, SKM8, SKM19, SKM20, SKM21 and SKM30 all load on several factors, and none have single-values over 0,6. These items will be removed from the dataset, as discriminant validity is low. Other factor loadings are of acceptable levels, even for those items that load on two factors (SKM27 and SKM32).

The removal of these items leads to a reduction to five factors where the sixth has an eigenvalue of 0,96; hence, it is very close to the criteria to be included as a factor. I will continue with the criteria that single loadings must be above 0,6 to be included and cross-correlations must be larger than 0,2 for the item to not be removed. The rotated component analysis show that SKM28 and SKM29 load on more than one factor and the highest value is less than 0,6. These items will be removed. SKM9, SKM14, SKM17 and SKM27 also load on more than one factor, however they satisfy the criteria of cross-loadings of more than 0,2.

The factor analysis show that there are still five factors, however the sixth' eigenvalue has been reduced to 0,817. The rotated component analysis shows high loadings, all over 0,6, and no cross-loadings that do not satisfy the criteria of a difference in loadings larger than 0,2. I therefore increase the cut-off level to 0,7 and keep the criteria of 0,2 for cross-loadings. Items SKM3, SKM14, SKM27 and SKM32 does not satisfy the criteria of 0,7 for single-loadings and therefore will be removed.

The factor analysis still finds five factors with eigenvalue above 1, and the eigenvalue of the sixth factor has been reduced to 0,722. This component is therefore not considered a possible important factor. Below is a transcript of total variance explained and the rotated component matrix. The five factors explain a total of 74,28 % of explained variance, found by adding explained variance for all five factors. The first factor explains 22,743% of the variance while the fifth factor explains the least amount of the variance with 9,106%.

	Component				
	1	2	3	4	5
Eigenvalue	2,502	2,039	1,361	1,268	1,002
% variance	22,743	18,537	12,372	11,524	9,106
SKM2				.898	
SKM5		.897			
SKM6			.876		
SKM9		.843			
SKM11	.850				
SKM12	.852				
SKM15				.798	
SKM17	.754				
SKM18					.848
SKM24					.723
SKM26			.791		

Table 1: Rotated component matrix after removal of items

The results show that there is no longer a need to reduce the data material. All items with low discriminant and convergent validity have been removed. Five factors have been identified, all with high single values and no cross-loadings. A total of 32 items are reduced

to 11 items evenly spread on the five factors. All factor loadings are over 0,7 which Garmines and Zeller (1979, as cited in Graham, 2005) suggests is an acceptable threshold for the factor loadings. High factor loadings refer to which construct the items measure (Graham, 2005). The items that measure the same now load on the same factor and convergent validity is good. No item load on more than one factor and thus discriminant validity is good.

7.2 Naming and grouping of new factors

The factor analysis yielded five factors from the 32 items. These factors will be included in the revised research model at the end of this chapter, and used together with factors from the literature review to investigate which factors that influence attitudes and intention to visit a consumer fair for jewellery. The newly identified factors are:

1) **The fair as a social event** comprised of SKM11 (Meet others with same interests), SKM12 (To attend an event) and SKM17 (The possibility to tell others about new experiences).

2) **Purchase** comprised of SKM5 (Purchase something for a special occasion) and SKM9 (Purchase a gift).

3) **Marketing** comprised of SKM6 (Marketing of the fair) and SKM26 (Presentation of sales personnel and stands).

4) **Peer influence and initiative** comprised of SKM2 (A friend or family member takes initiative to visit) and SKM15 (Who influences me to go).

5) **Time available** comprised of SKM18 (The lack of other alternatives at the same time as the fair is held) and SKM24 (Accessibility in terms of time).

7.3 Revised research model

Based on the literature review and on a qualitative and quantitative survey, twelve factors have been identified that can influence the attitude and intention to visit a consumer fair for jewellery. These factors are: Price of the entry-ticket, accessibility and location, number of exhibitors, experiences, subjective norm, relative advantage, past behaviour, the fair as a social event, purchase, marketing, peer influence and initiative, and time available. Seven of

the factors stem from the literature review while the remaining five became salient after extensive, explorative research. A revised research model is constructed to show the dependencies in the next research. Gender may have a moderating effect. This model builds the foundation for the next and final research for this thesis, which will be presented in the following chapters.
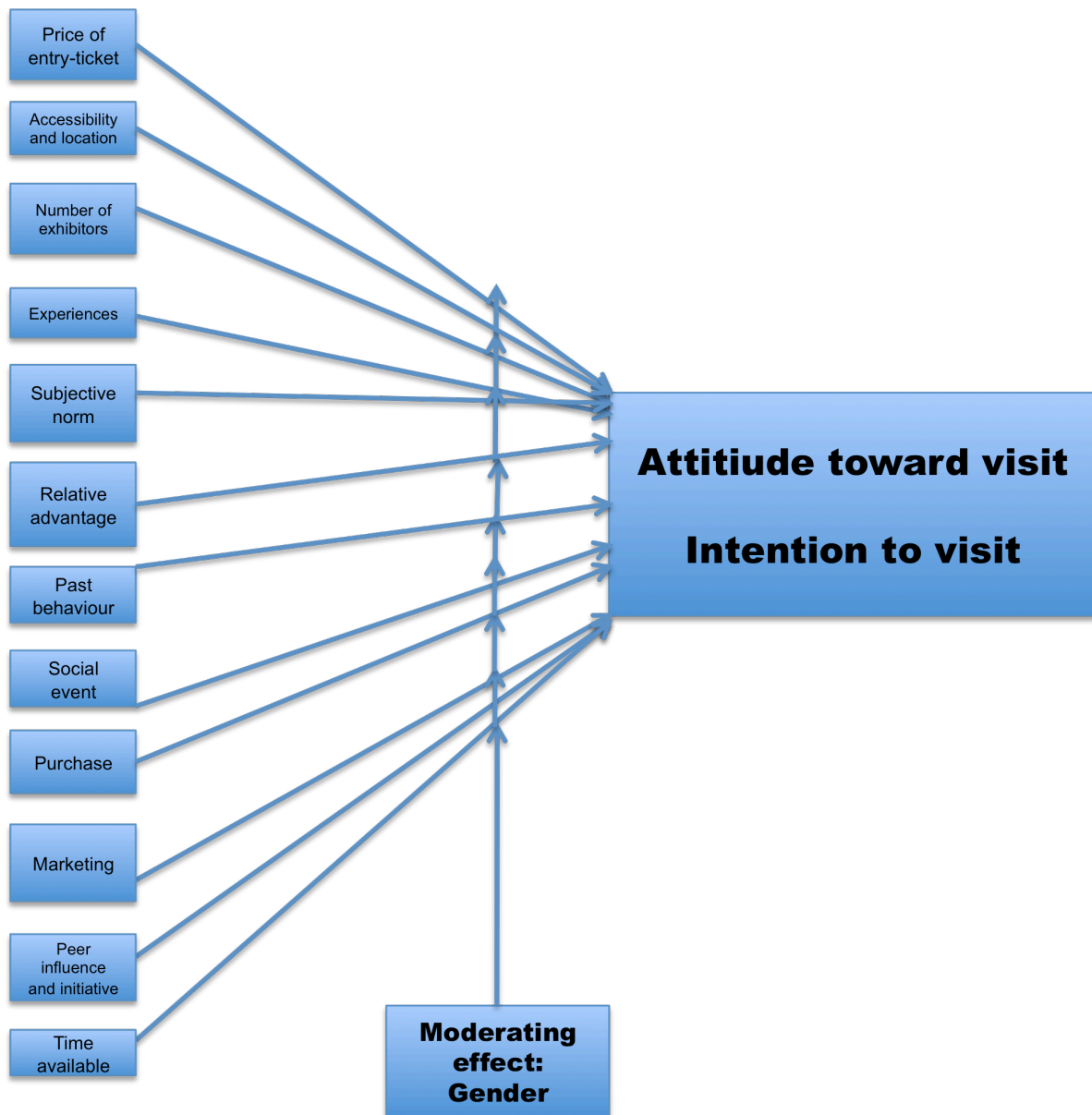
Model 5: Factors influencing attitude and intention to visit a consumer fair for jewellery

7.4 Limitations

Two of the five new factors are comprised of items that are measuring somewhat different aspects of the same construct. They could be considered to be measures for different factors instead of being grouped into one factor. The analysis show that the items load on the same factor, and as they are different, however not completely unrelated, I have chosen to include them. This is based on the fact that the factor solution gave the best results of all the attempts with different inclusion criteria. The factors in question are "marketing" and "peer influence and initiative".

"Marketing" includes both the marketing of the fair, and how the jewellery pieces are presented at the fair. These items can be seen as quite different based on the items names. However, it is not wrong to include them as one factor since they both include a marketing perspective. The marketing of the fair is fairly self-explanatory as it involves how to attract visitors. Presentation of jewellery pieces can also be connected to marketing, as it is a way to market the jewellery and brands at the fair. Consumers can choose to visit a fair based on their beliefs about how the jewellery will be presented. The presentation of the jewellery can draw visitors to the stands and thus function as a marketing tool. I have chosen to name the factor "marketing" as I will solely look at marketing of the fair in my next study. Regarding the presentation at the fair, Dillehay (2002) claims that the average visitor spends only about thirty seconds at one stand before they move on to the next at trade shows. This implies that the stand must look good and be eye-catching. Consumers will purchase more when products are presented in an organized and attractive way (Dillehay, 2002). How the pieces are presented will contribute to market the brand or exhibitor and attract consumers. This can be interesting to look into, and should be investigated in further research. I choose to only focus on the marketing of the fair in this study, as this is a means to attract people to visit the consumer fair.

The factor "peer influence and initiative" is comprised of two items regarding initiative and influence. I choose to include both aspects in my study as they are both related to the people that can have an impact on the attitude and intention a consumer has to visit a consumer fair for jewellery. Despite the factor including two somewhat differing items, I do not find it reasonable to not include them as one factor.

The factor analysis yields five new factors to be included in the modified research model; however, other items included in the survey could be important influencing factors to visit a consumer fair for jewellery. The purpose of the factor analysis was to remove items that correlated on several factors, and reduce the data-material, as it would be too extensive to investigate all of the 32 items I started out with. Some of the items that were removed in the factor analysis could prove to be important, and should be investigated further in future studies. For instance, items regarding "getting an overview of what is new on the market" and "overview of what is being offered and prices" could prove to be important factors related to information search. In the study, ease of information search is integrated into other variables, however a further research should investigate if the search for information alone could be an influential factor. A study conducted by Rinallo et al. (2010) found the search for information to be one of the main motivators to visit a trade fair. It should therefore be investigated further if this also applies to consumer fairs.

Furthermore, students at NHH answered the study and results may be different if the same study is conducted amongst middle-aged consumers with steady jobs and incomes. Thus, the results cannot be generalized to apply to all consumers.

8.   RESEARCH QUESTIONS AND HYPOTHESES

In this chapter research questions and hypotheses are defined for the factors included in the revised research model presented in chapter 7. These factors are a result of a literature review and a qualitative and quantitative study. They will be tested in another quantitative study to determine their predictability of attitude and intention to visit a consumer fair for jewellery. A definition is given to every factor included, and hypotheses are developed based on previous studies and existing relevant literature. In cases where there does not exist literature on consumer fairs, relevant literature on related areas such as trade fairs and shopping experiences is discussed. Based on the hypotheses research questions are defined to measure the dependent variables attitude and intention toward visiting a consumer fair. To the degree possible, questions will be adopted from previous studies, and otherwise defined based on existing literature in related areas or the studies conducted for this thesis. The topic of consumer fairs has not been studied to a great extent in the past, and therefore it is necessary to define new research questions and develop a new instrument that fit the purpose of this study.

Hypotheses should be based on both previous research and expected research findings. A hypothesis can be defined as "an informed guess or assumption about a certain problem or set of circumstances" (Pride and Ferrell, 2010, p.175) or as "a statement that specifies how two or more measurable variables are related" (Churchill and Iacobucci, 2005, p. 675). Hypotheses are developed to answer a question or solve a problem, or to imply a potential way of action (Smith and Albaum, 2005). A hypothesis should have some basic characteristics such as generalizability, compatibility with existing knowledge, testability, invariability and causality (Connaway and Powell, 2010). A hypothesis can be rejected, however never accepted. Based on the evidence a researcher has available he or she can reject or not reject, however not accept, because further evidence might prove the hypothesis wrong (Churchill and Iacobucci, 2005).

Research questions states the purpose of the research, and the relationships that the researcher wants to investigate (Smith and Albaum, 2005). I will develop my research questions based on secondary data to the degree such data exist. The purpose of creating research questions is to measure the effect of the independent variables on the dependent variables. Churchill and Iacobucci (2005, p. 267) define a measurement as "the assignment

of numbers to objects in a way that reflects the quantity of the attribute that the object possesses". To include a measurement in a study, Bearden and Netemeyer (1999) list several criteria for inclusion. A measurement must have a reasonable theoretical base or conceptual definition; it must be relevant to the marketing or consumer behaviour literature; and it must be composed of several items or questions. In order for a question to contribute to the purpose of the research, it must fulfil the criteria of relevance and accuracy (Zikmund and Babin, 2007).

8.1 Empirical testing

The purpose of the hypotheses is to test them empirically, and reject them if they do not hold. I will test the independent variables to investigate their impact on attitudes and intention to visit a consumer fair for jewellery. After conducting extensive search online I have failed to find another study that investigates this area. Thus, my results will contribute to new information and research within consumer behaviour. Only the effects of the independent variables will be tested, and not the relationships between attitudes, intention and behaviour. Questions are included to measure attitude and intention.

Attitude towards the behaviour is based on the belief a consumer has about the potential consequences of performing the behaviour and evaluations of these consequences (Terry et al., 1993). The distinction between attitude toward object and attitude toward act is important, and I will focus on the latter. Measuring attitude toward visiting a consumer fair for jewellery is based on articles by Nysveen et al. (2005a) and Thorbjørnsen et al (2007). Attitude is measured by using four bipolar adjectives that will capture different aspects of the attitude a consumer has toward visiting. These are:

Q1: Bad/Good

Q2: Foolish/Wise

Q3: Unfavourable/Favourable

Q4: Negative/Positive

From the TRA, intention to perform a type of behaviour is the sum of attitudes and subjective norm (Lutz, 1981). From the original multiattribute perspective and unidimensionalist view, it is clear that attitudes and intention are strongly connected. Other

variables might also have a direct influence on intention. Based on the article by Peslak et al. (2010) three questions are included to measure intention.

Q5: I predict that I will visit a consumer fair for jewellery within the next three years

Q6: I intend to visit a consumer fair for jewellery within the next three years

Q7: I plan to visit a consumer fair for jewellery within the next three years

8.2   Independent variables

8.2.1   Price of entry ticket

Price can be defined as what the consumer must give up in order to obtain a product or service (Zeithaml, 1988). In this thesis the price refers to the cost of the entry ticket that a consumer must pay in order to visit a consumer fair. Kirchgeorg et al. (2005) distinguishes between different costs that can occur for visitors at trade fairs, where the entry ticket is one of them. A consumer will have to pay an entrance fee to enter a public exhibition or consumer fair, however the price is lower than those of trade fairs. There will typically be more visitors to a consumer fair than a trade fair (Bello, 1992, as cited in Kay, 2007). This can be a result of lower prices of tickets at the consumer fairs.

Consumers often use price as a heuristic for quality, however research has proven this to be misguided. Most studies have found the relationship to be modest, or even negative (Boyle and Lathrop, 2009). The quality of a consumer fair can be difficult to assess in the same way as for a tangible product, however it is reasonable to believe that consumers will expect the quality of the overall experience to match the price of visiting, thus using price as a heuristic for experiences gained. This might influence their willingness to pay to visit. In a study by Hansen (2005) results show that price will affect perceived quality, which affects attitude. Attitude will then affect intention to buy. However, no significant relationship was found between price and intention, which means that price affect intention through attitude.

In a study by Welki and Zlatoper (1999) attendance at a US professional football game-day was investigated to see how different factors had an impact. Their results showed that the ticket-price affected attendance, and that there exist an inverse relationship between price and attendance. This means that the higher the ticket price, the more negative attitude the

consumer will develop. The consumer perceives the visit to not be worth the price. This relationship can be assumed to also count for visiting a consumer fair for jewellery. Consumers might be less inclined to visit the consumer fair if they perceive the price of the ticket as too high, which can be expressed in the following hypotheses:

H1a: The price of the entry-ticket has a negative effect on attitude toward visiting a consumer fair for jewellery

H1b: The price of the entry-ticket has a negative effect on intention to visit a consumer fair for jewellery

Questions regarding price: The first question is based on Fink et al. (2002). The second question is self-defined based on previous studies conducted for this thesis.

Q8: The entry-ticket to a consumer fair for jewellery is highly priced

Q9: It is expensive to visit a consumer fair for jewellery

8.2.2 Accessibility and location

Accessibility and location refers to how easy or difficult it is for a consumer to visit a fair, how far one has to travel, and whether the fair is located in near where the consumer lives. Hart et al. (2007, p. 587) defines accessibility as "the convenience and logistic aspects of store location, travel, parking and pedestrian areas" in relations to shopping centers.

Kirchgeorg et al. (2005) stressed that several factors contribute to the overall positive image of a fair, one of which is how easy it is to get to the fair. The existence of a well-developed infrastructure system for transporting visitors to the fair will positively influence the numbers of visitors. Alessandra et al. (2008) highlight that the more unique the location for the fair is, the more "buzz" will be created about it. A study by Kay (2007) found location in the city, as well as transport, to be of importance when assessing the performance of the exhibitor. A location should be unique, however the fair should be situated near the consumers and be easy to reach.

A key element to the success of the consumer fair is to be where the target audience are. The venue should therefore be located in a central and public area. One problem that may arise is the lack of large enough venues inside cities, and therefore requires consumers to travel to

reach the fair. The majority of visitors will always come from the region where the fair is held, although the target consumers are scattered across the country or in several countries (Arnold, 2002). Weber and Chon (2002) stress that accessibility is important to consider in order for people to attend a convention, and also the time it will take attendees to travel to the destination.

Although there exist little literature on consumer fairs, studies have been carried out investigating how travel affects consumers' choice of shopping destinations in regards to shopping centres (Ibrahim and Wee, 2002). McCarthy (1980, as cited in Ibrahim and Wee, 2002) found that several attributes related to travel had an impact on choice of shopping area. Furthermore, a study by Ibrahim and Wee (2002) supports these findings as they find that transport mode/travel attributes, in addition to retailer attributes and customer attributes, significantly affect an entertaining shopping experience. The authors point out that location is important, and that the shopping venue should be situated near a car park or transportation systems. A study by Brunner and Mason (1968) found driving-time to reach a shopping centre to be highly influential in shopping-centre preference. Cox and Cooke (1970) conclude that location and attractiveness are important determinants of shopping centre preference, and closely linked to driving time. It is important to note that shopping centres are not the same as consumer fairs, however I assume that some factors that motivate to visit a shopping centre also apply to visiting a consumer fair. Based on the previous discussion I assume that the location of the consumer fair in terms of how near or far away it is, and how long time it will take a consumer to visit the fair together make up an important influential factor. This leads me to the following hypotheses to be investigated:

H2a: Accessibility and location of the fair has a positive effect on attitude toward visiting a consumer fair for jewellery

H2b: Accessibility and location of the fair has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding accessibility and location: The first question is based on a study by Cox and Cooke (1970), and the second question is based on studies by Brunner and Mason (1968) and Ibrahim (2005).

Q10: It is important to me that the fair is located close to where I live

Q11: I do not wish to spend time on travelling when visiting the fair

8.2.3 Number of exhibitors

The number of exhibitors refers to the overall size of the fair. The higher the number of exhibitors, the larger the fair is. A large number of respondents from the qualitative study in chapter 5 mentioned the size of the fair as a factor influencing their attitude and intention to visit a consumer fair for jewellery. For some of the respondents the fair had to be of a large scale for them to form positive attitudes and intentions. Others mentioned the size as important, however not a crucial factor. It is interesting to see if a higher number of exhibitors and designers, hence a larger fair, will positively influence attitude and intention to visit.

Kirchgeorg et al. (2005) claims that in the future it will be increasingly difficult for large, international trade fairs to maintain a high number of visitors. Visitors may question whether it is more effective for them to visit a large-scale fair than smaller, more focused fairs. Reasons for this are higher costs for exhibitors and visitors, lack of clarity at the large fairs, and an overwhelming amount of information and products. Numbers of visitors are also expected to decrease because of the increasing number of competition with other types of entertainment (Kirchgeorg et al., 2005). Although consumers may find size to be of importance now it may not persist in the future.

A study by Eppling and Shilling (1996) on shopping centres found that the size of the centre, relative to its competition, might be a good predictor of its success, rather than where it is located compared to its competition. This finding may also be true for consumer fairs, that the larger they are the more successful they will be in attracting visitors. Dillehay (2002) states that a fair with 500 stands will draw larger crowds than a fair with 50 stands. A study by Kay (2007) found amongst other factors, the size of the exhibition to be an influencer of its performance. Based on this, the following hypotheses are developed:

H3a: The number of exhibitors has a positive effect on attitude toward visiting a consumer fair for jewellery

H3b: The number of exhibitors has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding number of exhibitors: Questions are self-defined and based on the discussion above and results from the qualitative study (study 1).

Q12: It is important to me that the fair offer a large number of exhibitors

Q13: The size of the fair in regards to number of exhibitors must be considered to be large compared to other fairs for me to be interested in visiting it

8.2.4 Experience

Experiences can be defined as "events that engage individuals in a personal way" (Pine and Gilmore, 1999, p. 12). Companies can use products and services to engage consumers. An experience originates from the interaction between an event and how the mind and being of a consumer was prior to the event (Pine and Gilmore, 1999). New experiences that stimulate the senses are named sensory innovativeness, and together with cognitive innovativeness they positively influence purchase of new products (Venkatraman, 1991). The experiential perspective focuses on how feelings, emotions, and hedonic aspects determine consumer behaviour. Entertainment occurs when individuals "passively absorb the experiences through their senses" (Pine and Gilmore, 1999, p. 31). Entertainment makes people laugh, enjoy themselves and feel amused, and is one of the oldest forms of experience. There exist a variety of tools within entertainment today, such as viewing a show, reading a book, watching television and more (Pine and Gilmore, 1999). Entertainment can contribute to the overall experience of a consumer fair.

Consumer experiences are motivated by fun, fantasies and feelings (Rinallo et al., 2010). At trade fairs, exhibitors offer experiences in the format of visitors seeing and examining products, interacting with sales personnel, and in-stand events such as product demonstrations, social events and entertainment events. Entertainment events can for instance include cabarets and comedians (Rinallo et al., 2010). Experience at stands can be created by a set of "experience providers" according to Schmitt (1999, as cited in Rinallo et al., 2010) such as people, products, visual communications, special environments, sounds and more.

The experience aspect of consumption is of greater importance in the marketing of products and services (Wikström, 2008). The consumption of consumers has changed, and more focus is placed on sensations, pleasure and imagery (Klinger, 1971; Holbrook and Hirschman,

1982; Wikström, 2008). There are different views on consumer experience in the literature. Firms can provide consumers with the experiences, or consumers can take an active role in the value-creation by participating in the business-consumer exchange (Wikström, 2008). In a study by Wikström (2008) respondents stressed the importance of novelty in experimental consumption. It was important to gain experiences that were far away from their daily routines and life.

Ibrahim and Wee (2002) conducted a study on which factors that contributed to an entertaining shopping experience in Singapore. The competition between shopping centres is hard, and therefore it is important to provide consumers with unique experiences. This study stresses the importance of entertaining experiences for consumers. A study conducted by Wikström (2008) found that for an event to be considered experiential from the perspective of a consumer it must be within his or her field of interest. Results showed that the participants of the study wanted to be active, rather than passive in an activity.

At consumer fairs and public events, visitors must be incorporated in events, and be active participants in activities at the fair. The ideal state is when the consumer gains an experience that he or she would not find in stores or shopping centres (Kirchgeorg et al., 2005). At consumer fairs there cannot simply be information about products and the industry; there has to be an exciting experience for the consumers. Consumers should be able to participate in competitions, discussions led by entertaining personalities, appearances by show business stars and more. Other factors that can enhance the experience are catering services, childcare services, special care for elderly or those who need it (Kirchgeorg et al., 2005). Consumers will gain experiences at the fair that they will not obtain from visiting a single store. Based on this discussion the following hypotheses are defined:

H4a: Experience has a positive effect on attitude toward visiting a consumer fair for jewellery

H4b: Experience has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding experience: The first question is self-defined based on the previous discussion and results from the qualitative study (study 1). The second is based on an article by Petterson and Getz (2009). The third question is based on an article by Nysveen et al. (2005a), however modified to fit this factor.

Q14: Visiting consumer fairs for jewellery gives me new experiences

Q15: Visiting consumer fairs for jewellery gives me positive experiences

Q16: It is important to me that visiting a consumer fairs for jewellery is entertaining

8.2.5 Subjective norm

Subjective norm is a social factor defined as the perceived social pressure to perform or not perform the behaviour in question (Ajzen, 1991). The normative pressures related to visiting a consumer fair for jewellery can stem from friends and family, and people that the consumer looks up to. The TRA considers subjective norm as an antecedent to the intention a consumer develops to perform a type of behaviour. In certain social groups a consumer may be expected to act in a way by the other members, and there exist a pressure to comply. Subjective norm will influence intention if the consumer feels that there will be consequences by not visiting the consumer fair. It is therefore likely that subjective norm can have positive influence on intention to visit a consumer fair for jewellery, as the relationship between subjective norm and intention has been thoroughly investigated in the literature.

In a study conducted by Shinasharkey and Praditbatuga (2010), subjective norm was found to be the primary predictor of the intention of parents to enroll their children in music school in Thailand. Barkhi et al. (2008) studied which factors that influenced attitude towards purchase from virtual stores. Their results show that social influence from peers was a significant predicting factor. A study by Karahanna et al. (1999) finds that normative pressures are the sole influence of the decision of a potential individual to adopt an information technology. Peslak et al. (2010) found that intention to use instant messaging was positively influenced by subjective norm.

Since the relationship between subjective norm and intention is included in the original TRA, and to a large extent studied in the literature, I assume that subjective norm can influence the intention, but also the attitude, of consumers to visit a consumer fair for jewellery. This leads to the following hypotheses:

H5a: *Subjective norm has a positive effect on attitude toward visiting a consumer fair for jewellery.*

H5b: *Subjective norm has a positive effect on intention to visit a consumer fair for jewellery.*

Questions regarding subjective norm: The two first questions are adopted, modified questions from Thorbjørnsen et al. (2007), and the third from Nysveen et al. (2005a)

Q18: People like me are expected to visit a consumer fair for jewellery

Q19: People who matter to me expect me to visit a consumer fair for jewellery

Q20: People I look up to expect me to visit a consumer fair for jewellery

8.2.6 Relative advantage

Relative advantage can be defined in terms of whether or not an innovation is perceived as better than the idea it is based on (Rogers, 1995). In innovation diffusion theory the relative advantage is conceptualized as a multidimensional construct that captures the benefits of an innovation (Rogers, 1995). Consumers will visit a consumer fair for jewellery if they perceive a relative advantage in doing this compared to visiting single jewellery stores. I exclude the possibility of searching for information online and through other channels. I assume that consumers wish to try and judge the jewellery pieces in real life rather than by looking at pictures and information online. Previous research has found relative advantage to be one of the main influencers of adoption behaviour (Venkatraman, 1991).

The perceived relative dimensions of consumer fairs are their uniqueness and the efficacy of information gathering at the fairs. Research on relative advantage and consumer fairs has not been discussed in the literature, as a result of little research within the field of consumer fairs. However, different aspects of relative advantage have been widely studied within for instance the web and information technology (Choudhury and Karahanna, 2008). As consumer fairs for jewellery are completely novel in Norway, the novelty aspect in itself could be a relative advantage. However, I will not look at this dimension due to the fact that relative advantage is a dimension of innovation novelty (Rogers, 1995).

Companies can introduce new products on the market with enhanced and unique features in order to give them a competitive advantage (Zhou and Nakamoto, 2007). A study by Dhar and Sherman (1996) found that an alternative with unique features tends to appear more attractive and has a higher probability of being chosen than other alternatives. A consumer fair is a type of event that distinguishes itself from other events with its unique features of gathering different brands and producers at the same time and place. At trade fairs, visitors

can infer the market position of one exhibitors compared to the competition based on the stand (Rinallo et al., 2010), and gather information about competitors in a unique manner. The same is true for consumer fairs. Carpenter et al. (1994) suggest that by adding unique attributes to a product it will result in more attention from consumers, as they pay attention to novel stimuli. The uniqueness of novel attributes makes a brand, or in this case event, receive a more favourable judgement in a decision making process (Zhou and Nakamoto, 2007).

Several respondents from the qualitative study conducted for this thesis said that a factor influencing their attitude and intention to visit the fair was the possibility of getting an overlook of what the jewellery industry can offer, and to compare products and prices more easily. This will reduce the search costs, and therefore fairs offer a unique way to gather information about jewellery products. According to Choudhury and Karahanna (2008) the dimension of relative advantage named "efficacy of information acquisition" has not been studied to a great extent in the literature. In their study they look at how this dimension affects information search on the Internet. Their results imply that perceived efficacy of information acquisition on the web needs further investigation. Based on the article by Choudhury and Karahanna (2008) I define efficacy of information acquisition as the perception a consumer has of the ability of a consumer fair to efficiently provide information about what the jewellery industry has to offer. Thus, the relative advantage of the consumer fair is that it will enable a consumer to gather information more effectively than by visiting several stores.

Based on this discussion the following hypotheses are developed:

H6a: Relative advantage has a positive effect on attitude toward visiting a consumer fair for jewellery

H6b: Relative advantage has a positive effect on intention to visit a consumer fair for jewellery

Questions about relative advantage: The second is based on a study by Choudhury and Karahanna (2008), while the first and third are self-defined based on the previous discussion and on the results from the qualitative study (study 1):

Q21: A consumer fair for jewellery is a relatively good way to gather information about the jewellery industry

Q22: I would learn more about jewellery by visiting a consumer fair for jewellery than by visiting single stores

Q23: I would gather information about jewellery more efficiently by visiting a consumer fair for jewellery than by visiting single stores

8.2.7 Past behaviour

Past behaviour can be defined as actions or reactions that a consumer has as a response to external or internal stimuli in the past (Sommer, 2011). The factor is adopted from the Theory of Trying and reflects the experience a consumer has with the act in question and how this affects intention (Bagozzi and Warshaw, 1990). In this thesis it is of interest to investigate how frequency of past purchase of jewellery and past visits to consumer fairs have an impact on attitude and intention to visit a consumer fair for jewellery.

The relationship between past behaviour and intention depends on the situation one is investigating, and several studies have focused on the role of past behaviour. A study by Sheeran et al. (1999, as cited in Sommer, 2011) found past behaviour to be the best predictor of intention when the behaviour was unstable. This is contradictory to the results of Ouellette and Wood (1998) where they found past behaviour to have a stronger prediction of intention in a stable context. Rhodes and Courneya (2003, as cited in Sommer, 2011) found past behaviour to have the largest effect on intentions, together with PBC and the affective attitude. Past behaviour, together with intention, also had an affect on future behaviour.

Smith et al. (2008) developed a modified model of the TPB to increase its predictive power. They included the variables descriptive and prescriptive norms, self-identity and past behaviour. The results found past behaviour to have an impact on both intentions and future behaviour, and past purchase behaviour was a strong predictor of intentions to purchase in the next week. The authors also stress that because many consumer behaviours are repeated often, past behaviour should be accounted for when researchers investigate the variables attitude, subjective norm and PBC (Smith et al., 2008).

A study by Kidwell and Jewell (2008) investigated the impacts of past behaviour on consumer intentions. They found that by including past behaviour as a predictor of intention, the overall explanatory power of their research model increased, and that past behaviour play an important role in consumers' decision-making. Their results also show that past behaviour "moderates the influence of attitude and internal and external control on intention" (Kidwell and Jewell, 2008, p. 1162). Furthermore, Conner et al. (2007) found evidence that past behaviour is useful in predicting intentions to speed when driving.

The role of past behaviour has been investigated to a large extent in the literature, and I assume that past behaviour can have an effect on the attitudes and intention of consumers to visit a consumer fair for jewellery. It is reasonable to believe that a consumer who has purchased jewellery in the past will remember that act when forming attitudes and intention to visit a jewellery fair. Based on this, I will investigate the following hypotheses:

H7a: Past behaviour has a positive effect on attitude toward visiting a consumer fair for jewellery

H7b: Past behaviour has a positive effect on intention to visit a consumer fair for jewellery

Questions about past behaviour are all based on the article by Kidwell and Jewell (2008) and modified for this paper.

Q24: In the past three years I have visited a consumer fair (independent of sector)

Q25: How many times have you visited a consumer fair (independent of sector) in the past three years?

Q26: In the past three years I bought jewellery many times

Q27: How many times did you buy jewellery in the past three years?

8.2.8 The fair as a social event

Social is related to society, while an event is something that happens (Collins Cobuild, 2006). A social event can therefore be defined as a happening that includes members of society. It is an event where one can meet and interact with other people. According to the Greek philosopher Aristotle, the human is a social animal that cannot live alone, and every man is member of society and affected by the activities of others (Jayapalan, 2001). Ridinger

and Funk (2006) define social interaction in terms of the interest an individual has in attending an event because of the opportunities to interact with others. Funk et al. (2009) describes socialization as a desire to enhance human relationships by interacting with others.

A consumer fair for jewellery can be seen as a social event, which may be an influencing factor to visit. Based on the qualitative and quantitative studies for this thesis, the term social event refers to a place where consumers can meet others with same interests, attend an event, and tell others about the experiences at the event in the aftermath. A study by Kolb (2002) regarding the attendance of African American people at an art event found motivators for attendance to be related to the social aspect of the event. Respondents stressed the importance of meeting new friends and being able to socialize. This implies that the social aspect of an event may be just as important as the event itself. Socially active consumers regularly attend events where they can interact with others, such as parties, restaurants and social meetings (Espinola and Badrinarayanan, 2010). In a study by Funk et al. (2009) on sport attendance motivation, socialization was one of the factors that influenced attendance. Furthermore, at trade fairs, one of the main functions of stand-space is to enable socialization. This includes bars, restaurants and relaxation areas where people can interact with each other. Around six percent of stand-space is dedicated to socialization (Rinallo et al., 2010). Relational experiences are important for the overall experience at a trade fair. Visitors come to meet people and maintain social bonds, and conversations between visitors can spread knowledge about products (Rinallo et al., 2010). Furthermore, the social aspect of the event is linked to the overall experience (Rinallo et al., 2010).

A study conducted by Wikström (2008) found that sharing an experience with others was an important part of the entertainment aspect of the experience. The experience from an entertaining event thus depended on factors such as whether the consumer experienced activities together with others. Consumers also tend to tell others about their consumption experiences and activities. In a social system the early adopters will pass on their experiences to others, and determine the followers' rate of adoption (Rogers, 2003).

Based on the results from the qualitative and quantitative study, and the literature, I develop the following hypotheses to be investigated:

H8a: The fair as a social event has a positive effect on attitude toward visiting a consumer fair for jewellery

H8b: The fair as a social event has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding the fair as a social event: The two first questions are based on a study by Funk et al. (2009), while the third is self-defined and based on the qualitative study (study 1):

Q28: Visiting a consumer fair for jewellery gives me a chance to socialize with others

Q29: Visiting a consumer fair for jewellery gives me the opportunity to interact with other people

Q30: It is important for me to tell others about new experiences

8.2.9 Purchase opportunity

Purchase opportunity is defined as something that you buy, or the act of buying (Collins Cobuild). Here, purchase refers to the opportunity a consumer has to purchase jewellery at a consumer fair, either it be a gift or a piece for a special occasion.

Jewellery can be seen as specialty-products, which have unique characteristics or brand identification that a group of buyers are willing to make a special purchase effort to get a hold of (Kotler and Armstrong, 2010). A consumer will first develop a need for something, for instance a need for a necklace for her wedding, and then start searching for information about such products (Armstrong et al., 2009). When evaluating alternatives, a consumer fair for jewellery can be a perfect source of information and place of purchase. There exist a range of sources of information about jewellery, all of which a consumer can utilize, however visiting a consumer fair for jewellery will enable the consumer to look at, try, and of course purchase, a range of products at the same place. If the consumer plans to purchase something for him or herself, or a gift for somebody else, related to jewellery, visiting such a fair will provide the consumer with a range of alternatives. Kirchgeorg et al. (2005) mentions the purchase of gifts as one of visitors' expenditures when visiting a fair. According to Bello (1992, as cited in Kay, 2007) the main motivation for consumer to visit a consumer fair is to purchase promotional or discounted goods from the exhibitors. The possibility to make a good deal might influence the decision of consumers to visit a fair as they can purchase a piece of jewellery there, rather than going to individual stores.

I assume that consumers wish to save time and effort when searching for products to buy, and that purchase intention will therefore be a motivating factor to visit a consumer fair for jewellery. A consumer that plans to purchase a piece of jewellery would seek sales-venues where he or she can purchase jewellery. The possibility to make purchases can be an influencing factor on attitude and intention. This leads me to the following hypotheses to be investigated:

H9a: Purchase opportunity has a positive effect on attitude toward visiting a consumer fair for jewellery

H9b: Purchase opportunity has a positive effect on intention to visit a consumer fair for jewellery

Questions about purchase opportunity are self-defined and based on the qualitative study (study 1):

Q31: Visiting a consumer fair for jewellery gives me an opportunity to purchase jewellery products

Q32: Visiting a consumer fair for jewellery gives me an opportunity to purchase jewellery for special occasions

Q33: Visiting a consumer fair for jewellery gives me an opportunity to purchase a gift

8.2.10 Marketing of the fair (communication)

Marketing can be defined as "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return" (Kotler and Armstrong, 2010). The focus in this study is on the marketing communication of the fair as a potential influencing factor, and not how products are presented at the fair, despite this item being part of the factor discovered in chapter 7. I will refer to "marketing" in the following, however the focus is solely on the communication and promotional part of marketing.

Marketing is important to create brand awareness amongst consumers (Shimp, 2010). Marketing of the consumer fair for jewellery will thus make consumers aware that such a fair exist, and they will learn about what the fair can offer. When marketing a new product or

innovation, such as a jewellery fair for consumers, the marketing communication campaign focuses on creating awareness, but also some level of interest and desire in what is being marketed (Varey, 2002). Marketing efforts can influence the attitudes of consumers, and change behaviour to drive consumers to perform a type of behaviour (Fill, 2009). Marketing communication is used to provide consumers with information about attributes, which will lead to consumers forming attitudes towards the brand (Fill, 2009). Research on how consumers spend their time shows that media takes about half of consumers' free time (Robinson et al., 1989; Jeffres et al., 2003), which means that the use of the media is important. Consumers need to be aware of the existence of the jewellery fair, and the attributes of the fair, in order for them to form attitudes toward it.

Kirchgeorg (2005) stress the importance of acquiring visitors to fairs through the use of advertising. In addition to traditional media, editorial reporting in print and radio are important tools. The use of press activities and advertising can influence consumers to visit a consumer fair (Kirchgeorg, 2005). I therefore assume marketing to be an influential factor.

I have developed the following hypotheses to be investigated:

H10a: Marketing of the fair has a positive effect on attitude toward visiting a consumer fair for jewellery

H10b: Marketing of the fair has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding marketing and presentation are based on the discussion above, and on the qualitative study (study 1):

Q34: A consumer fair for jewellery's marketing efforts makes me aware of the fair's existence

Q35: A consumer fair for jewellery's marketing efforts makes me develop an interest in the fair

Q36: I thoroughly seek for available information about consumer fairs for jewellery

Q37: I am easily influenced by available information about consumer fairs for jewellery

8.2.11 Peer influence and initiative

Peer influence and initiative refers to the influence of peers to visit the consumer fair for jewellery and whether a consumer will develop a positive attitude and intention to visit the fair if a friend or family-member takes initiative to visit.

The literature distinguishes between two types of social influence. One of which is social norm, already included in the research model, and the other is informational influence (Karahanna et al., 1999). Informational influence refers to a situation where consumers "accept information as evidence of reality" (Burnkrant and Cousineau 1975; Bearden et al. 1986; Karahanna et al., 1999). Social influence operates through internalization, identification, and compliance (Kelman, 1961; Karahanna et al., 1999). Internalization refers to accepting information from sources that can be seen as experts, and include this information in the cognitive system, hence, it is a form of informational influence. The other two processes are related to normative influence (Karahanna et al., 1999). In this study I operationalize peer influence as informational influence. Peers are friends, family, colleagues, and individuals with experience that the consumer knows of. Family and reference groups can have great influence on the attitudes of a person and on evaluation criteria (Jain, 2009). Reference groups, which are the people a consumer interacts with, play an important role in attitude formation. Consumers accept information from the peers, as peers can provide information that a consumer will not obtain from marketing efforts (Jain, 2009). If a peer positively talk of a product, service, or in this case, fair, that might have great influence on the attitude and behaviour of the consumer.

Fink et al. (2002) found visitors to basketball games played by women to be influenced by their friends when making decisions to attend a game. In a study by Bravo et al. (2006) results show that family will influence consumption patterns of a product when a young adult acquire information from his or her parents in order to make a good purchase decision. Furthermore, from the previous qualitative and quantitative studies conducted for this thesis results show that it matters to the respondents who tells them about the fair, and whether a friend or family-member takes initiative to visit. A study by Peslak et al. (2010) found that the intention of a consumer to use instant messaging was positively influenced by the use of instant messaging amongst others in the social group. I assume that peers can influence consumers to visit a consumer fair for jewellery. Although the discussion mainly looks at the influence of others, I also assume that the initiative of others can be a motivating factor to

visit a consumer fair as became salient in the qualitative study conducted for this paper. Based on the previous discussion the following hypotheses will be investigated:

H11a: The influence and initiative of peers have a positive effect on attitude toward visiting a consumer fair for jewellery

H11b: The influence and initiative of peers have a positive effect on intention to visit a consumer fair for jewellery

Questions regarding peer influence and initiative: The first question is based on an article by Peslak et al. (2010), and the second on a study by Fink et al. (2002). The third question is self-defined based on the previous discussion and results from the qualitative study:

Q38: People who I listen to could influence me to visit a consumer fair for jewellery

Q39: Friends who are visiting the consumer fair for jewellery influence my decision to visit

Q40: If friends or family-members take initiative to visit a consumer fair for jewellery I will be interested in visiting

8.2.12 Time available

Time is a measure of minutes, hours, days and years, and "refer to a period of time or a point in time, when describing what is happening then" (Collins Cobuild). The construct "time available" refers to whether there exist other more attractive alternatives at the time of the fair, and the accessibility and availability of a consumer in terms of time. If a consumer has time to spare it means that nothing else of importance is occupying his or her time at that point.

In the theory of planned behaviour, perceived behavioural control refers to the accessibility of resources and opportunities to perform a type of behaviour (Ajzen, 1991). One of these resources is time (Ajzen, 1991), which is an external resource constraint. The absence of time can inhibit intention to visit a consumer fair for jewellery. However, if a consumer has time available, that could have a positive effect on attitude and intention.

A study by Taylor and Todd (1995) found resource facilitating conditions, such as time, to be a significant determinant of perceived behavioural control, which again significantly influenced intention in information technology usage. A study on major league baseball

attendance by Denaux et al. (2011) found the time of the game to be a predictor of attendance, and games held on Saturdays suggested greatest attendance. During weekends many consumers have time of work and can participate in entertaining activities. In this paper I focus on the time consumers have available, rather than whether the fair is held at a specific time of the week, such as in the study by Denaux et al. (2011). Consumers will assumable make time for the things that matter to them. Time as a possible constraint has been identified in the literature, and I assume that if a consumer has time available, in the sense that no other alternatives are more attractive at the time, and that the consumer makes time to do the things he or she likes, then that will positively influence attitude and intention to visit a consumer fair for jewellery. I have developed the following hypotheses to be investigated:

H12a: Time available has a positive effect on attitude toward visiting a consumer fair for jewellery

H12b: Time available has a positive effect on intention to visit a consumer fair for jewellery

Questions regarding time available are based on the discussion above and the results from the qualitative study:

Q41: I generally do not have much to do in my free time

Q42: I generally find time to participate in the activities I want

Q43: It is important to me to have time to participate in the activities I like

8.3   Moderating effect – Gender

Gender may have a moderating effect on the relationships between the independent and dependent variables when investigating which factors that influence attitude and intention to visit a consumer fair for jewellery. Men and women behave differently and the literature has shown interest in how gender has an impact on consumer behaviour (Stern, 1999). Several studies have been conducted to investigate how gender plays a moderating role. A study by Fisher and Arnold (1990) investigated gender roles in shopping for Christmas gifts. Their findings indicate that people with feminine identities mostly conduct the shopping, and that it is classified as "women's work". Li et al. (2008) studied how gender had an impact on the adoption and use of a new technology-mobile commerce. Their results indicate that men

move through the adoption stages more rapidly than do women, which is consistent with other research findings that men adopt new technologies faster than women (Li et al., 2008). Several other studies have investigated the impact on gender in technology adoption such as a study by Nysveen et al. (2005b) investigating how gender has a moderating effect on intention to use mobile chat services. Results found intrinsic motives and social norm to determine intention amongst women, while for men determinants were extrinsic motives and expressiveness. A study by Ridinger and Funk (2006) found gender differences in what motivates to attend basketball games. It is reasonable that men and women will differ in their interest for jewellery. From the qualitative study it became clear that women take more interest in and purchase more jewellery than men. It can therefore be assumed that men and women will show differences in what motivates them to visit a consumer fair for jewellery.

I propose that gender will have a moderating effect on attitudes and intentions to visit a consumer fair for jewellery.

Question regarding gender:

Q44: What is your gender?

9. METHODOLOGY – STUDY 3

This chapter describes the procedure for conducting the final and main survey for this thesis. Part of the methodology relevant for this study was presented in chapter 6 and will not be repeated here. First a definition of the problem to be investigated is provided, before presenting the research design, method for data collection and sampling procedure. At the end a measurement is presented with a discussion of validity and reliability.

9.1 Research problem

The first step in conducting a marketing research is to define the problem that one wants to solve (Churchill and Iacobucci, 2005). It is important to distinguish between a decision problem and a research problem. A decision problem is action-oriented and concerned with what needs to be done (Malhotra, 2007), while the research problem deals with the information needed and how the researcher can obtain this information (Churchill and Iacobucci, 2005). The decision problem focuses on symptoms while the research problem concentrate on underlying causes (Malhotra, 2007). This study wish to investigate the following research problem:

RQ: *Which factors influence the attitudes and intentions of consumers to visit a consumer fair for jewellery?*

9.2 Research design

The overall objective of the study will contribute to determine which research design is correct. A conclusive design will be employed, and more specifically descriptive design. This study rests on the results from two previously conducted studies, one exploratory, and one descriptive, to determine which factors to include in this final study. It is desirable to describe the relationship and correlations between variables, and it is assumed that there exist a causal relationship between the independent and dependent variables. This assumption of causality is based on an extensive literature search, and on the previous qualitative study. The research problem is clearly defined, and it is not desirable to investigate cause and effect, which leads to the conclusion that descriptive research is correct for this study.

9.3   Data collection

An insignificant amount of research has been carried out in the past concerning consumer fairs (Rinallo, 2011). For this study primary data is used, as there does not exist secondary data within the field of jewellery and consumer fairs. To collect the primary data a communication technique will be used in the format of a written questionnaire to gather information on which factors that influence the attitudes and intentions of consumers to visit a consumer fair for jewellery. A survey is conducted where respondents are asked to answer several questions or statements regarding each factor described in the previous chapter. This survey will, in accordance with the second survey conducted for this thesis, be in the format of undisguised and structured, which is the most common form for questionnaires (Churchill and Iacobucci, 2005).

9.3.1   Data collection method

In this study e-mails are used as a means to send out the questionnaires. The survey was sent to respondents as an attachment in an e-mail. This distribution form was chosen as a result of e-mail surveys being cheaper than other forms for interviews. They are sent via the Internet, and are less time consuming than other methods (Churchill and Iacobucci, 2005).

A limitation in sending the questionnaire by e-mail is that it is not possible to clarify areas of ambiguity. It is important that the respondents interpret the questions correctly; otherwise it can negatively influence the results and reduce internal validity. To ensure that respondents are aware of what a consumer fair is, and what is meant by the concept "jewellery", they are primed with the introduction context presented below:

"Consumer fairs (also referred to as exhibitions and public fairs) are a type of fairs that attract mainly consumers and the public as visitors. At fairs, a large number of companies present a representative product range from one or more industry sectors and sell it or provide information about it for the purposes of sales promotion. The cost of the entry-ticket is around 150 NOK at such fairs.

Jewellery can be defined as products of gold, silver and diamonds, such as necklaces, rings, earrings and bracelets. This shall be the basis for answering the questionnaire.

A consumer fair for jewellery is an event where jewellery brands and designers present their products to consumers in order to sell them or provide information about them".

This provides all respondents with the same foundation when answering the questions, and ensures that there does not exist doubt as to what the constructs mean. As consumer fairs are rare in Norway, and no consumer fair for jewellery exists, it can be assumed that many respondents will have little or no knowledge about what a consumer fair actually is. If respondents answer the questions based on their own assumptions, the answers will be incorrect and reduce the validity of the study.

The questionnaires are distributed anonymously by e-mail through the online survey program Qualtrics, which provides no possibility to connect the responses to the e-mail address or ip-address that sent them. The reason behind this strict anonymity is that an application to Norsk Samfunnsvitenskaplige Datatjeneste (NSD) would have to be made and approved if one wishes to have a lower degree of anonymity when asking for personal information such as gender. When conducting research there exist strict rules concerning privacy. A question about gender is included, however the survey need not be reported as long as there exist zero possibility to control which e-mail-address that sent the answers. A limitation to this method is that new e-mails cannot be sent to the respondents that did not answer the questionnaire and ask them to answer, without sending an e-mail to all respondents, even those that already answered.

9.4   Sampling procedure

In this study, as with the second study in this thesis, nonprobablility in the format of convenience sampling is used. Respondents are students from NHH, both male and female, as they are easy to reach and this is an inexpensive form for gathering data. As the purpose of this study, and the overall thesis, is to gain knowledge and information about the field of jewellery consumer fairs, it is not a problem that results are not generalizable. The results from my thesis can be an inspiration for other researchers to investigate more within this field, and on other populations than students at NHH.

9.4.1 Participants

The survey was conducted in October 2011 (from 18.10.11 to 25.10.11). A total of 1520 questionnaires were distributed by e-mail and 94 were answered and returned. This gives a response-rate of 6,2%, which is very low. To ensure stable factor solutions an additional 49 respondents on campus were asked to answer the questionnaire in written form. Of the total 143 respondents 80 were women and 63 were men.

9.5 Construction of questionnaire

The questions for the questionnaire have been defined and presented in chapter 8 and will therefore not be repeated here. However, this section will explain how the questionnaire is structured.

It is important that the measures reflect the true attitudes, which depends on the quality of the measurement (Churchill and Iacobucci, 2005). Validity refers to whether the data is valid and measures the true individual characteristics (Churchill and Iacobucci, 2005). The questions should make sure that the answers received represent the respondent's true answers. Reliability measures consistency and how reliable the data are, and the relevance for the research problem (Churchill and Iacobucci, 2005). When constructing the questionnaire for this survey the focus is on validity and reliability in the choices made.

9.5.1 Constructs

A construct is a characteristic to be measured in for instance a questionnaire (Malhotra, 2007). The easiest understandable construct in the questionnaire involves gender. The construct only consists of one measure, and it is assumed to be clear to all respondents. As previously mentioned, the questionnaire first present the respondent with a text where the constructs "jewellery" and "consumer fair" are defined to avoid misinterpretations and assumptions made by the respondents. Furthermore, most constructs in marketing are comprised of several items, such as attitude (Selnes, 1999). Several measurements are used to measure the construct "attitude", and the focus had been on creating measures that will be understandable to all respondents. In every question/statement the topic in question is included, hence consumer fairs. Construct validity refers to whether a question measures what it is supposed to measure (Selnes, 1999). By clearly defining the questions and including the context, there should be little room for misinterpretations by the respondents.

9.5.2 Operational definitions

Operational definitions refer to how constructs will be measured. Operationalization can be defined as "the approach to measure an attribute representative of the construct" (Colton and Covert, 2007). The definitions of constructs precede operational definitions as they guide their development (Churchill and Iacobucci, 2005). In order to obtain information from the revised research model the constructs must be transformed into measurable variables. The questions defined to measure these constructs are to a large degree based on literature review and defined for the purpose of this study. For some constructs there do not exist previous studies, and the measures had to be defined. For well-known constructs the research questions are based on previous studies. As the topic of this study has been fairly ignored in the literature, there does not exist relevant studies to base this research on. It was therefore necessary to develop an instrument for the purpose of this study. By using measures that have been applied in other studies it will increase the face validity of the research and ensure reliability (Babbie, 2010). By the use of new measures face validity is lower, however by using several items to measure a construct reliability increases (Selnes, 1999). For the factors *price of entry-ticket, accessibility and location,* and *number of exhibitors,* only two items are used, while for the rest of the constructs either three or four items are used to measure the construct.

9.5.3 Scale of measurement

For this survey a self-report scale is used in line with study 2. Respondents will be asked to answer statements and questions based on a seven-point Likert scale, as I wish to map attitudes to visit a consumer fair for jewellery. The scale ranges from completely disagree to completely agree, where the number 1 represents the former and number 7 represents the latter. The seven-point scale thoroughly maps nuances in responses, and by using a fixed set of alternatives it becomes easier for the researcher to code and administer the responses (Malhotra, 2007). To directly measure attitude bipolar adjectives are used and a seven-point scale. Furthermore, a seven-point scale ranging from "never to frequently", and "not at all to very often" measures past behaviour. The alternative "Neither agree nor disagree" is not included as number four (4) on the scale. By including this alternative respondents will be more inclined to answer that they have no opinion, instead of being forced to take a stand. As the topic of the survey is fairly unknown to many consumers it can be assumed that the

respondents would take the easy way out and answer that they do not know if given the opportunity.

9.5.4 Form and layout

The online questionnaire consists of six pages of questions/statements, in addition to two introduction pages (appendix 15.12). The survey first provides respondents with a context. According to Malhotra (2007) information directly related to the research problem should be collected before asking for other types of information. By asking personal questions first there arise a risk of alienating respondents. Statements related to the independent variables, except from past behaviour, are presented first. The same scale end-points are used for all of these constructs. Then attitude is measured, followed by intentions. Past behaviour is divided into two different scale end-points and therefore placed at the end of the questionnaire. It can be confusing for the respondents if the scale end-points keep changing and therefore measures with the same scale end-points are gathered in the start of the questionnaire. The last question asks for the gender of the respondent. Through the whole questionnaire a bar at the bottom of the page will show how far along in the questionnaire the respondent is to increase the motivation to continue.

Questions regarding attitude and intention are asked after having respondents answer statements about independent variables. This prevents the statement and questions regarding attitude and intention to bias the responses to other statements. If a respondent answers negatively on intention to visit a consumer fair for jewellery this may negatively influence his or her judgement of statements about influential factors, as the respondent thinks that he or she will not visit such a fair.

9.5.5 Pre-test

A pre-test is a test of the questionnaire to a small group of respondents prior to the actual survey to identify ambiguities and potential problems in the questionnaire. A survey should not be carried out without pre-testing it first (Malhotra, 2007). Respondents in the pre-test should be similar to the respondents of the actual survey, hence from the same population, which in this study refers to students at NHH. A pre-test was carried out using ten respondents, and revealed some areas of difficulty. No major changes were made to the questionnaire draft, however a few questions were re-written for the respondents to better

understand what was being asked of them. Questions about past behaviour was changed from originally asking about behaviour in the last year to the three last years as this increased the likelihood of respondents having visited a fair or purchased jewellery. In addition a sentence about price was included in the introduction as respondents were reluctant to answer questions about price when they had no information about it.

9.6 Factor analysis and data reduction

Before analysing the results of the study a factor analyses was conducted using maximum likelihood extraction and direct oblimin rotation on the responses from the survey to analyse whether the variables from my survey load on the same factor and thus measures the same construct. Researchers have argued that it is reasonable to assume correlated factors in most cases, which makes oblimin rotation reasonable (Stevens, 2009). The choice of extraction method and rotation is partially a result of several attempts to retrieve a decent factor solution, and this method proved to achieve the best solution. According to Everitt (2005) maximum likelihood is considered a highly respectable method for estimating parameters in a factor analysis model.

Two factor analyses were conducted on the dataset. The applied factor analysis is discussed in the next section, however trials were made prior to the applied solution, one of which I will briefly discuss now. First, a factor analysis was conducted on the independent variables, and after on the dependent variables. Attempts were made to do a step-wise factor analysis by separating the independent variables into the first seven from the theoretical review and the five retrieved from the factor analysis in the previous study. Results of these analyses show that four of five new variables load on factors, and the original variables are reduced to five, with the experience variables no longer loading on any factor. It is erroneous to delete experience variables at this stage considering the hedonic experience focus of consumer fairs. Results of these analyses can be found in appendix 15.13.

Another factor analysis based on all independent variables was chosen as this resulted in the best solution. The solution will be extensively discussed in the following section.

9.6.1 Factor analysis - independent variables

The initial factor analysis was constrained to include twelve factors in order to control whether the variables would load on twelve factors as assumed, by using the a priori criterion (Hair et al., 2010). This constraint acts as a form of confirmation of the model. The result showed that a few variables should be deleted, as they did not satisfy the criteria of values equal or larger than 0,5 (Hair et al., 2010). The variables were deleted stepwise. The variable Oppl_9 was first deleted with a value of 0,334. The question has low discriminant and convergent validity because it loads on a different factor than other experience questions, and it has a low value. Questions loading on the same factor refer to the size of the fair. There is no direct link between the questions, however the number of exhibitors may have an impact on how entertaining the fair is. Oppl_9 is phrased differently than the two other questions measuring experience by focusing on the entertainment part of experiences. This may have led to its inconsistency with the two other variables.

The analysis was run again, and in the next step Mark_23 was deleted as it loaded on two factors and loadings were less than 0,5. This variable had low discriminant validity as it loaded on two factors, and the difference between the values was less than 0,2. It can therefore be questioned what this variable actually measures. It is interesting to look at the factors the variable loads on. Even though the highest loading (0,408) is below the cut-off criteria of 0,5 it is worthy to note that it loads on the same factor as peer influence variables. There can be a connection between marketing and the influence and initiative of peers as they both involves the aspect of influencing people, however through different channels. Had Mark_23 been of a higher value, it should possibly be included together with influence as one factor. When looking at the phrasing of the question it is of similar construction as Mark_22, and quite different from the last two questions that measure marketing. The different phrasings are likely the reason why the two first and the two last questions measuring the same construct do not load on the same factor.

Mark_22 has a value of 0,338 after the removal of Mark_23 and should be deleted as it fails to satisfy the criteria of loadings equal or larger than 0,5. The question does not load on the same factor as the other variables measuring marketing, but rather on the factor where all purchase variables are gathered. It is not directly obvious that awareness and purchase load on the same factor, however consumers do need to be aware of the fair in order to make

purchases there. Thus, these questions may have something in common. As a result of the low loading, the variable Mark_22 is deleted.

The analysis can no longer produce twelve factors, and therefore the criteria is changed to follow the latent roots criterion with eigenvalues over 1 (Churchill and Iacobucci, 2005). Values under 0,45 are excluded from the output as this reflects the expected value of a significant factor loading (Field, 2009). The value of RF_13 is below 0,5 (0,459) and is deleted. It loads on the same factor as other variables measuring relative advantage, thus discriminant validity is good. The question is phrased differently than the two remaining questions, which is likely to be the reason why it does not load as strongly as the other two. The analysis is run once more and creates an output of ten factors. Judging by the total variance explained diagram, the eleventh component has an eigenvalue of 0,995, and should not be ignored, thus the analysis is run again constrained to eleven factors. The solution shows that Str_5, Str_6, Sos_18, Tid_29, Tid_30 and Tid_31 no longer load on any of the factors. Looking at the their communalities, they are all of low levels (below 0,3) and communalities below 0,5 does not have sufficient explanation (Hair et al., 2010). These variables will therefore be deleted from the dataset.

The factors "time available" and "number of exhibitors" have disappeared from the analysis and should thus not be part of further analysis using this dataset. The variables measuring these constructs did not load on any of the factors. This may be a result of inaccurate measurements, which will be discussed in more detail in the section about limitations and further research. Sos_18 investigates a different aspect of the fair as a social event than the two other variables measuring this construct, and it has low convergent validity. Because of the phrasing of the question, it does not load strongly on the same factor as the other variables load on, and thus disappears from the analysis. The analysis is run with the constraint of eleven factors and excluding the variables mentioned above. This yields the final solution as presented below.

Pattern Matrix[a]											
	Factor										
	1	2	3	4	5	6	7	8	9	10	11
Eigenvalue	6,724	3.556	2.303	1.618	1.548	1.416	1.122	1.085	.937	.906	.699
% of var.	26.897	14.225	9.213	6.472	6.193	5.664	4.489	4.339	3.749	3.624	2.795
Pris_1		-1.014									
Pris_2		-.860									
Lok_3			1.008								
Lok_4			.644								
Oppl_7						.661					
Oppl_8						.862					
SN_10										.498	
SN_11										.888	
SN_12										.855	
RF_14											.808
RF_15											.834
Sos_16					.677						
Sos_17					.966						
Kjøp_19								-.834			
kjøp_20								-.961			
Kjøp_21								-.826			
Mark_24				.549							
Mark_25				.987							
Påvirk_26							-.741				
Påvirk_27							-.993				
Påvirk_28							-.692				
Erfar_39									.919		
Erfar_40	.890										
Erfar_41									.831		
Erfar_42	1.015										

Table: 2 Extraction Method: Maximum Likelihood, Rotation Method: Oblimin with Kaiser Normalization. Values of less than 0,45 are excluded.

After the removal of questions with low discriminant and convergent validity, there no longer exist variables that load on more than one factor. All except one variable have values above the cut-off level of 0,5. SN_10 loads on the same factor as the two other variables measuring subjective norm, however its value is just below 0,5 (0,498). This means that convergent validity is somewhat low. A choice is made to not delete the variable as this is exploratory research and SN_10 is only 0,002 from the cut-off level. All constructs are

consistent because variables that measure the same load on the same factor, and thus the criteria of convergent validity is satisfied. Several of the loadings are also extremely high (above 0,8).

The output clearly shows the factor structure that will be used for further analysis. Two of the variables in the research model are deleted, however the remaining factors have high convergent validity and reliability as will be shown in the next section. Several of the factors only have two variables loading on them as a result of only two measures for these components, or the removal of one question such as for "relative advantage" and "the fair as a social event". This could mean that the component's reliability decreases (Stevens, 2009), however reliability is high for all factors. The solution shows that factor 1 measures past behaviour regarding jewellery, factor 2; price of entry ticket, factor 3; location and accessibility, factor 4; marketing, factor 5; the fair as a social event, factor 6; experience, factor 7; peer influence, factor 8; purchase, factor 9; past behaviour regarding consumer fairs, factor 10; subjective norm and factor 11 measures relative advantage.

The eleven factors explains 87,66% of variance which is considered as very good (Stevens, 2009), however the last three factors have eigenvalues below 1. Rust et al. (2004) employ a 0,5 cut-off level rather than eigenvalues of at least 1, and they argue that the cut-off must be meaningful with respect to the results. A meaningful solution in this study should have variables spread on eleven factors, since past behaviour loads on two factors. The research is exploratory, and factors should be meaningful and in accordance with the research model, which justifies the decision to keep a solution that no longer follows the latent roots criterion. Judging from the scree-plot, a logic cut-off level in the number of factors is at ten or twelve factors, although there is a fairly steep curve from the eleventh to the twelfth factor. As a result of exploratory research with measures that have not been applied in past research, the solution with eleven factors is accepted as it yields decent loadings and reliability is high.

Factor 1 measuring past behaviour regarding jewellery explains the greatest part of the variance, with a total of 26,9%. Factor 11, relative advantage, explains the least of the variance with 2,8%, which is fairly low. Of the original twelve factors in the research model, only ten remain after the factor analysis. The factor "past behaviour" is spread on two factors.

Past behaviour was assumed to be one factor, however past behaviour is comprised of two different areas of consumer behaviour. Visiting a consumer fair and purchasing jewellery are two separated actions. It can be assumed that very few (if any) of the respondents have visited a consumer fair for jewellery in the past, and considering the scarcity of consumer fairs in Norway it may be reasonable to believe that respondents have purchased a great deal more jewellery during the past three years than they have visited consumer fairs. Both variables measuring jewellery purchase, Erfar_40 and Erfar_42 load strongly on factor 1, whilst both variables measuring visits to consumer fairs, Erfar_39 and Erfar_41, load strongly on factor 9. The solution where past behaviour is divided on two factors is accepted because it is logical, and no other solution provided a different outcome.

9.6.2 Reliability analysis - independent variables

Reliability is the degree of consistency between the questions that measure a variable, and thus make up a factor. Cronbach's alpha is the most widely used measure, and values should be equal or above 0,7 to be accepted, although they can be as low as 0,6 in exploratory factor analysis (Hair et al., 2010). Values range between 0 and 1. Below is a table presenting the values for the independent variables.

Factor:	Name:	Measure:	Cronbach's alpha	Questions:
1	Beh_jewellery	Past behaviour jewellery	0,945	Erfar_40 Erfar_42
2	Price	Price of entry ticket	0,934	Pris_1 Pris_2
3	Location	Location and accessibility	0,786	Lok_3 Lok_4
4	Marketing	Marketing	0,751	Mark_24 Mark_25
5	Social	The fair as a social event	0,847	Sos_16 Sos_17
6	Experience	Experience	0,810	Oppl_7 Oppl_8
7	Influence	Peer influence	0,920	Påvirk_26 Påvirk_27 Påvirk_28
8	Purchase	Purchase	0,919	Kjøp_19 Kjøp_20 Kjøp_21

9	Beh_fairs	Past behaviour consumer fairs	0,866	Erfar_39 Erfar_41
10	SN	Subjective norm	0,831	SN_10 SN_11 SN_12
11	RA	Relative advantage	0,858	RF_14 RF_15

Table 3: Reliability Independent variable

As shown in the table, all factors have high and acceptable reliability scores, and all except from location and marketing have Cronbach's alphas of values higher than 0,8. Several of the factors have alpha values above 0,9. Location has a Cronbach's alpha of 0,786, which is well above the criteria of 0,7, while marketing has a Cronbach's alpha of 0,751, also well above 0,7.

9.6.3 Factor analysis - dependent variables

The initial factor solution for the dependent variables shows that dependent variables are divided into two factors, one representing attitude and one representing intention. A solution with both variables loading on one factor was attempted by using the a priori criterion, however the solution with two factors proved to be better. The two factors explain 79,55% of variance, which is considered to be good (Stevens, 2009). Eigenvalues are 4,33 and 1,24 respectively. All loadings are of high values and fulfil the criteria of values equal or larger than 0,5. In addition there are no cross-loadings, hence the factors have both high convergent and discriminant validity.

	Factor	
	1	2
Holdn_32		.888
Holdn_33		.662
Holdn_34		.764
Holdn_35		.914
Inten_36	.787	
Inten_37	1.046	
Inten_38	.835	

Table 4: Extraction Method: Maximum Likelihood, Rotation Method: Oblimin with Kaiser Normalization. Values of less than 0,3 are excluded.

The new factors are named Attitude (factor 2) and Intention (factor 1). From the Theory of Reasoned Action there exist a relationship between attitude and intention, stating that if a consumer has a positive attitude to act then that will positively influence intention. It could be expected that these variables load on the same factor. On the contrary, a consumer can have a positive attitude toward visiting a consumer fair for jewellery without intending to visit. Such fairs do not exist in Norway at the current date and therefore it is reasonable that consumers do not have the intention to visit them. However, when they think about visiting a consumer fair for jewellery they can develop a positive attitude toward the fair and toward visiting without that translating into intention.

9.6.4 Reliability analysis - dependent variables

The questions that measure intention have a high Cronbach's alpha well above the lower limit of 0,7 (Hair et al., 2010). The factor Attitude also has a high Cronbach's alpha, and satisfies the criteria of a value over 0,7. These measurements have previously been applied in the literature (for instance Nysveen et al. 2005a and Peslak et al. 2010), which explain the high level of reliability of these measures. The reliability results demonstrate the correctness of separating the variables into two factors.

Factor:	Name:	Measure:	Cronbach's alpha:	Questions:
1	Intention	Intention to visit a consumer fair for jewellery	0,913	Inten_36 Inten_37 Inten_38
2	Attitude	Attitude toward visiting a consumer fair for jewellery	0,886	Holdn_32 Holdn_33 Holdn_34 Holdn_35

Table 5: Reliability Dependent variables

10. RESULTS – STUDY 3

In this chapter the correlations between the variables will be studied first, before investigating which of the factors in the modified TRA that has the strongest influence on attitude and intention to visit a consumer fair for jewellery. Regression analyses are conducted to determine the relationships between the independent and dependent variables.

10.1 Descriptives

Normality is a precondition for linear regression (Hair et al., 2010). In order to describe the shape of the distribution the kurtosis and skewness must be analysed. Kurtosis refers to the height of the distribution while skewness refers to the balance of the distribution (Hair et al., 2010). In normal distribution these values are zero, and thus values should not deviate too much from zero to be accepted. Hair et al. (2010) state that values should be within +/- 1. Values within +/- 1 are considered to be very good, however values within +/- 2 are usually acceptable (http://psychology.illinoisstate.edu).

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Price	143	1.00	7.00	4.9510	1.44903	-.517	.203	-.245	.403
Location	143	.50	3.50	2.5577	.73799	-.619	.203	-.401	.403
Experience	143	1.00	7.00	4.1329	1.51163	-.278	.203	-.541	.403
RA	143	1.00	7.00	5.1399	1.43449	-1.167	.203	1.201	.403
Social	143	1.00	7.00	4.8566	1.35784	-.593	.203	.260	.403
Purchase	143	1.00	7.00	5.6503	1.22015	-1.168	.203	2.178	.403
Marketing	143	1.00	6.00	1.8916	1.11510	1.660	.203	2.598	.403
Influence	143	1.00	7.00	4.1026	1.65263	-.204	.203	-.989	.403
Beh_jewellery	143	1.00	7.00	3.3252	1.85406	.471	.203	-.858	.403
Beh_fair	143	.50	3.50	1.3549	.79800	.724	.203	-.319	.403
SN	143	1.00	7.00	1.8951	1.08872	1.623	.203	3.118	.403
Valid N (listwise)	143								

Table 6: Descriptive Statistics

The table presents skewness and kurtosis for all factors. Four of the eleven factors deviate from the +/- 1 criterion. Subjective norm has the largest deviation from zero, although

marketing and purchase also have considerably high kurtosis-values. A positive deviation reflects a large amount of responses on the left side of the scale; hence respondents have expressed a larger degree of disagreement. Extreme values of kurtosis and skewness are those that deviate more than +/- 3 from zero (http://dss.princeton.edu). The skewness and kurtosis deviations are not extreme, except from the kurtosis value of SN (subjective norm). This variable might be non-normal, and researchers might argue that the variables should be transformed to normal distribution (Hair et al., 2010) or removed from the analysis. The deviations do not automatically render the data non-normal (Field, 2009), and even if the data are non-normal that does not necessarily invalidate parametric tests. Normality is not a strict cut-off point, but rather a matter of degrees (www.psychwiki.com). Deviations from normality, such as in the case of "subjective norm", "purchase" and "marketing", may make the parametric tests only somewhat inaccurate. Field (2009) states that in large samples skewness and kurtosis are likely to be significant even when they are not too different from normal distribution. Hair et al. (2010) state that for large sample sizes (200 and more) we can be less concerned about non-normality. The sample in this study consists of 143 responses and can therefore be considered as fairly large. I choose to continue the analysis and assume normal distribution, despite ambiguity regarding normality of subjective norm.

Judging by the mean of each factor, respondents have expressed agreement with questions regarding price of entry ticket, relative advantage, the fair as a social event and purchase. Subjective norm, marketing and past behaviour regarding visits to consumer fairs have low means which means that respondents disagreed with the questions on these constructs. In the following analyses are conducted to elucidate which factors that influence consumers to visit a consumer fairs for jewellery.

10.2 Correlations

When interpreting a regression analysis an issue might arise as a result of high correlation between the independent variables. It is preferable that the independent variables have little correlation among themselves, and high correlation with the dependent variables. Strong or perfect correlation may be a result of multicollinearity, which is the combined effect of two or more independent variables (Hair et al., 2010). If correlations are above 0,9 then there may be a problem related to collinearity (Hair et al., 2010). Stevens (2009) sets this level to 0,8.

	Location	Price	Experience	SN	RA	Social	Purchase	Marketing	Influence	Beh_jewellery	Beh_fair
Location	1										
Price	.248*	1									
Experience	.065	-.083	1								
SN	-.073	.007	.368*	1							
RA	.163	-.037	.467*	.193**	1						
Social	.088	-.030	.326*	.106	.400*	1					
Purchase	.132	.026	.200**	-.114	.234*	.533*	1				
Marketing	-.072	-.098	.447*	.466*	.323*	.155	-.013	1			
Influence	.120	.007	.539*	.296*	.427*	.473*	.271*	.495*	1		
Beh_jewellery	.056	.104	.367*	.262*	.290*	.259*	.200**	.314*	.434*	1	.
Beh_fair	-.085	-.136	.193**	.309*	.160	.127	.012	.307*	.325*	.121	1

Table 7: Pearson Correlations

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

**. Correlation is significant at the 0.05 level (2-tailed).

As presented in the table above, no correlations violate the criteria of values less that 0,8. In fact, all correlations between the independent variables are of low values. The highest value is between influence and experience with a correlation of 0,593, well below the ceiling of 0,8. Due to the low correlation it is concluded that there does not exist a problem with multicollinearity.

10.3 Regression analysis: Attitude as dependent variable

First a regression analysis with all respondents included is conduced, followed by analyses to clarify differences in motivating factors relative to gender.

10.3.1 All respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718a	.515	.475	.92021

Table 8: Model Summary

The R Square is the coefficient of determination and measures the amount of variance that the model accounts for. The adjusted R Square considers the number of independent variables included in the regression and also the sample size (Hair et al., 2010). This measure will be discussed in the following analyses. By including all respondents, and with the dependent variable being attitude, the regression analysis shows that the independent variables location, price, experience, subjective norm, relative advantage, the fair as a social event, purchase, marketing, influence and past behaviour (both in regards to jewellery and consumer fairs) explain 47,5 % of the model's variance. This means that the independent variables have an influence on the attitude of a consumer toward visiting a consumer fair for jewellery.

Model		Standardized Coefficients			Collinearity Statistics	
		Beta	t	Sig.	Tolerance	VIF
1	(Constant)		1.930	.056		
	Location	.030	.468	.640	.873	1.146
	Price	.024	.374	.709	.883	1.133
	Experience	.125	1.549	.124	.570	1.753
	SN	.048	.650	.517	.679	1.472
	RA	.030	.406	.685	.672	1.487
	Social	.101	1.243	.216	.565	1.769
	Purchase	.022	.288	.773	.661	1.513
	Marketing	.270	3.396	.001	.584	1.711
	Influence	.312	3.527	.001	.473	2.113
	Beh_jewellery	.093	1.320	.189	.744	1.345
	Beh_fair	-.021	-.317	.752	.811	1.234

Table 9: Regression Coefficients and Collinearity Statistics

In order to determine the significance of the regression coefficients one must test for statistical significance, and based on this draw conclusions and reject hypotheses. The significance level "represent the probability the researcher is willing to accept that the estimated coefficient is classified as different from zero when it actually is not" (Hair et al., 2010, p. 160). Researchers usually set the significance level to 5%. A higher value, 10%,

makes it easier to make conclusions and find significance, and is commonly used in exploratory research. It entails a larger chance of being wrong, as it is less conservative (Hair et al., 2010).

By applying a 5% significance level only marketing of the fair and influence and initiative of peers are significant, which also are significant on a 1% level. However, no other variables are significant when applying a 10% significance level. This entails that marketing of the fair and the influence and initiative of peers positively affects the attitude of consumers toward visiting a consumer fair for jewellery since beta values are positive. "Influence" has the highest beta value (0,312), as opposed to "marketing" (0,270), and has the greatest effect on attitude. Marketing has a p-value of 0,001 and are thus in accordance with H10a: Marketing of the fair has a positive effect on attitude toward visiting a consumer fair for jewellery. "Influence" also has a p-value of 0.001, which confirms H11a: The influence and initiative of peers have a positive effect on attitude toward visiting a consumer fair for jewellery.

The other independent variables have high p-values; far from the 5% significance level, and only experience (p=0,124) have a p-value close to 10%. This means that the hypothesis H1a, H2a, H4a, H5a, H6a, H7a, H8a, and H9a are rejected.

Also included in the output are collinearity statistics measured by tolerance and VIF. A small value of tolerance or a large VIF value indicates that the variable is predicted by other independent variables. Hair et al. (2010) states that a tolerance value of 0,10 or lower, and a VIF of 10 or higher indicate problems with multicollinearity. The table shows that both tolerance and VIF for all independent variables are far within the levels set by Hair et al. (2010), and thus there does not exist a problem with multicollinearity.

10.3.2 Female respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.736[a]	.541	.467	.85487

Table 10: Model Summary

The adjusted R^2 is 0,467, which means that the independent variables explains 46,7% of the variance in the model. The explained variance increased with less than 1%; hence, the independent variables explain the attitudes of women only slightly better than it explains attitudes of both genders.

Model		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)		1.946	.056		
	Location	.076	.851	.397	.836	1.196
	Price	.002	.028	.978	.905	1.104
	Experience	-.044	-.403	.688	.563	1.776
	SN	.172	1.732	.088	.683	1.465
	RA	.109	1.071	.288	.656	1.524
	Social	.169	1.605	.113	.612	1.635
	Purchase	-.066	-.663	.509	.692	1.446
	Marketing	.361	3.343	.001	.579	1.728
	Influence	.313	2.413	.019	.400	2.500
	Beh_jewellery	-.003	-.031	.975	.723	1.383
	Beh_fair	-.050	-.511	.611	.701	1.426

Table 11: Regression Coefficients and Collinearity Statistics

On a 5% significance level, marketing of the fair and the influence and initiative of peers are significant. This is in accordance with the results from the regression based on all respondents, with p-values of 0,001 and 0,019 respectively. By expanding the significance level to 10% subjective norm also becomes significant with a p-value of 0,088. All three variables have positive beta values, where marketing of the fair has the greatest influence on attitude (beta equals 0,361, as opposed to 0,313 for "influence" and 0,172 for "SN"). This means that in addition to H10a and H11a, also H5a: Subjective norm has a positive effect on attitude toward visiting a consumer fair for jewellery, is accepted. Women are thus more influenced by subjective norm than men when forming an attitude toward visiting a consumer fair for jewellery. Looking at the other p-values the values are quite high, except from the variable "social", with a p-value of 0,113, just above the significance level of 10%.

Hypotheses H1a, H2a, H4a, H6a, H7a, H8a, and H9a are thus rejected. Tolerance and VIF values are still within acceptable levels.

10.3.3 Male respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.690[a]	.476	.362	1.00291

Table 12: Model Summary

The independent variables explains 36,2% of the variance. More of the variance in attitudes are explained by all respondents or women rather than just men. Other factors that are not included in the model explain a large part of the attitudes of men towards visiting a consumer fair for jewellery.

Model		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)		.842	.404		
	Location	.007	.059	.953	.814	1.229
	Price	.070	.584	.562	.725	1.379
	Experience	.254	1.876	.066	.559	1.789
	SN	-.081	-.596	.554	.563	1.777
	RA	-.119	-.851	.398	.528	1.895
	Social	.032	.223	.825	.484	2.067
	Purchase	.121	.848	.400	.509	1.965
	Marketing	.231	1.642	.107	.517	1.933
	Influence	.395	2.750	.008	.498	2.007
	Beh_jewellery	.071	.631	.531	.812	1.231
	Beh_fair	.035	.299	.766	.766	1.305

Table 13: Regression coefficients and Collinearity Statistics

On a 5% significance level only "influence" is significant with a p-value of 0,008 and a beta value of 0,395. "Marketing" is no longer significant, not even on a 10% significance level, which means that the attitude of men toward visiting a consumer fair for jewellery is not influenced to a great extent by marketing. The p-value is just above the 10% level; hence marketing might be of some influence, however not within the significance levels applied here. By applying a 10% significance level also experience becomes significant with a p-

value of 0,066 and a beta value of 0,254. The results are in accordance with H4a: Experience has a positive effect on attitude toward visiting a consumer fair for jewellery and H11a, as mentioned earlier, and these hypotheses will not be rejected. The influence and initiative of peers has the greatest impact on attitude toward visiting a consumer fair for jewellery.

The p-values of other independent variables are high and hypotheses H1a, H2a, H5a, H6a, H7a, H8a, H9a and H10a are thus rejected. All tolerance and VIF values are acceptable.

10.4 Regression analysis: Intention as dependent variable

10.4.1 All respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647[a]	.418	.369	.88823

Table 14: Model Summary

With intention as dependent variable, and including all respondents, the independent variables explain 36,9 % of the variance. This implies that other variables that are not included in the model explain a large portion of intention to visit a consumer fair for jewellery. Judging by explained variance, the variables explain a larger portion of attitudes than intention.

Model		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)		1.356	.177		
	Location	.093	1.297	.197	.873	1.146
	Price	-.165	-2.320	.022	.883	1.133
	Experience	-.011	-.128	.898	.570	1.753
	SN	.041	.513	.609	.679	1.472
	RA	-.006	-.072	.942	.672	1.487
	Social	.118	1.336	.184	.565	1.769
	Purchase	-.072	-.884	.378	.661	1.513
	Marketing	.313	3.593	.000	.584	1.711
	Influence	.225	2.322	.022	.473	2.113
	Beh_jewellery	.176	2.274	.025	.744	1.345
	Beh_fair	.015	.204	.839	.811	1.234

Table 15: Regression coefficients and Collinearity Statistics

By applying a 5% significance level the price of the entry ticket (p=0,022), marketing of the fair (p=0,000), influence and initiative of peers (p=0,022) and past behaviour regarding jewellery (p=0,025) are significant, and thus explain consumers intention to visit a consumer fair for jewellery. Marketing of the fair is also significant on a 1% level. No other variables become significant by applying a 10% level. An interesting finding is that the variables price of the entry ticket and past behaviour regarding jewellery were not significant determinants of attitude toward visiting, however they directly influence intention.

"Marketing" has a beta value of 0,313 and thus has the most influence on intention. The beta value for influence is 0,225, and for past behaviour regarding jewellery it is 0,176. The price of the entry ticket has a negative beta value of -0,165, which corresponds with the hypothesis. Based on these results hypotheses H1b: Price of the entry ticket has a negative effect on intention to visit a consumer fair for jewellery, H7b: Past behaviour has a positive effect on intention to visit a consumer fair for jewellery (partially supported), H10b: Marketing of the fair has a positive effect on intention to visit a consumer fair for jewellery, and H11b: The influence and initiative of peers have a positive effect on intention to visit a consumer fair for jewellery, are kept.

The variables location, experience, subjective norm, relative advantage, the fair as a social event, purchase and past behaviour regarding consumer fairs are not significant and

hypotheses H2b, H4b, H5b, H6b, H8b, and H9b, and partially H7b, are rejected. Tolerance and VIF are all of acceptable values, hence there does not exist any problems with multicollinearity.

10.4.2 Female respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684[a]	.467	.381	.98282

Table 16: Model Summary

The model explains 38,1 % of the variation, which is good, although other factors that are not included in the model explains a larger part of the variance. Explained variance has increased by a little over 1% in comparison with all respondents. The model explains slightly more of intentions amongst females than of both genders.

	Standardized Coefficients			Collinearity Statistics	
Model	Beta	t	Sig.	Tolerance	VIF
1 (Constant)		-.159	.874		
Location	.105	1.088	.281	.836	1.196
Price	-.175	-1.884	.064	.905	1.104
Experience	-.017	-.144	.886	.563	1.776
SN	.027	.255	.799	.683	1.465
RA	.036	.325	.746	.656	1.524
Social	.145	1.281	.205	.612	1.635
Purchase	.045	.426	.671	.692	1.446
Marketing	.463	3.976	.000	.579	1.728
Influence	.032	.229	.819	.400	2.500
Beh_jewellery	.080	.768	.445	.723	1.383
Beh_fair	.166	1.574	.120	.701	1.426

Table 17: Regression coefficients and Collinearity Statistics

On a 5% significance level only "marketing" is significant with a p-value of 0,000, which is also within a 1% level. By applying a 10% significance level we see that also "price" is significant with a p-value of 0,064. Marketing of the fair has the greatest influence on

women with a beta value of 0,463. Price of the entry-ticket has a negative beta value of -0,175, in accordance with the hypothesis. Past behaviour regarding jewellery and influence and initiative of peers are no longer significant when solely focusing on female respondents. Hypothesis H1b and H10b are kept. Past behaviour regarding consumer fairs has a p-value of 0,12, fairly close to the significance level of 10%, meaning that it can have an affect on intention to visit a consumer fair for jewellery. Hypotheses H2b, H4b, H5b, H6b, H7b, H8b, H9b and H11b are rejected. Tolerance and VIF shows acceptable values.

10.4.3 Male respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619[a]	.384	.251	.70381

Table 18: Model Summary

The independent variables explain 25,1% of the variance in the intention men have to visit a consumer fair for jewellery. The intention of men to visit a jewellery consumer fair is explained by other factors than those included in the model, to a larger extent than for women. The factors thus explain intention better for women than it does men.

Model		Standardized Coefficients			Collinearity Statistics	
		Beta	t	Sig.	Tolerance	VIF
1	(Constant)		2.248	.029		
	Location	.079	.644	.522	.814	1.229
	Price	-.183	-1.420	.162	.725	1.379
	Experience	.085	.577	.567	.559	1.789
	SN	.204	1.389	.171	.563	1.777
	RA	-.013	-.084	.933	.528	1.895
	Social	.075	.474	.638	.484	2.067
	Purchase	-.196	-1.273	.209	.509	1.965
	Marketing	.028	.183	.855	.517	1.933
	Influence	.396	2.545	.014	.498	2.007
	Beh_jewellery	.097	.794	.431	.812	1.231
	Beh_fair	-.104	-.831	.410	.766	1.305

Table 19: Regression coefficients and Collinearity Statistics

Only "influence" is significant at a 5% level with a p-value of 0,014. No other variables are significant at a 10% level. This implies that the intention of men to visit a consumer fair for jewellery is determined by the influence and initiative of peers. Based on these findings only hypothesis H11b is kept.

All other independent variables are not significant and therefore are the following hypotheses rejected: H1b, H2b, H4b, H5b, H6b, H7b, H8b, H9b, and H10b. Values of tolerance and VIF are within the acceptable levels.

10.5 Summary of findings
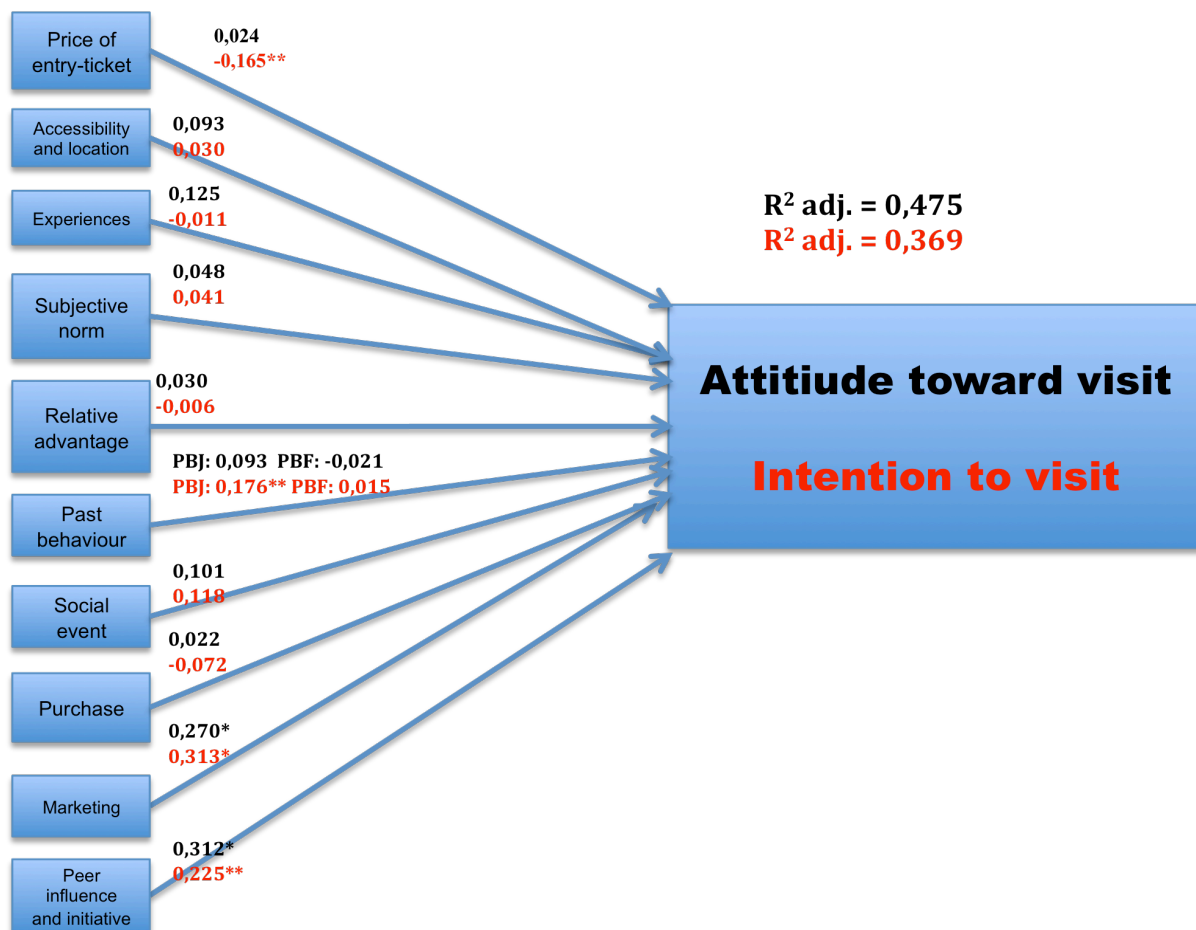
Model 6: Results. *. Correlation is significant at the 0.01 level. **. Correlation is significant at the 0.05 level. Attitude is marked in black, while intention is marked in red. Past behaviour is comprised of two components, PBJ: Past behaviour regarding jewellery and PBF: Past behaviour regarding consumer fairs.

To sum up the findings it is clear that the model better explains the attitudes of consumers toward visiting a consumer fair for jewellery than their intention to visit one. Marketing of the fair and the influence and initiative of peers are significant for both attitude and intention, and can therefore be assumed to be important factors influencing attitude and intention. Intention is also influenced by the price of the entry ticket and past behaviour regarding jewellery.

There also exist differences amongst men and women as to which factors that influence their attitude and intention. The results of the analyses are presented in the table below.

Variable	Attitude: women	Attitude: men	Intention: women	Intention: men
Location	0,076	0,007	0,105	0,079
Price	0,002	0,070	-0,175***	-0,183
Experience	-0,044	0,254***	-0,017	0,085
Subjective norm	0,172***	-0,081	0,027	0,204
Relative advantage	0,109	-0,119	0,036	-0,013
Social	0,169	0,032	0,145	0,075
Purchase	-0,066	0,121	0,045	-0,196
Marketing	0,361*	0,231	0,463*	0,028
Influence	0,313**	0,395**	0,032	0,396**
Beh_jewellery	-0,003	0,071	0,080	0,097
Beh_fair	-0,050	0,035	0,166	-0,104
R^2 adj.	0,467	0,362	0,381	0,251

Table 20: Beta values and significance of coefficients. ***. Correlation is significant at the 0,1 level. **. Correlation is significant at the 0.05 level. *. Correlation is significant at the 0.01 level.

The attitude of women toward visiting a consumer fair for jewellery is positively influenced by subjective norm, marketing of the fair and the influence and initiative of peers. The attitude of men is positively influenced by experience at the fair and the influence and initiative of peers. The influence and initiative of peers was also significant in the model including all respondents and proves to be an important factor. The intention of women to visit a consumer fair is negatively influenced by the price of the entry ticket and positively influenced by the marketing of the fair. The intention of men to visit is positively influenced by the influence and initiative of peers. Results show that the intention of men and women is influenced by different factors, where the influence and initiative of peers and the marketing of the fair have an impact on both attitude and intention.

11. GENERAL DISCUSSION

The overall object of this thesis is to elucidate which factors that influence the attitude and intention of consumers to visit a consumer fair for jewellery. A modified version of the theory of reasoned action (TRA) was applied to disclose the relationships between the independent variables (factors) and the dependent variables, attitude and intention. By the use of gender as a moderating effect, differences between men and women, in regards to what motivates them to visit the fair, could be exposed. Twenty-four hypotheses were developed, two for each independent variable, and the analysis finds interesting statistically significant factors. In the following, the results of the study will be briefly discussed, before considering the theoretical contribution of this study, and managerial implications.

Results from the regression analysis indicate that marketing of the fair and the influence and initiative of peers affects the attitudes and intentions of consumers. In addition past behaviour regarding jewellery and the price of the entry ticket have direct influence on intention to visit the fair. In terms of all consumers, the supported hypotheses are

H10a: Marketing of the fair has a positive effect on attitude toward visiting a consumer fair for jewellery,

H11a: The influence and initiative of peers have a positive effect on attitude toward visiting a consumer fair for jewellery,

H1b: The price of the entry ticket has a negative effect on intention to visit a consumer fair for jewellery,

H7b: Past behaviour has a positive effect on intention to visit a consumer fair for jewellery,

H10b: Marketing of the fair has a positive effect on intention to visit a consumer fair for jewellery, and

H11b: The influence and initiative of peers have a positive effect on intention to visit a consumer fair for jewellery.

Attitude and intention are separated into two factors. This is interesting as it implies that a positive attitude not necessarily transfers into intention, such as stated in the TRA. It is reasonable that the same factors influence both constructs, however some factors have a direct effect on intention and not attitude. This will be discussed in the following section.

11.1 Theoretical implications

This study makes a considerable contribution to the scarce body of research that currently exist on the topic of consumer fairs, and to the widespread field of consumer behaviour. The starting point of this thesis is well-known theories within consumer behaviour, which are modified to fit the topic of the study. The study finds statistically significant influential factors that can help predict the attitudes and intention of consumers to visit a consumer fair for jewellery. The results also give implications as to how to reach the target consumers. It is important to note that the consumer segment in this study is comprised of students, and results are therefore generalizable to consumers with similar characteristics.

11.1.1 Instrument and generic factors

The instrument developed for this study is the first in this field of consumer behaviour, and the findings from the study revealed which factors that influence attitude and intention to visit a consumer fair. Previous studies have investigated factors leading to attendance at sport games, and factors influencing consumers to go shopping. Therefore, the instrument and results in this study cannot be directly compared to those of other studies. Even though certain factors are generic between the behavioural areas, the employed instruments are different.

Price has been found to influence attendance at sport games, such as at US professional football games (Welki and Zlatoper, 1999) and in terms of general sport preference (Ferreira and Armstrong, 2004). This study supports that price is a significant influence on attendance at consumer fairs for jewellery. Experiences have been found to be important in consumption (Wikström, 2008) and when going shopping at shopping centres (Ibrahim and Wee, 2002). Subjective norm has proved its significance in a broad spectre of studies within different behavioural areas. A study by Cunningham and Kwon (2003) illustrate the importance of subjective norm as an influence of intentions to attend a sport event. Findings from this study support the importance of subjective norm. However, there exist differences between the two genders when deciding to attend a consumer fair for jewellery. While women are influenced by subjective norm, experience influences the attitude of male respondents.

The impact of past behaviour has also been studied to a large extent in the literature, and this factor is generic between different behavioural areas. Past behaviour regarding how often a consumer had attended sports games had an influence on the dependent variables and

attendance in a study by Westerbeek (2000). Results from a study by Cunningham and Kwon (2003) also found a statistically significant relationship between attendance and past behaviour. Past behaviour regarding jewellery is unique for this study because previous purchase of jewellery is relevant for the attendance at the consumer fair, and presumably not relevant for attendance at sport games or visiting shopping centres. Past behaviour in relations to the type of event in discussion however is not unique for this study. Previous studies show that related behaviour in the past can lead to behaviour in the future.

The fair as a social event did not significantly influence attitude and intention to visit a consumer fair for jewellery. This is not in accordance with results from other studies. The social factor has been significant in other studies such as the attendance of African American people at an event (Kolb, 2002), sport attendance (Funk et al., 2009), and the importance of sharing experiences with others (Wikström, 2008). The marketing of the fair might be a unique factor, as other studies in related fields have not investigated explicitly whether marketing is a factor influencing attendance. On the contrary, other studies might have deliberately excluded this factor on assumptions that marketing will have an impact, and that other influential factors will be used in marketing efforts.

The influence and initiative of friends proved to influence attendance at basketball games played by women (Fink et al., 2002), and it is also a significant factor influencing attitude and intention to visit consumer fairs for jewellery. This might imply that the influence and initiative of friends is a generic factor for attendance at different events.

To sum up, only past behaviour regarding jewellery is a unique factor influencing visitors compared to other behavioural areas and attendance at other forms of events. Generic factors for different behaviours imply that attendance is influenced by the same factors regardless of type of event, however the strength and significance will vary. The proposed instrument in this thesis can function as a guideline and frame for further research on consumer fairs. The contribution to the consumer behaviour literature is therefore valuable as it enlightens an area that has been fairly neglected in the world of research until now.

11.1.2 Factors influencing all respondents

Results from the final and major study conducted for this thesis (study 3) show that the same factors influence both attitude and intention, in addition to two additional factors influencing

intention. The marketing of the fair and the influence and initiative of peers affect attitude and intention to visit a consumer fair for jewellery. Explained variance is 47,5% for attitude and 36,9% for intentions, which means both models explain a considerable share of the variance in the dependent variables. Marketing as an influence is at the heart of marketing theory, and will be discussed together with managerial implications.

The influence and initiative of peers proved to significantly influence both attitude and intention. This finding is in accordance with findings from a study by Fink et al. (2002). They found that visitors to basketball games played by women were influenced by their friends when making decisions to attend a game. Peslak et al. (2010) found that the intention of a consumer to use instant messaging was positively influenced by the use of instant messaging amongst others in the social group. The influence and initiative of peers proves to be of great importance over a range of different behaviours, and therefore an important factor to consider in marketing efforts. Intention to visit a consumer fair for jewellery was also directly influenced by the price of the entry-ticket, and past behaviour regarding jewellery. The price of the entry-ticket has a negative effect on intention to visit, which is in accordance with results from a study by Welki and Zlatoper (1999) showing that ticket-price at a US professional football game affected attendance, revealing an inverse relationship between price and attendance. The price of the ticket for the consumer fair for jewellery was set to 150 NOK. Respondents perceived this price as high, and with a negative effect on intention. Past behaviour was partially significant, as this construct consists of two different behaviours. Past behaviour regarding jewellery has a positive influence on intention, which means that consumers whom have purchased jewellery in the past three years have greater intention to visit a consumer fair for jewellery. The influence of past behaviour on intentions has been studied in the literature, and the relationship is well documented (see for instance Kidwell and Jewell, 2008 and the Theory of Trying proposed by Bagozzi and Warshaw, 1990). The fact that previous purchase of jewellery directly influences intentions is therefore not surprising. Previous purchase makes jewellery more relevant to the consumer, and the consumer will remember the behaviour of purchasing jewellery when forming attitudes and intention to visit a consumer fair for jewellery.

An additional analysis was run to investigate whether the results would be altered if attitude were included as an independent variable influencing intention to visit a consumer fair for jewellery. The analysis can be found in appendix 15.14, however the theoretical implications of the results will be briefly discussed in the following. The new model explains 39,8 % of

the variance, a slight increase from the model without attitude as an independent variable, and can be considered as quite good. The variables attitude and marketing of the fair are significant on a 1% level, and the price of the entry ticket and past behaviour regarding jewellery are both significant on a 5% level. The results indicate that attitude is a direct influence on intention as stated in the original TRA framework. An interesting finding is that the influence and initiative of peers is no longer significant with a p-value of 0,143. This variable was significant on a 5% level when attitude was excluded as an independent variable, which means that attitude override the effect of the influence and initiative of peers. This may be a result of the significant impact the influence and initiative of peers has on attitude, and thus the effect of this variable is captured by the attitude component and indirectly influences intention. The results are therefore not altered to a great extent, as the same factors still are significant predictors of intention.

11.1.3 Factors influencing attitude with gender as a moderating effect

A factor that has been investigated thoroughly in the literature, and which is part of the original TRA model, is subjective norm. This factor had only significant influence on the attitude of women toward visiting a consumer fair for jewellery. Women are more concerned about the expectations of others. Venkatesh et al. (2000) argues that previous research has found women to be more compliant with orders, and more likely to conform to majority opinion. In addition, the authors argue that previous research find that women to a larger degree than men wishes to please others, and value informational inputs from others more than men (Venkatesh et al., 2000). Furthermore, both the influence and initiative of peers, and the marketing of the fair also influence the attitude of women. The model explains as much as 46,7% of the variance in attitude, which is a considerable portion. The influence and initiative of peers may be connected to subjective norm, and the results indicate that women care more about the opinions and guidance of others than do men. Both factors reflect social influence (Karahanna et al., 1999), proving to be a stronger determinant of attitudes for women than men.

The influence and initiative of peers is also significant for men. This means that men will form positive attitudes toward visiting the fair in cases where peers take initiative to visit or convince them to visit. This reflects a type of social influence where the consumer must be "dragged along" rather than taking own initiative to visit or complying with expectations. A man will typically visit if a peer wishes to visit, and the peer is able to influence the attitude

of the man. The attitudes of men are also influenced by the experience factor, which reflects the experiences one will gain at the fair. The model explain 36,2% of the variance in attitudes amongst men. This is considered decent. Today, consumers put more emphasis on sensations, pleasure and imagery (Klinger, 1971; Holbrook and Hirschman, 1982; Wikström, 2008). The results indicate that men perceive a visit to a consumer fair for jewellery as an opportunity to gain new and positive experiences. An interesting finding is that this factor was not significant for women, and thus men put more emphasis on the experience aspect than do women. According to Rinallo (2011) consumers visit fairs for hedonic reasons, as they seek new experiences. It was therefore assumed prior to the study that experience would have a stronger impact on attitude and intention than what it actually did. It is probable that experience still is highly relevant, however maybe not for this particular consumer segment.

11.1.4 Factors influencing intention with gender as a moderating effect

The intention of women to visit a consumer fair for jewellery is positively influenced by the marketing of the fair and negatively influenced by the price of the entry-ticket. The model has a decent explained variance of 38,1%. Based on the original TRA model it can be assumed that women develop positive attitudes based on the factors mentioned in the previous section, which are transferred to intention. Although attitudes are positive, intention can be negatively influenced if the price of the entry-ticket is perceived as too high.

The intention of men to visit a consumer fair for jewellery is only significantly influenced by the influence and initiative of peers; hence both the attitude and intention of men are influenced by social informative influence from friends and other people in their lives. The model explains 25,1 % of the variance (somewhat low). This indicates that other variables not included in this research explain a great portion of the variance, and should be investigated in further research. The attitude and intention of men might be strongly influenced by the influence and initiative of peers as a result of jewellery being perceived as comprised of a large degree of female products that are of less relevance to men. The intention of men to visit will then rely on other people influencing them to visit the fair, for instance girlfriends or friends purchasing for women.

Apart from the price of the entry-ticket, no other variables directly influence intention other than those that also influence attitude. This might be a sign of the relationship between attitude and intention, where a positive attitude leads to intention, and the same factors to

various degrees influence both constructs. If a consumer develop a positive attitude this will presumably lead to a positive intention, if not the price of the entry-ticket is perceived as too high and thus outweighs the positive attitude.

For comparison, when attitude is included as an influencing variable of the intention of women results are altered (appendix 15.14.2). The model explains 39,1% of the variance in intentions, a slight increase from the model excluding attitude as predictor. This is considered as good. The marketing of the fair is significant on a 1% level, while the price of the entry ticket and past behaviour regarding the fair are significant on a 10% level. Past behaviour regarding the fair was not significant when attitude was excluded from the model, and thus the effect of attitude leads to this new variable being significant. Attitude was not a significant predictor of the intentions of female respondents, which is a somewhat peculiar result. The core of behavioural attitude theories state that a positive attitude will lead to intention, and the results might indicate that the direct effects on intention from other significant factors have stronger impact than the effects of attitude. Also, a positive attitude might not translate into intention because consumer fairs for jewellery are rare, and therefore the consumer might be positive to visit without developing intentions to visit.

Including attitude as a predictor of intentions for male respondents yields an explained variance of 32,9% of the model, which is a fairly large increase from the 25,1% explained by the original model, thus more of the variance in intentions is now explained. Attitude is significant on a 5% level, while subjective norm and the price of the entry ticket are significant on a 10% level. The effect of attitude result in the influence and initiative of peers becoming insignificant - likely because the effect of this variable is captured by attitude - and other variables such as subjective norm and price becomes significant. These results indicate that a positive attitude leads to intention, and when the influence and initiative of peers is captured by attitude, other factors become significant predictors of intention. Managers should take this into consideration when developing a consumer fair for jewellery.

The results from the study should be carefully considered and taken into account when developing a consumer fair for jewellery. Managers must know which factors that are of importance to consumers, and how to promote the consumer fair in order to attract visitors. Managerial implications based on research findings in this thesis will be discussed in the following section to provide managers with an understanding of important focal areas in regards to attracting visitors.

11.2 Managerial implications

Given that consumer fairs for jewellery currently do not exist, it might be necessary to implement the results from this study when promoting the fair. The fair can be successful in attracting visitors by focusing on the factors that matters to the consumer.

The results from the study suggest that the attitudes and intentions of consumers are influenced both by factors related to the fair and factors related to social surroundings. There also exist differences between men and women regarding the strength of the influential factors. Based on the results of the study the following section will provide managers with an understanding of some of the marketing strategies to focus on regarding the price of the entry-ticket and communication efforts directed at consumers. Other areas must be investigated before introducing a consumer fair for jewellery to the market, such as how to enlist exhibitors, prices of stand space, and more. The results presented in this study provide guidelines on how to attract visitors.

11.2.1 The price of the entry-ticket

The price of the entry-ticket is a source of income for the consumer fair, however the price of the entry-ticket proved to be a negative influence on intentions to visit a consumer fair for jewellery. It does not directly influence attitude on a significant level, which implies that consumers can hold positive attitudes, whereas the price of the entry-ticket might lead to negative intentions if perceived as unreasonable or too high. The price of the entry ticket proved significant for intention both when attitude was included as an independent variable and when it was excluded. Respondents were provided with information stating a price of 150 NOK to visit the fair. This price is based on the fees charged by other fairs open to the public in Norway, such as the fair for winter sports (www.skiexpo.no). Respondents perceived this price as high, with a negative relationship between attendance and price, stating that a higher price leads to fewer visitors. It is reasonable to believe that other consumer segments, such as middle-aged consumers in full-time employment, will not perceive the fair as too costly as they might have different priorities regarding the spending of money.

11.2.1.2 Pricing strategy

There exists a range of pricing strategies for products and services, one of which entails offering different prices to different consumers segments. Students generally have low incomes, and therefore managers should take on a strategy where different prices are offered to different consumer segments, so-called price discrimination (Morgan et al., 2006). It is profitable for managers to engage in price discrimination when consumers differ in their willingness to pay for a good (Morgan et al., 2006), or here; ticket. Studies would have to be conducted to investigate the willingness to pay in other consumer segments before setting different prices. However, a lower price than 150 NOK should be offered to students holding a valid student-card. Prior to hosting a consumer fair for jewellery, research should also be conducted to investigate exactly how much students are willing to pay for the ticket. The results from this study simply states that in inverse relationship exists between price and attendance, as no measures are included to investigate which price that would be acceptable for this consumer segment.

By targeting research on different consumer segments, managers can clearly map acceptable price levels and set prices accordingly. By setting one price for all consumers the fair risk losing a great deal of visitors as their willingness to pay is below the price-level. Price discrimination is profitable as it captures a larger share of the market (Morgan et al., 2006). Fairs within other industries, such as the winter sport fair, operate with price discrimination between three segments. Children up to six years old can visit for free, while visitors between six and fifteen years of age pays 75 NOK, half of an adult ticket. Adults are considered everyone above fifteen years of age (www.skiexpo.no). Managers for a consumer fair for jewellery could follow the same strategy, although students should be separated as a group. They could for instance be included in the price of 75 NOK, or another price based on research results.

11.2.2 Marketing communication

Marketing communication is comprised of several tools and media that companies can use in their marketing mix when promoting and communicating products, services or events to their customers (Shimp, 2010).

A consumer fair for jewellery targets all consumers, yet it is reasonable to believe that the core target group consist of consumers with a genuine interest in jewellery. The target

consumers are also those who can contribute to the profitability of the fair, for instance through purchases. It is of utmost importance to know who the target consumers are to direct marketing efforts toward them. One significant factor that influences both attitude and intention of consumers is the marketing of the fair. It is important for managers to note that only two questions measure this construct, which might lead to some inaccuracy regarding the actual significance of the construct as used here. On the other hand, both validity and reliability is high, and it is not a surprising result that marketing proved to be a significant influence as companies spend billions of dollars each year to promote their brands and products through advertising (Shimp, 2010). In the following, strategies for marketing the fair will be presented, while implementing other factors that proved to influence the attitude and intention of consumers.

11.2.2.1 Information processing

To ascertain that the correct marketing tools are employed marketing managers should acquire knowledge on how consumers process advertising. The modified Elaboration Likelihood Model by Tellis (2004), showing how motivation, ability and opportunity decide how consumers process information in an advertising campaign, could be utilized to determine the correct action. The involvement of consumers can be classified as either low or high (Hoyer and MacInnis, 2010), and based on the fact that consumers are comprised of people with different socio-demographic characteristics, different channels should be used with different messages in order to reach both low and high involvement consumers. Students have similar characteristics and it can be argued that they constitute a homogenous group. Nevertheless, it is reasonable to assume that the group also consists of students with diverse personalities and different capabilities, who are both high and low in terms of involvement.

Results from the study show that respondents are to a great extent influenced by the marketing efforts of the fair, which may imply that respondents react well to strong arguments and demonstrate a high degree of involvement in processing information. A somewhat surprising result is that respondents tend to answer on the negative side of the scale, with a mean close to completely disagree on the questions measuring "marketing". This could imply that marketing is not that influential after all, and that consumers do not have high motivation to process marketing despite its significance on attitude and intention in regards to consumer fairs for jewellery. It is more reasonable to believe that the two

remaining questions are phrased in a way that does not fully capture the importance of marketing, which will be discussed in the following chapter regarding limitations of the study.

A study by Verma (2009) found that young consumers want to experience new things, and that they enjoy watching advertisements. A consumer fair for jewellery is completely novel in Norway, which in itself may contribute to the willingness of consumers to process advertising. There does not exist such an event, and it is reasonable to believe that marketing will stimulate interest and a higher degree of processing as a result of this novelty aspect. Findings within the consumer behaviour literature confirm that novel stimuli are likely to gain more attention and be processed more extensively (Lynch and Srull, 1982; Hastie and Park, 1986; Oliver et al., 1993) than familiar innovations, as they require less analysis (Oliver et al., 1993). Furthermore, a study by Oliver et al. (1993) found that consumers use imaging when presented with advertisements for stimulus perceived as novel. Marketing managers should therefore take on a strategy of strong argumentation, based on the strong significance of marketing in the regression analysis, while also cater to those who process information more peripherally by the use of repetitions and visual stimuli (Tellis, 2004), to enable imaging. This can be done through the use of different channels to reach different consumers. There also exist differences between genders on how marketing information is processed, with women being more detail oriented (Meyers-Levy and Maheswaran, 1991, and meyers-Levy and Sternthal, 1991, as cited in Verma, 2009). This might require that advertising is targeted towards the genders, rather than one campaign targeting both genders.

11.2.2.2 Marketing communication media

Marketing, in the format of advertising, can lead to increased attention and awareness of the consumer fair for jewellery, strengthen positive associations and alter negative attitudes (Shimp, 2010). There exist a range of marketing tools, from the traditional offline media such as television, newspapers, magazines and radio to online media in the format of Internet advertising (Shimp, 2010). Managers should utilize these tools in reaching their target consumers, and incorporate the results from the study in this thesis in their marketing efforts. The fair should be promoted in magazines and newspapers, as such advertisement reaches the target consumers in an efficient manner and exposures are not "wasted" on non-potential consumers (Shimp, 2010). Consumers reading magazines and newspapers are in the correct mental state to process commercials, and will thus pay attention to the advertisement

(Shimp, 2010). A consumer fair for jewellery promotes and sells expensive and precious products, and should therefore be considered as a serious event. By advertising through media-channels that are considered to be serious, such as newspapers and magazines, this will reflect on the image of the consumer fair. Broadcast media, in the form of radio, could be used both locally and nationally to reach consumers. This is an economical marketing medium that managers can take advantage of when providing information about the fair and creating awareness, and it enables them to reach target consumers through the use of different radio stations (Shimp, 2010). Internet is growing rapidly as an advertising medium, and managers can advertise through the website of the consumer fair for jewellery, and by the use of banner ads that appear on websites visited by the target consumers. Companies spend billions of dollars on online advertising, and thus online ads are a key element of the marketing mix (Shimp, 2010).

11.2.2.3 The influence of peers in marketing communication

One of the most prominent results reveal that the influence and initiative of peers is highly important when forming attitudes and intention to visit a consumer fair for jewellery. The influence and initiative of peers should be implemented in the marketing efforts, through the use of word-of-mouth and social media networks online. It is evident that consumers rely on the opinions of others when making decisions, not because it is expected of them, but rather because they trust the opinion of others and appreciates their initiatives. In addition, subjective norm proved to influence the attitude of women on a 10% significance level, which means that women to a larger extent will be influenced by, and comply with, others. When including attitude as an independent variable, results show that subjective norm also significantly influences the intention of men. Marketing managers must therefore take into consideration the social context of the consumer fairs and acknowledge the existence of social and normative pressures. Furthermore, it is in the interest of managers to control what is being said about their products, services, or in this case, event, and thus advertising is the first step of this process, followed by word-of-mouth (Shimp, 2010).

Marketing should create buzz and a flow of information to reach social networks online, such as Facebook and Twitter. Social media is growing rapidly (Colliander and Dahlén, 2011) and it is comprised of powerful tools to reach the target consumers and to stimulate interest and discussions. A study by Colliander and Dahlén (2011) found that it is important to consumers that information is unbiased and stem from people they can relate to. This

makes social media an important marketing tool. It is of great importance to the managers of consumer fairs for jewellery to reach opinion leaders or influencers, who are persons in a social network who have a particular influence on the attitudes and behaviours of others (Shimp, 2010). The opinion leaders can influence a range of consumers due to people looking up to them and valuing their opinions. One type of opinion leader is the bloggers, who write about their lives and their experiences with products and brands. By connecting the brand to a blog or online social media, marketers can be provided with a new and highly efficient publicity tool (Colliander and Dahlén, 2011). The managers of a consumer fair for jewellery should reach out to a few of the most serious and salient bloggers and offer them a chance to visit the fair, and provide them with an unforgettable experience. If they develop positive attitudes towards the fair and pass it on in their blogs then that will likely contribute to positive attitudes amongst followers of the blog. Blogs usually have a number of loyal followers, and it is crucial that the bloggers develop positive attitudes; otherwise blogging may contribute to negative word-of-mouth (Shimp, 2010). Other opinion leaders such as magazine editors or prominent personalities within the jewellery industry should also be targeted. This can increase the word-of-mouth and influence in other areas than those reached by blogging.

11.2.2.4 Message and targeted advertising

The overall message of the marketing campaign, either it be in a commercial or a post in a group on Facebook, should focus on creating awareness about the fair and stimulate interest. It is of great importance that the managers have a clear definition of what they are offering their consumers. A consumer fair for jewellery offers consumers the opportunity to view and purchase jewellery from several competitors at the same time and place while providing them with an unforgettable experience, and this must be communicated. Experience proved to be an influential factor of the attitude of men, and should therefore be implemented into the message. The marketing must make consumers believe that they will attain new and positive experiences from visiting the fair. As this factor was only significant for men, the experience factor should be especially salient in advertising targeting male consumers. Since consumer fairs are built on experiential stimuli, this aspect should be implemented in all marketing efforts, though appear more salient in marketing targeting men than women. Past behaviour regarding jewellery was a significant influence on intention to visit a consumer fair for jewellery both when attitude was included and excluded as an independent variable.

Consumers should be reminded about their prior experience with jewellery when they are exposed to advertising and other marketing efforts. The same is true for past behaviour regarding consumer fairs as this factor became significant for women when attitude was included as an independent variable influencing intention.

In order to increase the processing of advertisement, inferences regarding the experience must be incorporated, as the consumer will have no prior knowledge to rely on. The advertising must enable a "trial in the mind" (Oliver et al., 1993). In addition, it is of importance that consumers who actually visit the fair attain new and positive experiences as promised through marketing. Satisfied consumers will contribute with positive word-of-mouth which is vital to the future existence of the fair.

11.2.2.5 Capitalize on past behaviour

It may be possible to retrieve lists with information about consumers who have previously purchased jewellery, and thereby target marketing communications directly toward them. The results show that previous purchase of jewellery has a positive impact on intention, and therefore it would be valuable for marketing managers to target this segment. The creation and use of such lists for marketing purposes must however be approved by consumers upon purchase. Marketing managers should investigate the possibility to cooperate with large jewellery brands that will be present at the consumer fair. Consumers can be given the choice to have their e-mail address registered for marketing purposes when they purchase jewellery products in stores. Consumers can also register their e-mail address on the websites of the jewellery companies, where it will be stated that they will receive e-mails with offers and advertisements.

Past behaviour regarding consumer fairs proved to be a significant influence on the intention of women when attitude was included as an independent variable. As with past behaviour regarding jewellery, managers should retrieve lists with for instance e-mail addresses of consumers who have visited consumer fairs for other industries in the past. Managers should investigate the possibility to collaborate with managers of other consumer fairs, and enable the creation of lists. Staff may ask visitors if they would like to register their e-mail address for future information about fairs in Norway when entering or leaving the consumer fair venue. The lists can then be distributed to the managers of the collaborating fairs for marketing purposes.

11.2.3 Potential reasons behind the insignificant impact of other factors

It is somewhat surprising that only some of the factors proved to be significant in the regression analysis, as it was expected that other factors, and especially experience, would have a larger impact on attitude and intention to visit a consumer fair for jewellery. One plausible cause could relate to the aspect of comprehension on the consumer part. It is reasonable to assume that the respondents have a small degree of prior experience with consumer fairs. This factor did not prove to be significant in the analysis except for women. Respondents answered on the negative end of the scale, and therefore they may have difficulties imagining and grasping the act of visiting a consumer fair. Respondents were provided with an introductory context with definitions of concepts, however this alone may not be enough to enable imaging in the minds of the respondents. Consumer fairs for jewellery might be too distant in the mind of consumers, as a result of lack of experience and knowledge. Consequently, respondents might not be able to relate to these fairs and envision themselves visiting one. It is therefore a reasonable result that the initiative and influence of peers proved to be a significant predictor of attitude and intention, as respondents who do not have prior experience with consumer fairs for jewellery would be greater influenced by their peers. Managers must consider the possible lack of experience and knowledge when developing the marketing communication of the fair. It is important to build awareness and brand image, and enable imaging the experience and positive stimuli they will attain from visiting. It is also possible that the respondents in this survey, in addition to experience and knowledge, lack in motivation to fully try to understand what a consumer fair for jewellery is. Further studies with the same introduction context might show that other consumer segments process, and involve themselves differently in, the context. Students might need to be exposed to more extensive stimuli than other consumer segments. This is strictly hypothetical at this point, and it is an interesting area for further research.

12. LIMITATIONS AND VALIDITY

This paper is written as a master thesis with limitations regarding resources and time, and thus, there are areas within the field of consumer fairs that are not in focus in this thesis. As a result of the limited scope of this paper there exist a few limitations that will be highlighted in the following sections.

12.1 The topic

The overall topic of this thesis is consumer fairs for jewellery. Today, consumer fairs are predominantly held within areas such as travel, education, and cars, and not smaller, more exclusive sectors such as jewellery. Fairs often have a combination of public and professional visitors, and there does not exist many consumer fairs (only for the public) in Norway. Respondents in the surveys might therefore have little actual knowledge and experience with such fairs, and might find the subject to be irrelevant to them. This may affect their responses, as they do not have a relationship with what they are being asked about. Jewellery might still be perceived as "female products", although more and more men take an interest in it. Respondents, and then especially men, might perceive jewellery fairs as unlikely for them to attend, which can influence their responses on questions regarding motives for attending. The results from the final study can to some extent be transferred to consumer fairs for other industries, however responses might be different if studying areas that reach the interests of a broader spectre of consumers, such as travel or sports.

12.2 Respondents and research design

When conducting a quantitative study it is desirable to generalize the results so that they apply to the entire population under consideration. The population in this study is consumers, however because I chose a convenience sampling for the quantitative studies, I can only generalize the results to populations that resemble the students at NHH. The use of convenience sampling limits the external validity. The results of the studies might be a good indicator of which factors that influences consumers, although I expect significant factors to differ amongst other consumer segments. Students as a group are very similar to each other, especially when conducting research amongst students at the same college. I did not ask for age, however it can be assumed that the majority of respondents are between 19 and 26 years

of age. Students usually have a fairly tight economy. Although some have part-time jobs besides school, I assume that the majority of the respondents do not have large incomes, and thus not a large amount of money to spend on jewellery. This might influence their choices, the relevance of the topic, and which factors that motivate them to visit a consumer fair for jewellery. The significant factors that influence attitude and intention are marketing of the fair and the influence and initiative of peers. Students are preoccupied with what other people do, and maybe more influenced by friends and family, than older consumers. It is reasonable to believe that the same study conducted amongst 40-60-year old consumers would yield different outcomes regarding which factors that influence to visit. Although a consumer fair for jewellery targets all consumers, the core target group is comprised of consumers with steady incomes, and with a large interest in precious gems and stones, hence maybe not your average student. Because no studies have been conducted on consumer fairs for jewellery in the past, this research can inspire others to conduct a similar study on other consumer segments. This can elucidate differences between consumer segments.

The results from the study might be generic for the consumer segment of this thesis. Stated differently, these results may be transferred to other industries. Whether it is a jewellery fair or a travel fair one is studying, results might show that consumers from this consumer segment are influenced by the same factors, which increases external validity. This is highly hypothetical at this point; however further research with focus on a different industry can make such conclusions in the case where results prove to be similar to those of this study.

As a result of no previous studies on the topic of consumer fairs for jewellery it was necessary to develop an instrument for measurements for the purpose of this study. Only a few research questions was directly adopted from other studies, while the rest was either based on the qualitative study or defined based on the theoretical discussion. Questions that have been applied in the past increase the face validity of the questionnaire. Even though some measures, such as those of attitude, intention, and past behaviour was adopted from other studies, they have never been used together with the other measures in this study, and therefore this instrument is completely novel. Because most measures have not been tested before, it is hard to assess their validity prior to the study. Even though the results from the pre-test proved positive, there are room for improvements in the future. A few of the constructs are only measured using two questions, while three or four questions for each construct would increase the reliability of the instrument. On the other hand, both validity and reliability of the measures are good. More extensive research could be conducted to find

questions that better measures the constructs. While this research tests some possible measures, a few questions were removed in the factor analysis. This may be a sign that they do not measure the same as the other questions for that construct, or that the question is phrased differently, and thus appear to measure something different. The factor called "marketing of the fair" was originally comprised of four measures, however two of them were deleted in the factor analysis. This construct may not be fully measured by the remaining items, and it may be necessary to develop better measures for this construct. Reliability for the remaining two measures is acceptable.

Experience proved to only influence the attitude of men, and not attitude of women or the intentions of either gender. This is a surprising result as consumer fairs are built on the idea of experiences. A limitation may be that one of the questions that measure the entertainment aspect of experiences is deleted in the factor analysis. This question is phrased differently from the two remaining questions, and reliability for the remaining two is good. Since the questions are developed for this study, and have never been used in prior research, the overall validity is lower and the questions might not capture the experience aspect as expected. It might be reasonable to split experience and entertainment into two factors in another study, as they might be just different enough to not be included in the same factor. The factor "Accessibility and location" could also possibly be split into two factors in further research. It may be a limitation that these two constructs together make up one factor, however for this study the areas are greatly linked and therefore the decision was made to include them as one. Despite this, the factor did not prove to be significant which can be a result of too few measures for this factor to fully capture both areas.

13.   FUTURE RESEARCH

The study on consumer fairs for jewellery is the first within this industry, which makes it a considerable contribution to a field of scarce research. Consequently there exist a range of interesting areas for future research, which will be addressed in this chapter.

Further research within the area of consumer fairs for jewellery should focus on developing a better instrument for measurement. Such an instrument can be transferred to other industries and thus be a generic measurement for consumer fairs. As discussed in the previous chapter, a limitation in my study is the use of measures that have never been tested before, and thus I develop an entirely new instrument. This instrument should be modified and tested further to develop an even more reliable and stable instrument to use in research on consumer fairs, although both reliability and validity is good in this study.

I chose to investigate consumer fairs in regards to the jewellery industry because this is of particular interest to me. Further studies can investigate consumer fairs in general and find generic motivators to visit a consumer fair regardless of industry. I assume that the factors retrieved in this thesis will be useful in such a study. Further research should also investigate whether there exist differences in what motivates consumers based on industries. My results illustrate that consumers are influenced by peers and marketing when forming an attitude and intention to visit a consumer fair for jewellery. At a consumer fair for cars, other factors may prove to be of greater significance. Furthermore, future research can investigate which factors that motivate consumers to visit a consumer fair for jewellery based on a different consumer segment than students similar to those of my study. It is plausible that other factors will become salient in in-depth interviews, as other consumer segments might be influenced by other factors. By mapping which factors different segments are influenced by it is possible to target communications to the different segments and reach a broader group of consumers.

An interesting finding in this study is that experience is not a strong predictor of the attitude and intention of consumers to visit a consumer fair for jewellery. One of the main pillars of consumer fairs is the focus on experiences, and consequently this aspect should be investigated further. Future research should also examine the effects of past behaviour on actual behaviour, as it is likely that this factor will influence actual visiting. This should be investigated in the context of visitor behaviour.

Furthermore, the stepwise process leading to the final research model and study should be replicated for different segments. An extensive procedure was developed for retrieving both generic and more industry specific factors, which can be applied regardless of consumer segment and industry. The procedure provides researchers with guidelines for how to thoroughly discover influential factors of attitude and intention, and every step has been extensively documented in this thesis to facilitate future research.

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15. APPENDICES

15.1 Statistics

UFI statistics over trade shows (public and professional) in 2010 based on sector.

Industry sector (UFI code)	Rented space		Number of events	
	sqm	%		%
Leisure, Hobby, Entertainment (3)	3 031 201	14%	331	17%
General (27)	2 128 600	10%	137	7%
Construction, Infrastructure (5)	2 080 838	10%	125	6%
Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware (19)	2 014 281	10%	137	7%
Furniture, Interior design (12)	1 869 039	9%	147	7%
Textiles, Apparel, Fashion (25)	1 445 953	7%	181	9%
Agriculture, Forestry, Fishery (1)	1 418 749	7%	96	5%
Food and Beverage, Hospitality (2)	1 349 667	6%	142	7%
Transport, Logistics, Maritime (26)	1 164 590	6%	64	3%
Premium, Household, Gifts, Toys (13)	888 037	4%	39	2%
Automobiles, Motorcycles (16)	775 653	4%	59	3%
Health, Medical Equipment (22)	598 979	3%	82	4%
IT and Telecommunications (21)	481 480	2%	35	2%
Travel (6)	436 671	2%	28	1%
Security, Fire Safety, Defense (7)	425 173	2%	20	1%
Business Services, retail (4)	340 384	2%	99	5%
Environmental Protection (10)	299 146	1%	37	2%
Energy, Oil, Gas (9)	297 094	1%	28	1%
Education (8)	288 419	1%	103	5%
Electronics, Components (18)	251 389	1%	16	less than 1%
Beauty, Cosmetics (14)	213 525	1%	25	1%
Real Estate (15)	135 298	less than 1%	49	2%
Jewelry, Watch & Accessories (24)	122 179	less than 1%	15	less than 1%
Printing , Packaging (11)	72 808	less than 1%	14	less than 1%
Aviation, Aerospace (20)	21 020	less than 1%	3	less than 1%
Chemistry (17)	18 252	less than 1%	8	less than 1%
Optics (23)	7 277	less than 1%	6	less than 1%

Austria	26
Bulgaria	6
Croatia	7
Czech Republic	58
Finland	80
France	549
Germany	240
Hungary	24
Italy	189
Montenegro	1
Moldavia	1
Norway	1
Poland	226
Portugal	33
Romania	7
Russia	89
Slovak Republic	14
Spain	330
Sweden	57
The Netherlands	14
Ukraine	21

Source: Euro Fairs Statistics 2010, www.ufi.org

15.2 Interview guide – study 1 (English version)

I am a student currently writing my master-thesis within the profile Marketing and Brand Management. I am investigating which attributes and variables that can predict attitudes and intentions to visit a consumer fair for jewellery. I will interview consumers whom I assume would be interested in visiting such a fair, to achieve insights and knowledge valuable for my further research in the area.

Introduction

"This interview has two parts. I will first present to you definitions of the topic to be investigated, before I ask you to answer a question. Everything you say will be confidential. I would like for you to think thoroughly before answering the question, and I encourage you to take pauses to think about you answers".

First I will present definition and information about consumer fairs for jewellery:

"Consumer fairs (also referred to as exhibitions and public fairs) are a type of fairs that attract mainly consumers and the public as visitors. At fairs, a large number of companies present a representative product range from one or more industry sectors and sell it or provide information about it for the purposes of sales promotion.

Jewellery can be defined as products of gold, silver and diamonds, such as necklaces, rings, earrings and bracelets.

A consumer fair for jewellery is an event where jewellery brands and designers present their products to consumers in order to sell them or provide information about them".

Question

Which factors will influence your attitude and intention to visit a consumer fair for jewellery?

- Explanation of the word "factors": Factors can be motivators, characteristics with the event or what drives you to visit

15.3 Interview guide – Study 1 (Norwegian version)

Jeg er en student som for tiden skriver masteroppgave innenfor profilen Marketing and Brand Management. Jeg undersøker hvilke attributter og variabler som kan predikere holdning og intensjon om å besøke en smykkekunst-messe for konsumenter. Jeg vil intervjue konsumenter som jeg antar vil være interessert i å besøke en slik messe, for å tilegne meg innsikt og kunnskap som er verdifull for min videre forskning innenfor området.

Introduksjon

"Dette intervjuet er todelt. Jeg vil først presentere definisjoner innenfor temaet som skal undersøkes, før jeg ber deg om å besvare et spørsmål. Alt du sier vil være konfidensielt. Jeg ønsker at du tenker nøye før du svarer på spørsmålet, og jeg oppfordrer deg til å ta pauser til å tenke over svarene dine".

Først vil jeg presentere definisjoner og informasjon om smykkekunst-messer for konsumenter:

" Messer for konsumenter (også kalt utstillinger og forbrukermesser) er en form for messe som tiltrekker seg hovedsakelig konsumenter. På messer er det et stort antall bedrifter som presenterer et representativt utvalg produkter fra en eller flere industrier og som selger dem eller tilbyr informasjon om dem med bakgrunn i salgspromosjon.

Smykkekunst kan defineres som produkter av gull, sølv eller diamanter, som for eksempel smykker, ringer, ørepynt eller armbånd.

En smykkekunst-messe for konsumenter er en tilstelning hvor smykke merker og designere kan presentere sine produkter til konsumenter for å selge dem eller gi informasjon om dem".

Spørsmål

Hvilke faktorer vil påvirke din holdning og intensjon til å besøke en smykkekunst messe for konsumenter?

- Forklaring av ordet "faktorer": Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke

15.4 Interviews – study 1 (English version)

15.4.1 Respondent A

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery?

Respondent A: What do you mean by factors?

Me: Why would you visit such a fair, or what makes you want to go to one? Factors can be motivation, characteristics of the fair or drives to visit.

Respondent A: The first thing that comes to mind is to get an overview of the new products that have entered the market, and to gain knowledge of new designers and trends. At the same time I will also meet people that are interested in the same as I am. However, this is not a very strong influencer for me.

Continuing, an influencing factor is the ability to attend an event. I remember that when I was younger I found it very entertaining to visit the "Hjem og hobby messen" (home and hobby fair) at Sjølyst. This was an event where a lot was happening. I enjoy attending happenings that are entertaining.

Other than that, a motivation for visiting a fair for jewellery is to purchase jewellery and get an overview of what is offered.

Me: Is there anything else about the fair that can be attractive to you so that you would like to visit it?

Respondent A: It is important that the fair is large as I am not interested in visiting a small fair. I automatically think of fairs as very large, and I do not want to visit a fair where only a limited number of brands are represented. I picture that the fair should last over an entire week-end and attract thousands of visitors. Thus, the size is very important to me. Furthermore, the venue should look nice, and the fair should not be localized to far away. By that I mean that the fair should be near where I am, for instance near a city like Bergen, since I am not interested in travelling far to visit it, nor spend time on travelling.

Me: What do you consider to be the most important factor for you to visit a consumer fair for jewellery?

Respondent A: I have very little experience with fairs and my interest in jewellery is average, so the most important factor influencing me to visit is whether or not my friends are visiting it. If several of my friends are visiting the fair it is likely that it will influence me to visit it too. And, as I have already mentioned, it is important for me that the fair is not localized far away from where I live.

15.4.2 Respondent B

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent B: For me it is important that the fair can offer new designers, and preferably some big "headliners" within jewellery. It does not have to be very trendy jewellery that is presented, but exclusive and classic. To me it does not matter so much if the jewellery is modern, rather I would like the designers and collections to be interesting.

The fair should not be situated too far away from where I live, as I do not wish to travel to far in order to visit it. I believe this is a very important influence on my attitude and intention to visit a fair. I also do not want the fair to be too big as it may lead to too many impressions and reducing my overview. As I have mentioned it would rather be fine with a smaller fair, however with big names within design and jewellery. I picture the fair-venue to look elegant and exclusive. One should feel comfortable there and the scenery should look nice.

Me: Are there any other factors in addition to those mentioned that you think will influence you to visit?

Respondent B: Yes, the most important to me is that there is something of my interest at the fair. For instance that I need something for a special occasion, or that a collection that I wish to see is represented at the fair, something interesting must be offered. I believe marketing and advertising about the fair will influence me here. I will gain knowledge about the fair either from seeing an ad, or from reading about it in a magazine or newspaper. The advertisement should include which new designers that will be represented at the fair, and when and where the fair is.

Me: How important do you perceive marketing to be?

Respondent B: I assume marketing to be an important factor influencing visitors. If I know that a collection of jewellery or a designer will be present at this fair it will be a strong motivator to visit for me.

15.4.3 Respondent C

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent C: The factors that affect me are first that I have to be exposed to some kind of promotional tool. At the fair there should be exhibitors that I have either heard of before or that I'm finding attractive enough to want to visit the fair. Maybe some big designer names within the jewellery industry can draw me there so that I also notice the less famous brands. The smaller brands I might not have seen before and I might not know them, but larger brands can result in my decision to visit the fair and thus get familiar with the smaller brands. When I'm at the fair it is a matter of taste whether I like what I see or not. Primarily, I feel that material distributed by the fair's managers, meaning marketing and so on, or even also pictures and visual stimuli, are very important for my attitude and intention to visit. The visual stimuli are important at the fair because I do not know the different brands and designers, and I will direct my attention to what looks good.

Me: How important are these factors for your attitude and intention to visit?

Respondent C: I think that both marketing and promotion, and also the visual effects at the fair, are very important factors. I want to know in advance if the visuals at the fair are special and attractive.

Me: Are there any other factors that you can think of that can influence your attitude and intention to visit this type of fair?

Respondent C: I picture that the venue must be attractive. Venues for fairs are often big and cold, while for jewellery I believe they should be exclusive and nice-looking, and bring on a nice ambiance. The location should also be attractive. I feel that these factors have a lot to say in my overall perception of the fair and experience. The actual venue plays a bigger part than the location in my opinion. Of course, location is important, however if the fair is in Madrid or Barcelona, or some other big city, that can be a part of a larger experience. The

way I see it, it depends on what you are looking for. For instance, if you need a piece of jewellery for a special occasion like a wedding. The bar of travelling further is much lower then.

Another factor that I believe is important is knowledge and expertise at the fair. I become impressed when people know what they are talking about and can show a depth in their knowledge about the products they offer. This contributes to increasing my overall experience, and also helps me to easier retrieve the products that I wish to purchase. Expertise has an affect on experience and satisfaction, and together with location, these factors can be determinant of how my experience at the fair will be.

15.4.4 Respondent D

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent D: I would like to visit such a fair because it is cool and fun. One gets to experience things that you will not get from visiting a store. Furthermore, it depends on where the fair is located. If I have to travel far then I would not visit the fair. It cannot be situated more than 20 minutes of travel away from where I live. I would not travel to another city to visit a fair. Also, my motivation to visit depends on whom I'm with and the people that can influence me to want to visit a fair.

Which brands that are represented at the fair is important, whether they are known to me and not necessarily all others. I do not know of many brands, however internationally there should be at least four big familiar brands. Brands have a lot of impact on a fair's image in my opinion. If the fair cannot bring in some big names then I do not perceive the fair as good. Furthermore, it is a factor whether one can purchase anything at the fair for a cheaper price or with a discount.

Another factor is the venue, whether I have seen pictures from the fair or venue that makes me want to visit, and whether I think that the venue look exclusive.

Marketing prior to the fair is important for my attitude and intention to visiting. The marketing should state something that distinguishes the fair from other alternatives so that I find it very interesting to visit.

I could visit a fair because fairs fascinate me and not necessarily because I have to or want to purchase anything there. I could visit because I have never been to a jewellery fair in the past, and it is something new to me. I like trying new things. The most important factor for me though is to be able to tell others that I have visited such a fair. I can tell them about my experience there, how I perceived the fair, and how fun it was. It is actually the only intention to do things like going to the cinema and festivals, to be able to tell others that I have been there. On my part it is not the fact that I love jewellery more than anything that makes me visit a fair for jewellery but rather that I can gain an experience that I can tell everybody about in the aftermath. I really like jewellery but I do not know if I would spend much time on visiting a jewellery fair. If visiting was secret I believe I would never go. In addition, the alternatives I have play a part. If something else is going on at the same time it is possible that I would not chose to go to the fair.

To sum up what I have said I believe that the most important factors influencing my attitude and intention is a combination of what my friends think and how the marketing of the fair has been. If all my friends tell me that visiting the fair is no fun then I would listen more to them than an advertisement. And as I mentioned, the fact that I can tell others that I visited the fair is an influencing factor.

At the fairs that I have visited in the past I have been together with my family or a big group of friends. In some cases I have also known the fair's managers or a celebrity has drawn me there.

15.4.5 Respondent E

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent E: I would visit a fair like that in order to see what is being offered and which products one can find. I can compare products and brands, and not to mention prices. I find this question a bit difficult to answer, let me think a little about it.

Me: Of course, take your time.

Respondent E: I think a factor that can influence is the size of the fair. I do not think I would visit a small, local fair. I believe the fair should be large with international players. If I have

the choice of visiting several fairs where one is in Oslo and its size small, and the other is for instance in Paris and very large, I would rather go to Paris. Other than that I do not know.

Me: If you think about it a little more, are there other factors that can affect your attitude and intention? Are there for instance any characteristics about the fair that can have an impact?

Respondent E: I believe the size is the most important. That is why I went to Hong Kong to visit a fair because it was the largest within my field of interest. But let's see…

It is hard for me to see myself visiting a fair as a consumer. I think of it more in relation to business. I could have visited to investigate what the market can offer with respect to my own business. If there existed such a fair in Oslo I could have gone to it to do "research" and gain knowledge of the industry. However, if I were to go as a consumer then there would have to be a special occasion that motivated me to go. I could for instance visit the fair because my dad was visiting or if any of my friends wanted to visit it. I assume that it can influence me to go too. I do not see myself going alone to shop jewellery, unless there were the possibility of making a really good deal.

Me: What do you mean by good deal?

Respondent E: The prices at the fair can be better, for instance discounted.

Other than that I can mention that if my girlfriend or future wife wanted to visit a fair that could influence me to visit. Then I will go for her. Another influencing factor can be that if I am going to purchase a big gift for my mom or girlfriend that require information gathering and investigating, then I would want to visit a fair. However, the gift has to be connected to something big, which requires that I spend some money on it.

15.4.6 Respondent F

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent F: First of all I have to say that I would never buy jewellery for myself. I only buy jewellery as gifts for others. A factor that could influence me to visit would be if something, or a big event in my life, were coming up, for instance my mom or girlfriend's birthday. That could be an important motivator for me.

Also, if there is a new, very talked about piece of jewellery on the market that is very talked about in my range of people. Furthermore, I am very attracted to innovation, so if there were an innovative piece of jewellery at the fair I would be interested in seeing it.

In order for me to know about the fair and the products at the fair I would have to hear about it from someone or somewhere. So word-of-mouth or advertisement is factors influencing me. For me it is important that the advertisement is aimed at my age group, and placed in media that I would be exposed to.

In general jewellery does not attract me, so for me to visit such an event there would have to be something outstanding at the event, or a big plus from visiting. If my friends all talk about this new bracelet that Mont Blanc is producing and that they all want to have it, then I definitely want to see it. If the event is popular amongst my friends and social circle I would like to know what it is about. Therefore I think my friends opinion or word-of-mouth could affect me to visit the fair. I am a curious person and want to see it and form my own opinion. I would not care so much about what my mother or sister tells me about the jewellery fair, but rather what people in my social circle says, as they are people that I have something in common with.

I believe that the advisement aspect is very important, no actually it is crucial. I would have to see a commercial that would get me interested in visiting the fair, not just telling about the fair. I think a commercial is enough for me to form positive attitudes and intention to visit, however then the commercial must call for my attention and stress the fun part of visiting the fair.

At the fair I think there should be an interaction between the exhibitors and the consumers in order for me to be attracted to go. This should of course be highlighted in a commercial. The consumer should be pulled in to a larger extent, and be part of an experience. For instance, consumers could wear a piece of jewellery for say 15 minutes at the fair and see how they like it on. The consumer should be more involved, and a bigger part of the fair rather than just a spectator.

Although I believe that marketing has the biggest influence on me, I also think that the size of the fair matters. I definitely would not visit a small fair. It has to be a large scale fair. The smaller the fair, the more personal it gets and you are more expected to buy something. I want to visit the fair out of curiosity and not feel the pressure to consume while I'm there.

15.4.7 Respondent G

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent G: Location and geographical availability of the fair are important factors. I would not travel to Moss to visit a fair. It should not be too demanding to get to the fair. It does not have to be situated in the middle of the city, however the travel should not be half the experience.

Others… Variation in products offered and price levels. I find it important that you know a little about what you will get and what to expect to find at the fair. For instance, there should not only be jewellery there with insane price tags. Also, in some cases it might be possible to offer "goodiebags" to visitors, although this is not an influential factor.

Continuing on, I find it important that I have the time to visit the fair, and by that I mean that there should not be other more attractive alternatives at the same time.

Exclusivity I believe can be a motivator. One can for instance receive an invitation to the fair and feel that it is a bit more exclusive than that everybody can visit, even though I assume that the fair will be open to everyone either way.

I do not like to pay for things like fairs, even though I understand that it is often necessary to charge an entry-fee.

I also feel that it is of importance that you have someone to go to the fair with. It all depends on which interests one have, and the interests of others. I would not go alone to a fair like this, however I do not need others to think it is cool to visit a fair, but rather that I do not like to go alone. I am looking for the company and not the recognition.

I also think it would be more fun to visit a jewellery fair if something spectacular was exhibited, and that there existed some impressive pieces of jewellery to watch. This is connected to variation in products as mentioned earlier.

Me: Is this an important influencing factor to you?

Respondent G: It is likely one of the most important factors. If there exist a great del of variation in what is being offered, the fair will be attractive for people with different

economies. One gets to look at things that cost an unbelievable amount of money, and at the same time there exist products that are attainable. For people like me that have a limited amount of money to spend on diamonds and jewellery, variation is important. Several companies should be represented at the fair. It is unlikely that I would visit a fair with few exhibitors. The size of the fair is important to get an overlook of the competition.

15.4.8 Respondent H

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent H: The first think that comes to my mind is availability regarding both location but also time. If the fair is held during a weekend where I do not have other plans that consume my time, and if the fair is located in a central area, then I would like to visit it and look at jewellery. The location should be in a central and nice area. I would not travel out of the city to visit the fair.

How jewellery is presented at the fair is important to me. I highly dislike it when many pieces of jewellery are presented and I cannot see each piece properly. Then it is just chaos. I like it when there is a little space for each piece of jewellery, and that I can get an overview of them from just standing in one place. Thus, an influencing factor to visit the fair is presentable and clear stands.

Also, it matters to me how the sales personnel behaves. I do not like them to be too pushy, however I want them to greet me and be attentive so that I can be left alone to look at the jewellery on my own. The sales personnel could look a bit cool and nice, for instance by using the jewellery themselves. They should appear nice to look at. If the stand and sales personnel look good then that is attractive for me as a consumer. The stands should not be too close to each other, and there should not be so many people that it is hard to move around.

Another factor that can influence me is whether or not I have heard about designers before, for instance through marketing. To me, marketing is important in order for me to know about the fair, unless I accidently run into it when I am out walking. Advertisement for the fair is important, but even more important is what my friends say and do. Whether I have heard

about some types of jewellery, or about the fair, from others. For me to be influenced to visit the fair I should hear about it from friends and acquaintances, or seen a commercial.

My taste in jewellery can also influence me. The fair should have products that are within my taste.

My own economy also plays a part. If I can't afford to purchase anything at the fair I assume that will influence me towards not visiting it. The same is true for time. If I do not have the time to visit the fair then I assume I will not.

The fair in itself should offer something more than just "stores". It should be more of an "event" and offer an experience or maybe a fun competition. However, it is important that it does not become too noisy.

Me: Are there any of the factors that you believe will influence your attitude and intention more than others?

Respondent H: Time and place for the fair, and also my impression of how the fair is. It should appear as truthful and serious.

15.4.9 Respondent I

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent I: If the fair is marketed in a way that makes it appear interesting then I believe that will be a factor influencing me. I will get a positive attitude if I see a very good commercial. I actually believe that this is the most important factor for me to want to visit this fair, as I can easily be influenced by a really good commercial. The commercial must make it exciting for men also, and underline that the fair is not only for women but also for men. I do not think I would visit the fair to purchase something nice for myself, but rather to look for future investments in for instance gold.

Another factor that can be attractive is whether something extra is offered at the fair, for instance something free. Maybe there will be served food and beverages. That will always attract people.

The fair should not be too big either. It should be manageable. If it becomes too big I might become tired of it very soon as a result of too many impressions and too much information. The fair should be directed toward a segment and have products accordingly. My economy will also play a part in whether I wish to visit this fair or not. I assume this counts for other people too. Jewellery is expensive, so if I cannot afford to purchase anything then that might lead to a negative attitude towards visiting.

The location of the fair has to be central for me to be positive toward going there. If the fair is in the middle of a big city that may also lead to random people passing by getting interested in the fair. I would not travel far to visit a jewellery fair.

Something that could influence my intention to visit is if I were to purchase a gift for a girlfriend of mine. I believe that can influence other men to want to visit a fair like this. Other than that, if my friends tell me about the fair, and they say it is nice and worth a visit, then that would influence me. It might not be the strongest influencing factor but it is important.

For me, and probably other men, to develop a positive attitude toward visiting a fair for jewellery the fair should be connected to something that interests men. This may be an extreme example, however if a very nice and expensive car were exhibited at the fair that could attract men that are not necessarily very interested in jewellery. I remember a fair for watches that I visited in Thailand. At Porsche's stand there was exhibited a very nice jet ski right next to the watches. I went there to look at the Jet Ski and suddenly I saw a cool watch, also from Porsche.

The final thing that I can mention is that I believe that people that are preoccupied with being modern and looking good, and showing how rich they are, would visit the fair. Maybe to show others that they are at the fair, or to purchase pieces and showing how well off they are through the use of the products.

15.4.10 Respondent J

Me: Which factors will influence your attitude and intention to visit a consumer fair for jewellery? Factors can be motivators, characteristics with the fair or what drives you to visit.

Respondent J: I have very little jewellery, only earrings for work and daily-life, however also a necklace I wear during weekends. Up to today it has not been relevant for me to visit a fair like that, and the possibility for me to visit one relatively low unless there are a lot of factors convincing me that I "have to" go there. However, I will probably change my consumption pattern in the future, as a result of increased income, but also because I'm no longer a student. I work and am generally better dressed, and therefore I will not exclude the possibility of visiting a fair. A prerequisite is that the following factors are satisfied.

Let me think a little about factors…There are several factors that influence me to visit the fair within the next five years without being invited by others. I will try to mention them in prioritized order.

Number one, I have to get information about the fair from some place, and second, there must be products there that based on the description of the fair, I would be interested in purchasing. I have to have the time to visit the fair and where the fair is situated plays a part. Finally, the time of the fair would matter because I only have time on Saturdays, Sundays and during vacations. For me it is very likely that I would visit such a fair if I was invited by a friend that wanted to visit it, or if I was invited by someone I know that sells jewellery at the fair.

15.5 Interviews – study 1 (Norwegian version)

15.5.1 Respondent A

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter?

Respondent A: Hva mener du med faktorer?

Meg: Hvorfor vil du besøke en slik messe, eller hva får deg til å dra på en? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent A: Det første jeg tenker på er å få overblikk over det nye som er kommet på markedet, og få kjennskap til nye designere og trender. Samtidig vil jeg også møte mennesker som er interessert i det samme som meg. Dette er derimot ikke en veldig viktig driver for meg.

Videre er en påvirkende faktor det å kunne delta på en "event". Jeg husker at da jeg var mindre synes jeg det var utrolig moro å besøke "Hjem og hobby messen" på Sjølyst. Dette var en "event" hvor det skjedde veldig mye på stedet. Jeg liker godt å delta på "happenings" som er underholdende.

Ellers så er en motivasjon for å dra på en smykkekunst messe nettopp det å kjøpe smykker, og få overblikk over hva som tilbys.

Meg: Er det noe annet spesielt ved messen som kan være tiltrekkende for deg slik at du får lyst å besøke den?

Respondent A: Det er viktig at messen er stor ettersom jeg ikke har interesse av å dra på en liten messe. Jeg tenker automatisk på en messe som veldig stort og jeg vil ikke besøke en messe hvor det kun er et fåtall merker representert. Jeg ser for meg at messen bør vare over en hel helg og tiltrekke mange tusen besøkende. Størrelse er altså veldig viktig for meg. Videre bør lokalene være fine, og messen bør ikke være lokalisert langt borte. Med det mener jeg at messen bør være i nærheten av der jeg er, for eksempel nær en by som Bergen, ettersom jeg ikke er interessert i å dra lange avstander for å besøke den, samt bruke tid på reising.

Meg: Hva anser du som den viktigste driveren for at du skal besøke en smykkekunst messe?

Respondent A: Jeg har veldig lite erfaring med messer og min interesse for smykker er middels så den viktigste driveren for at jeg skal dra dit er hvorvidt mine venner skal dit eller ikke. Om flere av mine venner vil besøke messen vil det trolig påvirke meg til å besøke den også. Og som jeg allerede har nevnt er det viktig for meg at messen ikke er lokalisert langt borte fra der jeg bor.

15.5.2 Respondent B

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent B: For meg er det viktig at messen tilbyr nye designere, og gjerne noen store "headlinere" innenfor smykkekunst. Det trenger nødvendigvis ikke å være veldig trendy smykker som fremvises, men eksklusivt og klassisk. For meg betyr det ikke så mye at smykkene er veldig moderne, men heller at designerne og kolleksjonene er interessante.

Messen bør ikke ligge for langt unna der hvor jeg bor ettersom jeg ikke ønsker å dra for langt for å besøke den. Dette mener jeg er en veldig viktig driver for min holdning og intensjon om å besøke en messe. Jeg ønsker heller ikke at messen er for stor da det kan føre til for mange inntrykk og at man mister litt oversikten. Som jeg nevnte hadde det i stedet vært greit med en litt mindre messe men med store navn innen design og smykkekunst. Selve messen ser jeg for meg bør være elegant og eksklusiv hva gjelder lokalene. Man bør like seg der og omgivelsene bør se bra ut.

Meg: Er det noen andre faktorer i tillegg til det du har nevnt for du kan tenke deg påvirker deg til å besøke?

Respondent B: Ja, det er først og fremst viktig at jeg vet at det er noe jeg har interesse av å se på messen. For eksempel at jeg trenger noe til en spesifikk anledning, eller at der er representert en kolleksjon jeg ønsker å se, noe spesielt må tilbys. Jeg vil tro at markedsføring og reklame om messen vil ha en påvirkning her. Jeg vil først få vite om messen enten ved at jeg ser en reklame for den eller at jeg leser om den i et blad eller en avis. Reklamen bør inkludere for eksempel hvilke nye designere som vil være representert på messen, og hvor og når messen er.

Meg: Hvor viktig anser du markedsføring å være?

Respondent B: Jeg antar at markedsføring vil være en viktig driver for besøkende. Om jeg vet at en smykkekolleksjon eller en designer jeg er interessert i er på denne messen vil det være en sterk driver for å besøke.

15.5.3 Respondent C

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent C: De faktorene som påvirker meg er for det første at jeg må ha blitt eksponert for en eller annen form for promosjons virkemiddel. Det bør være noen utstillere på messen som jeg enten har hørt om før eller som er tiltrekkende nok til at jeg vil besøke den. Kanskje noen store designernavn innenfor smykkeindustrien kan fungere som trekkplaster slik at man også legger mer merke til de mindre kjente merkene. De mindre merkene har jeg gjerne ikke sett noe til før og jeg kjenner ikke til produktene deres, men store navn kan føre til at jeg velger å besøke og dermed blir kjent med dem. Når jeg først er på messen er det derimot en smakssak om jeg liker det jeg ser eller ikke. Hovedsakelig mener jeg materiale som utgis av messens arrangører, altså markedsføring og lignende, eller faktisk også bilder og visuelle stimuli, er veldig viktig for min holdning og intensjon om å besøke. De visuelle stimuliene er viktig på selve messen ettersom jeg ikke kjenner godt til ulike merker og designere, og vil gå etter hva som ser bra ut.

Meg: Hvor viktige er disse faktorene for din holdning og intensjon om å besøke?

Respondent C: Jeg mener både markedsføring og promosjon samt de visuelle effektene på messen er veldig viktige drivere. Jeg vil vite i forkant at det visuelle på messen er spesielt og tiltrekkende.

Meg: Er det andre faktorer du kan komme på som vil ha påvirkning på din holdning og intensjon om å besøke denne form for messe?

Respondent C: Jeg ser for meg at lokalene bør være tiltrekkende. Messehaller er ofte store og kalde, mens for smykker bør lokalene være eksklusive og fine, og gi en fin atmosfære. Beliggenheten bør også være tiltrekkende. Jeg føler disse driverne har mye å si for hvilke

oppfattelse jeg får av messen og for min totale opplevelse. Selve lokalet spiller faktisk en større rolle for meg enn beliggenheten. Beliggenhet er selvfølgelig viktig, men om det er en messe i Madrid eller Barcelona, eller en annen storby, så kan man ta det som en del av en større opplevelse. Slik jeg ser det kommer det litt an på hva man skal ha. For eksempel om man trenger et smykke til en spesiell anledning for eksempel bryllup. Da er terskelen mye lavere for å reise lengre.

En annen faktor som jeg tenker er viktig er kunnskap og ekspertise på messen. Jeg blir imponert når personer kan det de snakker om og kan vise en dybde i produktkunnskapen deres om de produktene de tilbyr. Det bidrar til å gjøre opplevelsen bedre, men også at man enklere finner frem til de produktene man ønsker å kjøpe. Ekspertise har en påvirkning på opplevelse og tilfredshet, og sammen med beliggenheten så kan disse faktorene være utslagsgivende for hvordan min opplevelse på messen blir.

15.5.4 Respondent D

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent D: Jeg vil dra på en slik messe fordi det er kult og gøy. Man får oppleve og se ting man ikke vil få i en butikk. Videre kommer det an på hvor messen er. Hvis jeg må reise langt så vil jeg ikke besøke messen. Den kan ikke ligge mer enn 20 minutter reising fra hvor jeg bor. Jeg ville ikke reist til en ny by for å kun dra på en messe. Motivasjon for å dra kommer også an på hvem jeg er sammen med og hvem som påvirker meg til å ha lyst å besøke en messe som det.

Hvilke merker som er på messen er viktig, hvorvidt de er kjent for meg og ikke nødvendigvis for alle andre. Jeg kjenner ikke til så veldig mange merker, men internasjonalt burde det være fire store kjente merkenavn. Merkevare har veldig mye å si for image til messen i mine øyne. Klarer ikke messen å få inn noen store navn så er det ikke en bra messe slik jeg ser det. Videre er det en faktor hvorvidt det er mulighet for å kjøpe noe på messen til en billigere pris eller med en rabatt.

En annen faktor er lokalet, om jeg har sett noen bilder fra messen eller lokalet som gjør at jeg får lyst å dra dit, og at jeg tenker at det ser eksklusivt ut.

Markedsføring i forkant er viktig for min holdning og intensjon om å dra. Markedsføringen bør si noe som skiller messen fra alternativer slik at jeg finner det veldig interessant å besøke.

Jeg kunne dratt fordi jeg er fasinert av messer og ikke nødvendigvis fordi jeg må eller har lyst å kjøpe noe der. Jeg kunne dratt fordi jeg aldri har vært på en smykkemesse før, det er noe nytt for meg. Jeg liker å prøve nye ting. Det aller viktigste for meg er faktisk det å kunne si til andre at jeg har vært på en sånn messe. Jeg kan fortelle om min opplevelse der, hvordan jeg oppfattet messen, og hvor gøy det var. Det er egentlig den eneste intensjonen om å dra på ting, alt fra kino til festivaler, det å kunne fortelle at jeg har vært der. For min del er det ikke det at jeg elsker smykker over alt på jord som gjør at jeg vil dra på en smykkemesse men heller det at jeg kan få en opplevelse som jeg kan fortelle andre om i etterkant. Jeg er veldig glad i smykker men jeg vet ikke om jeg hadde brukt mye tid på å besøke en smykkemesse. Hvis det var hemmelig at man dro på en messe så ville jeg nok aldri dratt. I tillegg spiller det en rolle hvilke alternativer jeg har akkurat da. Om det skjer noe annet som jeg heller vil så er det mulig messen må vike for det.

For å oppsummere meg selv litt så tror jeg faktisk at de viktigste driverne for min holdning og intensjon er en kombinasjon av hva venner mener og hvordan markedsføring har vært. Hvis alle mine venner sier at det ikke er noe gøy å dra på en smykkemesse så vil jeg ikke dra dit, tiltross for en god markedsføring i forkant. Om noen av mine venner allerede har besøkt messen vil jeg høre mer på hva de har å si enn hva reklamen sier. Og som jeg nettopp nevnte, det at jeg kan fortelle andre om at jeg har besøkt messen er en driver.

De messene jeg har besøkt tidligere har vært sammen med familie eller en stor gjeng venner. Det har også vært tilfeller hvor jeg har kjent arrangøren eller en kjendis har fungert som trekkplaster.

15.5.5 Respondent E

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent E: Jeg ville besøkt en slik messe for å se hva som tilbys og hva som finnes av produkter. Jeg kan da sammenligne produkter og merker, og ikke minst priser. Jeg synes dette spørsmålet er litt vanskelig å svare på, la meg tenke litt.

Meg: Klart det, bruk den tiden du trenger.

Respondent E: Jeg tror en påvirkende faktor er størrelsen på messen. Jeg ville nok ikke dratt på en liten, lokal messe. Jeg tenker messen bør være stor med internasjonale aktører. Dersom jeg har valget mellom å dra på flere messer hvor den ene er i Oslo og av liten skala, og den andre for eksempel er i Paris og er veldig stor, da ville jeg heller dratt til Paris. Ellers så vet jeg ikke helt.

Meg: Hvis du tenker litt videre, er det andre faktorer som kan påvirke din holdning og intensjon? Er det for eksempel noen karakteristika ved messen som kan påvirke?

Respondent E: Jeg mener størrelse er det viktigste. Det er for eksempel derfor jeg dro til Hong Kong på messe der da den var den største innenfor det jeg var interessert i. Men skal vi se...

For meg er det litt vanskelig å se for meg at jeg ville dra på messe som forbruker. Jeg tenker på det mer i forhold til forretninger. Jeg kunne dratt for å undersøke hva som er på markedet med tanke på egne forretninger. Om det var en slik messe i Oslo da kunne jeg dratt for å gjøre egen "research" og oppnå kunnskap om industrien. Men dersom jeg skulle dra som konsument så måtte det gjerne være en spesiell situasjon som var driver for besøket. Jeg kunne for eksempel besøke messen fordi min far skulle besøke den eller om noen av mine venner ville besøke den. Jeg antar at det kan påvirke meg til å dra også. Jeg ser ikke for meg at jeg drar alene for å "shoppe" smykker, med mindre det var muligheter for å gjøre en veldig god handel.

Meg: Hva legger du i en god handel?

Respondent E: Prisene på messen kan være bedre, for eksempel rabattert.

Ellers så kan jeg nevne at dersom min kjæreste eller kone i fremtiden vil på en messe vil det være en driver for at jeg drar. Da drar jeg for hennes del. En driver kan være at dersom jeg skal kjøpe en større gave til min mor eller kjæreste som krever mer informasjon og

undersøkelser, da ville jeg ønske å besøke en messe. Men da må gaven være i forbindelse med noe stort som også krever at litt penger brukes på den.

15.5.6 Respondent F

Hele intervjuet er utført på engelsk. Se engelsk versjon.

15.5.7 Respondent G

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent G: Beliggenhet og geografisk tilgjengelighet av messen er en viktig driver. Jeg ville ikke dratt til Moss for å besøke en messe. Det bør ikke være altfor krevende å komme seg til messen. Den trenger ikke ligge midt i sentrum, men reisen bør på en måte ikke være halve opplevelsen.

Ellers…Variasjon i produktene som tilbys og prisnivå. Jeg ser på det som viktig at man vet litt hva man får og hva man kan forvente å finne på messen. Det bør for eksempel ikke kun være smykker der til en usannsynlig verdi. I noen tilfeller er det også kanskje mulig å tilby "goodiebags" til besøkende, men dette er ikke en påvirkende faktor.

Videre er det viktig at jeg har tid til å besøke messen, og med det mener jeg at det ikke bør være andre mer attraktive alternativer på samme tidspunkt som messen.

Eksklusivitet mener jeg kan være en driver. Man kan for eksempel motta en invitasjon til messen og føle at det er litt mer eksklusivt enn at absolutt alle bare kan komme der, selv om jeg regner med at messen vil være åpen for alle uansett.

Jeg liker ikke å betale for sånne ting, selv om jeg skjønner at det ofte er nødvendig med inngangspenger.

Jeg føler også at det er av betydning at man har noen å dra på messen sammen med. Det har jo alt å gjøre med hvilke interesser man selv har, og hvilke interesser andre har. Jeg ville ikke dratt alene på en slik messe, men jeg har ikke det behovet at andre skal synes det er kult å dra på messen, men heller det at jeg ikke liker å dra på slike ting alene. Jeg ser etter selskapet og ikke anerkjennelsen.

Videre tror jeg at det vil være gøyere å dra på smykkemessen dersom noe spektakulært er utstilt, og at det eksisterer noen imponerende smykker å se på. Dette er tilknyttet det jeg nevnte med variasjon i produktene.

Meg: Er dette en viktig driver for deg?

Respondent G: Det er trolig en av de viktigste driverne for meg. Dersom det er stor variasjon i det som tilbys, vil messen være tiltrekkende for personer med ulik økonomi. Man kan både få se på det som koster helt utrolig mye penger, samtidig som det eksisterer produkter som er oppnåelige. For personer som meg med begrenset økonomi til bruk på diamanter og smykker er det viktig med variasjon. Flere ulike bedrifter bør være representert på messen. Jeg ville nok ikke oppsøkt en messe med få utstillere. Størrelsen på messen er av betydning for å kunne få et overblikk over konkurrenter.

15.5.8 Respondent H

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent H: Det første jeg kommer på en tilgjengelighet både i forhold til lokalisering, men også tid. Er den lagt til en helg hvor jeg ikke har andre ting som tar opp min tid, og messen er sentralt lokalisert, da kan jeg gjerne besøke en messe og se på smykker. Beliggenheten bør gjerne være i et sentral og hyggelig område. Jeg ville ikke reist ut av byen jeg bor i for å besøke messen.

Hvordan man legger frem og presenterer smykkene på messen er viktig for meg. Jeg misliker sterkt når det ligger fremme veldig mange smykker og jeg ikke riktig får sett hvert enkelt smykke godt nok. Da er det bare kaos. Jeg liker at det er litt plass til hvert smykke, og at jeg får oversikt over smykkene bare ved å stå på et sted og se på dem. En driver for å dra på messen er dermed det at jeg vet at det vil være oversiktlige og ryddige stander.

Videre betyr det mye for meg hvordan selgere oppfører seg. Jeg liker ikke at de er for pågående, men at de kun sier hei og er oppmerksom slik at jeg får fred til å se på smykkene på egenhånd. Selgerne kan gjerne se litt kule og fine ut, gjerne ved at de bruker smykkene selv. De bør fremstå som fine å se på. Ser standen og selgerne bra ut så er det tiltrekkende

for meg som konsument. Standene bør ikke være for tett oppi hverandre, og det bør ikke være så mye folk at det blir vanskelig å bevege seg rundt.

En annen faktor som kan påvirke meg er hvorvidt jeg har hørt om designerne før, for eksempel gjennom markedsføring. For min del vil markedsføring være viktig for at jeg skal få vite om messen, med mindre jeg helt tilfeldig støter på den når jeg er ute og går. Reklame for messen er viktig, men enda viktigere er hva mine venner sier og gjør. Hvorvidt jeg har hørt om noen typer smykker, eller om messen fra noen andre. For at jeg skal påvirkes til å besøke messen bør jeg ha hørt om den fra venner og bekjente, eller sett en reklame.

Min smak i smykker kan også påvirke meg. Messen bør nødvendigvis ha produkter som er innenfor min smak.

Min egen økonomi spiller også en rolle. Har jeg ikke råd til å kjøpe noe som helst på messen vil nok påvirke meg i retning av å ikke ville besøke den. Det samme gjelder for så vidt tid. Har jeg ikke tid til å besøke messen så vil jeg nok ikke gjøre det heller.

Selve messen bør tilby noe mer enn kun "butikker". Den bør være mer "event" og tilby en opplevelse eller kanskje en morsom konkurranse. Men det er viktig at det ikke blir for masete.

Meg: Er det noen av faktorene du mener vil ha mer påvirkning på din holdning og intensjon enn andre?

Respondent H: Tid og sted for messen, samt mitt inntrykk av hvordan messen er. Den bør fremstå som ordentlig og seriøs.

15.5.9 Respondent I

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent I: Dersom det reklameres for messen på en måte som får den til å virke interessant så tror jeg det vil være en driver for meg. Jeg få en positiv holdning dersom jeg ser en veldig bra reklame. Jeg tror faktisk dette er det viktigste for at jeg skulle ville dra på denne messen ettersom jeg lett kan påvirkes av en veldig god reklame. Reklamen må gjøre

det spennende for menn også, og understreke at messen ikke kun er for kvinner, men også menn. Jeg ville gjerne ikke dratt på messen for å kjøpe noe fint til meg selv, men kanskje heller for fremtidige investeringer i for eksempel gull.

En annen faktor som kan virke tiltrekkende er dersom noe ekstra tilbys på messen, for eksempel noe gratis. Kanskje det serveres noe mat og drikke der. Det vil alltid tiltrekke folk.

Messen bør heller ikke være altfor stor tenker jeg. Den bør være overkommelig. Hvis den blir for stor vil jeg gjerne bli lei ganske fort ettersom det blir for mange inntrykk og for mye informasjon. Messen bør være rettet mot et segment og med produkter deretter. Økonomien min vil også spille en rolle for om jeg ønsker besøke denne messen. Jeg antar det gjelder for andre også. Smykker er tross alt dyre, så dersom jeg ikke har råd til å kjøpe noe uansett så vil gjerne det føre til en negativ holdning til å dra.

Beliggenheten av messen må være sentral for at jeg skal stille meg positivt til å dra. Dersom messen er midt i en storby kan det også føre til at tilfeldige forbipasserende også blir interessert i å besøke messen. Jeg ville ikke reist langt for å dra på en smykkemesse.

En ting som kunne påvirket meg til å besøke messen er dersom jeg skulle kjøpe en gave til en kjæreste av meg. Jeg kan tenke meg at det vil påvirke en del menn til å ville besøke en slik messe. Ellers, hvis mine venner forteller meg om messen, og sier at den er bra og verdt å besøke, da ville jeg latt meg påvirke av det. Det er gjerne ikke den sterkeste driveren for meg, men absolutt viktig.

For at jeg, og sikkert andre menn, skal forme positive holdninger til å dra på en smykkemesse bør den gjerne knyttes opp til noe som interesserer menn veldig. Dette er kanskje et litt ekstremt eksempel, men om en veldig fin og dyr bil også var utstilt på messen kunne det tiltrekke menn som ikke nødvendigvis er så veldig interessert i smykker. Jeg husker en klokkemesse jeg besøkte i Thailand. På Porsche sin stand hadde de utstilt en stilig vannscooter ved siden av klokkene. Jeg gikk bort og så på scooteren og plutselig så jeg en utrolig stilig klokke i tillegg fra Porsche.

Det siste jeg kan nevne er at jeg tror mennesker som er opptatt av å være moderne og se bra ut, samt vise at de har god råd, vil dra på messen. Kanskje for å vise andre at de er på messen, eller for å kjøpe ting, og gjennom produktene vise andre mennesker hvor bra de har det.

15.5.10 Respondent J

Meg: Hvilke faktorer vil påvirke din holding og intensjon til å besøke en smykkekunst messe for konsumenter? Faktorer kan være motivasjon, karakteristika ved messen eller drivere for å besøke.

Respondent J: Jeg har generelt veldig lite smykker, kun øredobber til jobb og i hverdagen, men kanskje et smykke i tillegg i helger. Frem til i dag har det derfor ikke vært aktuelt for meg å besøke en slik messe, og sannsynligheten er relativt lav for at jeg ville besøkt en dersom det ikke var mange faktorer som overbeviste meg om at jeg "måtte" reist dit. Imidlertid vil jeg sannsynligvis endre mitt forbruksmønster fremover, både pga økte inntekter, men også fordi jeg ikke lenger studerer. Jeg jobber og da generelt går penere kledd, og jeg vil derfor ikke utelate muligheten for at jeg ville gått på en messe. Dette forutsetter at den tilfredsstiller enkelte faktorene.

La meg se her…Det er flere faktorer som spiller inn for at jeg i løpet av de neste fem årene skulle valgt å besøke en slik messe uten å ha blitt invitert med av andre. Jeg vil prøve å nevne dem i prioritert rekkefølge.

For det første måtte jeg fått informasjon om messen fra et sted og for det andre måtte det være produkter der jeg ut i fra beskrivelsen av messen var interessert i å vurdere å kjøpe. Jeg må ha tid til å besøke den og lokalisering av messen spiller også inn. Tilslutt ville tidspunkt være en avgjørende faktor ettersom det er kun lørdager, søndager og i ferier jeg har tid. For mitt vedkommende ville det vært høyest sannsynlighet for at jeg hadde reist på en slik messe dersom jeg var blitt invitert med av en venninne som ville gå på messen eller dersom jeg ble invitert av en jeg kjenner som selger smykker gjennom messen.

15.6 Results from qualitative study

List of factors influencing attitude and intention to visit

The factors are in Norwegian and a result of the qualitative study. The factors listed in English stem from the respondent who were interviewed in English, and are thus not translated.

1. Overblikk over hva som er nytt på markedet
2. Få kjennskap til nye designere
3. Møte mennesker med lik interesse
4. For å kunne delta på en "event"
5. Størrelse på messe
6. Hvor messen er lokalisert
7. Hvorvidt vennene skal på messen
8. Tilby nye designere
9. Interessante kolleksjoner
10. Messen må ikke være for langt borte
11. Ikke for stor messe
12. Elegante og eksklusive lokaler
13. Trenger noe til en spesiell anledning
14. Messen bør tilby noe interessant
15. Markedsføring og reklame av messen
16. Eksponert for promosjons virkemiddel
17. Trekkplastre
18. Bilder og visuelle stimuli
19. Markedsføring
20. Lokalet
21. Beliggenhet
22. Kunnskap og ekspertise
23. Kul og gøy opplevelse
24. Noe nytt
25. Hvor messen ligger
26. Hvem man drar sammen med
27. Hvem som påvirker meg til å dra
28. Hvilke merker som er representert på messen
29. Internasjonale merker
30. Mulighet for rabatt på kjøp
31. Mulighet for å se bilder fra lokalet i forkant
32. Markedsføring
33. Fasinasjon og interesse
34. Mulighet til å fortelle andre om nye opplevelser
35. Mangel på andre alternativer samtidig som messen holdes
36. Kjennskap til arrangør
37. WOM
38. Oversikt over hva som tilbys og priser
39. Størrelsen på messen
40. Internasjonale aktører

41. Spesiell situasjon
42. Besøke fordi venner skal besøke
43. Rabatterte priser
44. Følge en kjæreste/kone på messe
45. Kjøpe gaver til andre
46. Special and big event in my life
47. New, innovative product
48. Word-of-mouth from social circle
49. Advertisement
50. Friends opinions
51. More interactive experience at fair
52. Size of the fair
53. Beliggenhet
54. Geografisk tilgjengelighet
55. Variasjon i produkter og prisnivå
56. Tid
57. Eksklusivitet
58. Inngangspenger
59. Noen å dra med på messen
60. Størrelsen på messen og antall bedrifter representert
61. Tilgjengelighet ift tid og sted
62. Oversiktlighet
63. selgere og stands fremstilling
64. Markedsføring
65. Hva venner og bekjente sier om messen
66. Egen smak
67. Egen økonomi
68. Hvor mye tid man har til overs
69. Opplevelse
70. Reklame
71. Investering i gull
72. Gratis "tilbud" på messen
73. Størrelse på messen
74. Egen økonomi
75. Beliggenhet
76. Kjøp av gaver
77. Venners mening
78. Knytte messen til interesser hos menn
79. Vise andre egen livssituasjon
80. Informasjon om messen
81. Produktene på messen er interessante
82. Egen tid
83. Lokalisering
84. Tidspunkt for messen
85. Invitasjon fra venner til å bli med

15.7 List of items as suggested by scholars

The list shows items on the left side and which factors that make up the item on the right side (in Norwegian).

1. Skaffe seg oversikt over hva som er nytt på markedet	1, 2, 24, 47
2. Størrelse på messen	5, 11, 39, 52, 60, 73
3. Lokalisering	6, 10, 21, 25, 53, 54, 75, 83
4. Reisefølge (Her bør det spesifiseres om vedkommende blir "dradd	7, 26, 59, 42, 44
5. Kjennetegn ved utstillere	9, 14, 17, 81, 28, 29, 40, 63
6. Kvalitet på selve lokalet	12, 20
7. Kjøpe noe til en spesiell anledning	13, 41, 46
8. Markedsføring av messen	15, 16, 19, 32, 49, 64, 70, 80, 31
9. Messen er en opplevelse	23, 69
10. Gode tilbud	30, 43
11. Word of Mouth om messen	37, 48, 65, 77
12. Kjøpe en gave	45, 76
13. Tidspunkt for messen	56, 68, 82, 84
14. Møte mennesker med lik interesse	3
15. For å kunne delta på en "event"	4
16. Bilder og visuelle stimuli	18
17. Kunnskap og ekspertise	22
18. Hvem som påvirker meg til å dra	27
19. fasinasjon og interesse	33
20. Mulighet til å fortelle andre om nye opplevelser	34
21. Mangel på andre alternativer samtidig som messen holdes	35
22. Kjennskap til arrangør	36
23. Oversikt over hva som tilbys og priser	38
24. Friends opinions	50
25. More interactive experience at fair	51
26. Variasjon i produkter og prisnivå	55
27. Eksklusivitet	57
28. Inngangspenger	58
29. (Bør splittes i to kategorier)Tilgang ift tid og sted	61
30. Oversiktlighet	62
31. Fremstilling av selgere og stand	63
32. Egen smak	66
33. Egen økonomi	67
34. Investering i gull	71
35. (uklar kategori) Gratis "tilbud" på messen	72
36. Egen økonomi	74
37. (uklar kategori) Knytte messen til interesser hos menn	78
38. Vise andre egen livssituasjon	79

Table 21: List of items suggested by scholars

15.8 Revised list of items (English version)

1. Get an overview of what is new on the market
2. A friend or family member takes initiative to visit
3. Characteristics of exhibitors
4. Quality of the venue
5. Purchase something for a special occasion
6. Marketing of the fair
7. Good offerings
8. Word of Mouth about the fair
9. Purchase a gift
10. Time of the fair
11. Meet others with same interests
12. To attend an "event"
13. Pictures and visual stimuli
14. Knowledge and expertise
15. Who influences me to go
16. Fascination and interest
17. The possibility to tell others about new experiences
18. The lack of other alternatives at the same time as the fair is held
19. Knowledge of the hosting firm
20. Overview of what is being offered and prices
21. More interactive experience at fair
22. Variation in products and price levels
23. Exclusivity
24. Accessibility in terms of time
25. Clarity
26. Presentation of sales personnel and stands
27. (My) own taste
28. (My) own economy
29. Investing in gold
30. Free offerings of food and beverages
31. Products of men's interest also presented at the fair
32. Show others one's own life situation

15.9 Revised list of items (Norwegian version)

1. Skaffe seg oversikt over hva som er nytt på markedet
2. En venn eller et familiemedlem tar initiativ til å besøke
3. Kjennetegn ved utstillere
4. Kvalitet på selve lokalet
5. Kjøpe noe til en spesiell anledning
6. Markedsføring av messen
7. Gode tilbud
8. Word of Mouth om messen
9. Kjøpe en gave
10. Tidspunkt for messen
11. Møte mennesker med lik interesse
12. For å kunne delta på en "event"
13. Bilder og visuelle stimuli
14. Kunnskap og ekspertise
15. Hvem som påvirker meg til å dra
16. Fasinasjon og interesse
17. Mulighet til å fortelle andre om nye opplevelser
18. Mangel på andre alternativer samtidig som messen holdes
19. Kjennskap til arrangør
20. Oversikt over hva som tilbys og priser
21. Mer interaktiv opplevelse på messen
22. Variasjon i produkter og prisnivå
23. Eksklusivitet
24. Tilgang i forhold til tid
25. Oversiktlighet
26. Fremstilling av selgere og stand
27. Egen smak
28. Egen økonomi
29. Investering i gull
30. Gratis tilbud av mat og drikke
31. Produkter som av interesse for menn også presentert på messen
32. Vise andre ens egen livssituasjon

15.10 Questionnaire quantitative study – study 2

Spørreundersøkelse om smykkekunstmesser

Undersøkelsen gjennomføres som et ledd i min masterutredning ved Norges Handelshøyskole (NHH) i Bergen. Formålet med undersøkelsen er å kartlegge hvilke faktorer som påvirker konsumenters holdning og intensjon til å besøke en smykkekunstmesse for konsumenter.

Messer for konsumenter (også kalt utstillinger og forbrukermesser) er en form for messe som tiltrekker seg hovedsakelig konsumenter. På messer er det et stort antall bedrifter som presenterer et representativt utvalg produkter fra en eller flere industrier og som selger dem eller tilbyr informasjon om dem med bakgrunn i salgspromosjon.

Smykkekunst kan defineres som produkter av gull, sølv eller diamanter, som for eksempel smykker, ringer, ørepynt eller armbånd.

En smykkekunstmesse for konsumenter er en tilstelning hvor smykkemerker og designere kan presentere sine produkter for konsumenter, for å selge dem eller gi informasjon om dem.

Du vil nå bli presentert for en påstand og en rekke faktorer som kan påvirke holdning og intensjon til å besøke en smykkekunst messe. Svarene angis på en skala fra 1 – 7, hvor **1 representerer "svært uenig" og 7 representerer "svært enig"** i de faktorene som blir presentert. *NB: Sett kun én ring per faktor*

Du vil nå bli presentert med en påstand som er gjeldende for alle faktorene listet under.

[Faktor] er viktig for meg ved vurdering av smykkekunstmesser

Faktor:	Svært uenig						Svært enig
1. Å skaffe meg oversikt over hva som er nytt på markedet	1	2	3	4	5	6	7
2. At en venn eller et familiemedlem tar initiativ til å besøke messen	1	2	3	4	5	6	7
3. Kjennetegn ved utstillere	1	2	3	4	5	6	7
4. Kvalitet på selve lokalet	1	2	3	4	5	6	7
5. Å skulle kjøpe noe til en spesiell anledning	1	2	3	4	5	6	7
6. Markedsføring av messen	1	2	3	4	5	6	7
7. Gode tilbud	1	2	3	4	5	6	7
8. Word of Mouth om messen	1	2	3	4	5	6	7
9. Å skulle kjøpe en gave	1	2	3	4	5	6	7
10. Tidspunkt for messen	1	2	3	4	5	6	7
11. Å kunne møte mennesker med lik interesse	1	2	3	4	5	6	7
12. Å kunne delta på en "event"	1	2	3	4	5	6	7
13. Bilder og visuelle stimuli	1	2	3	4	5	6	7
14. Kunnskap og ekspertise på messen	1	2	3	4	5	6	7
15. Hvem som påvirker meg til å dra	1	2	3	4	5	6	7
16. Fasinasjon og interesse	1	2	3	4	5	6	7
17. Mulighet til å fortelle andre om nye opplevelser	1	2	3	4	5	6	7
18. Mangel på andre alternativer samtidig som messen holdes	1	2	3	4	5	6	7
19. Kjennskap til arrangør	1	2	3	4	5	6	7

	1	2	3	4	5	6	7
20. Oversikt over hva som tilbys og priser	1	2	3	4	5	6	7
21. Mer interaktiv opplevelse på messen	1	2	3	4	5	6	7
22. Variasjon i produkter og prisnivå	1	2	3	4	5	6	7
23. Eksklusivitet	1	2	3	4	5	6	7
24. Tilgjengelighet i forhold til tid	1	2	3	4	5	6	7
25. Oversiktlighet	1	2	3	4	5	6	7
26. Fremstilling av selgere og stand	1	2	3	4	5	6	7
27. Egen smak 28. Egen økonomi	1	2	3	4	5	6	7
29. Mulighet for investering i gull	1	2	3	4	5	6	7
30. Gratis tilbud av mat og drikke	1	2	3	4	5	6	7
31. Produkter som er av interesse for menn også presentert på messen	1	2	3	4	5	6	7
32. Å vise andre min egen livssituasjon	1	2	3	4	5	6	7

15.11 Study 2- Factor analysis

	Component								
	1	2	3	4	5	6	7	8	9
SKM1	.397		.371	.400	-.310				
SKM2								.746	
SKM3				.656					
SKM4	.448			.366		.347			
SKM5					.763				
SKM6	.330			.595					
SKM7			.639						.389
SKM8				.654					
SKM9					.794				
SKM10							.488		
SKM11		.802							
SKM12		.824							
SKM13	.301	.524							-.338
SKM14	.650								
SKM15								.751	
SKM16		.475		.382	-.315				
SKM17		.685							
SKM18							.645		
SKM19						.663			
SKM20	.397		.601						
SKM21	.625								
SKM22	.550		.353						
SKM23	.466					.400		-.386	
SKM24							.792		
SKM25	.614		.308				.332		
SKM26	.682								
SKM27			.692						
SKM28			.741						
SKM29						.645			
SKM30									.807
SKM31	.561			-.365					.310
SKM32		.365				.685			

Table 22: Rotatated component matrix with all factors included

	Component						
	1	2	3	4	5	6	7
SKM2						.844	
SKM3	.631						
SKM5				.805			
SKM6	.705						
SKM7			.562		-.305		
SKM8	.454	.334			-.378		
SKM9				.808			
SKM11		.829					
SKM12		.787					
SKM14	.659						
SKM15						.750	
SKM17		.726					
SKM18							.769
SKM19	.307				.525		
SKM20	.566		.470				
SKM21	.452			.471			
SKM24							.636
SKM26	.739						
SKM27	.374		.722				
SKM28			.830				
SKM29					.706		
SKM30	-.486			.318			.529
SKM32		.383			.675		

Table 23: Rotated component matrix after removal of SKM1, SKM4, SKM10, SKM13, SKM16, SKM22, SKM23, SKM25 and SKM31

	Component				
	1	2	3	4	5
SKM2				.757	
SKM3	.617				
SKM5			.819		
SKM6	.759				
SKM9			.742	.324	
SKM11		.743			
SKM12		.788			
SKM14	.681	.306			
SKM15				.796	
SKM17	.324	.693			
SKM18					.791
SKM24					.706
SKM26	.703				
SKM27	.660			-.386	
SKM28	.402		.518	-.336	
SKM29		.478		-.324	.362
SKM32		.669			

Table 24: Rotated component matrix after removal SKM7, SKM8, SKM19, SKM20, SKM21 and SKM30

	Component				
	1	2	3	4	5
SKM2				.872	
SKM3	.649				
SKM5			.871		
SKM6	.753				
SKM9			.827		
SKM11		.761			
SKM12		.822			
SKM14	.692	.302			
SKM15				.804	
SKM17		.726			
SKM18					.835
SKM24					.732
SKM26	.726				
SKM27	.678				
SKM32		.638			

Table 25: Rotated Component Matrix after removal of SKM28 and SKM29

	Component				
	1	2	3	4	5
SKM2				.898	
SKM5		.897			
SKM6			.876		
SKM9		.843			
SKM11	.850				
SKM12	.852				
SKM15				.798	
SKM17	.754				
SKM18					.848
SKM24					.723
SKM26			.791		

Table 26: Rotated Component Matrix after removal of SKM3, SKM14, SKM27 and SKM32

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.502	22.743	22.743	2.502	22.743	22.743	2.066	18.781	18.781
2	2.039	18.537	41.280	2.039	18.537	41.280	1.616	14.692	33.473
3	1.361	12.372	53.652	1.361	12.372	53.652	1.567	14.249	47.722
4	1.268	11.524	65.177	1.268	11.524	65.177	1.542	14.019	61.741
5	1.002	9.106	74.283	1.002	9.106	74.283	1.380	12.542	74.283
6	.722	6.560	80.843						
7	.567	5.158	86.001						
8	.500	4.546	90.546						
9	.407	3.697	94.243						
10	.350	3.185	97.427						
11	.283	2.573	100.000						

Table 27: Total variance explained for final solution

15.12 Questionnaire qualitative study – study 3

15.12.1 Invitation to survey

Hei,

Jeg gjennomfører for tiden en spørreundersøkelse i forbindelse med masteroppgaven min og jeg setter stor pris på om du kan sette av 10 minutter til å svare på noen spørsmål.

Jeg gjør oppmerksom på at jeg har gjennomført en mindre undersøkelse i september 2011 som du kanskje har svart på. Dette er en ny og mer omfattende undersøkelse innenfor det samme temaet. Selv om du har svart på undersøkelsen tidligere setter jeg stor pris på om du tar deg tid til å svare nå også.

På forhånd takk.

Mvh,

Christianne Wahl

15.12.2 Questionnaire

In the following I will show screenshots of the different parts of the survey. All questions were coded as mandatory, which means that respondents were unable to continue with the survey unless all questions on the current page were answered.

NHH 2011 75 år

Undersøkelsen gjennomføres som et ledd i min masterutredning ved Norges Handelshøyskole (NHH) i Bergen. Formålet med undersøkelsen er å kartlegge drivere til å besøke en smykkekunstmesse for konsumenter.

Forsøk å svare så ærlig som mulig på spørsmålene. Jeg er på utkikk etter din personlige mening, og det finnes ingen riktige svar. Din besvarelse vil være anonymisert.

Fullførelse av spørreundersøkelsen
0%   100%

Neste >>

NHH 2011 75 år

Vennligst les følgende introduksjonstekst:

Messer for konsumenter (også kalt utstillinger og forbrukermesser) er en form for messe som tiltrekker seg hovedsakelig konsumenter. På messer er det et stort antall bedrifter som presenterer et representativt utvalg produkter fra en eller flere industrier og som selger dem eller tilbyr informasjon om dem med bakgrunn i salgspromosjon. Inngangsbillett for en voksen person koster ca. 150 kroner på slike messer.

Smykkekunst kan defineres som produkter av gull, sølv eller diamanter, som for eksempel smykker, ringer, ørepynt eller armbånd. Det er dette du skal ta utgangspunkt i ved besvarelse av spørreskjema.

En smykkekunstmesse for konsumenter er en tilstelning hvor smykkemerker og designere kan presentere sine produkter for konsumenter, for å selge dem eller gi informasjon om dem.

Fullførelse av spørreundersøkelsen
0%   100%

Neste >>

1) Hvor enig er du i de følgende utsagnene?
Vennligst les utsagnene nøye og sett kryss for det svaret som best beskriver hvor enig eller uenig du er. Svarene angis på en skala fra 1 – 7, hvor 1 representerer "helt uenig" og 7 representerer "helt enig".

	Helt uenig 1	2	3	4	5	6	Helt enig 7
1. Inngangsbilletten til smykkekunstmessen for konsumenter er høyt priset	○	○	○	○	○	○	○
2. Det er dyrt å besøke en smykkekunstmesse for konsumenter	○	○	○	○	○	○	○
3. For meg er det viktig at smykkekunstmessen for konsumenter er lokalisert nærme der jeg bor	○	○	○	○	○	○	○
4. Jeg ønsker ikke å bruke tid på reise når jeg besøker en smykkekunstmesse	○	○	○	○	○	○	○
5. Det er viktig at smykkekunstmessen for konsumenter tilbyr et stort antall utstillere	○	○	○	○	○	○	○
6. Størrelsen på smykkekunstmessen mtp. antall utstillere må betraktes som stor sammenlignet med andre messer for at jeg skal være interessert i å besøke den	○	○	○	○	○	○	○
7. Å besøke smykkekunstmesser for konsumenter gir meg nye opplevelser	○	○	○	○	○	○	○
8. Å besøke smykkekunstmesser for konsumenter gir meg positive opplevelser	○	○	○	○	○	○	○
9. Det er viktig for meg at besøk på en smykkekunstmesse er underholdende	○	○	○	○	○	○	○
10. Personer som meg forventes å besøke en smykkekunstmesse for konsumenter	○	○	○	○	○	○	○
11. Personer som betyr noe for meg forventer at jeg besøker en smykkekunstmesse for konsumenter	○	○	○	○	○	○	○
12. Personer jeg ser opp til forventer at jeg besøker en smykkekunstmesse for konsumenter	○	○	○	○	○	○	○

Fullførelse av spørreundersøkelsen

0% ▓▓▓░░░░░░░ 100%

1) Fortsettelse: Hvor enig er du i de følgende utsagnene?
Vennligst les utsagnene nøye og sett kryss for det svaret som best beskriver hvor enig eller uenig du er. Svarene angis på en skala fra 1 – 7, hvor 1 representerer "helt uenig" og 7 representerer "helt enig".

	Helt uenig 1	2	3	4	5	6	Helt enig 7
13. En smykkekunstmesse for konsumenter er en relativt god måte å samle informasjon om smykkeindustrien	○	○	○	○	○	○	○
14. Jeg vil lære mer om smykkeindustrien ved å besøke en smykkekunstmesse for konsumenter enn ved å besøke enkeltforhandlere	○	○	○	○	○	○	○
15. Jeg vil samle informasjon om smykkekunst mer effektivt ved å besøke en smykkekunstmesse for konsumenter enn ved å besøke enkeltforhandlere	○	○	○	○	○	○	○
16. Å besøke en smykkekunstmesse for konsumenter gir meg muligheten til å sosialisere med andre	○	○	○	○	○	○	○
17. Å besøke en smykkekunstmesse for konsumenter gir meg muligheten til å konversere med andre mennesker	○	○	○	○	○	○	○
18. Det er viktig for meg å fortelle andre om nye opplevelser	○	○	○	○	○	○	○
19. Å besøke en smykkekunstmesse gir meg en mulighet til å kjøpe smykke-produkter	○	○	○	○	○	○	○
20. Å besøke en smykkekunstmesse gir meg en mulighet til å kjøpe smykker for spesielle anledninger	○	○	○	○	○	○	○

	Svar						
21. Å besøke en smykkekunstmesse gir meg en mulighet til å kjøpe en gave	○	○	○	○	○	○	○
22. Markedsføringen til en smykkekunstmesse for konsumenter gjør meg oppmerksom på dens eksistens	○	○	○	○	○	○	○
23. Markedsføringen til en smykkekunstmesse for konsumenter gjør at jeg fatter en interesse for messen	○	○	○	○	○	○	○
24. Jeg søker nøye etter tilgjengelig informasjon om smykkekunstmesser for konsumenter	○	○	○	○	○	○	○
25. Jeg blir lett påvirket av tilgjengelig informasjon om smykkekunstmesser	○	○	○	○	○	○	○
26. Personer som jeg lytter til kan påvirke meg til å besøke en smykkekunstmesse for konsumenter	○	○	○	○	○	○	○
27. Venner som besøker en smykkekunstmesse for konsumenter påvirker min beslutning om å besøke	○	○	○	○	○	○	○
28. Dersom venner eller familiemedlemmer tar initiativ til å besøke en smykkekunstmesse for konsumenter vil jeg være interessert i å besøke den	○	○	○	○	○	○	○
29. Jeg har generelt ikke så mye å gjøre på fritiden min	○	○	○	○	○	○	○
30. Jeg finner generelt tid til å delta på de aktiviteter jeg vil	○	○	○	○	○	○	○
31. Det er viktig for meg å ha tid til å delta på de aktivitetene jeg liker	○	○	○	○	○	○	○

Fullførelse av spørreundersøkelsen

0% ▮▮▮▮ 100%

Neste >>

2) Min generelle oppfatning av å besøke en smykkekunstmesse:

32. Dårlig	○	○	○	○	○	○	○	Bra
33. Tullete	○	○	○	○	○	○	○	Fornuftig
34. Ufordelaktig	○	○	○	○	○	○	○	Fordelaktig
35. Negativ	○	○	○	○	○	○	○	Positiv

Fullførelse av spørreundersøkelsen

0% ▮▮▮▮ 100%

Neste >>

3) Hvor enig er du i de følgende utsagnene?

Vennligst les utsagnene nøye og sett kryss for det svaret som best beskriver hvor enig eller uenig du er. Svarene angis på en skala fra 1 – 7, hvor 1 representerer "helt uenig" og 7 representerer "helt enig".

	Helt uenig 1	2	3	4	5	6	Helt enig 7
36. Jeg forutser at jeg kommer til å besøke en smykkekunstmesse for konsumenter i løpet av de neste tre årene	○	○	○	○	○	○	○
37. Jeg har intensjon om å besøke en smykkekunstmesse for konsumenter i løpet av de neste tre årene	○	○	○	○	○	○	○
38. Jeg planlegger å besøke en smykkekunstmesse for konsumenter i løpet av de neste tre årene	○	○	○	○	○	○	○

Fullførelse av spørreundersøkelsen

0% ▮▮▮▮ 100%

Neste >>

4) Din erfaring med smykkekunst og messer for konsumenter.
Vennligst les utsagnene nøye. Svarene angis på en skala fra 1-7 hvor 1 representerer "ikke i det hele tatt" og 7 representerer "veldig mange ganger".

	Ikke i det hele tatt						Veldig mange ganger
	1	2	3	4	5	6	7
39. I løpet av de siste tre årene har jeg besøkt en messe for konsumenter (uavhengig av industri)	○	○	○	○	○	○	○
40. I løpet av de siste tre årene har jeg kjøpt smykkeprodukter mange ganger	○	○	○	○	○	○	○

Fullførelse av spørreundersøkelsen
0% � 100%

Neste >>

---

5) Din erfaring med smykkekunst og messer for konsumenter.
Vennligst les utsagnene nøye. Svarene angis på en skala fra 1-7 hvor 1 representerer "aldri" og 7 representerer "ofte".

	Aldri						Ofte
	1	2	3	4	5	6	7
41. Hvor mange ganger har du besøkt en messe for konsumenter (uavhengig av industri) i løpet av de siste tre årene?	○	○	○	○	○	○	○
42. Hvor mange ganger har du kjøpt smykkeprodukter i løpet av de siste tre årene?	○	○	○	○	○	○	○

Fullførelse av spørreundersøkelsen
0% 100%

Neste >>

---

6) Kjønn
43. Hvilket kjønn er du?

○ Kvinne

○ Mann

Fullførelse av spørreundersøkelsen
0% 100%

Neste >>

NHH
2 0 1 1 **75år**

Takk for tiden du brukte på å fylle ut spørreundersøkelsen.
Dine svar er registrert.

Fullførelse av spørreundersøkelsen
0% 100%

15.13 Factor analyses – study 3

15.13.1 Independent variables

	Factor											
	1	2	3	4	5	6	7	8	9	10	11	12
Pris_1	1.037											
Pris_2	.864											
Lok_3			1.009									
Lok_4			.655									
Str_5												.601
Str_6												.553
Oppl_7							.702					
Oppl_8							.833					
Oppl_9												.334
SN_10									.469			
SN_11									.873			
SN_12									.818			
RF_13					.467							
RF_14					.952							
RF_15					.625							
Sos_16											.779	
Sos_17											.758	
Sos_18												
Kjøp_19						.840						
kjøp_20						.926						
Kjøp_21						.861						
Mark_22						.338						
Mark_23				.409			.330					
Mark_24										-.587		
Mark_25										-.772		
Påvirk_26				.729								
Påvirk_27				.965								
Påvirk_28				.690								
Tid_29										-.392		
Tid_30												
Tid_31												
Erfar_39								.882				
Erfar_40		.877										
Erfar_41								.858				
Erfar_42		.986										

Table 28: Rotated component matrix all variables included. A priori criterion: twelve factors. Variables of values less than 0,3 are excluded.

Pattern Matrix^a

	Factor											
	1	2	3	4	5	6	7	8	9	10	11	12
Pris_1		-1.034										
Pris_2		-.864										
Lok_3	1.010											
Lok_4	.655											
Str_5												.589
Str_6												.479
Oppl_7					.696							
Oppl_8					.840							
SN_10										.477		
SN_11										.860		
SN_12										.834		
RF_13							-.459					
RF_14							-.928					
RF_15							-.600					
Sos_16											.812	
Sos_17											.754	
Sos_18												
Kjøp_19						.841						
kjøp_20						.922						
Kjøp_21						.858						
Mark_22						.337						
Mark_23			.408		.333							
Mark_24								.554				
Mark_25								.872				
Påvirk_26			.719									
Påvirk_27			.962									
Påvirk_28			.680									
Tid_29								.357				
Tid_30												
Tid_31												
Erfar_39									.875			
Erfar_40				-.890								
Erfar_41									.865			
Erfar_42				-.992								

Table 29: Rotated component matrix after removal of Oppl_9. A priori criterion: twelve factors. Variables of values less than 0,3 are excluded.

Pattern Matrix[a]

	Factor											
	1	2	3	4	5	6	7	8	9	10	11	12
Pris_1	1.034											
Pris_2	.862											
Lok_3			-1.011									
Lok_4			-.654									
Str_5												.516
Str_6												.482
Oppl_7						.697						
Oppl_8						.862						
SN_10										.466		
SN_11										.881		
SN_12										.813		
RF_13								.473				
RF_14								.881				
RF_15								.624				
Sos_16											.792	
Sos_17											.757	
Sos_18												
Kjøp_19							.840					
kjøp_20							.926					
Kjøp_21							.859					
Mark_22							.338					
Mark_24		.536										
Mark_25		.920										
Påvirk_26				.720								
Påvirk_27				.957								
Påvirk_28				.682								
Tid_29		.335										
Tid_30												
Tid_31												
Erfar_39									.877			
Erfar_40					.895							
Erfar_41									.867			
Erfar_42					.976							

Table 30: Rotated component matrix after removal of Mark_23. A priori criterion: twelve factors. Variables of values less than 0,3 are excluded.

Pattern Matrix[a]

	Factor										
	1	2	3	4	5	6	7	8	9	10	11
Pris_1		1.042									
Pris_2		.877									
Lok_3			1.007								
Lok_4			.662								
Str_5											
Str_6											
Oppl_7						-.675					
Oppl_8						-.920					
SN_10									.503		
SN_11									.853		
SN_12									.854		
RF_13										.459	
RF_14										.775	
RF_15										.758	
Sos_16											-.734
Sos_17											-.785
Sos_18											
Kjøp_19							.841				
kjøp_20							.944				
Kjøp_21							.839				
Mark_24					-.519						
Mark_25					-.890						
Påvirk_26	.722										
Påvirk_27	.947										
Påvirk_28	.655										
Tid_29											
Tid_30											
Tid_31											
Erfar_39								.871			
Erfar_40				-.893							
Erfar_41								.880			
Erfar_42				-.993							

Table 31: Rotated component matrix after removal of Mark_22. Solution based on the latent roots criterion. Variables of values less than 0,45 are excluded.

15.13.1.1 Communalities prior to final output

Communalities[a]

	Initial	Extraction
Pris_1	.831	.999
Pris_2	.832	.792
Lok_3	.574	.999
Lok_4	.545	.477
Str_5	.417	.257
Str_6	.374	.238
Oppl_7	.613	.580
Oppl_8	.756	.941
SN_10	.555	.532
SN_11	.689	.713
SN_12	.735	.871
RF_14	.680	.688
RF_15	.692	.863
Sos_16	.656	.668
Sos_17	.706	.879
Sos_18	.404	.297
Kjøp_19	.754	.761
kjøp_20	.834	.928
Kjøp_21	.786	.765
Mark_24	.533	.303
Mark_25	.636	.399
Påvirk_26	.770	.745
Påvirk_27	.850	.982
Påvirk_28	.739	.720
Tid_29	.311	.097
Tid_30	.358	.078
Tid_31	.346	.183
Erfar_39	.688	.798
Erfar_40	.848	.819
Erfar_41	.685	.770
Erfar_42	.850	.999

Table 32: Communalities. A priori criterion: 11 variables.

15.13.1.2 Final solution

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6.724	26.897	26.897	4.287	17.148	17.148	3.333
2	3.556	14.225	41.122	2.605	10.421	27.569	1.990
3	2.303	9.213	50.335	1.330	5.318	32.887	1.799
4	1.618	6.472	56.806	1.170	4.679	37.566	3.119
5	1.548	6.193	63.000	2.936	11.744	49.310	3.489
6	1.416	5.664	68.664	1.509	6.035	55.345	3.494
7	1.122	4.489	73.153	.954	3.817	59.162	4.652
8	1.085	4.339	77.492	1.590	6.359	65.522	3.360
9	.937	3.749	81.241	1.326	5.304	70.826	2.390
10	.906	3.624	84.865	1.148	4.593	75.419	2.767
11	.699	2.795	87.660	1.006	4.025	79.443	2.998
12	.453	1.814	89.474				
13	.402	1.606	91.080				
14	.335	1.339	92.419				
15	.283	1.131	93.550				
16	.265	1.059	94.608				
17	.222	.889	95.497				
18	.217	.868	96.365				
19	.193	.772	97.137				
20	.181	.722	97.859				
21	.149	.597	98.456				
22	.133	.531	98.987				
23	.106	.422	99.409				
24	.076	.303	99.712				
25	.072	.288	100.000				

Table 33: Total variance explained
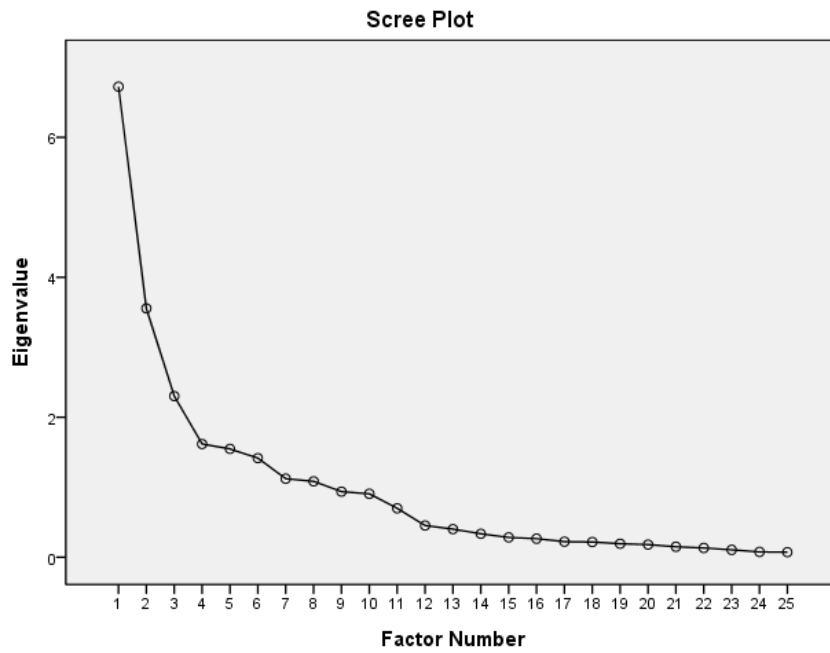
Model 7: Scree plot

15.13.2 Dependent variables

Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	4.325	61.791	61.791	3.198	45.687	45.687	3.360
2	1.243	17.761	79.552	1.903	27.192	72.880	3.521
3	.453	6.472	86.025				
4	.385	5.495	91.520				
5	.302	4.312	95.832				
6	.192	2.743	98.576				
7	.100	1.424	100.000				

Table 34: Total variance explained. Latent roots criterion.

15.13.3 Step-wise regression independent variables

NB: Not applied – only appendix

15.13.3.1 Original variables

Pattern Matrix^a

	Factor						
	1	2	3	4	5	6	7
Pris_1			-.934				
Pris_2			-.975				
Lok_3		-.995					
Lok_4		-.655					
Str_5						.388	
Str_6						.315	
Oppl_7							-.728
Oppl_8							-.872
Oppl_9							
SN_10				.542			
SN_11				.915			
SN_12				.855			
RF_13						.558	
RF_14						.826	
RF_15						.849	
Erfar_39					-.855		
Erfar_40	.884						
Erfar_41					-.918		
Erfar_42	.996						

Table 35: Original variables. Extraction method: Maximum Likelihood, Rotation method: Direct oblimin.

	Factor					
	1	2	3	4	5	6
Pris_1				.894		
Pris_2				.991		
Lok_3		-.638				
Lok_4		-1.036				
Oppl_7						.492
Oppl_8						
Oppl_9						
SN_10					.597	
SN_11					.837	
SN_12					.954	
RF_13						.635
RF_14						.883
RF_15						.871
Erfar_39			.764			
Erfar_40	.855					
Erfar_41			1.009			
Erfar_42	.990					

Table 36: Original variables after removal of Str_3 and Str_4. Extraction method: Maximum Likelihood, Rotation method: Direct oblimin. Variables below 0,45 are excluded.

	Factor					
	1	2	3	4	5	6
Pris_1			.978			
Pris_2			.895			
Lok_3		-1.019				
Lok_4		-.639				
Oppl_8						
Oppl_9						
SN_10				.598		
SN_11				.829		
SN_12				.967		
RF_13						.607
RF_14						.942
RF_15						.821
Erfar_39					-.806	
Erfar_40	.863					
Erfar_41					-.958	
Erfar_42	.996					

Table 37: Original variables after removal of Oppl_7. Extraction method: Maximum Likelihood, Rotation method: Direct oblimin. Variables below 0,45 are excluded.

Results show that Oppl_8 and Oppl_9 should be deleted if this solution were to be kept. This entails losing experience and number of exhibitors as predictors of attitude and intention.

15.13.3.2 New variables

Pattern Matrix[a]

	Factor				
	1	2	3	4	5
Sos_16					.911
Sos_17					.765
Sos_18					
Kjøp_19		.837			
kjøp_20		.974			
Kjøp_21		.811			
Mark_22				-.803	
Mark_23	.568				
Mark_24			.700		
Mark_25			.832		
Påvirk_26	.812				
Påvirk_27	1.044				
Påvirk_28	.787				
Tid_29					
Tid_30					
Tid_31					

Table 38: New variables. Extraction method: Maximum Likelihood, Rotation method: Direct oblimin. Variables below 0,30 are excluded.

Variables regarding time available must be removed from the analysis, and in addition marketing variables load on three different factors. A higher cut-off level must be employed, such as 0,6.

	Factor				
	1	2	3	4	5
Sos_16					.873
Sos_17					.766
Sos_18					
Kjøp_19			.864		
kjøp_20			.994		
Kjøp_21			.816		
Mark_22			.348		
Mark_24		.619			
Mark_25		.936			
Påvirk_26				-.840	
Påvirk_27				-.996	
Påvirk_28				-.822	
Tid_29		.303			
Tid_30	.997				
Tid_31					

Table 39: New variables after removal of Mark_23. Extraction method: Maximum Likelihood, Rotation method: Direct oblimin. Variables below 0,30 are excluded.

The analysis was not carried on further. Time variables Tid_29 and Tid_31 will have to be removed, in addition to Sos_18. This is inline with results from the actual factor analysis.

15.14 Regression analysis: Intention as dependent variable, with attitude as independent variable

15.14.1 All respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670[a]	.449	.398	.86748

Table 40: Model Summary

Model		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)		.919	.360		
	Price	-.171	-2.463	.015	.882	1.134
	Experience	-.043	-.493	.623	.560	1.785
	SN	.029	.371	.711	.677	1.477
	RA	-.014	-.170	.865	.672	1.489
	Social	.093	1.068	.288	.559	1.790
	Purchase	-.078	-.973	.332	.661	1.514
	Marketing	.245	2.756	.007	.537	1.862
	Influence	.146	1.475	.143	.432	2.314
	Beh_jewellery	.152	2.003	.047	.734	1.363
	Beh_fair	.021	.283	.777	.810	1.235
	Attitude	.253	2.709	.008	.485	2.063
	Location	.085	1.216	.226	.871	1.148

Table 41: Regression Coefficients and Collinearity Statistics

15.14.2 Female respondents

Model	R Kjønn_43 = Kvinne (Selected)	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695^a	.484	.391	.97496

Table 42: Model Summary

Model		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)		-.489	.626		
	Price	-.176	-1.904	.061	.905	1.104
	Experience	-.009	-.074	.941	.562	1.781
	SN	-.005	-.046	.963	.654	1.530
	RA	.015	.139	.890	.645	1.550
	Social	.113	.990	.326	.589	1.697
	Purchase	.058	.545	.588	.687	1.455
	Marketing	.395	3.170	.002	.497	2.012
	Influence	-.027	-.185	.854	.368	2.714
	Beh_jewellery	.081	.780	.438	.723	1.383
	Beh_fair	.176	1.674	.099	.699	1.432
	Attitude	.188	1.449	.152	.459	2.180
	Location	.091	.942	.350	.827	1.209

Table 43: Regression Coefficients and Collinearity Statistics

15.14.3 Male respondents

Model	R Kjønn_43 = Mann (Selected)	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677^a	.459	.329	.66618

Table 44: Model Summary

Model	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)		2.051	.046		
Price	-.210	-1.709	.094	.720	1.388
Experience	-.011	-.079	.937	.523	1.913
SN	.234	1.681	.099	.559	1.789
RA	.032	.223	.824	.520	1.922
Social	.063	.418	.678	.483	2.069
Purchase	-.242	-1.645	.106	.502	1.992
Marketing	-.060	-.401	.690	.491	2.035
Influence	.247	1.564	.124	.434	2.305
Beh_jewellery	.070	.605	.548	.806	1.240
Beh_fair	-.117	-.987	.328	.765	1.307
Attitude	.378	2.632	.011	.524	1.907
Location	.076	.659	.513	.814	1.229

Table 45: Regression Coefficients and Collinearity Statistics

15.14.4 Summation of results

Factors influencing intention:

	Without attitude as independent variable	**With attitude as independent variable**
All respondents	Marketing of the fair The influence and initiative of peers Past behaviour regarding jewellery Price of entry ticket	Marketing of the fair Past behaviour regarding jewellery Attitude Price of entry ticket
Female respondents	Marketing of the fair Price of entry ticket	Marketing of the fair Price of entry ticket Past behaviour regarding consumer fairs
Male respondents	The influence and initiative of peers	Attitude Subjective norm Price of entry ticket

Table 46: Factors influencing intention