



Influencing exhibitor loyalty through trust and value cocreation

The moderating effect of visit frequency

Jiwon Lee, email.youninj77@gmail.com
Chris Ryan, email.chris.ryan@waikato.ac.nz
University of Waikato, Hamilton, New Zealand

Abstract

This study examines relationships between trust, value co-creation, and loyalty in the exhibitions industry. It tests a new model of value co-creation and the role of exhibitors as co-creators with host organizations in a Business-to-Business context. Existing literature has concentrated on exhibitor performance and outcomes and has generally disregarded the power to enhance value co-creation, participation, and citizenship behaviours for conference hosts and exhibitors. The study contributes to an understanding of how trust and citizenship behaviours positively influence customer satisfaction and exhibitor loyalty, and in addition takes into account the frequency of past attendance as a moderating variable.

Keywords

Value co-creation, Participation behaviours, Citizenship behaviours, Trust, Loyalty, Exhibition industry, Business-to-Business