

FACTORS AFFECTING THE EFFECTIVENESS EVENTS
AS A PLATFORM FOR LAUNCHING NEW PRODUCTS
AND SERVICES, IN THE CASE OF ADDIS ABABA
EXHIBITION CENTER



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TABLE OF CONTENT

TABLE OF CONTENT	i
LIST OF TABLE.....	iv
LIST OF FIGURE.....	v
ACRONYMS AND ABBREVIATIONS	vi
<i>ABSTRACT</i>	vii
CHAPTER ONE	1
1. INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem	2
1.3. Objectives of Study	4
1.3.1. Specific Objectives	4
1.4. Research Questionnaire.....	5
1.4.1. Thematic Areas and Specific Research Questions:	5
1.5. Significance of the Study	6
1.6. Scope of the Study.....	7
1.7. Limitations of the Study	8
1.8. Organization of the Thesis	10
1.9. Operational Definition of Terms.....	11
CHAPTER TWO	12
2. RELATED LITERATURE REVIEW	12
2.1. Introduction.....	12
2.2. Theoretical Literature Review.....	12
2.2.1. Introduction to New Product Development	12
2.2.2. New Product Strategy	14
2.2.3. The concept of Marketing Events	17
2.2.4. Diffusion of Innovations Theory.....	19
2.2.5. Event Experience Design Model	20
2.3. Empirical Review	20

2.3.1.	Event Marketing Impact on Consumer Perceptions	20
2.3.2.	Technology Integration in Product Launch Events.....	21
2.3.3.	Cultural Adaptations in Global Product Launch Events	21
2.3.4.	Post-Event Engagement and Sustained Consumer Interest	21
2.3.5.	Risk Management in Event-Based Product Launches	22
2.4.	Conceptual Framework of the Study.....	23
CHAPTER THREE		24
3.	RESEARCH METHODOLOGY.....	24
3.1.	Introduction.....	24
3.2.	Description of the Study Area	24
3.3.	Research Design and Approach.....	25
3.4.	Data Collection.....	26
3.5.	Data Analysis.....	26
3.6.	Types and Sources of Data	27
3.6.1.	Survey Data.....	27
3.6.2.	Interview Data.....	27
3.6.3.	Document Analysis	28
3.7.	Sample Size and Sample Technique.....	28
3.7.1.	Sample Size Determination.....	29
3.8.	Reliability and validity	29
3.8.1.	Instrument Validity.....	29
3.8.2.	Reliability.....	30
3.9.	Ethical Consideration	30
CHAPTER FOUR.....		31
4.	RESULTS AND DISCUSSIONS	31
4.1.	Response Rate	31
4.2.	Demographic profile of the respondents	31
4.2.1.	Gender.....	31
4.2.2.	Age.....	32
4.2.3.	Education level of respondents	32

4.2.4. Occupation of Respondents	32
4.3. Response Analysis.....	33
4.3.1. Event Contribution to Launch Strategy	34
4.3.2. Optimal Event Design & Execution	36
4.3.3. Engaging Participants for Market Traction.....	40
4.3.4. Technology & Innovation Integration.....	43
4.3.5. Post-Event Strategies for Sustainability.....	45
4.3.6. Overall Grand Mean Analysis.....	48
CHAPTER FIVE	50
5. SUMMARY OF MAJOR FINDINGS CONCLUSIONS AND RECOMMENDATIONS	50
5.1. Summary of Major Finding.....	50
5.2. Conclusion.....	51
5.3. Recommendation.....	52
REFERENCES	54
Appendix.....	59

LIST OF TABLE

Table 4. 1 Demographic Data of Respondents.....	34
Table 4. 2 Respondent's response about Event Contribution to Launch Strategy	35
Table 4. 3 Response on Optimal Event Design & Execution	38
Table 4. 4 Respondents view on Engaging Participants for Market Traction.....	41
Table 4. 5 Respondents view on Technology & Innovation Integration.....	43
Table 4. 6 Respondents view on post-event strategies.....	46
Table 4. 7 overall Grand Mean Analysis.....	48

LIST OF FIGURE

Figure 1 Stages of New Product Development (NPD)	13
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ACRONYMS AND ABBREVIATIONS

MBA: Master of Business Administration

CEO: Chief Executive Officer

SMEs..... Small and Medium Enterprises

SPSS: Statistical Package for the Social Sciences

IRB: Institutional Review Board

QR Code: Quick Response Code

CAGR: Compound Annual Growth Rate

SWOT: Strengths, Weaknesses, Opportunities, Threats

ROI: Return on Investment

KPIs: Key Performance Indicators

CRM: Customer Relationship Management

NPD..... New Product Development

ABSTRACT

The main purpose of this study is to explore the factors influencing the effectiveness of events as platforms for launching new products and services, focusing on the Addis Ababa Exhibition Center. The study used mixed research approach and data collected from both primary and secondary sources. The approach combines qualitative interviews with key stakeholders and quantitative surveys distributed to professionals in event management, marketing, and product development in the venue of Addis Ababa exhibition center. Purposive sampling ensures relevant expertise among participants, with sample size determined by data saturation (achieving sufficient data for analysis). Quantitative data from surveys is analyzed using descriptive statistics (percentages, frequencies, means, standard deviations). Qualitative data from interviews and document analysis (event plans, marketing strategies, post-event reports) is analyzed through thematic analysis. Primary data collected through questionnaire and interview instrument. The key findings of the study revealed that Technology Innovation Integration holds the highest grand mean value which is 4.0695 this implies that above all mention five factors it contributes the most for the effectiveness of events for an introduction of new products and service from prototype to market. Secondly, Event Contribution to Launch Strategy, Thirdly Optimal Event Design Execution had the third position by holding 3.7305, fourth Engaging Participants for Market Traction it holds the fourth-place because it holds 3.4663, Lastly Engaging Participants for Market Traction holds the least grand mean value, which is 3.3126. The study suggests that, it is critical that firm should gather as many ideas as possible and a large number of these should come from customers so that the firm can be in a position to design and develop winning new products. Up-front homework prior to the initiation of product design and development is found to be a key factor in a firm's success.

Vendors should focus on primarily should focus on technology and innovation for better advantage of market for the new product and service.

Key Words: Events, New product and services, vendors, Technology, prototype

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Prototyping is a promising means to support the designer in fulfilling both product/service and process-oriented roles. Literature on prototyping shows that they could support both the design process (Faithfull, Ball, & Jones, 2011) as well as knowledge sharing processes (Boer & Donovan, 2012). However, the prototyping literature is developed for a product-focused design process and not for designing services or digital PSSs. The design of digital PSSs is different because it also focuses on service-related aspects (Morelli, 2006). It is therefore unknown how these co-existing roles of prototypes can support the designer in the development of digital PSSs. It is particularly unknown how prototyping could support designing different intangible elements of a digital PSS.

Consequently, the aim of the paper is to explain how prototyping techniques could support then development of a digital PSS and what types of prototypes support this process. We also look for possible new forms of prototyping that relate to the service-related aspects of digital PSSs (Morelli, 2006).

The journey from prototype to market is multifaceted, encompassing strategic planning, market analysis, and effective communication strategies. Amidst this complexity, events have emerged as a pivotal platform for introducing innovations to a wider audience.

This thesis delves into the intersection of product/service launch strategies and event marketing, seeking to understand the efficacy of events as a means to propel prototypes into the market.

The evolution of consumer behavior, coupled with advancements in technology and communication channels, has transformed the traditional product launch paradigm. In this context, events stand out as dynamic forums where companies can showcase their

innovations, gather feedback, and establish meaningful connections with their target audience (Gentile and Soman,2010).

In a globalized economy characterized by fierce competition, understanding how events can serve as catalysts for product and service launches becomes imperative for businesses aiming not only to survive but to thrive. This research contributes to the existing body of knowledge by unraveling the dynamics of leveraging events as strategic launch platforms, equipping businesses with the knowledge needed to navigate the intricate journey from prototype to market success.

1.2.Statement of the Problem:

Theoretical Gap: according to Gentile and Soman (2010): Their research on experiential marketing emphasizes the importance of understanding how various sensory and emotional elements combine to influence consumer behavior at events. Prahalad and Ramaswamy (2004): In their work on co-creation, they introduce the idea of "triadic interactions" between customers, companies, and the market, which resonates with the need to understand the interplay between event elements and audience participation. Smith and Zacher (2010): They highlight the importance of research that moves beyond case studies and anecdotal evidence to identify underlying mechanisms and generalizable principles for designing effective events. The existing literatures offer valuable insights into specific elements of event-based product launches. However, a comprehensive framework analyzing the interplay between event design, execution, engagement, and consumer behavior within the context of prototype-to-market success is absent. This theoretical gap limits our understanding of the synergistic effects and optimal combinations of these factors, hindering the development of generalizable models for predicting and maximizing event effectiveness.

Empirical Gap: Limited causal understanding: We struggle to identify which specific event elements (e.g., speaker lineup, social media engagement, and experiential activities) actually drive successful launch outcomes (e.g., brand awareness, customer

acquisition, and revenue growth). Short-sighted perspective: Existing research often focuses on the immediate buzz or engagement generated by events, neglecting to study their long-term impact on market traction and brand sustainability. While case studies and anecdotal evidence showcase successful event-driven launches, there is a lack of large-scale, quantitative research investigating the causal relationships between specific event elements and launch outcomes. This empirical gap hampers our ability to identify generalizable factors of success across different industries, product types, and target audiences. Additionally, the absence of longitudinal studies makes it difficult to assess the long-term impact of events on post-launch market traction and sustainability.

Practical Gap: My innovative product which is Alphabetic Talking Poster in Amharic Sound was introduced in the Addis Ababa Science Museum it had me in engaged with many clients and Stakeholder in the capital city. But I already distributed it in the Queens supermarkets four months before launching in the Science Museum. Businesses seeking to leverage events for product launches face a paucity of actionable recommendations based on empirical evidence. The theoretical and empirical gaps translate into a practical knowledge gap. Businesses lack clear guidance on optimizing event design, execution, and engagement strategies to ensure they resonate with evolving consumer preferences, effectively utilize technology, and navigate the complexity of post-event follow-up, globalization, and risk mitigation. This study aims to bridge this gap by providing evidence-based best practices that businesses can readily implement to maximize the success of their event-based product launches.

This aligns with the medium-term and long-term concerns by limiting your product's market penetration and potentially leaving me vulnerable to competitors who might leverage events more effectively. Therefore, this study tries to explore the effectiveness of events as a platform for launching new products and services through focusing on from prototype to market through addressing the theoretical, empirical, and practical gaps outlined, your research can help businesses like mine maximize the

effectiveness of events and overcome the challenges associated with launching new products through this platform.

1.3.Objectives of Study:

The General Objective To investigate and analyze the effectiveness of events as a platform for launching new products and services, with a focus on the transition from prototype development to sustained market success.

1.3.1. Specific Objectives:

- ✍ Event Contribution to Launch Strategy: We'll dissect how events seamlessly integrate into launch plans, analyzing how they introduce prototypes to various stakeholders and influence their initial impressions.
- ✍ Optimal Event Design & Execution: This section delves into best practices for planning and executing impactful events. We'll identify strategies that maximize product launch effectiveness and ensure positive product/service reception.
- ✍ Engaging Participants for Market Traction: Here, we'll explore methods to maximize participant engagement, transforming their event interest into tangible market growth. We'll also investigate the crucial role interaction plays in this process.
- ✍ Technology & Innovation Integration: This section explores how integrating cutting-edge technologies and innovative elements into events can enhance prototype presentations. We'll further evaluate the impact of emerging technologies on the overall effectiveness of the event.
- ✍ Post-Event Strategies for Sustainability: To ensure long-term success, we'll analyze post-event engagement strategies like follow-up activities and ongoing communication plans. We'll also assess their correlation with achieving lasting market penetration for the launched product or service.

1.4. Research Questionnaire

How do event-based product launches influence market traction and sustainability across diverse industries and geographic locations?

1.4.1. Thematic Areas and Specific Research Questions:

The specific research questions delve deeper into five thematic areas:

- ✧ Event Contribution to Launch Strategy: How do different event types (demos, influencer partnerships, conferences) contribute to launch goals?
- ✧ How do events facilitate introducing prototypes to diverse stakeholders (consumers, industry professionals, investors)?
- ✧ Optimal Event Design & Execution: What best practices in event planning and execution enhance launch effectiveness across industries and product types?
- ✧ Engaging Participants for Market Traction: What engagement strategies (interactive activities, gamification, social media integration) create memorable experiences?
- ✧ Technology & Innovation Integration: How do technology and innovative elements (VR, AR, personalized experiences) enhance prototype presentation? How do emerging technologies (AI, data analytics) influence event effectiveness as launch platforms?
- ✧ Post-Event Strategies for Sustainability: What are the most effective post-event engagement strategies (follow-ups, social media campaigns) to sustain interest?
- ✧ Is there a correlation between effective post-event strategies and long-term market penetration?

1.5. Significance of the Study:

Contribution to Innovator: Increased Market Traction: By identifying best practices for event design, execution, and engagement, this study can equip you with actionable insights to maximize the success of launching new products and overcome the challenges faced through its initial distribution.

Enhanced Competitive Advantage: The study's findings will help to differentiate product launches through innovative event strategies, potentially gaining a competitive edge in the market.

Data-Driven Marketing Decisions: The proposed framework and model will allow innovator to make informed decisions about future event-based marketing campaigns, optimizing investments and maximizing return on event participation.

Contribution to Individuals and Groups: Businesses: This research will provide businesses with valuable tools and best practices for leveraging events as effective launch platforms. This can benefit companies across various industries, from start-ups to established players, by improving overall launch success and efficiency.

Stakeholders: The study's findings can inform product development and marketing strategies towards better aligning with audience expectations and preferences, ultimately benefiting investors, consumers, and industry professionals involved in the launch process.

Event Professionals: This research can contribute to the professional development of event planners and marketers by providing insights into the complex interplay between event elements, attendee behavior, and launch outcomes. This can lead to more impactful and effective event experiences for diverse audiences.

Contribution to Academia: Bridging Theoretical Gaps: The study will establish a comprehensive framework for understanding event-based product launches, addressing the existing gap in research that lacks an holistic perspective on the interplay between event elements and consumer behavior.

Empirical Evidence and Generalizability: By employing quantitative research methods and longitudinal studies, the study will contribute valuable empirical evidence and generalizable models that can be applied across different contexts and industries.

Practical Implications: The actionable recommendations and case studies will translate theoretical knowledge into practical applications, guiding future research and bridging the gap between academic research and business practice.

Contribution for the Student Researcher: Academic and Professional Development: This research project will provide with invaluable firsthand experience in conducting an academic study, including research design, data analysis, and scholarly writing. This will significantly enhance researchers like mine to increase academic profile and prepare for further research endeavors.

Career Opportunities: The expertise and insights gained through this project can unlock new career opportunities in marketing, research, event management, or entrepreneurship. Demonstrating your understanding of event-based marketing strategies can be a valuable asset in various industries.

Personal Growth and Satisfaction: Contributing to the success of my own products and potentially impacting the practices of businesses and researchers across the globe can be a highly rewarding and fulfilling experience.

1.6. Scope of the Study:

Conceptual Scope: Focuses on the Factors affecting the effectiveness events as a platform for launching new products and services, in the case of Addis Ababa exhibition center. Analyzes the interplay between event design, execution, engagement, and consumer behavior. Considers both short-term and long-term impacts of events on launch success.

Geographic Scope: Global perspective with emphasis on regions with established event marketing practices and diverse market dynamics. Specific region(s) to be determined based on research feasibility and resources.

Industry Focus: Diverse range of industries including technology, consumer goods, healthcare, and entertainment. Specific industries to be chosen based on research focus and data availability.

Methodological Scope: Quantitative research methods (e.g., surveys, data analysis) to assess event effectiveness and identify causal relationships. Longitudinal studies to examine the long-term impact of events on market traction and sustainability. Case studies to provide real-world examples and in-depth analysis of specific launch events.

Time Scope: Focus on events conducted within the past five years for relevance to current trends and technologies. Specific timeframe might be adjusted based on data availability and research timeframe.

Delimitations: Resource constraints necessitate limitations on geographic regions, specific industries, and event types explored. The dynamic nature of the subject means findings is applicable within the defined scope and may not encompass all future developments.

1.7.Limitations of the Study:

Despite the comprehensive scope outlined, it is crucial to acknowledge certain limitations that may impact the research on the effectiveness of events as a platform for launching new products and services. These limitations include:

Time Constraints: The study is bound by time constraints, limiting the depth of analysis for certain aspects. Long-term impacts of events on market success may not be fully captured, and evolving trends post-study may influence the relevance of findings.

Resource Limitations: Constraints related to financial resources and access to proprietary information may restrict the breadth of case studies and industry sectors that can be included in the research. The study will strive to maximize the diversity of sources within available resources.

Subjectivity in Participant Responses: The study relies on the perspectives and experiences of participants, introducing the potential for subjective biases. Participants may provide responses based on personal opinions or experiences that might not be universally applicable.

Generalization Challenges: While efforts will be made to include diverse industries and geographical locations, the findings may not be entirely generalizable to all contexts. Industry-specific nuances and cultural variations may limit the broader applicability of certain recommendations.

Rapid Technological Changes: The study's exploration of technological integration within events may face challenges due to the rapid pace of technological advancements. The findings may be subject to changes in available technologies and their impact on event effectiveness.

Access to Event Data: The availability of comprehensive data on events, especially proprietary events hosted by private organizations, may be restricted. Limited access to detailed event data may impact the depth of analysis for certain case studies.

Evolution of Consumer Preferences: The study aimed to understand consumer behavior, but the dynamic nature of consumer preferences may pose challenges. Preferences may evolve rapidly, affecting the generalizability of findings over time.

Unforeseen External Factors: External factors such as economic downturns, global crises, or unforeseen events may impact the effectiveness of events as launch platforms. The study may not fully capture the influence of such unpredictable variables.

Self-Reported Data: Participant responses are based on self-reported data, introducing the possibility of recall bias or social desirability bias. Participants may provide answers that align with perceived expectations rather than reflecting their true experiences.

Scope of Cultural Considerations: While the study acknowledges the importance of cultural adaptations in event strategies, the depth of cultural considerations may be limited. A more extensive exploration of cultural nuances would require a dedicated study focused solely on this aspect.

Despite these limitations, the study aims to provide valuable insights within the defined scope, offering a foundation for further research and practical applications in the dynamic intersection of event marketing and product launches.

1.8. Organization of the Thesis:

The structure of the thesis is designed to facilitate a coherent and systematic exploration of the Factors affecting the effectiveness events as a platform for launching new products and services, in the case of Addis Ababa exhibition center. The study is organized into five major chapters.

The first chapter is an introductory part composed of the background of the study, statement of the problem, research questions, and objectives of the study, significance of the study, scope, and limitation of the study. The second chapter deals with review of related theoretical and empirical literature, and conceptual framework. The third chapter focuses on the research methodology. The fourth chapter focuses on data presentation, analysis and discussion and the fifth chapter covers summary, conclusions, recommendations, and recommendations.

1.9. Operational Definition of Terms

- New product development (NPD): A structured process for bringing new products to market, involving stages like information gathering and commercialization.

- New product strategy (NPS): Defines goals for the new product and ensures alignment across departments.
- Marketing events: Focus on customer engagement and creating memorable experiences. They can be a platform to launch new products.
- Experiential marketing model: Consumers value experiences. Events can be designed to deliver entertainment, education, escapism, or aesthetic experiences.
- Diffusion of innovations theory: Explains how new products are adopted by different segments of the population. Events can influence the adoption process.
- Event experience design model: Focuses on creating a holistic event experience through sensory elements and engagement.
- Empirical studies: Explore various factors affecting the effectiveness of events for product launches, including technology integration, cultural adaptations, and post-event engagement.

CHAPTER TWO

RELATED LITERATURE REVIEW

2.1. Introduction

This chapter will provide an in-depth review of existing literature related to event marketing, product launches, and the intersection of the two. It will explore key theories, frameworks, and empirical studies to establish a theoretical foundation for the research.

2.2. Theoretical Literature Review

2.2.1. Introduction to New Product Development

New product development is an ordered and determined set of tasks and steps that describe the method by which a company repeatedly converts undeveloped ideas into commercial products or services (Zeinab Rezvani, 2009). There are unique categories of new product (Zeinab Rezvani, 2009). Some products are new to the market some are new to the companies, and some are totally new and also make new market. In other words, some new product concepts are minor modification of existing products while some are completely innovative to the company (Zeinab Rezvani, 2009).

The NPD process includes the activities carried out by firms when developing and launching new products. A new product that is introduced on the market passes through a sequence of stages, beginning with an initial product concept or idea that is evaluated, developed, tested and launched on the market (Booz, Allen & Hamilton, 1982). The sequence of activities can also be seen as a series of information gathering and evaluation stages. In effect, as the new product evolves, management becomes increasingly more knowledgeable (or less uncertain) about the product and can assess and reassess its first decision to make development or launch. After all process of information gathering and evaluation can lead to improved new product decisions on

the part of firms by limiting the level of risk and minimizing the resources committed to products that eventually fail.

The NPD process unique from industry to industry and from firm to firm. Indeed, it should be adapted to each firm in order to meet specific company resources and needs (Booz, Allen & Hamilton, 1982). Many studies have tried to develop a model that captures the vital stages of the NPD process (Ulrich & Eppinger, 2011; Wind, 2001; Cooper, 2001; Crawford, 1987; Scheuing, 1974). A number of detailed NPD models have been developed over the years, the best known of which is the Booz, Allen and Hamilton (1982) model, this widely recognized model appears to encompass all of the basic stages of models found in the literature. It is based on extensive surveys, in depth interviews, and case studies and, as such, appears to be a fairly good representation of prevailing practices in industry.

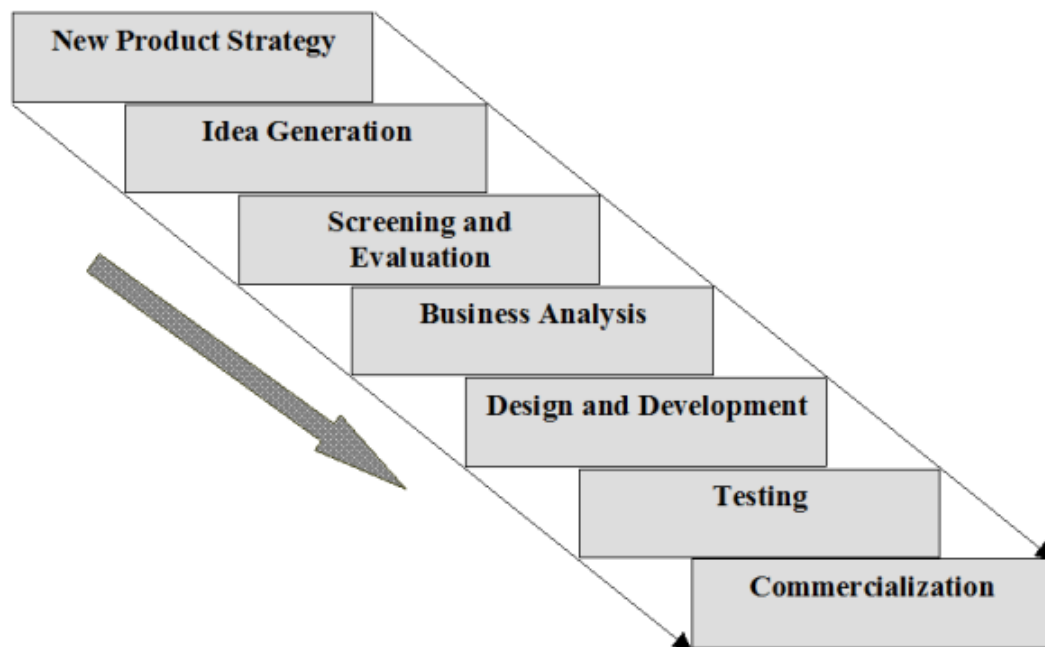


Figure 1 Stages of New Product Development (NPD) (Booz, Allen & Hamilton, 1982)

The stages of the model are as follows:

- ➔ **New Product Strategy:** Links the NPD process to company objectives and provides focus for idea/concept generation and guidelines for establishing screening criteria.

- ➔ Idea generation: Searches for product ideas that meet company objectives.
- ➔ Screening: Comprises of an initial analysis to determine which ideas are pertinent and merit more detailed study.
- ➔ Business Analysis: Further evaluates the ideas on the basis of quantitative factors, such as profits, Return-on-investment (ROI), and sales volume.
- ➔ Development: Turns an idea on paper into a product that is demonstrable and producible.
- ➔ Testing: Conducts commercial experiments necessary to verify earlier business judgments.
- ➔ Commercialization: Launches products.

Booz, Allen and Hamilton (1982) found that companies that have successfully launched new products are more likely to have some kind of formal NPD process and that they generally pass through all of the above stages. Our framework is based on the BAH model, however, we exclude the commercialization stage; while this stage represents an important area of concern, our study deals with the pre-commercialization stages of the NPD process.

2.2.2. New Product Strategy

Prior to commencing an NPD project, companies must set objectives and devise a clear new product strategy (NPS) to meet them (Wind, 1982). The purpose of this stage is to provide guidance for the new product effort. It identifies the strategic business requirements that the new product should comply with, and these are derived from the corporate objectives and strategy of the firm as a whole. These business requirements assign roles to be played by the new products, which in turn are influenced by the needs of the industry (Booz, Allen & Hamilton, 1982).

A firm's strategy should provide a clear understanding of the goals or objectives for the company's new product program, and should indicate the return-on-investment (ROI) expected such that the contribution of new products to corporate goals is well-understood. Furthermore, clearly defined arenas, i.e., specified areas of strategic focus, such as products, markets, or technologies, are needed to give direction to the firm's total new product program.

The problem at this stage is not only one of developing a clear strategy but also its implementation, i.e., translating the strategy into terms that everyone understands to bring focus to day-to-day actions, and communicating the strategy with other members in the organization. Prior research suggests that companies that recognize the importance of interventional coordination and effectively sharing an NPS across departments will have more successful new products (Cooper, 1999).

Currently, the focus of recently-published studies of the subject "new product launch" treat the following questions.

First, complex models have been developed, using assumptions that are based on previous findings on how to obtain launch success. These models try to depict the complex interrelations between identified factors that might explain why companies fail or achieve in introducing new products into the market, and have been tested empirically.

A second stream inspects phenomena around the product launch from a focused perspective.

A third stream tries to make decisions around the product launch operation for management and thus develops models in order to conceptualize aspects around the launch process. Articles concerning the subject of introducing new products to the market, use the term "launch", and in very few exceptions, "entry" (Green, Barclay and Ryans, 1995; Jiang, Qu and Jain, 2018) to describe the introduction of a novel product to the market. The article focuses on all types of products, services and markets, in order to get an overall and comparing view. Overall, since 2005 34 papers

have been coring of analysis in this paper and are displayed in table one. Moreover, some 20 additional papers have been used to proof the found results. These papers contain knowledge about 30 years of knowledge and research on product launch, based on older studies already.

For the introduction of a new product into the market, most frequently the term “launch” is used, or sometimes the word “entry”. Homburg (2017) as well as most authors consider the new product launch as the last step of the innovation process. In this respect, the product launch is to be seen on a time and process axis in relation to the innovation process at the end, and in relation to the product life cycle at the beginning, although some authors extend the product life cycle also to the development phase (e.g. Enis, Lagarce and Prell, 1977).

It is undisputed that the product launch is a process that can be attributed to marketing. An assignment at the New Product Launch Success: A Literature Review 153 end of the innovation process, in which marketing activities only play an accompanying role, therefore speaks for an operational manageability of the terminology. Kuhn (2007) defines this as “the phase from the beginning of the acquisition activities to the beginning of the declining growth of the new product on the market (...)”. It comprises all external and internal acquisition measures aimed at supporting the development of the new product in the market. The aim of the new product launch is to bring about the success of the new product on the market. Success measurement is also an enormous issue, related also to definition and measurement methods. These can only be used in a meaningful and comparable way if they are able to relate the contribution of measures to the achievement of a specific objective. What is the goal of a product launch? When is this successful? Using only one indicator would “probably be an oversimplification for most firms” according to Di Benedetto and Calantone (2007). They, for instance, use a seven-item scale of performance which was adapted from the project new product studies of Cooper and Kleinschmidt (1987, 1993). Lee *et al.* (2011), for instance, define new product performance as financial performance (market share, Profitability) and strategic performance (customer

satisfaction and market extension). In general, it has therefore become common practice to regard launcher success as a weighted average of various indicators (Kuhn, 2007). More recent studies refer to the success term as “new product performance”. Most of the reviewed studies use weighted indicators based on multiitem scales to define success, containing financial success (e.g. product or company profitability – (e.g. Cooper, Edgett and Kleinschmidt, 2004), market success (e.g. product perception, market share, sales numbers) and figures that relate the real numbers to forecasted numbers (e.g. speed, sales estimations – e.g. Kuhn, 2007). Most of the studies distinguish also based on a differentiation between strategic decisions/ variables and tactical decisions/variables, where the definition in most of the studies is used similar. As can be seen well in Song, Song and di Benedetto (2011), strategic decisions concern general issues about product, market, and competition strategy (such as “target groups, product positioning, timing or order of product entry, and alliances and mergers” (Fraenkel, Haftor and Pashkevich, 2016)), and are taken in an early stage of product development. Tactical decisions concern the elements product, pricing, promotion, distribution and supply chain execution and are taken when the product is completed. Normally, tactical launch decisions are defined according to the “traditional elements of the marketing mix and thus encompass product, pricing, promotion, and distribution decisions” (Talke and Hultink, 2010).

2.2.3. The concept of Marketing Events

Engagement has been recognized as an important and meaningful concept in organizational behavior, marketing, social psychology, and education. For example, Kahn (1990) investigates the effects of engaged employees, and Fredricks, Blumenfeld, and Paris (2004) describe how students engage with schools. Academic and managerial interest in customer engagement (CE) is considerable (Hollebeek, Srivastava, & Chen, 2017), increasing (Roy, Balaji, Soutar, Lassar, & Roy, 2017), and expected to persist (Beckers, van Doorn, & Verhoef, 2017). Marketing practitioners expect increased brand equity, sales, and profits from truly engaged customers. For

example, a recent study from Rosetta Consulting (2014) shows that highly engaged consumers spend 60% more in each transaction, make 90% more frequent purchases, and are four times more likely to advocate for the brand. Marketing academics emphasize CE's potential to develop relationships with customers beyond monetary transactions (Venkatesan, 2017) and achieve sustainable competitive advantage (Kumar & Pansari, 2016). Extant research has made important contributions through defining CE (e.g., Brodie, Hollebeek, Jurić, & Ilić, 2011; Hollebeek 2011a; Mollen & Wilson, 2010; van Doorn et al., 2010; Vivek, Beatty, & Morgan, 2012) and investigating its valence and dimensions (e.g., Dessart, Veloutsou, & Morgan-Thomas, 2016; Hollebeek, Glynn, & Brodie, 2014; van Doorn et al., 2010; Vivek, Beatty, Dalela, & Morgan, 2014). However, two issues have not been addressed sufficiently by the extant literature. First, while prior research examines the psychological mechanisms that drive CE (compare, e.g., Harmeling, Moffett, Arnold, & Carlson, 2017; Pansari & Kumar, 2017), CE as a strategic company resource remains unexplored. Second, existing interpretative research investigating CE from a managerial perspective that incorporates the 3 “voice of the firm” is rare (for exceptions, see Hollebeek, 2016; Hollebeek et al., 2017; Vivek et al., 2012), and managerial implications are predominantly deduced from consumer-based research. Viewing CE as a firm-initiated resource is important because organizations typically take the initiative to engage the customer (Vivek et al., 2012), and firms should proactively manage the CE experience (Calder, Hollebeek, & Malthouse, 2018; Lemon & Verhoef, 2016; van Doorn et al., 2010). Based on interviews with 41 managers from 34 companies, the current study outlines a comprehensive decision making framework that articulates five strategic facets of customer engagement marketing (CE Conceptualization, CE Target, CE Domain, CE Experiential Routes, and CE Value). Our research contributes to the emerging stream of CE research by combining the perspective of CE as a firm-initiated resource (Beckers et al., 2017; Harmeling et al., 2017) with social exchange theory (SET) (Blau, 1964; Cropanzano & Mitchell, 2005). Hollebeek (2016) uses SET to investigate how and why consumers engage with brands and companies. However, despite the interactive, two-way nature

of CE, the current state of CE/SET research remains single-sided by conceptualizing customers as engagement subjects and brands or firms as engagement objects (Beckers, van Doorn, & Verhoef, 2016; Hollebeek, 2016; Hollebeek et al., 2017). Our study argues that such a distinction between engagement subjects and objects contradicts the original tenets of SET, which posit that social exchange can be initiated by any actor in a dyadic relationship or network (Molm, 2006). Consequently, our research is based on the assumption that firms (and not only customers) can initiate CE and adds to the emerging stream of research on engagement-oriented firms (Venkatesan, 2017).

Experiential Marketing Model

Central to the understanding of events as effective launch platforms is the Experiential Marketing model proposed by Pine and Gilmore (1999). This model asserts that consumers are increasingly seeking experiences over commodities, emphasizing the importance of creating memorable and immersive encounters. In the context of product launches, events become a medium through which organizations can offer firsthand experiences, allowing consumers to engage with and internalize the essence of a new product.

The Experiential Marketing model identifies four realms of experiences: entertainment, education, escapism, and aesthetics. These realms serve as a guide for organizations aiming to craft events that go beyond traditional marketing approaches. By integrating elements from these realms, product launches become more than mere transactions; they transform into memorable and emotionally resonant experiences that leave a lasting impact on consumers.

2.2.4. Diffusion of Innovations Theory

Rogers' Diffusion of Innovations theory (1962) provides a theoretical framework for understanding how new products or innovations are adopted by different segments of a population. The theory categorizes adopters into five groups based on their willingness to try new products: innovators, early adopters, early majority, late

majority, and laggards. This theory is particularly relevant to the study, as it helps explain the varying responses and acceptance levels that product launches may encounter during events.

Events, as launch platforms, play a crucial role in influencing the diffusion process. The innovators and early adopters, often key participants in events, serve as opinion leaders who can influence the perceptions and adoption decisions of the broader market. Understanding the diffusion process aids organizations in tailoring their event strategies to target specific segments effectively.

2.2.5. Event Experience Design Model

Dolles and Söderman's (2008) Event Experience Design model provides a comprehensive framework for understanding the elements that contribute to effective event design. In the context of product launches, this model becomes instrumental in conceptualizing how the overall experience is crafted to maximize impact. The model emphasizes the importance of sensory elements, spatial design, and thematic coherence in creating a seamless and engaging event experience.

By integrating elements such as aesthetics, interaction, and engagement into event design, organizations can create a holistic experience that captivates attendees and enhances the effectiveness of product launches. This model serves as a guide for practitioners seeking to optimize their events as strategic launch platforms.

2.3. Empirical Review

2.3.1. Event Marketing Impact on Consumer Perceptions

A study by Smith and Costa (2008) explored the impact of event marketing on consumer perceptions during new product launches. The research employed a mixed-methods approach, combining surveys and in-depth interviews with event attendees. Findings revealed a significant positive correlation between the quality of the event experience and favorable consumer perceptions of the new products introduced. The

study emphasized the role of sensory elements, participant engagement, and the overall atmosphere in shaping consumer attitudes.

2.3.2. Technology Integration in Product Launch Events

In a case study conducted by Li and Cai (2019), the researchers investigated the integration of technology in product launch events and its impact on audience engagement. The study focused on the incorporation of augmented reality (AR) and virtual reality (VR) technologies. Results indicated that events featuring immersive technologies not only captured the audience's attention but also enhanced their understanding and retention of product information. The findings underscored the potential of technology integration in creating memorable and educational event experiences.

2.3.3. Cultural Adaptations in Global Product Launch Events

An empirical examination by Chen et al. (2016) delved into the challenges and strategies associated with global product launch events. Through a series of case studies spanning diverse cultural contexts, the researchers identified the importance of cultural adaptations in event strategies. The study highlighted that successful global product launches required a nuanced understanding of cultural preferences, communication styles, and consumer behaviors. It emphasized the need for flexibility in event design to resonate with diverse audiences.

2.3.4. Post-Event Engagement and Sustained Consumer Interest

Research by Johnson and Robinson (2015) focused on the post-event phase, investigating strategies for sustaining consumer interest after product launch events. The study employed longitudinal data analysis and consumer surveys to assess the effectiveness of post-event engagement activities. Results demonstrated that organizations that implemented robust post-event strategies, such as follow-up

communications, exclusive offers, and interactive online platforms, were more successful in maintaining consumer interest over an extended period.

2.3.5. Risk Management in Event-Based Product Launches

An empirical exploration by Wong and Yuen (2017) examined the identification and management of risks associated with event-based product launches. Through a series of industry interviews and case analyses, the researchers identified common risks, including logistical challenges, technical issues, and unforeseen external factors. The study provided practical insights into risk mitigation strategies, emphasizing the importance of contingency planning and proactive risk management to ensure the success of product launches.

The subject of research concerning the launch of new products is of the greatest interest to business in general and to the success of businesses as a whole, as numerous studies show the link between innovation and profitability (Cho and Pucik, 2005; Langerak and Hultink, 2005; Shepherd and Ahmed, 2000). The launch process is the final phase of the innovation process (Trommsdorff and Steinhoff, 2013). Product launch is the process that is most critical to the success of the innovation process because it is the process in which most costs are incurred during the innovation process (Cooper and Kleinschmidt, 1988; O'Dwyer and Ledwith, 2008). In this respect, it is of vital importance with regard to the prospects of success and risks of an innovation project. Nevertheless, only 4% of the literature on new product development still deals with the question of product launch (Kou and Lee, 2015). The current situation is a drastic change, triggered by the fourth industrial revolution, which also has a lasting impact on the aspects surrounding the product launch of new products (Brynjolfsson and McAfee, 2014; Simon, 2012). The changes that are to be expected for the product launch are therefore also taken into account here with regard to existing studies and literature.

These empirical studies collectively contribute to our understanding of the diverse factors that influence the effectiveness of events as platforms for new product

launches. They highlight the significance of sensory experiences, technology integration, cultural adaptations, post-event engagement, and risk management in shaping consumer perceptions and ensuring sustained market success. The insights garnered from these studies inform the empirical framework of the current research, guiding the investigation into the intricacies of event-based product launches.

2.4. Conceptual Framework of the Study

In summary, these theoretical frameworks provide a conceptual basis for understanding the interplay between events and product launches. The Experiential Marketing model underscores the importance of creating memorable and immersive experiences, while the Diffusion of Innovations theory illuminates the adoption process. The Event Experience Design model complements these frameworks by offering insights into the design elements crucial for impactful events. These theories collectively inform the subsequent empirical exploration of how events contribute to the success of new product launches. The study adopted and modified the following conceptual framework from different related literatures. The five major situations selected and tried to explore the effectiveness of those situations upon the effectiveness of event marketing.

1. Event Contribution to Launch Strategy
2. Optimal Event Design and Execution
3. Engaging Participants for Market Traction
4. Technology and Innovation Integration
5. Post – Event Strategies for Sustainability

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter will detail the research design, sampling strategy, data collection methods, and data analysis techniques employed in the study. It will justify the chosen methodology and discuss any ethical considerations involved in the research process.

3.2. Description of the Study Area

This section provides an overview of the geographical, organizational, and industry-specific dimensions of the study area, offering a foundation for understanding the context in which the research is conducted.

Geographically, the study area encompasses on the events at the Addis Ababa Exhibition Center. Participants are drawn from both urban and suburban settings, representing different cultural contexts and market dynamics. Organizational scope of the study focuses on organizations involved in various industries, including but not limited to technology, consumer goods, and healthcare. The organizational setting spans a spectrum of sizes, ranging from small and medium enterprises (SMEs) to large corporations. This diversity is intentional, allowing for insights into how different organizational structures and sizes impact the utilization of events for product launches.

Industry-Specific Considerations: Understanding that industry characteristics play a significant role in shaping event strategies, the study considers the nuances of specific industries. For instance, the approach to launching a new technology product may differ from that of a healthcare or consumer goods product. Industry-specific considerations are taken into account in the research design to provide tailored insights.

Cultural Context: Cultural diversity is a crucial aspect of the study area, acknowledging that events and product launches are influenced by cultural nuances. The research includes participants from various cultural backgrounds, ensuring a more nuanced exploration of how cultural factors impact event effectiveness. Cultural considerations extend to both domestic and international perspectives, adding a global dimension to the study.

Temporal Considerations: The study recognized the dynamic nature of the events industry and product launch strategies. Temporal considerations encompass a range of time frames, including recent events and product launches, to ensure the relevance and timeliness of the data collected. This temporal scope allows for insights into emerging trends and shifts in industry practices.

3.3. Research Design and Approach

This section outlines the chosen research design, the rationale behind it, and the overall approach to data collection and analysis. This study adopts a mixed-methods research design, combining both qualitative and quantitative approaches. The integration of these two methods enhances the comprehensiveness and validity of the research findings by providing a triangulation of data. The use of a mixed-methods design allows for a deeper understanding of the complex dynamics involved in utilizing events for product launches.

Qualitative Approach: Qualitative methods, such as in-depth interviews, are employed to gather rich, detailed insights from key stakeholders, including event organizers, marketing executives, and product developers. The qualitative approach allows for an exploration of individual experiences, challenges faced, and successful strategies employed in the context of event-based product launches.

Quantitative Approach: Quantitative methods, including surveys, are utilized to collect numerical data on participant perceptions, preferences, and the effectiveness of specific event elements. The quantitative approach enables statistical analysis, providing measurable insights into the overall impact of events on product launches.

3.4.Data Collection:

Surveys: A structured questionnaire is designed to gather quantitative data on participant perceptions of event effectiveness, the impact of event design elements, participant engagement strategies, and technology integration in product launches. The survey is distributed to a purposive sample of professionals involved in event management, marketing, and product development at the Addis Ababa Exhibition Center.

Interviews: In-depth interviews are conducted with key stakeholders to delve into qualitative aspects of the research. Interviews allow for a detailed exploration of individual experiences, successful practices, and challenges faced in utilizing events for product launches. Key informants include event organizers, marketing executives, and product development professionals at the Addis Ababa Exhibition Center.

Document Analysis: Relevant documents, such as event plans, marketing strategies, and post-event reports, are analyzed to supplement survey and interview data. Document analysis provides contextual insights into the planning and execution processes associated with event-based product launches.

3.5.Data Analysis

Quantitative Analysis: the quantitative data was analyzed using a computer software called SPSS-Version 23. Survey data is analyzed using statistical software to generate descriptive statistics (frequency, percentage, mean and variance) . This quantitative analysis provides a numerical measure of participant perceptions and allows for generalizable insights.

Qualitative Analysis: Interview transcripts and qualitative survey responses undergo thematic analysis. Emerging themes and patterns are identified to explore the qualitative aspects of event effectiveness, participant engagement, and other relevant factors. The mixed-methods research design and approach ensure a holistic and nuanced exploration of the effectiveness of events as a platform for launching new

products and services. The integration of qualitative and quantitative methods enhances the rigor and validity of the study, providing a robust foundation for the subsequent analysis and interpretation of findings.

3.6. Types and Sources of Data

This section outlines the various types of data collected for the study and their respective sources. The research employs a combination of survey data, interview data, and document analysis to gather a comprehensive range of information on the factors that affect effectiveness of events as a platform for launching new products and services at the Addis Ababa Exhibition Center.

3.6.1. Survey Data:

Participants: Professionals involved in event management, marketing, and product development constitute the primary participants for the survey at the Addis Ababa Exhibition Center. This includes individuals with direct experience in planning and executing events for new product launches.

Distribution Method: The survey is distributed electronically to the targeted participants, ensuring a wide geographical reach and ease of response. The use of online survey platforms facilitates efficient data collection and analysis.

3.6.2. Interview Data:

Participants: Key stakeholders involved in event-based product launches, including event organizers, marketing executives, and product developers, serve as participants for in-depth interviews. These individuals offer unique perspectives and in-depth insights into the research questions.

Data Collected: In-depth interviews explore qualitative aspects of the research, capturing individual experiences, successful practices, and challenges faced. Semi-structured interviews allow for flexibility in probing specific areas of interest and adapting to the richness of participants' narratives.

Data Collection Method: Interviews are conducted either in person or virtually, depending on participant preferences and logistical considerations. The use of audio recording ensures accurate capturing of responses, which are then transcribed for analysis.

3.6.3. Document Analysis

Documents: Relevant documents, including event plans, marketing strategies, and post-event reports, serve as sources of contextual information. These documents provide a behind-the-scenes understanding of the planning and execution processes associated with event-based product launches.

Data Collected: Document analysis involves extracting information related to event design, participant engagement strategies, technology integration, and post-event activities. Key insights from documents contribute to a holistic understanding of the organizational practices in the study area.

Data Collection Method: Documents are collected from collaborating partners, industry associations, and organizations involved in event-based product launches. A systematic review of these documents allows for the extraction of relevant data points.

The combination of survey data, interview data, and document analysis ensures a triangulation of information, providing a comprehensive view of the research questions. The diverse types and sources of data contribute to the richness and depth of the study, allowing for both quantitative measurements and qualitative insights into the effectiveness of events as a strategic tool for product launches.

3.7. Sample Size and Sample Technique

This section outlines the rationale behind determining the sample size and the technique used to select participants for the survey and interviews. The study employs purposive sampling to ensure the inclusion of individuals with specific expertise in event management, marketing, and product development.

3.7.1. Sample Size Determination:

The determination of the sample size is guided by the principles of adequacy and saturation. Given the exploratory nature of the study and the need for in-depth insights, the sample size is determined to be sufficient when data saturation is achieved. Data saturation occurs when new participants or data points cease to provide additional insights into the research questions.

$$n = Z^2 p \cdot q / e^2$$

Where,

n----- Sample size

Z^2 = the abscissa of the normal curve that cuts off an area α at the tails ($1-\alpha$ equals the desired confidence level; i.e 95%)

e = the desired level of precision

p = the estimated proportion (standard deviation) of an attribute that is presented in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve.

$$n = (1.96)^2 (0.85) (0.15) / (0.05)^2 = 195$$

The above sample size is the representative sample proportion at 95% confidence level and $\pm 5\%$ precision when the population is large and unknown. If the population is small, then the sample size can be reduced slightly. This is because a given sample size provides proportionately more information for a small population than for a large population. As a result, the sample size (n_0) = 195.

3.8. Reliability and validity

3.8.1. Instrument Validity

Content validity of a measuring instrument is used to see if the extent to which it provides adequate coverage of the investigative questions guiding the study. In this study, content validity was determined by consulting the expertise of the supervisor and two financial marketing experts. These experts and the research advisor looked at

every question in the questionnaire and do their own analysis to ascertain that the questions answer research objectives of the area under study. Recommendations (to continue with the instrument with some correction) from the experts were taken into consideration in order to improve the instruments. The questionnaire is prepared from various studies mentioned above.

3.8.2. Reliability

The Cronbach Alpha (α) coefficient is statistically calculated to determine the reliability of the data about all the factors used in both questionnaires. Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its reliability (Bryman & Bell, 2014). A reliability estimate that is 0.70 or higher suggests good reliability, whereas reliability between 0.60 and 0.70 may be acceptable provided that other indicators of a model's construct validity are good. Nevertheless, the lowest acceptable limit for Cronbach's coefficient (α) is 0.70 (Ruekert & Churchill, Jr., 2014). The minimum Cronbach Alpha coefficient for this research is set at $\alpha \geq 0.70$. Using SPSS software, the reliability of the data will be calculated to verify the research has kept the required reliability value.

3.9. Ethical Consideration

The study maintains standard research ethics and practices that included basic ethical codes of conduct throughout the research process. The data collected based on the willingness of participants. Before actual data collection based on interview guide, respondents were informed about the objectives of the study. Covering letter was attached to the interview guide to ensure the participant's anonymity and confidentiality that information obtained from them disclosed to the third party. Moreover, the study provides anonymity that means the information from the respondents was kept confidential and not biased for any other personal interest. The interview also presented in terms of data coding methods like respondent one two and three structures.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter explores the Factors affecting the effectiveness events as a platform for launching new products and services, in the case of Addis Ababa exhibition center. We analyzed how different event formats contribute to achieving launch goals and explore best practices for event design and execution. Additionally, the chapter examines methods for maximizing participant engagement and the role of technology in enhancing event impact.

4.1 Response Rate

The respondent 's response rate of the interview is full percent that is the researcher got needed information from all samples. A total of 195 questionnaires were distributed to respondents. Out of 195 total distributed questionnaires 190 questionnaires were returned and found correct and used for the analysis part of the study. The response rate shows 97.4% success.

4.2 Demographic profile of the respondents

In this section the researcher tries to include age, sex, and educational level of the respondents. First, gender distribution and age composition of respondents were presented on graph and explained in detailed.

4.2.1 Gender

From the total of 190 respondents' male respondents accounts 59% (112) and female respondents holds 41% (78) out of the total number.

4.2.2 Age

From the total 190 (100%) respondents, 122 (64%) of them are found between the age of 18 and 24 are 30 (16%) of them found between the age of 25 to 35, 19(10%) of them found between 36 to 50 years of age, 11(6%) of them found between the age of 51 to 60 and 8(4%) of them are found above the age of 60 years.

4.2.3 Education level of respondents

The Survey shows that majority of the respondents are bachelor degree holders, which accounts 118 (62%) out of the total population (participants), the second are Master's degree holders and the account 38 (20%) of the total population and diploma and PhD holder are equal in number accounts 15 (8%) and each of them out of the total of 190 (100%) respondents and least number of respondents are high school students and the account 4 (2%) out of the total.

4.2.4 Occupation of Respondents

The Data shows that self-employed participants are 38 (20%) out of the total population, students are 101 (54%), NGO employee are 11 (6%), government employees are 8 (4%), pensioners are 8 (4%) and others accounts 24 (12%) out of the total population (respondents). Based on the above demographic (occupation) information majority of the respondents are students, second self-employee, third other type of business participants and government employees and pensioners holds the least rank by having equal number.

Table 4.1 Demographic data of respondents

Data	Categories	Frequency	Percent
Occupation	Self employed	38	20%
	Student	101	54%
	NGO employee	11	6%
	Government employee	8	4%
	Pensioner	8	4%
	Other	24	12%
	Total	190	100%
Education level	High school	4	2%
	Diploma	15	8%
	Bachelor	118	62%
	Masters	38	20%
	PhD	15	8%
	Total	190	100%
Age of respondents	18-24	122	64%
	25-35	30	16%
	36-50	19	10%
	51-60	11	6%
	Above 60	8	4%
	Total	190	100%
Gender	Male	112	59%
	Female	78	41%
	Total	190	100%

Source: developed by the researcher, 2024.

4.3 Response Analysis

From the point of response analysis targeted respondents were asked to express their opinion about the following conceptual frameworks.

4.3.1 Event Contribution to Launch Strategy

This study identified that various event types play distinct roles in achieving launch objectives. Here's a breakdown of some common formats and their contributions.

Product Demos: These events directly showcase new offerings, allowing potential customers to interact with them firsthand. Product demos effectively generate interest, gather user feedback, and demonstrate product functionalities. This format is ideal for creating excitement and capturing early interest among potential customers.

Influencer Partnerships: Events featuring industry influencers leverage their social reach and credibility to introduce products to a wider audience. Influencer endorsements can significantly increase brand awareness and drive early customer adoption, especially for consumer-oriented products.

Industry Conferences: Industry conferences provide platforms to present new offerings to a targeted audience of professionals and decision-makers. These events are ideal for B2B products and services, fostering networking opportunities, establishing industry thought leadership, and generating sales leads.

According to Hollebeek, 2016; Hollebeek et al., 2017; Vivek et al., 2012, the success of these events hinges on aligning the chosen format with the specific launch goals, target audience, and product characteristics. For instance, a technical product launch targeting engineers might benefit more from an industry conference focused on detailed product specifications, while a consumer product launch might prioritize a product demo with engaging visuals and interactive elements.

Furthermore, events play a crucial role in introducing prototypes to diverse stakeholders. Product demos at launch events allow for early user testing and feedback from potential customers, helping to refine and improve the product before a wider release. Additionally, industry conferences provide opportunities to present prototypes to investors and industry experts, garnering valuable insights and potential funding (Hollebeek, 2016; Hollebeek et al., 2017; Vivek et al., 2012).

Table 4.2 Respondent's response about Event Contribution to Launch Strategy

1. Event Contribution to Launch Strategy		NA	NM	N	IN	HI	Mean	SD
Do you think that events have contributions to launch a strategy?	No	4	23	42	106	15	3.55	0.88
	%	2.1	12.1	22.1	55.8	7.9		
Do you think that events can contribute to launch new prototype?	No	4	4	30	122	30	3.89	0.76
	%	2.1	2.1	15.8	64.2	15.8		
Do you think that events are helpful to introduce new products to the market?	No	4	8	46	84	48	3.86	0.92
	%	2.1	4.2	24.2	44.2	25.3		
Do you think that producers can get target customers for their new product?	No	8	8	46	84	44	3.78	0.99
	%	4.2	4.2	24.2	44.2	23.2		
Do you think that customers can get good information about the new product/ prototype on events?	No	8	12	53	49	68	3.83	1.12
	%	4.2	6.3	27.9	25.8	35.8		
Grand							3.78	

Source: - own survey SPSS result 2024

As the above table 4.5 shows that about the statement “Do you think that events have contributions to launch a strategy?” four 4 (2.1%) of the respondents answered not at all, 23 (12.1%) of them said not much, 42 (22.4%) said neutral, 106 (55.8%) of them said influential and 15 (7.9%) of them said highly influential. The mean value for this item is 3.5526, this indicates that majority of the respondents responded that events have influence or contribution to launch a strategy for new product to the market.

For the second item “Do you think that events can contribute to launch new prototype?” 4 (2.1%) of the respondents answered not at all, again 4 (2.1%) of the respondents said not much, 30 (15.8%) of them said neutral, 122 (64.2%) of the respondents said influential and 30 (15.8%) of the said highly influential. The mean value 3.894 shows that most of the respondents agree that events have contribution to launch new prototype.

For the third statement “Do you think that events are helpful to introduce new products to the market?” 4 (2.1%) respondents said that not at all, 8 (4.2%) of them said not much 46 (24.2%) of neutral, 84 (44.2%) of them said influential and 48 (25.3%) of them said highly influential. The mean value 3.863 indicates that majority

of the respondents agreed that events are influential for introducing new product to the market.

For the fourth statement “Do you think that producers can get target customers for their new product?” 8 (4.2%) of them said not at all, again 8(4.2%) o the said not much, 46 (24.2%) of the neutral, 84 (44.2%) of them said influential and 44 (23.2%) of them said highly influential and the grand mean value 3.7789 shows that majority of the respondents said that events are influential for producer to get the target customers.

For the last statement “Do you think that customers can get good information about the new product/ prototype on events? 8 (4.2%) of them said not at all, 12 (6.3%) of them said not much, 53 (27.9%) of them neutral, 49 (25.8%) of them said influential and 68 (35.8%) of them says highly influential. The mean value for this statement is 3.826 this implies that majority of the respondents said that customers can get good information about the new product and prototype.

In general, the grand mean value of the item Event Contribution to Launch Strategy is 3.783, this clearly indicates that majority of the respondents agreed or mentioned that events have great(influential) contribution to launch strategy for new products to the market.

4.3.2 Optimal Event Design & Execution

This study identified several key best practices for designing and executing successful launch events:

Venue Selection and Set-up: The venue should be strategically chosen based on accessibility for the target audience, desired atmosphere, and the type of activities planned. The layout should be well-designed, ensuring smooth flow, optimal product visibility, and dedicated spaces for interaction and engagement.

Content and Program Design: The event program should be engaging and informative, featuring presentations, demonstrations, and panel discussions tailored to the launch goals and target audience. Content variety keeps attendees engaged and

ensures the event effectively communicates the value proposition of the new product or service.

Speaker Selection and Engagement: Selecting the right speakers is crucial. Consider industry experts, product developers, or renowned influencers who can captivate the audience and provide valuable insights relevant to the launch.

Visual Communication and Branding: Effective event branding through visuals and messaging reinforces brand identity and strengthens the launch message. Utilize high-quality visuals, consistent brand elements, and clear messaging across all event materials and presentations.

Real-World Examples:

Apple's annual product launch events showcase best practices in design, execution, and branding. They feature captivating presentations, immersive product demonstrations, and high-profile speakers, effectively generating excitement and anticipation for new releases.

Tech conferences like CES (Consumer Electronics Show) and E3 (Electronic Entertainment Expo) utilize interactive booths, product demonstrations, and engaging presentations to showcase innovative technologies. These events effectively connect businesses with potential customers and industry professionals.

Table 4. 3 Response on Optimal Event Design & Execution

2. Optimal Event Design & Execution		NA	NM	N	IN	HI	Mean	SD
Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services	No	8	12	57	76	37	3.64	1.00
	%	4.2	6.3	30.0	40.0	19.5		
Best event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services	No	16	4	34	68	68	3.88	1.17
	%	8.4	2.1	17.9	35.8	35.8		
Producers/ innovators can be effective through Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services	No	11	11	19	121	28	3.76	0.97
	%	5.8	5.8	10.0	63.7	14.7		
Customers may have the chance to get the right information about New Products & Services	No	4	8	61	76	41	3.74	0.91
	%	2.1	4.2	32.1	40.0	21.6		
Both customers and vendors can be easily benefited from Optimal event design and execution	No	15	19	27	91	38	3.62	1.12
	%	7.9	10.0	14.2	47.9	20.0		
Grand							3.73	1

Source: - own survey SPSS result 2024

As presented under table 4.6 on the statement “Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services” 8 (4.2%) of them said not at all, 12 (6.3%) of them said not much, 57 (30%) of them said neutral, 76 (40%) of them said influential and 37 (19.5%) of them said highly influential the mean value 3.6425 shows that majority of the respondents agreed(responded) that optimal event execution is helpful or influential for the effectiveness new product and services.

For the second statement “Best event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services” 16 (8.4%) said not at all, 4 (2.1%) not much, 34 (17.9%) neutral, 68 (35.8%) influential and 68 (35.8%) highly influential. The mean value 3.8842 indicates that most of the

respondents responded that best event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services.

For third statement “Producers/ innovators can be effective through Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services”¹¹ (5.8%) of the said not at all, 11 (5.8%) of them said not much, 19 (10%) of them said neutral, 121 (63.7%) of them said influential, and 28 (14.7%) of them said highly influential. The mean value 3.7573 implies that Producers/ innovators can be effective through optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services.

For the fourth statement “Customers may have the chance to get the right information about New Products & Services” 4 (2.1%) of the respondents said not at all, 8 (4.2%) of them said not much, 61 (32.1%) are neutral with idea, 76 (40%) said influential and 41 (21.6%) said influential. The mean value 3.7474 shows that majority of the respondents responded that Customers may have the chance to get the right information (influential) about New Products & Services.

The grand mean value 3.7305 shows that Optimal Event Design & Execution has influence on introduction of new product and services to the market. From a product development perspective, one conclusion that could be drawn from the Bop literature and the broader discourse on poverty is that such markets present both significant opportunities and challenges for organizations (Kandachar and Halme, 2007). In terms of challenges, investigations of product development in poor countries have generally cited widespread corruption, poor infrastructure (Crul and Diehl, 2006; Donaldson, 2006), poor laws, and uncertain demand (Tybout, 2000), as some of the common system-level factors that hinder market-based product development activity.

At an organizational level, studies have observed considerable flaws typified by design processes lacking coherence and standardization (Donaldson, 2006). In comparison, a predominant portion of the literature on product development, having

been developed in highly industrialized settings that do not experience this problem intensity, is silent on these challenges. In business practice too, most product design for Bop contexts is performed by designers whose experience and expertise are anchored in advanced economies (Mahajan and Banga, 2005).

4.3.3 Engaging Participants for Market Traction

Maximizing participant engagement during events is essential for translating short-term interest into long-term market traction. Our research identified the following strategies:

Interactive Activities: Incorporating interactive elements like product demos, polls, and contests keeps participants engaged and fosters a sense of participation. Gamification techniques can further enhance engagement by incorporating game mechanics and rewards.

Social Media Integration: Encouraging social media interaction through event hashtags, live feeds, and interactive polls promotes real-time engagement and extends the event's reach beyond physical attendees. Social media can also be used to generate pre-event buzz and encourage post-event discussions.

Data & Case Studies: Showcase data or case studies that demonstrate the positive impact of past events on brand awareness, lead generation, or sales conversions. Quantifiable metrics highlight the effectiveness of events in driving market traction and can be used to secure buy-in for future events.

Table 4. 3 Respondents view on Engaging Participants for Market Traction

3. Engaging Participants for Market Traction		NA	NM	N	IN	HI	Mean	SD
Engaging participants for market traction is helpful for the effectiveness of Prototype Events for Launching New Products & Services	No		8	42	98	38	3.83	0.87
	%		4.2	22.1	51.6	20.0		
Customers can get easily information about the new products and services due to engaged participants for market traction.	No	4	13	49	95	29	3.69	0.88
	%	2.1	6.8	25.8	50.0	15.3		
Vendors can ably address the right customer through engaged participants	No	8	23	57	72	30	3.49	1.03
	%	4.2	12.1	30.0	37.9	15.8		
Engaging participants helps to have less competitors in the market	No	4	49	57	57	23	3.24	1.04
	%	2.1	25.8	30.0	30.0	12.1		
Engaging participants for market traction reduces confusion among customers about new products and services	No	27	15	76	61	11	3.07	1.09
	%	14.2	7.9	40.0	32.1	5.8		
Grand							3.46	

Source: - own survey SPSS result 2024

For the item “Engaging Participants for Market Traction” a total of five statements were listed under the item. For the first statement “Engaging participants for market traction is helpful for the effectiveness of Prototype Events for Launching New Products & Services” (0%) of them said not at all, 42(22.1%) of them said neutral, 98(51.6%) of them said influential, 98(51.6%) of them said highly influential and the mean value for the item is 3.8316 which shows that majority of the respondents answered that it is influential.

For the second statement “Customers can get easily information about the new products and services due to engaged participants for market traction” 4(2.1%) of the said not at all, 13(6.8%) of them said not much, 49(25.8%) of neutral, 95(50%) of influential, and 29(15.3%) of them highly influential. The mean value is 3.6947 this indicates that majority of the respondents responded that it is influential,

For the third statement “Vendors can able address the right customer through engaged participants” 8(4.2%) of them said not at all, 23(12.1%) of them not much, 57(30%) neutral, 72(37.9%) influential and 30(15.8%) of them said highly influential and the mean value 3.4895 shows that majority respondents gave answer which is closer to neutral and this implies that not clearly known the influence of this item.

Fourth statement “Engaging participants helps to have less competitors in the market” 4(2.1%) of them said not at all, 49(25.8%) of them said not much 57(30%) of them said neutral, 57(30%) of them said influential and 23(12.1%) of them said highly influential the value 3.2421 shows that much of respondent’s answer is nearer to neutral response and this mainly implies that Engaging participants as such may not be helpful to have less competitors in the market.

For the fifth item “Engaging participants for market traction reduces confusion among customers about new products and services” 27(14.2) of respondents said not at all, 15(7.9%) of the respondents said not much, 76(40%) of the respondents neutral, 61(32.1%) of the respondents said influential and 11(5.8) of them said highly influential. The mean value for this statement is 3.0737 this indicates that majority of the respondents are neutral to this statement.

In general, the grand mean value 3.4663 of this item indicates that most of the respondent’s response directs toward the neutral position which implies that Engaging Participants for Market Traction is not clearly effective for introduction of new products and services to the market. According to a study conducted by David Zakoth and Oliver Mauroner (2020), Market places are places where companies can meet potential customers, start-up founders or creative citizens and work together with them to realize collaborative innovations. Therefore, these kinds of spaces, as well as the underlying social phenomenon of the maker movement, could be emerging sources for companies to discover new ideas.

As a result, maker spaces might offer a competitive advantage by providing a new source for innovation. However, to enable collaboration, a sensible balance must be

found between the makers, who are motivated by self-fulfillment and the companies that hold a primarily pecuniary interest.

4.3.4 Technology & Innovation Integration

Integrating technology and innovative elements enhances the presentation and impact of prototypes at launch events, as well as the overall attendee experience. Here are some examples:

Augmented Reality (AR) and Virtual Reality (VR): These technologies enable immersive product demonstrations, allowing users to interact with prototypes in realistic simulated environments.

Artificial Intelligence (AI): AI can personalize the event experience by tailoring content recommendations or product demonstrations to individual interests.

Table 4.4 Respondents view on Technology & Innovation Integration

4. Technology & Innovation Integration		NA	NM	N	IN	HI	Mn	SD
Technology and innovation integration is important for the effectiveness of Prototype Events for Launching New Products & Services	No	8	11	19	78	74	4.04	1.05
	%	4.2	5.8	10.0	41.1	38.9		
Applying technology and innovations on events helps to provide information about New Products & Services	No	8	11	8	114	49	3.97	0.96
	%	4.2	5.8	4.2	60.0	25.8		
Customers can easily get informed about new products and services through technology and innovation on events	No	4	23	30	68	65	3.88	1.08
	%	2.1	12.1	15.8	35.8	34.2		
Vendors can be effective on gaining the right customer about the product or service through using technology	No		11	4	84	91	4.34	0.79
	%		5.8	2.1	44.2	47.9		
Information overload and confusion among customers can be reduced due to technology	No		11	38	61	80	4.11	0.92
	%		5.8	20.0	32.1	42.1		
Grand							4.07	

Source- own survey SPSS result 2024

As shown under table 4.8 for the first statement” Technology and innovation integration is important for the effectiveness of Prototype Events for Launching New Products & Services” 8(4.2%) of the respondents answered not at all, 11(5.8%) of them said not much, 19(10%) of them neutral, 78(41.1%) of the said influential and 74(38.4%) of them said highly influential. The value 4.0474 shows that majority of the respondents said influential.

For the second statement 8(4.2%) of them said not at all, 11(5.8%) of them said not much, 8(4.2%) neutral, 114(60%) of them influential and 49(25.8%) of them said highly influential. The value of the statement is 3.9737 which indicates that majority of the respondents responded that it is influential.

For the third statement “Customers can easily get informed about new products and services through technology and innovation on events” 4(2.1%) of them said not at all, 23(12.1%) of the not much 30(15.8%) of them neutral, 68(35.8%) of them said influential and 65(34.2%) of them said highly influential. The mean of the the statement if 4.3421 this value clearly shows that majority of the respondents answered that it influential.

For the fourth statement about “Vendors can be effective on gaining the right customer about the product or service through using technology” 11(5.8%) of the respondents said not much, 4(2.1%) of the neutral, 84(44.2%) of them influential and 91(47.9%) of them said highly influential. The mean value 4.3421 indicates that majority of the respondents said clearly it is influential.

The last statement of the item “Information overload and confusion among customers can be reduced due to technology” 11(5.8%) of respondents said not much, 38(20%) of them said neutral, 61(32.1%) of them said influential and 80(42.1%) of them said highly influential. The mean value 4.0695 shows that majority of the respondents clearly said that it is influential.

In general, the grand mean value (4.0695) indicates that Technology & Innovation Integration are effective for events in an introduction of new products and services to a market. A study by Ernst & Young (Ernst & Young, 2018) showed that the majority of companies are already using digital sales channels to reach their customers, with an

increasing tendency. Unlike in the past, the logic on the Internet is decentralized and networked. Communication happens between customers on platforms, as in the past between the company and the customer. Companies must take this type of communication into account in their market introduction policy. One possibility for this is influencer marketing passing opinion leaders (Matikainen *et al.*, 2015; Pleil *et al.*, 2017). A study conducted by Alexander Selman, 2020, shows that digitization brought a convincing answer to this question. Not only a megatrend and thus a source of threats to the livelihood of companies, but also a source of possible solutions. The high potential of digitization for increasing effectiveness and efficiency in administrative processes is repeatedly demonstrated by empirical examples (e.g. Boes *et al.*, 2018; Etventure, 2018; Will, Campbell and Holmes, 2015). Self-learning mechanisms and efficient computer programs helps all areas of the company involved in organization, processing and development (Boes *et al.*, 2018; Gerst, 2019). The current Internet also offers the opportunity to conduct market research and communicate news in real time. (Bernard, 2016; Kreutzer, 2016).

4.3.5 Post-Event Strategies for Sustainability

Follow-up Activities: Implementing targeted follow-up communications, including post-event emails, newsletters, and exclusive offers to sustain consumer interest.

Ongoing Communication: Establishing ongoing communication channels through social media, blogs, and other platforms to maintain a connection with the audience.

Long-Term Relationship Building: Developing strategies for long-term relationship building, loyalty programs, and community engagement beyond the initial event.

Table 4. 5 Respondents view on post-event strategies

5. Post-Event Strategies for Sustainability		NA	NM	N	IN	HI	Mean	SD
Post – event strategies for sustainability are crucial for the effectiveness of Prototype Events for Launching New Products & Services	No		11	42	80	57	3.96	0.87
	%		5.8	22.1	42.1	30.0		
The right customers can be found through post-event strategies	No	4	19	46	80	41	3.71	0.98
	%	2.1	10.0	24.2	42.1	21.6		
Post- event strategies reduce competition among vendors	No	80	57	34	11	8	2.00	1.10
	%	42.1	30.0	17.9	5.8	4.2		
Post-event strategies help to address detail information about the new product and service	No	11	38	30	87	24	3.39	1.12
	%	5.8	20.0	15.8	45.8	12.6		
Post-events strategies help to get co-workers and funding agents on a new product and services	No	8	34	38	76	34	3.49	1.11
	%	4.2	17.9	20.0	40.0	17.9		
Grand							3.31	

Source: - own survey SPSS result 2024

As shown on the above table 4.9 for the first statement of item fifth “Post – event strategies for sustainability are crucial for the effectiveness of Prototype Events for Launching New Products & Services” 11(5.8%) of them said not much, 42(22.1%) of the said neutral, 80(42.1%) of the responded influential and 57(30%) of them said highly influential. The mean value 3.9632 shows that majority of the respondents said that Post – event strategies for sustainability are crucial (influential) for the effectiveness of Prototype Events for Launching New Products & Services.

For the second statement “The right customers can be found through post-event strategies” 4(2.1%) of them said not at all, 19(10%) of them not much, 46(24.2%) of them said neutral, 80(42.1%) of them said influential and 41(21%) of them said highly influential. The mean value 3.7105 indicates that majority responses direct toward influential response.

The third statement “post-event strategies reduce competition among vendors” 80(42.1%) of the respondents said not at all, 57(30%) of them not much, 34(17.9%) of them neutral, 11(5.8%) of them influential and 8(4.2%) of them said highly influential.

The fourth item “post-event strategies help to address detail information about the new product and service” 11(5.8%) of them said not at all, 38(20%) of the not much, 30(15.8%) neutral, 87(45.8%) influential and 24(12.6%) are highly influential the mean value is 3.3947 this indicates the response closes to neutral value.

The fifth statement “post-events strategies help to get co-workers and funding agents on a new product and services” 8(4.2%) of them said not at all, 34(17.9%) of them not much and 38(20%) of them neutral, 76(40%) of them said influential and 34(17.9%) of them said highly influential. The mean value (3.4947) of the statement indicates that majority of the response closes to influential response.

In general, the grand mean value 3.3126 indicates that the general response (opinion) of respondents directs toward neutral response. Therefore, Post-Event Strategies for Sustainability may not have clear effectiveness upon the introduction new product and services on an event market. The customer development approach (Blank & Dorf, 2012) focuses on the importance of knowing and understanding customers to facilitate the innovation dissemination process.

Through the four phases of customer discovery, customer validation, customer creation and company building, innovators and entrepreneurs can adopt a structured process to ensure the distinctiveness of their value proposition to customers and other relevant stakeholders (Bailetti et al., 2020). The lean startup (Ries, 2011) approach is heavily based on the software industry, but has also been considered for extended spaces of new product development. It advocates a build-measure-learn feedback loop iterative process, which relies on user feedback to make incremental adjustments and improvements to the solution being built.

The above “-Event Strategies for Sustainability may not have clear effectiveness upon the introduction new product and services on an event market” approaches and

methods all imply an increasing concern with lean and agile processes for innovation, with a strong focus on customer and user feedback to improve the new product development process.

4.3.6 Overall Grand Mean Analysis

Table 4. 1 overall Grand Mean Analysis

		Statistics				
		Event Contribution to Launch Strategy	Optimal Event Design Execution	Engaging Participants for Market Traction	Technology Innovation Integration	Engaging Participants for Market Traction
N	Valid	190	190	190	190	190
	Missing	0	0	0	0	0
Mean		3.78	3.73	3.47	4.07	3.31
Std. Deviation		0.89	0.99	0.94	0.91	0.98

Source: - own survey SPSS result 2024

The above table4.10 shows the grand and composite mean calculation of the responses result. Technology Innovation Integration holds the highest grand mean value which is 4.0695 this implies that above all mention five factors it contributes the most for the effectiveness of events for an introduction of new products and service from prototype to market.

Secondly, Event Contribution to Launch Strategy has the second higher value which is 3.7832 and this value implies that there is great connection between effectiveness of events for the introduction of new products and services to the market.

Thirdly Optimal Event Design Execution had the third position by holding 3.7305 which implies it has great contribution for the effectiveness events for introduction of new product and services.

Fourth Engaging Participants for Market Traction it holds the fourth-place by holding 3.4663 this value more or less closes to neutral response and it does not indicate a clear implication to the effectiveness of events for an introduction of new products

and services.

Lastly Engaging Participants for Market Traction holds the least grand mean value, which is 3.3126 this value a value closest to neutral response and from this point of view it can be said that Engaging Participants for Market Traction as such does not clearly contribute for the effectiveness of events for introduction of new products and services to market.

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Major Finding

Events play a crucial role in introducing prototypes to diverse stakeholders. Product demos at launch events allow for early user testing and feedback from potential customers, helping to refine and improve the product before a wider release. Additionally, industry conferences provide opportunities to present prototypes to investors and industry experts, garnering valuable insights and potential funding.

The grand mean value of the item Event Contribution to Launch Strategy is 3.783, this clearly indicates that majority of the respondents agreed or mentioned that events have great(influential) contribution to launch strategy for new products to the market.

Tech conferences like CES (Consumer Electronics Show) and E3 (Electronic Entertainment Expo) utilize interactive booths, product demonstrations, and engaging presentations to showcase innovative technologies. These events effectively connect businesses with potential customers and industry professionals. The grand mean value 3.7305 shows that Optimal Event Design & Execution has influence on introduction of new product and services to the market.

In general, the grand mean value (4.0695) indicates that Technology & Innovation Integration are effective for events in an introduction of new products and services to a market.

In general, the grand mean value 3.3126 indicates that the general response (opinion) of respondents directs toward neutral response. Therefore, Post-Event Strategies for Sustainability may not have clear effectiveness upon the introduction new product and services on an event market.

Short-Term Effects: Limited effectiveness of events: Businesses struggle to leverage events effectively without a deep understanding of their impact. This leads to suboptimal event design, execution, and engagement, potentially hindering initial product interest and sales. Missed opportunities for optimization: The lack of a comprehensive framework prevents businesses from identifying and capitalizing on synergistic effects between event elements. This limits their ability to maximize event ROI and achieve optimal reach and engagement.

5.2 Conclusion

As seen from the results of the study analysis Technology Innovation Integration holds the highest grand mean value which is 4.0695 this implies that above all mention five factors it contributes the most for the effectiveness of events for an introduction of new products and service from prototype to market. Secondly, Event Contribution to Launch Strategy, Thirdly Optimal Event Design Execution had the third position by holding 3.7305, fourth Engaging Participants for Market Traction it holds the fourth place b holding 3.4663, Lastly Engaging Participants for Market Traction holds the least grand mean value, which is 3.3126 this value a value more closest to neutral response and from this point of view it can be said that Engaging Participants for Market Traction as such does not clearly contribute for the effectiveness of events for introduction of new products and services to market.

Short-term effect

Difficulty in replicating success: Case studies and anecdotal evidence provide limited generalizability. Businesses struggle to translate isolated successes into repeatable event strategies across different contexts.

Stifled innovation in event marketing: The knowledge gap hinders the development of new and innovative event formats and technologies. This could lead to stagnation in the field, making it harder for businesses to stand out and capture audience attention.

Inefficient allocation of resources: Businesses may invest in ineffective event components due to a lack of clear guidance on what truly drives success. This can lead to wasted resources and missed opportunities for investment in more impactful methods.

Erosion of consumer trust: Inconsistent event experiences can damage brand reputation and consumer trust. Without a proper understanding of audience expectations, businesses risk creating negative associations with their products through poorly designed or executed events.

Long-Term Effects:

Slower market penetration and growth: Ineffective event-based launches can impede product adoption and brand recognition, ultimately hindering overall market penetration and growth.

Loss of competitive advantage: As competitors adopt more effective event strategies, businesses lacking this knowledge fall behind, potentially facing competitive disadvantage and market share losses.

Limited adaptability to changing trends: Without a strong understanding of the interplay between events and consumer behavior, businesses struggle to adapt their event strategies to keep pace with evolving preferences and expectations. This can lead to declining event effectiveness and missed opportunities to connect with target audiences.

5.3 Recommendation

To achieve success, companies need a well-defined New Product Development (NPD) strategy with clear goals and a focus on customer needs. Gathering a large pool of ideas, with a significant number coming directly from customers, is essential for designing winning products. Upfront research is also key to understanding the market landscape before product development begins.

Events are a powerful tool for launching new products, especially prototypes. They provide opportunities for early user feedback through demonstrations and testing, industry exposure at conferences to connect with investors and experts, and brand awareness with customers and professionals through exciting presentations of innovative technologies.

Events are a powerful tool for launching new products, especially prototypes. To maximize their effectiveness, a strategic approach is key.

Planning for Success

Start by defining clear goals – are you aiming for early user feedback, investor connections, or brand awareness? Knowing this will guide your entire event strategy. Identify your target audience – who needs to see your prototype? Tailor the experience and messaging to resonate with them.

Engaging Attendees

Technology plays a crucial role. Integrate VR/AR, interactive prototypes, or live demonstrations to create an immersive experience showcasing your product's functionalities. Ensure optimal event design with a clear flow, accessible prototypes, and engaging presentations highlighting the value proposition.

Extending the Impact

Don't let the event end there. Develop a post-event strategy to capture leads through follow-up emails, gather valuable feedback through surveys, and consider creating an online community to foster discussion and maintain customer interest.

Continuous Improvement

Track event metrics like attendance, engagement, and leads generated. Analyze past results and industry trends to inform future strategies, ensuring events remain relevant and cater to evolving customer expectations. While technology is important, remember the human element. Design interactive experiences that encourage dialogue and feedback exchange with attendees to build connections and foster deeper engagement.

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Appendix



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MASTER OF BUSINESS ADMINISTRATION

Dear Respondents,

I am conducting research on the Factors affecting the effectiveness events as a platform for launching new products and services, in the case of Addis Ababa exhibition center as a partial fulfillment of the requirements for the degree in Master of business administration at St. Mary's University. The main objective of this research is to investigate and analyze the effectiveness of events as a platform for launching new products and services, with a focus on the transition from prototype development to sustained market success. For the successful accomplishment of the study, your response will have a pivotal role by providing valuable input for the study. Thus, your genuine and honest response is very crucial for attaining the aim of the research and the researcher would like to thank you for your cooperation in advance. The information you provide will be held strictly confidential and used only for academic purpose. There is no need of writing your name.

Thank you in advance for your cooperation

Henok Gebeyaw

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Part one: Background Information

Dear respondents, please label a characteristic that correspondent to your background data by using “√” mark.

1. Gender:

Male ☐ Female ☐

2. Age

18-24 ☐ 25-35 ☐ 36-50 ☐ 51-60 ☐ above 60 ☐

3. Educational Level

Illiterate ☐ Primary ☐ High school ☐ Diploma ☐

Bachelor Degree ☐ Master's Degree ☐ Doctorate Degree ☐

4. Occupation:

Self-employed ☐ Student ☐ NGO employee ☐ Government Employee ☐
Pensioner ☐ other ☐

Part two

Questions related with Customers about the Effectiveness of Prototype Events for Launching New Products & Services, please put right mark (√) for response of you're feeling about the question provided

Not at all-----NA

Not much-----NM

Neutral-----N

Influential -----IN

Highly Influential-----HI

1. Event Contribution to Launch Strategy		NA	NM	N	IN	HI
1.1	Do you think that events have contributions to launch a strategy?					
1.2	Do you think that events can contribute to launch new prototype?					
1.3	Do you think that events are helpful to introduce new products to the market?					
1.4	Do you think that producers can get target customers for their new product?					
1.5	Do you think that customers can get good information about the new product/ prototype on events?					
2. Optimal Event Design & Execution		NA	NM	N	IN	HI
2.1	Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services					
2.2	Best event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services					
2.3	Producers/ innovators can be effective through Optimal event design and execution is helpful for the effectiveness of Prototype Events for Launching New Products & Services					
2.4	Customers may have the chance to get the right information about New Products & Services					
2.5	Both customers and vendors can be easily benefited from Optimal event design and execution					
3. Engaging Participants for Market Traction		NA	NM	N	IN	HI
3.1	Engaging participants for market traction is helpful for the effectiveness of Prototype Events for Launching New Products & Services					
3.2	Customers can get easily information about the new products and services due to engaged participants for market traction.					
3.3	Vendors can ably address the right customer through engaged participants					
3.4	Engaging participants helps to have less competitors					

3.5	in the market Engaging participants for market traction reduces confusion among customers about new products and services					
4. Technology & Innovation Integration		NA	NM	N	IN	HI
4.1	Technology and innovation integration is important for the effectiveness of Prototype Events for Launching New Products & Services					
4.2	Applying technology and innovations on events helps to provide information about New Products & Services					
4.3	Customers can easily get informed about new products and services through technology and innovation on events					
4.4	Vendors can be effective on gaining the right customer about the product or service through using technology					
4.5	Information overload and confusion among customers can be reduced due to technology					
5. Post-Event Strategies for Sustainability		NA	NM	N	IN	HI
5.1	Post – event strategies for sustainability are crucial for the effectiveness of Prototype Events for Launching New Products & Services					
5.2	The right customers can be found through post-event strategies					
5.3	Post- event strategies reduce competition among vendors					
5.4	Post-event strategies help to address detail information about the new product and service					
5.5	Post-events strategies help to get co-workers and funding agents on a new product and services					



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MASTER OF BUSINESS ADMINISTRATION

ውድ ምላሽ ሰጪዎች፤

በቅድስት ማርያም ዩኒቨርሲቲ የቢዝነስ አስተዳደር ማስተርስ ለመመረቅ የሚያስፈልጉትን መስፈርቶች በከፊል በማሟላት በአዲስ አበባ ኤንዱስትሪ ማዕከል የፕሮፌታይፕ ዝግጅቶችን ለአዳዲስ ምርቶች እና አገልግሎቶች ማስተዋወቅ ውጤታማነት ላይ ጥናት እያደረግሁ ነው። የዚህ ጥናት ዋና አላማ ከፕሮፌታይፕ ልማት ወደ ቀጣይነት ያለው የገበያ ስኬት ሽግግር ላይ በማተኮር የዝግጅቶችን ውጤታማነት መመርመርና መተንተን አዳዲስ ምርቶችን እና አገልግሎቶችን ማስጀመር ነው። ለጥናቱ ጠቃሚ ግብአት በማቅረብ ወሳኝ ሚና ይኖረዋል። ስለዚህ፣ የርስዎ እውነተኛ እና ታማኝ ምላሽ የጥናቱን አላማ ለማሳካት በጣም ወሳኝ ነው እና ተመራማሪው ለምታደርጉት ትብብር አስቀድመው ላመሰግናችሁ ይፈልጋል። ያቀረቡት መረጃ በጥብቅ ሚስጥራዊ እና ለአካዳሚክ ዓላማ ብቻ ጥቅም ላይ ይውላል። ስምህን መጻፍ አያስፈልግም።

ስለ ትብብርዎ በቅድሚያ እናመሰግናለን

ሄኖክ ገበየው

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ክፍል አንድ፡ ዳራ መረጃ

ውድ ምላሽ ሰጪዎች፤ እባኩትን የ« ✓ » ምልክትን በመጠቀም ለጀርባ ውሂብዎ ዘጋቢ የሆነ ባህሪን ይለጥፉ።

1. ጾታ፡-

ወንድ ☐ ሴት ☐

2. ዕድሜ

18-24 ☐ 25-35 ☐ 36-50 ☐ 51-60 ☐ ከ60 በላይ

3. የትምህርት ደረጃ

መሃይም ☐ የመጀመሪያ ደረጃ ☐ ሁለተኛ ደረጃ ☐ ዲፕሎማ ☐

የባችለር ዲግሪ ☐ የማስተርስ ዲግሪ ☐ የዶክተሬት ዲግሪ ☐

4. ሥራ፡-

በራስ የሚተዳደር ☐ ተማሪ ☐ መንግስታዊ ያልሆነ ድርጅት ሰራተኛ ☐

የመንግስት ሰራተኛ ☐ ጡረተኛ ☐ ሌላ ☐

ክፍል ሁለት

አዳዲስ ምርቶችን እና አገልግሎቶችን ለማስጀመር የፕሮቶታይፕ ዝግጅቶች ውጤታማነትን በተመለከተ ከደንበኞች ጋር የሚነሱ ጥያቄዎች፤ እባክዎ ለቀረበው ጥያቄ ለሚሰማዎት ምላሽ ትክክለኛውን ምልክት (✓) ያድርጉ።

በፍፁም ----- NA

ብዙ አይደለም ----- NM

ገለልተኛ ----- N

ተፅዕኖ ፈጣሪ ----- IN

ከፍተኛ ተደማጭነት ----- HI

1. ስትራቴጂን ለመጀመር የተደረገ አስተዋፅኦ		NA	NM	N	IN	HI
1.1	ስትራቴጂ ለመጀመር ዝግጅቶች አስተዋፅኦ አላቸው ብለው ያስባሉ?					
1.2	ክስተቶች አዲስ ፕሮጀክቶች ለመጀመር አስተዋፅኦ ያደርጋሉ ብለው ያስባሉ?					
1.3	አዳዲስ ምርቶችን ወደ ገበያ ለማስተዋወቅ ዝግጅቶች ጠቃሚ ናቸው ብለው ያስባሉ?					
1.4	አምራቾች ለአዲሱ ምርታቸው ዲላማ ደንበኞችን ሊያገኙ ይችላሉ ብለው ያስባሉ?					
1.5	ደንበኞች ስለ አዲሱ ምርት/በክስተቶች ላይ ጥሩ መረጃ ሊያገኙ ይችላሉ ብለው ያስባሉ?					
2. ምርጥ የክስተት ንድፍ እና አፈፃፀም		NA	NM	N	IN	HI
2.1	ምርጥ የክስተት ዲዛይን እና አፈፃፀም አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮጀክቶች ዝግጅቶች ውጤታማነት አጋኝ ነው።					
2.2	ምርጥ የክስተት ዲዛይን እና አፈፃፀም አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮጀክቶች ዝግጅቶች ውጤታማነት አጋኝ ነው።					
2.3	አዘጋጅ/ፈጠራዎች በጥሩ ሁኔታ የዝግጅት ዲዛይን ውጤታማ ሊሆኑ ይችላሉ እና አፈፃፀም አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮጀክቶች ዝግጅቶች ውጤታማነት አጋኝ ነው።					
2.4	ደንበኞች ስለ አዲስ ምርቶች እና አገልግሎቶች ትክክለኛውን መረጃ የማግኘት እድል ሊኖራቸው ይችላል።					
2.5	ሁለቱም ደንበኞች እና ሻጮች ከአፕቲማል የክስተት ዲዛይን እና አፈፃፀም በቀላሉ ተጠቃሚ ሊሆኑ ይችላሉ።					
3. ለገበያ መጎተት ተሳታፊዎችን ማሳተፍ		NA	NM	N	IN	HI
3.1	ተሳታፊዎችን ለገበያ መሳብ ማሳተፍ አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮጀክቶች ዝግጅቶች ውጤታማነት አጋኝ ነው።					
3.2	ደንበኞች ለገበያ መሳብ በተሳተፉ ተሳታፊዎች ምክንያት ስለ አዲሶቹ ምርቶች እና አገልግሎቶች መረጃ በቀላሉ ማግኘት ይችላሉ።					
3.3	ሻጮች በተሳተፉት ተሳታፊዎች ትክክለኛውን ደንበኛ ማነጋገር ይችላሉ።					

3.4	ተሳታፊዎችን ማሳተፍ በገበያው ውስጥ አነስተኛ ተወዳዳሪዎች እንዲኖር ይረዳል					
3.5	ተሳታፊዎችን ለገበያ መሳብ በደንበኞች መካከል ስለ አዳዲስ ምርቶች እና አገልግሎቶች ግራ መጋባትን ይቀንሳል					
4.	ቴክኖሎጂ እና ፈጠራ ውህደት	NA	NM	N	IN	HI
4.1	ቴክኖሎጂ እና ፈጠራ ውህደት አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮፋታይፕ ዝግጅቶች ውጤታማነት አስፈላጊ ነው					
4.2	ቴክኖሎጂን እና ፈጠራዎችን በክስተቶች ላይ መተግበር ስለ አዲስ ምርቶች እና አገልግሎቶች መረጃ ለመስጠት ይረዳል					
4.3	ደንበኞች ስለ አዳዲስ ምርቶች እና አገልግሎቶች በቴክኖሎጂ እና በዝግጅቶች ላይ ፈጠራን በቀላሉ ማወቅ ይችላሉ።					
4.4	ሻጮች ቴክኖሎጂን በመጠቀም ስለ ምርቱ ወይም አገልግሎቱ ትክክለኛውን ደንበኛ በማግኘት ረገድ ውጤታማ ሊሆኑ ይችላሉ።					
4.5	በቴክኖሎጂ ምክንያት በደንበኞች መካከል ከመጠን በላይ መጫን እና ግራ መጋባት መቀነስ ይቻላል					
5.	የድህረ-ክስተት ስልቶች ለዘላቂነት	NA	NM	N	IN	HI
5.1	ልጥፍ - ለዘላቂነት የዝግጅት ስልቶች አዳዲስ ምርቶችን እና አገልግሎቶችን ለመጀመር ለፕሮፋታይፕ ዝግጅቶች ውጤታማነት ወሳኝ ናቸው					
5.2	ትክክለኛ ደንበኞች በድህረ-ክስተት ስትራቴጂዎች ሊገኙ ይችላሉ።					
5.3	ከክስተቱ በኋላ ስትራቴጂዎች በሻጮች መካከል ያለውን ውድድር ይቀንሳል					
5.4	ከክስተቱ በኋላ ስትራቴጂዎች ስለ አዲሱ ምርት እና አገልግሎት ዝርዝር መረጃ ለመፍታት ይረዳሉ					
5.5	ከክስተቶች በኋላ ስትራቴጂዎች በአዲስ ምርት እና አገልግሎቶች ላይ የስራ ባልደረቦች እና የገንዘብ ድጋፍ ሰጪ ወኪሎችን ለማግኘት ይረዳሉ.					