GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

01 OCT-2016 TO 08 OCT-2016

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY

ANALYTICS BY
DATA ANALYSIS GROUP
TECHMART SOLUTIONS MIDDLE EAST DMCC

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

DEMOGRAPHICS

Total Visitors surveyed
3,668

Number of valid responses
3,623 (99%)

Visitors Nationalities
87

Buyers surveyed
2,102 (57%)

VISITOR CITIES

Responses	Count	Percentage
Dubai	**2,415**	**66.66%**
Sharjah	518	14.3%
Abu Dhabi	357	9.85%
Ajman	149	4.11%
Other	88	2.43%
Ras Al Khaimah	65	1.79%
Fujairah	21	0.58%
Umm Al Quwain	10	0.28%

Gender

Responses	Count	Percentage
Male	**2,977**	**82.17%**
Female	646	17.83%

Age Group

Responses	Count	Percentage
25 to 34	**1,705**	**47.06%**
35 to 44	745	20.56%
18 to 24	736	20.31%
45 to 54	228	6.29%
17 or younger	168	4.64%
55 to 64	38	1.05%
65 to 74	3	0.08%

Highest educational qualification

Responses	Count	Percentage
Bachelor's degree	**1,973**	**54.46%**
Master's degree	600	16.56%
Graduated high school	564	15.57%
Less than high school	190	5.24%
Some college, no degree	132	3.64%
Associate degree	63	1.74%
Trade/technical school	62	1.71%
Advanced degree (Ph.D., M.D.)	39	1.08%

Occupation

Responses	Count	Percentage
Other	**335**	**38.24%**
Professional	255	29.11%
Manager	138	15.75%
Administrative/Support personnel	47	5.37%
Unemployed	41	4.68%
Director	23	2.63%
Homemaker	17	1.94%
Top Level Executive	9	1.03%

Responses	Count	Percentage
Vice President	4	0.46%
Retired	4	0.46%
Senior Vice President	3	0.34%

Monthly income level

Responses	Count	Percentage
AED 5001 to AED 10000	**184**	**26.94%**
AED 3001 to AED 5000	153	22.4%
Less than AED 3000	111	16.25%
AED 10001 to AED 15000	102	14.93%
AED 15001 to AED 20000	60	8.78%
AED 20001 to AED 25000	32	4.69%
AED 30001 and above	25	3.66%
AED 25001 to AED 30000	16	2.34%

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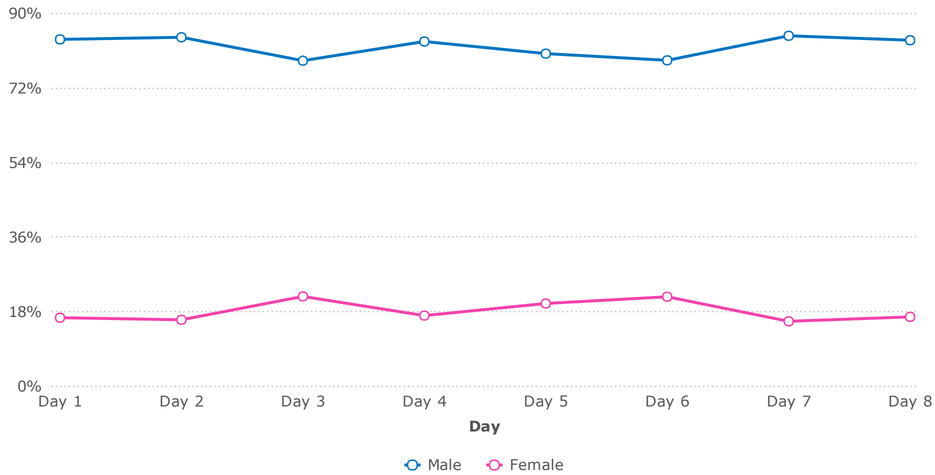
DAY WISE ANALYSIS

GENDER

Question Respondents

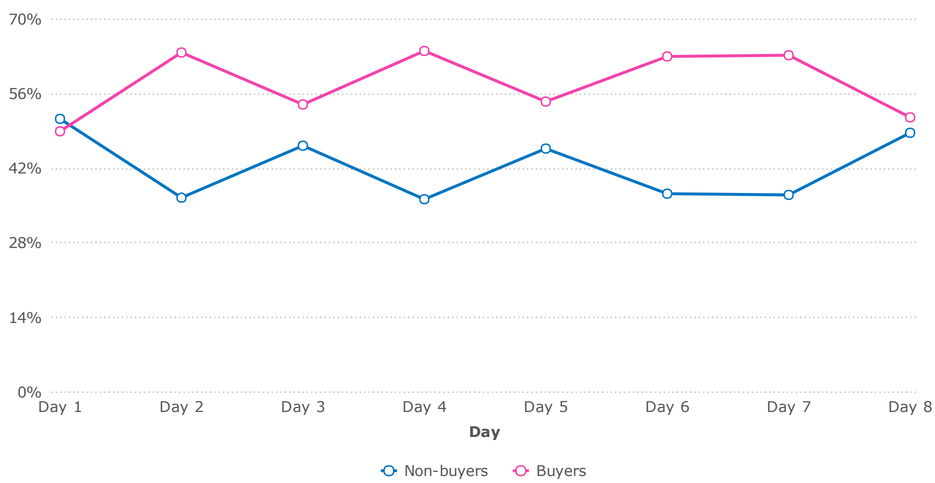
Day-1:	Day-2:	Day-3:	Day-4:	Day-5:	Day-6:	Day-7:	Day-8:
469	591	362	644	524	326	328	379



BUYERS V/S NON-BUYERS

Question Respondents

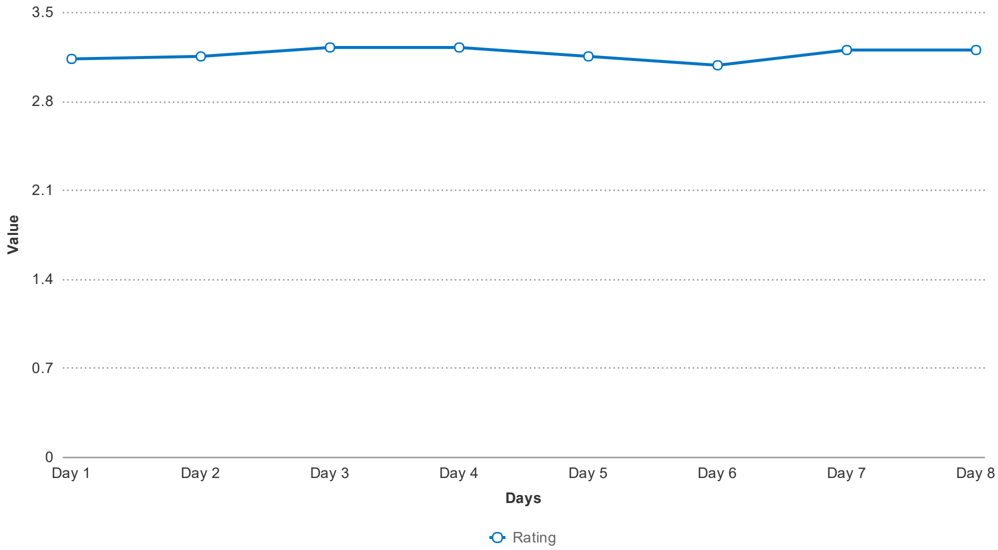
Day-1:	Day-2:	Day-3:	Day-4:	Day-5:	Day-6:	Day-7:	Day-8:
469	591	362	643	522	326	328	379



SHOW RATING

Question Respondents

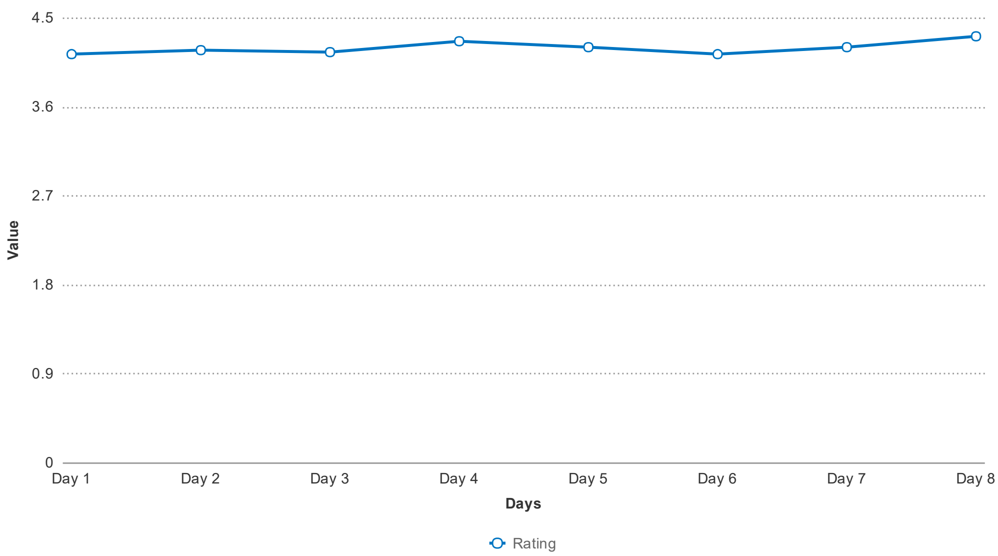
Day-1:	Day-2:	Day-3:	Day-4:	Day-5:	Day-6:	Day-7:	Day-8:
469	590	362	641	522	325	328	379



SHOW SATISFACTION

Question Respondents

Day-1:	Day-2:	Day-3:	Day-4:	Day-5:	Day-6:	Day-7:	Day-8:
469	590	362	639	521	324	327	377



GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

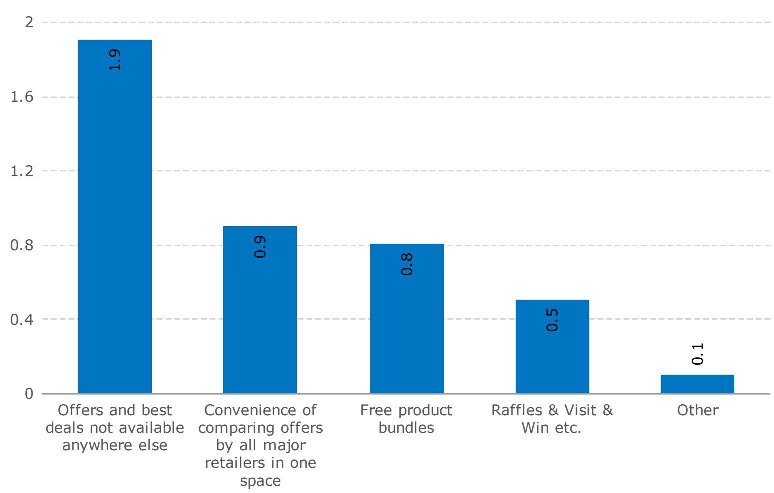
VISITORS SURVEY REPORT

TOP REASONS FOR VISITING THE SHOW - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 1,922 (51.75%)

Objective	1	2	3	Rating Index/3
Offers and best deals not available anywhere else	**87**	**199**	**1035**	**1.87**
Convenience of comparing offers by all major retailers in one space	174	302	297	0.87
Free product bundles	183	209	313	0.8
Raffles & Visit & Win etc.	101	149	167	0.47
Other	8	12	80	0.14



Observation

It can be noticed that majority of the visitors chose to visit GITEX Shopper for offers and deals that were exclusive only to the show.

Appendix

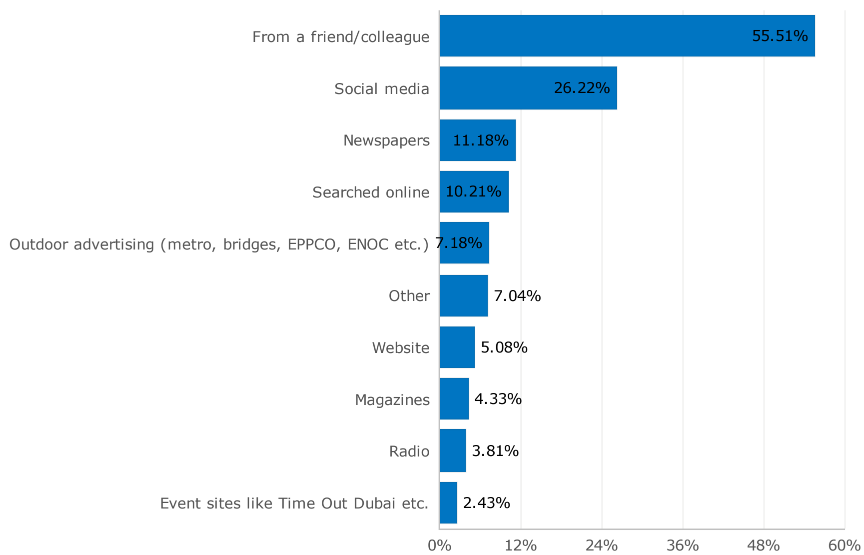
Refer Appendix 1 to see 'Other' reasons for visiting the show.

LEARN ABOUT GITEX SHOPPER - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,623 (97.55%)

Objective	Count	Percentage
From a friend/colleague	**2,011**	**55.51%**
Social media	950	26.22%
Newspapers	405	11.18%
Searched online	370	10.21%
Outdoor advertising (metro, bridges, EPPCO, ENOC etc.)	260	7.18%
Other	255	7.04%
Website	184	5.08%
Magazines	157	4.33%
Radio	138	3.81%
Event sites like Time Out Dubai etc.	88	2.43%



Observation

Majority of the visitors heard about GITEX Shopper either through family or friends or via social media platforms.

NAMES OF MEDIA WHERE YOU LEARNT ABOUT GITEX SHOPPER - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 505 (13.6%)

Outdoor advertising (metro, bridges, EPPCO ENOC etc.)

Response	Count	Percentage
Metro	17	85%
ENOC/EPPCO	3	15%

Newspapers

Response	Count	Percentage
Gulf news	43	70.49%
Khaleej times	14	22.95%
Times of india	2	3.28%
7 days	2	3.28%

Website

Response	Count	Percentage
DWTC Calendar	6	40%
Google	3	20%
GITEX	2	13.33%
Facebook	2	13.33%
Khaleej times	1	6.67%
Dubai Calender	1	6.67%

Social media

Response	Count	Percentage
Facebook	221	95.26%
Instagram	5	2.16%
Whatsapp	3	1.29%
Twitter	2	0.86%
Youtube	1	0.43%

Event sites like Time Out Dubai etc

Response	Count	Percentage

Google	1	100%

Radio

Response	Count	Percentage
City 101.6	10	47.62%
Virgin	6	28.57%
FM radio	2	9.52%
Hum FM	1	4.76%
Hit 96.7	1	4.76%
Josh FM	1	4.76%

Other

Response	Count	Percentage
GITEX 2015	47	25.97%
Frequent customer	36	19.89%
SMS	28	15.47%
Visit every year	17	9.39%
Already aware	12	6.63%
Email	12	6.63%
School	6	3.31%
Advertisements	4	2.21%
Family & friends	4	2.21%
Company	3	1.66%
Tv	2	1.1%
GITEX Networking	1	0.55%
Distributor of products	1	0.55%
Work at DWTC	1	0.55%
Survey	1	0.55%
Have a stall	1	0.55%
University	1	0.55%
Frequent customer	1	0.55%
Dance off	1	0.55%
Dubai one	1	0.55%

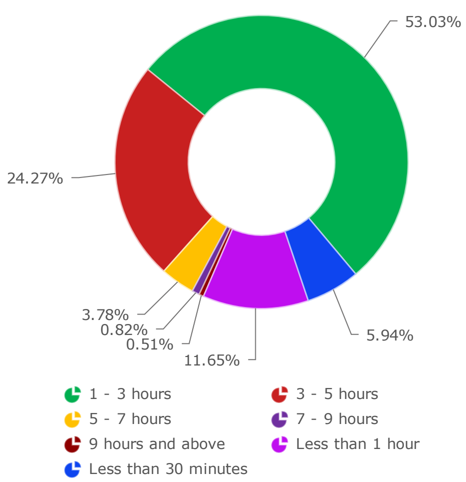
Response	Count	Percentage
Worked at GITEX before	1	0.55%

TIME SPENT AT THE EVENT - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,519 (94.75%)

Responses	Count	Percentage
1 - 3 hours	**1,866**	**53.03%**
3 - 5 hours	854	24.27%
Less than 1 hour	410	11.65%
Less than 30 minutes	209	5.94%
5 - 7 hours	133	3.78%
7 - 9 hours	29	0.82%
9 hours and above	18	0.51%



Observation

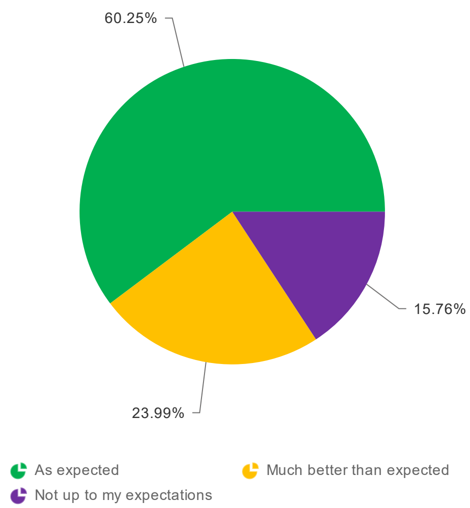
On an average majority of the visitors surveyed said they spent 1 to 3 hours at the event.

DEALS AT GITEX SHOPPER AS GOOD AS EXPECTED - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,623 (97.55%)

Responses	Count	Percentage
As expected	**2,183**	**60.25%**
Much better than expected	869	23.99%
Not up to my expectations	571	15.76%



Observation

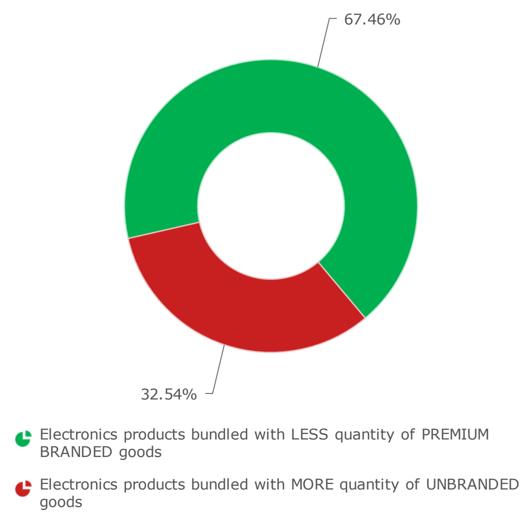
Majority of the visitors responded that the deals and offers at GITEX Shopper were as expected.

PREFERRED BUNDLING OPTION - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,623 (97.55%)

Responses	Count	Percentage
Electronics products bundled with LESS quantity of PREMIUM BRANDED goods	**2,444**	**67.46%**
Electronics products bundled with MORE quantity of UNBRANDED goods	1,179	32.54%



Observation

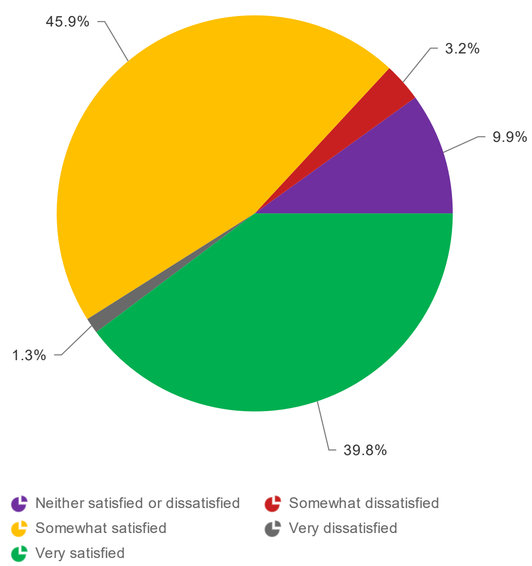
Trend towards less quantity and more quality or branded products were observed as visitor preferences for bundled goods.

SHOW SATISFACTION - OVERALL

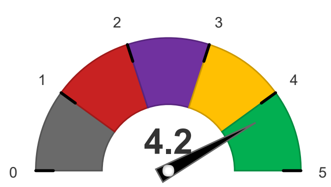
TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,609 (97.17%)

Response	Count	Percentage
Somewhat satisfied	**1,655**	**45.86%**
Very satisfied	1,435	39.76%
Neither satisfied or dissatisfied	359	9.95%
Somewhat dissatisfied	114	3.16%
Very dissatisfied	46	1.27%



Rating Index - 4.2



Observation

A positive satisfaction rating was observed among the visitors, with majority of the visitors responding very satisfied or somewhat satisfied.

Appendix

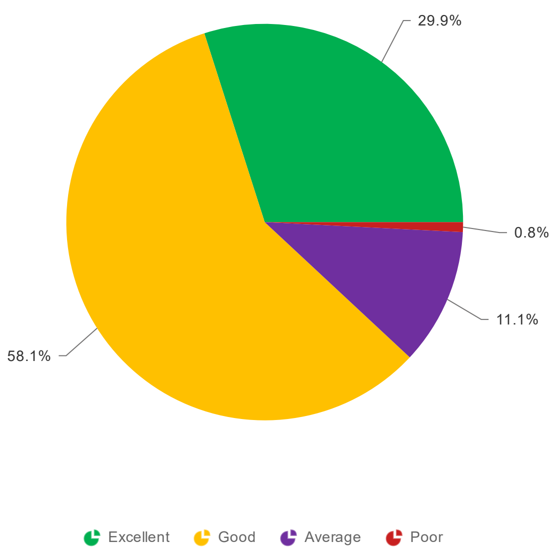
Refer Appendix 5 to see reasons for rating show satisfaction as poor

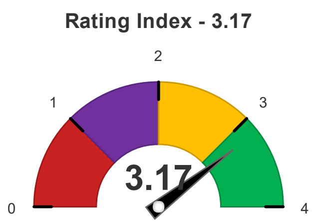
SHOW RATING - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,616 (97.36%)

Response	Count	2015	2016
Good	2,102	62%	58.13% ↓
Excellent	1,082	35%	29.92% ↓
Average	403	2%	11.14% ↑
Poor	29	0%	0.8% ↑





Observation

Majority of the visitors surveyed this year have the rated the show positively. However, Excellent and Good ratings have slightly decreased when compared to last year show ratings. While Average and Poor ratings have increased. Comparing with the rating index of last year, the rating has decreased this year depicting that last year's show was rated better among the visitors.

Appendix
Refer Appendix 6 to see reasons for rating show as poor

Comparison With Previous Show

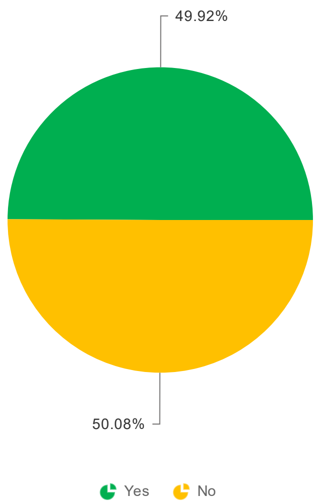
	2015	2016
Rating Index	3.33	3.17 ↓

DELAY PURCHASES FOR GITEX SHOPPER - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,620 (97.47%)

Responses	Count	Percentage
No	**1,813**	**50.08%**
Yes	1,807	49.92%



Observation

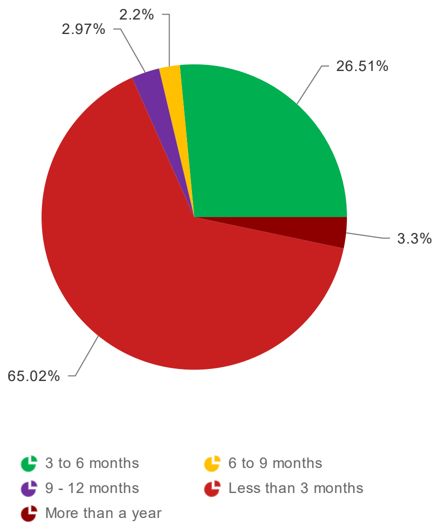
A biased response was observed when visitors we asked if they delayed purchases to buy at the event.

DELAY PURCHASE PERIOD - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 1,818 (48.95%)

Responses	Count	Percentage
Less than 3 months	**1,182**	**65.02%**
3 to 6 months	482	26.51%
More than a year	60	3.3%
9 - 12 months	54	2.97%
6 to 9 months	40	2.2%



Observation

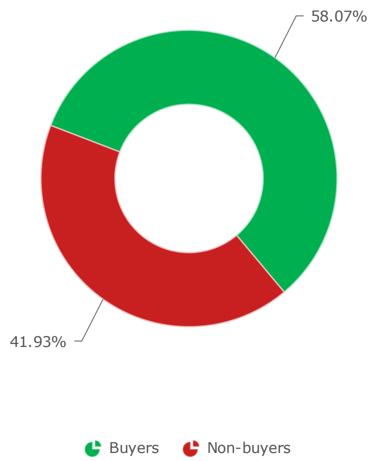
Those visitors who responded that they delayed purchase to take advantage of the offers at GITEX Shopper; majority said they delayed purchases for less than 3 months.

BUYERS V/S NON-BUYERS - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,620 (97.47%)

Responses	Count	Percentage
Buyers	**2,102**	**58.07%**
Non-buyers	1,518	41.93%



Observation

Most of the people surveyed were buyers, depicting that majority of the people coming to GITEX Shopper had genuine interests of buying at the show.

CATEGORIES/PRODUCTS PURCHASED - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,096 (56.44%)

Objective	Count	Percentage
Smartphone	**862**	**41.13%**
Laptop / 2-in-1 / Convertibles	605	28.86%
LED/LCD Television	297	14.17%
Mobile accessories	259	12.36%
Tablet	195	9.3%
Home Appliance	182	8.68%
Accessories for electronics goods	169	8.06%
Other	126	6.01%
Digital Camera	115	5.49%
Gaming consoles	80	3.82%
Wearables	77	3.67%

Observation

Among the buyers, the purchasing trends were more towards smartphones, followed by laptops and LCD/LED televisions.

Appendix
Refer Appendix 2 to see ‘Other’ Products/Categories purchased.

NUMBER OF PRODUCTS PURCHASED - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,092 (56.33%)

Responses	Count	Percentage
1	**1,064**	**50.86%**
2	577	27.58%
3	233	11.14%
4	104	4.97%
5	48	2.29%
more than 10	28	1.34%
6	17	0.81%
7	10	0.48%
8	6	0.29%
10	4	0.19%
9	1	0.05%

Observation

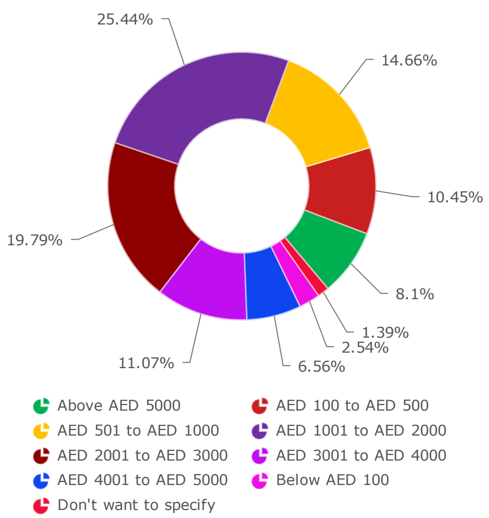
Majority of the buyers surveyed said they had purchased 1 or 2 products.

MONEY SPENT AT GITEX SHOPPER - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,087 (56.19%)

Responses	Count	Percentage
AED 1001 to AED 2000	**531**	**25.44%**
AED 2001 to AED 3000	413	19.79%
AED 501 to AED 1000	306	14.66%
AED 3001 to AED 4000	231	11.07%
AED 100 to AED 500	218	10.45%
Above AED 5000	169	8.1%
AED 4001 to AED 5000	137	6.56%
Below AED 100	53	2.54%
Don't want to specify	29	1.39%



Observation

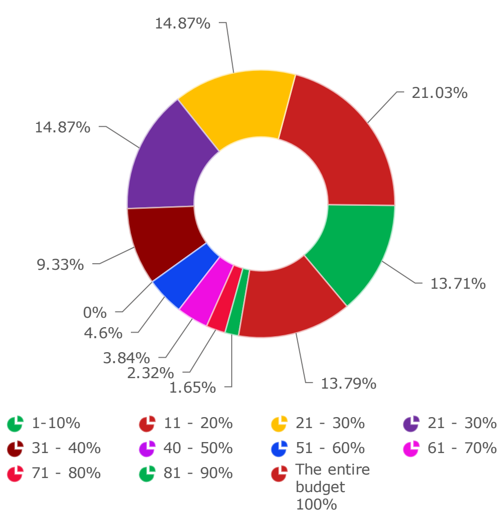
Among the buyers the average spend was majorly between AED 501 to AED 3000.

PROPORTION OF BUDGET SPENT AT GITEX SHOPPER - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,087 (56.19%)

Responses	Count	Percentage
11 - 20%	**471**	**22.57%**
21 - 30%	333	15.96%
The entire budget 100%	309	14.81%
1-10%	307	14.71%
31 - 40%	209	10.01%
41 - 50%	180	8.62%
51 - 60%	103	4.94%
61 - 70%	86	4.12%
71 - 80%	52	2.49%
81 - 90%	37	1.77%
40 - 50%	0	0%

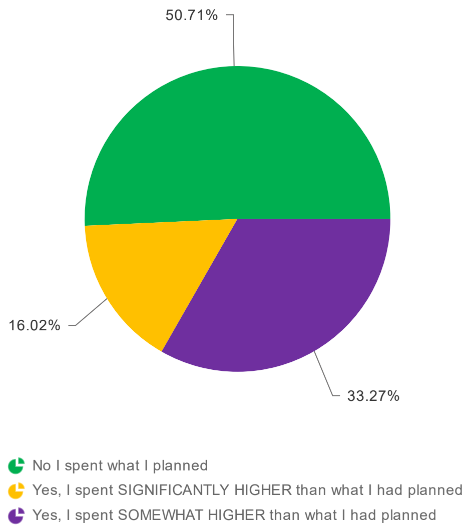


SPENT MORE THAN PLANNED - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,098 (56.49%)

Responses	Count	Percentage
No I spent what I planned	**1,064**	**50.71%**
Yes, I spent SOMEWHAT HIGHER than what I had planned	698	33.27%
Yes, I spent SIGNIFICANTLY HIGHER than what I had planned	336	16.02%



Observation

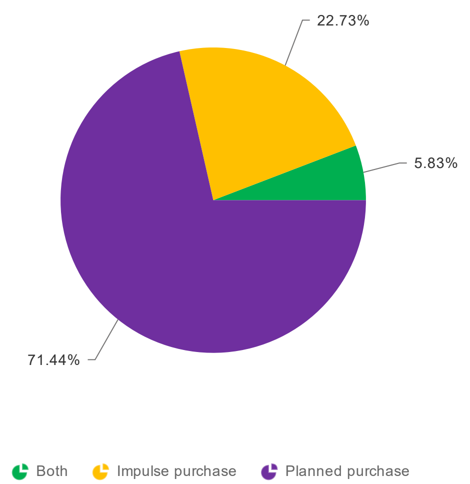
Majority of the buyers surveyed said they had spent at GITEX Shopper as planned.

PLANNED VS IMPULSE PURCHASE - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,094 (56.38%)

Responses	Count	Percentage
Planned purchase	**1,496**	**71.44%**
Impulse purchase	476	22.73%
Both	122	5.83%



Observation

Larger population of the buyers said their purchases were planned.

PRODUCTS/BRANDS FOR PLANNED & IMPULSE PURCHASE - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 138 (3.72%)

Planned purchase

Brand	Count
Apple	9
HP	8
Samsung	8
Hisense	3
Lenovo	3
DELL	2
Huawei	2
Sony	2
Infinix	1
Motorola	1
SanDisk	1
Hitachi	1
Canon	1
Acer	1
Bose	1
Lava	1
Alcatel	1
Epson	1
Benq	1
Haier	1
Asus	1

Product	Count
Smartphones	20
Laptop	11
TV	4
Home appliances	2
Storage devices	2
Gaming equipments	2
Laptop Accessories	2
Gym equipments	1
Camera	1
Watch	1
Headphones	1

Impulse purchase

Brand	Count
Samsung	10
Lenovo	7
Asus	6
Apple	3
DELL	3
TCL	3
Sony	3
Hp	3
Hisense	3
Acer	2
Huawei	2
Bose	1
Xcell	1

Observation

Top brands under planned purchases included Apple, HP and Samsung products. While top brands under impulse purchases were Samsung, Asus and Lenovo. Smartphones, laptops and televisions were among the top products under both planned and impulse purchases.

Brand	Count
MySky	1
Clear Coat	1
Energizer	1
Police	1
Motorola	1
Isukoshi	1
Oppo	1
Kzen	1
Scholl	1
Toshiba	1
Sandisk	1
Life pharmacy	1
LG	1
JBL	1
Philips	1
Storm london and roamer	1
Nikon	1
One touch	1
VSun	1

Product	Count
Smartphones	22
Laptop	20
TV	10
Phone Accessories	7
Hair/Beauty Products	6
Headphones	4
Watch	4
Massage chair	3
Camera	3
Speakers	2

Product	Count
Storage devices	2
Laptop Accessories	1
Laptop	1
Home appliances	1
Tablets/Ipad	1
Medical Equipments	1

MOTIVATIONS BEHIND UNPLANNED PURCHASES - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 287 (7.73%)

Objective	1	2	3	Rating/3
I saw a good deal & had to buy it	50.87%	11.15%	4.88%	1.8
Low price	21.6%	13.94%	3.48%	0.96
Good promotion	19.51%	4.88%	14.29%	0.92
The store gave additional accessories	3.83%	2.44%	2.79%	0.18
A promoter convinced me to buy it	1.39%	4.18%	1.74%	0.12
Other	1.05%	2.09%	1.39%	0.1
The sales person gave me an additional discount	1.74%	0.7%	2.09%	0.08
A friend recommended it to me	3.48%	0.7%	0.35%	0.06

Observation

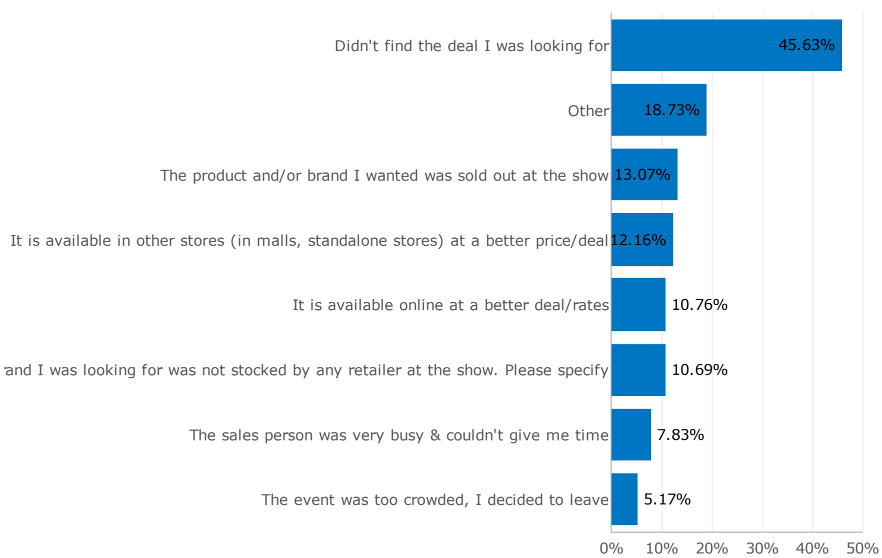
Main factors that led to unplanned or impulse purchases at the event were good deals, promotions and low prices at GITEX Shopper.

REASONS FOR NOT PURCHASING - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 1,431 (38.53%)

Objective	Count	Percentage
Didn't find the deal I was looking for	**653**	**45.63%**
Other	268	18.73%
The product and/or brand I wanted was sold out at the show	187	13.07%
It is available in other stores (in malls, standalone stores) at a better price/deal	174	12.16%
It is available online at a better deal/rates	154	10.76%
The product and/or brand I was looking for was not stocked by any retailer at the show. Please specify	153	10.69%
The sales person was very busy & couldn't give me time	112	7.83%
The event was too crowded, I decided to leave	74	5.17%



Observation

Dominant reason for visitors not buying at the show were that, they did not find the deals or offers they were looking for.

Appendix

Refer Appendix 3 to see ‘Other’ reasons for not purchasing at the show.

RETAILERS VISITED VS PURCHASED - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 2,166 (58.32%)

	Visited	Purchased
Sharaf DG	83.43%	21.7%
Jumbo	72.02%	9.6%
Jackys	66.57%	8.82%
EMAX	63.76%	7.57%
Other	19.11%	6.69%

Observation

Majority of the visitors surveyed had visited and purchased from Sharaf DG, hence proving to be the most preferred retailer among the visitors at this year's GITEX Shopper. Sharaf DG was followed by Jumbo Electronics.

Appendix
Refer Appendix 4 to see 'Other' retailers visited.

REASONS FOR NOT VISITING RETAILERS - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 67 (1.8%)

Sharaf DG

Response	Count	Percentage
Better discounts elsewhere	11	36.67%
Yet to visit	9	30%
Expensive	4	13.33%
No time	3	10%
Bad experience	2	6.67%
Not the right products	1	3.33%

EMAX

Response	Count	Percentage
Better discounts elsewhere	12	46.15%
Yet to visit	7	26.92%
No time	2	7.69%
Not interested	2	7.69%
Crowded	2	7.69%
Expensive	1	3.85%

Jackys

Response	Count	Percentage
Better discounts elsewhere	12	41.38%
Yet to visit	8	27.59%
Not interested	5	17.24%
No time	2	6.9%
Crowded	1	3.45%
Bad experience	1	3.45%

Jumbo

Response	Count	Percentage
Yet to visit	7	33.33%

Response	Count	Percentage
Better discounts elsewhere	5	23.81%
Not interested	4	19.05%
Expensive	2	9.52%
Crowded	1	4.76%
Could not find it	1	4.76%
No time	1	4.76%

LIKELINESS TO VISIT RETAILERS OUTSIDE - OVERALL

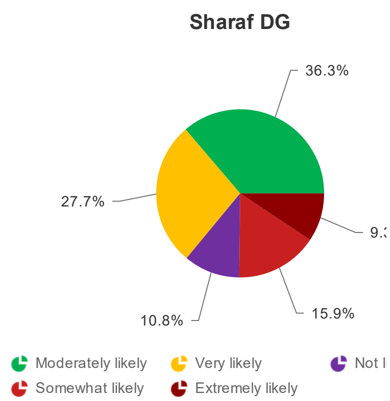
TOTAL SURVEY RESPONDANTS: 3714

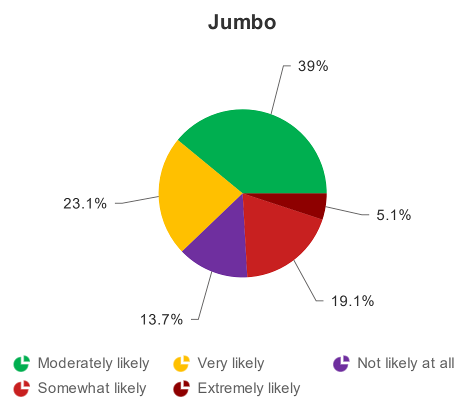
NO. OF RESPONDANTS TO THIS QUESTION: 3,599 (96.9%)

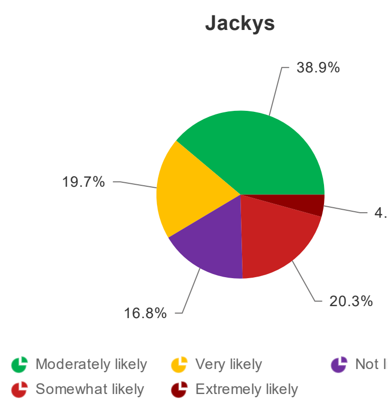
Response	Extremely likely	Moderately likely	Not likely at all	Somewhat likely	Very likely	Rating Index/5
Sharaf DG	9.34%	36.26%	10.81%	15.87%	27.73%	3.09
EMAX	6.25%	36.87%	13.89%	18.31%	24.67%	2.91
Jumbo	5.06%	39.04%	13.73%	19.06%	23.12%	2.87
Jackys	4.28%	38.87%	16.84%	20.31%	19.7%	2.74

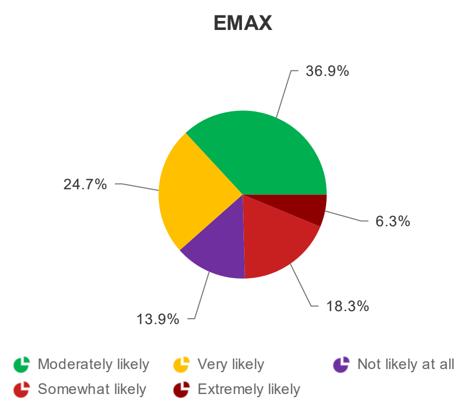
Observation

From visitors feedback it was observed that Sharaf DG was the highly rated retailer that visitors were likely to visit outside the show, which was closely followed by Jumbo Electronics.









PRODUCTS TO BE SEEN AT NEXT EDITION - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 57 (1.53%)

Objective	1	2	3	Rating/3
Smartphones	68.42%	15.79%	5.26%	2.42
Laptops	47.37%	5.26%	0%	1.53
Cameras	42.11%	5.26%	5.26%	1.42
Gaming products	21.05%	0%	0%	0.63
TV	21.05%	0%	0%	0.63
Sound systems	15.79%	0%	0%	0.47
Storage devices	15.79%	0%	0%	0.47
Desktops	5.26%	10.53%	0%	0.42
Tablets	10.53%	0%	0%	0.32
Home appliances	10.53%	0%	0%	0.32
Projector	5.26%	0%	0%	0.16
Hair & Beauty products	5.26%	0%	0%	0.16
Telescope	5.26%	0%	0%	0.16
Massage equipments	5.26%	0%	0%	0.16
HDMI Connector	5.26%	0%	0%	0.16
Chrome cast	5.26%	0%	0%	0.16
Phone accessories	5.26%	0%	0%	0.16
VGL Connector	5.26%	0%	0%	0.11
Storage devices	5.26%	0%	0%	0.11
Google	5.26%	0%	0%	0.11
Printers	5.26%	0%	0%	0.05

Observation

Top products to be seen more at GITEX Shopper included more varieties and brands of smartphones and laptops. Visitors suggested to see more budget friendly and new brands such as the Google, OnePlus3 etc.

BRANDS TO BE SEEN AT NEXT EDITION - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 123 (3.31%)

Objective	1	2	3	Rating/3
Apple	47.15%	0.81%	4.88%	1.52
Samsung	8.94%	8.94%	1.63%	0.46
Sony	2.44%	0.81%	5.69%	0.21
HP	4.07%	0.81%	0%	0.13
Lenovo	1.63%	2.44%	0%	0.11
OnePlus	3.25%	0%	0%	0.1
Motorola	0.81%	2.44%	0%	0.09
LG	2.44%	0.81%	0%	0.09
Dell	0.81%	1.63%	0.81%	0.07
Blackberry	2.44%	0.81%	0%	0.07
HTC	1.63%	0.81%	0%	0.06
GoPro	1.63%	0%	0%	0.05
Panasonic	1.63%	0%	0%	0.05
Google	0.81%	0.81%	0%	0.04
Xiaomi	0.81%	0.81%	0%	0.04
JBL	0.81%	0.81%	0%	0.04
Canon	0.81%	0.81%	0%	0.03
Gionee	0.81%	0%	0%	0.02
Ricoh	0.81%	0%	0%	0.02
Apple	0.81%	0%	0%	0.02
Philips	0.81%	0%	0%	0.02
Plug ins	0.81%	0%	0%	0.02
Jabra	0.81%	0%	0%	0.02
Epson	0.81%	0%	0%	0.02
Benq	0.81%	0%	0%	0.02
Fujifilm	0.81%	0%	0%	0.02
Nokia	0.81%	0%	0%	0.02

Observation

Top Brands to be seen exhibiting at GITEX Shopper included Apple, Samsung and Sony.

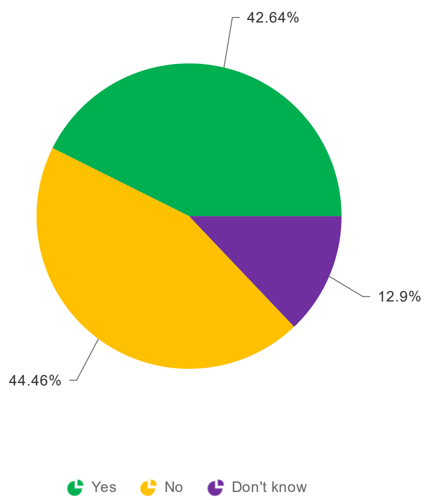
Objective	1	2	3	Rating/3
Suntech	0.81%	0%	0%	0.02
Braun	0.81%	0%	0%	0.02
XTOUCH	0.81%	0%	0%	0.02
Oppo	0.81%	0%	0%	0.02
Nikon	0.81%	0%	0%	0.02
BoomBox	0.81%	0%	0%	0.02
Huawei	0.81%	0%	0%	0.02
Beats	0.81%	0%	0%	0.02
TPlink	0.81%	0%	0%	0.02
Asus	0.81%	0%	0%	0.02
Toshiba	0.81%	0%	0%	0.01

PLANNING TO COME BACK TO GITEX SHOPPER MORE THAN ONCE - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,621 (97.5%)

Responses	Count	Percentage
No	**1,610**	**44.46%**
Yes	1,544	42.64%
Don't know	467	12.9%



Observation

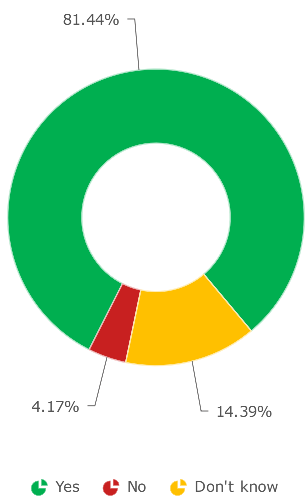
A biased response was noticed among the visitors, comparatively the majority population surveyed said they planned to visit the show only once.

VISITING GITEX SHOPPER SPRING 2017 - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,621 (97.5%)

Responses	Count	Percentage
Yes	**2,949**	**81.44%**
Don't know	521	14.39%
No	151	4.17%



Observation

A positive feedback was obtained where majority of the visitors surveyed said they would come back to visit the show next year.

IMPROVEMENTS - OVERALL

TOTAL SURVEY RESPONDANTS: 3714

NO. OF RESPONDANTS TO THIS QUESTION: 3,622 (97.52%)

Objective	Count	Percentage
Other	**1,023**	**28.24%**
Exclusive product launches	859	23.72%
More space for new products on the counters at retailers	781	21.56%
Exclusive offers not available in other stores outside or in the malls	604	16.68%
More live demonstrations/display of products at the counters	516	14.25%
GITEX Shopper website to view all the deals & bundles online	495	13.67%
Better post purchase product experience to collect the products	462	12.76%
Bundles being advertised before the show instead of having to find them at the individual counters	385	10.63%

Observation

Major improvements for the future GITEX Shopper editions included exclusive product launches and providing more space for new products on the counters at the retailers.

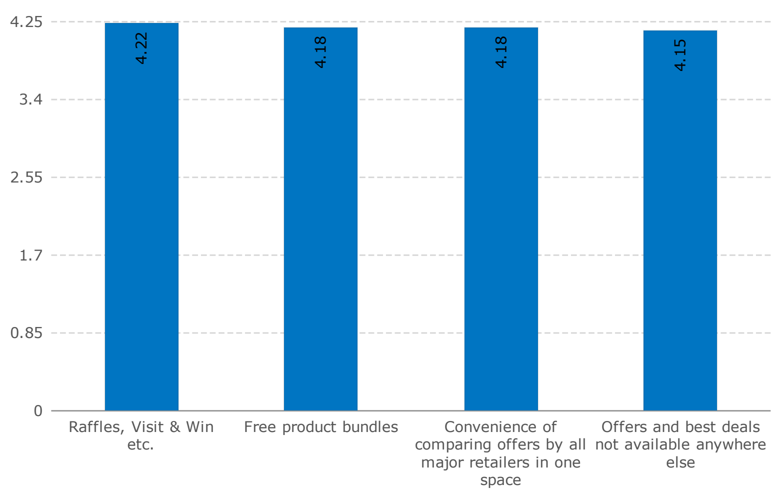
Appendix
Refer Appendix 7 to see reasons for rating show as poor

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

CORELATIONS

REASONS FOR VISITING VS SHOW SATISFACTION

Response	Very satisfied	Somewhat satisfied	Neither satisfied or dissatisfied	Somewhat dissatisfied	Very dissatisfied	Rating Index
Raffles, Visit & Win etc.	41%	45%	11%	2%	1%	4.22
Free product bundles	38%	47%	10%	3%	1%	4.18
Convenience of comparing offers by all major retailers in one space	41%	42%	13%	3%	1%	4.18
Offers and best deals not available anywhere else	36%	50%	10%	3%	2%	4.15



Observation

It can be noted that all visitors with different reasons for visiting the show had positive satisfaction rating towards the event.

BUYERS/NON-BUYERS VS PURCHASE DELAY

Response	Yes	NO
Buyers	61%	39%
Non -Buyers	35%	65%

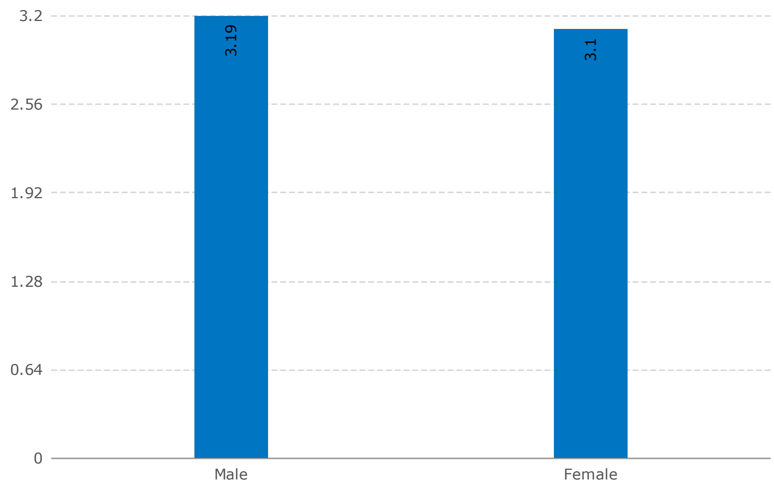
Observation

It can be noted that majority of the buyers had delayed their purchases for GITEX Shopper. Visitors had expressed their reasons on delaying purchases for the event – they assume GITEX Shopper to have exclusive deals and bundle offers as well as low prices where compared to the retail shops outside.

GENDER VS SHOW RATING

Observation

Response	Excellent	Good	Average	Poor	Rating Index
Male	30.9%	57.9%	10.3%	0.9%	3.19
Female	25.5%	59.3%	15%	0.2%	3.1



As depicted both male and female visitors, enjoyed the event and provided positive show ratings. A slightly better show rating could be observed among the male visitors surveyed.

SHOW RATING VS RETURNING VISITORS

Response	Yes	NO	DON'T KNOW
Excellent	87.52%	2.40%	10.07%
Good	82.78%	3.19%	14.03%
Average	60.55%	11.66%	27.79%
Poor	44.83%	37.93%	17.24%

Observation

On an average 80% of those visitors who rated the show positively responded that they will be attending next year's edition. Those visitors who rated the show as average, majority responded they would attend the show next year.

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

FIELD OBSERVATION

Ticket sales – Majority visitors felt that the ticket prices were too much and visitor entry should be permitted for at least 2 days on purchasing a ticket. During weekends, visitors complained that the registrations procedures were too slow and they had to wait in long lines to obtain their passes.

Ambience – A general feedback of the event being too loud or noisy was observed from visitor responses. With promoters shouting on loud speakers to attract more visitors to their respective stands resulted being a nuisance to many of the visitors, many found it to be unprofessional. Few visitors mentioned they were forced to leave the venue because of too much noise and the crowd, making them impatient and suffocated, unable to purchase anything.

After sales support – Visitors who purchased products grieved about waiting long lines for payment and collection procedures. General feedback was that there should be some strategy for crowd management in order to avoid long queues and angry visitors.

Show layout – More space and better layout plans were suggested to accommodate large crowds especially during the weekends. Visitors also complained about tripping on wires etc. which were on the walk-ways.

Deals & Offers – Some visitors provided angry feedback for paying so much money for ticket prices and unable to find better deals when compared to retail stores outside the event. Suggestions were to find better deals and strategies in order to attract visitors which are exclusive only to GITEX Shopper and not available anywhere else.

Surveys – A lot of visitors refused to complete surveys saying it was too long and was taking too much of their valued time.

Parking - Visitors had consistent complaints of parking's not available or being too far away from the event.

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

LOOKING FORWARD

Looking Forward:

- Most of the visitors had heard about the show from friends or colleagues which is a positive sign. Apart from this a large population had learnt about it from the metro and from social media platforms. Targeting the metro and social media platforms like Facebook and Instagram with strategies like competitions or methods where potential visitors would be kept engaged will ensure that the event is fresh in people’s mind before the next edition. Also, seeing such practices, would encourage more exhibitors to exhibit their products at the show.
- Customer service team for exhibitors is highly suggested. This team could also be in charge to vigilance noise created during the event over a particular decibel. High noise levels could drive away people who prefer a calmer environment for shopping or those with small children etc.
- Exhibitor and visitor surveys could be made a bit shorter.
- New induction with exciting technology to create a fun element with cognitive services. Survey tabs could be placed at kiosks, with face recognition which would directly enroll them into the raffle draws as well as take the surveys.
- Retailers to be encourage to design bundle offers and discounts which are exclusive only to the event. These promotions should not be available at stores during the event. Such methods will drive more footfall.
- After sales collecting points was too crowded especially during the weekends and peak hours. A suggestion would be to keep the collection center little away from the from the actual show to ensure crowd control.
- More exclusive products launch like the IPhone 7 are expected at the show. Visitors tend to look for brands that are usually not available in the UAE like Oneplus3 – these brands have higher specifications and are comparatively affordable.

GITEX SHOPPER 2016 - AUTUMN EDITION VISITORS SURVEY REPORT

APPENDIX

REASONS FOR VISITING THE SHOW - OTHER

Responses	Count	Percentage
To experience GITEX	**22**	**22.68%**
Purchase	13	13.4%
Great deals	9	9.28%
Family & friends	8	8.25%
New products	8	8.25%
Better prices	8	8.25%
School trip	6	6.19%
Research	6	6.19%
Show participants	4	4.12%
Apple products	3	3.09%
Electronics lover	3	3.09%
To find suppliers	1	1.03%
Visit GITEX every year	1	1.03%
HP products	1	1.03%
Free tickets	1	1.03%
Good products	1	1.03%
All brands at once	1	1.03%
Sales	1	1.03%

CATEGORIES/PRODUCTS PURCHASED - OTHER

Responses	Count	Percentage
Headphones	**11**	**12.36%**
Printer	11	12.36%
Massager	9	10.11%
Watch	9	10.11%
Hair straightener	5	5.62%

Responses	Count	Percentage
Health machine	3	3.37%
Medical equipments	3	3.37%
USB	3	3.37%
Trimmer	2	2.25%
IPad	2	2.25%
Bluetooth device	2	2.25%
Hard disk	2	2.25%
Speaker	2	2.25%
Sound system	2	2.25%
Phone cover, Headphones	1	1.12%
Monitor	1	1.12%
PS4	1	1.12%
Piano	1	1.12%
Portable	1	1.12%
Selfie stick	1	1.12%
Power bank	1	1.12%
Washing machine	1	1.12%
Laptop	1	1.12%
Electric eraser	1	1.12%
Epilator	1	1.12%
Coffee machine	1	1.12%
Camera Lens	1	1.12%
Audio set, Dishwasher	1	1.12%
Bluetooth	1	1.12%
Fuel card	1	1.12%
Go pro	1	1.12%
Anti-virus	1	1.12%
Lens	1	1.12%
Laminator	1	1.12%
Inhaler	1	1.12%

Responses	Count	Percentage
Gym related electronics	1	1.12%
Magnifier	1	1.12%

REASONS FOR NOT PURCHASING - OTHER

Responses	Count	Percentage
Looking for better offers	**124**	**49.4%**
Just arrived	41	16.33%
Only looking around	31	12.35%
School trip	8	3.19%
No good deals	8	3.19%
Not here to buy	8	3.19%
Waiting until the last day	6	2.39%
Planning to buy	6	2.39%
Too expensive	4	1.59%
Iphone is either not available or too expensive	4	1.59%
Too crowded	2	0.8%
Items out of stock	2	0.8%
Unorganized	2	0.8%
Too loud	2	0.8%
Official documents required - not carrying	1	0.4%
Nothing new	1	0.4%
Du isnt available	1	0.4%

RETAILERS VISITED THIS YEAR - OTHER

Other1

Response	Count	Percentage
Axiom Telecom	5	25%
HP Computing and Printing Middle East FZ-LLC	4	20%
Huawei	2	10%
Amra Trading Company LLC	1	5%

Response	Count	Percentage
Sharaf DG LLC	1	5%
Americana Computer Systems	1	5%
Opal Computers	1	5%
Sky Telecom	1	5%
Isukoshi Health Care LLC	1	5%
Hisense Gulf CE DMCC	1	5%
Global Wireless Telecom LLC	1	5%
Samsung Gulf Electronics FZE	1	5%

SHOW SATISFACTION - REASONS FOR RATING POOR

Objective	Count	Percentage
Better deals	**21**	**41.18%**
More items to be available in-stock	8	15.69%
Innovation	7	13.73%
Higher prices when compared to outside	4	7.84%
More organized	3	5.88%
Product variety	1	1.96%
Reduce ticket prices	1	1.96%
Reduce noise	1	1.96%
More demo's	1	1.96%
Closer parking	1	1.96%
Better response from exhibitors	1	1.96%
Correct catalogues	1	1.96%
Crowd management	1	1.96%
Improve cutomer service	1	1.96%
More exhibitor types - medium and small scale	1	1.96%

SHOW RATING - REASONS FOR RATING POOR

Objective	Count	Percentage
Better deals	**19**	**28.79%**

Objective	Count	Percentage
Noise control	14	21.21%
Crowd Management	9	13.64%
More expectations	6	9.09%
More exhibitors	4	6.06%
Higher prices when compared to outside	4	6.06%
More organized	3	4.55%
More particpation	2	3.03%
Temperature control	1	1.52%
Reduce F&B prices	1	1.52%
More space	1	1.52%
Innovation	1	1.52%
Facilities for mothers & kids	1	1.52%
Freebies	1	1.52%
Improve marketing	1	1.52%
Last year was better	1	1.52%

IMPROVEMENTS - OTHER

Objective	Count	Percentage
Noise control	**166**	**24.85%**
More deals & discounts	88	13.17%
Parking	72	10.78%
Organization & layout	50	7.49%
Rest areas & drinking water	46	6.89%
Reduce ticket prices	44	6.59%
More exhibitors	27	4.04%
F&B variety & seating	23	3.44%
New products on display	20	2.99%
Crowd management	20	2.99%
Reduce F&B prices	15	2.25%
More freebies	13	1.95%

Objective	Count	Percentage
Sales staff	12	1.8%
Signage & maps	11	1.65%
Inventory control	10	1.5%
Customer service	10	1.5%
More space	8	1.2%
Faster registration	8	1.2%
Quality products	7	1.05%
Show dates & timings	6	0.9%
Delivery-to-car service	6	0.9%
Housekeeping & cleanliness	6	0.9%
More home appliances	6	0.9%
Trolley services	5	0.75%
Reduce prices in general	5	0.75%
More gaming equipments	5	0.75%
No Chinese products	4	0.6%
Marketing techniques	3	0.45%
More games and interaction	3	0.45%
Home delivery services	3	0.45%
Child-friendly	3	0.45%
Raffle draws	2	0.3%
Paper wastage	2	0.3%
ATM facilities	2	0.3%
Prayer rooms	2	0.3%
More security	2	0.3%
Smoking area	1	0.15%
More laptops	1	0.15%
More WOW factor	1	0.15%
Internet/Wi-Fi facilities	1	0.15%
Online ticket sales	1	0.15%
More demos	1	0.15%

Objective	Count	Percentage
More waste bins	1	0.15%