

Instruction of the information in file: **Corporate image as Mediator PLS result 20180403**

An EXCEL formatted file with SmartPLS results is included. The definition of related variables are listed on the first columns of table below.

| Construct | Item | Loading | Cronbach's α | C.R. | AVE |
|---------------------|---|---------|------------------------|-------|-------|
| Corporate Image(CI) | | | 0.708 | 0.804 | 0.391 |
| Enterprise | The NFA has good word-of-mouth compared with other trade-show organizers (M12) | 0.856 | 0.368 | 0.755 | 0.609 |
| | NFA provides exhibitors a channel for feedback and suggestions (M14) | 0.697 | | | |
| Imformality | NFA-organized trade shows can increase the visibility of my products (M22) | 0.818 | 0.378 | 0.762 | 0.616 |
| | NFA-organized trade shows can enhance the international image of Taiwan's agricultural products (M23) | 0.750 | | | |
| Competence | NFA-organized events are beneficial and trustworthy (M31) | 0.858 | 0.866 | 0.919 | 0.791 |
| | The C/P Ratio of NFA events is appealing (M33) | 0.944 | | | |
| | The NFA is my preferred event organizer (M34) | 0.863 | | | |
| Service Quality(SQ) | | | 0.868 | 0.891 | 0.352 |
| Tangibility | The NFA arranges convenient food and accommodations around the show (Q12) | 0.911 | 0.896 | 0.924 | 0.711 |
| | The NFA provides exhibition locations on the show floor for optimal product display (Q13) | 0.880 | | | |
| | The details arranged by NFA are consistent with the theme of the show (Q15) | 0.752 | | | |
| | NFA organized shows have free-flowing visitors aisles (Q16) | 0.752 | | | |
| | NFA staff members look neat, tidy, and relaxed (Q17) | 0.907 | | | |
| Reliability | NFA trade show events are very safe for product exhibition (Q21) | 0.759 | 0.727 | 0.846 | 0.647 |
| | The NFA can ensure individual exhibitors' safety (Q23) | 0.852 | | | |
| | The NFA carefully evaluates products for exhibition (Q24) | 0.799 | | | |
| Assurance | NFA service personnel are very professional (Q31) | 0.821 | 0.775 | 0.855 | 0.598 |
| | NFA service personnel are polite (Q33) | 0.812 | | | |
| | NFA service personnel deserve my trust (Q32) | 0.741 | | | |
| | NFA service personnel can solve problems (Q34) | 0.713 | | | |
| Responsiveness | NFA service personnel are effective administrators (Q41) | 0.915 | 0.739 | 0.883 | 0.791 |

| | | | | | |
|---------------------------|---|-------|-------|-------|-------|
| | The entire NFA team's internal communication is excellent (Q44) | 0.862 | | | |
| Empathy | Generally, there is no preferential treatment in the service the NFA offers (Q53) | 0.958 | 0.900 | 0.952 | 0.909 |
| | I do not receive bureaucratic service from the NFA (Q54) | 0.949 | | | |
| Customer Satisfaction(CS) | | | 0.788 | 0.844 | 0.409 |
| Expenses | The logistics fees the NFA charges are reasonable (S12) | 0.703 | 0.667 | 0.817 | 0.601 |
| | I feel the utilities charges in the show are reasonable (S13) | 0.735 | | | |
| | I feel the fees for part-time student workers are reasonable (S14) | 0.876 | | | |
| Performance | Participating in NFA shows can develop potential customer bases (S22) | 0.704 | 0.720 | 0.804 | 0.644 |
| | Participating in NFA shows can get me orders from existing customers (S24) | 0.856 | | | |
| | Participating in NFA shows can get me new-customer orders (S25) | 0.839 | | | |
| Overall Expectation | The services provided at the show meet my every expectation (S31) | 0.928 | 0.841 | 0.927 | 0.863 |
| | The level of service provided at trade show event comes close to what I envisioned when being solicited to join the show (S32) | 0.930 | | | |
| Behavioral Intention (BI) | | | 0.901 | 0.919 | 0.559 |
| Loyalty | I will give a good referral to my peers who are being solicited to join the NFA trade show events (B11) | 0.866 | 0.914 | 0.936 | 0.746 |
| | I will invite my peers to join NFA-organized trade show events (B12) | 0.889 | | | |
| | I hope to participate in the next NFA-organized trade show event (B13) | 0.915 | | | |
| | I will make all NFA-organized trade show events my first choice (B14) | 0.830 | | | |
| | If anyone asks me to recommend a trade show to join, I will recommend the NFA events (B15) | 0.813 | | | |
| Payment decision | If the NFA charges a service fee in connection with the shows, I will be willing to pay to join (B21) | 0.920 | 0.928 | 0.949 | 0.824 |
| | Even though the fees the NFA charges in the shows are higher than other companies, I am still willing to pay (B22) | 0.950 | | | |
| | Due to the fact that I can receive a great deal of benefit from NFA-organized events, I am willing to pay more to participate (B23) | 0.836 | | | |
| | Even service costs more and caused the costs to increase, I will still accept the service (B24) | 0.922 | | | |