

## The Effect of Exhibition Experience on the Intention of Purchase

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### Abstract

*Recently, exhibition industries have become high-value-added service industries, with high value in creating jobs and increasing income. Therefore, its effect on the economy is increasing, and many nations worldwide are trying to develop their exhibition industries. However, awareness and research about corporate marketing exhibitions are insufficient, and empirical studies about their effects are also lacking. As a result of the analysis, it has been found that among the four essential elements of exhibition experience, entertainment, educational, and deviating experience cause a significant effect on experience satisfaction. In addition, all three experiences after the offline exhibition experience increased the experience satisfaction and positively affected the purchase intention. As a result, if the three factors were high, the purchase intention was also high.*

**Keywords:** *Exhibition, Corporate marketing exhibition hall, Exhibition experience, Experience economics theory, Experience satisfaction*

### 1. Introduction

Recently, the corporate marketing exhibition hall has become more important, as it is leading customers' purchase behavior, brand asset management, and corporate image of the companies trying to manage long-term customers and ever-changing customer satisfaction. However, awareness and research about corporate marketing exhibitions are insufficient, and empirical studies about their effects are also lacking.

Therefore, its research has focused on the effects of exhibition experience on experience satisfaction and purchase intent. By doing this, it suggests any improvement plan through its exhibition experience and any developmental direction of the corporate marketing exhibition hall. It needs to be developed into a place where it can satisfy many different needs of customers via increased communication and familiarity among the industries. It also needs to be developed into a place where it can provide cultural service to the customers and potential audience via high-tech exhibition techniques and a place where it can contribute to the community's culture. This study focuses on how to cause purchase behavior, enhance corporations' image, and secure potential customers through the corporate marketing exhibition hall.

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## 2. Theoretical background

### 2.1. Exhibition

The dictionary definition of the exhibition is "putting and showing many different items in one place," and the dictionary definition is "putting and showing many different items in one place." It can be an act of sharing with the audience by displaying the exhibition planner's interpretation.

The conventional meaning of exhibition is the arrangement of the unified unit of exhibits in one place and any interpretation of such exhibits. However, the exhibition concept in the precedent research or literature is as follows.

Table 1. The concept of exhibition and display [1]

	Exhibition	Display
Origin	Exhibition or Exposition	Latin word "Displicare"(Appear, Open, Display)
Expression	English - Exhibition	English - Display(Unfold, Express, Show)
Content	Works such as painting	Goods, Work, Products
Purpose	Nonprofit, Community Service	Commercial

Exhibition places are normally divided into permanent and non-permanent exhibition places. Permanent exhibitions include museums, promotion halls, art galleries, etc., which mainly collect, store, and deliver information and are exhibited for the long term.

Table 2. Classification by exhibition space [2]

Classification	Name	Characteristics
Permanent Exhibition	Museum	A facility with the purpose of contributing to the community's education and academic research through collecting, preserving, displaying, and exhibiting archaeological data, historical relics, arts, etc.
	Promotion Hall	An exhibition space will be created to introduce the corporation's image, history, manufactured products, technology, etc.
	Memorial	An exhibition space to commemorate a great historical figure or historically significant event.
	Science Museum	An exhibition to introduce science-related facts through viewing, experiencing, and experimenting with an installed exhibition that was made based on scientific data or theory.
Non-permanent Exhibition	EXPO	It is a world EXPO where information or technology about art, science, industry, etc., are exhibited, which can enhance the promotion of the sector and expand trade.
	Trade Show	This has a strong commercial characteristic. Most exhibitions at Seoul COEX, Seoul Trade Exhibition Center Busan's BEXCO are trade shows.
	Fair	The primary purpose is deals and trade. It has a strong market meaning and comprises many parts, including regional, industry, local, domestic, international, etc.

### 2.2. Definition of the exhibition for corporations

According to the intended purpose, the exhibition's definition of corporations can be divided into four areas: communication, promotion, marketing, and design.

Firstly, from a communication point of view, exhibition means two-way communication between the sender and the receiver. Secondly, from a promotion point of view, an exhibition is a place where the corporation can simultaneously show its image and manufacture

products. Thirdly, from a marketing point of view, exhibition is a high-end industry where various marketing techniques are aggregated. Fourthly, from a design point of view, an exhibition is a space design that delivers the corporation's intended purpose for a designated period.

### 2.3. Corporation promotion exhibition hall

Corporation promotion exhibition halls are installed and operated by the corporation and are included in the corporation museum range. According to the classification regulated by the museum law, corporation museums include science museums, industrial technology museums, history museums, and folk museums. It is a professional museum that specializes in detailed collections [3].

### 2.4. Exhibition experience

Maslow (1994) defined experience as an enjoyable state of mind after experiencing something, and Van Maneb (1994) defined it as a recognizable state of mind after experiencing something [4].

Experience in exhibition means having delivered, understood and recognized its intent through directly or indirectly participating or performing [5].

### 2.5. Experience Economics Theory

Pine & Gilmore (1998) argued that the modern community has become an Experience Economy and explained that there is a close relationship with the natural transition process of economic value, which consists of characteristics of economic products, general goods, products, services, and experience [6].

In addition, regarding one's experience, Pine & Gilmore (1998) presented the 4Es theory (Entertainment, Education, Escapist, Esthetics) based on two dimensions: degree of participation and relationship with the environment [7].

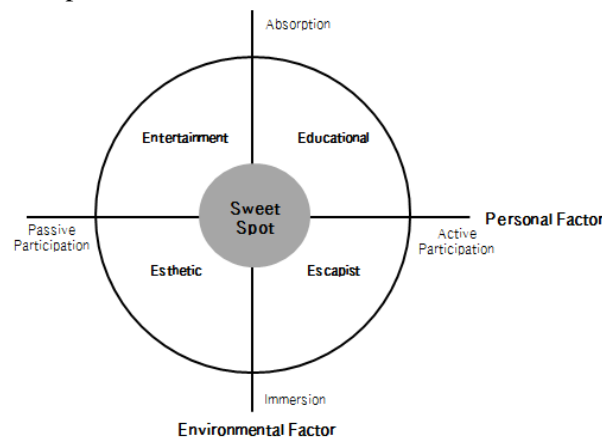


Figure 1. Pine and Gilmore's experience components [8]

## 2.6. Experience the satisfaction

The concept of satisfaction is developed from psychology. Its dictionary definition means a state of being satisfied without lacking elements. Many scholars in the business and tourism area have long defined the concept of satisfaction.

### Purchase intention

Purchase intent is defined as a person's rational judgment dimension, as a person's will and belief are shown with future behavior after forming an attitude regarding a certain status.

## 3. Research design

To conduct this research, we conducted a survey targeted towards the audience who visited the corporate promotion exhibition hall and has experienced the exhibition. Based on literature and precedent research, we have set the following research model in [Figure 2] to review the effects. The exhibition experience has an impact on experience satisfaction and purchase intent.

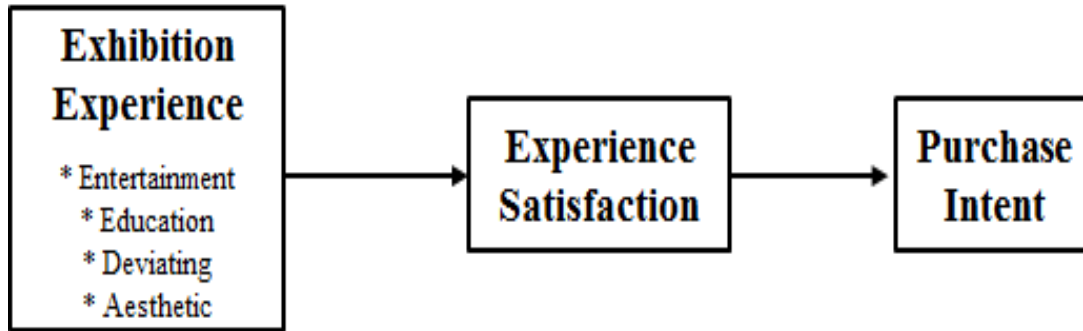


Figure 2. Research model

In this research, we aim to verify the following research model & research hypothesis based on the premise that corporate promotion exhibition halls and exhibition experience will positively affect the experience satisfaction and purchase intent.

[Hypothesis 1] Exhibition experience will positively affect experience satisfaction.

H 1-1 The Entertainment experience of the exhibition experience will positively affect experience satisfaction.

H 1-2 The Educational experience of the exhibition experience will have a positive effect on experience satisfaction.

H 1-3 Deviating the experience of the exhibition experience will have a positive effect on experience satisfaction.

H 1-4 Aesthetic experience of the exhibition experience will have a positive effect on experience satisfaction.

[Hypothesis 2] Experience satisfaction after the exhibition experience will have a positive effect on purchase intent.

#### 4. Empirical analysis

If you look closely at the analysis result of hypothesis 1, firstly, the non-standardization factor of entertainment experience was 0.271, which is statistically significant in significance level  $p < 0.001$ . Secondly, the non-standardization factor of educational expertise was 0.162, statistically significant at a significant level of  $p < 0.01$ . Thirdly, the non-standardization factor of deviating experience was 0.358, which is statistically significant in a significant level  $p < 0.001$ . Fourthly, the relationship between aesthetic experience and experience satisfaction is not statistically significant, and hypotheses 1-4 do not stand true.

Table 3. Analysis results of exhibition experience and experience satisfied

Model	Non-standardization Factor		Standardization Factor	t	Collinearity Statistic		Analysis of F	R Square	R Square Variation	Durbin-Watson
	B	S.Error	Beta		Tolerance	VIF				
(Constant)	.711	.212		3.353	.	2.162	94.039 ***	.579	.579	1.765
Entertainment	.271	.046	.311	5.834 ***	.462	2.162				
Educational	.162	.060	-.071	2.709 **	.496	2.017				
Deviating	.358	.085		6.219* **	.464	2.024				
Aesthetic	.051	.052	.348	.988	.557	1.769				

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

If you look closely at the analysis result of hypothesis 2, the non-standardization factor of experience satisfaction was 1.011, which is statistically significant in a significant level  $p < 0.001$ , according to [Table 4].

Table 4. Analysis results of the experience satisfied and buying intention

Model	Non-standardization Factor		Standardization Factor	t	Collinearity Statistic		Analysis of F	R Square	R Square Variation	Durbin-Watson
	B	S.Error	Beta		Tolerance	VIF				
(Constant)	-.606	.216		-2.803	.		398.735 ***	.591	.591	2.701
Experience Satisfaction	1.011	.051	.769	19.698 ***	1.000	1.000				

\*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$

In summary, entertainment, education, and deviating experience all increase experience satisfaction and positively affect purchase intent. Therefore, purchase intent is also high if the three factors are high.

#### 5. Conclusion

The result of the research proves that amongst the four factors of exhibition experience, the three factors (entertainment, educational, and deviating) significantly affect experience satisfaction. The result of the empirical analysis means that aesthetic factors such as design, color, and lighting should be enhanced to increase the experience satisfaction of the audience, which can lead to positive behaviors, a corporation's image, and brand value.

In addition, since entertainment, education, and deviating experience increased experience satisfaction and positively affected purchase intent, if the three factors are high, purchase intent is also high.

For the follow-up study, to provide the best exhibition experience to the audience who visit the corporate promotion exhibition hall, variables other than the four experience factors, including the information desk, how-to guide, etc., need to be added to the project.

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