

An Exploratory Study of the Differences in the Impact of Exhibition Booth Components on Corporate Image in Korea and China

Soo Young Park¹, Jae-Hyup Chang¹, Young Kon Yoon² and Chang Soo Park^{3*}

¹Green-Bio Business, Korea; mail@fp-korea.com, changjaehyup@gmail.com

²Winners Gate, Korea; ykjyoon@gmail.com

³Kongju National University, Korea; bizfessor@gmail.com

Abstract

This study is significant in that it closely examined exhibition booth components from a marketing perspective and established the primary factors that determine which components affect corporate image. In addition, it discovered the different impacts through analyzing, comparing, and verifying them for each sample nationality. The study's results indicate that the companies participating in exhibitions should plan strategies for exhibitions with a focus on their marketing target, and they should have clear objectives.

Keywords: China, Components of Corporate Image, Components of Exhibition Booth, Differences, Korea

1. Introduction

The 21st century, with its emphasis on the symbolic value of economic entities going beyond their functional values, may be characterized as an "Era of image." An exhibition is an important communicational arena for companies to present their brand images and identities. This study explores the strategies for exhibitions as a means of creating more effective corporate images. Specifically, each component of an exhibition booth will be examined from a marketing viewpoint and in terms of its impact on corporate image. Finally, a strategic plan will be presented based on the relationships between booth and corporate image components.

2. Previous Research

2.1 Definition of Exhibition Booth

An exhibition booth functions as the most effective means to demonstrate the company's products and image to visitors. Depending on its general function, it has a spatial

structure¹ that is composed of exhibition, consultation, and service, and it is a servicescape that is arranged with the basic components² of form, material, color, and symbol. According to Bitner³, servicescape may be divided into three levels of factors: surrounding environment; spatial arrangement and function; and signal, symbol, and artifact. On the other hand, Lin⁴ divided servicescape into visual clues, aural clues, and smell clues. In this study, exhibition booth components are defined as "All elements in and around a booth, including space design and service, which act as mediating elements and a communicational interface between visitors and exhibitors."

2.2 Definition of Corporate Image

Corporate image is the collection of all subjective beliefs and ideas about a certain company, and it is distinguished from the actual company⁵. It is an individual mental picture functioning as an important factor⁶ that defines the consequences of actual customers' behaviors; and because of this characteristic, it has an emotional aspect. According to Jo's research, customers' trust is the most

* Author for correspondence

crucial factor in evaluating a company, and corporate image influences purchases more than the product itself. Further, Kim⁷ classified the components of corporate image into four levels: company's performance, service activities, social responsibility, and communications. Based on the literature review, we define the components of corporate image as "Tangible and intangible complex elements that contribute to the visualization of a company and that reflect visitor behaviors towards it that are shaped through their direct and indirect experiences¹³⁻¹⁷".

3. Materials and Methods

3.1 Measurement Variable

The purpose of this study is to inquire into exhibition booth components and corporate image components, and to discover the differences in the impact of both these components depending on the visitors' nationalities. In order to achieve this purpose, the research model shown in the following figure (Figure 1.) was represented. We extracted the questionnaire variables of the booth components used by Shin⁸, Lee and Kim² and Kim¹, reorganized them to suit the study, and applied them. Variables for corporate image were set out by reorganizing the variables used in the studies of Cha⁹, Lim¹⁰, Wu¹¹ and Kwon¹². We carried out questionnaire surveys on the booth visitors in the "Bio Industry Expo, Oson, Korea 2014" and "Daejeon International Food and Wine Festival 2014" as sample exhibitions.

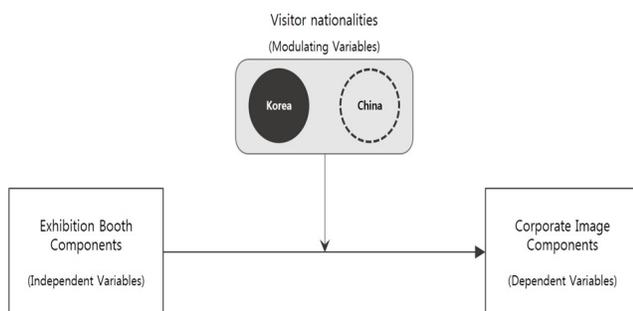


Figure 1. Research Model.

3.2 Analysis Method

We adopted four analytical approaches: 1. A frequency analysis to determine the general characteristics of the sample; 2. an exploratory factor analysis and a reliability analysis to determine the booth and corporate image components; 3. a correlation analysis to determine the relationships between booth and corporate image

components; and 4. a multiple regression analysis to compare the differences between Korean and Chinese booth visitors in terms of influential relationships between booth and corporate image components.

4. Results

4.1 Factor Analysis and Reliability Analysis

Factor analysis and reliability analysis resulted in the extraction of 7 booth components: color and lighting (Cronbach's alpha ≤ 0.831), CI/BI (Cronbach's alpha ≤ 0.738), size and location (Cronbach's alpha ≤ 0.751), staging (Cronbach's alpha ≤ 0.658), hospitality (Cronbach's alpha ≤ 0.696), public relations (Cronbach's alpha ≤ 0.609), and counseling (Cronbach's alpha ≤ 0.641) components. Five corporate image components were derived: product and service (Cronbach's alpha ≤ 0.867), corporate R&D (Cronbach's alpha ≤ 0.829), corporate management (Cronbach's alpha ≤ 0.837), corporate social aspect (Cronbach's alpha ≤ 0.806), and corporate ethics (Cronbach's alpha ≤ 0.697) components.

4.2 Multiple Regression Analysis

We conducted a multiple regression analysis to analyze and compare the differences in the impact of the booth components on the corporate image components by visitor nationalities.

First, the product and service component was found to have a significant impact on the CI/BI (0.328, $p = 0.002$) and hospitality (0.251, $p = 0.023$) components of Korean visitors and the CI/BI (0.273, $p = 0.002$), stage (0.486, $p = 0.000$), and counselling (0.248, $p = 0.006$) components of Chinese visitors.

Second, the R and D component was found to have no statistically significant impact for Korean visitors, while it had a significant impact on the color and lighting (0.223, $p = 0.014$), CI/BI (0.305, $p = 0.001$), size and location (0.345, $p = 0.000$), public relations (0.174, $p = 0.049$), and counseling (0.248, $p = 0.006$) components of the Chinese.

Third, the corporate management component had a significant impact on the hospitality component (0.308, $p = 0.009$) of Koreans and the size and location component (0.292, $p = 0.003$) of the Chinese.

Fourth, the corporate social aspect exerted no statistically significant impact on any of the components, but had a significant impact on the CI/BI (0.195, $p = 0.040$) and staging (0.358, $p = 0.000$) components of the Chinese.

Finally, the corporate ethics component was found to have a significant impact on the CI/BI component (0.249, $p = 0.026$) of Koreans and on the hospitality (0.528, $p = 0.000$) and counseling (0.241, $p = 0.007$) components of the Chinese.

The figure at the end of this article illustrates the results of the study model validation.

5. Discussion

Against this background, this study is significant in that it identified the components of exhibition booths that have already been studied in the design fields and sheds light on the influence that they may have on corporate

images. In particular, we investigated different influential relationships among the booth and corporate image components for different nationalities. As another implication of this study, it may be pointed out that it categorized the components of exhibition booths into color and lighting, CI/BI, size and location, staging, hospitality, public relations, and counseling factors, based on a comparison between Korean and Chinese visitors; furthermore, it derived elaborate corporate image factors of products and services, R&D, corporate management, corporate social aspects, and corporate ethics, thus providing reference points from planning to strategy setup by which to orient companies.

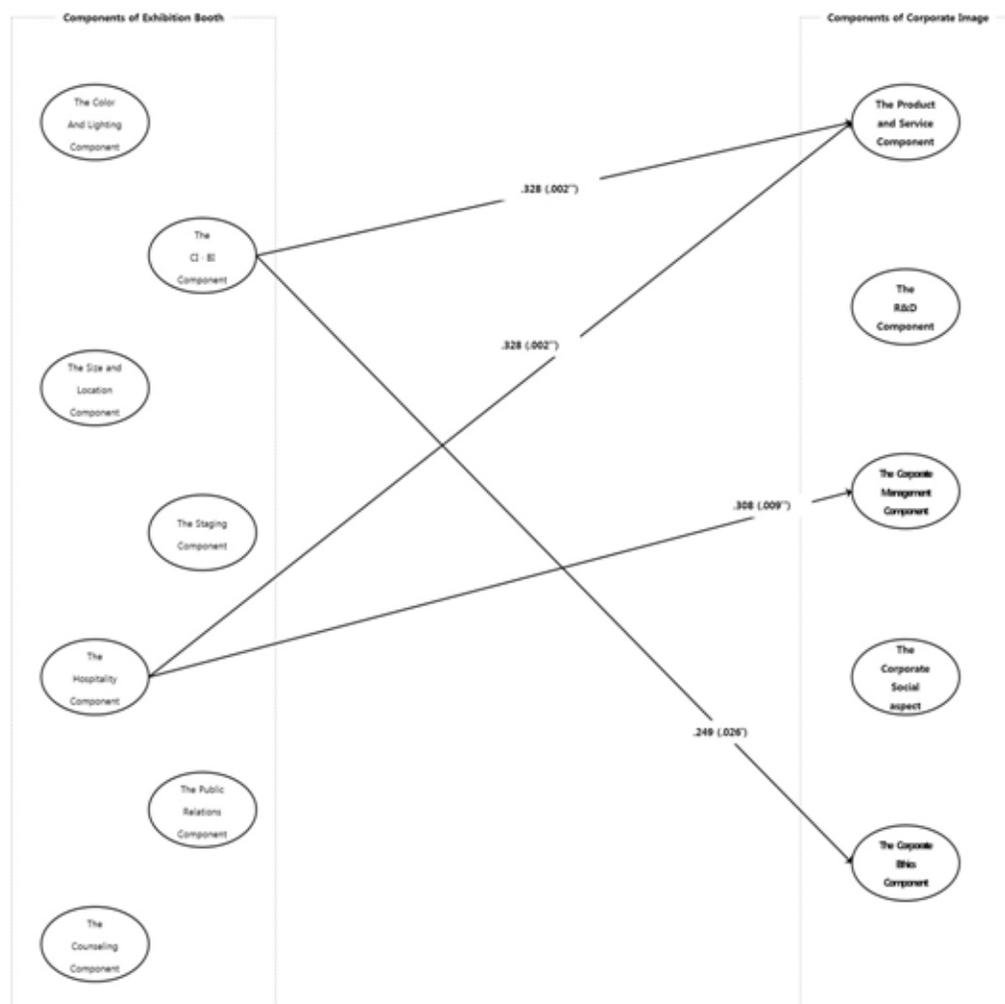


Figure 2. Result of the study model validation: the case of Korea.

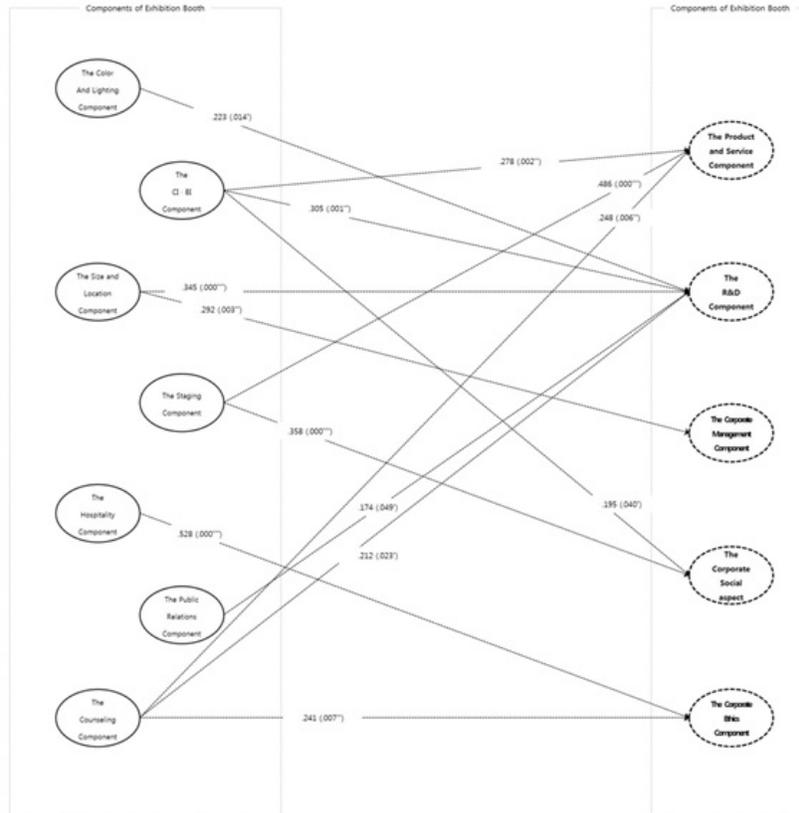


Figure 3. Result of the study model validation: the case of China.

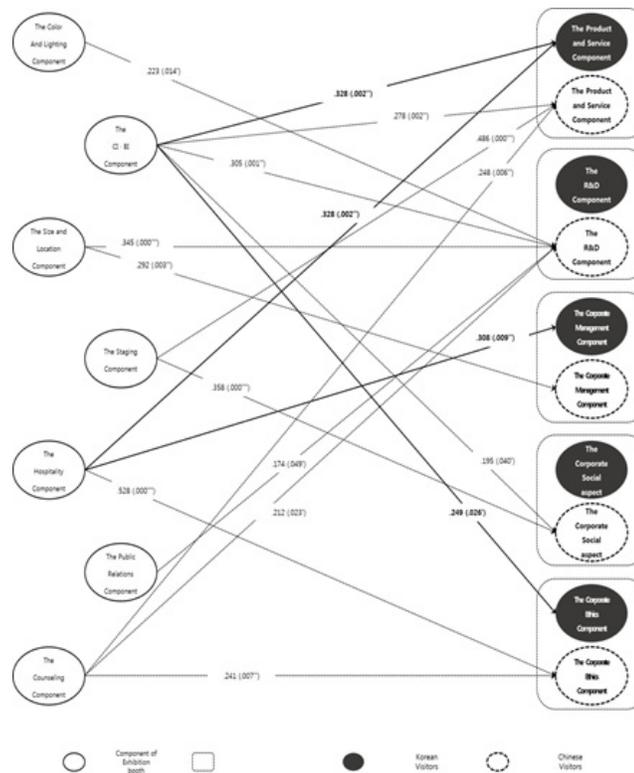


Figure 4. Result of the study model validation.

6. References

1. Kim S-S. A study of visitor satisfaction with the service quality provided by exhibition booth staffs [MA thesis]. Kon-kuk University; 2005.
2. Lee R-P, Kim H-J. A study of exhibition booth design appropriate to corporate marketing demands for the fundamentals of exhibition booth design for corporations related to youth facilities. *Journal of Korea Institute Faculty Environment*. 2008; 6(4):117.
3. Bitner MJ. Servicescape: Impact of physical surroundings on customers and employees. *Journal of Marketing*. 1992 Apr; 56.
4. Lin IY. Evaluating servicescape: The effect of cognition and emotion international. *Journal of Hospitality Management*. 2004; 23.
5. Yoon H. The effect of the University Students' recognition and participation in corporate philanthropy on corporate image [MA thesis]. Soongsil University; 2008.
6. Schwarz, introduction to marketing management: Principles, practice and process. Harcourt Brace Jovanovich. Inc.; 1980. 53.
7. Kim S-J. Research on effects of corporate image on the buying pattern of the celluer phone [MA thesis]. Myongji University; 2002.
8. Shin J-G. Exhibition management. Seoul, Korea: Hanol Publishing; 2004.
9. Cha M-K. Study of customer satisfaction and business performance effected by service quality via corporation image-focusing in the resort industry. Doctoral Dissertation for Seokyeong University. 2011; 12.
10. Lim M-K. Study on customer evaluation of corporate image in Korea [MA thesis]. Yonsei University Graduate School of Business; 1995:45– 6.
11. Wu Y-Y. The relationships of China's image, product image, product attitude and purchase intention [MA thesis]. Paichai University; 2010. 17–8.
12. Kwon G. A study on the effect of the management consulting service quality determinants in renewal and recommendation intention [MA thesis]. Soongsil University; 2011.
13. Jung HS. Efficient and secure group key generation protocol for small and medium business. *Journal of Convergence Society for SMB*. 2014; 4(1):19–24.
14. Han K-H. Biometric certificate on secure group communication. *Journal of Convergence Society for SMB*. 2014; 4(1):25–30.
15. Soo J-H. Tracking analysis of user privacy damage using smartphone. *Journal of Convergence Society for SMB*. 2014; 4(1):13–8.
16. Lim J-S. Design of fusion multilabeling system controlled by Wi-Fi signals. *Journal of the Korea Convergence Society*. 2015; 6(1):1–5.
17. Han H-J, Lee J-Y. Algorithm of converged corner detection-based segmentation in the data matrix barcode. *Journal of the Korea Convergence Society*. 2015; 6(1):7–16.