

The Analysis of the Exhibitors' Psychological Behaviors in Shenzhen Hi-tech Fair

Qilun Zhang⁺

Administrative Business Department, Beijing Institute of Economics & Management, Beijing, China

Abstract. The researcher psychologically analyzed the behaviors of the Shenzhen Hi-tech Fair's exhibitors through the Lingdian Consultant Company's '2006 Hi-tech Report'. The report, focusing on the most exhibitors' perspectives and motivations towards the Hi-tech Fair, showed that more than 60% exhibitors are positive participators, more than half of them expect their coming to the Fair again, most of them also showed interest in other value-added service, two-third favoring services were related to their satisfaction and trade. Analyzing their psychological behaviors has practical significance to the increasing number of the great exhibitors and their more willingness to participate the Brand-name Fair, the researcher found that more than half of the individual exhibitors intended to take part in the new Giant Fair. The more exhibitors participate, the more professional audience come over the next two or three years. More than two-third of exhibitors planned to be more invented and creative through learning here in this Hi-tech Fair.

Keywords: Psychological Analysis, Exhibitors, Participation

1. Introduction

832 exhibitors were interviewed at 2006 CHTF. The new features appear according to the industry of the exhibitors. The Electronics industry surpasses the IT, telecommunication, become the most predominant participants industry. The high-tech is still the main industry, includes IT, telecommunication, mechanical equipments. The investigation results in the eighth CHTF are: the Electronic industry participant is 30.4% in overall exhibitors, then the IT telecommunication, the mechanical equipment are 19.3% and 9.6% respectively. E-commerce companies are merging with China's substantial economy. The most invention products are made from these hi-tech sectors. More than two-third of exhibitors were saying that they were very optimistic about the Hi-tech Fair. It really proved that it's quite true, quite worthfully and potentially invested in. The development of the Hi-tech Fair has definitely boosted the trade and the economy of the destinations.

At this CHTF, the region source of the oversea exhibitor become more widely. The exhibitor from United States, Japan, Korean and France turn into the bright spot at this CHI, except for the participant from mainland, Hong Kong, Taiwan and Macao. With the increasing affection of CHIF, more and more Shenzhen Local company starts to recognize that the CHTF is the excellent platform to exhibit them towards the entire world. Compare to the last year, the exhibitors mainly come from Shenzhen, reach to 54.0%. The exhibitors' quality is the key feature. Say, the higher the quality of the exhibitors is, the higher the exhibiting efficiency is. The quality of the exhibitors demonstrates in the following factors as the index of purchasing interest, index of purchasing influence and index of purchasing plan and so on (Yu 2004).

2. Analyzing the exhibitors' psychological behaviors

"Display the enterprise products and image" is the main purpose

At this CHTF, the purpose of the exhibitors is specific, which is "to promote the new product" and "display the enterprise and image, which is the main purpose of the most of participants. The exhibitor aware of spreading their popularity and effect power is important to the development of the enterprise. Furthermore, the participants' main purpose also include seeking for collaborate partners, seeking for projects, seeking for investment. Exhibitors see the hi-tech fair as a very valuable opportunity to demonstrate their products or services to prime decision-makers and are therefore diligent in selecting and participating in

⁺ Corresponding author. Tel.: + 8610-13718769474; fax: +8610-64720726.
E-mail address: qilunzhang@biem.edu.cn; qlstudents@126.com

what they consider to be most important and valuable events. Their responsibilities are to make a profit. They do everything possible to make sure that sales can and do happen. The other main task of them is to promote their CI, namely the image. We can see clearly the main purposes of theirs as the followings:

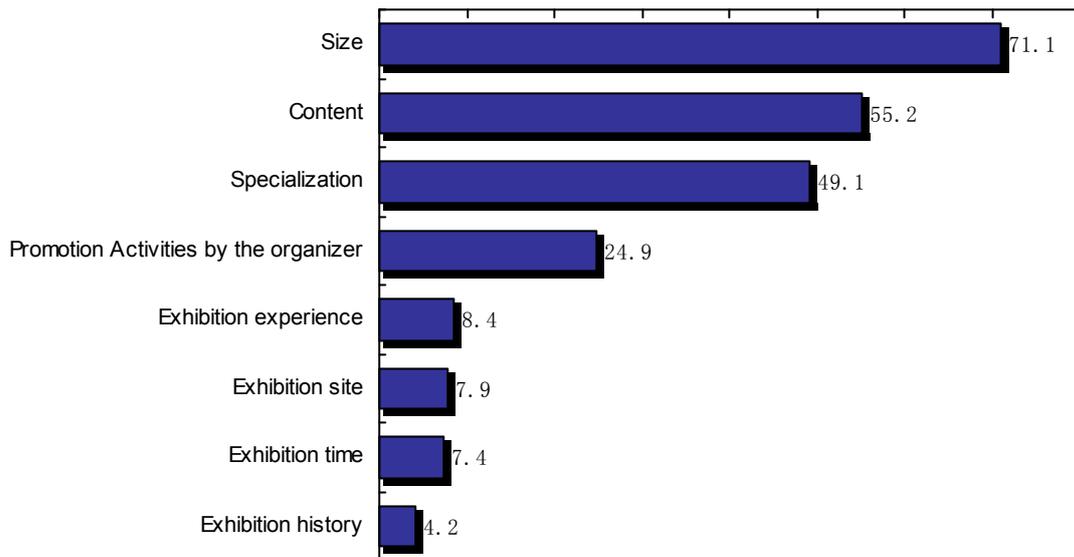


Figure 1. The main Purposes of the Exhibitors

2.1. Exhibition choose, scale and the contents are the key points

The top three considerations are specialization, content and size of the exhibition when the exhibitors choose the appropriate exhibition with the integrated factors consideration generally. In fact, specialization defines the quality, content defines the character, and size defines the influence of the exhibition.

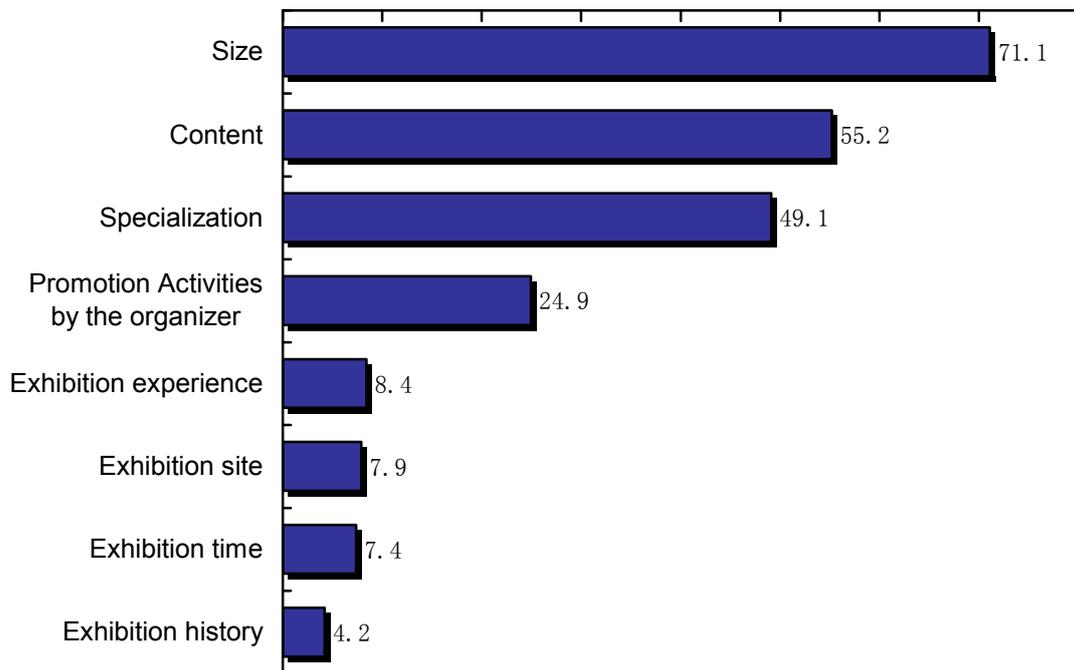


Figure 2. The Exhibitors' Main concerns

The size of the hi-tech fair has expanded to the point that it now encompasses a variety of players, like associations, convention & exhibition professionals, convention & exhibition centers, the suppliers within the segment, tour operators. Its value point is shown by the recommendation value or attracting ability, similarly, the larger the size of the fair is, the more valuable attendees will be. Therefore the most exhibitors concern more the fair's size as well as the potential value. Actually the most famous exhibitors participate the fair; their real value is to attract the more professional attendees. They come to take part in the fair to see

and contract with the larger and more famous exhibitors. The more professional attendees, the larger impact of the economy will be happening. They are all interrelated.

The larger size the fair is, the stronger the impact of the economy will be influenced as the more sessions of the fairs being held. The interrelationship between the organizers and industry suppliers, between the exhibitors and attendees is quite related mutually and with multiple layers of systems among them such as assisting service system, hosting function system and business system.

The size of the hi-tech fair is large, just because the suppliers in this industry are vast. Suppliers are those individuals and companies that make available the venues of the fair (the new and old hi-tech fair centers), related departments of the multiple city, transportations, food and beverage, hotel accommodations, entertainment and many other services that are necessary for a successful hi-tech fair.

The fair has to rely on many different suppliers to offer a complete a variety of services necessary to fulfill CHIF's needs. These other suppliers include transportation (airlines, taxis, buses), telecommunication companies, audio visual companies, entertainers, tour operators, speakers, florists, professional management companies, event planners, convention & exhibition contractors, freight forwarders, decorators, booth builders and about anyone else relating to CHIF.

The high index of the contractors' correlations shows that the fair will bring about the shining point of the economy locally and regionally.

The content of the fair is to focus on the character of the hi-tech and new products. The satisfaction level of the fair can evaluate the quality of the fair, in particularly; it is including an assessment on a variety of services. Besides, we can analyze the expenditure to see through the actual impact to the local economy. Since the actual expenditure around the series services really happens, the contribution should be considered by analyzing in the following way.

2.1.1. Expenditure

- Flight Ticket

The expenditure in this area includes flight ticket, bus ticket and other related ticket. 81% of all the participants took the flights promoting for the fair to the venue and spent on average ¥2,600 RMB on it. Some said having paid a flight ticket price exceeding ¥3,000 RMB. Some percentage (about 60%) indicated that they received a discount ticket while 18% of the respondents bought a travel package which included the flight ticket and hotel room fare.

- Other Transportation means like taxi, bus and MTR within the city during the days of the fair

More than a fourth (45%) hired a taxi while 27% took a bus or used MTR. Another 9% drove there by their own trucks and cars, since the companies are located nearby. The average expense on taxi per person was ¥134 during the three days while that for a bus or MTR ride was approximately ¥93. The weighted average for expenditure on transportation was ¥70. Although the bus fare is much higher than any other cities, ¥2.5 is a departure point, accordingly the distance the longer, the more fare will be spent, actually it's not that worthy, so that the taxi fare is the first choice for many respondents.

- Expenditure on food and drinks during the three days of the fair

Almost 90% of the respondents spent an average of ¥300 per person. Foreign visitors including the merchants from Hong Kong, Macao and Taiwan attending the fair tended to spend 60% more than the mainlanders and local enterprises' delegates. Comparatively, foreign attendants ¥700 compared to local ones ¥300. The foreigners spent much more on accommodation than the mainlanders and local ones, basically, 2000 vs 600/per day/per person.

2.1.2. Employment

The variety of services needs much more employment to fulfill. Therefore, the annual fair can generate many employment opportunities for the local residents. It is another remarkable impact to the local economy. If the ten thousand employment opportunities are generated, the generated output value should be 1:10 between benefits within the fair industry and the social output value from the fair. The quantity of the employment is necessarily raised up with the quality of employment, this is very helpful to the civilization of the city, and we assume that the general satisfaction level of all around services related the hi-tech fair will be lived up to the city's name building and potentially for the local economy in a long term run.

The mega event like CHIF can make the civilization and humanity of the destination city raise up in the following aspects: 1.material layer. 2.behavior layer 3. regulation layer 4.psychological layer 5.awareness layer (Yu 2004).

Materially and mentally combining the quantity of the employment must be a whole of the integration between the satisfaction level along the services of the fair and the local economy. They are definitely correlated each other.

Be prepared and getting well-equipped both materially and mentally seem to be the roles that should be performed by employees in the throughout service process. Some key skills required by employees include good communication skills and personality. Being able to deal with the public and ‘socially competent’, and the most valuable attendants of the fair and act as quality team players would be the most important ingredient for the contribution to the economy.

5layers of the event customers’ expectation and perception	Mean expectation score (E)	Mean perception score (P)	Mean difference (P-E)	Significant level	Standard deviation (S.D.)
• Regulation (investment)	2.9544	2.7557	-0.19870	0.001	1.05855
• Behavior (experience)	3.6287	3.4919	-0.13681	0.001	0.72818
• Material (transactions)	3.7068	3.5147	-0.19218	0.162	2.40075
• Psychologically(satisfaction)	3.3616	3.2020	-0.15961	0.001	0.85402
• Awareness (name building)	3.4691	3.2866	-0.18241	0.000	0.88522

Through the research, we analyzed the data and made out the findings below by SPSS instrument:

By examining the mean expectation scores among the many attributes, it is obviously seen that ‘regulation ’ (2.95) is the only concerning attribute that obtains the lowest score below 3.00. It can reflect the reality that attendants do not set quite a high expectation in this attribute due to what the environment for investment have not been set in the fair industry. The participants’ expectations on some implicit benefits are quite high indeed. For example, behavior’ (3.6) ‘higher satisfaction for the fair ’ (3.4), ‘awareness—marketing the whole city’ (3.5) and ‘transactions’ (3.71), ‘are those attributes that win the highest ratings of the expectation in this research.

We conduct that the higher the satisfaction the attendants get, the more times participants will be. In that the more consumption will be happening possibly.

On the other hand, the satisfaction among the employees around the fair may benefits for the satisfaction around the different areas of the employment. Finally, the contribution to the fair and local economy will be occurring soon. Of course, the interrelationships between the two attributes need us to prove by another group of data collections.

Truly, the satisfaction level somehow contributes to the impact of the economy. We conclude that the more value-added services and more valuable psychological experience and more satisfaction in mood, the more participation of the intending interest may come true. In that, the more exhibitors are willing to prepare their future’s participation, meanwhile the next preparations are underway for the later Hi-tech Fair. As a matter of fact, the Hi-tech Fair’s success largely hinges on its highly-qualified exhibitors at the different levels.The fair, later on, has given a priority to high-quality exhibitors both home and domestically, leading global enterprises, exhibitors from different industries that have patents and intelligent properties in terms of energy-saving,eco-friendly and high-tech manufacturers.

Organizers vowed to further improve the quality of the fair to live up the high standards set by last ones. As long as the exhibitors are numerously attracted , the more opportunities will be made, the number of the visitors will be increased as well.

3. Acknowledgements

Aconowledging Lingdian Consultant Company with the help of on-spot survey and interview, without their first-hand information without this paper.

4. References

[1] Yu Hua, (2004). Basic study of the convention & exhibition. China Machine Press