

A Study on the Effect of Exhibition Experience on Experience Satisfaction and Purchase Intention: Focusing On Visiting Exhibition and Virtual Exhibition.

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- **Abstract:** This study is aimed to examine how the experience of visiting exhibition and virtual exhibition have an effect on experience satisfaction and purchase intention in order to suggest effective direction and development direction of corporate public relations exhibition hall. Through the examination, this study also aims to find out the way to secure potential customers and to raise corporate image and purchase behavior through the experience of exhibition hall for corporate public relations, which not only provides cultural services through advanced exhibition presentation techniques but also contributes to regional cultural development by offering cultural space. Therefore, this study empirically analyzed the effects of exhibition experience of corporate public relations exhibition hall on consumer purchase intention for visitors who have experienced domestic corporate public relations exhibition hall and virtual exhibition experience. The results of empirical analysis to understand the effect of the experience of the company's public relations exhibition hall and the experience of the virtual exhibition on the satisfaction of the experience and the purchase intention can be summarized as follows. First, among the four sub-factors of the experience of visiting exhibitions, three factors of entertainment experience, educational experience, and deviating experience were verified to have a significant effect on the satisfaction of experience. The significance of the empirical analysis is that the corporate public relations exhibition hall should pay more attention to design, color, and lighting, which are aesthetic factors in the current experiential exhibition production form, to increase the experience satisfaction of visitors and to lead to corporate image, brand value and positive word-of-mouth behavior. Second, in the relationship between the experience of visiting exhibition and the satisfaction of experience, the experience of entertainment, educational experience and deviating experience increased the satisfaction of experience, and the satisfaction of experience had a positive effect on the purchase intention. Third, as a result of the relationship between virtual exhibition experience and experience satisfaction, all four factors of entertainment experience, educational experience, deviating experience, and aesthetic experience in online exhibition experience were analyzed to have a

significant relationship with experience satisfaction. Fourth, as a result of the relationship between experience satisfaction and purchase intention after virtual exhibition experience, experience satisfaction was found to have a significant relationship with purchase intention. This means that the higher the satisfaction of experience, the higher the purchase intention. Based on the results of the empirical analysis, the corporate promotion exhibition hall needs to develop exhibition presentations focusing more on aesthetic elements in experiential exhibition presentations in order to inspire the exhibition effect of visiting exhibition experiences. Also, for the exhibition effect of virtual exhibition experience, it is necessary to actively develop hardware and software focusing on accessibility and convenience of applications and homepage. Through this, the corporate public relations exhibition hall will be able to bring about the effect of communicating with customers, promoting products and promoting corporate image. In the follow-up study, in order to provide the best exhibition experience to visitors, it is necessary to carry out further research by adding various human and material variables such as information desk and guide method, which are contact points with customers. If a further study focuses on local small-and-medium-sized companies other than large conglomerates' promotion hall, the follow-up study will have its meaning.

- **Keywords:** Satisfaction, Exhibition, corporate public, summarized, significant, virtual, communicating,