

The Effects of cluster and service quality on trade fair's Revisit intention: Evidence from non-central city of the Guangdong-Hongkong-Macao Greater Bay Area

Biaowen Zheng^{1,2,a}, Yanchen Li^{1,b}, Shizhe Wang^{1,c}

¹Macau University of Science and Technology, Macau, China

²Zhongshan Torch Polytechnic, Zhongshan, China

^a13823969830@139.com, ^byclibm@gmail.com, ^cwangshizheA@163.com

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Abstract. For evaluating the correlation of industrial cluster, service quality and revisit intention in the trade fairs, we chose Zhongshan, the non-central city of Guangdong-Hongkong-Macao Greater Bay Area as a case to use scales such as cluster effect, destination accessibility and quality of service to test the professional visitors' behavior intention, satisfaction and revisit intention. The overall service quality of the trade fair is evaluated by measuring cluster effect (host city leadership in the industry, host city as a source of exhibitors), destination accessibility and service quality. The correlation between the overall service quality and behavioral intention is evaluated through a questionnaire survey. The result shows that, for trade fairs in non-central city, cluster effect is an important influencing factor for professional visitors to participate in trade fairs, rather than destination accessibility and service quality. This study provides valuable information for the organizers of trade fairs in non-central cities in mainland China. It also provides reference for the government administrative departments of the Guangdong-Hongkong-Macao Greater Bay Area and even non-central cities in mainland China to explore the development path of local MICE industry.

1. Introduction

Trade fairs are events which invite manufacturers, suppliers and other stake holders from a specific industry to a place to display products and/or services, thus to provide information to both visitors and exhibitors. For exhibitors, trade fairs provide opportunities to meet with professional visitors, who often have high potential purchasing power.

In 2018, there were 10,889 exhibitions on the Chinese mainland with a total exhibition area of 14,456,700 square meters, up 5 percent and 1.2 percent respectively from 2017, according to the statistical report on China's exhibition data for the year 2018 released by the China association of exhibition economics (CCEES) in April 2019. Covering a total area of 1,708,200 square meters.

The Guangdong-Hongkong-Macao Greater Bay Area, covering a total area of 56,000 square kilometers, is an urban agglomeration consisting of two special administrative regions of Hongkong and Macao and nine cities in Guangdong province, namely Guangzhou, Shenzhen, Zhuhai, Foshan, Zhongshan, Dongguan, Zhaoqing, Jiangmen and Huizhou. Zhongshan is located in the geometric center of the Guangdong-Hongkong-Macao

Greater Bay Area and the Pearl river delta. With steady economic development, Zhongshan has ranked the 5th in economic aggregate for many years in Guangdong province. According to the global urban competitiveness report jointly released by the Chinese academy of social sciences and un-habitat, the sustainable competitiveness of Zhongshan city ranks the fourth and the economic competitiveness the fifth in the pearl river delta. Zhongshan has become an important pole of the Guangdong-Hongkong-Macao Greater Bay Area.

Although the exhibition industry in mainland China has made some achievements, more and more researchers have started to study exhibition related issues, trying to do more valuable exploration and research, so as to enrich the theory and guide the practice. However, the academic research is still in the growth stage, and the research features are as follows: the research mainly focuses on the first-tier megacities, while there are relatively few studies on the secondary cities such as small and medium-sized cities; In the macro research more, less in the micro; More in theoretical research, less in practical research; There are many comments and opinions, but few qualitative and quantitative empirical studies.

It can be seen that there is still a big gap between Chinese mainland and foreign exhibition research. Relatively speaking, the exhibition industry in foreign countries developed earlier, and the theory is more perfect. Therefore, this study is carried out on the basis of combing the existing researches from the perspective of comparison with foreign researches on trade fair.

2. Literature review

2.1 Trade fair

Trade fairs, Business-to-business (B2B) Exhibitions, and Expositions are positions that, within a given few days, bring together sellers and buyers of services, thereby stimulating a trusting relationship between suppliers and potential customers and reducing this uncertainty. In many cases, the word "fair" is considered a synonym for trade fairs and consumer exhibitions. It can be defined as "a regularly arranged activity for manufacturers to display their products and accept orders"[4]. Trade fairs are significant marketing activities which bring manufacturers, suppliers and other relevant services from a specific industry to a place to display products and/or services, and provide information to professional visitors and exhibitors. In addition, a trade fair can be business-to-business (trade-only) or business-to-consumer (also open to the public). Historically, although trade fairs could be dated back to biblical times, they still play a significant role in the contemporary business environment.

Trade fairs and tradeshows may have different names, but as a platform, their basic role is to represent a major marketing activity. Trade fairs involve efforts from all stakeholders, among which the exhibition organizer, exhibitors and professional visitors are considered as the key stakeholders. For exhibitors, the trade fair is an effective marketing sales tool, which offer them the opportunity to establish their brand image, get knowledge about potential buyers' needs, observe competitors and make direct sales. What's more, participating in the trade fair gives visitors the opportunity to collect information from many suppliers in the same place. If there are foreign professional visitors come to trade fairs, trade fairs can be used to stimulate exports. Exhibitors are

willing to invest millions of dollars to participate in trade fairs to test the market, sell products or services, improve public image, display new or improved products and provide services for existing customers .

Rather than visiting individual markets, or visiting individual customers and suppliers for comparison, trade fairs provide a way for businesses to test new markets, demonstrate new products, defend competitors, and maintain existing customers [1]. Temporary events, such as trade fairs, can play an important role in this context, especially for developing countries . Trade fairs generate a platform for the exchange of products and information between local industries and global markets .

Trade fairs allows for many stakeholders of an industry to come together at the same place and at the same time, creating a forum for information exchange and knowledge sharing[3]. Knowledge, or "information", is one of the basic elements that both exhibitors and visitors are interested in, As a result, we often see trade fairs as an excellent opportunity for the diffusion of knowledge [2]. To sum up, trade fairs can be held in one place and provide a very good chance to influence multiple stages of the purchasing decisions for professional visitors, including creating awareness of future trends, consolidating existing customer relationships, enhancing corporate image, and selling on the site.

Since trade fairs or B2B exhibitions represent an significant context for interaction and a relevant instrument for relationship marketing events, they could have a forceful impact upon project partnering.

2.2 Professional visitor

Professional visitors are all kinds of individuals and groups, including business customers, government agencies, purchasing groups, etc. Providing resources to exhibitor's personnel is particularly important in trade fair since resources enable them to supply value-added services by facilitating interactions and fostering close relationships with the professional visitors.

However, Munuera et al. believed that the professional visitor was the lifeline of the success of the exhibition and the "magic weapon" of the organizer, because attracting the professional audience also meant winning over the exhibitors. The success of an exhibition, both for exhibitors and from the organizers' perspective, depends heavily on the professional visitors. Therefore, a new knowledge emerging is to concentrate on professional visitors to ensure the benefits of them. It makes the exhibition traditionally held in big cities and neighboring regions turn to be held in production bases and regions with large professional visitors. The great attention and devotion to the professional visitor led the exhibition into an era called "visitor orientation" .

The key subjects of the exhibition are the exhibitor, the professional visitor and the organizer. The organizer gains profits by organizing exhibitors to participate in the trade fair. The main purpose of exhibitors' willingness to pay for booth rental is to conduct transactions and communicate with professional visitors.

Professional visitors are composed of first-timers and Repeaters . In tourism research, many scenic spots and classics rely more on repeated visits by tourists, because the cost of retaining this group of tourists is believed to be far less than that of attracting new tourists. For tourism research, the more repeat visits of old customers, the

more mature this tourist attraction. Repeated customer visits are considered as a conclusion of the tourism satisfaction model.

2.3 Revisit intention

Customer satisfaction is the prime principle to measure the performance of a business organization. The company's proportion of retention customers and established customer loyalty are important indicators to measure the performance of exhibitors in the trade fair market.

Ajzen and Fishbein (1975) define behavioral intentions as “a measure of the strength of an individual's intention to perform a specific behavior” (p. 288). The concept of behavioral intention refers to the desire and intensity of professional visitors to attend the trade fair again in the future[4].

In previous studies, behavioral intention was studied by examining two important variables, namely, word-of-mouth behavior and revisit intention. Through research, Swan and Combs have confirmed the importance of satisfaction for future decisions of customers (1976), They believe that customer satisfaction is a post-purchase attitude that affects customers' cognition and emotion in the three stages before, during and after the purchase of goods and/or services. Alternatively, behavioral intentions can be studied through the intention to revisit and intentions to recommend [2]. Two factors, customer satisfaction and future behavioral intention of customers, have been identified as important variables to measure the success of an activity [1]. Between the two, customer satisfaction is an important prerequisite for future behavioral intentions of customers[4, 3]. The latter, namely the behavioral intention of customers, proved to be a key factor, because it increased the direct income of the event organizer and reduced the marketing cost to attract customers. It is positive for the organizers[1, 4].

By observing the behavioral intention of visitors, we can know their evaluation and feeling of the environmental experience process in the event, so as to learn how it affects their attitude and future visit intention, including the possibility of recommending to others and their intention to participate again.

The willingness to revisit is also important for Trade fair. Seoho Um & Kaye Chon & Young Hee Ro (2006) believes that the intention to revisit the trade fair is not a reason for the revisiting decision-making process, but an extension of measuring customer satisfaction[4]. Oppermann (2000), in the study of tourist destinations, observed that the willingness of first-time visitors to revisit may be mainly influenced by the overall performance of the destination as it is their first stay; Repeat visitors were more likely to be influenced by promotional efforts such as evoking their positive meetings or spreading information about new attractions. The latter usually shows the level of diversity and detailed specific needs information and destination awareness.

2.4 Clustering of Industries

Clustering or Cluster refers to the Clustering of the same or similar things in a certain area. Czamanski (1974) introduced Clustering into the study of economics and proposed the concept of Clustering of Industries. In the book "The Competitive Advantage of Nation", professor Porter of The United States proposed the concept of industrial cluster again and analyzed The Competitive Advantage of a country or region with the method of

industrial cluster. According to Porter, industrial cluster refers to the collection of companies and institutions that are interconnected within a specific field and gather geographically. Obviously, the spatial agglomeration of specific industries is the basis for the formation and development of industrial clusters, but not all industrial agglomeration can develop into an industrial cluster. The existence of geographical centralization, flexible specialization (social network), innovation environment, cooperative competition and path dependence is the basis for industrial clusters to form and maintain their competitive advantages.

Each trade fair of a specific theme is gathered under the identical roof, which brings together stakeholders related to a specific market or industry, such as manufacturers, distributors, professional buyers, parts suppliers, etc[1].

In summary, As mentioned earlier, one of the purposes of this research topic is to confirm the results of the research done by Jin & Weber (2013), from the view of visitors. In the context of trade fair, it can be suggested that the main motivations of attendance are purchasing or buying activities, ongoing information search, networking, and educational activities.

However, from the point of view of the organizers of the trade fairs, the success of an exhibition depends not only on the exhibitors but also on the visitors (the professional audience). Although we know the importance of trade fairs, there is little empirical research on the system of trade fairs, in particular, concerning on the attitudes of professional visitors and their behavioral intention. Therefore, this study attempts to test the effects of industrial clusters, service quality and other factors on revisit intentions of professional visitors, and the mediating role of satisfaction.

Previous researchers have adopted many concepts from the fields of economics and management, studied from the perspective of exhibitors and visitors, and obtained meaningful empirical results. In order to understand the visitors' behavior characteristics, the basic frameworks of this study are as follows: first to explore the behavior intention of the professional visitors, then to explore the influence of the factors such as industrial cluster, service quality and destination accessibility on the visitor satisfaction and behavior intention.

Table 1. The reference of constructs and hypotheses

Constructs	Facet	Source
	distribution center;	
Leadership in the Industry	industry organizations; industry foundation;	Jin, Weber,& Bauer, 2013
	local factories	
	manufacturer located;	
Source of Exhibitors	upstream suppliers;	Jin, Weber,& Bauer, 2013
	downstream distributors	
	conveniently located;	
Destination Accessibility	convenient;	Jin, Weber,& Bauer, 2013
	relevant themes in surrounding	
	Comfortable;	
Quality of Service	Smooth; accommodation; reputation; Management;	Parasuraman et al. (1988); Kim (2008); MJ Lee, S Lee, YM Joo(2015);
	staff service	
		Kotler and De Bes (2003);
	Expenses;	Parasuraman et al(1988); Anderson et al. (1994);
Customer satisfaction	Performance;	
	Overall Expectation	JJ Cronin Jr, MK Brady, GTM Hult, (2000);
	Loyalty;	Martensen et al. (2000);
Behavioral intention	Payment decision	Mihae&Jung(2005); Parasuraman et al.(1988)

According to the extant literature in this field, service quality and visitor satisfaction are the key factors in building a successful trade fair[6]. Simply put, the host city leadership in the industry and trade fair service quality have a direct relationship with the visitors' satisfaction.

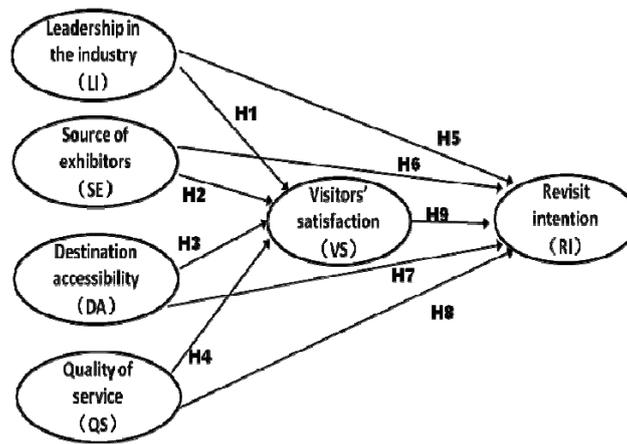


Figure.1. Research framework

Hence, this study propose the following hypotheses:

H1. Industrial Leadership of host city (LI) has an positive effect on Visitors' Satisfaction (VS) .

H2. Host city is the Source of Exhibitors (SE) has an positive effect on Visitors' Satisfaction (VS) .

H3. Destination Accessibility (DA) has an positive effect on Visitors' Satisfaction (VS) .

H4. Service Quality (SQ) has an positive effect on Visitors' Satisfaction (VS) .

H5. Visitors' Satisfaction (VS) mediates the effect of "Industrial Leadership of the host city" (LI) on Revisit Intention (RI) .

H6. Visitors' Satisfaction (VS) mediates the effect of "host city is the Source of Exhibitors" (SE) on Revisit Intention (RI) .

H7. Visitors' Satisfaction (VS) mediates the effect of "Destination Accessibility" (DA) on Revisit Intention (RI) .

H8. Visitors' Satisfaction (VS) mediates the effect of "Service Quality" (SQ) on Revisit Intention (RI) .

H9. Visitors' Satisfaction (VS) positively influences Revisit Intention (RI) .

3. Methodology

3.1 Case study

The case study can be regarded as being valuable in exploring diverse B2B marketing phenomena. As noted by Woodside & Baxter (2016), this method is useful for describing, explaining, and predicting processes occurring in B2B contexts. Monett (2002) even advocates that the case study is a tool which can explain the very soul of B2B marketing. This method can be used to observe the unique properties of B2B marketing and help us learn and adapt for the future.

China (Zhongshan) home appliance fair (CHEAF) has been held successfully for 25 sessions so far. Adhering to the tenet and goal of "all for trade", the fair will return to "trade" in a real sense. Since the launch of hcec home appliance fair in 2006, hcec home appliance fair has become the three procurement hubs for buyers in greater China including Zhongshan Huangpu, Foshan Shunde and Zhejiang Yuyao. The 2019 fair covers 40,000 square meters and attracts 800 exhibitors, with more than 60,000 products on display. This trade fair is one of the important platforms for exhibitors to show their comprehensive strength to the outside world, to communicate with dealers and agents in China and even in the world, and to expand investment channels.

3.2 Questionnaire

We chose the case study as the appropriate method to explore relationships at various group of revisit intention in the context of trade fairs. This study was conducted with structured questionnaires.

There are six constructs in this study. Industrial Leadership of host city (LI) construct includes four observed variables. Such as distribution center, industry organizations, industry foundation and local factories. Host city as a Source of Exhibitors (SE) dimension includes three variables such as manufacturer located, upstream suppliers and downstream distributors. Destination Accessibility (DA) construct consists of three variables such as conveniently located, convenient and relevant themes in surrounding. Quality of Service (QS) construct includes six variables such as comfortable, smooth, accommodation, reputation, management, and staff service. Visitors' satisfaction (VS) construct includes four variables such as satisfied with the trade fair, compared with previous, compared with others and overall satisfaction. Revisit intention (RI) construct consists of two variables such as visit in the future and recommend.

3.3 Sampling design and pre-test

This study is divided into two stages, namely focus group interviews and questionnaires. The first stage includes several focus group interviews, trying to understand the overall experience of professional visitors visiting the CHEAF.

The sub-dimensions related to six main dimensions, such as service quality, have been identified in the literature review above. However, not all sub-dimensions can be fully reflected and verified in the previous literature. Before starting the questionnaire, we first measured it in a small-scale focus group to form understandable expressions. In order to further identify more subdimensions, four focus group interviews (three out of four participants who were required to have been to the CHEAF and one out of two exhibition organizers) were conducted. All the members of the focus group were invited to list and state all the specific factors that they believed would affect the quality of the exhibition experience in the CHEAF. After the focus group interviews were completed, researchers identified one subdimension of Destination Accessibility (this exhibition is close to the exhibition duration of relevant themes in surrounding cities) and one subdimension of Quality of Service (Orderly exhibition management) that were not identified in the literature review. Researchers combine these factors identified by focus groups with relevant literature reviews to identify research variables for evaluating

several dimensions of trade fair service quality in the CHEAF. This process resulted in 22 items related to the service quality of the trade fair.

The second stage is based on the findings of the first stage. In order to ensure the quality of the survey, we have hired 12 professionally trained staffs to conduct the questionnaire survey on the venue in the afternoon of the opening day and the second day of the trade fair, in order to verify the model of trade fair service quality in the CHEAF, the perception of trade fair service quality and the relevance of service quality. The measured items of the primary and subdimensions of exhibition service quality, behavioral intentions, satisfaction, perceived value, and exhibition service quality used a 5-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree).

In order to ensure the validity and reliability of the questionnaire, the researchers, with the help of the Zhongshan Conference and Exhibition Industry Association (ZCEIA), distributed 50 questionnaires to some professional visitors of Zhongshan Trade Fairs, and recycled 45 valid questionnaires. The reliability analysis results of the predictive test questionnaire showed that the Cronbach's Alpha coefficient of each subscale is above 0.8, and the Cronbach's Alpha coefficient of the total scale is up to 0.903, so the scale has good reliability. At the same time, the factor analysis results showed that the factor load of each item was above 0.45, indicating that the scale had good construct validity. In conclusion, the questionnaire in this study has certain reliability and validity, which can be used to carry out formal research.

3.4 Data Collection

Because of the timeliness of the trade fair, we have rather limited time and manpower to conduct the survey. We collect data of participants over 18 at the exhibition venue by convenient sampling, who were leaving the 26th CHEAF in the Huangpu international convention and exhibition center between March 8 and 9, 2019. By observing the hanging tags of the visit at the exhibition site as a recognition method, Invitations were sent to 1300 professional visitors and 355 responded to and completed the questionnaire. Regrettably, some of the questionnaires lacked data. After eliminating some incomplete samples, 333 valid responses were obtained, with a response rate of 93.8%. According to the recommendations of Hair (2006), the minimum acceptable sample for the survey was 256.

4. Results

4.1 Measurement Development and Estimation

The summary results of respondents' demographic characteristics are presented in Table 1.

In a sample of 355 successful respondents, There were 265 (74.65%) males and 90 (25.35%) females, respectively. Nearly 85% of the professional visitors are medium, small and micro enterprises with less than 100 employees. 70% were in businesses that had been operating for less than 10 years. These percentages were directly related to the fact that attendees at one of the trade fairs were Small Electrical Appliances professionals. Manufacturers accounted for 27.6 percent of respondents, compared with nearly 35 percent for Wholesale. More

than 75 percent of the respondents were middle - and high-level decision makers. In the purchasing decision-making process of the company, 38% of the respondents have the right to make decisions, and 39% have the right to participate in the decision-making. 42.82% of the respondents attended the fair for the first time, and more than half had attended the fair before.

Table 2. Sample demographic characteristics (N = 355)

General profile of the respondents		Frequency	Percent
Gender			
	Male	265	74.65
	Female	90	25.35
Employee			
	1-9	90	25.35
	10-49	133	37.46
	50-99	77	21.69
	100-499	30	8.45
	500 and above	11	3.10
	RA	14	3.94
Tenure			
	1-5	115	32.39
	6-10	132	37.18
	11-20	65	18.31
	21 and above	18	5.07
	RA	25	7.05
Fmtype			
	Supplier	27	7.61
	Manufacturing	98	27.61
	Wholesale	124	34.93
	Import & Export	20	5.63

	Retailing	59	16.62
	Developer	2	.56
	End user	7	1.97
	Others	20	5.63
Position			
	Top	102	28.73
	Middle	167	47.04
	Junior	37	10.42
	staff	22	6.20
	RA	24	6.76
Role			
	Decisive	135	38.03
	Participative	141	39.72
	Suggestion	39	10.99
	Irrelevant	20	5.63
	RA	20	5.64
First			
	First visit	152	42.82
	Visited before	191	53.80
	RA	12	3.39

Table 2 Includes descriptive data on visitors' perception of the intention to revisit. Researchers assess the intentions of professional visitors by observing unique phenomena. The results show that professional visitors pay more attention to the intention of revisiting. Compared with the quality of service, the leading position of the host city in the industry is considered more important.

Table 3. Descriptive statistics of 22 Items (N = 355;)

Item	Mean	Std. deviation
Zhongshan is an important distribution center of small household appliances in China	3.748	.844
Zhongshan has a strong small home appliance industry organizations	3.695	.820
Zhongshan holds small home appliance to have good industry foundation	3.742	.815
Zhongshan is a leading city for small household appliances, and most of the exhibits are produced in local factories	3.774	.766
Domestic small home appliance manufacturer basically is located in Zhongshan and circumferential area	3.604	.869
Most of the exhibitors' upstream suppliers are from Zhongshan or surrounding areas	3.528	.891
Most of the exhibitors' downstream distributors are from Zhongshan or surrounding areas	3.358	.933
Zhongshan is conveniently located	3.375	1.028
It is convenient to go to Zhongshan for exhibition	3.320	1.050
This exhibition is close to the exhibition duration of relevant themes in surrounding cities	3.638	.861
The exhibition site environment is comfortable	3.376	1.122
The traffic around the exhibition is smooth	2.965	1.223
Surrounding accommodation/tourism/shopping/catering and other supporting facilities	3.218	1.081
The organizer has a good reputation	3.624	.867
Orderly exhibition management	3.659	.828
Exhibition staff service is active and professional	3.818	.875
I am satisfied with the exhibition	3.642	.722
Compared with previous small home appliance exhibitions, I am satisfied with this exhibition	3.695	.685

Item	Mean	Std. deviation
Compared with other exhibitions, I am satisfied with this exhibition	3.600	.876
I am satisfied with this exhibition as a whole	3.732	.890
I will attend this exhibition again in the future	3.853	.764
I will recommend this exhibition to my friends or colleagues	3.739	.833

Listwise

Level of agreement: 1–5 scale; “1” —strongly disagree, “5” — strongly agree

In this study, a total of 22 items of the scale were analyzed for reliability, and the results show that the internal consistency coefficient of Cronbach's alpha is .93. acceptable reliability.

Table 4. Leadship in the industry(N = 355)

Leadship in the industry	01	02	03	04	Corrected Item-Total Correlation	Cronbach's Alpha
01	1.000				.767	.864
02	.709	1.000			.717	
03	.648	.617	1.000		.723	
04	.591	.518	.599	1.000	.648	

Table 5. Source of exhibitors(N = 355)

Source of exhibitors	01	02	03	Corrected Item-Total Correlation	Cronbach's Alpha
01	1.000			.634	.814
02	.650	1.000		.741	
03	.499	.634	1.000	.624	

Table 6. Destination accessibility(N = 355)

Destination accessibility	01	02	03	Corrected Item-Total Correlation	Cronbach's Alpha
01	1.000			.688	.772
02	.757	1.000		.734	
03	.372	.433	1.000	.430	

Table 7. Quality of service(N = 355)

Quality of service	01	02	03	04	05	06	Corrected Item-Total Correlation	Cronbach's Alpha
01	1.000						.696	.837
02	.634	1.000					.630	
03	.680	.668	1.000				.752	
04	.555	.436	.577	1.000			.673	
05	.337	.329	.406	.514	1.000		.513	
06	.308	.232	.359	.459	.455	1.000	.443	

Table 8. Visitors' satisfaction(N = 355)

Visitors' satisfaction	01	02	03	04	Corrected Item-Total Correlation	Cronbach's Alpha
01	1.000				.757	.866
02	.637	1.000			.638	
03	.685	.567	1.000		.777	
04	.630	.508	.719	1.000	.722	

Table 9. Revisit intention(N = 355)

Revisit intention	01	02	Corrected	Cronbach's Alpha
			Item-Total Correlation	
01	1.000		.559	.715
02	.559	1.000	.559	

4.2 Independent sample t test

Since the significance (Sig) is greater than .05, it conforms to the assumption of anova homogeneity. Since sig. (2-tailed) is smaller than .05, there is a marked difference between the two groups' revisit intention. The analysis results of the independent sample t-test using the descending method are shown in table 10. The results show that there is no significant difference in the willingness to revisit the trade fair between the first visit and multiple visits, $t(336.55) = -2.316$, $p = .021$. There was no difference between the willingness to visit the exhibition for the first time ($M = 3.71, SD = .64$) and the willingness to visit the exhibition for the multiple time ($M = 3.88, SD = .72$).

Table 10. Independent sample t test (N = 355)

	Mean (Std. Deviation)		df	t	p
	First visit (N=152)	Visited before (N=191)			
Revisit intention	3.71 (.64)	3.88 (.72)	336.55	-2.316	.021

4.3 Discriminant validity

The Average Variance Extracted (AVE) method is used to analyze the discriminatory validity. The AVE root number of each variable needs to be larger than the correlation coefficient of each pair of variables, which means that the variables have discriminatory validity (Fornell & Lacker, 1981).

As can be seen from the Table 4, the AVE square root is larger than the other five related values, which is only effective. It indicates that Industrial Leadership of host city (LI) , Host city as a Source of Exhibitors (SE) , Destination Accessibility (DA) , Quality of Service (QS) , Visitors' satisfaction (VS) , Revisit intention (RI) 6 dimensions have discriminant validity.

Table 11. Discriminant validity (N = 355)

	Mean	Std. Deviation	AVE	Correlation and discriminant validity					
				LI	SE	DA	QS	ES	RI
LI	3.740	.685	.711	.843					
SE	3.497	.767	.730	.598	.854				
DA	3.444	.815	.687	.510	.458	.829			
QS	3.443	.750	.559	.473	.490	.683	.748		
VS	3.667	.674	.719	.500	.511	.591	.668	.848	
RI	3.796	.705	.779	.442	.425	.465	.451	.583	.883

The diagonal bold word is the square root of AVE, and the lower triangle is the Pearson correlation of potential variables.

4.4 Regression analysis

Table 12. Regression analysis (N = 355)

indep var.	Unstd Co.		Std Co.		Collinearity Statistics		R ²	Indep samples D - W verif
	B	Std. Error	Beta	t	p	Tol		
(c)	.960	.152		6.310	.000		.515	1.877
Visitors' satisfaction	LI	.121	.048	.123	2.494	.013	.568	1.761
	SE	.135	.043	.154	3.179	.002	.585	1.711
	DA	.144	.044	.174	3.284	.001	.486	2.058
	QS	.373	.048	.415	7.853	.000	.490	2.039

D-W=1.877 indicates that the data conforms to the sample independence (about 2); R²= .515 indicates moderate explanatory ability. The test of independent variables include Industrial Leadership of host city (LI) , Host city as a Source of Exhibitors(SE) , Destination Accessibility(DA) , Quality of Service(QS) on dependent variables

(Visitors' satisfaction) was significant, and the hypothesis was established. Quality of Service is the most important, followed by Destination Accessibility and Host city as a Source of Exhibitors. VIF is less than 10. There is no multicollinearity.

Table 13. Regression analysis (n = 355)

indep var.	Unstd Co.		Std Co.		Collinearity Statistics		Indep samples	
	B	Std. Error	Beta	t	p	Tol	VIF	R ² D - W verif
(c)	1.531	.191		7.993	.000			.297 1.974
Visitors' satisfaction	LI	.180	.061	.175	2.958	.003	.568	1.761
	SE	.140	.054	.152	2.606	.010	.585	1.711
	DA	.170	.055	.197	3.079	.002	.486	2.058
	QS	.150	.060	.160	2.507	.013	.490	2.039

D-W=1.974 indicates that the data conforms to the sample independence (about 2); R²= .297 indicates moderately low explanatory power; The test of independent variables (Industrial Leadership of host city, Host city as a Source of Exhibitors, Destination Accessibility, Quality of Service) on dependent variables (Visitors' satisfaction) was significant, and the table hypothesis was established. Destination Accessibility is the most important, followed by Industrial Leadership of host city, Host city as a Source of Exhibitors and Quality of Service. VIF is less than 10. There is no multicollinearity.

5. Conclusion

The main purpose of this research is to understand the behavioral intentions of the professional visitors of trade fairs in non-central cities based on the attitude theory of behavioral intentions. This study extends the analysis of trade fairs by previous scholars. The organizers of trade fairs are regarded as the main body of industrial market management, providing exhibition services for exhibitors in the form of facilities, and providing marketing platform services for professional audiences in the form of exhibits. From the point of view of the organizers, the success of the exhibition depends on the visitors and exhibitors. Therefore, understanding the behavioral intentions and visiting intentions of professional audiences in trade fairs, exhibition organizers can develop more attractive trade fairs.

This study has made the following contributions in the field of trade exhibitions: Firstly, from the perspective of professional visitors, the research results confirm that the Fair does affect behavioral intention in the form of loyalty (revisit intention), and provide positive recommendations to others, confirming the general views as

defined in the literature by Jin, Weber & Bauer (2013) on behavioral intention in trade fair context from the view of exhibitors.

Secondly, this result is consistent with the finding of Jin, Weber & Bauer (2013) that they adopted a similar method from the perspective of exhibitors. In other words, the leadership in the industry of the fair host city is highly related to the satisfaction of professional visitors and their revisit intention.

However, this study indicates that Source of exhibitors have a small effect on behavioral intentions. Destination Accessibility also have a low effect on revisit intention. The possible reason may be that the feelings or emotional reactions of professional visitors during and after the trade fair will not have a positive impact on the intention of professional visitors to visit the trade fair again in the future.

The results for 9 hypotheses proposing the least and most agreement total service quality dimensions, as perceived by visitors, are identified.

For non-central cities, the above research shows that the two factors of Destination Accessibility and whether the location of the exhibition is the Source of Exhibitors are not strongly related to the satisfaction of visitors. Nor is it strongly related to the visitors' willingness to revisit. The main factors influencing the satisfaction of non-central cities might be are the Industrial Leadership and Service Quality of the host cities.

6. Discussion and implications

At present, there are few studies on professional visitors in mainland China, and there is even less revisit intention for professional visitors in secondary cities. Therefore, this study empirically explores the revisit intention of professional visitors in secondary cities in mainland China, which has certain management enlightenment and value for the development of China's exhibition industry.

Possible innovation points are as follows: firstly, industrial cluster is an important factor affecting professional visitors to the exhibition in secondary cities, rather than the perception of service quality; Secondly, the trade fair of secondary cities in mainland China is taken as the research object instead of first-tier megacities. Professional visitors in secondary cities may have different expectations and requirements on exhibition satisfaction. Thirdly, it is very important for the organizer and the exhibitors whether the professional visitors will revisit the exhibition. Finally, the purpose of the study was the willingness to revisit, rather than satisfaction and value perception. Satisfaction does not mean loyalty (willingness to revisit or sincere recommendation), and willingness to revisit is more valuable to the organizer and exhibitors than satisfaction.

Implications for exhibitors. The diversified objectives of professional visitors to the exhibition have been studied in the literature of Qiuju Luo (2008) and other scholars[2]. Among them, there are both the purpose of information collection, procurement and agency, and the purpose of seeking partners, among which the non-purchase motive is far more important than the purchase motive. If there is any deviation between the exhibitors' purpose and that of the professional visitors, it will affect the exhibitors' benefit. The deep understanding of the comprehensive platform and the professional visitors will be very helpful for the exhibitors

to make necessary planning and management. At the same time, the awareness and understanding of the revisit intention of the professional visitors should also be targeted, including setting multi-dimensional goals for the professional visitors, rather than solely limited to product sales and meeting potential customers; Assign special personnel or departments to manage the exhibition, set clear exhibition objectives, and formulate quantifiable evaluation indexes of exhibition benefits; Attach importance to the presentation of new products; The exhibition staff shall be provided with reasonable quantity and structure, and the necessary training shall be provided, so that both parties can make full use of the comprehensive functions of the exhibition to maximize the benefits of the exhibition.

Inspiration for the organizers. First, the value of an exhibitor needs to be realized by organizing a fairly professional visitors of both quantity and quality. This means that although exhibitors are the profit source of the organizer, the effective organization of professional visitors is a crucial factor for the success of the trade fair. Therefore, the organizer must pay attention to the organization and invitation of professional visitors. The concept of "exhibitor orientation" is a kind of profit-oriented model which is eager for quick success and quick profits, which will inevitably lead to the failure of the exhibition. Secondly, the more and deeper the exhibitors and professional audiences know about each other, the more comprehensive and clear the purpose of the exhibition will be, and the more favorable it will be for exhibitors to improve their performance.

Therefore, the organizer should conduct effective information management and demand guidance to understand each other and make the target setting of professional visitors and exhibitors more clear and detailed. In particular, the organizer should guide the professional visitors with ambiguous and uncertain revisit intentions in an appropriate way. Thirdly, due to the enterprise characteristics and personal characteristics of the professional visitors affect their willingness to visit, the organizer could establish a scientific database to organize reasonable types of professional visitors targeted at different exhibition types and exhibitors. For example, in view of the demand characteristics of the professional visitors nearby and from afar, the organizer will organize the professional visitors in the region and the long distance according to the exhibition scale and effect in a certain time level.

7. limitations and Future research

It is possible, however, to indicate certain limitations within the results of this research. We used a case study research method that falls into a wider category of qualitative research characterized by both advantages and disadvantages. Other than being subject to limitations connected to the qualitative method our research is also limited in terms of its scope. In this study, we only analyzed the small home appliance exhibition relying on industrial clusters, but did not conduct in-depth analysis on the exhibition relying on other industries, such as lighting fair, game and entertainment fair, etc., whether they have the same analysis conclusion remains to be discussed.

Besides, Zhongshan is only a non-central city in the Guangdong-Hongkong-Macao greater bay area. The analysis conclusions of this study is still worthy of further discussion by scholars in discussing the issues related

to industrial cluster and trade fairs, as well as for other non-central cities, and even for many non-central cities widely existing in the Mainland of China.

Additionally, this research refers to the trade fair and due to the unique character of that industry, any sweeping generalizations can be erroneous. The achieved results may serve as an introduction to further research on revisit intention in trade fairs.

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