



Multivariate Linear Regression Method Based on SPSS Analysis of the Influencing Factors of Urban Residents' Exhibition Support

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Abstract. The exhibition industry has gradually become a hot spot driving regional and global economic development. As its participants and beneficiaries, residents' attitude towards exhibition development largely determines the success of exhibition activities. Therefore, we should fully understand the combination of antecedents and conditions formed by residents' high-level exhibition support. It is helpful for exhibition operators and managers to formulate effective exhibition development strategies and intervention means. To improve the exhibition support level of local residents. Therefore, based on the theory of tourism development support, combined with the research results and reality of exhibition support, this paper constructs the influencing factor model of exhibition development support, and through spss26. The data collected were analyzed by demographic variable difference analysis and regression analysis. Among the demographic variables, only gender and Exhibition cognition affect exhibition support, and the influence of other influencing factors on exhibition support is as follows: Residents' perception of positive influencing factors of exhibition > residents' perception of negative influencing factors of exhibition > cognition of exhibition development potential > participation in exhibition activities > gender > exhibition cognition. Based on this, this paper puts forward research conclusions and suggestions.

Keywords: Regression Analysis · City Dweller · Exhibition Support · Influence Factor

1 Introduction

The exhibition industry is gradually becoming a hot spot driving regional and global economic development [12]. Due to the pulling effect of the exhibition industry on the economy, it has become a booster of China's economic development and a key emerging industry [16], with a rapid development momentum. According to the statistics of China Exhibition economic development report: in 2018, a total of 3547 economic and trade exhibitions were held in China, with an average of 9.17 exhibitions per day; The total area of the exhibition is 130.48 million m². The exhibition industry mainly includes exhibitions, festival activities, incentive tourism and conferences. Each part is the key to driving the development of tourism and an important part of event tourism. Cities have

gradually realized the importance of the exhibition industry in driving tourism and paid more attention to the development of the exhibition industry. For example, the guiding opinions on the development of exhibition industry issued by Beijing, Guangdong, Hubei, Henan and other provinces all emphasize the need to strengthen the coordinated development of exhibition, tourism and other related industries.

The main body of exhibition tourism is event tourism, followed by the enthusiasm of local residents and their organizers [10]. According to various research statistics, the proportion of the income generated by holding exhibitions to the output value brought to local related industries is about 1:9. The exhibition will also provide a lot of employment opportunities for local residents. It is estimated that every additional 1000 square meters of exhibition area can create nearly 100 employment opportunities for local residents [8]. One of the key factors for the success of the exhibition is that it must be recognized, supported and loved by local community residents [19], and the non-cooperation of local residents can only hinder the exhibition and cause huge economic losses and adverse social impact [20]. At the same time, when selecting the bidding city, the IOC takes the support of residents as one of the most critical factors in evaluating the bidding city, and makes a secret investigation when selecting each candidate city to determine the support of residents [13]. Therefore, it is necessary to fully understand the combination of antecedents and conditions of residents' high-level exhibition support. It is helpful for exhibition operators and managers to formulate effective exhibition development strategies and intervention means to improve the exhibition support level of local residents.

This paper deeply studies the influencing factors of urban convention and exhibition support by establishing a systematic influencing factor model and empirical analysis, and provides references and suggestions for the improvement of convention and exhibition support of different types of urban residents.

2 Research Status of Exhibition Support

A large number of scholars have studied the perception and support of tourism destination residents for tourism activities [1, 2]. The research on the residents' holding degree of the exhibition industry appeared relatively late, and most of the research focused on large-scale festivals, events, exhibitions and other research objects, such as the Olympic Games [31], the World Expo [15] and other internationally famous large-scale competitions and exhibitions. As one of the direct stakeholders of large-scale events, local residents' perception and attitude towards the impact of large-scale events have been widely concerned by scholars. However, for the definition of the concept of exhibition support, most scholars have not defined it, and default it as an attitude variable of residents. Based on the concept of tourism support, this paper defines residents' exhibition support as an attitude towards the development of local exhibition industry.

At present, most of the existing studies on exhibition support are focused on the antecedent variables. From the combing of the literature, it can be seen that the influencing factors of exhibition support include residents' perception [4, 17, 24, 26], community attachment [11] Demographic characteristics [30], residents' quality of life; From the process of combing the literature on exhibition support, it can be found that at present,

the research on the antecedent variables of exhibition support is less than that of tourism support. The research on the antecedent variables of exhibition support mainly focuses on Residents' perception, community attachment, participation and demographic characteristics, and there is no relevant research on various factors, Most of the research is aimed at the impact of several combined factors on the exhibition support. Based on the tourism support theory, this paper will systematically study the influencing factors affecting the exhibition support, and further analyze the different effects of different influencing factors on the exhibition support through the difference analysis of demographic variables, so as to improve the exhibition support of urban residents, Provide reference and basis for promoting the development of exhibition industry.

3 Theoretical Basis and Model Construction

3.1 Tourism Support Theory

The research on exhibition support originates from the research on tourism support, and all research is based on the research on tourism support. The research on tourism support theory has experienced the research process from residents' attitude towards different tourism development stages, tourism perception, measuring support to the system model of support, and the research content includes definition, before and after dependent variables Theoretical model and measurement. From the perspective of definition research, there are few definitions of tourism support at present. Domestic scholars Xu Wenyan and Zhong Lili [28] believe that residents' tourism development support is an attitude of local residents towards local tourism development. The higher residents' support is, the more conducive it is to the sustainable development of tourism. Other scholars directly equate tourism development support with perceived attitude. Li Qin [14] believes that tourism support is an important indicator to measure community residents' perceived attitude and behavior activities towards tourism development.

In the relevant theoretical research on the antecedent and antecedent variables, there is more research on the antecedent variables and less research on the latter. The research on the antecedent variables is mainly focused on demographic variables [7, 21, 23], residents' perception (gursay and Rutherford 2004, gursay 2010, [3, 9], sense of place [28, 29] community participation [6, 22, 25], cognition of tourism development potential [32]. In the above relevant studies, it is not a single study on a single influencing factor, and most of them have their own theoretical models. For example, in the study of sense of place and tourism development support in Tsung (2013), residents' perception is used as an intermediary variable to explore the mechanism; Many scholars also take residents' perception as an intermediary variable, such as Xu Zhenxiao, Wang Yong, Li Qiucheng and others. Many scholars also take tourism development satisfaction as an intermediary variable, such as Gong Jian, Chen Qinchang, Bai Ling and others. There are also domestic scholars who conduct in-depth research on it by constructing a systematic theoretical model of tourism support, such as Ren Han, Liu Zhi, The influencing factor model constructed by Chen Qiang (2021) [18] includes tourism revenue perception, social and cultural perception, environmental perception, tourism cost perception, community participation and trust in tourism institutions; Xu Min and Han Shujuan (2021) [27] constructed the influencing factor model, including location convenience,

family reproduction resources (land and population), free housing conditions, tourism potential cognition (resource richness perception, tourism volume perception), benefit perception and cost perception. Fan Xianghua is the most systematic one. Cheng Li [7] starts from the perspective of sharing, Based on the complexity theory and existing research results, a complex causal model of tourism support for tourism destination residents is constructed, which includes demographic characteristics, community tourism participation related variables and tourism sharing perception variables.

In the process of combing the above literature, this paper finds that the current research on the dependent variables before and after tourism support is mostly based on social exchange theory, social embeddedness theory and resource-based theory, and the research on tourism support is mostly empirical research, such as correlation analysis, structural equation model, regression analysis and so on, Therefore, the theoretical research on tourism support has been relatively mature, so based on the above research results, this paper will build a model on the influencing factors of exhibition support and conduct empirical research.

3.2 Model Building

In her research, Chen Fangying (2016) [5] divided residents' perception into positive impact perception and negative impact perception, and empirically analyzed its impact on exhibition support through linear regression. The research results show that the linear regression relationship between positive impact perception and negative impact factor perception and support is obvious, and the former is positively correlated with exhibition support. The latter is negatively correlated with exhibition support. Zhu He and Liu Jiaming [32] designed the structural equation model of tourism development support. In its theoretical model, tourism development potential and sense of place affect tourism development support through residents' perception, and residents' perception is divided into positive perception and negative perception. The results show that the positive perception of tourism impact has a positive impact on Residents' support for tourism development, and the perception of tourism development potential has a positive impact on Residents' positive perception of tourism development and a negative impact on negative perception. Wang Yong and Lu Lin [25] also designed a hypothetical model of the structural relationship of community tourism support. In the model, participation, living conditions and trust in tourism institutions affect tourism support through residents' perception and satisfaction. The results show that the impact of residents' participation on Residents' perception is not obvious, but it has a positive impact on tourism development support. Therefore, it can be seen that not all antecedent variables of exhibition support affect it through residents' perception. Therefore, combined with the above research results, this paper establishes a direct impact model of residents' perception, exhibition development potential cognition and exhibition activity participation on exhibition development support. The relationship between variables is studied by regression analysis. The theoretical model is shown in Fig. 1.

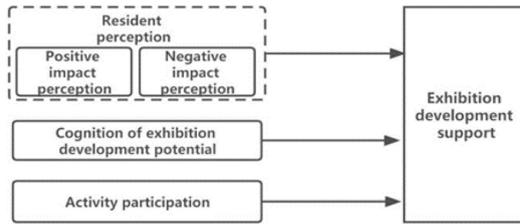


Fig. 1. Model diagram of influencing factors of exhibition development support

Based on the above results, the following assumptions are made:

- H1: Residents' perception of positive influencing factors is significantly positively correlated with exhibition support
 H2: Residents' perception of negative influencing factors is significantly negatively correlated with exhibition support
 H3: there is a significant positive correlation between exhibition development potential cognition and exhibition support
 H4: there is a significant positive correlation between exhibition participation and exhibition support.

4 Research Design

4.1 Samples and Research Tools

4.1.1 Sample Introduction

The main research object of this paper is urban residents. The military games is based on the research case, so it mainly takes Wuhan residents as the research object. This paper mainly studies the influencing factors of urban residents' exhibition support. Therefore, taking interpersonal relationship as the channel, this paper conducts a questionnaire survey on the surrounding people by issuing electronic questionnaires. In this paper, a total of 139 questionnaires were recovered, 139 valid questionnaires, and the questionnaire recovery rate was 100%. The specific sample individual information includes gender, age, education level, occupation, residence years and Exhibition cognition.

4.1.2 Research Tool

There are many mature questionnaires for the measurement of exhibition support. This paper mainly draws lessons from the mature questionnaires of Chen Fangying [5], Zhu He, Liu Jiaming [32] and Lu Lin [25], and designs the questionnaire items in combination with the actual situation. In view of the wide scope of exhibition and the residents' perception, it is easier to answer the impact perception of a specific object. Therefore, in the process of designing the residents' perception questionnaire, this paper mainly takes the military games as a case to design the items. The 7th CISM Military World Games, hereinafter referred to as "Wuhan military games", was held in Wuhan, China from

October 18 to 27, 2019. The competition period is 10 days, with 27 major events and 329 minor events such as shooting, swimming, track and field and basketball, 9308 soldiers from 109 countries signed up for the world military games, which is the largest, the largest number of participants and the most influential games in the history of the world military games. It has a great impact on Wuhan residents, and it is very typical to use it as a case. In addition, residents' perception of the development of the exhibition industry and their participation in the exhibition industry are measured by the overall perception of the exhibition industry. The questionnaire designed in this paper contains 31 items, of which residents' perception is divided into positive influencing factor perception and negative influencing factor perception. Positive influencing factor perception includes 12 items, negative influencing factor perception includes 9 items, exhibition development potential cognition includes 3 items, exhibition activity participation includes 3 items, and exhibition support includes 4 items. The items of the questionnaire are from the mature questionnaire of the above scholars. The reliability and validity have been verified and have high reliability and validity. Therefore, this paper will not test the reliability of the questionnaire.

4.2 Data Analysis

4.2.1 Difference Analysis of Demographic Variables

The difference analysis of demographic variables is mainly to test whether demographic variables have an impact on dependent variables. Statistics generally analyzes them through one-way ANOVA, also known as F test, It is a statistical inference method to infer whether there is a difference in the overall mean represented by the mean of two or more samples through the analysis of data variation. In short, it is a method used to test whether different levels of the same influencing factor have an impact on the factor. This paper mainly uses spss26.0 analyze the impact of five demographic variables in the questionnaire: gender, age, education level, residence years and Exhibition cognition on exhibition support. Exhibition cognition mainly analyzes the individual's understanding of the exhibition industry. The item entitled "do you know about exhibition" is "yes, no". The specific results of the difference analysis of all the above demographic variables are shown in Table 1.

It can be seen from the Table 1 that the P values of gender, education level, occupation and residence years on exhibition support are greater than 0.05, so the above demographic variables have no significant impact on exhibition support; The p value of age and Exhibition cognition on exhibition support is less than 0.05, so age and Exhibition cognition have a significant impact on exhibition support. How about the specific impact?

Table 1. Analysis results of population variable differences

	gender	age	education	Occupation	Years of residence	Exhibition cognition
Exhibition support	.132	.024	.260	.344	.591	.035

This paper will put age and exhibition support into the regression analysis model as the influencing factors of exhibition support for empirical analysis.

4.2.2 Regression Analysis

This paper uses multiple linear regression analysis to make regression analysis on exhibition support and its influencing factors. Multiple linear regression refers to that there are two or more independent variables, which is called multiple regression. The optimal combination of multiple independent variables jointly predicts or estimates the dependent variables, which is more effective and more practical than using only one independent variable. Therefore, multiple linear regression is more practical than univariate linear regression. Specifically, all variables, including dependent variables, are first transformed into standard scores, and then linear regression is carried out. At this time, the regression coefficient obtained can reflect the importance of the corresponding independent variables. At this time, the regression equation is called the standard regression equation, and the regression coefficient is called the standard regression coefficient. The model is constructed as follows:

$$y_i = b_0 + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + \mu_i$$

Among them, b1 represents gender, b2 represents exhibition cognition, b3 represents perception of positive influencing factors, b4 represents perception of negative influencing factors, b5 represents cognition of exhibition development potential, and b6 represents participation in exhibition activities. This paper uses spss26 0 carry out multiple linear regression analysis on the sample data, and the analysis results are shown in Table 2.

The analysis results show that the goodness of fit reaches 0.773, the goodness of fit is high, and the significance of ANOVA test of regression is less than 0.001, indicating that the model is significant. The specific regression model is as follows:

$$y_i = 0.947 - 0.111x_1 + 0.108x_2 + 0.631x_3 - 0.183x_4 + 0.180x_5 + 0.164x_6 + \mu_i$$

According to the results, it can be found that there is a significant negative relationship between gender and exhibition support. Because “1” represents men and “2”

Table 2. Results of regression analysis

Coefficient a ²					
Model ²	Non standardized coefficient ²		Standardization coefficient ²	t ²	Significance ²
	B ²	Standard error ²	Beta ²		
1 ² (constant) ²	.947 ²	.400 ²		2.365 ²	.019 ²
Age ²	-.111 ²	.045 ²	.140 ²	-2.465 ²	.015 ²
Exhibition cognition ²	.108 ²	.085 ²	.075 ²	1.270 ²	.206 ²
Positive factors ²	.631 ²	.093 ²	.508 ²	6.815 ²	.000 ²
Negative factors ²	-.183 ²	.069 ²	-.174 ²	-2.673 ²	.008 ²
Cognition of exhibition development potential ²	.180 ²	.076 ²	.175 ²	2.387 ²	.018 ²
Participation in exhibition activities ²	.164 ²	.062 ²	.177 ²	2.646 ²	.009 ²

a. Dependent variable: exhibition support²

represents women, women's support for exhibition is lower than men; Exhibition cognition has an impact on exhibition support, but the impact is not significant enough; There is a significant positive correlation between residents' perception of positive influencing factors of exhibition and exhibition support (H1); There is a significant negative correlation between residents' perception of negative influencing factors of exhibition and exhibition support (H2); There is a significant positive correlation between exhibition development potential cognition and exhibition support (H3); There is a significant positive correlation between exhibition activity participation and exhibition development support (H4). The order of influencing factors on exhibition support is: Residents' perception of positive influencing factors of exhibition > residents' perception of negative influencing factors of exhibition > cognition of exhibition development potential > participation in exhibition activities > gender > cognition of exhibition.

5 Research Conclusions and Suggestion

5.1 Research Conclusion

Among the demographic variables, only gender and Exhibition cognition have an impact on Residents' exhibition development support, and in the gender impact, men have higher exhibition support than women, which may be because men know more about the exhibition industry than women.

Residents' perception of the positive impact of exhibition is greater than that of the negative impact, which shows that the positive impact of exhibition on the city is greater than the negative impact. This may be because exhibition has indeed brought changes to the city, or the positive impact of exhibition has offset people's perception of the negative impact of exhibition.

The higher the cognition of exhibition development potential, the higher its support for exhibition. The cognition of exhibition development potential is mainly measured by the frequency of urban exhibition activities perceived by residents, the perception of local exhibition development advantages and the perception of local exhibition development trend. When residents feel that local convention and exhibition related activities are often held and have obvious advantages over surrounding cities, they will have a positive attitude towards Convention and exhibition and support the development of convention and exhibition industry.

5.2 Research Recommendations

In the process of the development of the exhibition industry, exhibition enterprises and the government should expand the exhibition communication channels and diversified exhibition publicity contents to ensure that more audiences can understand the exhibition, especially publicize the exhibition industry in the way of women's sexual interest, and increase women's understanding and cognition of the exhibition industry.

In the process of convention and exhibition development, we should pay attention to the participation of residents in the region/place where the Convention and exhibition activities are held. Residents are beneficiaries and participants in the process of convention and exhibition development. Improving residents' participation will help to increase

residents' cognition and sense of belonging to the Convention and exhibition, so as to enable them to support the development of convention and exhibition from introspection.

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