

Components of Trade Exhibition Brand Equity and the Impact of Visitors'  
Attending Intention

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Abstract

The MICE industry is the fastest growing sector of the tourism market. MICE can attract huge numbers of people whose purpose is sharing new information and ideas, selling/buying new products, launching new products, and negotiating deals. There are above 400,000 conference and exhibition each year world-wide, and the annual output of MICE industry has reached 1.1 trillion dollars. Therefore, the MICE industry plays an important role in world economic. Trade exhibition selection involves some level of risks because of the intangible attributes of each exhibition. Berry (1986) mentioned that a key to success in service marketing is to “tangibilize” the “intangible product”. So, brand is usually be used as an extrinsic cue to increase the tangible nature of a service. The purpose of this study is to 1) explore the factors help create brand equity in trade exhibition; and 2) understand how exhibition visitors’ attending intentions can be affected by brand equity.

Keyword : brand equity, trade exhibition, intention