Research on the Construction of Convention and Exhibition Brand Based on Regional Culture

Li GAN
Guizhou Minzu University, Guiyang, Guizhou, China
53698185@qq.com

Keywords: Regional Culture, Convention and Exhibition Brand, Construction

Abstract. This paper attempts to study and sort out the construction of convention and exhibition brand from the perspective of regional culture, by discussing the internal relationship between regional culture and the construction of convention and exhibition brand, based on the research foundation of regional culture and the basic attributes of convention and exhibition industry, it points out the target customer group of convention and exhibition industry, using the CBBE model of brand building, this paper puts forward the strategy of brand building based on regional culture, which has certain theoretical and practical significance for the development of brand building in China's convention and exhibition industry.

Introduction

The convention and exhibition industry is an important part of modern service industry, it covers the whole industry chain including conferences, exhibitions, festivals and incentive travel programs, it is also a bridge and link between production and consumption, it can not only promote the supply-demand docking, smooth circulation channels, but also have a huge pull on regional and industrial economic development. The development of the convention and exhibition industry in most areas of China is still in its infancy, the government didn't pay enough attention to it, the management system is not perfect, the market is not active, and the supporting facilities are not perfect, basically, it is caused by the lack of brand awareness, unclear positioning, and insufficient utilization of the advantages of regional cultural industry [1]. Then, how to cultivate convention and exhibition brand in order to adapt to the development of regional economy and convention and exhibition industry, this paper takes this as the background, explores and studies the development path of convention and exhibition brand construction based on regional culture in China.

Overview of Research

Research on Regional Culture

Regional Culture is a kind of cultural form which has gradually attracted more and more attention by academia with the acceleration of urbanization. As for the interaction between culture and economy, European and American academia began to pay attention to it earlier, Adam Smith, an early economist, expounded the influence of culture on economy, he believed that the inherent culture and values formed by "economic man" was the important condition for market expansion and economic progress. At present, there is no unified definition of culture in academic circles, and because of the development and evolution of the concept of regional culture itself, it is very difficult to give an accurate definition of regional culture. First, region refers to a certain regional space, which has certain boundary, obvious similarity and continuity within the region, obvious differences among regions, certain advantages, characteristics and functions of each region, and finally interconnected among regions, a regional change will affect peripheral area. Each region's culture is composed of different level, but roughly includes material culture, spiritual culture and institutional culture [2]. The paper assumes that regional culture refers to the specific cultural system within a certain region, the sum of values, ways of thinking, humanistic ideas, customs and habits formed by people living in a certain area who engage in material production, spiritual production and specific social system for a long time.
**Research on Convention and Exhibition Brand**

The Great Exhibition of the Works of Industry of all Nations (The predecessor of the World Expo) held in Britain in 1851 was the beginning of the development of the world's convention and exhibition industry, the world contemporary convention and exhibition industry has developed for more than 160 years, therefore, there are a lot of researches on the industry abroad, most of which appeared between 1970s and 1990s. At present, there is no unified and authoritative definition about the concept and connotation of the convention and exhibition industry, while foreign scholars have studied the convention and exhibition industry earlier. Exhibition is a special space where a large number of exhibitors gather, these exhibitors show their products or services to the professional audience by building exhibition booths [3].

The convention and exhibition industry is usually defined as MICE by the international academic community, MICE industry includes company meetings, incentive travel programs, conventions and exhibitions, we use a narrow definition here. The convention and exhibition industry in this paper refers to a narrow concept, which includes conventions, meetings, trade shows, trade fairs, exhibitions and expositions; it does not include all kinds of incentive travel programs, traditional festivals, cultural celebrations and sport events. The convention and exhibition industry mainly operates by convention and exhibition activities, although the broad sense of convention and exhibition activities also include large-scale sport events, incentive travel programs and festival activities, conventions and exhibitions are the main body of the industry.

This paper holds that the convention and exhibition industry is a new service industry which takes the convention and exhibition activities as the central part, promotes the development of related industries, and directly or indirectly brings economic and social benefits. Brand is a name, terminology, label, symbol or design, or a combination of them, its purpose is to identify a producer or a producer's products or service and distinguish them from competitors [4]. The convention and exhibition brand generally includes industry scale, professional service level and service quality, popularity and good reputation, support from authoritative enterprises and administrative departments, industry authority and representativeness, internationalization and media partnership. At the same time, the concept of convention and exhibition brand in this paper is limited to the scope of the convention and Exhibition itself, and does not involve the enterprise brand or product brand displayed in the exhibition. Convention and exhibition brand is a cultural image representing enterprises or products, it exists in the mind of consumers and represents the corporate culture, It is not only a commercial identification, but also a credit symbol, and a commitment to consumers.

After the development of convention and exhibition industry to a certain extent, the research on the brand of convention and exhibition in foreign academic circles has gradually shifted from the aspects of convention and exhibition economy and industrial structure to the research on the development of brand, with the development of convention and exhibition brand cities and brand exhibitions in European and American countries. As an empirical study to sort out the development of convention and exhibition brand building, scholars believe that large-scale convention and exhibition is the symbol of the formation of brand, and also a powerful driving force for urban economic development, brand convention and exhibition will bring economic, social and cultural influence to host cities. China's convention and exhibition industry started fairly late, and there is few academic research achievement in the field of convention and exhibition brand research, especially in small and medium-sized cities, the research on convention and exhibition brand has just started, it has not formed a system, nor complete and systematic. However, combined with the development status and competition pattern of China's convention and exhibition industry, it is clear that the existing theoretical research is far behind and far away from the development needs of the industry. The research on the development of China's convention and exhibition brand mainly focuses on the brand convention and exhibition in the Beijing, Shanghai and Guangzhou, there are few empirical studies, it still remains in the analysis of the advantages and disadvantages, the countermeasure research of the convention and exhibition industry, the study of the convention and
exhibition economy and the development strategy of the convention and exhibition tourism [5]. By sorting out the literature, it is found that the current research of domestic scholars mainly carries out relevant research on "brand convention and exhibition" or "convention and exhibition brand" from the following four perspectives: 1. Taking the development of convention and exhibition brand as a direction of the development of convention and exhibition industry; 2. Branding of convention and exhibition as a part of the relevant research of industry; 3. Relevance research on exhibition marketing and brand building; 4. Research on the relationship between convention and exhibition branding and urban and regional development.

**Research on the Construction of Convention and Exhibition Brand Based on Regional Culture**

In the process of actual operation and management of convention and exhibition, although many regions and exhibition enterprises begin to attach importance to the combination of culture, especially regional culture and the cultivation of convention and exhibition brand, they still remain at the stage of general commercial marketing. There are some problems in convention and exhibition brand, such as lack of cultural connotation, serious homogeneity, weak specialty, the fierce regional competition, the use of regional culture to positioning, marketing, publicity and promotion of the convention and exhibition is even less; the convention and exhibition focuses on attracting exhibitors, attracting audience, the main body of the convention and exhibition economy pays more attention to the immediate economic interests, and pays less attention to the brand construction of sustainable development. As for the research of convention and exhibition brand, China is still in a exploratory stage, so the writings and papers on the construction of convention and exhibition brand based on regional culture are still in a blank state in China. Through the search of relevant literature, the research on the use of regional culture to create a characteristic convention and exhibition brand is almost non-existent, let alone the formation of a system or systematic theoretical support, but combined with the development status and competition pattern of China's convention and exhibition industry, it is clear that the existing theoretical research has been far from meeting the development needs of the industry.

**Analysis about the Influence of Regional Culture on the Construction of Convention and Exhibition Brand**

In the process of the convention and exhibition brand construction, regional culture will have an impact on the construction of convention and exhibition brand from the macroscopic and microscopic environment side. The macroscopic environment indirectly affects the development of convention and exhibition brand, and the microscopic environment directly affects the development of convention and exhibition brand. The various external factors related to the convention and exhibition industry, such as population, economy and technology, can be classified as the macroscopic environment that influences the development of convention and exhibition branding. The internal environment of the convention and exhibition organization, target customers, competitors, service providers, the public and other stakeholders which closely related to the convention and exhibition industry are classified as the microscopic environment affecting the development of convention and exhibition branding. In order to establish the framework of convention and exhibition brand construction based on regional culture, must first clarify which environmental factors may affect the construction of convention and exhibition brand, as shown in Fig. 1.

Regional culture plays an important role in the development of convention and exhibition economy through three main parts: basic subjects (exhibitors and professional audiences), core subjects (exhibition organizations) and management subjects (local governments), therefore, the media of regional culture's influence on the development of convention and exhibition economy are mainly the three different subjects, through different subjects, it will have an impact on the development of convention and exhibition economy [6]. Exhibitors are organizations or individuals who participate in and rent booths, they have the right to use booths and display products,
technologies and service, they are the core of the exhibition. Professional visitors can obtain the certificate of visiting the exhibition through the registration process, they can visit and communicate with exhibitors free of charge, they may include business customers, government agencies, procurement groups, etc [7]. The mechanism of action of regional culture to convention and exhibition economy through three different subjects is as follows: regional culture influences the consciousness and behavior of exhibitors and visitors (professional audiences), regional culture influences the enterprise culture and management system, regional culture influences the development of local convention and exhibition industry, regional culture influences the development mode of convention and exhibition economy, regional culture influences the institutional environment of development, etc. Using regional comparative advantage, in the process of building convention and exhibition brand, should first understand the advantages of regional culture, according to regional culture rationally orientate the resource advantages of convention and exhibition industry, and highlight the regional advantages and differences of convention and exhibition industry, and at the same time, when it form the brand effect, it can attract more resources from outside the region to consolidate the convention and exhibition brand.

Figure 1. Analysis of factors affecting the construction of convention and exhibition brand.

**CBBE Model of Convention and Exhibition Brand Construction**

Based on the research foundation of regional culture and the special attributes of convention and exhibition industry, this paper will discuss the CBBE model of convention and exhibition brand building. Kevin Lane Keller [8], an American scholar, proposed the CBBE model of brand value (Customer-Based Brand Equity) in 1993, exactly the consumer-based brand value model, it provides a key way for brand building, CBBE model assumes that brand power exists in customer's understanding, perception and experience about brand, in other words, brand is the sum of all the experience that exist in the customer's mind over time, and it has the continuity of time, therefore, the aim of enterprise is to ensure that customers have a brand experience that is compatible with
their products and service. The convention and exhibition customers mainly include exhibitors, purchasers, the public and so on, this study uses CBBE model to find convention and exhibition brand personality and extend the brand [9].

According to Keller's model, it can help the convention and exhibition brand building to carry out the following analysis: which elements are part of the brand composition, and how to build a strong convention and exhibition brand. According to CBBE model, building a convention and exhibition brand requires four steps: establishing the correct brand identification; creating the appropriate brand connotation; guiding the correct brand response; and creating the appropriate consumer-brand relationship. At the same time, the above four steps depend on six dimensions of brand building: significance; achievement; image; judgment; feeling; resonance [10].

![Figure 2. CBBE Conceptual Model.](image)

**Strategy of Convention and Exhibition Brand Construction Based on Regional Culture**

The organic infiltration of regional culture into the construction of convention and exhibition brand is conducive to improve the domestic and international competitiveness of the convention and exhibition industry, especially starting from the target customers of the industry. Understanding the social and cultural needs of target customers, from the perspective of their demands for convention and exhibition participation and viewing, the construction of the convention and exhibition brand can inherit regional culture, from the perspective of industrial development, is also more conducive to the sustainable development of the convention and exhibition industry.

Through a systematic review of CBBE model theory, we find that building a correct brand identification needs to strengthen the saliency characteristics of the brand. The key factor to distinguish the saliency of the brand is the depth and width of the brand, brand depth refers to the degree to which the brand is easily recognized by customers, and brand width refers to the purchasing scope and purchasing situation when customers think of the brand.

In terms of brand connotation construction, the key is to create a good brand performance and image to establish the brand characteristics different from other brands. Brand performance is the external manifestation of products or service, while brand image is the abstract demand that the brand meets the psychological or social needs of customers, including customer purchasing channels, personality, value, brand history, etc. Brand response refers to the customer's perception of the brand, including the quality, credibility and superiority of brand evaluation, brand feeling refers to the customer's perceptual behavior towards the brand. In terms of creating appropriate customer-brand relationship, the key is to create brand resonance based on consumer experience, brand resonance can be divided into four dimensions: loyalty, attitude, belonging and active involvement.
Based on Regional Culture, Build a Clear Brand Identification System for Convention and Exhibition

The perception of convention and exhibition brand personality should be based on specific culture. The convention and exhibition brand is a combination of a series of element such as name, symbol, pattern, color, propaganda slogan and so on. Combining with regional culture, the construction of personalized convention and exhibition brand identification system for brand, exhibition cities and exhibition enterprises can establish the brand image according to the regional cultural characteristics, and build a clear brand identification system for convention and exhibition, make it different from other convention and exhibition, through packaging design of brand name, logo, advertisement, organizing exhibition and organizing the audience, the elements of convention and exhibition brand not only conform to the cultural characteristics of convention and exhibition enterprises, but also meet the standardization requirement of convention and exhibition industry. Grounded in regional culture, make the convention and exhibition brand personality establish a unique identification in the market and industry to meet customers’ needs through the construction of the identification system. The brand identification system of convention and exhibition, such as logo system, layout of convention and exhibition hall, style of convention and exhibition promotion and so on, can make customers form a certain brand awareness and consciousness further generate brand association, and form brand preference. The construction of the identification system of the convention and exhibition brand should be consistent with the regional culture and arouse the resonance of customers [11]. If the convention and exhibition brand's regional cultural charm is unique, positive and active, it is more conducive to the dissemination of the convention and exhibition among exhibitors, purchasers, audiences and the public.

Excavate Regional Culture and Create Unique Connotation of Convention and Exhibition Brand

The identification of the connotation of convention and exhibition brand is mainly related to brand performance and brand identification, brand performance mainly refers to the external performance of exhibition products or service that can meet the functional needs of customers, it mainly includes the basic value and added value of products or service, such as the channel of participation of exhibition or exhibition attendance, the effect of convention and exhibition service, convention and exhibition product characteristics, exhibition price and so on, the value of products brings benefits to customers, that is, the degree of meeting customer needs, which directly determines the level of customer satisfaction. Another dimension of convention and exhibition brand connotation is identification; Keller model considers that brand identification consists four elements, combining convention and exhibition characteristics, mainly: customer characteristics, purchase channel, personality and value, brand history and development process. Whether it is exhibitor, professional audience or the general public, their participation in the convention and exhibition is to meet their own needs. The convention and exhibition brand should link the functional characteristics of the convention and exhibition with the needs of customers, not only to meet the basic needs of customers, but also to meet the needs of customers for added value. Regional culture is closely related to the characteristics and advantage of regional industry. The convention and exhibition should be held in accordance with the local cultural atmosphere and the characteristics of customers. It will form a unique brand image, such as the "primary positioning strategy" (the largest scale, first, the most professional, the only), "price positioning strategy" and "service positioning strategy" are based on the characteristics of the convention and exhibition, relying on regional culture, to excavate the basic value and added value of convention and exhibition brand product and service. In order to sort out the convention and exhibition brand, it should also establish the brand image, design purchasing channels according to the characteristics of customers. The individuality and value of the convention and exhibition brand can be transmitted through the promotion of the purchase channel, that is the attracting exhibitors and attracting professional audiences.
Understanding Regional Culture and Guiding Correct Brand Response of Convention and Exhibition

Correctly guiding the brand response of convention and exhibition should be carried out from two aspects: brand judgment and brand feeling, which should focus on the customer's view of the brand, that is, the customer's evaluation of the convention and exhibition brand; at the same time, the customer's perception of the convention and exhibition brand, that is, the customer's emotional behavior towards the brand, including enthusiasm, safety, social recognition, self-esteem and other needs [12]. To study customer's brand response to the convention and exhibition, must first consider the local regional culture, because the cultural background can directly or indirectly affect the demand characteristics of the customer group, and customers will have a certain understanding and expectation of the local the convention and exhibition brand because of the regional culture. When positioning the convention and exhibition brand, it is not to position its products and service, but to conduct a full investigation and psychological positioning of the customer group, and then to clarify what kind of benefits the customer group wants to obtain, what kind of brand feeling it wants to get, and what kind of cultural communication it wants to carry out. Effective communication and exchange with the exhibition customers, follow the spiritual and cultural needs of customers, and then make corresponding brand response according to regional culture and enterprise characteristics [13].

Interactive Regional Culture and Creating the Resonance of Convention and Exhibition Brand

There are four dimensions in the resonance of convention and exhibition brand: loyalty, attitudinal attribute, belonging and active involvement, in which loyalty is the frequency and quantity of repeated customer's purchase; attitudinal attribute refers to customers who think that the convention and exhibition brand is very special, unique and keen to buy the products and service, the brand is irreplaceable compared with similar exhibitions; the sense of belonging refers to that customers can produce cultural association by participating in the convention and exhibition, and that customers form social connection through the convention and exhibition to form a certain sub-cultural group; active involvement refers to that customers actively care about the information related to the brand after participating in the convention and exhibition, actively participate in relevant activities of the convention and exhibition. The author believes that the four dimensions of brand resonance are circular, open, interactive and action on each other, and ultimately produce very high brand loyalty. It is precisely because the convention and exhibition industry with regional characteristics and culture will have a dominant influence on the type of convention and exhibition in the region, the resonance of the brand is a kind of evaluation, emotion and behavioral tendency of exhibitors, purchasers, audiences and the public for the convention and exhibition brand. Therefore, it is necessary to precisely locate the convention and exhibition brand based on the regional culture, determine the content of the dissemination of the convention and exhibition brand, create differentiated competitive advantages, fully consider the market competition, shape a good convention and exhibition brand, and obtain a higher brand resonance through the brand image with distinct brand personality.

Conclusion

This paper systematically studies the convention and exhibition industry and brand, penetrates the regional culture into the construction of the convention and exhibition brand, puts forward the strategy of the construction of the convention and exhibition brand, and plays a guiding role in shaping and disseminating the image of the brand, especially in the small and medium-sized cities, the convention and exhibition industry can be based on the unique regional culture, it makes the convention and exhibition industry have the core competitiveness in the fierce international and domestic competition. With the development of modern economy and pluralistic ideas, traditional culture and regional culture are gradually weakened, with the help of the development of convention and exhibition industry, this paper strengthens the inheritance and development of
regional culture, enhances the understanding of regional culture among exhibitors, professional visitors and the public, and is conducive to promoting regional culture. This paper is also conducive to meeting the social and cultural needs of exhibitors and professional visitors, the purpose of exhibitors and professional visitors is not only to achieve transaction, but also to meet the spiritual needs while completing the tasks, this paper proposes to infiltrate the regional cultural elements into the process of building convention and exhibition brand, let people in the exhibition and visiting process, synchronize fulfill the inner cultural needs.

References


