

## How Are Visitors Satisfied with an Exhibition in Technology? -Exploring Survey Results Through Structural Equation Modeling

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### Abstract

This presentation aims to explore how visitors are satisfied with the exhibition which is related to the technology. The survey items were designed based on the hypothesized factors which include the contents of the exhibition, chance to meet and connect with people, and infrastructure. As a result of the Structural Equation Modeling for about 1000 survey responses, the satisfaction of the customer was found to be highly dependent on the content of the exhibition, and secondly, the infrastructure also affected satisfaction. However, focusing on the soft aspects of infrastructure (such as ease of entering exhibition booths, and the convenience of approaching booth staff), these elements were found to have a limited impact on overall satisfaction unexpectedly. It can be said that this is due to the nature of technology exhibitions so that many visitors attend with a specific purpose and place the highest priority on the content of the exhibition.

**Keywords:** event visitor analysis; exhibition of technology; path diagram; satisfaction survey; technology products