



Addis Ababa University

School of Commerce

Marketing Management Graduate Program

The Effect of Event Marketing on Customers

Purchase Intention

The Case of MOHA Soft Drinks Industry Share

Company

By

Beza Gabremaskel

**Thesis Submitted to Addis Ababa University School of
Commerce Marketing Management Graduate Program in
Partial Fulfillment of the Requirements for the Degree of
Masters of Arts in Marketing Management**

Addis Ababa, Ethiopia

May, 2014.

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Thesis Advisor: – Rakshit Negi (Dr)

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**“The Effect of Event Marketing on Customers
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MA Degree

By: Beza Gabremaskel

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Declaration

I, the undersigned graduate student, hereby declare that this thesis is my original work, and that all sources of the materials used for this thesis have been duly acknowledged. This research study is being submitted in partial fulfillment of the requirement for Master of Arts degree in Marketing Management.

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Abstract

The objective of this research paper is to provide a better understanding of how event marketing is used and to test whether event marketing has a favorable disposition on purchase intention. In order to answer the questions non-probability sampling specifically purposive sampling technique was used. Both quantitative and qualitative methods were used. Questionnaires distributed to 90 customers and interview conducted with the marketing manager of the company. The questionnaire aimed to test whether event marketing has a favorable disposition on purchase intention while the interview questions aimed to answer about objective, selection, evaluation and advantages and disadvantages of event marketing. The results revealed that event marketing has a favorable disposition on purchase intention (inquire about the company, considering purchase and actual purchase) since it allows customers to have an experience and creates impulses to act and with regards to the objectives of using event marketing strengthening the existing image, identifying the company and brand/ product with the target audience and achieving media coverage are very important. When it comes to selection of events, companies use different criteria to select a specific event. The advantage of using event marketing is it offers interaction which results in generating awareness and influencing image. The major disadvantage is lack of standardized solution and the difficulty to measure the effectiveness. Based on the findings the major recommendations are that companies should have clear objectives, use event marketing with other promotional tools, should develop their own methods to measure the effectiveness of the events and the company should create unique and entertaining events so that the customers have a positive experience which increases their purchase intention.

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List of Acronyms

EM – Event Marketing

CBE – Commercial Bank of Ethiopia

IMC – Integrated Marketing Communication

ROI – Return on Investment

Chapter One

Introduction

This chapter introduces the area of research for the study. It begins with an introduction to the background of the concept of event marketing and background of the company which is followed by a problem discussion and research questions. The objectives, definition of terms, significance of the study and scope of the study are presented. At the end of this chapter, the general outline of the study is stated.

1.1. Background of the Study

Many companies nowadays are fully aware of the fact that they need their customers to stay in business and many of them know the high significance which marketing plays in making them compete successfully amongst their competitors. Companies need to satisfy their customers by creatively managing their marketing mix in order to have a competitive advantage over others (Jobber, 2007).

Consumers are less and less responsive to traditional advertising, which is a problem that marketers are faced with (Belch and Belch, 2007). As Jobber (2007, p.21) describes, “Promotion is the way for the company to communicate with their target audiences through mass communication”. According to Hoyle (2002, p. 30), “Promotion is vital in creating awareness of the event, a desire to participate, and a feeling by the potential participant that the investment of time and money validates the benefits the event offers”.

It is believed that advertising is an old form of communication and it is a well-known promotional tool but in recent times, consumers have been over-saturated with advertisement both on television and on the print media and majority cannot recall most of the commercials they come across. Over the years, marketers developed new means of promotional tools to reach

out to the consumer markets with the likes of public relations, sales promotion, direct marketing, sponsorship and product placement (Buhler and Nufer, 2010).

The event industry is one of the world's largest employers and contributes major positive economic impact (Theocharis, 2008). The event is all about people-people coming together to create, operate, and participate in an experience (Silvers, 2004). It is an activity that gathers the target group in time and room, a meeting where a message is communicated and happening is created (Eckerstein, 2002).

Behrer and Larsson (1998, p. 18) define the Event Marketing as, “an attempt to coordinate the communication around a sponsored or created event”. They say that it can be seen as a combination of the different parts in the promotion mix. Originally the promotion mix consists of advertising, personal selling, sales promotion, and public relations (Kotler and Armstrong, 2003). However, according to Shimp (1993, p. 602-603), “Event Marketing is separate from advertising, sales promotion, point-of-purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools”.

Being very trendy at the present, event marketing is however not a new phenomenon. In the US and in the whole world, event marketing has existed as long as traditional marketing has been conducted. It is a natural part of the marketing mix, and now goes under the name special events (Eriksson and Hjälmsson, 2000). Civic events, conventions, expositions, fairs and festivals, hallmark events, hospitality, incentive travel, meetings and conferences, retail events, reunions, social life-cycle events, sport events, and tourism are the examples of subfields of events (Goldblatt, 2005).

Hardy, Mullin and Sutton (2007, p. 315) define the term sponsorship as, “the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association. The sponsor then uses this relationship to achieve its promotional objectives or to facilitate and support its broader marketing objectives”.

There is an insufficiency of researches done regarding effectiveness of events especially regarding the effects of favorable disposition on purchase intention as they relate to Event Marketing (EM). Since Event marketing become more important than ever it is the purpose of this research to investigate and provide a better understanding of EM also to test whether event marketing has favorable disposition on purchase intention in the specifically selected company.

1.2. Background Information of MOHA Soft Drinks Industry Share Company

MOHA Soft Drinks Industry S.C was acquired from Ethiopian Privatization Agency and established on May 15, 1996 with a paid up capital of Birr 108,654,000. MOHA holds 52% of the market share in soft drink industry. Capacity constraint and obsolete machinery were bottlenecks to meet the demand of soft drink supply. Within expansion and replacement expansion and replacement of obsolete machinery, the difficulties were overcome. MOHA in addition to the initial purchase price of the Soft Drinks factory has invested Birr 74 Million for the expansion of new projects. Birr 308 million for refurbishment and replacement of existing plants and Birr 458 million for marketing infrastructure, excluding advertisement and sponsorship expenses (MIDROC, 2009).

MOHA has operational units in Nifas Silk Plant, Tekle Haimanot Plant, Summit Plant, Gondar Plant, Dessie Plant, Bure Plant and the recently inaugurated Hawassa Plant in the Southern Nations & Nationalities People's Region. The major products of MOHA Soft Drinks Industry S.C. are: Pepsi Cola, Mirinda Orange, 7-Up, Mirinda Tonic, Mirinda Apple (all Pepsi Brands), and Kool (Carbonated and Sparkling), Tosa Amba (Carbonated Water). The Annual Turn-over of the company has reached 970 million Birr and sales stands at an average annual growth rate of 12% (MIDROC, 2009).

Vision

MOHA's vision is to make each of our Pepsi products to be a drink of first choice among consumers and obtainable throughout the Ethiopian market. We intend to create superior value for our shareholders, our customers and our employees (ibid).

Mission

MOHA's mission is to be the best beverage industry in the country. We will continuously improve our responsiveness to the needs and concerns of our customers, employees, partners and communities in which we serve. This will be accomplished through the development of our employees, an emphasis on cost efficiency market expansion and profitability. We will expand our marketing areas to both protect and improve our positions by placing emphasis on innovation and technological improvement to keep always ahead of competition (ibid).

Core Values

Customer satisfaction, enhancement of positive corporate identity and image, ensure employees empowerment to be committed to social responsibility, sustainability of quality and excellence in what we do and build a winning team (MIDROC, 2009).

1.3. Statement of the Problem

Companies whether they are manufacturer or service provider are challenged with the stiff competition existing because of the presence of many players in the market in addition to the increasing competition on promotion. Success of the event largely depends on the promotion.

Specifying the objectives for the event is the most crucial point. Unless Event marketing accomplishes these objectives it has no value (Shimp, 1993). To be able to identify them, a classification that has been made by Meenaghan (1983) was used. The explanation is given in detail in the literature review part. The next step is the selection of a specific event. As stated by Meenaghan (1983) that event should be examined against certain relevant criteria, so that it represents a rational choice.

Behrer and Larsson (1998) believe that measuring the effects of event marketing is possible. Event marketing can be evaluated and often with the same methods commonly used to measure effectiveness. Behrer and Larsson (1998) compare event marketing with advertising and state that event marketing, in general, is more credible than advertising, generates awareness better than advertising, influence image better compared to advertising, the possibility for prestige at

lower cost than advertising, contribute with internal motivation and morale compared to advertising, offers interaction. There are also disadvantages related to event marketing as everything else. As it is discussed by Behrer and Larsson (1998) the disadvantages with event marketing are no standardized solutions, difficulty to evaluate, no established infrastructure and inflexibility.

Based upon a review of relevant literature, the following model was modified from Meenaghan's (2001) model of sponsorship effects to test whether EM has favorable disposition on purchase intention.

This research fills the existing very limited information by increasing the body of knowledge related to the effect of event marketing on customers purchase intentions in the Ethiopian context.

1.4. Basic Research Questions

The research addressed the following basic questions:

1. What objectives does the company achieve by using event marketing?
2. How does the company select a specific event to promote?
3. How is the effectiveness of the promotional events being evaluated?
4. What are the major advantages and disadvantages of using event marketing by the company?
5. Will event marketing have favorable disposition on purchase intention?

1.5. Objectives of the Study

1.5.1. General Objective

The main objective of the study is to provide a better understanding of how event marketing is used and to examine whether event marketing has favorable disposition on purchase intention.

1.5.2. Specific Objectives

- To identify the objectives associated with event marketing,
- To assess how specific events are selected for promotion.

- To describe how the event effectiveness is evaluated.
- To examine the advantages and disadvantages of using event marketing.
- To test whether event marketing has favorable disposition on purchase intention.

1.6. Definition of Terms

Event Marketing – “Event marketing is a launch towards coordinating communication regarding a created or sponsored event, and the event is said to be an activity that collects the target group in time and space for a meeting in which an experience is created and a message is communicated” (Behrer and Larsson 1998, p. 18).

Promotion – “Promotion is a marketing function concerned with persuasively communicating to target audiences about the component of the marketing program in order to facilitate and exchange between the marketer and the customer and to help satisfy the objectives of both” (Low and Mohd 1999, p. 41).

Sponsorship – “A business agreement between two parties. The sponsor provides money, goods, services or know-how. In exchange, the sponsored party (individual, event or organization) offers rights and associations that the sponsor utilizes commercially” (Lagae 2005, p.35)

Advertising – “Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler 2000, p. 281).

Integrated Marketing Communication (IMC) – “The concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear and consistent message” (Kotler and Armstrong 1997, p. 427).

Public Relations – “Public relations is the effort to build good relations with the organization’s publics by obtaining favorable publicity; building up a good public image; and handling off unfavorable rumors, stories, and events” (Kotler et al. 1993, p.152).

Favorable Disposition – “Favorable Disposition is the consumer’s perception of a sponsorship or attitude toward the sponsorship” (Lutz, 1985, p. 27).

Purchase Intention – “Purchase intentions are the expressed likelihood of consumers to purchase products or services from the event sponsors” (Peyrot et al., 1998, p. 85).

1.7. Significance of the Study

This study will have a significant contribution towards closing the perceived gap in the existing literature. Knowledge gained in this study will be helpful to managers in a way that it will provide the key variables when making decisions in selecting event marketing which is in line with the objective by considering the advantages and the disadvantages of using it and also helps them to measure its effectiveness as it is tested in the research specifically the role of favorable disposition on purchase intention of consumers. To students the proposed study serves them as their reference or guide in courses related to this subject matter. To subject area experts the study will help them to have a deeper understanding to the said event marketing and gain knowledge and make their students to understand event marketing easily. Through this study, they will come up with easier and powerful program.

To future researchers, the study helps as a guide. In addition to this, this thesis will help readers to gain knowledge and better understanding in the area of event marketing and the role of favorable disposition on purchase intention. This study also helps different companies who use events to better understand and utilize its advantage to the fullest. To event organizers it helps them to use events efficiently and effectively by setting objectives and easily measuring the results for future use also.

1.8. Delimitation/Scope of the Study:

The researcher believes that there are many problems that need research or investigation regarding Event Marketing. However, this study focuses only on the objective, selection, evaluation, advantage and disadvantage of EM and tests whether event marketing has favorable disposition on purchase intention on MOHA. The research is limited to this company because of its experience in using EM and due to the short span of time available to do it on more

companies. The research is demarcated to look at the above stated research questions from the company and the customer side.

1.9. Organization of the Research Report:

The research paper is organized into five chapters:

Chapter one, which is the introduction has contained the introduction part dealing with research problems, basic research questions, objectives, operational objectives, significance of the study, scope of the study and methodologies. The background information about MOHA Soft Drinks Industry SC. is also incorporated.

The second chapter which is the literature review explores knowledge on the topic for a clear understanding of the topic. It contains a variety of definitions taken from a range of differing literatures, and investigates those topics that have been variously held to be important indicators to the successful management of events.

Chapter three has covered the research design and methodology of the study. It describes the type and design of the research; the subject and participants of the study; data source used for the study as well as the data collection tools applied and methods of data analysis are explained.

Chapter four is Results and discussion. On this chapter, the summarizations of the results/findings of the study are made.

The fifth chapter summarizes the findings from chapter four and draws conclusions. Finally the recommendation part is presented.

This chapter has presented the introduction to the concept of event marketing, background of the company, a problem discussion and research questions. The objectives, definition of terms, significance and scope of the study are also presented. In the end the general outline of the study is stated. The next chapter presents the literature review.

Chapter Two

Literature Review

This chapter reviews the literature relevant to event marketing, the objective behind using event marketing, how specific events are selected, how event effectiveness is evaluated, also listing the advantages and disadvantages of using event marketing and how favorable disposition on purchase intention. The information found on the different subjects has been the basis of the questionnaire.

2.1. Theoretical Framework

2.1.1. Definition and History of Event Marketing

According to Kotler (2002, p.576) event marketing is defined as, “occurrences designed to communicate particular messages to target audiences”. As to Behrer and Larsson (1998, p. 18) define, “Event marketing is a launch towards coordinating communication regarding a created or sponsored event, and the event is said to be an activity that collects the target group in time and space for a meeting in which an experience is created and a message is communicated”.

In the modern corporate world, event marketing is viewed more and more as an increasingly important element in the promotion of a company’s product or service. When it comes to the field of marketing event marketing has been said to be one of the 1990's most popular trends (Behrer and Larsson, 1998).

Behrer and Larsson (1998, p. 20) described that, “What is new about event marketing is not the event in itself, but the fact that it is used as a marketing tool towards consumers”. One reason for the increasing use of event marketing is the firms search for new ways to reach out the existing as well as potential customers to be seen and heard in an increasingly competitive business world. Another reason is the overuse of traditional media and the challenges connected to it (Wood, 2009; Sneath et al., 2005). Because too many communication messages are trying to

attract the same audiences, it leads to a clutter of messages and hence, the media becomes less efficient.

Event Marketing is part of the marketing strategy. It is an integrated marketing tool included in the promotional mix (Behrer and Larssons, 1998). The integrated marketing communication in event marketing can be seen in figure 1 below.

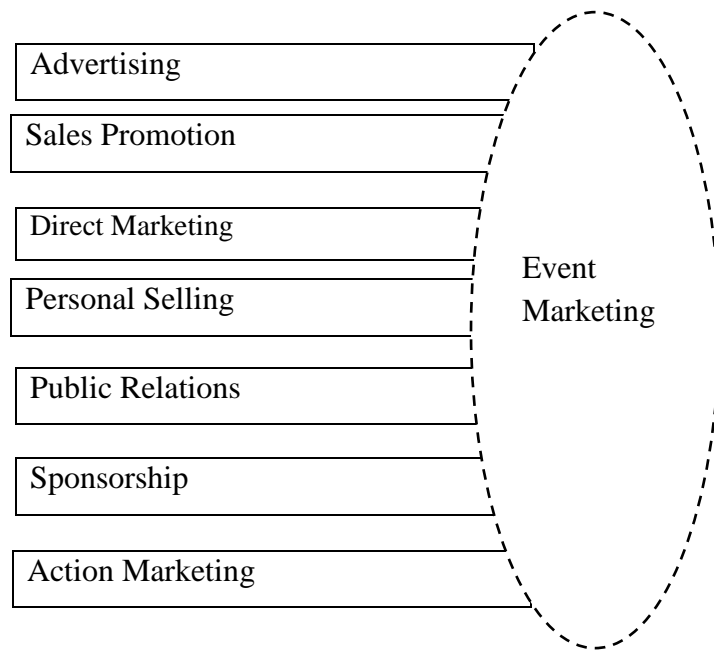


Figure 1: Event Marketing in the Promotional Mix

Source: Behrer and Larsson (1998, p. 153)

To successfully use event marketing the marketer must understand how event marketing fits together with the other parts of the marketing strategy. Kotler (1993) describes the organization’s marketing mix as controllable variables that are mixed so that the organization gets the response that they are asking for from the target market. Event marketing fits under promotion in the marketing mix. Other marketing tools that goes under this section are advertising, sales promotion, personal sales, direct sales, public relations, and sponsoring. Event marketing is not a substitute for any of the other components- it is a complement. The correlation between event and other promotion tools as explained by Abratt and Grobler (19899, p.351) “No sports event

can sell itself with its own momentum. It takes an imaginative mix of all the communication tools available to extend the impact of the event.”

If an organization uses event marketing, they still need to use the other parts of the promotion mix before, during, and after the event. An example of this could be how a car producer can have advertisements to inform about a new car launch, and then use events to get people to test drive the new car, and then follow up with direct marketing with a discount coupon. One of the main advantages with event marketing compared to the other channels is that the objective can both be direct sales, and image building, depending on how it is used (Behrer and Larsson, 1998).

Through event marketing the media noise can be penetrated, which in turn allows a relationship to be established between the product, service or brand and its target group. As a result, many firms are trying to improve and find new ways to communicate with customers in order to stay ahead of competition. This leads to firms using event marketing in order to be more innovative in reaching their target audience and also to increase customer’s emotional attachments to the firms (Wood, 2009). Participating in events has also been said to be a cost-effective strategy for many firms (Piesiewicz, 2010; Behrer and Larsson, 1998).

Apart from this, the ability to adapt an event to many different situations is the reason for increasing use and popularity of event marketing. It can be used by all types of firms, large and small, and it is also independent of the size of the firm's target group. It can be adjusted to match firms’ specific requirements by setting up a marketing plan and a goal for the event (Behrer and Larsson, 1998).

2.1.2. Sponsorship vs. Event Marketing

The concept of event marketing and sponsorship are mostly considered as synonyms. However, according to Duncan (2002) sponsorship and event marketing are two separate things; though they sometimes tend to overlap each other, since events can be sponsored there is a difference between the two. When organization uses event marketing, it works with the event as part of the

marketing strategy. On the other hand when sponsoring an event, the organization buys exposure during the event at different levels of the event itself.

As noted by Meenaghan (1991, p. 35), “An investment in cash or kind, in an activity, in return for access to the exploitable commercial potential associated with this activity”. Shank (2009, p.324) regards sponsorship as “investing in a sports entity (athlete, league, team or event) to support the overall organizational objectives, marketing and promotional strategies”.

Sponsorship and event marketing are playing a more dominant role in many companies’ marketing budgets. Figure 2 shows one way to look at where traditional sponsoring fits in comparison to event marketing.

Traditional Sponsorship - Can be seen in the left field on top, it is performed sponsoring on someone else’s arena in already existing event. An example of it is giving financial support to sport competitions, such as having advertising surrounding the event (Behrer and Larsson, 1998).

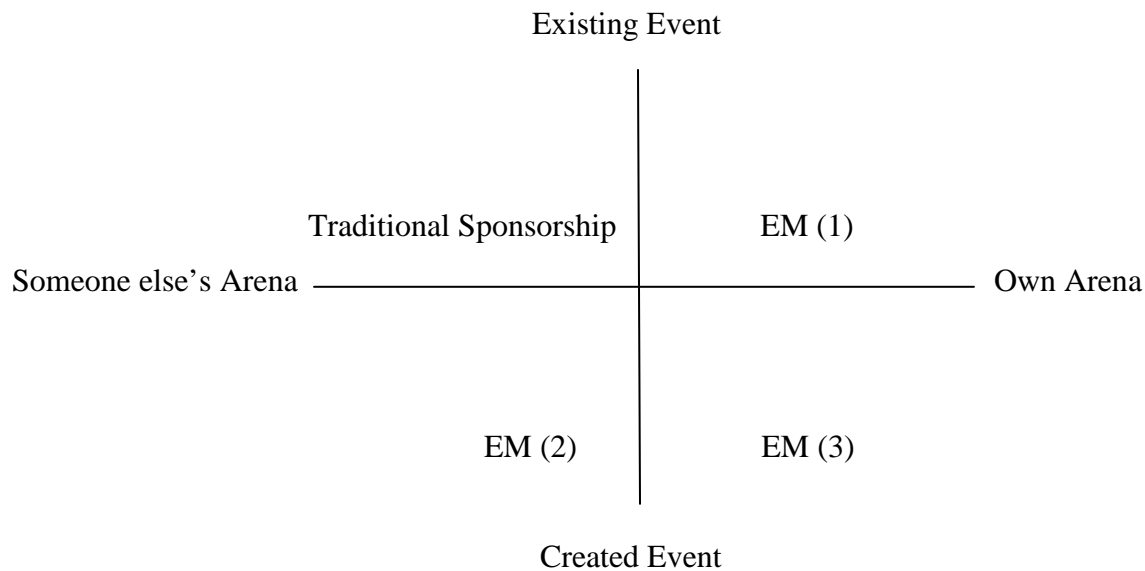


Figure 2: Traditional Sponsorship and Event Marketing

Source: Behrer and Larsson (1998, p. 194)

Event Marketing 1 - Can be seen on the right field on top, is about using an existing event to attract customers to the own arena. Arranging the Olympic Games in a city can be an example. It is an existing event that takes place on the city's own arena, and also through this event city can market itself (ibid).

Event Marketing 2 - Is when the company creates its own event on someone else's arena and is found on the left field at the bottom of the figure. The purpose is to present an image with the help of an arena matching the brand identity. For example, Koala has arranged release parties with different themes at appropriate places when launching new books and has invited various stakeholders (ibid).

Event Marketing 3 - Found to the right at the bottom of the figure, is when the company creates its own event on its own arena. In this kind of events the goal is both to attract customers and also to create the relationships with them. Examples of events of this kind are concerts at a record store or fashion shows at a fashion store (Behrer and Larsson, 1998).

2.1.3. Types of Events

There are different types of events and they can be used for different purposes. It is the firms who need to decide what kind of event to create and what the purpose of the event is. Arcodia and Barker (2003) have categorized events into three main groups which are business events, cultural events and sporting events. Business events include conferences and trade fairs, while cultural events include festivals and exhibitions. The sporting games are the last group and include the Olympic Games, soccer world cups, car races and many other sporting events. These groupings seem to be appropriate as they encompass all sorts of events and allow the researcher to give the audience a more specific, categorized overview of events.

As Duncan (2002, p. 718) described it, "There are three possible approaches to events: creating an own event, participating in others events and sponsoring other events". Examples of created events are grand openings, company anniversaries, new product introductions, and annual meetings. Though events attract and involve customers and other stakeholders, those who participate often only represent a small percentage of a brand's targeted audience. Some people

say, to make such an event profitable, the company should include elements that will be of interest to media, and thus create brand publicity as well. Creating events gives firms total control from start to finish, as they can decide all details themselves. Creating events can take a lot of resources to pull off, both economically and when it comes to personnel (Grönkvist, 2000).

The other option for a firm is to participate in events created by others (Duncan, 2002). Some examples of such events are trade shows, career fairs and exhibitions. In this case the firm has less freedom to decide what the event will look like, but on the other hand they can focus more on what message they want to communicate instead of focusing on the practical work that goes into arranging an event. For companies this is most likely a cheaper alternative, as they do not have to bear the whole cost of the arrangement even though many fairs and exhibitions require them to pay a participation fee.

The last approach to event marketing is to sponsor an event. When a company sponsors an event, it pays for having the brand appear at an event, for example at sport events. This helps customers to associate the brand with certain events, but also has the drawback of not putting the company as a main focus of the event (Duncan, 2002).

2.1.4. Objectives of Event Marketing

Event marketing is a marketing tool used to achieve a variation of different goals. The goals vary from creating and increasing brand awareness, sales, brand image or customer relationship (Eriksson and Hjälmsson, 2000). Companies choose among different objectives and according to Gupta (2003) studies shows that companies often mix more than one objective to form their own personalized objective.

The most important issue a company must consider is what it wants to achieve by using event marketing. A company needs to clearly state its objectives when using any type of marketing. The reason for this is that in order to evaluate the effectiveness of an advertising activity, the firm must have stated what it wants to accomplish with the activity to compare the objective to the end outcome (Behrer and Larsson, 1998). Mostly when firms choose to engage in event

marketing they tend to have specific objectives (Sneath et al., 2005). There are various reasons on why firms decide to use event marketing. The reasons are explained on the next paragraphs.

According to Behrer and Larsson (1998, p. 20), “Event marketing can be used in an effort to tailor a mass message or in order to help create more exposure of the firm”. Creating awareness is also another common objective of using event marketing (Behrer and Larsson, 1998). This is because a successful event can help make the people aware of the firm’s products or services and also talk about their experience with others.

Another objective for the events can also be to create involvement. Events can help build a stronger loyalty and partnership between a firm and its customers; since they are more focused on participation and involvement of the customers (Wood, 2009). Nowadays for firms’ creating a relationship with their customers is becoming increasingly important; since the products and services become more and more homogenous and there is fierce competition that pushes prices down (Lanner and Söderberg, 2006). Strengthening the brand in order to attract employees can also be another objective of event. A strong brand can help distinguish the firm's offerings from their competitors. Firms can distinguish themselves from their competitors by linking it to a specific event (James, 2000).

Lastly, firms can also have the objective to reach a certain audience by participating in an event. As different events are aimed at different audiences firms by defining what their target audience is, can choose to participate in events which are targeted at that audience (Duncan, 2002). This is one of the reasons of the increased use of event marketing, as participating in events give firms the opportunity to have face- to- face contact with their customers and also enable the customers to interact directly with the firm (Sneath et al., 2005; Lanner and Söderberg, 2006).

According to Meenaghan (1983) objectives that companies hope to achieve from event marketing can be divided into five categories, namely corporate-related, product-related, sales, media coverage, and personal.

i) Corporate-related Objectives - One of the common objectives of event marketing is related to affecting the corporate image. The objective can be to create an image or to strengthen the

existing image (Behrer and Larsson, 1998; Meenaghan, 1983). Taranto (1998) also discusses altering an existing image as an objective companies want to achieve by using event marketing. This can be achieved by sponsoring an event with a particular set of personality attributes.

Another common objective with event marketing is to increase public awareness of the company (Behrer and Larsson, 1998; Esposito, 1998; Meenaghan, 1983). Behrer and Larsson (1998) state that to create awareness, and to create and strengthen the image, are the most important and primary objectives with event marketing. Event marketing provides companies with opportunities for goodwill creation among influential individual or groups in the business world. This might also be the actual objective. Furthermore, many companies utilize the high visibility often gained through event marketing involvement as a way of reassuring their shareholders and policyholders (Meenaghan, 1983).

Moreover, Behrer and Larsson (1998) and Meenaghan (1983) claim that to strengthen the internal relations is also a common objective with event marketing. Strengthened internal relations could be achieved by making the personnel involved in the events either as guests or as representatives, which in turn leads to increased motivation and enhanced company morale.

The company can also use the event in order to identify itself with a target group (Meenaghan, 1983; Behrer and Larsson, 1998). Behrer and Larsson (1998) states that identifying the company with a target group could lead to the establishment of relationships between customers and the company, which in turn could create customer loyalty. This is supported by Andersson and Mossberg (1999) and Taranto (1998) who assert that to establish relationships with target customers is an event marketing objective of increased importance. Also Holland and Rich (1999) claim that the majority of events used in event marketing today have a purpose of developing long-term relationships with a particular group of people. Furthermore, by the direct communication taking place in event marketing, companies can also achieve the objective of receiving feedback on its offer and its position in the market, according to (Behrer and Larsson, 1998).

Companies can use event marketing to test a new market before entering. They can use the local event to collect reactions and ideas before entering a market and also to take the opportunity to

establish relations with local distributors. The event becomes a way of showing the advantages of the products in usage under real circumstances. It also gives the opportunity of direct sales and distribution of discount tickets and other sales promotion activities. In addition to this, the event can have the objective of launching a new product in a market (Behrer and Larsson, 1998).

Event marketing can be used with the objective of being the “engine” running a company’s overall marketing strategy. This can be achieved by yearly sponsoring a number of specific events generating maximum effect (Behrer and Larsson, 1998). However, Walker (1999) does not consider overall marketing objectives as very common regarding event marketing.

It is known that a single event can achieve several of the above objectives simultaneously. According to Meenaghan (1983) when multiple objectives are set, it is important that these are ranked in terms of importance of attainment.

ii) Product-related Objectives- Meenaghan (1983) asserts that regardless of the fact that event marketing is not a substitute for product advertising, it is often chosen because of its ability to achieve product or brand related objectives. Many objectives that are placed under this heading are similar to those suggested as corporate objectives, but instead, on a brand/product level. The first common objective is to affect the brand or the product image, in terms of either strengthening the image or altering it. Secondly, a company can use event marketing in order to generate brand or product awareness. Furthermore, a commonly stated objective is to identify the brand or product with a particular target group (Behrer and Larsson, 1998; Meenaghan, 1983).

iii) Personal Objectives- The one thing that event marketing has, which no other marketing communications medium possesses is the capacity of delivering personal satisfactions (Meenaghan, 1983). The delivery of personal satisfactions has also shown to be a significant objective (Meenaghan 1983; Walker, 1999). Quinn (1982 cited by Meenaghan 1983), found in his study that every third decision-maker had a strong personal interest in, or participated in the event sponsored.

iv) Sales Objectives- As it is described by Meenaghan (1983) most companies’ do not view event marketing in terms of immediate or short-term sales result. However, Behrer and Larsson

(1998) state that events that take place in retail stores, often have the objective to increase sales in the short-run. They also state that event marketing with sales promotion objectives intends to create shopping impulses. Furthermore, Taranto (1998) claims that an event for retail promotion will usually set an objective of meeting a specific sales level. According to Meenaghan (1983) it is important to be aware of that all expenditure on marketing must ultimately be viewed in terms of its ability to contribute to corporate sales and profit objectives.

v) The Achievement of Media Coverage- According to Meenaghan (1983), for companies engaging in sponsoring events the achievement of media coverage is an important objective.

It is an objective for most companies seeking a cost-effective medium for the promotion of their company or brand. However, Waite (1979 cited by Meenaghan 1983) points out that this objective is not of crucial importance. In the study, 41 per cent of the responding companies cited media coverage as the most important objective for their sponsorship/event involvement. On the other hand, he also found that 45.5 per cent of the companies would continue their sponsoring of events even if media coverage was not achieved. Television and the daily press are considered particularly important, in terms of the preferred media coverage, while the radio and the local press are considered to be of little importance, according to Waite. Behrer and Larsson (1998) also state that media coverage as a common primary objective of event marketing. The next section discusses what a company should consider, when selecting a specific event.

2.1.5. The Selection of a Specific Event

Just because an event is being arranged, it doesn't necessarily mean that the marketing will result in success. So, companies need to specify the strategic outcome while selecting among events. It is also enormously important to conduct a thorough research before the planning of that event.

According Gwinner and Eaton (1999) state that consumers often associate the meaning of the event with the brand being portrayed, and that Image based similarity has been described as occurring when the image of the event is related to the image of the brand. According to (Meenaghan, 1983) when selecting a specific event, it is of great importance to thoroughly evaluate how the event is perceived by the target audience. The author also states that each individual company must specify the event selection criteria so that it becomes appropriate for

the company overall or for particular audiences. He mentions however 14 criteria that generally are considered in the selection of a specific event. These criteria's are very much related to the company's stated objectives. He emphasizes that the event selection should be dependent on the event's ability to fulfill these objectives. The criteria, as according to Meenaghan (1983) are discussed in detail next.

i) The Ability to Fulfill Objectives – one of the most important criteria when selecting an event is the event's ability to fulfill stated objectives. Events are distinguished to have a capacity to fulfill more than just one objective. As a result when there are multiple objectives, they should be ranked in hierarchical order. It is however important not to ignore the complex interaction between the different objectives (Meenaghan, 1983).

ii) Image Association Potential of the Particular Event - Each individual event has its own personality and perception in the public mind. Therefore, events differ in the relationships that they developed with the audience. When selecting a specific event, the multidimensional aspects of the event personality must be considered. Given that each event is capable of delivering image rub-off, the potential for negative association also exists. It is necessary to realize that an event that is appropriate for one company may be inappropriate for another. The ability of a particular event to deliver a required image by association therefore becomes a critically important criterion in the sponsorship selection process. (ibid)

Meenaghan (1983) refers to the Association for Business Sponsorship of the Arts, which also recognizes the importance of considering the event's potential for image association as a selection criterion, and points out that achieving proper match between sponsor and recipient is an important element in setting up a sponsorship.

iii) Event Choice and Company/Product Compatibility – Meenaghan (1983) emphasizes that another important criteria to be considered is the degree of compatibility between the event and the company/product, which also is supported by Kumlin and Petersson (1998) and Head (1988). According to Meenaghan (1983), there should be some kind of linkage between the event and the

corporate/product image. Otherwise, it may attract negative attention or may confuse the potential consumer.

iv) Media Coverage Potential - Meenaghan (1983) implies that although most companies appreciate media coverage and the resulting enhancement of their public profile, the importance of media coverage potential as a criterion for event selection varies. Companies must consider the event's established media audience profile and how it matches that of the company's target market (ibid). Authors Kumlin and Petersson (1998) support the idea that media coverage is an important consideration when selecting an event, as they in their study found this to be of considerable importance to companies using event marketing. Head (1988) also supports the importance of this criterion.

v) The Funding Requirement - Meenaghan (1983) further suggests if the company has a limited budget, then the selection of an event will be dependent on the event expenditure not exceeding the company's budget. It is very essential that the budget is sufficient, so that the event can be undertaken properly. Otherwise, there is a risk that the company image may be impaired and that the public establishes an unfavorable perception. The cost of the event must also be considered in terms of physical resources, staff time and staff talent. At last, the company must decide when the investment is required and the period of time over which it will be sustained (ibid).

vi) Target Audience Coverage – Meenaghan (1983) implies that another valuable event selection criterion is the target audience coverage, which is supported by Head (1988). Defining the target audience precisely will facilitate the event selection and increase the effectiveness of the event investment. Meenaghan (1983) defines the audience in terms of (a) the immediate audience at the event and (b) the extended media audience or (c) both the immediate and the extended audience. An up-market target group will be best reached by up-market events. Regarding target audience coverage Kumlin and Petersson (1998) support that it is important to consider the events ability to reach the target audience when selecting a specific event.

vii) Event Type - As Meenaghan (1983) described the classification of events is generally done after generic type such as for example sports, arts and environment. Still the company must also consider other possible classifications in order to select the most appropriate event.

The First question that should be answered is should it be an already established or a new event? (ibid) Authors Behrer and Larsson (1998) also consider creating a new event or sponsoring an existing one as an important selection criterion. An established event will provide an immediate audience but the company may at the same time lose out if it sponsors an event better known than the company itself. Also, if an event has already been successfully sponsored by another company, there is a risk that the public will continue to associate the event with that company at the expense of the new sponsor. On the other hand a new event, takes longer time to establish than an already established activity.

As Meenaghan (1983) further discuss the second consideration regarding the type of event is if the event should be a one-time activity or a long-term commitment. In a one-time event the main associated with is the publicity it creates for the company. Especially if the event is newly created, extra publicity can be gained because of the novelty value. Benefits of one-time events are it has a great ability to provide for company and brand awareness; also it avoids the financial commitment that long-term events involve. The drawbacks of one-time events are the doubts as to their effectiveness and the suggestions that one-time event involvement is rarely cost-effective.

Most of the literature dealing with sponsorship argues for long-term commitments and three years is often seen as the minimum time for effective sponsorship exploitation. The long-term sponsorship can lead to repeated publicity and more durable recognition. On the other hand, market interest in long-term sponsorship is more likely to decline than for one-time sponsorships and as a result the long-term sponsorship may suffer a reduction in impact. (ibid)

The third classification of event types that Meenaghan (1983) mentions to consider are the seasonality of the event. Some activities may have a seasonal nature in terms of its public profile. It can then be necessary for the sponsoring company to undertake an additional event in order to

meet its coverage requirements. If a company requires continuous exposure throughout the year, it needs to select either a single activity with year-round exposure or a series of individual events, which together provide all-year-round exposure. A company looking only for short-term exposure has a facilitated selection process and should determine the extent and timing of the coverage requirement. (ibid)

viii) Executive Preference - Regarding executive preferences, Waite (1979 referred by Meenaghan 1983) concludes that senior management leisure interests are often a consideration when selecting events. Using executive preferences to select a specific event is also a supported criterion by Head (1988). Fletcher (1980 cited by Meenaghan 1983) claims that by considering executive preferences when selecting an event, the company is less likely to get lead into a bad deal at the same time as it ensures commitment from the top.

ix) The Opportunities for Guest Hospitality - Guest hospitality refers to how well the event can offer the company face-to-face contact with selected publics. Guest hospitality is often given priority in the criterion hierarchy, where several objectives are being pursued (Meenaghan, 1983). Authors Kumlin and Petersson (1998) also supported that guest hospitality is an important criterion when selecting an event.

x) Staff Knowledge of the Proposed Event - Meenaghan (1983) suggests that if a company selects an event that someone within the company holds in-depth knowledge about, it can contribute to a more successful exploitation of the event. It is the opinion of many companies' that at least some member of their organization should be involved in the event. In this way the staff member can act as an expert link between the company and the event, as well as to alert the company to potential pitfalls. (ibid)

xi) Solus Position - As Meenaghan (1983) solus which is a Latin word to mean "alone" concerns whether the company should select an event that will be exclusive to the company or if the company should be involved in co-sponsorship together with other companies. Behrer and Larsson (1998) discuss that an event created by several sponsors together can be effective if the

companies can complement and take advantage of each other, for example regarding image and credibility.

xii) Geographical Coverage of the Defined Target Audience - Meenaghan (1983) claims that when selecting an event those events whose potential geographical coverage is either excessive or insufficient in terms of the defined target audience should be precluded. The definition of geographical coverage requirements will assist the company in selecting the most appropriate sponsorship. The company must also decide if the defined market is best reached by a series of events or by the use of a single event to cover the total market (ibid). Head (1988) also supports Meenaghan (1983), by emphasizing the importance of considering the event's geographical link with the company's business, in the selection of a specific event.

xiii) The Possibility for Adverse Publicity – Meenaghan (1983) suggested that for a company it is important to examine all dimensions of the proposed event, so the company is not affected by unexpected reverse publicity. For example, the behavior individuals associated with the event may cause adverse publicity. In addition, the nature of certain associations that the company wants to create with the event also makes the selection very sensitive. (ibid)

xiv) Possible Organization behind the Event - In the case of the event being handled by another organization, the sponsoring company must also consider that organization and its ability to carry out the proper management of the event. If the event fails to meet its objectives, can the sponsor then withdraw? Does the organization have a clear understanding of the sponsor's interest (or is it just seeking an additional source of revenue)? Are the questions that need an answer (Meenaghan, 1983).

2.1.6. Evaluation of the Event Effectiveness

In order to evaluate the results of marketing activities, such as event marketing, some kind of measurement is needed. However, the lack of relevant and standardized evaluation measures has in fact somewhat stunted the growth of event marketing (Behrer and Larsson, 1998; Lundell, 1999). The way to do it is to set clear objectives, since they will be the base for any evaluation.

The next section presents the problem of measuring the results of event marketing activities and looks deeper into some suggested ways of measuring the results.

i. Factors Complicating the Evaluation of Events

Normally, event marketing is entered into in combination with other marketing communication mix elements. It is therefore difficult to separate the effects of different promotional activities from each other and isolating them from other influences within and outside of the planned campaign (Sneath et al., 2005; Wood, 2009). According to Meenaghan (1983) if there is any attempt to isolate the contribution of a particular variable fails to appreciate that there is a synergistic effect arising from the interaction between the various methods of communication. A change in the environment within which the company operates also affects the evaluation of event marketing. Changes in sales levels may for example cause a decreased intensity of competitive effort. (ibid)

A qualitative input such as creative content and inspiration, which adds to market response, also affects event effectiveness. These qualitative inputs are difficult to measure and therefore complicate the comparison of effectiveness of different communication methods. When there are multiple objectives in an event, it may require a variety of measurement methods which in turn complicates the evaluation process. When dealing with event marketing the media exposure may be dependent on editors and programmers, which lies beyond the control of the sponsoring company. Though such a situation will not affect the evaluation process directly, it certainly has an effect on the sponsoring company's ability to plan, and thereby maximize the return on his investment. (ibid)

Another problem mentioned with measurement of events is the possibility of bias. There is a chance that the event did not make potential customers more aware of the firm, but instead merely attracted those who were already aware of the firm (Sneath et al., 2005). Finally, according to Wood (2009, p. 253), "the variety of events like the size, location, timing and content also leads to problems with measurement. It is hard to suggest a standardized measure of the communication effects of all types of events because of the varying nature of events".

ii. How to Measure the Effects of Event Marketing?

According to Behrer and Larsson (1998) the base for any evaluation is setting the marketing objectives with the creation of the event. Communication and sales objectives, mainly, have to be very clear and quantified. The company that is using event marketing can also set detailed objectives that it wants to achieve with its participation in an event, so called event specific objectives. As Wood (2009, p. 253) describe it, “Stating a clear purpose and a specific objective will help the evaluation process since the outcome can be measured against these objectives, the outcomes can then be used to determine if future action or improvement is needed”.

As some experts say to put the problem of event marketing measurement to rest, marketers need to grasp some of the finer details of their events (Vence, 2006). Firms are encouraged to measure the effects of both small and large events, and also to measure every element of the event for possible contribution, or detraction, from the marketing objectives (Vence, 2006). In addition to this, it is emphasized that less obvious aspects of the events can have an effect on the success of the event. Therefore all elements should to be addressed to see what is working and what is not working. The variety of methods used to evaluate the effectiveness of event marketing includes both qualitative and quantitative approaches. Volume of attendees, face-to-face or self-completion questionnaires to assess visitor attitudes to the event, and services to measure media exposure achieved are examples of what is used in measuring (Wood, 2009).

Paul Stanley (1995 referred by Behrer and Larsson 1998), gives three examples of measures that can be used for event marketing.

- **Through retailers:** sales, increased exposure, price campaigns and follow-up customer surveys that retailers initiate.
- **Through media:** how much publicity the event generated respective how the event has been used for other purposes in media, for example contests, etc.
- **Through consumers:** market statistics on sales and specific surveys

iii. When to Evaluate Event Marketing?

Behrer and Larsson (1998) claims that there is no universal answer regarding the time when the evaluation of the marketing of an event should be performed. They nevertheless state since an event takes place during a limited period of time, the effects should be measured within a near future. According to the authors, long-term effects should be measured continuously and be looked upon as a result of the company's integrated communication and not only due to the effects of event marketing.

However, Meenaghan (1983) states that the evaluation process of events is easier if done through several key stages. He suggests three stages of evaluation: before, during and after the event.

- **Before the event** - This will facilitate the determination of the company's present position in terms of awareness and image with the target audience.
- **During the event** - This will help the evaluators to detect movement on the chosen dimensions of awareness, image and market attitude.
- **After the event** - When the event is finished it is time to compare the performance levels against the ones that were determined as objectives.

2.1.7. Advantages and Disadvantages of Using Event Marketing

i. Advantages of Using Event Marketing

From the point of view of a company engaged in event marketing, the most important advantages are connected with communication. Sneath et al. (2005) points that one of the major advantages of an event is it provides an opportunity to meet the target audience in a different way than other marketing tools that by combining a set of traditional promotional tools. This combination of promotional tools is known as integrated marketing communications. Many of the traditional promotional tools, or parts of them, are used before, throughout and after the occurrence of the event.

Kotler and Armstrong (1997, p. 427) defined Integrated Marketing Communications as "the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent message".

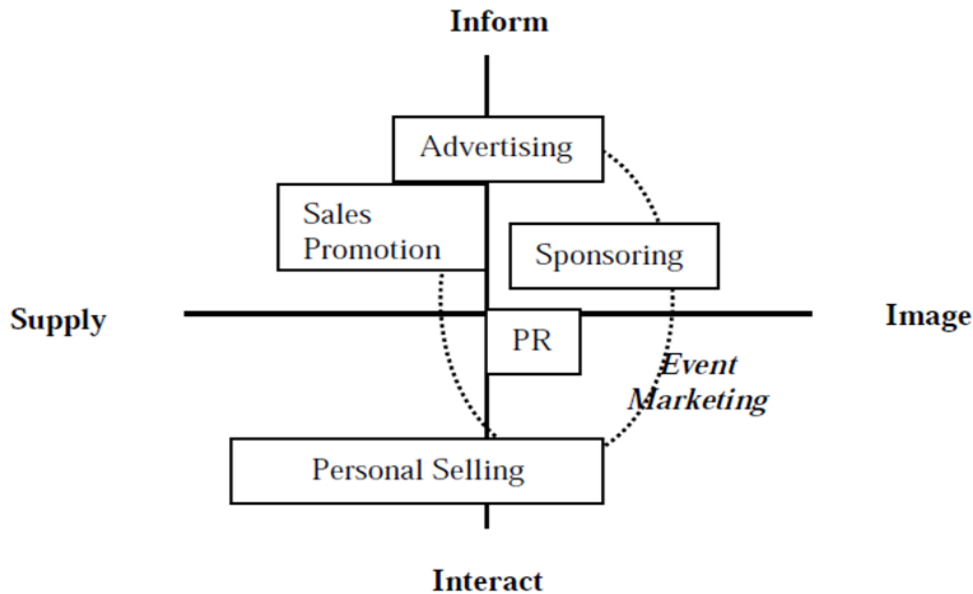


Figure 3: The Role of Event Marketing in the Promotion Mix

Source: Behrer and Larsson (1998, p. 153)

In the figure above, event marketing which is symbolized by the streaked oval is placed throughout the figure. As Behrer and Larsson (1998) explains that event marketing is much about coordinating different ways of communication within the same activity. The advertising aspect of event marketing enables to package the message in a form that is friendly for the receiver by facilitating mass communication. The personal selling way of event marketing provides the ability to directly adapt the message to the needs and wants of the receiver. Event marketing has also sales promotion possibilities to bring attention to the product. Finally, it contributes to create publicity, just like the public relation function. As a result, event marketing cannot generally be placed beside any of the promotional tools. (ibid)

One of the most commonly recognized advantages of event marketing is its ability to penetrate and eliminate the media noise by offering exclusive access to the target (Taranto, 1998). According to Taranto (1998), the event memorability differentiates the event marketing from a

normal message and because of that it is advantageous in reaching the target audience. The execution of high quality live entertainment is a way to set a company apart from the competitors and the large amount of media clutter by touching the consumers in a very direct and entertaining way. As Taranto (1998) describes event marketing has the potential to take the ordinary and elevating it to the unexpected and when done well, the audience will learn more, buy more, give more and remember more of the communicated message.

Behrer and Larsson (1998) compare event marketing with advertising and state that event marketing, in general, better establishes qualitative attributes such as to form the consumers' perceptions about the brand image, to increase favoritism against competitors and to generate attention and awareness about the company and its brand. The factors are listed as follows:-

A) Credibility- Attributes that are illustrated through a real event can be perceived as more credible than the oral promises in an advertising message. (ibid)

B) Attention and Awareness – As Behrer and Larsson (1998) state that as public interest in an event increase, so will media's interest in reporting from the event. As a result this will lead to a "snow-ball effect", that broadens and increases company or brand awareness (ibid). Esposito (1998) supports Behrer and Larsson (1998) by also emphasizing event marketing as an advantageous tool in influencing awareness. The author states that a satisfied event audience will contribute with positive publicity through word-of-mouth and thereby further increase the company and brand awareness.

C) Image- Behrer and Larsson (1998) claims that in terms of creating, developing, refining or sustaining the image of a company or its brand event marketing is more advantageous than advertising, which is also supported by Walker (1999). Behrer and Larsson (1998) state that, the meeting, the experience and the message that forms the event gives a sign to the audience's senses. The factors that the company image constitutes can therefore in event marketing be expressed and dramatized, all at the same time. (ibid)

D) Prestige- All companies cannot afford to advertise at the most prestigious occasions and in national covering campaigns. But, companies with smaller budgets can make themselves heard to a large audience by co-sponsoring an event or creating a sensational event that receives national publicity (Behrer and Larsson, 1998).

E) Internal Motivation and Morale - Event marketing unlike advertising can contribute with internal motivation and morale since the company's personnel can be actively involved in the event. The participation can be in terms of representatives or as participants of the event. (ibid) Employee morale is also supported by Walker (1999), as an advantage of event marketing.

F) Offers Interaction – According to Behrer and Larsson (1998) event marketing has the advantage over advertising in its ability to offer opportunities for giving out samples, market research direct feedback from participants of the event, etc. According to the authors there are effects when there is interaction and these are a direct consequent of the meeting with a live audience, something that event marketing - but not advertising - can offer. The interaction that is created in event marketing is commonly viewed as an advantage over other communication tools, as it gives an excellent opportunity to develop and strengthen relationships with the company's audience and various publics (Taranto, 1998; Behrer and Larsson, 1998). Authors Behrer and Larsson (1998) also claim that it can increase favoritism against competitors.

ii. Disadvantages of Using Event Marketing

As everything else there is also weakness with event marketing. Even though event marketing in most research and articles is brought up from a positive perspective, there are certain disadvantages discussed by Behrer and Larsson (1998).

A) No Standardized Solutions - One disadvantage stated by Behrer and Larsson (1998) is that there are no standardized solutions for event marketing. Though the media is given which is the event, the company is responsible to shape it so that the communication becomes what the company intends to get out of it. Events can therefore be seen to require more in planning, execution and evaluation. (ibid)

B) Difficult to Evaluate - The authors bring up the valuation of the event as difficult to perform. The values that events contribute with, such as customer perceptions and relationship developments, are complicated to measure. In addition to that it is also difficult to look at “cost per thousand” which is the marketing cost divided by a thousand target group individuals. (ibid)

C) No Established Infrastructure – Another disadvantage that Behrer and Larsson (1998) states while advertisers have an established infrastructure with advertising- and media agencies to lean on but event marketers need completely different competence and solutions. Event marketing can involve actors, artists, scriptwriters and sound producers besides the traditional activities. Since event marketing is not yet as established as other marketing communication tools, the experience of handling these issues is not as widely spread. (ibid)

D) Inflexible – At last, Behrer and Larsson (1998) emphasized on the inflexibility of events as a disadvantage, in relation to advertising. In advertising, given the budget it is relatively easy to add media vehicles or media frequency if necessary. Then again the event, gather a group of people at one specific time and it can be hard to reproduce only because the number of participants turned out insufficient or not representing the target audience correctly. The authors also state that in relation to traditional media vehicles, it is more difficult to estimate the number of participants that are needed for an event and how many that actually shows up. (ibid)

2.1.8. The Effect of Favorable Disposition on Purchase Intention

i. Favorable Disposition

Favorable disposition also referred to as consumer perception or attitude-toward-advertising (Aad), has been extensively researched in the fields of advertising and marketing. Within these research disciplines, the importance of attitudes towards advertising in general and towards a specific advertising has long been researched. Thirty years ago, Greyser (1972) noted that attitude-toward-advertising impacted the effectiveness of advertising. Mackenzie et al. (1986, p. 130) defines attitude-toward-advertising as a “predisposition to respond in a consistently favorable or unfavorable manner to advertising a particular advertising stimulus during a particular exposure situation”.

Attitude-toward-advertising, in turn, is important because it is an antecedent of brand attitude (Lutz, 1985; Mackenzie and Lutz 1989; Mehta, 2000; Shimp, 1981). Research efforts then focused on conditions that impact advertising effectiveness, the determinants of advertising attitudes, and tests of causal models of ad attitudes and outcomes (Brown and Stayman, 1992). Research on these constructs was performed using traditional media.

Within the context of this general process, sponsorship presents some unique theoretical research questions (Pope, 1998; Pope and Voges, 1994). Ultimately, the advertiser is interested in the issue of advertising effectiveness – how well Aad transfers to brand attitude or favorable disposition (Sandage, 1983). Consumers form both positive and negative dispositions about advertising and sponsorships at generic and personalized levels (Reid and Soley, 1982). Following a person’s experience at an event, he or she will form an opinion of the organizers of that event. These opinions, whether positive or negative, can reflect the consumer’s feeling of event organizers as a whole or of that particular event. If the consumer has formed a decision overall regarding the events, then his or her favorable disposition is generic. If the consumer’s opinion is only reflective of his or her experience at a single event, then the favorable disposition is personalized.

According to Madrigal (2001), favorable disposition is vital to understanding sponsorship effects because consumers develop beliefs concerning a sponsorship, as well as a perceived level of importance of the sponsorship, and the two combined determine how supportive the consumer’s attitude is of the sponsor. According to attitude theory, new and old beliefs are combined to form current attitudes about a particular object. The strongest and most consistent beliefs form the attitudes, and these attitudes are what consumers utilize when processing information, forming intentions, and performing behaviors (Boninger, Krosnick, and Berent, 1995; Fishbein and Ajzen, 1975). An attitude is defined here as “a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor” (Eagly and Chaiken, 1993, p.1). These attitudes are said to be linked to other attributes, outcomes, or goals (Fishbein and Ajzen, 1975).

ii. Purchase Intention

According to Peyrot et al. (1998), consumers draw on past experiences when forming purchase intentions, and their purchasing behaviors are often repeated. Rosenberg and Czepial (1984) indicate that marketing to current customers and increasing customer retention is easier than attempting to attract new client. A central component of this investigation is the concept of purchase intentions which are linked to perceived value and satisfaction of customers. Previous research has shown that consumer satisfaction can be a reliable predictor of (re)-purchase intentions (Patterson and Spreng, 1997). For this investigation, obtaining data on the likelihood of consumers to purchase products or services from the event organizers, or data on actual purchases from companies, constitutes purchase intentions and behaviors. Therefore, it is important to understand the perceived and actual purchase intentions of consumers attending the events.

Scholars have conducted several studies which have provided abundant information describing the ability of consumers to recall or recognize organizers, but there is a lack of empirical evidence with regard to the relationship between the sports event organizers and consumer purchase intentions (Meenaghan, 2001).

In Meenaghan's (2001) model of sponsorship effects, highly involved consumers display higher awareness levels of sponsorship, and there is a greater chance they will express a preference for the sponsor's product because of its affiliation with the event. The positive perceptions of these highly involved consumers may influence their purchase intentions toward the sponsors of their favored event. Sponsorship differs from advertising because it portrays an alternative set of values (Gwinner, 1997; McDonald, 1991). Past research indicates that consumers are more accepting of advertising if it comes in the form of sustaining or promoting an event that they enjoy (Meenaghan, 2001). Consumers who demonstrate an affinity toward a certain activity, and develop a sense of goodwill toward the sponsors of that activity, are more likely to transfer those positive attitudes and beliefs onto the company's products or brand (Gwinner, 1997; Meenaghan, 2001). For example, if a company excessively promotes and virtually interrupts the activity,

consumers will display negative emotions, and this can produce negative image transfer among consumers which likely affects purchase intentions.

One significant way to measure the effectiveness of event marketing is to evaluate the relationship between event organizers and purchase intentions. It has been stated previously that highly involved customers are more likely to demonstrate a preference toward organizers of their desired events.

2.2. Conceptual Framework

Based on the theoretical framework presented in the previous section, this part highlights how the research questions are conceptualized. Miles and Huberman (1994, p.18) define conceptual framework as, “a conceptual framework explains, either graphically or in a narrative form, the main things to be studied- the key factors, concepts, or variables—and the presumed relationships among them”. The conceptualization also serves as a base for the interview guide, which is used to collect data. Because of the extensiveness of the literature review, parts of each theory has been chosen and conceptualized.

2.2.1. The Objectives with Event Marketing

In order to answer the first question, theories regarding the objectives of event marketing are applied. The researcher used the five categories of objectives with event marketing which according to Meenaghan (1983) are corporate-related, product-related, sales, media coverage personal objectives. Personal objectives are the final objective mentioned but is not used here as it has not had much support by other authors. For the characterization of each objective, the researcher used the definition of the author. The theories that the researcher rely on for describing the objectives of event marketing are selected and is mainly presented by Meenaghan (1983) but also supported by Behrer and Larsson (1998), Wood (2009), Andersson and Mossberg (1999), Holland and Rich (1999) and Taranto (1998).

Concerning corporate-related objectives Meenaghan (1983) considers affecting the corporate image, creating awareness about the company; strengthening the internal relations and identifying the company with the target group in order to establish relationship. With regards to product-related objectives Meenaghan (1983) also states that affecting the brand or product image, creating awareness about the brand and identifying the brand or the product with target group are elements to be considered.

With sales objectives the researcher looks at significant issues, which according to Meenaghan (1983) are increasing sales in the short run, increasing sales in the long run. Behrer and Larsson (1998) added that in addition to the two sales effects they also state that event marketing with sales promotion objectives intends to create shopping impulses.

Lastly, media coverage with event marketing is another element considered as an objective according to Meenaghan (1983) and Behrer and Larsson (1998).

2.2.2. How a Specific Event is Selected

The second research question concerns the selection of a specific event. In order to answer this question, the researcher uses the classification given by Meenaghan (1983). The author points out a broad list to be considered in the event selection. This study focuses on these criteria's which are:- the ability to fulfill objectives, potential image association of the event, compatibility of event chosen with the company/product, the potential for media coverage, funding requirement, coverage of the target audience, opportunities for guest hospitality, executive preference, geographical coverage, staff knowledge about the event, event type, solus position, possibility for adverse publicity and finally possible organization behind the event.

2.2.3. Evaluation of the Event Effectiveness

The third research question is regarding to the evaluation of the event effectiveness. This can be seen in two ways. The first one is how to evaluate event marketing and the second one is when to evaluate the event. On how to evaluate event marketing there are three methods described by

Paul Stanley (1995 referred by Behrer and Larsson 1998). These are through retailers, media and consumers. Regarding on when to evaluate event marketing Meenaghan (1983) suggested three stages, which are before, during and after the event.

2.2.4. Advantages and Disadvantages of Using Event Marketing

The next question is about advantages and disadvantages of using event marketing. According to most researches done on event marketing the advantages are explained well while they usually disregard the disadvantages. Behrer and Larsson (1998) listed the advantages and disadvantages of event marketing, in comparison with advertising. Based on this the researcher uses the advantages and disadvantages listed by these authors and is also supported by (Walker, 1999; Esposito, 1998). The advantages are event marketing is more credible than advertising, generates awareness better than advertising, influence image better compared to advertising, the possibility for prestige at lower cost than advertising, contribute with internal motivation and morale compared to advertising, offers interaction. Taranto (1998) also added in addition to the advantages listed he also states that penetrating and eliminating media noise is one of them. The disadvantages considered by Behrer and Larsson (1998) are that event marketing has no standardized solutions, is difficult to evaluate, there is no established infrastructure and is inflexible.

2.2.5. The Effect of Favorable Disposition on Purchase Intention

The last research question is regarding the effect of favorable disposition on purchase intention. This can be seen in Meenaghan's (2001) model of sponsorship effects. Among the variables considered by Meenaghan (2001) are favorable disposition and purchase intention which are used in this research to test how favorable disposition affects purchase of intention.

Favorable Disposition was measured using 3 company-specific questions and 2 non-company specific questions (for a total of 5 items). They were all measured on a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). The items asked participants about their dispositions toward the company that organize events and about their disposition regarding

organizing events in general. The items in this section were developed based on research conducted by MacKenzie & Lutz (1989) and Reid & Soley (1982).

Purchase intention were measured with 13 items on a five-point Likert-scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree) based on research conducted by Peyrot and Van Doren (1998). These items were used to measure consumers' intent to purchase or actual purchase of the various products and services advertised at the event.

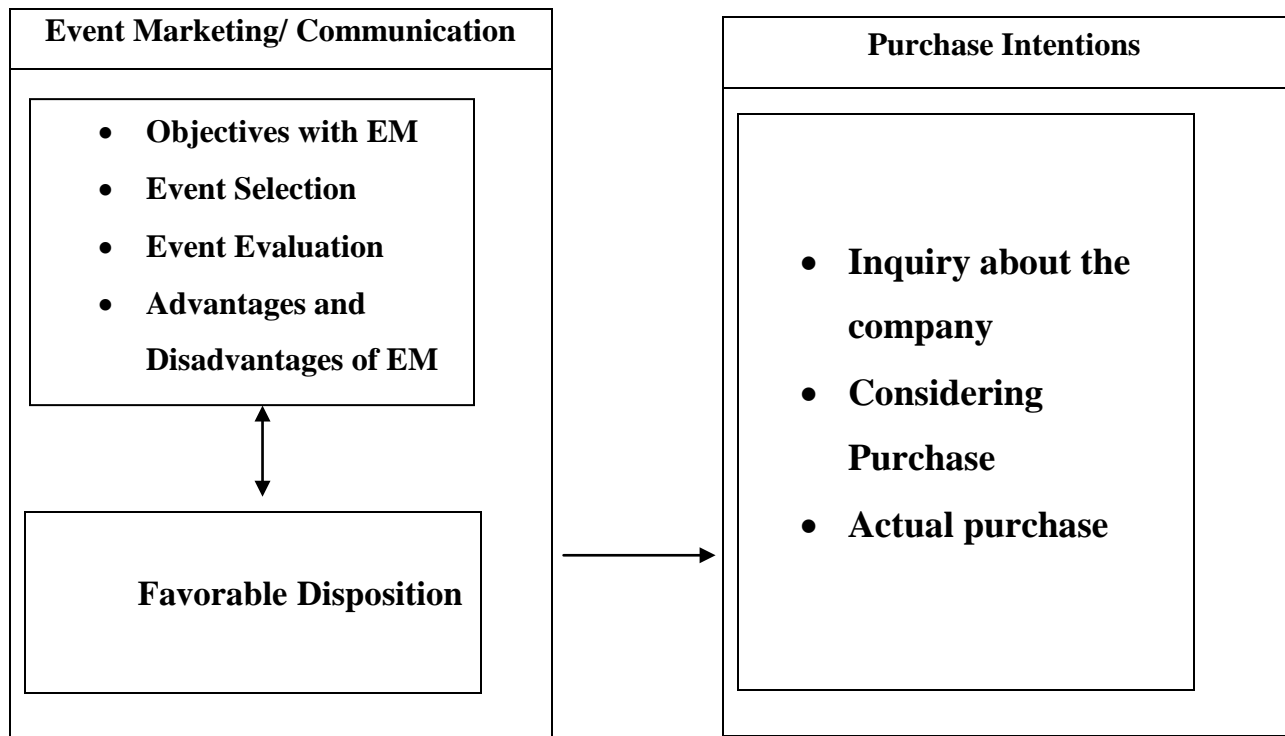


Figure 4: A Conceptual Framework

Source: Authors' own construction

In order to fulfill the purpose of this study concerning the effect of event marketing on customers purchase intentions in the case of MOHA, the five research questions are applied to cover all significant parts of the area. The first research question identifies the different objectives the company has with the use of event marketing. The second research question assesses how the

company selects a specific event. Research question three describes how event's effectiveness is evaluated. The fourth research question examines the advantages and disadvantages of using event marketing. Finally research question number five test whether event marketing has favorable disposition on purchase intention. These research questions are interrelated and together they serve the purpose of this study. In the above figure the conceptual framework model provides an overview of the theoretical parts that have been chosen, and which helps the collection of data, and also facilitates the data analysis.

This chapter has provided a literature review of definition of event marketing, objectives with event marketing, selection of a specific event, the evaluation of event effectiveness and advantages and disadvantages with the use of event marketing. It also has presented the conceptualization of the research questions. The next chapter presents the methodology part.

Chapter Three

Research Design and Methodology

This chapter explains the methodological approach adopted when conducting the research. The research design, sampling techniques, tools of data collection, procedure taken for data collection and methods of data analysis are briefly explained.

3.1. Research Design

The research design depends on the type of research and the kind of information that is going to collect. Academic researches' purpose can be exploratory, descriptive, or explanatory (Yin, 1994). According to Yin (1994) which strategy to use in the research can be determined by looking at three different conditions which are (1) the type of research question posed, (2) the extent of control an investigator has over actual behavioral events, and (3) the degree of focus on contemporary than as opposed to historical events. The table below shows how Yin (1994) relates each condition to the five alternative research strategies.

Table 1: Relevant Situations for Different Research Strategies

Strategy	Form of Research Questions	Requires Control over Behavioral Events	Focuses on Contemporary Events
Experiment	how, why	yes	yes
Survey	who, what, where, how many, how much	no	yes
Archival Analysis	who, what, where, how many, how much	no	yes/no
History	how, why	no	no
Case Study	how, why	no	yes

Source: Yin (1994, p. 6.)

The purpose of this study is to examine how firms use event marketing and to test whether the EM has favorable disposition on purchase intention; in which survey was used to test the impact.

The research is both exploratory and explanatory in nature, thus follows a mixed-method approach (by combining quantitative and qualitative procedures). It is exploratory as the purpose is to gain a deeper understanding of how event marketing is used. In addition it tests whether event marketing has favorable disposition on purchase intention.

3.2. Population and Sampling Techniques

The target population of the study is students of school of commerce Mexico campus, and the Promotion Manager of MOHA. Non-probability, specifically convenience sampling was used. A total of 90 questionnaires were distributed to students of commerce over one week time.

In the study, non-probability specifically purposive, sampling technique was employed. The company chosen as sample in the research was MOHA Soft Drinks Industry SC. This is because the company is large, older and has an experience of using event marketing. The head office was selected since the promotion department is found only in head office.

Selecting respondents with the right knowledge about the research area is crucial for qualitative research (Holme and Solvang, 1991). At the company the head responsible for the company's event marketing was chosen using purposive sampling and then were.

3.3. Source of Data

It is important to keep the research questions in mind and decide what kind of information is sought to be extracted. Data can be divided into primary and secondary data. Primary data consists of data collected by the researcher and is particularly to address the specific research objective (Lundahl and Skärvad, 1992). Secondary data is an already available data since it was collected for another purpose than the present problem (Aaker and Day, 1990).

Throughout the study the researcher explored both primary and secondary data sources. The primary data which is related to the purpose directly was used from the questionnaire conducted on consumers to test whether EM favorable disposition on purchase intention and interview conducted regarding event marketing's objective, selection, evaluation and advantages and

disadvantages. The secondary data which is related to the purpose indirectly was collected from books, articles, journals, research thesis and internet.

3.4. Instruments of Data Collection

Choosing a data collection method is the next step in the process, and this entails deciding how to conduct the research as well as how to collect the data needed. Research can be divided in two types depending on what kind of data the research will be based on. Quantitative research deals with information that can be quantified, data that can be given numbers and that can be analyzed by using programs, such as the statistical computer program SPSS. The other type of research is qualitative, which is focused on gathering information in the form of words (Bryman & Bell, 2007, p. 402).

The research was done using both quantitative and qualitative data. The quantitative data is collected through close ended questionnaire by testing favorable disposition effect on purchase intention. It was adopted from the research done by MacKenzie and Lutz (1989) and Reid and Soley (1982). In addition, qualitative data was collected using semi-structured interview with the manager of the company.

The questionnaire had had two sections. The first section of the questionnaire included 3 items related to the demographics of the respondents. The second section of the questionnaire asked respondents about their expressed favorable disposition toward the two companies that organize events. The second half of this section obtained data relevant to consumer purchase intention of the two event organizers using five-points of Likert scales ranging from 5 (Strongly agree) to 1 (Strongly disagree). There were 5 total items on favorable disposition and 13 on purchase intention. This amounted to 18 items measuring the two constructs. These responses were coded and entered numerically for data analysis.

The interview questions were adopted from previous research done by Eriksson and Hjälmsson (2000) with some modifications. This is because the research is a recent one and can be a base for this area as it gives more complete information about event marketing as a promotional tool.

It was done on four companies; two of them produce durable products while the other two produces non-durable products. The interview questions are 42 all in all. There are questions about the general information about the respondent and the company as well as background to event marketing. The next 6 questions were related to the objectives of the companies EM. The other questions were about the selection of events which accounted for 17 questions. There were 3 questions about the event effectiveness and the rest 14 questions were about the advantages and disadvantages of EM. In general, the primary data was collected from the questionnaire and interviews and the secondary data in terms of documentation.

3.5. Procedures of Data Collection

Five steps were taken to conduct the survey:

Step 1: The questionnaire and the interview questions were formulated.

Step 2: The respondents were selected using purposive sampling and were contacted.

Step 3: Appointment was arranged with respondents for interview and the purpose of the interview was communicated.

Step 4: The questionnaires were distributed and the interview was done; the interview lasted for a little more than an hour. At the interview a tape recorder was used.

Step 5: The data collected from questionnaires and interview were coded and proceed for data analysis.

3.6. Methods of Data Analysis

The survey questionnaire were coded and analyzed by using the statistical package for social science (SPSS version 20). Frequency counts and percentages were applied on all variables of the survey. Two statistical techniques were applied: (1) descriptive statistics and (2) Inferential statistics that included correlations, regression, and repeated measures of ANOVA (Analysis of Variance).

3.7. Reliability and Validity Ethics of the Research

Reliability- The study used Cronbach alpha to assess the internal consistency of the research instrument. It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees.

Construct Validity: There are two types of validity. These two are translation validity (which includes Face validity and Content validity) and criterion-related validity (which includes Predictive validity, Concurrent validity, Convergent validity and Discriminant validity).

Content Validity: Each attribute was derived from relevant literature to ensure the validity of the questionnaire. The questionnaires are partially taken from previous research work done by MacKenzie and Lutz (1989) and Reid and Soley (1982) and was approved by 2 professors' and enable the researcher test the effect of favorable disposition on purchase intention as stated on the literature part of the research work.

Face Validity: Face validity is an estimate of the degree to which a major is clear and unambiguously tapping the construct it purports to assess. Tests wherein the purpose is clear; even to naïve respondents, are said to have higher face validity and vice versa (Nevo, 1985). The purposes of this research are clear as it was approved by 2 professors'.

3.8. Ethical Considerations

According to Saunders, Lewis and Thornhill (2001, p. 130) "Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it". The data is collected from the samples through interview by using a recorder after making sure that they are willing to be recorded and questionnaire; the respondents were not required to write their name. The result of the study is to be used for academic purpose only and the response of the participants is fully confidential. The information that the respondents gave is analyzed without any change by the researcher. Furthermore, the works that has been used in this research as a base for this study are cited appropriately as the researcher respects the work of previous studies.

This chapter has presented a description of the methodology used in this study. It has covered the choices and motivations regarding research design, sample and sampling techniques, instruments of data collection, procedures of data collection, methods of data analysis, validity and reliability of the research and research ethics.

Chapter Four

Results and Discussion

Data Analysis

In this chapter the data is presented following the relevant data processing, analysis and interpretation. The analysis and the interpretation were carried out based on the data collected through questionnaire from customers and the interview conducted with the responsible manager of the company.

4.1. Reliability Test

4.1.1. Overall Response Rate

The survey was conducted during the in one week time. From the total 90 questionnaires distributed only 78 were returned from which 7 were not correctly filled and rejected. Therefore, 71 were effectively used for analysis that shows response rate of 79 %. Table 2 below depicts the overall response rate.

Table 2: Overall Response Rate

Sample	Number	Percent
Number of questionnaire distributed	90	100%
Return questionnaires	78	87%
Incomplete questionnaires	7	8%
Total usable questionnaires	71	79%

Source: Survey Finding

4.2.2. Reliability Test

The study used Cronbach alpha to assess the internal consistency of the research instrument. It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees. The Cronbach alpha was found to be .843

Table 3: Reliability Statistics

Cronbach's Alpha	N of Items
.843	8

Source: Survey Finding

4.2. Demographic Information about the Respondents

A total of 90 questionnaires were distributed and 71 usable questionnaires were collected. The collected data were analyzed with the statistical package for social science (SPSS version 20). The following table presents frequency statistics of demographic variables.

Table 4: Sample Profile for Participants of Events

Socio-Demographic Characteristics		Frequency	Valid Percentage
Gender	Male	41	58
	Female	30	42
Age	16- 25 years	30	42
	26- 40 years	22	31
	41- 55 years	10	14.1
	56- 65 years	7	10.1
	Above 66 years	2	2.8
Level of Education	Primary	11	15.5
	Secondary	20	28.2
	College	17	24
	University	23	32.3

Source: Survey Questionnaire

Of the 71 usable questionnaires returned, 41 were found to be male which are over 58% of the total respondents. Looking in to the age group of respondents, over 70% are below 40 and only

2.8% of the total is above the age of 66. The majority of the customers who participated in the survey 42 % are those customers between 16 to 25 years of age. Most of the respondents had university education 32.3% and over 15.5% had completed primary education. The results are listed in Table 10 above.

4.3. Correlations Analysis

The Independent questions regarding Favorable Disposition are:-

Q1- I think favorably of companies that organize events.

Q2- Companies who organize events provide quality products.

Q3- I like the company MOHA.

Q4- MOHA is a very good company.

Q5- I think favorably of MOHA because it organizes events.

The Dependent questions regarding Purchas Intention are: -

Q6- I would consider purchasing products from MOHA because it organizes events.

Q7- I will inquire about MOHA's product because it organizes an event.

Q8- I would purchase products from MOHA because it organizes events.

Table 5 below shows Pearson correlation coefficient of five variables of favorable disposition (I think favorably of companies that organize events, I think favorably of MOHA because it organizes events, I like the company MOHA, MOHA is a very good company and Companies who organize events provide quality products) against (inquire about the company, considering purchase from the company and actual purchase from the company).

All the variables correlation is significant at 0.01 level of probability. A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). As per the guide line suggested by Field (2005), the strength of relationship .1-.29 shows weak relationship; .3-.49 is moderate; >.5 shows strong relationship between the two variables. To put the data in sequential order, the highest positive correlation is found to be I will inquire about MOHA's product because it organizes an event and I would purchase products from MOHA because it organizes events ($r=.932$, $P<.01$). From the

result shown above, there is strong relationship between the five independent variables of favorable disposition (Q1, Q2, Q3, Q4, and Q5) and the dependent variables of purchase intention (Q6, Q7 and Q 8).

Table 5: Correlations

		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
Q1	Pearson Correlation	1	.531**	.538**	.791**	.681**	.299*	.307**	.266*
	Sig. (2-tailed)		.000	.000	.000	.000	.011	.009	.025
	N	71	71	71	71	71	71	71	71
Q2	Pearson Correlation	.531**	1	.693**	.587**	.733**	.128	.211	.551**
	Sig. (2-tailed)	.000		.000	.000	.000	.289	.077	.000
	N	71	71	71	71	71	71	71	71
Q3	Pearson Correlation	.538**	.693**	1	.718**	.433**	.229	.485**	.421**
	Sig. (2-tailed)	.000	.000		.000	.000	.054	.000	.000
	N	71	71	71	71	71	71	71	71
Q4	Pearson Correlation	.791**	.587**	.718**	1	.686**	.041	.330**	.273*
	Sig. (2-tailed)	.000	.000	.000		.000	.735	.005	.021
	N	71	71	71	71	71	71	71	71
Q5	Pearson Correlation	.681**	.733**	.433**	.686**	1	.296*	-.098	.420**
	Sig. (2-tailed)	.000	.000	.000	.000		.012	.414	.000
	N	71	71	71	71	71	71	71	71
Q6	Pearson Correlation	.299*	.128	.229	.041	.296*	1	-.002	.177
	Sig. (2-tailed)	.011	.289	.054	.735	.012		.990	.140
	N	71	71	71	71	71	71	71	71
Q7	Pearson Correlation	.307**	.211	.485**	.330**	-.098	-.002	1	.010
	Sig. (2-tailed)	.009	.077	.000	.005	.414	.990		.932
	N	71	71	71	71	71	71	71	71
Q8	Pearson Correlation	.266*	.551**	.421**	.273*	.420**	.177	.010	1
	Sig. (2-tailed)	.025	.000	.000	.021	.000	.140	.932	
	N	71	71	71	71	71	71	71	71

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Survey Finding

4.4. Regression Analysis

In this study the researcher used 5 independent and 3 dependent variables are used in the Regression Analysis. These 3 are considered because they are commonly used to measure advertising effectiveness to measure purchase intention. These are the inquiry about the product, consider purchasing and actual purchase.

The R square value in table 6, tells how much of the variation in the dependent variable (which is Q 15 about inquiry about the company) is explained by the model (which includes 5 attributes shown below on table 8). In this case the value is .489 expressed as a percentage (multiply by 100) it becomes 48.9%. This means that the model explains 48.9% of the variance in the overall inquiry about the company. The correlation between the five independent attributes and the inquiry about the company indicated that there is strong relationship (.699).

Table 6: Inquiry about the Company Model Summary (Q 6)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699 ^a	.489	.449	.843

Source: Survey Finding

The ANOVA must be considered to assess the statistical significance of the results. If the test equals 0 it means there is no relationship between the dependent and independent variables. As can be seen from the ANOVA table, the independent variable significantly predicts the inquiry about the company, $F=12.4/P<.000$.

Table 7: Inquiry about the Company ANOVA^a (Q 6)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.168	5	8.834	12.429	.000 ^b
	Residual	46.198	65	.711		
	Total	90.366	70			

Source: Survey Finding

As indicated on table 8, the result of regression based on the five attributes indicated positive and significant relationship with some of the attributes. The highest predictor attribute is the companies who organize events provide quality products (.416) while the smallest predictor is I

think favorably of MOHA because it organizes events (-.916). From the table it is understood that, other attributes don't have significant impact on inquiry about the company.

Table 8: Inquiry about the Company Coefficients (Q 6)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.858	.389		4.777	.000
Q1	.482	.177	.416	2.725	.008
Q2	.281	.142	.351	1.973	.053
Q3	.175	.132	.229	1.329	.188
Q4	.220	.165	.260	1.332	.188
Q5	-.777	.152	-.916	-5.098	.000

Source: Survey Finding

The R square value in table 9, tells how much of the variation in the dependent variable (which is Q3 about consideration of purchasing) is explained by the model (which includes 5 attributes shown below on table 11). In this case the value is .541 expressed as a percentage (multiply by 100) it becomes 54.1%. This means that the model explains 54.1% of the variance in the overall inquiry about the company. The correlation between the five independent attributes and the consideration of purchasing from the company indicated that there is strong relationship (.735).

Table 9: Considering Purchase from the Company Model Summary (Q 7)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735 ^a	.541	.505	.634

Source: Survey Finding

The ANOVA must be considered to assess the statistical significance of the results. If the test equals 0 it means there is no relationship between the dependent and independent variables. As can be seen from the ANOVA table, the independent variable significantly predicts the inquiry about the company, $F=15.30/P<.000$.

Table 10: Considering Purchase from the Company ANOVA^a (Q 7)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.797	5	6.159	15.304	.000 ^b
Residual	26.160	65	.402		
Total	56.958	70			

Source: Survey Finding

As indicated on table 11, the result of regression based on the five attributes indicated positive and significant relationship with some of the attributes. The highest predictor attribute is I like the company MOHA (1.03) and the next highest is I think favorably of MOHA because it organizes events (.990). The third highest is I think favorably of companies that organize events (.574). The rest other attributes don't have significant impact on considering purchase from the company.

Table 11: Considering Purchase from the Company Coefficients (Q 7)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.636	.293		5.588	.000
1 Q1	.528	.133	.574	3.968	.000
Q2	-.527	.107	-.829	-4.922	.000
Q3	.628	.099	1.033	6.332	.000
Q4	-.906	.124	-1.346	-7.275	.000
Q5	.667	.115	.990	5.812	.000

Source: Survey Finding

The R square value in table 12, tells how much of the variation in the dependent variable (which is Q16 about actual purchase) is explained by the model (which includes 5 attributes shown below on table 14). In this case the value is .337 expressed as a percentage (multiply by 100) it becomes 33.7%. This means that the model explains 33.7% of the variance in the overall inquiry about the company. The correlation between the five independent attributes and the actual purchase from the company indicated that there is strong relationship (.580).

Table 12: Actual Purchase from the Company Model Summary (Q 8)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580 ^a	.337	.286	.933

Source: Survey Finding

The ANOVA must be considered to assess the statistical significance of the results. If the test equals 0 it means there is no relationship between the dependent and independent variables. As can be seen from the ANOVA table, the independent variable significantly predicts the inquiry about the company, $F=6.60/P<.000$.

Table 13: Actual Purchase from the Company ANOVA^a (Q 8)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.722	5	5.744	6.600	.000 ^b
	Residual	56.574	65	.870		
	Total	85.296	70			

Source: Survey Finding

As indicated on table 14, the result of regression based on the five attributes indicated positive and significant relationship with some of the attributes. The highest predictor attribute is companies who organize events provide quality products (.335) and the next highest is I like the company MOHA (.309). The rest other attributes don't have significant impact on actual purchase from the company.

Table 14: Actual Purchase from the Company Coefficients (Q 8)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2.510	.430		5.832	.000
	Q1	.002	.196	.002	.009	.993
	Q2	.260	.157	.335	1.655	.103
	Q3	.230	.146	.309	1.576	.120
	Q4	-.270	.183	-.328	-1.473	.146
	Q5	.217	.169	.264	1.289	.202

Source: Survey Finding

4.4 Content Analysis for the Management's Interview

A) Objectives with Event Marketing

As the respondent says a business company's business the grand objective is to make profit. So, all promotional activities revolve with this objective. When it comes specifically to event marketing, MOHA wants to be viewed as exciting and refreshing in order to attract a younger target audience than elder people. The respondent says that overall the objective depends on the type of event organized and the target audiences since events have different mottos. It can be creating awareness, maximizing volume with regards to sales or promote the selected brand.

With regards to corporate related objectives for MOHA establishing and maintaining relationship with the target group is an important objective. The one example he states is soft drinks target societies are the youths and teenagers. This is due to health and many related issues the older people do not prefer soft drinks. Due to this getting a chance to meet the audience face- to- face is an important thing to be achieved using event marketing. It is not a new soft drink company that needs to create brand awareness. But when the company launches new product awareness creation is done through different events. To strengthen the internal relations is considered as an objective for MOHA since the company believes that motivating the personnel and making them to participate is an important thing to do.

When it comes to the product related objectives, the MOHA wants to affect the brand or product image. Mostly the hardest thing in soft drinks business is to get a brand loyal customer. In order to strengthen the brand and the product image different packages, brochures, flyers, banners are used. The marketing manager explains that increasing the sales is not a crucial objective for the company and the effect can be seen depending on the type of the event. Some events are continuous like weddings; their effect is seen in the long run and others are one-time activities. He instead claims that creating shopping impulses is regarded as an objective with event marketing. At last achieving media coverage is also thought as an important objective with event marketing. Some events by nature attract media's. He explains that sports events specifically athletics are screened and has wide media coverage.

B) The Selection of a Specific Event

When selecting an event there are things that need consideration. The things according to the marketing manager to be considered are the objective set with the event, the target group and the number of the audience expected, the duration of the event, the budget required and the benefit the company gets in-return. When selecting an event, it is very important that the event has the ability to fulfill the marketing objectives, as the respondent explains. With regards to potential association with the event MOHA does not consider it as criteria. The company's participation is not dependent on the potential association with the event rather with the company objectives set.

With regards to criteria for event selection the respondent says that the company analyzes whether there is compatibility between the event and the product image/ usage. Compatibility with the corporate image is not of importance. As the respondents explained after drinking one of the products like Pepsi the customer does not say MOHA satisfied me instead it refers the product by its brand. It is not always that an event receives media coverage unless it is unusual says the respondent. But media coverage is still considered in the selection of an event.

The budget requirement is also considered as important criteria to MOHA as the interviewee states. The budget depends on the company's ability in terms of physical resources, staff time and staff talent. The cost analysis is done before the event to know whether it is worthy to participate in that specific event or not. One of the major importance of event is it can cover as many people as possible. Especially it has the ability to reach people that are not participating in the event.

The respondent further describes the importance of an event to be able to offer personal contact with the participants. This helps to create good relationship with the existing as well as potential participants. According to the respondent when events are selected preference of executives is not considered since the selection is related to the objective. But, the executives can justify for their preference one over the other when needed.

With regards to geographical coverage which is the excessiveness or the sufficientness is considered together with the effectiveness of an event. According to the marketing manager's explanation sometimes the participants may not be large in number but has the power to influence others like owners of companies. By contacting and building a relationship with them the company can get an access to sell its products in their companies. He claims that it is important for the personnel at the events to have knowledge about the company, in order to give correct information about the company for participants.

On the other hand, MOHA also works with both own created events as well as already established events. According to the respondent one-time activities as well as long terms are considered. In addition to this, the seasonality of events has also an impact so it is also considered. Especially in the hot season the demand for soft drinks is high, and shortage of product happens so the company gets ready at the slack season not to be out of stock.

According to the respondent MOHA enters in to event both exclusively and by co-sponsoring with other companies. When the company co-sponsors it is not with rival company, instead with products not related to it. MOHA also considers the occurrence of adverse publicity in the selection of an event. MOHA does consider organization behind an event as an important criterion says, the marketing manager.

C) Evaluation of the Event Effectiveness

The company does assess the success of the event using questionnaire to be filled out by the participants. According to the marketing manager MOHA does not measure the event effectiveness through retailers. This is because there are many outlets and this makes it difficult to quantify. The respondent mentions that the company can sense the change when it performs the Prize linked campaign as the move of the products is visible. In addition to this, the company faces with shortage of products which can be regarded as an indicator. The company uses media and consumers to measure the effectiveness of the event.

Furthermore, mostly as the respondent explains for big events the effectiveness is evaluated before as well as after the event. However for small events it is after the event. This is because the big event's impact can be significant than the small ones.

D) Advantages and Disadvantages of Using Event Marketing

One of the advantages of EM is it enables the company to address its message to the target audience. It also gives opportunity to attract participants, give awareness about the product by giving detailed information and convince them to taste during the event and build relationship for the future. It also increases the negotiation power to convince the audience. According to the marketing manager event gives a chance for the company to meet different personalities who can influence others to use the products. In addition, the respondent says event marketing provides face-to-face contact with the audience. Participants can raise questions when things are unclear. This gives an event to be advantageous than advertising.

The respondent claims that event's has the ability to reach through the media noise, but is dependent on the coverage area. If the product is produced for one area it is better to use events to make attachment but if it is for nationwide event may not be significant to reach through media noise. The respondent states that it is the quality of communication of the event or the advertising that makes it credible or not, therefore cannot say event marketing as more credible than advertising. With regards to awareness it has an advantage over advertising as there is direct contact with the customers.

The other advantage of using an event, as explained by the respondent is event enables MOHA to promote by focusing on a specific product. This creates awareness by emphasizing on a specific product. He also explained that if carried out properly, events are advantageous in affecting image. Achieving prestige than advertising is not considered as an advantage since the company has the financial capability to do it. According to the respondent internal motivation is also an important advantage since it increases the moral of the personnel. Finally, he states that since event offers face-to-face contact it is advantageous for the company to collect feedback from the audience which can be used for future market research.

One of the disadvantages related to events as the respondent says is inflexibility. When the event is organized by another organization the decisions made might not be to the advantage of other participant companies. This limits the ability of MOHA to do on its own way. Withdrawal is also impossible once the company get into the contract. The other according to the respondent is event does not have standardized solutions like advertising which gives an opportunity for undesired things to happen that the company has not considered and this makes the evaluation hard. The cost of an event for MOHA is not a disadvantage since it has a substantial budget to do it.

This chapter presented the results and the findings/ discussion of the collected data through questionnaire and interview. The next chapter; chapter 5 presents the summary, conclusion and recommendations of the research.

Chapter Five

Summary, Conclusion and Recommendations

This chapter deals with summary conclusion and recommendations. In this chapter first, the findings which is made from chapter four is summarized then conclusions of the major findings are drawn. And at last, some possible recommendations are forwarded on the basis of the major findings of the study.

5.1. Summary of Major Findings

The general objective of this research is to provide a better understanding of how event marketing is used and to test whether event marketing has favorable disposition on purchase intention. The specific objectives are regarding the objectives the companies have, how they select specific events, how the event effectiveness is evaluated, examine the advantages and disadvantages of using event marketing and to test whether event marketing has favorable disposition on purchase intention. To find non-probability sampling specifically convenience sampling was used when distributing the questionnaires and purposive sampling technique was used to select the company and the manager The company was chosen because they are large, older and have the experience of using event marketing.

Cronbach alpha that assess the internal consistency of the research instrument shows that there high internal consistency (.843). The frequency statistics shows that majority of the respondents were male (58%) and most of the respondents were in the age group between 16 and 25 (42%). Most of the respondents had university education 32.3% and over 15.5% had completed primary education. The correlation shows that the relationship between two variables is significant with the result ($r=.932$).

Pearson correlation coefficient of the five variables indicated that, there is strong relationship between the five independent the three dependent variables. The correlation between the five independent attributes and the inquiry about the company indicated that there is strong relationship (.699). The correlation

between the five independent attributes and the consideration of purchasing from the company indicated that there is strong relationship (.735). The correlation between the five independent attributes and the actual purchase from the company indicated that there is strong relationship (.580).

The summary made based on the findings of the study with the objectives of using event marketing are affecting the company image with their event marketing, strengthening internal relations, identifying the company with the target group motivating employees and affecting the brand or product image as an objective.

Regarding the selection of events the findings show that the company use are generally fulfilling the stated objectives, compatibility of event with product usage and image, media coverage, funding requirement, coverage of the target audience, guest hospitality, geographical coverage, staff knowledge about the event, event type and possibility for adverse publicity. The evaluation of the events effectiveness is using media's and consumers while it disregards to evaluate through retailers. This is done before and after the event is carried out.

The findings also states that event marketing has different advantages for the company. These are; it penetrates and eliminates media noise, contributes with internal motivation and moral; generate awareness, offers interaction and influence image better than advertising. The disadvantages of event marketing according to the findings are no standardized solution, inflexibility and difficulty to evaluate.

5.2 Conclusion

According to the Pearson correlation coefficient of the five variables, there is strong relationship between the five independent variables of favorable disposition (I think favorably of companies that organize events, I think favorably of MOHA because it organizes events, I like the company MOHA, MOHA is a very good company and Companies who organize events provide quality products) and the three purchase intentions (inquire about the company, considering purchase and actual purchase from the company).

“I will inquire about MOHA’s product because it organizes an event” and “I would purchase products from MOHA because it organizes events” have the highest positive correlation which means that customers give value for companies that organizes events.

The ANOVA and coefficient of variation in the data analysis of this research indicate that, the independent variables can explain purchase intention with significance level 0 .01 as follows:

- **Inquire about the Company:** - 48.9% of the variation (increase/decrease) in favorable disposition can be explained by inquire about the company. Therefore, the company can increase the level of purchase by giving awareness and organizing events to their expectation.
- **Considering Purchase from the Company:** - 54.1% of the variation (increase/decrease) in favorable disposition can be explained by considering purchase from the products that the company provides. This kind of attitude can be achieved, if the company clearly states its objectives and select the events it participates according to the objectives set.
- **Actual Purchase from the Company:** - 33.7% of the variation (increase/decrease) in favorable disposition can be explained by actual purchase from the company. Therefore, the company can increase the level of purchase by creating relationship with the target audience at the event and by maintaining the relationship and by empowering employees with the required amount of knowledge in order to convince the target audiences to purchase.

Generally, the results revealed that event marketing has favorable disposition on purchase intention (inquire about the company, considering purchase and actual purchase) since it allows customers to have an experience and creates impulses to act or to buy.

According to the data collected from the interview the following conclusions are made.

Based on the findings above the following specific conclusions about objectives with EM can be stated:

- Objectives have shown to be of different importance to the company

- Strengthening the existing image, strengthening relationship with personnel, identifying the company and brand/ product with the target audience and achieving media coverage are very important.

Based on the findings above the following specific conclusions about selection of specific event can be denoted:

- The company takes into consideration many factors when selecting an event to participate.
- The company's has used events for many years and this factor helps it to consider many variables and do the selection in the right way.

Based on the findings above the following specific conclusions about Evaluation of EM can be stated:

- To measure event effectiveness is difficult due to lack of appropriate methods. But the company measures through media and consumers which are in line with its objectives.
- The evaluation is mostly done before and after the event is carried out.

Based on the findings above the following specific conclusions about advantages with EM can be stated:

- The company considers different advantages, among these the most important ones are that events generate awareness and influence image. This can result from another advantage which is offering interaction. The last one is it contributes with internal motivation and morale better than advertising.

Based on the findings above the following specific conclusions about disadvantages with EM can be states:

- The major disadvantage that is regarded by the company are lack of standardized solution and the difficulty to measure the effectiveness which makes it harder than other promotional tools since its qualitative behavior is dominant.

5.2. Recommendations

Based on the major findings of the study and the conclusions drawn above, the following recommendations are made.

- The company should state clear objectives when using event marketing.
- The company should select specific events in accordance with the stated objectives.
- The company should create unique and entertaining events so that the customers have positive experience which increases their purchase intention.
- The company should develop its own methods to measure event's effectiveness to use the events effectively for future; even though it is regarded as hard to measure.
- Co-sponsoring with other organizations should be considered to get advantage; which is through association created by customers. However, it should be done with the ability to withdraw if it is not working in accordance with the agreement.
- The company should train employees, to involve them in events and to create the feeling of belongingness and to influence the customers to purchase products.
- The company should work on motivating employees by giving rewards at specific interval.
- The company should use different marketing communication tools in line with event marketing to make an extensive impact on purchase intention.
- The company should work on maintaining the relationship gained during the event as it is easy to maintain customers than attracting new ones.
- The company should create events which attract young people to create the favorable disposition which in turn results to an increase in purchase intention for the company's products; as they are the future targets than the elder ones.

5. 3. Limitations and Directions for Future Research

The research has several limitations shown as follows:

- This study is believed to have certain constraints. Primarily, it is worth keeping in mind that the sample of the study was limited to students of; which cannot represent the whole market. There should be caution taken when making generalization of the study.
- The second limitation on this study is the time limit. Some limitations had to be made in order to focus the study on certain parts of the topics mentioned in the background. In addition, shortage of related research works on the topic was another impending of this study.
- Non-probability sampling specifically purposive sampling was used; which has bias in selection of the sample.
- Further study should be done by testing other aspects which affects purchase intention of customers towards the company like awareness and goodwill etc.
- Another study should also be done by comparing event marketing with other promotion tools other than advertising and also on how event marketing is used as a complement to the other promotion tools like personal selling, sales promotion and public relations.

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Appendix A

Interview Guide - English language

Addis Ababa University School of Commerce Department of Marketing Management

Dear interviewee,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Masters Degree in Marketing Management. The purpose of this study is to understand “The Effect of Event Marketing on Customers Purchase Intentions – The Case of MOHA Soft Drinks Industry S.C”. Therefore, this is to kindly request you to take some of your precious time to see the interview guide and be prepared in advance. Your honest and accurate response will make this study more valuable. Your responses are only meant for academic purpose and will be kept confidential. Please read carefully and give your opinion.

Thank you in advance for your time!

Beza Gabremaskel
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General Information

Name of the company:

Name of the respondent:

Position of the respondent:

Field of business:

Background to Event Marketing within the Company

1. When did you start using event marketing in your promotion?

2. Which events have you been using? Could you tell a little about the different events?

What Objectives do you have With Event Marketing?

3. What objectives do you have with event marketing? Is it often the same objectives or do they vary?

4. Which corporate-related objectives do you have with event marketing (if any)?

- Affect the corporate image
- Create awareness about the company
- Strengthen the internal relations
- Identify the company with the target group
 - ✓ If yes, is this a way to establish relationships?

5. Which product-related objectives do you have with event marketing (if any)?

- Affect the brand or product image
- Create awareness about the brand or product/service
- Identify the brand or product with the target group

6. Which sales-related objectives do you have with event marketing?

- Increase sales in the short run
- Increase sales in the long run

- Create shopping impulses

7. Do you have any objectives regarding media coverage with event marketing?

- If yes, is this a crucial objective?

8. Is there anything you would like to add regarding objectives?

How do You Select a Specific Event?

9. How do you select a specific event?

10. Do you have specific criteria on which you select an event? Which?

11. Do you consider the event's ability to fulfill the stated objectives?

12. Do you consider the potential association with the event?

13. Do you see to that there is compatibility between the event and:

- Product/service usage?
- Product image?
- Corporate image?

14. Do you consider the media coverage potential of an event?

15. How do you consider the budget in the event selection?

- Sufficiency of the budget so to undertake the event properly
- Consideration of costs of terms of physical resources, staff time and staff talent

16. Do you consider the target audience coverage?

- The audience at the actual event
- The extended audience

17. Do you consider the opportunities for guest hospitality?
- Possibility to make face-to-face contact with the audience
18. Are preferences and interests of executives considered in the event selection?
19. Do you consider the geographical coverage of an event? If yes, how?
- Events with excessive or insufficient geographical coverage
20. How do you consider the knowledge of staff when selecting a specific event?
- Important that at least one company member is knowledgeable of the event
21. Do you consider the type of event?
- A new or an established event
 - One time activity or long term commitment
 - The seasonality of the event
22. How do you consider the choice between carrying out an event exclusive for the company or with co-sponsors?
23. Do you consider the possibility for adverse publicity?
24. Do you consider a possible organization behind the event? If yes, how?
25. Is there anything you would like to add regarding how you select an event?

How is the Event Effectiveness Evaluated?

26. How do you evaluate the event effectiveness?
- Do you measure the event effectiveness through retailers? If yes, how?
 - Do you measure the event effectiveness through media? If yes, how?
 - Do you measure the event effectiveness through consumers? If yes, how?

27. When is the event effectiveness evaluated?

- Before the event?
- During the event?
- After the event?

28. Is there anything you would like to add regarding the evaluation of event effectiveness?

Advantages and Disadvantages of using Event Marketing

29. What are the advantages of using event marketing?

30. How do you perceive the ability of event marketing to reach through the media noise?

31. How do you perceive the credibility of event marketing in comparison with advertising?

32. How do you perceive event marketing's ability to generate awareness in comparison with advertising?

33. How do you perceive event marketing's ability to affect the image in comparison with advertising? Why?

- Do you agree that the key factors that the image comprises appear in a concentrated and focused form in the event?

34. How do you perceive event marketing's ability to achieve prestige in comparison with advertising?

35. How do you perceive event marketing's ability to contribute with internal motivation and moral in comparison with advertising?

36. Do you perceive the fact that event marketing offers opportunities for interaction as an advantage?

- Market research, feedback etc.

- Personal meeting

37. What are the disadvantages of using event marketing?

38. Do you consider that there are standardized solutions with event marketing, as in Advertising?

39. How do you perceive the possibility to evaluate the event?

40. Do you consider the knowledge and competence within event marketing to be sufficient?

41. How do you perceive the flexibility of event marketing in comparison with advertising?

42. Is there anything you would like to add regarding advantages and disadvantages?

Appendix B

Addis Ababa University School of Commerce

Department of Marketing Management

Questionnaire

Dear Survey Respondents,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Masters Degree in Marketing Management. The purpose of this study is to understand “The Effect of Event Marketing on Customers Purchase Intentions – The Case of MOHA Soft Drinks Industry S.C”. Therefore, this is to kindly request you to take some of your precious time to fill the questionnaire at your convenience. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality. If you would like further information about this study, or have problem in completing this questionnaire please contact me.

Thank you in advance for your time!

Beza Gabremaskel

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I. Background Information

Instruction: Please mark your answer with an “X”.

1. Gender

Male []

Female []

2. Age

16- 25 years []

26- 40 years []

41- 55 years []

56- 65 years []

Above 66 years []

3. Level of Education

Primary []

Secondary []

College []

University []

II. Instruction: - please suggest your level of agreement to the statements listed below; the parameters are labeled from 1 up to 5. 1 as strongly disagree, 2 as somewhat disagree, 3 as neither agree nor disagree, 4 as somewhat agree and 5 as strongly agree.

No.	List of Statement	Level of Agreement				
		strongly agree	somewhat agree	neither agree nor disagree	somewhat disagree	strongly disagree
1	I think favorably of companies that organize events.	5	4	3	2	1
2	Companies who organize events provide quality products.	5	4	3	2	1
3	I like the company MOHA.	5	4	3	2	1
4	MOHA is a very good company.	5	4	3	2	1
5	I think favorably of MOHA because it organizes events.	5	4	3	2	1
6	I would consider purchasing products from MOHA because it organizes events.	5	4	3	2	1
7	I will inquire about MOHA's product because it organizes an event.	5	4	3	2	1
8	I would purchase products from MOHA because it organizes events.	5	4	3	2	1