



The Effect of Event Marketing on Customer Purchase Intention

In case of SMEs in Addis Ababa.

By

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**A Thesis Submitted to the Addis Ababa University, College of Business and Economics,
School of Commerce for the Partial Fulfillment of the Requirements of the Degree of
Masters of Arts in Marketing Management.**

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June, 2019 G.C

Addis Ababa, Ethiopia

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The Effect of Event Marketing on Customer Purchase Intention

In case of SMEs in Addis Ababa

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Acknowledgment

First and for most, I would like to praise the Almighty GOD for giving me the strength, patience and supports throughout the course of my life. Next, I'm grateful to appreciate my advisor Dr. Belaynesh Tefera who has taken all the trouble with me while I was preparing the paper. Especially, her valuable and prompt advice, constructive corrections and insightful comments and suggestions are highly appreciated.

I also wish to thank all my instructors who have been incredibly supportive and collaborative over the last few years. Last but not least, my special thanks goes to Federal small and medium enterprises management team, staffs and customers for their respective cooperation during questionnaire distribution and collection.

Declaration

I, Samson Fekadu Tesfaye, declare that this study entitled as “The effect of event marketing on customer purchase intention in case of SMEs in Addis Ababa”, is my own work. I have carried out the research work independently with the guidance and support of the research advisor. This study had not been submitted to any degree/diploma in this or any other institution. It is done in partial fulfillment of MA Degree in Marketing Management.

Declared By:

Samson Fekadu Tesfaye _____

June, 2019

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Addis Ababa, Ethiopia

Certification

This is to certify that Samson Fekadu Tesfaye has done a study on the topic “The effect of event marketing on customer purchase intention in case of SMEs in Addis Ababa”. This study is of his original work and all the sources of materials used for the research had been duly acknowledged and it’s suitable for submission for the award of Masters Degree in Marketing Management.

Advisor’s Name: Belaynesh Tefera (PhD)

Signature: _____

June, 2019

Addis Ababa University

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Acronyms

EM: Event Marketing

SME: Small and Medium enterprise

FSME: Federal Small and Medium Enterprise

ROI: Return on Investment

MOTI: Ministry of Trade and industry

ANOVA: Analysis of variance

Abstract

The study aims to investigate the effect of event marketing by testing a hypothesis whether brand awareness, customer engagement, attitude toward the event and event sponsor fit having a significant effect on customer purchase intention. The study relies on collecting primary data through prepared questionnaires and secondary data like journals, research thesis, internet, annual reports and magazines from federal small and medium enterprise were used. In total (412) questionnaires were distributed using a convenient sampling techniques to events attendees who would be reached by the researcher: Out of it 392 questionnaires were properly field and returned were as Respondent rate was (95.14) percent. Questionnaires were analyzed using Cronbach's Alpha, descriptive statistics, ANOVA, correlation and regression. The result revealed all except event sponsor fit had a positive significant effect on attendees purchase intention. The major effect on attendees purchase intention was customer engagement followed by brand awareness then attitude toward event. Therefore the retailers in the event have the opportunity to create an awareness of their brand and improve their customer engagement in order to have a competitive advantage over the other competitors.

Key words: - Brand awareness, Event-sponsor fit, Attitude toward the event, customer

Engagement and purchase intention

CHAPTER ONE

Introduction

In this first chapter the background to Event Marketing is presented, and the concept of Event Marketing is introduced as it influences the statement of the problem. Thereafter the purpose of the study, statement of problem, limitations, and the study outline are described.

1.1 Back ground of the study

In today's buyer-empowered world, marketers need to seize every opportunity to build relationships, generate goodwill, and earn the trust of prospective buyers and customers. Where Companies need to satisfy their customers by creatively managing their marketing mix in order to have a competitive advantage over others competitors (Jobber, 2007). An event which offers a unique opportunity for customers to interact with brands to get a firsthand sense of a company's focus, perspective, and personality would be much preferable in considering customer purchase decision (Marketo, 2018).

According to Kotler (2002, p.576) event marketing is defined as, "occurrences designed to communicate particular messages to target audiences". Where an Events have a potential of bringing people together for common purpose and an event organizer will address a particular message depend on the interests and motivation of the customer (Gurung , 2014).

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 of the reason for the increasing use of event marketing is the firms search for new ways to reach out the existing customers and as well as potential customers to be seen and heard in an increasingly competitive business world (Behrer & Larsson, 1998, p. 20).

Now a day in Ethiopia, the governments have been supporting the Small and Medium enterprise by organizing and sponsoring event marketing, in order to support the growth of the sector throughout the event by creating awareness and customer engagement. The SME sector is taken as an instrument in bringing about economic transition by effectively using the skill and talent of the people without demanding high-level training, much capital (Gebrehiwot, 2006).

In general, promotion of SMEs in the country is increasingly becoming more important due to the fact that they use what the country possesses and less of what it lacks and also their role in employment creation for the majority work forces. The sector has been given more attention because it has the potential for economic development through creating market for local products and utilization of local raw materials and knowledge. Therefore it necessary to identify the effect of event marketing since it would help to use it effectively in the future.

1.2 Statement of the problem

Event marketing is a strategy marketers use to promote a product, brand, or service through in-person interactions (Instapage, 2017). Companies choose to participate in an event for various reasons, for instance to establish and build its brand, to generate leads, for customer engagement and up sell and also people attend to network and be educated are the key reason(Marketo2018).

On previous research (Anne Eckerstein, (2002) in Gothenburg,) on a general understanding of the concept of EM, the study suggests that the most common purposes of the event are to increase or change the brand-awareness, increase sales, create or strengthen the relationship between the customer and the products.

Other study conducted by Angeline G. (2006), on engaging the consumer through EM, it suggests that when the customer is more of active, enthusiastic and knowledgeable about company's involvement with the community, it has a positive influence on the attendee's perceptions of the sponsor's brand that associated with heightened intentions to purchase the firm's products.

On another study conducted by Elham F. (2016), in Jordan , on the impact of event sponsorship on attendees purchase intention, the result suggests that the major effect on attendees purchase intention were brand awareness followed by attitude toward the event and the weak effect were event sponsor fit has been mentioned. The finding reveals that all the variable have a significant effect on attendee's purchase intention.

In Ethiopia, Beza G. (2014), studied on the effect of event marketing having favorable disposition on purchase intention in Moha Soft Drinks industrial company. The results suggests that, the effect offers interaction, generating awareness and influence image on customers and difficulty to measure the effectiveness of an event due to lack of appropriate methods.

Therefore, the aim of this study is to investigate the effect of event marketing on customer purchase intention by adopting a research model from Elham F. (2016), in Jordan and whether the same result could be achieved by testing a hypothesis on brand awareness, customer engagement, attitude toward the event and event sponsors fit having a significant effect on attendees purchase intention.

In general, since there is a limited research has been conducted with the effect of event marketing this research fills the existing very limited information by increasing the body of knowledge related to the effect of event marketing on customer purchase intention in Ethiopian context.

1.3 Basic Research Questions

Regarding the attendee's in event: -

1. Is there a significant effect of brand awareness on the attendee's purchase intention?
2. Is there a significant effect of customer engagement on the attendee's purchase intention?
3. Is there a significant effect of attendee's attitude toward the event on purchase intention?
4. Is there a significant effect of event-sponsor fit on the attendee's purchase intention?

1.4 Objectives of the Study

1. General Objective

The main objective of the study is to have a better understanding of the effects of event marketing on customer purchase intention in the case of small and medium enterprise in Addis Ababa.

2. Specific Objectives

- To test brand awareness have a positive significant effect on purchase intention.
- To test customer engagement have a positive significant effect on purchase intention.
- To test event-sponsor fit have a positive significant effect on purchase intention.
- To test attitude toward an event have a positive significant effect on purchase intention.

1.5 Hypotheses

Regarding to the study questions and the related literature review, the following hypotheses will be investigated:

H1: There is a positive significant effect of attendee's Brand awareness on purchase intention.

H2: There is a positive significant effect of event – sponsor fit on attendee’s purchase intention.

H3: There is a positive significant effect of attendee's attitude towards the event on purchase intention.

H4: There is a positive significant effect of customer engagement on the attendee’s purchase intention.

1.6 Significance of the Study

This study has a significant contribution towards minimizing the perceived gap in the existing literature. Knowledge gained in this study will be helpful to event organizers and retailer in a way that it will provide the variable in measuring its effect so that they can effectively use it in the future. To students, the proposed study serves them as their reference related to this subject matter. In addition to this, this thesis will help readers to have a better understanding in the area of event marketing and the role on purchase intention.

1.7 Delimitation/Scope of the Study:

Even though there are many problems that need to be addressed as a research or investigation regarding Event Marketing, the study has focuses on the effect of Event Marketing on customer purchase intention by testing a hypothesis whether brand awareness, customer engagement, attitude toward the event and event sponsor fit having a significant effect on purchase intention in the case of small and medium enterprises in Addis Ababa.

The research is limited to this company in Addis Ababa because of the experience in organizing such an event and due to the short span of time available to do it on more cities in the country. The research is demarcated to look at the above stated research questions from customer side only.

1.8 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).

Event Marketing is marketing through events, where marketing is seen as central and the event is considered the actual marketing tool. Event marketing is focusing on a target group and involves high contact intensity. It turns a message into an event that can be experienced by the audience (Eriksson J. & Hjälmsö A., 2000).

Purchase intention: - Purchase intention can be described as the readiness and willingness of consumers and a favorable disposition to do business. Purchase intention is an important predictor of consumer behavior (Fishbein & Ajzen, 1975).

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

Networking is a socioeconomic business activity by which business people and entrepreneurs meet to form business relationships and to recognize, create, or act upon business opportunities, share information and seek potential partners for ventures (Mbaskool, 2011).

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 & Mohd, 1999, p. 41).

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

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).

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

Brand Building is generating awareness, establishing and promoting company using strategies and tactics. In other words brand building is enhancing brand equity using advertising campaigns and promotional strategies. Branding is crucial aspect of company because it is the visual voice of the company (Mbaskool, 2011).

1.9 Organization of the study:

The research is being organized into five chapters:

Chapter one, which is the introduction, has contained the introduction part dealing with background research problems, basic research questions, research objectives, significance of the study, scope of the study and Definition of terms is also incorporated.

Chapter two reviews literature on both theoretical and empirical studies regarding the effect of event marketing on customer purchase intention and the conceptual model of how the study to be conducted.

Chapter three has covered description of the study area, research approach and design of the study. It also describes the data source and type to be used for the study as well as the data collection procedures, ethical consideration and data analysis

Chapter four presents finding from the survey results are being discussion.

Finally, Chapter five includes summary findings, general conclusions are drawn, possible recommendations to the problems are suggested. In addition major limitation of the study and indication of further studies in the area are drawn.

CHAPTER TWO

Review and Related Literature

Introduction

This chapter contains the theoretical frame work on event marketing where it will cover the Defining event marketing, type's event; promotional mix, sponsorship, brand awareness, event sponsor fit and attitude toward an event have a significant effect on purchase intention. On an empirical review a related and relevant literature are reviewed and a conceptual framework is developed from the conceptual and related literature. The information found on the different subjects has been the basis of the questionnaires.

2.1 Theoretical Review

2.1.1 Definition and theory of Event Marketing

Event Marketing: An event, function, or activity that is held for the purpose of promoting a product, service, or company. The event may target both current and potential customers. Event marketing usually takes place in person, it involves face-to-face communication. It includes a company hosting an event, sponsoring someone else's event, or participating in a trade show (Kristen M. 2018)

The explanation of event marketing produced by Kotler (2003, p. 576) states "occurrences designed to communicate particular messages to target audiences". But this definition is very broad and states that all events can be seen as marketing events, as long as there is an audience, and a message is being shared. In order to make it possible to develop event marketing theories, there is a need for a more limited definition of the term (Wood, 2009, p. 249).

A more limited definition has been given by Behrer and Larsson (1998, p. 18) and goes as follows: "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".

One of the reasons for the increasing use of event marketing is the firms search for new ways to reach out the existing and 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. 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 (Wood, 2009; Sneath et al., 2005).

Apart from this, the ability to adapt an event to many different situations is the reason for increasing use and popularity of event marketing. Event marketing can be used by all types of firms, whether they are large or small and 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).

By implementing event marketing company wants to increase sales, strengthen brand awareness, differentiate from competitor when launch a new product, etc. Event marketing provides the greatest ROI, because it's a powerful tool to attract new customer and keep existing ones to be loyal. It can be effective when the event has a good impact and if it's so memorable for all participants including customer and potential customer. Some of the factors that determine the success of event marketing would be an event must have a strong concept, company must convey the right message to right people, location should be considered where target market likes, to consider the right time and moment to hold the event and so on (Duncan, 2005).

In Meenaghan's (2001), model of sponsorship effect, highly involved consumers display higher awareness level of the 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 intention toward the sponsors of their favored event.

The two core skills that event organizer require are to communicate effectively by reaching their audience and then to persuade them to act in the desired way. The key role that communication and persuasion theory can be important to work together as a team, were an effective communication is able to negotiate better and a personal career development for event managers can be achieved (Jackson N., 2013).

2.1.2 Types of Events

As Duncan (2002, p. 718) described it, “There are three possible approaches to events: creating own event, participating in others events and sponsoring other events”. Created events are for example grand openings, company anniversaries, new product introductions, and annual meetings. The more creative, fun, and exciting an event is, and the more people involved, the more likely it is that the event will generate brand publicity. Creating events gives firms total control from start to finish, as they can decide all details themselves. As a result, creating events, it takes a lot of resources and may be of more use to large and economically strong companies, as they most likely have more resources to spend on marketing activities.

In contrast to creating own events, firms can choose to participate in events created by others (Duncan, 2002, p. 719). Examples of such events are trade shows, career fairs and exhibitions. 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. This is most likely a cheaper alternative for the company, even though many fairs and exhibitions require them to pay a participation fee, as they do not have to bear the whole cost of the arrangement.

The last approach to event marketing is to sponsor an event. By sponsoring an event, the company pays for having the brand appear at an event, for example at sport events. This is supposed to make customers 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, p. 728).

In considering event marketing the study will focus on the second approach, which would be participating in events created by others. The reason for this is Federal small and medium enterprise is the one who organizes the event and all the retailer would be the participant of the event.

2.1.3 Event marketing as Promotional tool

Philip Kotler and Kevin Lane Keller define marketing communications as "the means, by which firms attempt to inform, persuade and remind their customers directly and indirectly of products and brands they sell.”

Marketing communications represent the voice of the company and its brands, they are the means by which the company can establish a dialog and build a relationship" (Kotler & Keller, 2009, p. 510).

Marketing mix is a planned mix of the controllable elements known as a "mix" because each ingredient affects the other and the mix must overall be suitable to the target customer. The main four elements of the marketing mix are described as "the 4 P's" product, price, promotion and place (Littler and Wilson, 1995). The promotional mix stands for a company's total marketing communications program, originally consists of advertising, personal selling, sales promotion, and public relations (Kotler & Armstrong, 1994). Event Marketing is part of the marketing strategy, where it is an integrated marketing tool that is included in the promotional mix (Behrer and Larsson, 1998).

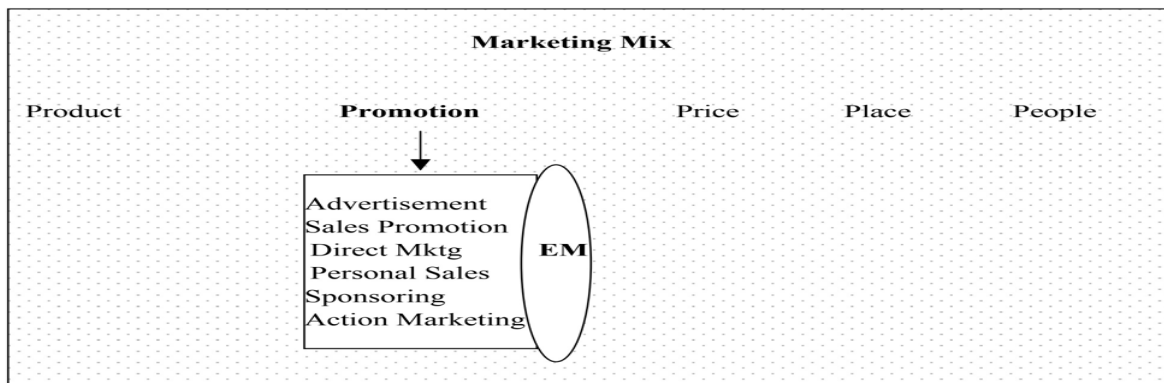


Figure 1 Event marketing in the promotional Mix

Source - Behrer and Larsson (1998, P. 153)

McCarthy (1998), Determined the mix of marketing communications as a specific combination of elements: advertising, personal selling, sales promotion, public relations and direct marketing that companies use to implement their targets for advertising and marketing. All communication activities must be well prepared and conducted in good order through comprehensive management. Successful marketing communication relies on the combination of these elements of the promotional mix to enable businesses to communicate effectively the benefits of their products or services with targeted customers.

These communication tools can be identified roughly as follows.

Advertising: - Philip Kotler and Kevin Lane Keller (2012), defined it as “any paid form of non personal presentation and promotion of ideas, goods or services from the sponsor evident by the print media (newspapers and magazines), telecommunications (radio and television), network communications (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, web page), and display media (billboards, signs, posters)”. It is an impersonal form of mass communication, which offers a high degree of control of those responsible for the preparation and implementation of promotional messages.

Dimitar D. & Ferenc P. (1999), Define it as "mass public information system used primarily for political, economic or cultural purposes". European Association of Advertising Agencies defines it as: "a form of non-personal presentation and promotion of ideas, products or services paid by the apparent source. Advertising is any paid form of controlled impact, implemented through the mass media in presenting and enforcement of goods or services in the interest of an open source. Advertising performs multiple functions, the main ones are: inform, persuade, reminder create additional utility impact on people's perceptions.

Sales promotion: - is a short-term incentive that encourages purchasing or selling of goods or services. Sales promotion, a key ingredient in many marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate trial, or quicker or greater purchase, of particular products or services by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross promotions, point of purchase displays, and demonstrations); trade promotion (prices off, advertising and display allowances, and free goods), and business and sales force promotion (trade shows and conventions, contests for sales reps, and specialty advertising). Sales promotion offer three distinctive benefits: (1) communication (they gain attention and usually provide information that may lead the consumer to the product); (2) incentive (they incorporate some concession or inducement that gives value to the consumer); and (3) invitation (they include a distinct invitation to engage in the transaction now).

Sales promotion can be used for short run effects such as dramatizing product offers and boosting sales (Ranchhod A. & Gurau C., 2007).

Personal selling: - Personal sales are expressed in a personal presentation of ideas and products to the client, in which the seller persuades and helps the buyer decide to purchase. Personal sales represent two way communications between seller and buyer in order to affect the purchase by targeting long term relationships with retailers and consumers. Personal selling allows modification of the message as per the client, control over the audience and achieved delivery of information about consumer behavior and market trends. Personal sales are oral presentation of goods, services, ideas, in a private conversation with one or more potential buyers to stimulate them to buy, and assist them in purchasing (G. Todorova, 2015).

It is personal presentation by the firm's sales force to make sales and build consumer relationships. Personal selling is a key element in promotion, one of the four Ps in the marketing mixes. Personal selling has three distinctive qualities: (1) Personal confrontation (it involves an immediate and interactive relationship between two or more persons); (2) cultivation (it permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship); and (3) response (it makes the buyer feel under some obligation for having listened to the sales talk). Salespeople perform one or more of the following tasks: Prospecting, targeting, communicating, and selling approaching, Servicing, Information gathering, Allocating (Philip K. & Garry A, 2007).

Public relations: - build good relationships with the company's various publics and build good company's image and other handle or protect company of unfavorable rumors. Not only must the company relate constructively to customers, suppliers, and dealers, but it must also relate to a large number of interested publics. A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives. Public relations (PR) involve a variety of programs that are designed to promote or protect a company's image or its individual products. The wise company takes concrete steps to manage successful relations with its key publics. The appeal of public relations and publicity is based on three distinctive qualities: (1) high credibility (news stories and features are more authentic and credible than ads);(2) Ability to catch buyers off guard (reach prospects who prefer to avoid salespeople and advertisements); and (3) dramatization (the potential for dramatizing a company or product).

Direct marketing: - The development of technology and the use of the Internet make possible to apply new and attractive forms of direct marketing that contain the potential for branding and generating sales. Such forms are web marketing, email marketing; direct mail, web seminars, telemarketing promotions, sales channels, direct sales, advertising flyers, catalogs and more. Whether organizations want to bring new visitors to your website, increase online sales, to make phone rang or to persuade customers coming back for more, they will use some of direct marketing tools. Using this type of communication with the audience is specific and personal, and most importantly measurable. This channel of communication implies the possibility for precise segmentation of target group and attacking each segment at the right time at the right place with the right message (G. Todorova, 2015).

Sponsorship Fill and Hughes (2008) considered sponsorship as a marketing communications tool in which a company offers funding or other resources (financial, personal services, equipment, experience or others) to cover all or part of the costs and other requirements associated with a project or event (concert, sporting event, educational program, television program or other events) in return for displaying its logos, brand names and products. Sponsorship is an investment, with the potential to benefit from a highly publicized event (Allen, 2010). The sponsor company foresees a payoff for its support that is most commonly utilized for promotion purposes (Hund-Göschel, 2009). Sponsorship is considered as an economical and alternative tool to gain exposure to a target market which means a direct exposure to public audience by the event that avoids noise and allow delivering a distinctive message.

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 & Larsson, 1998). This led a 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).

2.1.4 Effect of Event Marketing on Customer Purchase Intention

Often, the evaluation of an event is seen as too challenging for the individual firm and also firms often find it unclear how to assess the outcomes of activities related to event marketing (Sneath, 2005, p. 375). According to Behrer & 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 “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”. 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).

According to different scholar the effect of event marketing on purchase intention have support the variables that customer engagement, brand awareness, event sponsor fit and attitude toward the event on having a significant effect on customer purchase.

According to meenaghan model of sponsorship (2001), favorable sense about the sponsor are influencing customer purchase intention of the sponsor brand and a positive attitude toward the event may motivate customer to purchase the sponsored brand.

Aaker (1996), indicate the main aim of marketing strategy is to build brand awareness economically and efficiently by having a broad sales volume and operating outside media channels, because customer need information to be able to choose between alternative brands. Riezebos (2003), address that a brand with high awareness will cause a high add value for customer.

Russel & close (2013), conclude that customer develop more favorable event sponsor bond when they like the event. A customer positive attitude toward the event will influence their perception of event sponsor fit positively. The study also demonstrates the positive influence of event sponsor fit on customer favorable brand commitment to the sponsor brand and customer intention to buy products.

Therefore the effect of event marketing helps in brand building that is, creating awareness about the launch of new products and also associating the brand personality of clients with the personality of target market through customer engagement can be achieved. Where as an event-sponsor fit leads to positive attitudes then motivate customer for purchase intention.

On this study the variables affecting customer purchase intention are being discussed on the following paragraph below.

2.1.4.1 Customer Engagement

Consumer engagement refers to a company's or brand's efforts to build relationships with individuals through personalized interactions on multiple channels, with the goal of gaining and retaining loyal customers. A Successful consumer engagement accomplishes its goal by distinguishing the brand from its competitors, by giving consumers an emotional connection with the brand and creating ongoing conversations (Astute, 2016).

Behrer & 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. Also Holland and Rich (1999), claim that the majority of events used in event marketing 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. The one thing that event marketing has, which no other marketing communications medium possesses is the capacity of delivering personal satisfactions (Meenaghan, 1983).

2.1.4.2 Brand Awareness

Brand awareness refers to a brand's presence in the consumer's mind; it gives the brand a level of familiarity to the consumers (Aaker, 1996).

Behrer & Larsson (1998), state that to create awareness 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. Bovee (1995), consider brand awareness as a percentage of the target market that is aware of a brand name. It is measured by different methods in which customers remember a brand, which may include brand recognition and brand recall. It means that the customer can correctly distinguish the brand as having been previously seen or heard and then recall the brand by retrieving the brand from memory (Riezebos, 2003).

Brand awareness is the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller K., 2003). So brand awareness has two aspects; brand recall and recognition and performance by consumers. Brand awareness can be a sign of quality and commitment, letting consumers become familiar with a brand and helping them consider it at the point of purchase (Tang & Hawley, 2009).

Many researchers have seen brand awareness as an element that plays a vital role in consumer's choice of brand. Lin and Chang indicated that brand awareness had the most powerful influence on consumers purchase decision (Lin & Chang, 2003). Brand awareness plays a crucial role in customers' decision making by contributing three advantages which are learning advantages, consideration advantages and choice advantages. Brand awareness is also recalled brand memorization power in customers mind. The role of brand awareness depends on the level of awareness achieved where the higher the awareness levels the more the possibility of buying products (Rundle. & Bennet., 2001).

However, awareness alone may not lead to purchase; awareness may only result in curiosity about the product. Thus, brand awareness is a first and necessary, but not sufficient condition that leads to purchase. It is a necessary condition for brand equity, without which consumers cannot have brand associations, perceptions of quality and brand loyalty (Pappu & Quester, 2006).

2.1.4.3 Event-Sponsor Fit

Event-sponsor fit is the extent to which a customer believes that an event and the sponsoring brand have a similar identity (Lacy & Angeline, 2013). Fit, or congruity, is the extent to which a consumer perceives that an event and its sponsoring brand have a similar image, values, and a logical connection (Gwinner & Swanson, 2009). This definition of fit is selected as it is applicable to product and service brand sponsors alike. Consumers make a surface interpretation without relative effort, then, when they allocate the processing capacity, they adjust this inference with other accessible inputs (Johar & Simmons, 2000). Simmons and Becker-Olsen (2006) find that consumers tend to expect a sponsor and event to be congruent; therefore, an unexpected, low-congruity sponsorship leads to increased elaboration of the sponsorship.

Such elaboration is negatively biased, and it comes with less favorable attitudes toward the sponsorship (Gwinner & Swanson, 2009).

Martensen (2007), Discovered that fit is used to distinguish between positive and negative emotion toward sponsored event and a high fit that may lead to positive emotion or a lower fit that may contribute to a negative emotion.

2.1.4.4 Attitude towards Event

Attitude towards event is the extent to which customer senses the event is fun, pleasing, informative and interesting (Chandon, Wansink, & Laurent, 2000). According to attitude theory, new and old beliefs are combined to form current attitude about a particular object. The strongest and most consistent belief form the altitudes and these altitude are what consumer utilize when processing information, forming intention, and performing behavior (Fishbein & Ajzen, 1975).

2.14.5 Purchase Intention

Corsini (2002), suggested the intention is the decision to act in a specific way or urge to perform an action, whether conscious or not. Ajzen (2005), defines the intensity as the disposition behavior until it meet the right time and the right opportunity, then it will manifest in action; while Sudarsono (1993), describes that the intention is desire to do something, and have a purpose. Purchase intention can be described as the readiness and willingness of consumers and a favorable disposition to do business. Purchase intention is an important predictor of consumer behavior (Fishbein & Ajzen, 1975).

Shah (2012), point out that purchase intention is a type of decision-making concerning the reasons why a customer tends to buy a particular brand. Companies are concerned about purchase intention because it indicates consumers' preference for a given product and by responding proactively to customer feedback and providing value adding services to customers' experience, it can induce purchase intention. Since a Favorable purchase experience reinforces customers repurchase intention (Eckerstein A., 2002).

2.2 Empirical Review

2.2.1 Purchase intention

Keller (2001), recognized there is a large number of external factors that can affect purchase intention including the perceived price and perceived quality through the buying process (Gogoi, 2013). Researchers have addressed six phases before taking decision to purchase a particular product: awareness, knowledge, interest, preference, persuasion and then purchase (Kotler & Armstrong, 2010, Kawa, 2013). Abdolrazagh (2012), demonstrate that purchase intention is affected by demographic, geographic and reference group.

According to Meenaghan's model of sponsorship (2001), favorable senses about the sponsor are influencing customer purchase intentions of the sponsored brand and positive attitude towards the sponsored event may motivate customers to purchase the sponsor's brand. A brand's sponsorship events may have a direct effect on purchase intentions because of the higher customers' commitment to the sponsor (Gwinner & Swanson, 2003).

On another study conducted by Angeline G. (2006), on engaging the consumer through EM, it suggests that when the customer is more of active, enthusiastic, and knowledgeable about company's involvement with the community, it have a positive influence on the attendee's perceptions of the sponsor's brand that associated with heightened intentions to purchase the firm's products. Event marketing also provides sponsors with opportunities to educate consumers about their offerings and provide ways for active information exchange.

2.2.2 Build brand awareness

Aaker (1996), indicates the main aim of marketing strategy is to build brand awareness economically and efficiently, by having a broad sales volume, and by operating outside media channels, because customers need information to be able to choose between alternative brands. Riezebos (2003), addresses that a brand with high awareness will cause a high added value for consumers. Strydom (2000), address, the marketing strategy can build awareness among target markets through repetitive advertising and publicity. This can provide a competitive advantage for the brand. Brand awareness is one of the main steps in promoting and positioning a brand, it is the essential and vital goal of advertising in the product's introduction stage.

Akwensivie (2014), found out that brand awareness is the main impact of sponsorship events on mobile telecommunication subscribers. Brand image and brand loyalty are found to be related positively and significantly to sponsorship events. Sponsorship have an effective impact on customers' behavior, in association of other communications tools like public relations, exhibitions and trade shows, advertising, direct marketing and sales promotions.

On study by M. Edlund & H. Gerd (2010), study on Event Marketing and Recruitment in Northern Sweden, have provide a support for some of the main reasons Firms use events are because of the opportunity of getting more personal contact with individuals, increasing individuals' awareness of the firm and its business, and reaching the firm's targeted audience. Creating own events seem to be more beneficial for companies with a well defined target group; however these events are also costly.

2.2.3 Customer engagement

When customer engagement occurs naturally in response to product experiences or marketing communications with no deliberate actions from the firm to motivate or empower the customer, it engenders more trust and is more memorable than firm sponsored communication (de Matos and Rossi 2008). Customer engagement behavior could be a “useful framework for classifying and segmenting customers, based on their propensity to engage and the types of engagement behaviors they display” (Van Doorn, p.263).

Based on Brodie, (2013) the consequences of customer engagement could be customer perceived value, satisfaction, trust, commitment and loyalty. All of them are the main measures of sustainable customer relationships as well. Therefore, the higher the customers engagement during the event the more the customers may purchase the product.

2.2.4 Attitude towards Event

Russell and Close (2013), conclude that customers develop more favorable event-sponsor bonds when they like the event. A customer's positive attitude towards the event will influence their perceptions of event-sponsor fit positively. The study also demonstrates the positive influence of event-sponsor fit on customer's favorable brand commitment to the sponsor's brands, and customers' intentions to buy the sponsor's services.

According to Julie Z (2005), a study on an IMC Approach to Event Marketing, Where the study provides a support for event marketing's ability to positively change, or at least alter, perceptions and behavior of customers and it also suggest that event related communications can be beneficial to accomplishing a firm's objectives. On the other hand personal interaction with the sponsor's products during the event may lead to more favorable outcomes like increasing purchase intentions.

2.2.5 Event Sponsor Fit

Event-sponsor fit could gain a valuable role in strengthening consumer relationship outcomes. Gwinner & Swanson (2009), study on Transfer in Corporate Event Sponsorship, reveal that sponsors must choose events that have a reasonable fit with the sponsors' brand and those customers expect a sponsor and event to be related. Sponsorships with a greater perceived fit with the event provide cognitive consistency. Experiments confirm that event-sponsor congruity leads to positive attitudes or affect toward the sponsor known as the affect transfer process, in which the affect for the event should transfer to the attendee's perception of the sponsor.

Scholars have documented the transfer of positive affect from events promoting public health and from organizations' sponsorship of not-for-profit causes to their respective sponsor (Close, 2006). In addition to affect transfer, high event-sponsor congruence enhances brand image transfer. An event sponsor can more easily clarify a sponsor's positioning when attendees feel that the sponsor and event are a natural fit (ibid).

According to Gwinner, Larson & Swanson (2009), high event-sponsor fit will support brand image transfer. The event area (sports, culture, festival, business) is essential to consider in fit perception, more likely when customers are active in that area. This indicates that event sponsorship provides chance to create a personal connection with consumers.

In Ethiopia, Beza G. (2014) studied on the effect of event marketing in the case of Moha soft drink industries, the study provide support for event marketing having a favorable disposition on purchase intention, 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 to consider.

2.3 Conceptual Framework

Based on the theoretical framework presented in the previous section, this part highlights how the research questions are conceptualized and also serves as a base for the research questions guide, which is used to collect data from the attendees customers in the event .

Regarding customer

EFFECT OF EVENT MARKETING

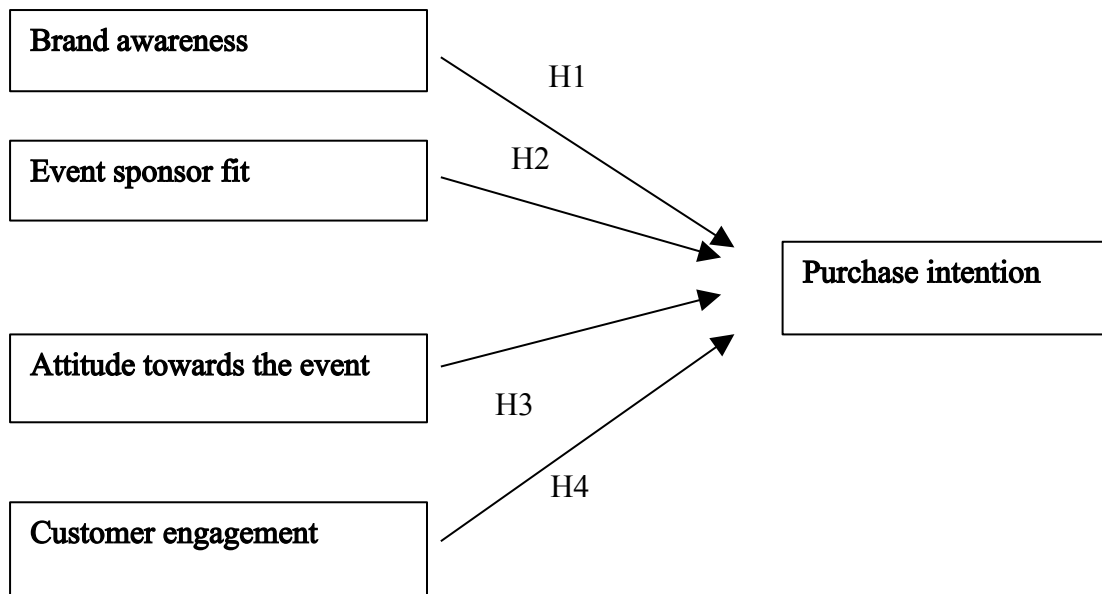


Fig 2.2: Conceptual framework

Source: Elham F. (2016)

For the purpose of this study purchase intention will be the dependent variable where as Brand awareness, Event sponsor fit and attitude toward the event will be the independent variable.

In order to fulfill the purpose of this study a conceptual framework model were provided as an overview of the theoretical parts that helps the collection of data, and also facilitates the data analysis. The main things that were studied in this research would be to identify the effect event marketing and also to see whether Brand awareness, customer engagement, Event sponsor fit and attitude toward the event have a significant effect on purchase intention in the case of small and medium enterprise in Addis Ababa.

CHAPTER THREE

Research Methodology

Introduction

This chapter explains the research methodology used for conducting the research. It includes research design, target population sampling method and sample size, source of data collected and instruments of data and method of data analysis. It also includes ethical issues to insure the quality standard of the research.

3.1 Research Approach

The study has used quantitative approach to address the stated objective. Quantitative approaches were used through survey using a self-administered questionnaire for attendee's customer in the event. Survey allows the collection of a large amount of data from a sizable population in a highly economical way (Saunders, Lewis & Thornhill, 2009).

3.2 Research Design

Research design is the conceptual structure which constitutes the blue print of what the researcher intends to do from writing the hypothesis and its operational implications to the final analysis of data. Thus, this study was both descriptive and explanatory research. The reason is that these methods are suitable to explain and interpret relations between independent and dependent variables in the study.

The study was intended to investigate the effect of event marketing on customer purchase intention. As a result to realize this relationship, the researcher has applied quantitative type of research design to visualize a full image of the relationship between variables.

3.3 Population and Sampling design

The target populations of the study were those attended customers in the event in which the government itself is the one who organizes such an event. According to Federal Small and Medium enterprise annual report on 2018G.C, the populations of attended customer in the event were estimated to be more than 20,000 attendees who visited such type of event.

Sampling technique is a technique used to select suitable sample so as to represent the whole population. There are two common sampling techniques; probability and non-probability sampling. Probability sampling is where the population has an equal opportunity of being selected but in non-probability sampling method, the probability of being selected is unknown (Bhattacharjee, 2012). The study used a Convenient Sampling technique to events attendees who would be reached by the researcher.

In order to select the appropriate sample size, the study uses a formula by Yemane A. (1968). From the total estimated population 20,000.00 of people a sample of 392 attendees were selected to conduct the research with a confidence interval 5 and confidence level of 95%. A sample procedure for the study was self-prepared questionnaires that have been distributed randomly to the attendees' customer who attends the event.

$$n = \frac{N}{1 + Ne^2}$$

Where, n = Sample size

N = total Population (20,000)

e = level of precaution (0.05)

n = 20,000.00

$$1 + 20,000.00 * (0.05)^2$$

n=392.156 approximately 392.00

The sample size becomes 392.156 approximately 392.

After distributing 412 questionnaires for attendee customers, a total of 402 answered questionnaires were retrieved, which is 97.57% of the total distributed questionnaires. After checking the retrieved questionnaires, the 392 questionnaires were valid for statistical analysis. Which means response rate is 95.14% of the total distributed questionnaires.

3.4 Source of Data collection

The study had used both primary and secondary data were collected, where a primary data was collected from attendees customer who participated in the event through self administered questionnaires and a secondary data that would be related to the purpose of the study were collected from books, articles, journals, research thesis, internet and also annual reports of the Federal small and medium enterprise which was related to the study, since they adequately capture past performance of organizing such types of events.

3.5 Research Instrument

The research methodology is mainly quantitative method: hence survey studies were used as a research technique. To reach the major aim of the study, the study relies on collecting primary data by self-prepared questionnaire. The survey instrument of the study consists of two major sections. The first section contains question about profile of the attendees' customer in the event and the second section contains the attitude of the attendee's customer about each statement relating to each variable of the study. The instrument depends on a five –point Likert Scale, 1- strongly disagree to 5- strongly agree.

3.6 Method of Data Collections

The effect of event marketing on customer purchase intention was investigated using structured questionnaires. The questionnaires were adopted from Elham F. (2016), on the impact of event sponsorship on attendees purchase intention. Based on the adaptation the researcher has prepared 5 point lickert scale questionnaire rating from 1 (strongly disagree) to 5 (strongly agree). The questionnaire included all the selected dimension of variables i.e, Brand awareness, customer engagement, Event sponsor fit and attitude toward the event to analyze the effect on customers purchase intention. The data was collected from 392 attendee customers in the event as stated in the sample frame by a means of convenient sampling method.

In order to conduct the study and achieve its stated objectives a primary data were collected in personal (face to face) form of questionnaires for the attendees customer in the event and all the relevant and necessary secondary data had been collected.

3.7 Procedure of Data Collection

The study followed a step during data collection, a primary data were collected during the event since a self prepared questionnaire were distributed and collected during the event occurrence and a secondary data were collected before the event occurrence since it can help to refer and compare past and relevant data with the upcoming event.

A total of 402 questionnaires' were distributed to randomly selected customers who attendees the event in Addis Ababa and also to different government offices surrounding the area where the event were occurred and gave them a one week time to allow the respondent time to read, understand and to give accurate response then the questionnaires' were collected after the completion of the respondents.

3.8 Method of Data Analysis

According to Given, Lisa M. (2008), a quantitative research is the systematic empirical investigation of observable phenomena via statically, mathematical or computational techniques.

The researcher has used IBM SPSS (Statistical Package for Social Sciences) software to conduct descriptive and inferential statistics analysis such as bivariate correlation analysis, ANOVA (analysis of variance) and standard multiple linear Regression to answer the basic research questions. Preliminary analyses were conducted to indicate if there were any violations of the assumptions of multicollinearity, normality, and reliability. (See Appendix B) broadly explained under chapter four

3.9 Validity

The questioners used in this study where structured in to two part, where the first part was on the demographic of attendees customer and the second part were about the attitude of the attendee's customer regarding each variable of the study. The validity of the research paper, as it was stated in the literature review part, all the variables are adopted from previous research works.

To increase the degree of clarity & understandability the English version questionnaire has translated into Amharic by professional translator.

3.10 Ethical considerations

In the context of the research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subject of the research work (Saunders, Lewis & Thornhill, 2009). During data collection, the researcher has tried as much as possible to respect the basic rights of the respondents while taking part in this study. The researcher again has tried to create smooth relationship with respondents and provide full information on why the study was conducted and what was expected from them and what the researcher has to do with the data.

In order to keep the confidentiality of the information given by respondents, it was not required to write their name and assured that their responses were treated in strict confidentiality. This is the way of ensuring the ethical principle of anonymity in social research to prevent possible doubt. All the answers were used for the purpose of this study only and their participation was based on voluntary. Moreover, no information was modified or changed, hence the information was presented as collected and all the literatures collected for the purpose of this study was properly acknowledged under the bibliography section.

CHAPTER FOUR

Data Presentation, Analysis and Interpretation

Introduction

This chapter presents the findings of data analysis that were gathered from data collection. It begins by explaining the demographic characteristics of respondents, the reliability test of the instrument, mean scores of variables. It then follows the descriptive analysis for the overall customer purchase intention in event marketing. Finally the analysis of correlation, multiple regressions and one way ANOVA is conducted to evaluate the hypothesis.

4.1 Demographic characteristics of respondents

A total of 412 questionnaires were distributed to attend customers of event marketing of the small and medium enterprise in Addis Ababa in different parts of the city. Out of which 402 questionnaires were collected, of which 10 were discarded or rejected because of missing data and improper response. Therefore, the number of usable questionnaires was 392 which are the same as the number of the assumptions of the calculated sample size and the response rate was 95.14%.

As we see the first component from the table (i.e. table 4.1), the Gender distribution of respondents who filled up the questionnaires revealed that female respondents comprises a little bit higher than male respondents, which their response rate is 39.3% for male and 60.7% is for female.

The second component of the table table 4.1 shows the age distribution of the respondents. From the five age categories the dominant age group of the respondents was the one between age 36-45 years which is 46.2%, followed by age between 26-35 years (39.5%) and those below 46-55years (9.0%) ranked third. Finally respondents between the age 18-25 and over 55 years score 3.3% and 1% respectively.

Table 4.1 Demographic characteristics of respondents

	Categories	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	154	39.3	39.3	39.3
	Female	238	60.7	60.7	100.0
	Total	392	100.0	100.0	
Age	18-25	13	3.3	3.3	3.3
	26-35	155	39.5	39.5	42.9
	36-45	181	46.2	46.2	89.0
	46-55	39	9.9	9.9	99.0
	56 And Above	4	1.0	1.0	100.0
	Total	392	100.0	100.0	
Marital Status	Single	50	12.8	12.8	12.8
	Married	340	86.7	86.7	99.5
	Widow	2	.5	.5	100.0
	Total	392	100.0	100.0	
Education Level	Professional Certificate	11	2.8	2.8	2.8
	College Diploma	96	24.5	24.5	27.3
	First Degree	265	67.6	67.6	94.9
	Master Or More	20	5.1	5.1	100.0
	Total	392	100.0	100.0	
Income	[2000-4000]	20	5.1	5.1	5.1
	[4001-6000]	351	89.5	89.5	94.6
	MORE THAN 6000	21	5.4	5.4	100.0
	Total	392	100.0	100.0	

Source: own survey, 2019

The third component of the table represents the marital status of the respondents. It has four categories of which represent single, married, divorced and widow. As per table 4.1 the majority of the respondents were married (86.7%), then 12.8% of them have been single and the remaining respondents were widow (0.5%).

The fourth component of the table represents the educational status of the respondents. It has four categories of which represent Professional Certificate, College Diploma, First Degree (bachelor) and master or more. As per table 4.1 the majority of the respondents' falls on First Degree 67.6%, then 24.5% of them had diploma and those respondents who have Master or more is about 5.1% and the remaining 2.8% were having a professional certificate.

The last component of table 4.1 shows the income distribution of respondents. From the four income categories the dominant income group of the respondents was the one between incomes in birr [4,001-6,000] were 89.5% and the remaining income group respondents fall under income in birr below [2,001-4,000] and more than 6,000.00 were 5.1% and 5.4% respectively.

4.2 Reliability of measurements

Respondents' responses were measured using five point Likert scale from "1" being "strongly disagree" to "5" being "strongly agree". In order to measure whether the items with multiple item scale were reliable, a reliability test of the scale was performed. All concepts that were measured with multiple-item scales were tested by using Cronbach's reliability test. The Cronbach's Alpha coefficient varies from 0 to 1, whereas a generally agreed lower limit for the coefficient is 0.70. However, in exploratory studies, a value of 0.60 is acceptable, while in the more advanced stages of research, values of 0.8 or higher are regarded as satisfactory (Mooi & Sartedt, 2011).

Table 4.2 Reliability statistics for the research instrument

Reliability Statistics	
Cronbach's Alpha	N of Items
.967	21

It is also important that to measure the reliability of each dimensions and make sure that they possess the reliability requirement. As show in table 4.3 all variable were greater than the acceptable range.

Table 4.3 Reliability measurement for all dimensions

Dimensions	Cronbach's Alpha	N of Items
Brand Awareness	.905	5
Event Sponsor Fit	.860	4
Attitude Toward Event	.867	4
Customer Engagement	.867	4
Purchase Intention	.873	4

As observed from the table each dimensions of Cronbach's Alpha is greater than 0.7, which is greater than the accepted range (Mooi & Sartedt, 2011).

4.3 Descriptive Statistics

In this section, the descriptive statistics for each key concept from the conceptual frame work was analyzed. That is all the customer purchase intentions, brand awareness, event sponsor fit, attitude toward event and customer engagement are being included.

4.3.1 Mean Analysis for Dependent Variable

The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. The means and their standard deviation of the field dependent variable ‘customer purchase intention’ and all its paragraphs was shown in the table 4.4 below.

The first paragraph as shown in table 4.4 had the mean score 3.80 among the respondents. The standard deviation was 1.018, which indicates that the respondents' answers were close to the mean value 3.80. The result indicates that the respondents had good intentions to use product from this type of event regularly.

Table 4.4 Descriptive statistics for purchase intention

Descriptive Statistics for purchase intention			
	N	Mean	Std. Deviation
USING EVENT PRODUCT REGULARLY	392	3.80	1.018
DESIER TO BUY PRODUCTS FROM THE EVENT	392	3.82	.962
WISH TO OWN PRODUCT FROM THE EVENT	392	3.77	1.056
FIRST CHOICE TO BUY PRODUCT COMPARE WITH OTHER	392	3.76	1.060
Valid N (listwise)	392		

Source: own survey, 2019

For the second paragraph, the mean score of the respondents was 3.82. The standard deviation was 0.962, which indicates that the dispersion of responses were close to the mean. The result implies that the respondents had good desire to purchase product in this type of event.

For the third paragraph, the mean score of the respondents was 3.77 and the standard deviation was 1.056, which indicates that the respondents were close to the mean 3.88. The result indicates that the respondents had good wishes to own product in this type of event.

For the fourth paragraph, the mean score of the respondents was 3.76 and the standard deviation was 1.060, which indicates that the respondents were close to the mean. The result indicates that the respondents had good intentions in being the first choice to buy product in the event.

4.3.2 Descriptive statistics for independent variables

Independent variables were represented by Brand Awareness, Event sponsor fit, Attitude toward event and Customer engagement. The mean and their standard deviation of the independent variables of the respondents were shown in the table 4.5.

Table 4.5 Descriptive statistics for independent variables

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand_awareness	392	3.8566	.89383
Event_sponsor_fit	392	3.7889	.87425
Attitude_toward_event	392	3.7577	.91255
Customer_engagement	392	3.7647	.89128
Valid N (listwise)	392		

Source: own survey, 2019

Brand Awareness: - The mean value of the respondents for Brand Awareness was 3.856 and 0.893 standard deviation. Which indicates that the dispersion of response were quite close to the mean. Hence the respondents were positive towards Brand awareness and they had good opinion in the direction.

Generally, the variation of these levels of Brand Awareness seems to be consistent with the results of concerning customers purchase intentions, where an effect of a high level of brand awareness during the event may direct the respondents to a higher purchase intention to buy products.

Event sponsor fit: - For the concept of event sponsor fit, the mean score of the respondents was 3.788. The standard deviation was 0.874, which indicates that the respondents were dispersed quite closely to the mean. This figure indicates that the respondents' tendency to agree that sponsoring the event is part of a social responsibility and mission of FSME Company and had an essential role in creating awareness of local products. This means the respondents were satisfied about the event sponsor fit.

Generally, the variation of these levels of event sponsor fit seems to be consistent with the previous results concerning customers purchase intentions, where the sponsoring company was the one who organizes such an event for the enterprisers to create an awareness of the local product they produce and to make a relationship with potential customer and prospects.

Therefore the higher the event sponsor fit in the eyes of customer with the event the higher the level of customer purchase intentions during the event.

Attitude toward event: - The mean score of the respondent for bank commitment was 3.757 and standard deviation was 0.91255. The responses were closely dispersed to the mean value. This indicates that the respondents had a good opinion to the Attitude toward the event.

Generally, the variation of these levels of Attitude toward the event seems to be consistent with the previous result concerning customer purchase intentions where a higher level of Attitude toward the event meets somewhat a higher level of purchase intentions and vice versa.

Customer engagement: - The mean value of the respondents for the field anger incident was 3.764. The standard deviation was 0.891, which indicates that there response were dispersed quiet closely to the mean. This figure indicates that the respondents had a good opinion in direction towards the Customer engagement

Generally, the variation of this Customer engagement seems to be consistent with customers switching intention where a higher level of Customer engagement meets somewhat a higher level of purchase intention and vice versa.

Based on the table 4.5 above, brand awareness has the highest mean 3.85 followed by event sponsor fit with the mean score of 3.78. Customer engagement stood at third level with the mean value of 3.76 and was the last attitude toward event variable with mean score of 3.75.

The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51- 4.50 good, 2.51-3.50 average or moderate, 1.51 -2.50 fair and 1.00-1.50 is poor (poonlar Btawee, 1987) as cited by Sidie Assefa (2015). Accordingly, all the variables lie in the category between 3.51 and 4.50 which means respondents have good perception on each of the variables under consideration. On the other hand, the standard deviation shown on each variable was relatively low. Low standard deviation means that the data are narrow spread, which tells that customers gave close opinion on each variable.

4.4 Correlation Analysis

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). A correlation analysis with Pearson’s correlation coefficient was conducted on all the independent and dependant variables in this study to explore the relationship between variables. According to guidelines suggested by Deborah J. (2016), to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between $0.3 < r < 0.5$, it is weak; $0.5 < r < 0.7$ is moderate; and > 0.7 is strong relationship between variables. In this study, bivariate Pearson correlation was used to examine the relationship between each of the independent variables and the dependant variable using a two tailed test of statistical significance at the level of 95% confidence and significance of $P < 0.05$.

Table 4.6: Correlation between independent and dependent variables

Correlations						
		Brand awareness	Event Sponsor fit	Attitude toward event	Customer engagement	Purchase intention
Brand awareness	Pearson Correlation	1	.851**	.800**	.773**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	392	392	392	392	392
Event sponsor fit	Pearson Correlation	.851**	1	.827**	.786**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	392	392	392	392	392
Attitude Toward event	Pearson Correlation	.800**	.827**	1	.815**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	392	392	392	392	392
Customer engagement	Pearson Correlation	.773**	.786**	.815**	1	.829**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	392	392	392	392	392
Purchase intention	Pearson Correlation	.795**	.785**	.801**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	392	392	392	392	392

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

From the above table 4.6, The results of Pearson correlation matrix shows that, there is a Strong positive relationship between brand awareness and purchase intention; between event sponsor fit and purchase intention; between attitude toward event and purchase intention, between customer engagement and purchase intention with a value of $r=0.795$, $r=0.785$, $r=0.801$, $r=0.829$ respectively.

The highest strong coefficient of correlation in this research is between customer engagement and consumer purchase intention ($r = 0.829$, $n = 392$, $p \leq 0.01$). It connote that there is a significant positive relationship between customer engagement and consumer purchase intention.

The second highest strong coefficient of correlation is between altitude toward the event and consumer purchase intention ($r = 0.801$, $n = 392$, $p \leq 0.01$). Hence, there is also a significant positive relationship between toward the event and consumer purchase intention. The third and fourth variables, i.e. Brand awareness and event sponsor fit also lay between 0.795 and 0.785 respectively which there is a significant positive correlation.

The correlation between all the independent variables and dependant variable were proved to be a strong positive relationship and significant for all variable since $p<0.05$. In other words, the improvement in any or all of the independent variables results in improvement in the dependent variable of purchase intention.

4.5 Assumption of Multiple Regressions

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair, 1998). Before the regression analysis, major assumptions of variables were tested for checking errors. These are linear relationship, multicollinearity, Homoscedacity, Normality, no auto correlation and all the assumptions were satisfied.

4.5.1 Linear relationship

Customer purchase intention is assumed to be linearly related with brand awareness, event sponsor fit, attitude toward event, and customer engagement; meaning the dependent variable customer purchase intention is assumed to be impacted with changes in the independent variable linearly. A linear relationship has been demonstrated in graph (See Appendix B).

4.5.2 No Multicollinearity

One should check the problem of multi-collinearity which present if there is a high correlation between the independent variables. Multi-collinearity is tested in this study using the variance inflation factor (VIF) which quantifies the severity of multi-collinearity in regression analysis. The VIF factor should not exceed 10, and should ideally be close to one. The below table shows there is no multi-collinearity exist.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and its calculated in a formula $1-R^2$ for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi-collinearity (Field, 2005). The below table confirms the absence of multi-collinearity according to Collinearity Statistics.

Table 4.7: Multicollinearity statistics

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand awareness	.236	4.232
	Event sponsor fit	.209	4.787
	Attitude toward event	.235	4.261
	Customer engagement	.285	3.513
a. Dependent Variable: Purchase intention			

4.5.3 Homoscedasticity (equal variance)

The variability in scores for independent variables should be similar at all values of the dependent variable. The scatter plot should show a fairly even rectangular shape along its length. There should be homoscedasticity before running multiple regression analysis, this means that the residuals (the differences between the values of the observed and predicted dependent variable) are normally distributed and that the residuals have constant variance (Burns & Burns, 2008). If the assumption of homoscedasticity is violated (i.e. there is heteroscedasticity). The graph has demonstrated homoscedasticity of the study.

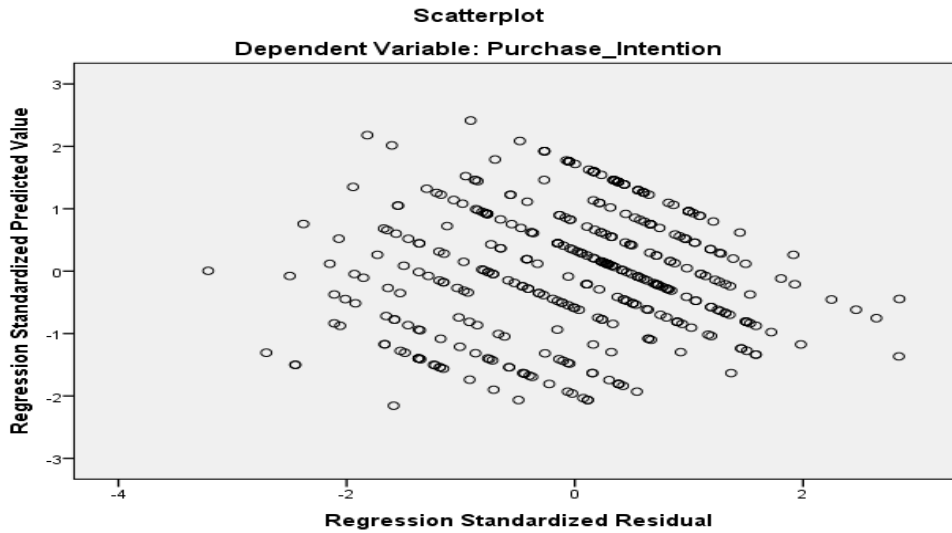


Figure 4.1 Scatter plot
Source: own survey, 2019

4.5.4 Normality

In terms of this assumption, a check for normality of the error term is conducted by a visual examination of the normal probability plots of the residuals. The plots are different from residuals plots in that the standardized residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Ghozali, 2001). The normality plot of this study fit with the assumption.

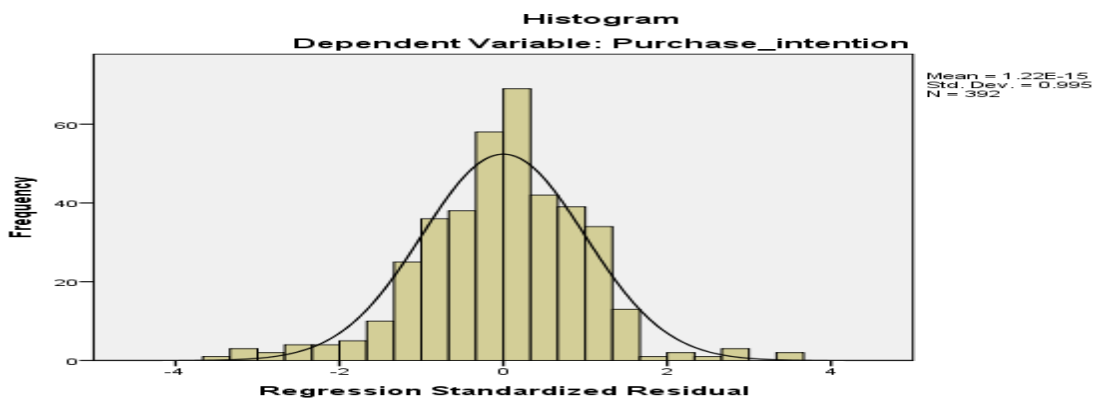


Figure 4.2 Frequency Distribution of Standardized Residual

Source: own survey, 2019

The p plot of residuals reveals no large deviation in the spread of the residuals as we look from left to right on the figure and it is almost all residuals lay on the linear straight line therefore this tells us the relationship between the predictor variables (Brand awareness, event-sponsor fit and attitude toward event, customer engagement) and the dependent variable (customers purchase intention) is linear and normally distributed.

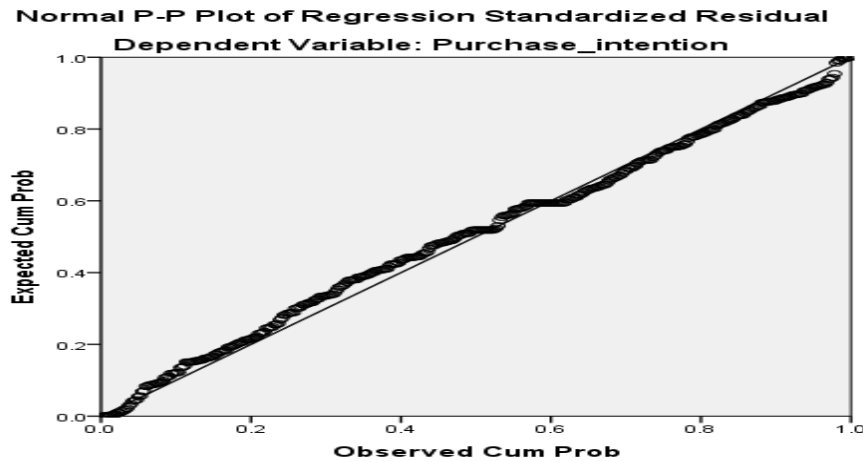


Fig 4.3 Normal P Plot of Regression Standardized Residual

4.5.5 No Auto-correlation

To determine the autocorrelation between observations, a Durbin – Watson test was used. The Durbin-Watson statistic ranges in value from 0 to 4. A value near 2 indicates non-autocorrelation; a value toward 0 indicates positive autocorrelation; a value toward 4 indicates negative autocorrelation (Field, 2005). As per the table shown below With Durbin Watson value of 1.774, which is very close to 2, it can be confirmed that the assumption of independent error has almost certainly been met.

Table 4.8 Auto-correlation test in Durbin Watson

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.873 ^a	.762	.760	.42762	1.774

a. Predictors: (Constant), Customer engagement, Brand awareness, Attitude toward event, Event sponsor fit

b. Dependent Variable: Purchase intention

4.6. Multiple Regression Analysis

In order to determine the explanatory power of the independent variables in the variance of the dependent variable, multiple linear regression analysis was employed. In other words, Regression was conducted in order to see contribution of factors that consumers perceive to be important in affecting their purchase intention in the event of small and medium enterprise in Addis Ababa,

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Field, 2005). Multiple linear regression was conducted in order to determine the explanatory power of the independent variables (brand awareness, event sponsor fit, attitude toward event and customer engagement) to identify the relationship and to determine the most dominant variables that influenced the consumer purchase decision. The significance level of 0.05 with 95% confidence interval was used.

Table 4.9 shows the model summary of the regression analysis.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 ^a	.762	.760	.42762

a. Predictors: (Constant), Customer engagement, Brand awareness, Attitude toward event, Event sponsor fit

b. Dependent Variable: Purchase intention

The above regression model presents how much of the variance in the measure of Purchase intention is explained by the underlying independent variables. Furthermore to explain R, R² and adjusted R² in detail:-

R – Indicates the value of the multiple correlation coefficient between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that perfectly predict the observed value (Pedhazur, 1982). From the model summary (R = 0.873) indicates that the linear combination of the four independent variables (brand brand awareness, event sponsor fit, attitude toward event and customer engagement) strongly predict the dependent variable (customers purchase intention).

R Square (R2) – indicates the proportion of variance that can be explained in the dependent variable by the linear combination of the independent variables. In another word R2 is a measure of how much of the variability in the outcome is accounted for by the predictors. The values of R2 also range from 0 to 1 (Pedhazur, 1982). The linear combination of the predictors’ (brand awareness, event sponsor fit, attitude toward event and customer engagement) explains 76.2% of the variance in customers purchase intention and the remaining 23.8% is explained by extraneous variables, which have not been included in this regression model.

Adjusted R Square (R2) – The adjusted R2 gives some idea of how well the model generalizes and its value to be the same, or very close to the value of R2. That means it adjusts the value of R2 to more accurately represent the population under study (Pedhazur, 1982). The difference for the final model is small (in fact the difference between R2 and Adjusted R2 is $(0.762 - 0.76 = 0.002)$ which is about 0.2%. This shrinkage means that if the model were derived from the population rather than a sample it would account for approximately 0.2% less variance in the outcome.

Table 4.10 ANOVA of purchase intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.904	4	56.726	310.220	.000 ^b
	Residual	70.766	387	.183		
	Total	297.669	391			

a. Dependent Variable: Purchase intention

b. Predictors: (Constant), Customer engagement, Brand awareness, Attitude toward event, Event sponsor fit

The ANOVA table shows the overall variables is statistically significant of the model from a statistical perspective (Pedhazur, 1982). The p-value is less < 0.05 i.e. 0.000 which indicates the variation is explained by the model is not due to chance.

F-ratio: - determines whether the model is a good fit for the data. In the model the F ratio is 310.220, which is highly significant at $(p < .05)$. We can interpret this result as the model significantly predicts the outcome variable, since the p-value is 0.000 which is sufficiently low.

The model is well fitted at $p < 0.05$ level of significance, which means that explanatory variables Customer engagement, Brand awareness, Attitude toward event, Event sponsor fit have significant effect on the improvement of the level of customer’s purchase intention at the event of small and medium enterprise in Addis Ababa.

4.7 The regression coefficient

This study intends to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta coefficient.

The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta coefficient an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

Table 4.11 summary of coefficient purchase intention

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.307	.102		3.009	.003
	Brand_awareness	.230	.050	.236	4.629	.000
	Event_sponsor_fit	.103	.054	.103	1.903	.058
	Attitude_toward_event	.190	.049	.198	3.879	.000
	Customer_engagement	.395	.045	.404	8.690	.000

a. Dependent Variable: Purchase_intention

Source: own survey, 2019

The marked column B is the value for the intercept (a) in the regression equation on the first row, labeled (constant). The numbers below the column “beta” are the values for the regression coefficients for brand awareness, event sponsor fit, attitude toward event and customer engagement. In the multiple regression, this standardized regression coefficient Bate (β) is useful, because it allows you to compare the relative strength of each independent variable's relationship with the dependent variable (Pedhazur, 1982).

The above coefficient table shows the constant beta value (β) and p-value of the variables to examine the significance of the hypothesis. The standardized coefficients are 0.236, 0.103, 0.198 & 0.404 respectively. The p-value of all except event sponsor fit variable had a significant relationship with the dependent variable (customers purchase intention). Based on these results, the regression equation that predicts customers purchase intention based on the linear combination of brand awareness, event sponsor fit, attitude toward event and customer engagement is as follows:

$$Y = 0.307 + 0.23 X1 + 0.19 X2 + 0.395 X3 + e$$

Where: Y = purchase intention

 X1 = brand awareness

 X2 = attitude toward event

 X3 = customer engagement

 e = sampling error

The beta value on the coefficient table indicates level of effect each dimension has on the dependent variable customer purchase intention. The highest beta level is for customer engagement of $B = 0.404$. This means that the more retailers work on customer engagement the more customers would have an intention to purchase product in the event. Hence, if assumed other things being constant and customer engagement increased by one unit, it increases customer purchase intention by 0.404.

The second highest beta value is brand awareness which means that when other things are constant if brand awareness increased by one unit, customer purchase intention increases by 0.236. The third highest beta value is attitude toward event which means when other things are constant if attitude toward event increase by one unit, customer purchase intention increases by 0.198.

Therefore, from among the four dimensions, customer engagement has the strongest effect on customer purchase intention and should be given the highest focus in consideration of the effect on customer intention.

4.8. Hypothesis Testing

As per the regression analysis of the hypothesis testing of the research are being explained with significant level of influence at 95 percent confidence interval as follows.

H1: There is a positive significant effect of attendee's Brand awareness on purchase intention.

The regression result of Brand awareness on purchase intention shows that significant level of influence at 95 percent confidence interval with a sig. value of 0.000. This result shows to accept the first hypothesis since, $p\text{-value} < 0.05$. The study is supported by M. Edlund & H. Gerd (2010) and Elham F. (2016) in Jordan.

H2: There is a positive significant effect of event sponsor fit on attendee's purchase intention.

The regression result of event sponsor fit with customer purchase intention shows that insignificant level of influence at 95 percent confidence interval with a sig. value of 0.058. This result shows to reject the hypothesis since, $p\text{-value} > 0.05$. The study is supported by Elham F. (2016) were it had been suggested as the weakest variable in relation with customer purchase intention.

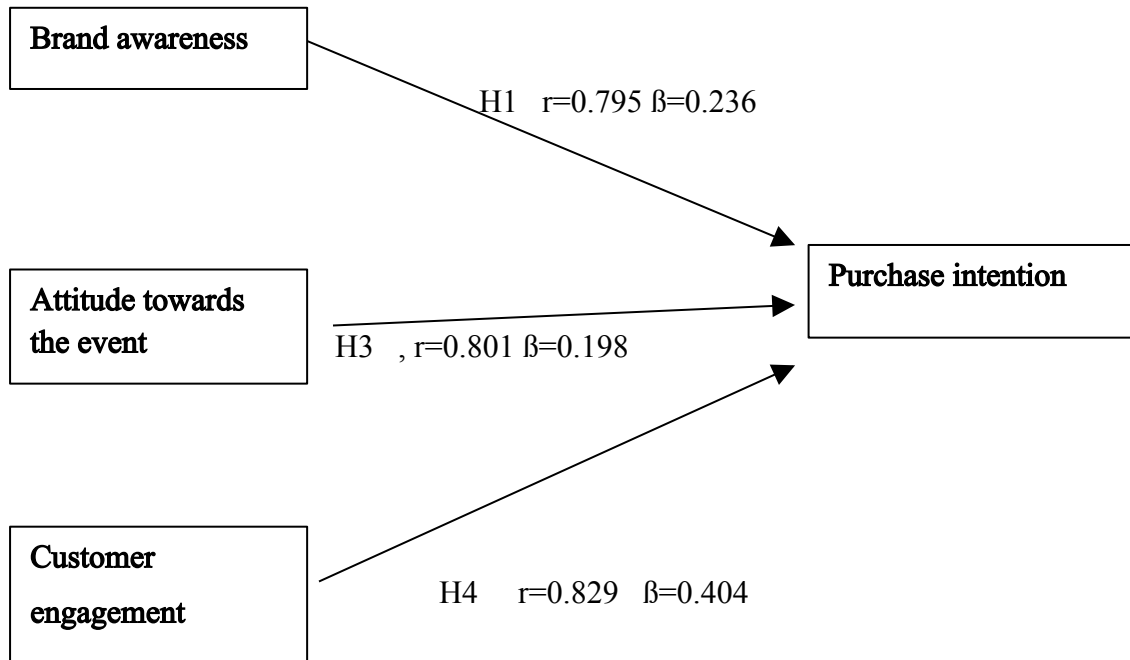
H3: There is a positive significant effect of attendee's attitude towards the event on purchase intention. The regression result of attendee's attitude towards event on purchase intention shows that significant level of influence at 95 percent confidence interval with a sig. value of 0.000. This result shows to accept the hypothesis since, $p\text{ value} < 0.05$. The study is supported by Russell & Close (2013) and Elham F. (2016).

H4: There is a positive significant effect of customer engagement on the attendee's purchase intention.

The regression result of attendee's customer engagement on purchase intention shows that significant level of influence at 95 percent confidence interval with a sig. value of 0.000. This result shows to accept the hypothesis since, $p\text{ value} < 0.05$. The study is supported by Meenaghan's (2001) and Brodie (2013).

Fig. 4.4: Summary of the correlation & regression analysis

EFFECT OF EVENT MARKETING



CHAPTER FIVE

Summary of Findings, Conclusion and Recommendation

Introduction

In this chapter of the study, summary of findings, conclusion and recommendations are stated. The purpose of this study was aimed to examine the effect of event marketing on customer purchase intention in the case of SMEs in Addis Ababa. The factors that affect the customer purchase intention are Brand awareness, Event-sponsor fit, Attitude toward the event and customer engagement.

5.1 Summary of Major Findings

The study has investigated about the effect of event marketing on customer purchase intention. The essence of event marketing is under researched area and the researcher was entertained to select this topic since it is the most significant aspect of marketing. Based on this, the overall findings of the research summarized and concluded as follows:-

The average descriptive statistics for customer purchase intention (dependent variable) result has shown that, the mean score was above the midpoint (3.00) of the likert scale, which means respondents have the desire and wishes to own a product on a regularly base from the event. The result of independent variable of descriptive statistics has shown that, the mean score of Brand awareness, Event-sponsor fit, Attitude toward the event and customer engagement has been 3.85, 3.78, 3.75 & 3.76 respectively. The result indicated that, the variables were accumulated on the midpoint & inclined to agree and the highest mean score from the independent variable is 3.85 for Brand awareness. Therefore, the retailer had a better customer awareness and well-known name.

The correlation matrix indicates that the four variables: “Brand awareness, Event-sponsor fit, Attitude toward the event and customer engagement” were positively and strongly correlated with consumer purchase intention with 95% confidence interval & at 0.01 p-value 2tailed, by scoring a Pearson Correlation Coefficient “R-value” of 0.795**, 0.785**, 0.801** & 0.829** respectively. The highest strong coefficient of correlation and strong relationship in this research between customer engagement variables and consumer purchase intention ($r = 0.829$, $n = 392$, $p \leq 0.01$) than the other three independent variables.

The last major finding of the regression analysis result is, the score of the coefficient correlation determination (R^2) is 0.762 which indicate, 76.2% of the variability of overall consumer purchase Intention was explained by the four independent variables. The Beta weight score indicated that the effect of Customer engagement is greater than that of other variables. Accordingly, the study model fit regression equation become $Y = 0.307 + 0.23 X_1 + 0.19 X_2 + 0.395 X_3 + e$ and also since, the independent variables (Brand awareness, Attitude toward the event and customer engagement) contribute to statistically significant level at (p -value = 0.000).

5.2 Conclusion

The main purpose of the study was to investigate the effect of event marketing on customer purchase intention. The study was conducted on an event organized in SMEs in Addis Ababa. In order to meet the general objective, simple random sampling method was used. Questionnaire on dimensions of effect of event marketing were developed and distributed to attendee customers of an event. The entire research objective for this study was attained; the general objective of this study was to investigate the effect of event marketing on customer purchase intention in the case of SMEs in Addis Ababa. All selected variables dimensions have significant effect on customer purchase intention.

Correlation analysis was conducted to analyze the relationships between variables; the correlation matrix revealed that, all coefficient of correlation independent variables were positive and strongly correlated with the dependent variable. Further regression analysis was also conducted to verify if the independent variables have effect on customer purchase intention. According to the findings, all variables like Brand awareness, Attitude toward the event and customer engagement had significant effect on customer purchase intention except, event sponsor fit since there is not enough evidence to support the hypothesis.

To put in a nutshell of the outcome of this study: The first hypothesis which states there is a positive relationship between Brand awareness and customers purchase intention is supported (p -value = 0.000; $\beta=0.236$). Which means customers are in line with the following points: - SMEs retailers deliver sufficient knowledge about their brand awareness and also differentiate its characters to its attendee customer in the event so that, the attendees' customer can easily remember and recognize the brand.

It is also an opportunity to introduce new product through the event with a reasonable price and fulfilling the majority of customers' criteria so that, they can purchase product in the event.

The second hypothesis which states that there is a positive relation between the event sponsor fit and customers purchase intention there is not enough evidence to supported because the P-value of event sponsor fit is (P-value = 0.058; $\beta=0.103$). That means that attendees customer believes that the FSMEs have a social responsibility and play an essential role in creating a plat form for the retailer who produce local products through the event but it there is not enough evidence to support the hypothesis on attendees purchase intention.

The third hypothesis which states that, there is a positive relationship between Attitude toward event and customers purchase intention is also supported because (P-Value = 0.000 and $\beta=0.198$). Which means the attendees customer in the event are happy and feel pleasure to attend such an event, which it will lead to a higher intention of purchasing product in the event.

Finally the regression coefficient finding indicates that customer engagement and customers purchase decision has a significant effect on Customer purchase intention (P-Value =0.000 and $\beta=0.404$). Therefore this indicates that Based on beta weight the effect of Customer engagement is greater than that of other variables. This means that customers are satisfied with the product they buy from the event and also to recommend it to their friend and family. So that the higher the retailer customer handling and delivering of what they promise the more the customer intention to purchase products from the event.

5.3. Recommendation

There is a significant positive correlation between the independent variable (Brand awareness, Attitude toward the event and customer engagement) and the dependent variable (customer purchase intention) except event sponsor fit. The researcher forwards the following recommendations based on the research findings and the conclusion drawn in the previous sections.

Most of the mean score of the dependent & independent variable has been accumulated on the midpoint & inclined to agree in order to have progressive level of customers purchase intention, the retailers should work on developing a good brand image to delight the customers by delivering what they promised; then carry out continuous customer need assessment survey to

match their vigorous demand; Hence, Not understanding the customer's motivations and preferences can lead to major mistakes. Successful marketers use both rigorous scientific procedures and more intuitive methods to study customers and uncover clues for developing new products, product features, prices, channels, messages and other marketing mix elements (Kotler, 2002).

- SMEs retailers need to give more attention to their brand name in their promotional activities. As brand name has an impact on consumers product recall and it also helps consumers to easily reach in a purchase decision. A careful, systematic and continuous effort to put the brand name of the company in the minds of consumers would help to be part of consumers consideration set and brand knowledge aid consumers to retrieve the brand while purchasing products.
- SMEs retailers should work on developing to increase their brand awareness during the event so that, their unique brand differentiation can put their brand in a better position in the minds of consumers than competing brands in industry.
- SMEs should meet consumers need and expectations through customer engagement by maintaining the relationship gained during the event.
- Event organizer should create unique and entertaining events so that, customer have a positive experience which attract young people since they are the future target customer than the older ones.

5.4 Further Area of Study

This study revealed that consumer purchase intention is affected by other variables than the variables under study (Brand awareness, Event-sponsor fit, Attitude toward the event and customer engagement), therefore other variables which could affects consumers purchase intention is a potential area for further study.

Another study should also be done by measuring the effectiveness of event marketing on SMES in different part of the country so that, a more generalized opinion of representative could help to improve the effect of event marketing in the future.

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Appendix A

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 Small and Medium enterprise in Addis Ababa.

- You are kindly requested to fill these questioners.
- Your response will be kept confidential and to be used for this research purpose only.
- I am grateful for your co operation
- There is no need to write your name

Please make mark (√) on the box given

I . Personal information

1. Gender

Male

Female

2. Age

18-30

31-40

41-50

Above 50

3. Marital status

Single

Married

Devoiced

Widow

4. Occupation

Private sector

public sector

self employee

4 Income

Less than 1000birr

1000-3500birr

3501-5000 birr

more than 5000 birr

II. Instruction: - please suggest your level of agreement to the statements listed below; by mark (√) on the box given.

The parameters are labelled from 1 up to 5. Where (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 Disagree	somewhat Disagree	neither agree nor disagree	somewhat agree	strongly agree
	Effect of Event Marketing					
	Brand Awareness	1	2	3	4	5
1	I can easily remember the participant brand name					
2	I can recognize the participant brand logo					
3	I got to know the participant brand for the first time through this sponsored event					
4	I got to differentiate the participant brand characteristics through this sponsored event					
5	I have a sufficient knowledge about the participant brand and its offers.					
	Event-Sponsor Fit					
6	Sponsoring the event is part of the federal small and medium enterprise company mission,					
7	The government have a social responsibility in sponsoring the event,					
8	This sponsored event has an essential role in creating awareness of local products,					

9	The retailer in the event has a related identity with the sponsoring event of the company.					
	Attitude toward Event					
10	I am happy to attend such an event,					
11	I make sure to attend this type of sponsored events,					
12	This type of sponsored events is always enjoyable,					
13	I feel pleasure and enjoyable in attending such event.					
	Customer engagement					
14	I am satisfied with the product I purchase from the event					
15	I recommend friends and family to purchase from the event					
16	I like their customer handling					
17	I like the way they are always deliver what they promised					
	Purchase Intention					
18	I do use this sponsored event products regularly,					
19	I have a real desire to buy products from this type of event					
20	I wish I could get a some of the products in the event					
21	This type of event is my first choice to buy product compared with other.					

አዱስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ
 በገበያ ጥናት አስተዳደር የድኅረ ምረቃ ትምህርት ክፍል

መጠይቅ

የተከበራችሁ የጥናቱ ተሳታፊዎች፡-

የዚህ ጥናት አጥኚ በአዱስ አበባ ዩኒቨርሲቲ የድኅረ ምረቃ ትምህርት በገበያ ጥናት አስተዳደር ተመራቂ ተማሪ ነኝ። የዚህ የመመረቂያ ጥናት ዋና ዓላማ በአነስተኛ እና መካከለኛ ዘርፍ ላይ ተሰማርተው የሚገኙ የንግድ ድርጅቶች በሚሳተፉበትን የባዘር ዝግጅት ላይ ውጤታማ የሆነ የንግድ ግብይትን ለማሳለጥ ይረዳ ዘንድ የደንበኞች እይታ ለማጥናት የታሰበ ነው።

ይህ የጽሑፍ መጠይቅ የተዘጋጀው ከላይ በተጠቀሰው ዓላማ መረጃ ለመሰብሰብ መሆኑን በመገንዘብ ከውድ ጊዜያችሁ ላይ ጥቂት ደቂቃ በመውሰድ የጽሑፍ መጠይቁን በመሙላት እንድትተባበሩኝ በማክበር እየጠየቅኩ የምትሰጡት ሀሳብ ከዚህ ጥናት ዓላማ ሌላ እንደማይውልና ምስጢሩም የተጠበቀ መሆኑን ከወዳሁ እገልጻለሁ። ለምታደርጉት ትብብር በቅድሚያ አመሰግናለሁ።

የተሳታፊዎች የግል መረጃ

(እባክዎን መልስዎን እንደአስፈላጊነቱ በተሰጠው ሳጥን ቦታ ላይ “√” በማድረግ ይጠቀሙ።)

1. ፆታ

ወንድ	ሴት		
2. እድሜ			
18-30	31-40	41-50	ከ 50 በላይ
3. የጋብቻ ሁኔታ			
ያላገባ /ች	ያገባ/ች	ፍቺ	ባሏ/ ሚስቱ የሞተችበት

4. የስራ ሁኔታ

የግል ድርጅት ተቀጣሪ	የመንግስት ድርጅት ተቀጣሪ	የግል የሚተዳደር
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4 የገቢ ሁኔታ

ከ1000 ብር በታች	1000-3500	3501-5000	ከ 5000 ብር በላይ
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ክፍል 2: ውጤታማ የባዛር ግብይት መመዘኛዎች

እባክዎን ከታች የተዘረዘሩትን መስፈርቶች እርስዎ በባዛሩ ለመገበያየት የሚገፋፏችሁን ነገሮች/ምክንያቶች/ በምን ያህል ደረጃ እንደሆኑ ሚዛንዎን ከ ቁጥሮቹ ስር “√” ምልክት በማድረግ ይጠቀሙ። 1- በጣም ዝቅተኛ ነው/አልሰማማም/ ። 2- ዝቅተኛ ነው/አልሰማማም/። 3- ሀሳብ የለኝም። 4- ከፍተኛ ነው/አሰማማለሁ/። 5 - በጣም ከፍተኛ ነው/አሰማማለሁ/።

ተ.ቁ	የባዛር የግብይት ውጤት	በጣም ዝቅተኛ	ዝቅተኛ ነው/	ሀሳብ የለኝ	ከፍተኛ ነው	በጣም ከፍተኛ
	የድርጅት መለያ/መገለጫ ማስተዋወቅ	1	2	3	4	5
1	በቀላሉ የተሳታፊዎችን የድርጅት መለያ ማስታወስ እችላለሁ					
2	የተሳታፊ የድርጅት መለያ ማስታወስ አልቸገርም					
3	በዚህ የባዛር ዝግጅት ላይ ለመጀመሪያ ጊዜ የተሳታፊ ድርጅቶችን መለያ ለማወቅ ችያለሁ					
4	በዚህ የባዛር ዝግጅት ላይ የተሳታፊ ድርጅቶችን መለያን እና ባህሪ ለመለየት ችያለሁ					
5	ከዚህ የባዛር ተሳታፊ ድርጅቶች መለያ እና የሚሰጡትን አገልግሎት በቂ የሆነ ግንዛቤ አግንቻለሁ					
	ባዛሩ እና አዘጋጁ (ስፖንሰሩ) አብሮ መዋዕድ					
6	የፍደራል አንስተኛ እና መካከለኛ የንግድ ዘርፍ ይህንን አይነት ባዛሩን ማዘጋጀት ወይም ስፖንሰር ማድረግ አንድ የተልዕኮ አካል ነው					
7	መንግስት ይህንን አይነት ባዛር ማዘጋጀት ወይም ስፖንሰር ማድረግ አንዱ የማህበራዊ ግዴታው ነው					
8	የዚህ አይነት ባዛር መዘጋጀት ለሀገር ውስጥ ምርቶች ለማስተዋወቅ ከፍተኛ ሚና ይጫወታል					
9	በባዛሩ የተሳተፉት ነጋዴዎች እና የባዛሩ አዘጋጅ ወይም ስፖንሰር አድራጊ ተቀራራቢ ወይም ተዛማጅ የሆነ የአለማዊ ዘርፍ ወይም መገለጫ አላቸው					

	የደንበኞች ስለባዘሩ የሚያሳዩት ባህሪያት					
10	በዚህ አይነት ባዘር ላይ በመካፈል ደስተኛ ነኝ					
11	በዚህ አይነት የባዘር ዝግጅት ለመካፈል የበኩሌን ጥረት አደርጋለሁ					
12	የዚህ አይነት የባዘር ዝግጅት ሁልጊዜም አስሳች ነው					
13	የዚህ አይነት የባዘር ዝግጅት በመካፈል ደስተኛ እና አዛዛናኝ ሆኖ አገኘዋለሁ					
	ደንበኞችን ማፍራት					
14	ከባዘሩ በምገዛቸው እቃዎች ሁልጊዜም ያስደተኛ ነኝ					
15	ከባዘሩ እቃዎችን እንዲገዙ ለቤተሰብም ሆነ ለጓደኛ አሳውቃለሁ					
16	በባዘሩ ላይ የደንበኛ አያያዛቸውን ያስደስተኛል					
17	በባዘሩ ላይ በምሽምተው እቃዎች ላይ ሁልጊዜም ቢሆን ተገቢው አገልግሎት የሚሰጥ ሆኖ አግኝቻለሁ					
	የመሸመት ፍላጎት					
18	አብዛኛውን ጊዜ የዚህ አይነት የባዘር ዝግጅት ላይ የሚገበያዩ እቃዎችን ተጠቃሚ ነኝ					
19	የዚህ አይነት የባዘር ዝግጅት ላይ የሚገበያዩ እቃዎችን ለመግዛት ፍላጎት አለኝ					
20	የዚህ አይነት የባዘር ዝግጅት ላይ አንዳንድ ለገበያ የቀረቡ እቃዎችን ብገዛ ፍላጎቴ ነበር					
21	የዚህ አይነት የባዘር ዝግጅት ላይ መገበያየት የመጀመሪያ ምርጫዬ ነው					

Appendix B: SPSS out Put

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	392	100.0
	Excluded ^a	0	.0
	Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.967	21

Reliability

Scale: Brand awareness

Case Processing Summary

		N	%
Cases	Valid	392	100.0
	Excluded ^a	0	.0
	Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.905	5

Reliability

Scale: Event sponsor fit

Case Processing Summary

		N	%
Cases	Valid	392	100.0
	Excluded ^a	0	.0
	Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.860	4

Reliability

Scale: Attitude toward event

Case Processing Summary

		N	%
Cases	Valid	392	100.0
	Excluded ^a	0	.0
	Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	4

Reliability

Scale: Customer engagement

Case Processing Summary

	N	%
Valid	392	100.0
Cases Excluded ^a	0	.0
Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	4

Reliability

Scale: Purchase intention

Case Processing Summary

	N	%
Valid	392	100.0
Cases Excluded ^a	0	.0
Total	392	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand_awareness	392	3.8566	.89383	-.889	.123	.477	.246
Event_sponsor_fit	392	3.7889	.87425	-.743	.123	.305	.246
Attitude_toward_event	392	3.7577	.91255	-.763	.123	.088	.246
Customer_engagement	392	3.7647	.89128	-.711	.123	.203	.246
Purchase_intention	392	3.7864	.87253	-.678	.123	.093	.246
Valid N (listwise)	392						

Descriptive Statistics for purchase intention

	N	Mean	Std. Deviation
USING EVENT PRODUCT REGULARLY	392	3.80	1.018
DESIER TO BUY PRODUCTS FROM THE EVENT	392	3.82	.962
WISH TO OWN PRODUCT FROM THE EVENT	392	3.77	1.056
FIRST CHOICE TO BUY PRODUCT COMPARE WITH OTHER	392	3.76	1.060
Valid N (listwise)	392		

Descriptive Statistics

	N	Mean	Std. Deviation
Brand_awareness	392	3.8566	.89383
Event_sponsor_fit	392	3.7889	.87425
Attitude_toward_event	392	3.7577	.91255
Customer_engagement	392	3.7647	.89128
Valid N (listwise)	392		

Correlations

Correlations

		Brand_awareness	Event_sponsor_fit	Attitude_toward_event	Customer_engagement	Purchase_intention
Brand_awareness	Pearson Correlation	1	.851**	.800**	.773**	.795**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	392	392	392	392	392
Event_sponsor_fit	Pearson Correlation	.851**	1	.827**	.786**	.785**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	392	392	392	392	392
Attitude_toward_event	Pearson Correlation	.800**	.827**	1	.815**	.801**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	392	392	392	392	392
Customer_engagement	Pearson Correlation	.773**	.786**	.815**	1	.829**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	392	392	392	392	392
Purchase_intention	Pearson Correlation	.795**	.785**	.801**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	392	392	392	392	392

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

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Customer_engagement, Brand_awareness, Attitude_toward_event, Event_sponsor_fit ^b		Enter

a. Dependent Variable: Purchase_intention

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.873 ^a	.762	.760	.42762	1.774

a. Predictors: (Constant), Customer_engagement, Brand_awareness, Attitude_toward_event, Event_sponsor_fit

b. Dependent Variable: Purchase_intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.904	4	56.726	310.220	.000 ^b
	Residual	70.766	387	.183		
	Total	297.669	391			

a. Dependent Variable: Purchase_intention

b. Predictors: (Constant), Customer_engagement, Brand_awareness, Attitude_toward_event, Event_sponsor_fit

Coefficients^a

The Effect of Event Marketing on Customer Purchase on Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	.307	.102		3.009	.003	.106	.507		
Brand_awareness	.230	.050	.236	4.629	.000	.133	.328	.236	4.232
Event_sponsor_fit	.103	.054	.103	1.903	.058	.003	.209	.209	4.787
Attitude_toward_event	.190	.049	.198	3.879	.000	.094	.286	.235	4.261
Customer_engagement	.395	.045	.404	8.690	.000	.306	.485	.285	3.513

a. Dependent Variable: Purchase_intention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Brand_awareness	Event_sponsor_fit	Attitude_toward_event	Customer_engagement
1	1	4.933	1.000	.00	.00	.00	.00	.00
1	2	.037	11.624	.98	.01	.01	.03	.02
1	3	.013	19.467	.00	.28	.13	.05	.56
	4	.010	22.495	.01	.14	.00	.82	.41
	5	.007	25.950	.00	.57	.86	.10	.01

a. Dependent Variable: Purchase_intention

Residuals Statistics^a

The Effect of Event Marketing on Customer Purchase on Intention

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4122	4.8984	3.7864	.76179	392
Residual	-1.47331	1.56281	.00000	.42543	392
Std. Predicted Value	-3.117	1.460	.000	1.000	392
Std. Residual	-3.445	3.655	.000	.995	392

a. Dependent Variable: Purchase_intention

Frequencies

Statistics

		GENDER	AGE	MARITAL STATUS	EDUCATION LEVEL	INCOME LEVEL
N	Valid	392	392	392	392	392
	Missing	0	0	0	0	0

Frequency Table

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	154	39.3	39.3	39.3
	FEMALE	238	60.7	60.7	100.0
	Total	392	100.0	100.0	

AGE

The Effect of Event Marketing on Customer Purchase on Intention

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	13	3.3	3.3	3.3
26-35	155	39.5	39.5	42.9
36-45	181	46.2	46.2	89.0
46-55	39	9.9	9.9	99.0
56 and above	4	1.0	1.0	100.0
Total	392	100.0	100.0	

MARITAL STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SINGLE	50	12.8	12.8	12.8
MARRIED	340	86.7	86.7	99.5
WIDOW	2	.5	.5	100.0
Total	392	100.0	100.0	

EDUCATION LEVEL

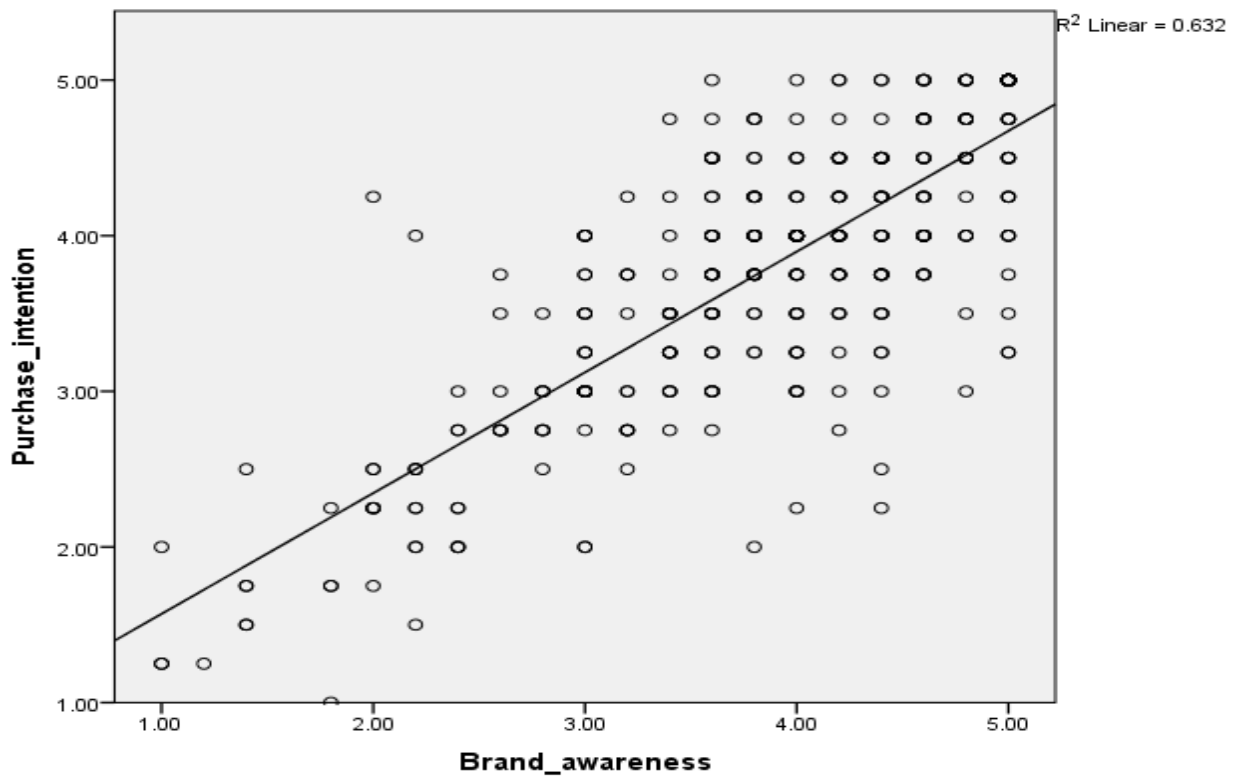
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid professional certificate	11	2.8	2.8	2.8
college diploma	96	24.5	24.5	27.3
first degree	265	67.6	67.6	94.9
MASTER or more	20	5.1	5.1	100.0
Total	392	100.0	100.0	

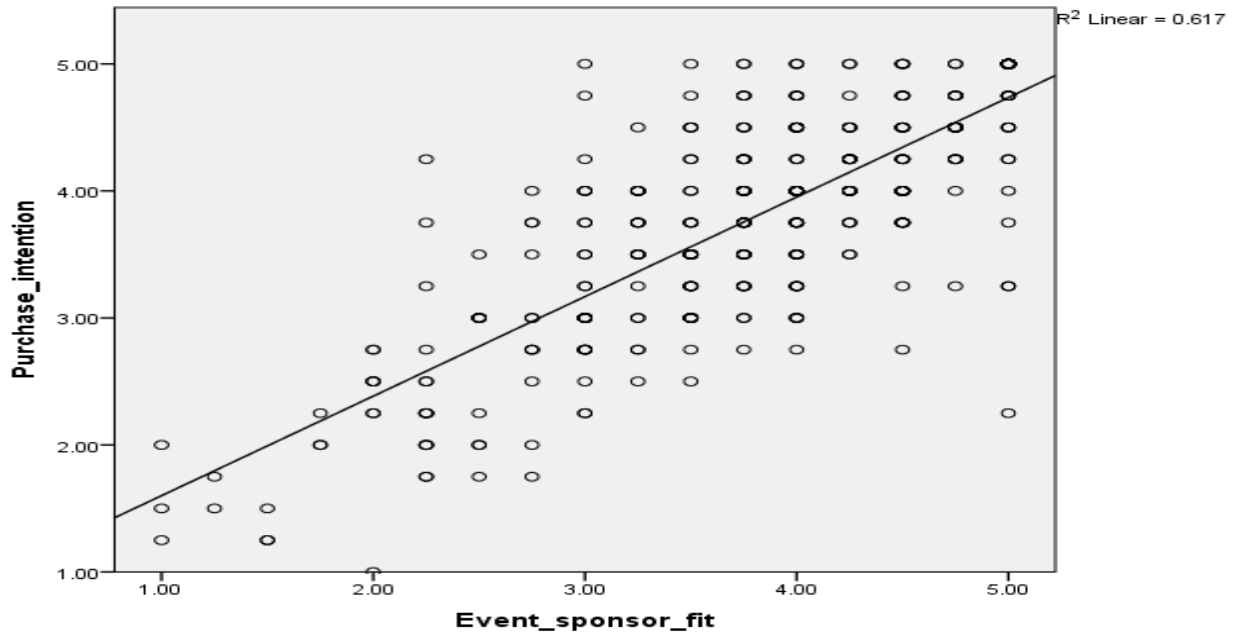
INCOME LEVEL

The Effect of Event Marketing on Customer Purchase on Intention

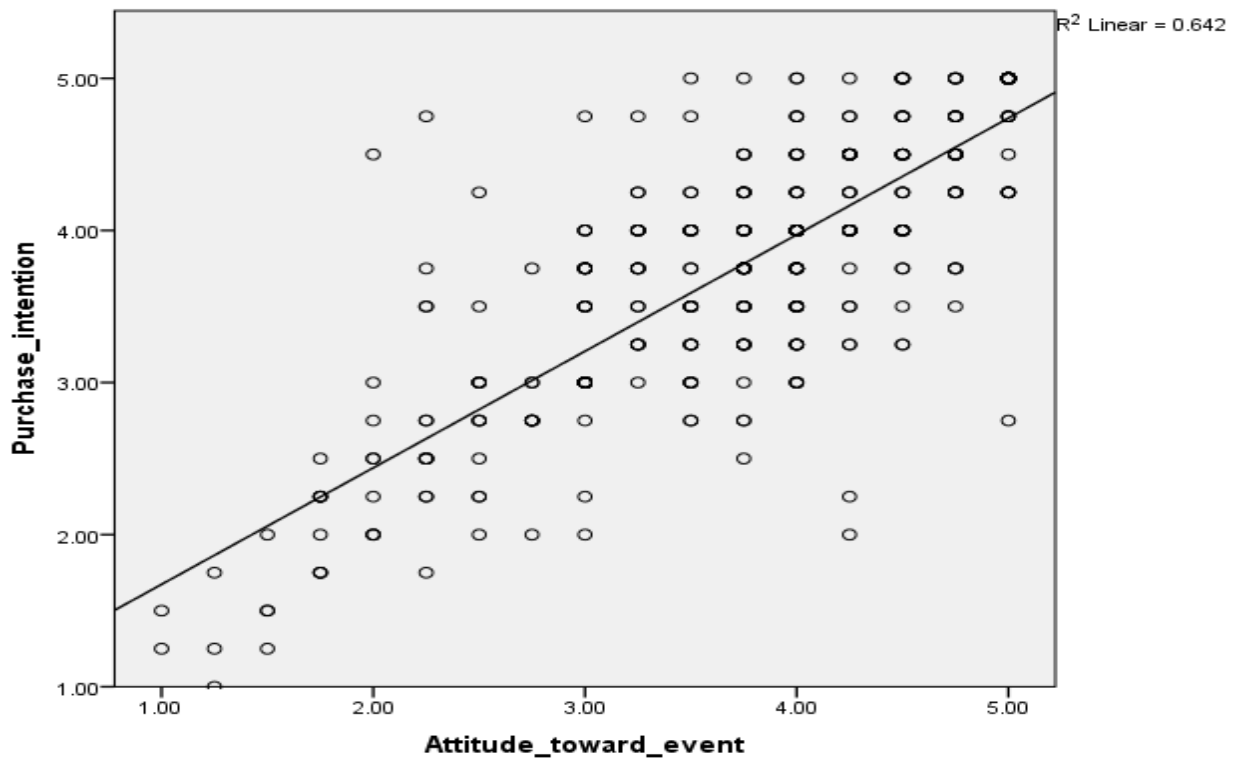
	Frequency	Percent	Valid Percent	Cumulative Percent
[2000-4000]	20	5.1	5.1	5.1
[4001-6000]	351	89.5	89.5	94.6
MORE THAN 6000	21	5.4	5.4	100.0
Total	392	100.0	100.0	

Graph

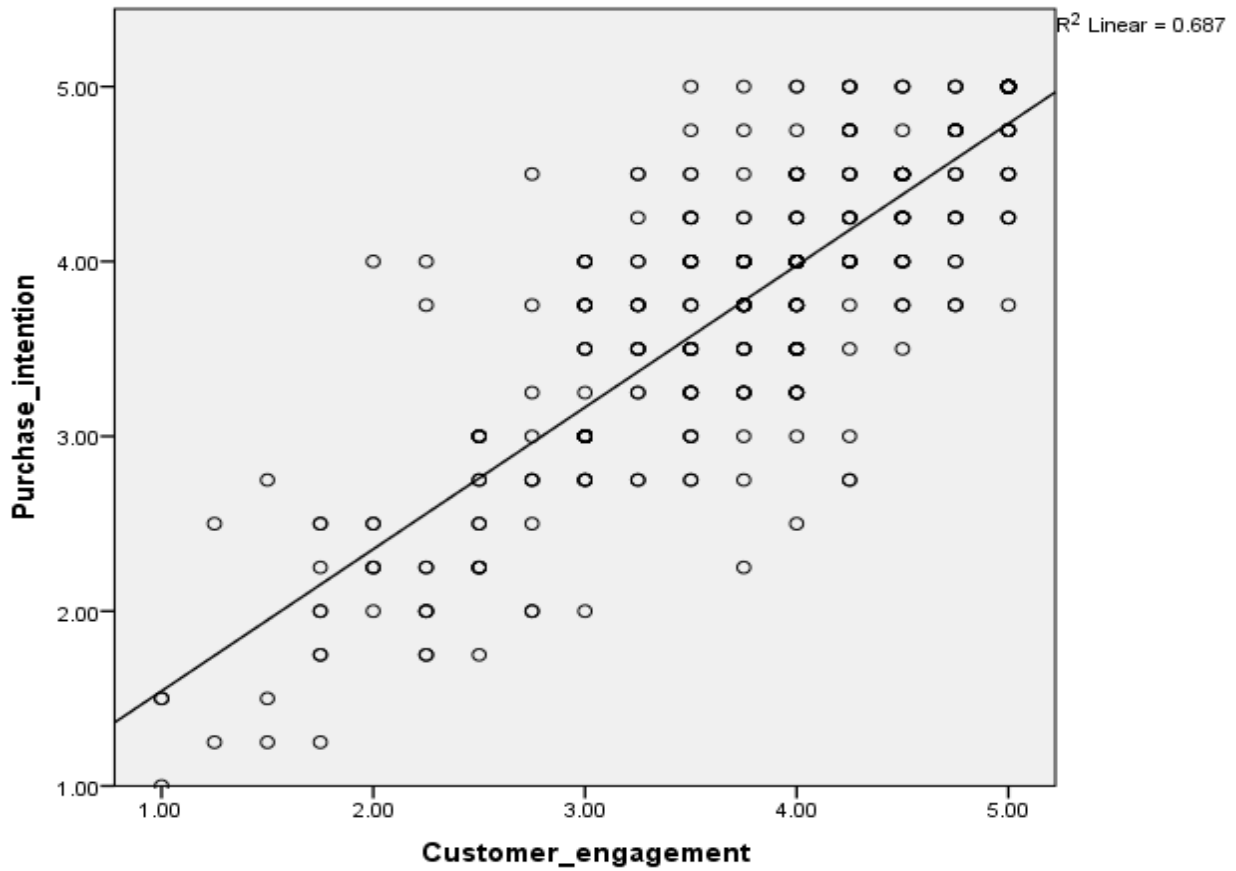




Graph



Graph



Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Purchase_intention	392	3.7864	.87253
Valid N (listwise)	392		

Charts

