



**Addis Ababa University
School of Commerce
Marketing Management Graduate Program**

**The Influence of Favorable Disposition toward Events on Customers
Purchase Behavior
The Case of Arki Mineral Water Industry PLC**

Mukerem Kemal

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.

Advisor: Belaynesh Tefera (PhD)

June, 2019

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Approved by Board of Examiners

Advisor	Date	Signature
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Internal Examiner	Date	Signature
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External Examiner	Date	Signature
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DECLARATION

I , declare that this research entitled “ The Influence of Favorable Disposition toward Event on customer purchase behavior – In the case of Arki Mineral Water Industry S.C ” is my original work I have carried out the study independently with the guidance and support of the research advisor Belaynesh Tefera(PhD) and has not been presented in Addis Ababa University or any other University, and that all sources of material used for the research have been duly acknowledged.

Name: Mukerem Kemal (ID No. GSE/8653/09)

Signature-----

Date -----

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	i
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	vii
ABSTRACT	viii
CHAPTER ONE	1
1. INTRODUCTION	1
1.1 Background of the Study	1
1.2 History of the Arki Mineral Water Company	3
1.3 Statement of the Problem	4
1.4 Research Questions	6
1.5 Objectives of the Study	6
1.5.1 General Objective	6
1.5.2 Specific Objectives	6
1.6 Significance of the Study	6
1.7 Scope of the Study	7
1.8 Definition of Terms	7
1.9 Organization of the Study	8
CHAPTER TWO	9
2. LITERATURE REVIEW	9
2.1. Theoretical Review	9
2.1.1. Definition and History of Event Marketing	9
2.1.2 Sponsorship vs. Event Marketing	13
2.1.3 Types of Events	15
2.1.4 Objectives of Event Marketing	16
2.1.5. The Selection of a Specific Event	21
2.1.6 Evaluation of the Event Effectiveness	26
2.1.7. Advantages and Disadvantages of Using Event Marketing	29

2.1.8 The Influence of Favorable Disposition on Purchase Behavior	32
2.2. Empirical Review	33
2.2.1. The Objectives with Event Marketing	33
2.2.2. How a Specific Event is Selected	34
2.2.3. Evaluation of the Event Effectiveness	34
2.2.4. Advantages and Disadvantages of Using Event Marketing	35
2.2.5. The Influence of Favorable Disposition on Purchase Behavior	35
2.3. Conceptual Framework	36
2.4. Hypothesis of the study	37
CHAPTER THREE	38
3. RESEARCH METHODOLOGY	38
3.1 Description of the Study Area	38
3.2 Approaches to the Research Methods	38
3.3 Research Design	39
3.4 Population and Sampling Techniques	39
3.5 Data Source and Types	40
3.6 Data Collection Procedures	40
3.7 Validity and Reliability	41
3.8 Ethical Considerations	42
3.9 Data Analysis	42
CHAPTER FOUR	43
4. RESULTS AND DISCUSSION	43
4.1 Overall Respondents Response	43
4.2 Reliability Test	43
4.3. Demographic Information about the Respondents	44
4.4. Correlations Analysis	45
4.5. Regression Analysis	48
4.6 Qualitative Analysis	49
4.6.1 Analysis for the Management's and Personnel Open Ended Question	49
CHAPTER FIVE	54
5. SUMMARY, CONCLUSION AND RECOMMENDATION	54

5.1. Summary of Major Findings	54
5.2 Conclusion	55
5.3. Recommendations	57
5. 4. Limitations and Directions for Future Research	57
6. REFERENCES	59
APPENDIX A	62
APPENDIX B	64

LIST OF TABLES

Table 1: Classification of objectives with Event Marketing	18
Table 2: Overall respondent's response summary of the 384 questionnaire in the study.....	43
Table 3: Reliability statistics for all variables.....	44
Table 4: Summary of sample socio-demographic profile for participants of events	44
Table 5: Pearson Correlation 1	46
Table 6: Pearson Correlation 2	47
Table 7: Purchase behavior from the Company Model Summary (Q 6)	48
Table 8: purchase behavior from the Company ANOVA a (Q 6)	48
Table 9: Purchase behavior from the Company Coefficients (Q 6).....	49

LIST OF FIGURES

Figure 1: Event marketing in the promotion mix	11
Figure 2: Shows one way to look at where traditional sponsoring fits in comparison to event marketing.....	14
Figure 3: A conceptual framework.....	36

LIST OF ABBREVIATIONS

SBG	Star Business Group
ECAE	Ethiopian Conformity Assessment Enterprise
EM	Event Marketing
FMHACA	Federal Medicine and Health Care Administration and Control Authority
IMC	Integrated marketing communications

ABSTRACT

The objective of this research paper is to provide a better understanding of how event marketing is implemented and to test the influence of favorable disposition toward events on customer purchase behavior. In order to answer the questions non-probability sampling specifically purposive sampling technique was used. Both quantitative and qualitative methods were used. But it was more qualitative nature. Closed ended questions distributed to 384 customers and open ended question to the marketing manager and personnel's of the company. The closed ended question aimed to test the influence of favorable disposition toward events on customer purchase behavior while the open ended questions aimed to answer about objective, selection, evaluation and advantages and disadvantages of event marketing. The results revealed that favorable disposition toward events have positive and significant relationship on customer purchase behavior since it allows customers to have an experience and creates impulses to act and with regards to the objectives of using event marketing strengthening the existing image, identifying the company and brand/ product with the target audience and achieving media coverage are very important. When it comes to selection of events, companies use different criteria to select a specific event. The advantage of using event marketing is offering interaction which results in generating awareness and influencing image. The major disadvantage was lack of standardized solution and the difficulty to measure the effectiveness. Based on the findings the major recommendations were, the company should have clear objectives, use event marketing with other promotional tools, should develop their own methods to measure the effectiveness of the events and the company should create unique and entertaining events so that the customers have favorable disposition and positive experience which increases their purchase behavior.

Keywords: Event Marketing , Favorable Disposition and Purchase Behavior

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Many companies nowadays are fully aware of the fact that they need their customers to stay in business and many of them know the high significance which marketing plays in making them compete successfully amongst their competitors. Companies need to satisfy their customers by creatively managing their marketing mix in order to have a competitive advantage over others (Jobber, 2007). Consumers are less responsive to traditional advertising, which is a problem that marketers are faced with (Belch and Belch, 2007). As Jobber (2007) describes, “promotion is the way for the company to communicate with their target audiences through mass communication”. According to Hoyle (2002), “promotion is vital in creating awareness of the event, a desire to participate, and a feeling by the potential participant that the investment of time and money validates the benefits of the event offers”.

When we see advertising it is an old form of communication and it is a well-known promotional tool but in recent times, consumers have been over-saturated with advertisement both on television and on the print media and majority cannot recall most of the commercials they come across (Belch and Belch, 2007). Over the years, marketers developed new means of promotional tools to reach out to the consumer markets with the likes of public relations, sales promotion, direct marketing, sponsorship and product placement (Buhler and Nufer, 2010). One alternative form of communication that has attracted increasing attention is event marketing (Schmitt *et al.*, 2003; Miller and Washington 2012). Event marketing is a growth industry. The annual event marketing spending in the U.S. is \$37 billion (Miller and Washington, 2012).

Behrer and Larsson (1998) define the Event Marketing as, “an attempt to coordinate the communication around a sponsored or created event”. They said that it can be seen as a combination of the different parts in the promotion mix. Originally the promotion mix consists of advertising, personal selling, sales promotion, and public relations (Kotler and Armstrong, 2003). However, according to Shimp (1993), “Event Marketing is separate from advertising, sales

promotion, point-of-purchase merchandising, or public relations, but it generally incorporates elements from all of these promotional tools”. Event marketing fits under promotion in the marketing mix. Other marketing tools that goes under this section are advertising, sales promotion, personal sales, direct sales, public relations, and sponsoring. Event marketing is not a substitute for any of the other components- it is a complement. If an organization uses event marketing, they still need to use the other parts of the promotion mix before, during, and after the event (Abratt and Grobler (1989).

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

The event industry is one of the world’s largest employers and contributes major positive economic impact (Theocharis, 2008). The event is all about people coming together to create, operate, and participate in an experience (Silvers, 2004). It is an activity that gathers the target group in time and room, a meeting where a message is communicated and happening is created (Eckerstein, 2002). In the other side Hardy, Mullin and Sutton (2007) define the term sponsorship as, “the acquisition of rights to affiliate or directly associate with a product or event for the purpose of deriving benefits related to that affiliation or association. The sponsor then uses this relationship to achieve its promotional objectives or to facilitate and support its broader marketing objectives”. However, despite the popularity of event marketing and some recent attempts to assess its effectiveness (e.g. Martensen *et al.*, 2007), many companies are still unsure whether events can influence marketing outcomes effectively and, most importantly, how they might do so (Wood, 2009). There is an insufficiency of researches done regarding effectiveness of events especially regarding the influence of favorable disposition on purchase behavior as they relate to Event Marketing. Since Event marketing become more important than ever it is the purpose of this research to investigate and provide a better understanding of event marketing also to test the influence of favorable disposition toward events on customer purchase behavior in the specifically selected company.

1.2 History of the Arki Mineral Water Company

Arki mineral water is a unique product brought to market by SBG Industry PLC; a company established with the commitment to make the highest quality bottled natural mineral water accessible for its customers across Ethiopia and Africa. SBG Industry PLC was established in 2008 in Addis Ababa, Ethiopia with a capital of ETB 40 million and is currently engaged in the production of bottled natural mineral water (Arki Water, 2018). SBG Mineral Water Company announced the launch of ARKI mineral water on November 14, 2015 in Sululta, Oromia Regional State of Ethiopia. The company has leased 3375 square meter after getting its license from the Ethiopian Investment Commission in July 2008. The company was established by three brothers and their fathers (Arki Water, 2018).

The water is found at 2620 meter above sea level. It is bottled in two liters, one liter, 600ml and 350 ml packages. The product is distributed to supermarkets, until hotels get to know the benefits of the small sized bottle. SBG uses Nano Filtration technology which reduces mineral content in the water, a watering machine called combi-BFC that cleans and disinfects the caps with ozonized water. The company has a capacity of producing 12000 bottles of water in an hour. The business has created employment for 250 employees. It targets market in Adama, Bishoftu, and Addis Ababa. SBG has got certification from the Food, Medicine and Health Care Administration and Control Authority (FMHACA) for manufacturing; in the meantime it is waiting for standardization by the Ethiopian Conformity Assessment Enterprise (ECAE) (Arki Water, 2018).

Mission of ARKI mineral water

The mission of ARKI mineral water is to provide high quality, healthy and affordable drinking water to their customers. They bring natural bottled mineral water, rich in minerals that benefit the body and mutual respect to all their relationships by continually improving the quality and process of the product. The company focuses on natural wellbeing, and encourages a life style that is environmentally friendly (Arki Water, 2018).

Vision of ARKI Mineral Water

The company aims at becoming the leading natural mineral water producers in Ethiopia and the whole of Africa. To this end, the company envisions expanding regionally in the field of beverage industry and developing a strong base of key customers (Arki Water, 2018).

Core values of ARKI Mineral Water

- The company believes in treating the customers with respect and always strives to cater to their needs.
 - The company believes in change and growth. Invest in creativity and innovation.
 - Integrate honesty, integrity and business ethics in to all aspects of its business functioning.
 - Customers trust means a lot to the company so work hard in maintaining high standards of production and will not compromise on its promise.
- (Arki Water, 2018).

1.3 Statement of the Problem

Companies whether they are manufacturer or service provider are challenged with the stiff competition existing because of the presence of many players in the market in addition to the increasing competition on promotion (Belch and Belch, 2007). In unstable global markets the necessity to attract and retain consumers in the water bottling industry becomes important because there is stiff competition and similar products are offered by the industry. One of the perspective tools increasing economic effectiveness of the industry is event marketing. Theories said that success of the event and favorable disposition largely depends on how the organization incorporates or consider the steps/processes used to undertake an event.

Specifying the objectives for the event is one of the most crucial points for the success of event marketing. To be able to identify what are the specific objectives, a classification that has been made by Meenaghan (1983) was used. The explanation was given in detail in the literature review part. The next process is the selection of a specific event. As stated by Meenaghan (1983) that event

should be examined against certain relevant criteria, so that it represents a rational choice and contribute to implement successful event marketing.

Behrer and Larsson (1998) believe that measuring the effects of event marketing is another component that must be undertaken when organization used event marketing. But, it is difficult to assess and to know the exact effect of event marketing on the financial outcome that was gained due to that event marketing integrated with other promotional activities. Event marketing can be evaluated and often with the same methods commonly used to measure effectiveness. Behrer and Larsson (1998) says the other process that must be included when we undertake event marketing is knowing what are the advantage and disadvantage with event marketing. Behrer and Larsson (1998) compare event marketing with advertising and state that event marketing, in general, is more credible than advertising, generates awareness better than advertising, influence image better compared to advertising, the possibility for prestige at lower cost than advertising, contribute with internal motivation and morale compared to advertising, offers interaction. There are also disadvantages related to event marketing as everything else. As it was discussed by Behrer and Larsson (1998) the disadvantages with event marketing were no standardized solutions, difficulty to evaluate, no established infrastructure and inflexibility.

Important question for a marketer is “do these entire event marketing positively influence the consumers’ purchasing behavior?” If it does not create any positive change in consumers’ purchasing behavior, all the resources such as money, time and efforts spent on event marketing will go in vain. Most business institutions do not know how to implement and assess the effect of their event marketing effort. The aforementioned theories also apply to Arki Mineral Water that the industry recently sponsors events of Ethiopian Great Run. There are limited studies that have been conducted in some companies of the country but no any study was done regarding the influence of event marketing effort in the indicated study company. Therefore this research fills the existing very limited information by increasing the body of knowledge related to implementation and influence of Favorable Disposition toward events on customers purchase behavior in this company.

1.4 Research Questions

This research was addressed the following basic questions:

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

1.5 Objectives of the Study

1.5.1 General Objective

The main objective of the study was to examine the influence of Favorable Disposition toward events on customer purchase behavior and to provide a better understanding of how event marketing is used in the context of Arki Mineral Water.

1.5.2 Specific Objectives

- To identify the objectives associated with event marketing.
- To assess how specific events are selected for promotion.
- To describe how the event effectiveness is evaluated.
- To examine the advantages and disadvantages of using event marketing.
- To test whether favorable disposition toward events influence customer purchase behavior.

1.6 Significance of the Study

Knowledge gained in this study would be helpful to managers in a way that supports when setting event objectives, making decisions in selecting event marketing which is in line with the objective by considering the advantages and the disadvantages of using it and also helps them to measure its effectiveness as it was tested in the research specifically the influence of favorable disposition on purchase behavior of consumers. The study may initiates readers to know about what event marketing look like and the influence of Favorable Disposition toward events on consumers?

purchase behavior related to business or products of the industry and stakeholders like shareholders, management staffs, employees, customers, government institutions, investors etc, will be benefited from the outcome of this study by having the information and awareness about event marketing and the influence of favorable disposition toward events on customer purchase behavior. This study also paves a way for other researchers to conduct further survey on this area and serve as a reference material for students and marketing practitioners.

1.7 Scope of the Study

The study focused only on exploring the objective, selection, evaluation, advantage and disadvantage of event marketing and examine whether favorable disposition toward events influence customer purchase behavior of Arki Mineral Water. The research is demarcated to look at the above stated research questions from the company and the 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).

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

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

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

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

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

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

Purchase Behavior – “Purchase behavior is the expressed likelihood/action of consumers to purchase products or services from the event sponsors” (Peyrot *et al.*, 1998).

1.9 Organization of the Study

The study has five independent chapters. The First Chapter deals with introductory concepts which encompassed back ground of the study, statement of the problem, research question and objectives of the study, conceptual framework, significance of the study, delimitation/scope of the study and definition of terms. The Second Chapter dealt with review of related literature where exhaustive theoretical concepts related to events, favorable disposition and its effect on customer purchase behavior was described in a very great detail. The Third Chapter described the methodology employed in order to conduct the study which includes the research design, types of data and data collection instruments, sample size and sampling techniques, procedure of data collection, data analysis techniques, ethical consideration and tests of reliability. Whereas, the last two Chapters, Chapter Four and Five deal with result and discussion and summary, conclusion and recommendation, respectively.

CHAPTER TWO

2. LITERATURE REVIEW

This chapter entertains the review of the extant literature on the topic area of the study. It contains literature relevant to event marketing, the objective behind using event marketing, how specific events are selected, how event effectiveness is evaluated, also listing the advantages and disadvantages of using event marketing and what it mean by favorable disposition and purchase behavior and also discussed the empirical and conceptual framework of the study. The information found on the different subjects was the basis of the questionnaire.

2.1. Theoretical Review

2.1.1. Definition and History of Event Marketing

Event marketing is a relatively new phenomenon which emerged in the 1980s, but its origins date back over a hundred years to philanthropy and sponsorship Cunningham, Taylor & Reeder (1993). According to Kotler (2002) event marketing is defined as, “occurrences designed to communicate particular messages to target audiences”. As to Behrer and Larsson (1998) define, “Event marketing is a launch towards coordinating communication regarding a created or sponsored event, and the event is said to be an activity that collects the target group in time and space for a meeting in which an experience is created and a message is communicated”. Shimp (1993) defined as “the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity”. Such an activity can be either owned by the company, or owned by a third party and endorsed by the company through sponsorship programs Kotler and Armstrong (2010). Whereas in the former case it is the company that stages the event, in the latter case the company provides a financial or in-kind assistance to a third party in exchange of visibility throughout an event. In other terms, event marketing includes but is not limited to event sponsorship.

Events can take various forms, including incentive/reward programs, product launches, open days, conferences, product sampling, publicity events, so-called “created” events, road shows, press conferences, competitions/contests, exhibitions, corporate entertainment, charity fundraisers, trade

shows, and product visitor attractions (Wood, 2009). Additional forms of events, such as street events and pop-up shops, have been developed recently under the umbrella of “unconventional communication” Brioschi and Uslenghi (2009). Example regards the numerous galleries that Illy has opened worldwide, including cities such as Istanbul, London, Milan and New York, where coffee lovers could sign up for courses on how to prepare the perfect cup of coffee, meet writers and essayists, and attend art exhibitions taking place inside the gallery. These new forms of events require a lower investment than advertising, but aim to reach a large audience due to word-of-mouth mechanisms and media coverage; clearly, the more creative and original events are, the more likely they are shared by a larger audience (Brioschi and Uslenghi 2009; Rinallo 2011).

In the modern corporate world, event marketing is viewed more and more as an increasingly important element in the promotion of a company’s product or service. When it comes to the field of marketing event marketing has been said to be one of the 1990's most popular trends Behrer and Larsson (1998). Behrer and Larsson (1998) described that, “What is new about event marketing is not the event in itself, but the fact that it is used as a marketing tool towards consumers”. The unique appeal of event marketing is the sponsor's ability to blend its message into a gathering that engages consumers. Message and media elements are "inextricably linked and imagery is delivered by association with particular activities and events" (Meenaghan and Shipley, 1999). One reason for the increasing use of event marketing is the firms search for new ways to reach out the existing as well as potential customers to be seen and heard in an increasingly competitive business world. Another reason is to focus on event marketing is the overuse of traditional media and the challenges connected to it (Wood, 2009; Sneath *et al.*, 2005). Because too many communication messages are trying to attract the same audiences, it leads to a clutter of messages and hence, the media becomes less efficient (Wood, 2009; Sneath *et al.*, 2005).

Event Marketing is part of the marketing strategy. (Gardner and Shuman, 1987; Gross *et al.*, 1992), event marketing is one of the fastest growing forms of marketing communication. It is an integrated marketing tool included in the promotional mix Behrer and Larssons (1998). The integrated marketing communication in event marketing can be seen in figure 1.

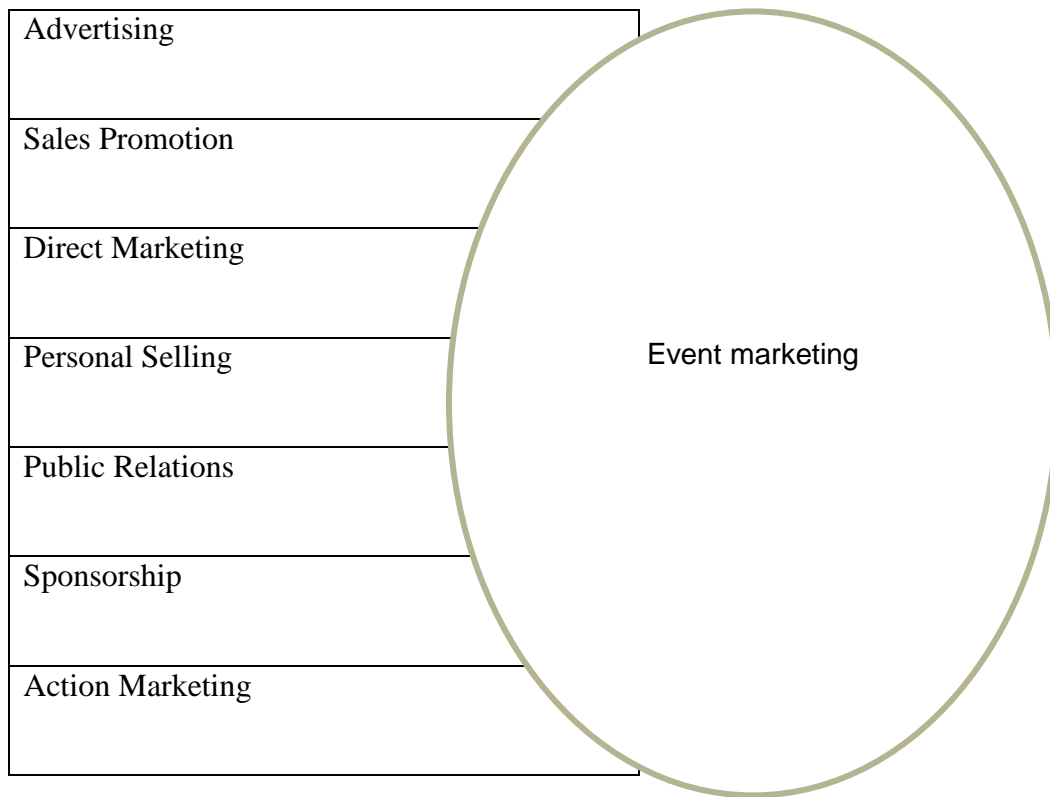


Figure 1: Event marketing in the promotion mix. Source: Behrer and Larsson (1998).

To successfully use event marketing the marketer must understand how event marketing fits together with the other parts of the marketing strategy. Kotler (1993) describes the organization’s marketing mix as controllable variables that are mixed so that the organization gets the response that they are asking for from the target market. Event marketing fits under promotion in the marketing mix. Other marketing tools that goes under this section are advertising, sales promotion, personal sales, direct sales, public relations, and sponsoring. Event marketing is not a substitute for any of the other components- it is a complement. Event marketing is an increasingly important element of the marketing communication mix (Gupta, 2003; Marketing News, 2006; Sneath, Finney, and Close, 2005). The correlation between event and other promotion tools as explained by Abratt and Grobler (1989, p.351) “No sports event can sell itself with its own momentum. It takes an imaginative mix of all the communication tools available to extend the impact of the event.” If an organization uses event marketing, they still need to use the other parts of the promotion mix before, during, and after the event. An example of this could be how a car producer can have advertisements to inform about a new car launch, and then use events to get people to test drive the

new car, and then follow up with direct marketing with a discount coupon, Abratt and Grobler (1989).

One of the main advantages with event marketing compared to the other channels is that the objective can both be direct sales, and image building, depending on how it is used Behrer and Larsson, (1998). According to Gupta (2003), “event marketing has been viewed as valuable in generating awareness for the brand and corporate images”. Firms use event marketing to accomplish a variety of goals. Brand awareness, sales, and image enhancement are the common reasons for participating in event marketing (Gardner and Schuman, 1987; Gross *et al.*, 1987; Sneath *et al.*, 2005). While event marketing may be used to accomplish short-term goals (Bacigalupo, 1996), it is particularly effective when the objective is to enhance corporate identity, awareness, equity, and/or image (Meenaghan, 1991; Brown and Dacin, 1997). Event marketing is also valuable when the firm’s objectives are to support the community and reinforce relationships with consumers and other business organizations (Mount and Niro, 1995).

Through event marketing the media noise can be penetrated, which in turn allows a relationship to be established between the product, service or brand and its target group. As a result, many firms are trying to improve and find new ways to communicate with customers in order to stay ahead of competition. This leads to firms using event marketing in order to be more innovative in reaching their target audience and also to increase customer’s emotional attachments to the firms (Wood, 2009). Participating in events has also been said to be a cost-effective strategy for many firms (Piesiewicz, 2010; Behrer and Larsson, 1998). Apart from this, the ability to adapt an event to many different situations is the reason for increasing use and popularity of event marketing. It can be used by all types of firms, large and small, and it is also independent of the size of the firm's target group. It can be adjusted to match firms’ specific requirements by setting up a marketing plan and a goal for the event (Behrer and Larsson, 1998).

2.1.2 Sponsorship vs. Event Marketing

The concept of event marketing and sponsorship are mostly considered as synonyms. However, according to Duncan (2002) sponsorship and event marketing are two separate things; though they sometimes tend to overlap each other, since events can be sponsored there is a difference between the two. When organization uses event marketing, it works with the event as part of the marketing strategy. On the other hand when sponsoring an event, the organization buys exposure during the event at different levels of the event itself, Duncan (2002). Other researcher says that for example Cunningham, Tailor, and Reeder (1993) had difficulty on differentiating sponsorship from event marketing:” The term event marketing encompasses the notion of event sponsorship; however it is also used to describe the integration of marketing mix elements, especially the promotional mix elements, around an event theme for the purpose of reaching strategic marketing objectives”. Cornell (1995) explains that such persistent confusion may be due to the fact that “multiple terms are sometimes used to describe a single phenomenon, and in turn a single term is sometimes used to describe multiple phenomena; it denotes both the marketing of events and marketing with events”.

As noted by Meenaghan (1991), “An investment in cash or kind, in an activity, in return for access to the exploitable commercial potential associated with this activity”. Shank (2009) regards sponsorship as “investing in a sports entity (athlete, league, team or event) to support the overall organizational objectives, marketing and promotional strategies”. Sponsorships involve the acquisition of rights to affiliate or associate with a product, event, or organization for the purpose of deriving related benefits {Mullin *et al.*, 2000). Sponsorship and event marketing are playing a more dominant role in many companies’ marketing budgets (Figure 2).

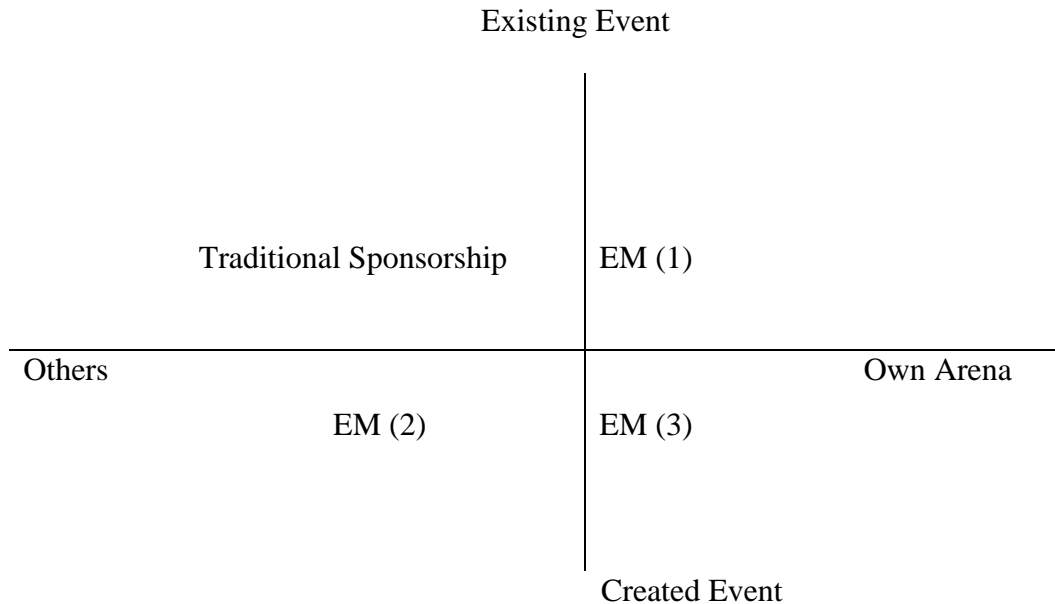


Figure 2: Shows one way to look at where traditional sponsoring fits in comparison to event marketing

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

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

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

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

2.1.3 Types of Events

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

As Duncan (2002) described it, “There are three possible approaches to events: creating an own event, participating in others events and sponsoring other events”. Examples of created events are grand openings, company anniversaries, new product introductions, and annual meetings. Though events attract and involve customers and other stakeholders, those who participate often only represent a small percentage of a brand's targeted audience. Some people say, to make such an event profitable, the company should include elements that will be of interest to media, and thus create brand publicity as well. Creating events gives firms total control from start to finish, as they can decide all details themselves. Creating events can take a lot of resources to pull off, both economically and when it comes to personnel Grönkvist, (2000).

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

The last approach to event marketing is to sponsor an event. Sponsorships involve the acquisition of rights to affiliate or associate with a product, event, or organization for the purpose of deriving related benefits {Mullin *et al.*, 2000}. Professionals describe how firms can succeed at sponsorship.

Organizations must have a clear idea of what they want to accomplish (Heffler, 1999). When a company sponsors an event, it pays for having the brand appear at an event, for example at sport events. This helps customers to associate the brand with certain events and in order to attract more customers but also has the drawback of not putting the company as a main focus of the event (Duncan, 2002). Research by Crimmons and Horn (1996) suggests that sponsorship of high profile events has the potential to be “worth millions of dollars” to the sponsor.

2.1.4 Objectives of Event Marketing

Firms use event marketing to accomplish a variety of goals. Brand awareness, sales, and image enhancement are the common reasons for participating in event marketing (Gardner and Schuman, 1987; Gross *et al.*, 1987; Sneath *et al.*, 2005). Event marketing is a marketing tool used to achieve a variation of different goals. The goals vary from creating and increasing brand awareness, sales, brand image or customer relationship (Eriksson and Hjälmsson, 2000). Companies choose among different objectives and according to Gupta (2003) studies shows that companies often mix more than one objective to form their own personalized objective.

Any type of event is held for a purpose and objective. Public or private, commercial or charitable, celebratory or commemorative events bring people together to share an experience and produce a measurable outcome Silvers (2004). As with every other marketing and promotion-management decision, the starting point for effective event is to clearly specify the objectives that an event is designed to accomplish. Event marketing has no value unless it accomplishes these objectives Shimp (1993).

The most important issue a company must consider is what it wants to achieve by using event marketing. A company needs to clearly state its objectives when using any type of marketing. The reason for this is that in order to evaluate the effectiveness of an advertising activity, the firm must have stated what it wants to accomplish with the activity to compare the objective to the end outcome (Behrer and Larsson, 1998). Mostly when firms choose to engage in event marketing they tend to have specific objectives (Sneath *et al.*, 2005). There are various reasons on why firms decide to use event marketing. The reasons are explained on the next paragraphs.

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

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

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

According to Meenaghan (1983) objectives that companies hope to achieve from event marketing can be divided into five categories, namely corporate-related, product-related, sales, media coverage, and personal (Table 1).

Table 1: Classification of objectives with Event Marketing (adapted from Eriksson & Hjälmsson)

Objectives With Event Marketing	
<p>Corporate-related objectives</p> <ul style="list-style-type: none"> • Affect the corporate image • Create awareness • Create goodwill • Increase ROI • Strengthen internal relations • Establish and maintain relationships with customers and other businesses • Test a new market • Receive feedback • Launch a new product • Convey a message • Drive for overall marketing 	<p>Product-related objectives</p> <ul style="list-style-type: none"> • Affect the brand or product image • Generate brand or product awareness <p>Sales objectives</p> <ul style="list-style-type: none"> • Increase short-term sales • Increase long-term sales (market shares) <p>Media coverage</p> <ul style="list-style-type: none"> • Public Relations <p>Personal objectives</p> <ul style="list-style-type: none"> • “CEO ego”

The objectives play a very important role and work as a base for choosing an appropriate event. When the objectives are set and company knows what it wants to achieve with event marketing, the selection of a specific event can be done Meenaghan (1983).

i) Corporate-related Objectives - One of the common objectives of event marketing is related to affecting the corporate image. The objective can be to create an image or to strengthen the existing image (Meenaghan, 1983; Behrer and Larsson, 1998). Taranto (1998) also discusses altering an existing image as an objective companies want to achieve by using event marketing. This can be achieved by sponsoring an event with a particular set of personality attributes. Another common objective with event marketing is to increase public awareness of the company (Meenaghan, 1983; Behrer and Larsson, 1998; Esposito, 1998). Behrer and Larsson (1998) state that to create awareness, and to create and strengthen the image, are the most important and primary objectives with event marketing. Event marketing provides companies with opportunities for goodwill creation among influential individual or groups in the business world. This might also be the actual objective. Furthermore, many companies utilize the high visibility often gained through event

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

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

Companies can use event marketing to test a new market before entering. They can use the local event to collect reactions and ideas before entering a market and also to take the opportunity to establish relations with local distributors. The event becomes a way of showing the advantages of the products in usage under real circumstances. It also gives the opportunity of direct sales and distribution of discount tickets and other sales promotion activities. In addition to this, the event can have the objective of launching a new product in a market (Behrer and Larsson, 1998). Event marketing can be used with the objective of being the “engine” running a company’s overall marketing strategy. This can be achieved by yearly sponsoring a number of specific events generating maximum effect (Behrer and Larsson, 1998). However, Walker (1999) does not consider overall marketing objectives as very common regarding event marketing. It is known that a single event can achieve several of the above objectives simultaneously. According to Meenaghan (1983) when multiple objectives are set, it is important that these are ranked in terms of importance of attainment.

ii) Product-related Objectives- Meenaghan (1983) asserts that regardless of the fact that event marketing is not a substitute for product advertising, it is often chosen because of its ability to achieve product or brand related objectives. Many objectives that are placed under this heading are similar to those suggested as corporate objectives, but instead, on a brand/product level. The first common objective is to affect the brand or the product image, in terms of either strengthening the image or altering it. Secondly, a company can use event marketing in order to generate brand or product awareness. Furthermore, a commonly stated objective is to identify the brand or product with a particular target group (Meenaghan, 1983; Behrer and Larsson, 1998). Event-marketing is aimed at positively influencing customers' familiarity, image, attitude and emotional attachment to the brand by staging self-initiated marketing-events as a 3- dimensional, interactive brand-related hyper reality for consumers. Because personally "lived" experiences tend to be stronger in determining people's notion of reality than the "second-hand" experiences as traditionally communicated by advertising (Weinberg and Nickel 1998). Marketing-events are better equipped to anchor multi-sensual brand experiences in the world of customer feelings and experiences (Weinberg and Gröppel 1989).

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

iv) Sales Objectives- As it is described by Meenaghan (1983) most companies' do not view event marketing in terms of immediate or short-term sales result. However, Behrer and Larsson (1998) state that events that take place in retail stores, often have the objective to increase sales in the short-run. They also state that event marketing with sales promotion objectives intends to create shopping impulses. Furthermore, Taranto (1998) claims that an event for retail promotion will usually set an objective of meeting a specific sales level. According to Meenaghan (1983) it is important to be aware of that all expenditure on marketing must ultimately be viewed in terms of its ability to contribute to corporate sales and profit objectives.

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

2.1.5. The Selection of a Specific Event

While selecting a particular event, it's important to understand how event is perceived by the target audience just because an event is being arranged; it doesn't necessarily mean that the marketing will result in success. So, companies need to specify the strategic outcome while selecting among events. It is also enormously important to conduct a thorough research before the planning of that event Meenaghan (1983). According Gwinner and Eaton (1999) state that consumers often associate the meaning of the event with the brand being portrayed, and that Image based similarity has been described as occurring when the image of the event is related to the image of the brand. According to (Meenaghan, 1983) when selecting a specific event, it is of great importance to thoroughly evaluate how the event is perceived by the target audience. The author also states that each individual company must specify the event selection criteria so that it becomes appropriate for the company overall or for particular audiences. He mentions however 14 criteria that generally are considered in the selection of a specific event. These criteria's are very much related to the company's stated objectives. He emphasizes that the event selection should be dependent on the event's ability to fulfill these objectives. The criteria, as according to Meenaghan (1983) are discussed in detail next.

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

ii) Image Association Potential of the Particular Event - Each individual event has its own personality and perception in the public mind. Therefore, events differ in the relationships that they developed with the audience. When selecting a specific event, the multidimensional aspects of the event personality must be considered. Given that each event is capable of delivering image rub-off, the potential for negative association also exists. It is necessary to realize that an event that is appropriate for one company may be inappropriate for another. The ability of a particular event to deliver a required image by association therefore becomes a critically important criterion in the sponsorship selection process. (ibid). Meenaghan (1983) refers to the Association for Business Sponsorship of the Arts, which also recognizes the importance of considering the event’s potential for image association as a selection criterion, and points out that achieving proper match between sponsor and recipient is an important element in setting up a sponsorship.

iii) Event Choice and Company/Product Compatibility – Meenaghan (1983) emphasizes that another important criteria to be considered is the degree of compatibility between the event and the company/product, which also is supported by Kumlin and Petersson (1998) and Head (1988). According to Meenaghan (1983), there should be some kind of linkage between the event and the corporate/product image. Otherwise, it may attract negative attention or may confuse the potential consumer.

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

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

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

vii) Event Type -The most important thing is to choose the most appropriate event. As Meenaghan (1983) described the classification of events is generally done after generic type such as for example sports, arts and environment. Still the company must also consider other possible classifications in order to select the most appropriate event. The First question that should be answered is should it be an already established or a new event? (ibid) Authors Behrer and Larsson (1998) also consider creating a new event or sponsoring an existing one as an important selection criterion. An established event will provide an immediate audience but the company may at the same time lose out if it sponsors an event better known than the company itself. Also, if an event has already been successfully sponsored by another company, there is a risk that the public will continue to associate the event with that company at the expense of the new sponsor. On the other hand a new event, takes longer time to establish than an already established activity.

As Meenaghan (1983) further discuss the second consideration regarding the type of event is if the event should be a one-time activity or a long-term commitment. In a one-time event the main associated with is the publicity it creates for the company. Especially if the event is newly created, extra publicity can be gained because of the novelty value. Benefits of one-time events are it has a

great ability to provide for company and brand awareness; also it avoids the financial commitment that long-term events involve. The drawbacks of one-time events are the doubts as to their effectiveness and the suggestions that one-time event involvement is rarely cost-effective. Most of the literature dealing with sponsorship argues for long-term commitments and three years is often seen as the minimum time for effective sponsorship exploitation. The long-term sponsorship can lead to repeated publicity and more durable recognition. On the other hand, market interest in long-term sponsorship is more likely to decline than for one-time sponsorships and as a result the long-term sponsorship may suffer a reduction in impact (ibid).

The third classification of event types that Meenaghan (1983) mentions to consider are the seasonality of the event. Some activities may have a seasonal nature in terms of its public profile. It can then be necessary for the sponsoring company to undertake an additional event in order to meet its coverage requirements. If a company requires continuous exposure throughout the year, it needs to select either a single activity with year-round exposure or a series of individual events, which together provide all-year-round exposure. A company looking only for short-term exposure has a facilitated selection process and should determine the extent and timing of the coverage requirement. (ibid)

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

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

x) Staff Knowledge of the Proposed Event - Meenaghan (1983) suggests that if a company selects an event that someone within the company holds in-depth knowledge about, it can contribute to a

more successful exploitation of the event. It is the opinion of many companies' that at least some member of their organization should be involved in the event. In this way the staff member can act as an expert link between the company and the event, as well as to alert the company to potential pitfalls. (ibid)

xi) Solus Position -The Solus position criterion concerns whether the company should select event that will be exclusive to the company or if the company should be involved in co-sponsorship together with other companies. As Meenaghan (1983) solus which is a Latin word to mean "alone" concerns whether the company should select an event that will be exclusive to the company or if the company should be involved in co-sponsorship together with other companies. Behrer and Larsson (1998) discuss that an event created by several sponsors together can be effective if the companies can complement and take advantage of each other, for example regarding image and credibility.

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

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

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

2.1.6 Evaluation of the Event Effectiveness

In order to evaluate the results of marketing activities, such as event marketing, some kind of measurement is needed. However it is still unclear for many companies how the effect of an event can be measured (Sneath, Finney, and Close, 2005). The lack of relevant and standardized evaluation measures has somewhat stunted the growth of event marketing (Behrer and Larsson, 1998; Lundell, 1999). The way to do it is to set clear objectives, since they will be the base for any evaluation. The problem of measuring the results of event marketing activities is presented in the next section.

i- Factors Complicating the Evaluation of Events

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

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

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

Integrated marketing communication theory therefore suggests that measurement of any one component is meaningless as the effect of integrating a variety of marketing communication tools is synergistic and it is therefore impossible, or at least very difficult, to separate this into individual effects (Pickton & Broderick, 2001). However, as organizations are increasingly switching a large proportion of their marketing budget from advertising and other traditional methods to experiential events (Event View, 2006), the need for some measure to show a return on that investment is needed. It is therefore necessary to attempt to develop credible, objective, and reliable methods for delivering this—but at the same time recognizing and accepting their inevitable limitations and shortcomings.

ii- How to Measure the Effects of Event Marketing?

According to Behrer and Larsson (1998) the base for any evaluation is setting the marketing objectives with the creation of the event. Communication and sales objectives, mainly, have to be very clear and quantified. The company that is using event marketing can also set detailed objectives that it wants to achieve with its participation in an event, so called event specific objectives. As Wood (2009) describe it, “Stating a clear purpose and a specific objective will help the evaluation process since the outcome can be measured against these objectives, the outcomes can then be used to determine if future action or improvement is needed”. Other research on event evaluation (Pol & Pak, 1995), experiential value (Mathwick *et al.*, 2001; Chattopadhyay & Laborie, 2005) and measuring consumption emotion (Richins, 1997) could also prove useful in event marketing. The story that seems to emerge is that a variety of tools and measures exist which could be adapted and combined to provide evaluation methods which would give significant insights into the consumer experience at marketing events, the effectiveness of event marketing, and its role in integrated marketing communications (IMC) outcomes.

As some experts say to put the problem of event marketing measurement to rest, marketers need to grasp some of the finer details of their events (Vence, 2006). Firms are encouraged to measure the effects of both small and large events, and also to measure every element of the event for possible contribution, or detraction, from the marketing objectives (Vence, 2006). In addition to this, it is emphasized that less obvious aspects of the events can have an effect on the success of the event. Therefore all elements should to be addressed to see what is working and what is not working. The variety of methods used to evaluate the effectiveness of event marketing includes both qualitative and quantitative approaches. Volume of attendees, face-to-face or self-completion questionnaires to assess visitor attitudes to the event, and services to measure media exposure achieved are examples of what is used in measuring (Wood, 2009). Paul Stanley (1995 referred by Behrer and Larsson 1998), gives three examples of measures that can be used for event marketing.

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

iii-When to Evaluate Event Marketing?

Behrer and Larsson (1998) claims that there is no universal answer regarding the time when the evaluation of the marketing of an event should be performed. They nevertheless state since an event takes place during a limited period of time, the effects should be measured within a near future. According to the authors, long-term effects should be measured continuously and be looked upon as a result of the company's integrated communication and not only due to the effects of event marketing. However, Meenaghan (1983) states that the evaluation process of events is easier if done through several key stages. He suggests three stages of evaluation: before, during and after the event.

- **Before the event** - This will facilitate the determination of the company's present position in terms of awareness and image with the target audience.
- **During the event** - This will help the evaluators to detect movement on the chosen dimensions of awareness, image and market attitude.

- **After the event** - When the event is finished it is time to compare the performance levels against the ones that were determined as objectives.

2.1.7. Advantages and Disadvantages of Using Event Marketing

i. Advantages of Using Event Marketing

From the point of view of a company engaged in event marketing, the most important advantages are connected with communication. Sneath *et al.* (2005) points that one of the major advantages of an event is it provides an opportunity to meet the target audience in a different way than other marketing tools that by combining a set of traditional promotional tools. This combination of promotional tools is known as integrated marketing communications. Many of the traditional promotional tools, or parts of them, are used before, throughout and after the occurrence of the event. Event is not like a physical product. Every event is unique and experienced in a different way by each member of the audience. Kotler and Armstrong (1997) defined Integrated Marketing Communications as "the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent message".

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

One of the most commonly recognized advantages of event marketing is its ability to penetrate and eliminate the media noise by offering exclusive access to the target (Taranto, 1998). According to Taranto (1998), the event memorability differentiates the event marketing from a normal message and because of that it is advantageous in reaching the target audience. The execution of high quality live entertainment is a way to set a company apart from the competitors and the large amount of media clutter by touching the consumers in a very direct and entertaining way. As Taranto (1998) describes event marketing has the potential to take the ordinary and elevating it to the unexpected

and when done well, the audience will learn more, buy more, give more and remember more of the communicated message.

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

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

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

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

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

F) Offers Interaction – According to Behrer and Larsson (1998) event marketing has the advantage over advertising in its ability to offer opportunities for giving out samples, market research direct feedback from participants of the event, etc. According to the authors there are effects when there is interaction and these are a direct consequent of the meeting with a live

audience, something that event marketing but not advertising can offer. The interaction that is created in event marketing is commonly viewed as an advantage over other communication tools, as it gives an excellent opportunity to develop and strengthen relationships with the company's audience and various publics (Taranto, 1998; Behrer and Larsson, 1998). Authors Behrer and Larsson (1998) also claim that it can increase favoritism against competitors.

ii. Disadvantages of Using Event Marketing

With events as everything else, there is also a backside to the advantageous coin. There are some difficulties and disadvantages in establishing events discussed by Behrer and Larsson (1998) this is supported by Karlsson & Palmer (2007).

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

B) Difficult to Evaluate-According to Behrer & Larsson (1998) another difficulty is to emphasize evaluation of the event. The values that events contribute with customer perceptions and relationship developments are complicated to measure. It is also hard to look at "cost per thousand", which involves the marketing cost divided with a thousand target group individuals.

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

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

to traditional media vehicles, it is more difficult to estimate the number of participants that are needed for an event and how many that actually shows up. (ibid)

2.1.8 The Influence of Favorable Disposition on Purchase Behavior

i. Favorable Disposition

Favorable disposition also referred to as consumer perception or attitude-toward-advertising (Aad), has been extensively researched in the fields of advertising and marketing. Within these research disciplines, the importance of attitudes towards advertising in general and towards a specific advertising has long been researched. Thirty years ago, Greyser (1972) noted that attitude-toward-advertising impacted the effectiveness of advertising. Mackenzie *et al.* (1986) defines attitude-toward-advertising as a “predisposition to respond in a consistently favorable or unfavorable manner to advertising a particular advertising stimulus during a particular exposure situation”. Attitude-toward-advertising, in turn, is important because it is an antecedent of brand attitude (Lutz, 1985; Mackenzie and Lutz 1989). Research efforts then focused on conditions that impact advertising effectiveness, the determinants of advertising attitudes, and tests of causal models of ad attitudes and outcomes (Brown and Stayman, 1992). Research on these constructs was performed using traditional media.

ii. Purchase Behavior

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

In Meenaghan's (2001) model of sponsorship effects, highly involved consumers display higher awareness levels of sponsorship, and there is a greater chance they will express a preference for the sponsor's product because of its affiliation with the event. The positive perceptions of these highly involved consumers may influence their purchase behavior toward the sponsors of their favored event. Sponsorship differs from advertising because it portrays an alternative set of values (McDonald, 1991). Past research indicates that consumers are more accepting of advertising if it comes in the form of sustaining or promoting an event that they enjoy (Meenaghan, 2001). Consumers who demonstrate an affinity toward a certain activity, and develop a sense of goodwill toward the sponsors of that activity, are more likely to transfer those positive attitudes and beliefs onto the company's products or brand (Meenaghan, 2001). For example, if a company excessively promotes and virtually interrupts the activity, consumers will display negative emotions, and this can produce negative image transfer among consumers which likely affects purchase behavior. One significant way to measure the effectiveness of event marketing is to evaluate the relationship between event organizers and purchase behavior. It has been stated previously that highly involved customers are more likely to demonstrate a preference toward organizers of their desired events.

2.2. Empirical Review

Based on the theoretical review presented in the previous section, this part highlights how the research questions were empirical with the stated problem. Because of the extensiveness of the literature review, parts of each theory has been chosen and studied.

2.2.1. The Objectives with Event Marketing

In order to answer the first question, theories regarding the objectives of event marketing are applied. In order to be successful and achieve the objectives in event marketing the theory says that it must integrate with other promotional mix instead of using it alone so the researcher try to conceptualize the organization what look like in this regard. The researcher was used the five categories of objectives with event marketing which according to Meenaghan (1983) are corporate-related, product-related, sales, media coverage and personal objectives. Personal objectives are the final objective mentioned but it was not be used here as it has not much support by other authors. For the characterization of each objective, the researcher used the definition of the author. The

theories that the researcher was rely on for describing the objectives of event marketing are selected and is mainly presented by Meenaghan (1983) but also supported by Behrer and Larsson (1998), Wood (2009), Andersson and Mossberg (1999), Holland and Rich (1999) and Taranto (1998).

Concerning corporate-related objectives Meenaghan (1983) considers affecting the corporate image, creating awareness about the company; strengthening the internal relations and identifying the company with the target group in order to establish relationship. With regards to product-related objectives Meenaghan (1983) also states that affecting the brand or product image, creating awareness about the brand and identifying the brand or the product with target group are elements to be considered. With sales objectives the researcher looks at significant issues, which according to Meenaghan (1983) are increasing sales in the short run, increasing sales in the long run. Behrer and Larsson (1998) added that in addition to the two sales effects they also state that event marketing with sales promotion objectives intends to create shopping impulses.

2.2.2. How a Specific Event is Selected

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

2.2.3. Evaluation of the Event Effectiveness

The third research question is regarding to the evaluation of the event effectiveness. This can be seen in two ways. The first one is how to evaluate event marketing and the second one is when to evaluate the event. On how to evaluate event marketing there are three methods described by Paul Stanley (1995 referred by Behrer and Larsson 1998). These are through retailers, media and consumers. Regarding on when to evaluate event marketing Meenaghan (1983) suggested three stages, which are before, during and after the event.

2.2.4. Advantages and Disadvantages of Using Event Marketing

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

2.2.5. The Influence of Favorable Disposition on Purchase Behavior

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

Favorable Disposition was measured using 3 company-specific questions and 2 non-company specific questions (for a total of 5 items). They were all measured on a five-point Likert-scale ranging from 5 (Strongly agree) to 1 (Strongly disagree). The items asked participants about their dispositions toward the company that organize events and about their disposition regarding organizing events in general. The items in this section were developed based on research conducted by MacKenzie & Lutz (1989) and Reid & Soley (1982).

Purchase behavior was measured with a five-point Likert-scale, ranging from 5 (Strongly agree) to 1 (Strongly disagree) based on research conducted by Peyrot and Van Doren (1998). These item was used to measure consumers purchase behavior of the various products and services advertised/promoted at the event.

2.3. Conceptual Framework

Miles and Huberman (1994, p.18) define conceptual framework as, “a conceptual framework explains, either graphically or in a narrative form, the main things to be studied the key factors, concepts, or variables and the presumed relationships among them”. The conceptualization also serves as a base for the questionnaire , which is used to collect data.

The following research framework was developed for the quantitative study based on the ideas and concepts reviewed in the literature.

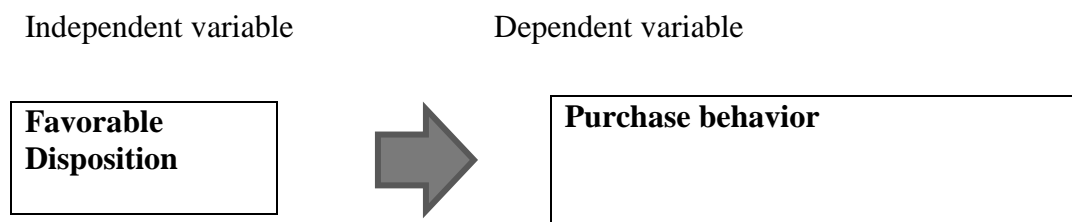


Figure 3: A Conceptual Framework: Source: Authors’ own construction

In order to fulfill the purpose of this study concerning the influence of favorable disposition toward events on customers purchase behavior in the case of Arki Mineral Water. The five research questions were applied to cover all significant parts of the area. The first four research question are done qualitatively through content analysis . The first research question identifies the different objectives the company has with the use of event marketing . The second research question assesses how the company selects a specific event. Research question three describes how event’s effectiveness is evaluated. The fourth research question examined the advantages and disadvantages of using event and the fifth research question test the influence of favorable disposition toward events on customer purchase behavior which were solved quantitatively. These research questions are interrelated and together they serve the purpose of this study. In the above figure the conceptual framework model provides an overview of the theoretical parts that have been chosen, and which helps the collection of data, and also facilitates the data analysis.

2.4. Hypothesis of the study

Based on the problem identified so far under the statement of the problem and the theoretical and empirical review of literature, the research paper was intended to prove the following basic alternative research hypothesis.

H1: There is a significant positive relationship between favorable disposition toward event and purchase behavior from the company.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Description of the Study Area

Arki mineral water is a unique product brought to market by SBG Industry PLC, a company established with the commitment to make the highest quality bottled natural mineral water accessible for its customers across Ethiopia and Africa. SBG Industry PLC was established in 2008 in Addis Ababa, Ethiopia with a capital of ETB 40 million and is currently engaged in the production of bottled natural mineral water (Arki Water, 2018). SBG Mineral Water Company announced the launch of ARKI mineral water on November 14, 2015 in Sululta Oromia Regional State of Ethiopia. The company has leased 3375 square meter after getting its license from the Ethiopian Investment Commission in July 2008. The company was established by three brothers and their father (Arki Water, 2018). The company has a capacity of producing 12000 bottles of water in an hour. The business has created employment for 250 employees. It targets market in Adama, Bishoftu, and Addis Ababa. The head office is located in Addis Ababa around Bole Medhanealem. Respondents of the study were taken from Addis Ababa for its convenience purpose.

3.2 Approaches to the Research Methods

Choosing a data collection method was the next step in the process, and this entails deciding how to conduct the research as well as how to collect the data needed. Research can be divided in two types depending on what kind of data the research was based on. Quantitative research deals with information that can be quantified, data that can be given numbers and that can be analyzed by using programs, such as the statistical computer program SPSS. The other type of research is qualitative, which is focused on gathering information in the form of words (Bryman & Bell, 2007). The research was done using both quantitative and qualitative data but it is more of qualitative . The quantitative data was collected through close ended questionnaire by testing favorable disposition influence on customer purchase behavior. In addition, qualitative data was collected using open ended question from the marketing manager and other personnel's of the company.

3.3 Research Design

The purpose of this study was to examine how firms use event marketing and to test the influence of favorable disposition towards event on customer purchase behavior in which survey was used to test the impact. The research were explanatory in nature, since explanatory research attempts to clarify why and how there is a relationship between two or more aspects of a situation or phenomenon and also used to conduct for a problem which was not well researched before ,demands priorities, generates operational definitions and provides a better researched model. The researcher select this research design because of it helps to increase understanding, flexibility and for better conclusion. It follows a mixed-method approach (by combining quantitative and qualitative procedures) and more of qualitative nature. The quantitative information was gained from survey of closed ended question of students of commerce to test the influence of favorable disposition toward event on customer purchase behavior. Qualitative information is also being used to investigate how event marketing used by the company was gained information from head promotion manager and other two personnel of the organization through open ended question.

3.4 Population and Sampling Techniques

The target population of the study was students of School of Commerce, and the marketing Manager and other two personnel of Arki Mineral Water. Non-probability, specifically convenience sampling was used. A total of 384 questionnaires were distributed to students of commerce. The students were selected purposively because the company recently sponsors giant events like Ethiopian Great Run, which is mostly participated by young population, through using sport events and other festivals that mostly associated with youth.

In the study, non-probability specifically purposive, sampling technique was employed. The company chosen as sample in the research has an experience of using event marketing recently. The head office was selected since the marketing department and other relevant personnel to the study is found in head office. Selecting respondents with the right knowledge about the research area is crucial for qualitative research (Holme and Solvang, 1991). At the company the head and personnel responsible for the company's event marketing were chosen using purposive sampling.

3.5 Data Source and Types

Throughout the study both primary and secondary data source were explored. The primary sources of data which related to the purpose directly used from closed ended question conducted on consumers to test the influence of favorable disposition towards event on customer purchase behavior and open ended question conducted from the promotion manager and personnel regarding event marketing's objective, selection, evaluation and advantages and disadvantages. The secondary data obtained through document analysis to supplement the primary data. A number of books, research thesis, and internet and journal articles on event marketing and consumer purchase behavior were reviewed.

3.6 Data Collection Procedures

It is typically not practical to include every member of the population of interest in a research study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced to study a representative subset a sample of the population of interest (Marczyk, *et al.* 2005). With regard to sample size it should neither be excessively large, nor too small. According to Sekaran (2003) sample size 30-500 is already adequate for most of the research. There are several approaches to determining the sample size (Kothari, 2004; Ruane, 2005 and Marczyk *et al.* 2005). These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size (Israel, 1992).

For this research published table was used to provide the sample size by assuming a 95% confidence interval and 5% margin error.

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384$$

Where n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 95%). e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1-p$. The value for Z is found in statistical tables which contain the area under the normal curve (Israel, 1992).

As sample size determination is based on the unknown population formula and the researcher selected the respondents out of the total population that exposed to event marketing of Arki Mineral Water Industry PLC through convenience sampling. Convenience sampling which also called accidental or opportunity sampling is a non-probability sampling technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient. A total of 384 closed ended questionnaires were distributed to students of commerce and the open ended question was delivered to the marketing manager and other personnel's of the company. Four steps were taken to conduct the survey:

Step 1: The questionnaire was formulated.

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

Step 3: The questionnaires were distributed

Step 4: The data collected was coded and proceed for analysis.

3.7 Validity and Reliability

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). Numbers of different steps were taken to ensure the validity of the study: Data was collected from the reliable sources, from respondents who have experiences in using different products and services of the company. Survey questions were made based on literature reviews and frame of references to ensure result validity.

In addition to asking if a measure is valid, we should also ask if it is reliable. A measure is considered reliable if it yields the same results each time it is used, assuming, of course, that there has been no real change in the variable being measured. In other words, reliable measures do not fluctuate they yield consistent results (Ruane, 2005). In order to check the instrument's reliability using Cronbach's Alpha and found to be 0.852 which is significantly higher than the generally accepted value of greater than or equal to 0.7 .It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees.

3.8 Ethical Considerations

The present study is conducted based on the permission obtained from Arki Mineral Water Industry PLC. The respondents also clearly instructed on top of the questionnaire that, the study is conducted to explore the influence of favorable disposition toward event on consumers purchase behavior of Arki Mineral Water and it is truly used for academic purposes only. For the sake of protecting the privacy of the respondents, instruction was put in place stating that, customers are not required to write their name and address on the questionnaire. Finally, we assured that, all the respondents fill the questionnaire and also the marketing manager and personnel of the organization based on their bestowed interest.

3.9 Data Analysis

The data is collected using structured survey/quantitative approach was edited, coded, cleaned and entered into the computer. Then, it was analyzed using Software package for social science (SPSS 20). Frequency counts and percentages were applied on all variables of the survey. Two statistical techniques were applied: (1) descriptive statistics and (2) Inferential statistics that included correlations, regression, and repeated measures of ANOVA (Analysis of Variance). The open ended questions were adopted from previous research done by Eriksson and Hjälmsön (2000) with some modifications and done through content analysis. This is because the research is a recent one and can be a base for this area as it gives more complete information about event marketing.

Five steps were followed to conduct the qualitative analysis.

Step 1: Familiar with the data collected.

Step 2: Focus on the analysis to identify key question that need answers.

Step 3: Categorize the data and create a framework/coding or indexing the data.

Step 4: Identify patterns and make connections.

Step 5: Interpret the data and explain findings.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1 Overall Respondents Response

From the total of 384 questionnaires distributed, 63 were not returned back so that 321 were considered from which 18 were not correctly filled and rejected .Therefore, 303 samples were effectively used for analysis that shows response frequency of 79% (Table 2).

Table 2: Overall respondent's response summary of the 384 questionnaire in the study

Survey Category	Number of sample	Percentage
Number of questionnaire distributed	384	100
Not returned	63	16
Not correctly filled	18	5
Correctly filled and returned	303	79

4.2 Reliability Test

The study used Cronbach alpha to assess the internal consistency of the research instrument. It is mainly used as a measure of internal consistency or reliability of a psychometric test score for a sample of examinees. The Cronbach alpha was found to be .779 according to Hendrickson *et al.* (1993) and McGraw and Wong (1996) the alpha of a scale should be greater than .700 for items to be used together as a scale. Therefore minimum 0.700 coefficient alpha values accepted to finalize the item validity (Table 3).

Table 3: Reliability statistics for all variables

No	Dimension	Number of items	Cronbach's Alpha
1	Favorable Disposition	5	.727
2	Purchase Behavior	1	-
	Grand Cronbach's Alpha /value	6	.779

4.3. Demographic Information about the Respondents

The total collected 303 data were analyzed with the statistical package for social science (SPSS version 20). The frequency statistics of demographic variables is presented in table 4. Of the 303 usable questionnaires returned, 176 were found to be male which are over 58% of the total respondents. Looking in to the age group of respondents, over 70% are below 40 and only 2.8% of the total is above the age of 66. The majority of the customers who participated in the survey (42%) were those customers between 16 to 25 years of age. Most of the respondents (47.8%) had university education and 28.2 % had completed secondary education.

Table 4: Summary of sample socio-demographic profile for participants of events

Socio-demographic characteristics		Frequency	Valid percentage
Gender	Male	176	58
	Female	127	42
Age	16- 25 years	127	42
	26- 40 years	94	31
	41- 55 years	43	14.1
	56- 65 years	31	10.1
	Above 66 years	8	2.8
Level of Education	Primary	-	-
	Secondary	85	28.2
	College	73	24
	University	145	47.8

4.4. Correlations Analysis

The Independent questions regarding favorable disposition are:-

Q1- I think favorably of companies that organize events. Q2- Companies who organize events provide quality products. Q3- I like the company Arki. Q4- Arki is a very good company and Q5- I think favorably of Arki because it organizes events.

The Dependent questions regarding purchase behavior are: Q6- I would purchase products from Arki because it organizes events.

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

Correlation measures the linear relationship between two variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). The sign of a correlation coefficient describes the type of relationship. All the variables correlation is significant at 0.01 level of probability. A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). As per the guide line suggested by Field (2005), the strength of relationship .1-.29 shows weak relationship; .3-.49 is moderate; >.5 shows strong relationship between the two variables. From the result shown below, there is strong relationship between the independent variable (favorable disposition) and the dependent variables of purchase behavior ($r=.732$, $P<.01$),

Table 5: Pearson Correlations 1

		Favorable disposition	Purchase behavior
Favorable disposition	Pearson Correlation	1	.732**
	Sig. (2-tailed)		.000
	N	303	303
purchase behavior	Pearson Correlation	.732**	1
	Sig. (2-tailed)	.000	
	N	303	303

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

Table 6: Pearson Correlation 2

Categories		favorably of companies that organize events	Event organizers provide quality product	Like AMWI	AMWI is a very good company	Favorably of AMWI	Purchase behavior
Think favorably of companies that organize events	Pearson Correlation	1	.218**	.040	.352**	.687**	.529**
	Sig. (2-tailed)		.000	.492	.000	.000	.000
	N	303	303	303	303	303	303
Companies who organize events provide quality products	Pearson Correlation	.218**	1	.090	.244**	.269**	.121*
	Sig. (2-tailed)	.000		.118	.000	.000	.035
	N	303	303	303	303	303	303
Like the company Arki Mineral Water Industry	Pearson Correlation	.040	.090	1	.689**	.208**	.511**
	Sig. (2-tailed)	.492	.118		.000	.000	.000
	N	303	303	303	303	303	303
Arki Mineral Water Industry is a very good company	Pearson Correlation	.352**	.244**	.689**	1	.560**	.789**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303
Think favorably of Arki Mineral Water Industry b/c it organizes events.	Pearson Correlation	.687**	.269**	.208**	.560**	1	.547**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303
Purchase behavior	Pearson Correlation	.529**	.121*	.511**	.789**	.547**	1
	Sig. (2-tailed)	.000	.035	.000	.000	.000	
	N	303	303	303	303	303	303

** . Correlation is significant at the 0.01 level (2-tailed). * . Correlation is significant at the 0.05 level (2-tailed).

4.5. Regression Analysis

Simple regression estimates how the value of one dependent variable (Y) can be predicted based on the value of one independent variable (X). The linear equation for simple regression is as follows: $Y = aX + b$

In this study independent variable (favorable disposition) and dependent variable(purchase behavior) was used in the Regression Analysis. The R square value in table 7, tells how much of the variation in the dependent variable (Q6, purchase behavior) is explained by the model (favorable disposition). In this case the value is .471 expressed as a percentage (multiply by 100) it becomes 47.1%. This means that the model explains 47.1% of the variance in the purchase behavior from the company. The correlation between the favorable disposition and the purchase behavior from the company indicated that there is strong relationship (.686).

Table 7 : Purchase behavior from the Company Model Summary (Q 6)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686a	.471	.469	.76075

a. Predictors: (Constant) favorable disposition

The ANOVA must be considered to assess the statistical significance of the results. If the test equals 0 it means there is no relationship between the dependent and independent variables. As can be seen from the ANOVA table, the independent variable significantly predicts the purchase behavior from the company, $F=268.188/P<.000$. Thus H1: There is a significant positive relationship between favorable disposition toward event and customer purchase behavior from the company was accepted.

Table 8: Purchase behavior from the Company ANOVA a (Q 6)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	155.211	1	155.211	268.188	.000b
1 Residual	174.201	301	.579		
Total	329.412	302			

a. Dependent Variable: purchase behavior b. Predictors: (Constant) favorable disposition

As indicated on table 9, the result of simple linear regression based on the independent variables that means favorable disposition have positive and significant relationship with purchase behavior(0.686)

Table 9: Purchase behavior from the Company Coefficients (Q 6)

Model	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	-1.069	.318		-3.359	.001
Favorable disposition	1.359	.083	.686	16.376	.000

1

a. Dependent Variable: purchase behavior.

4.6 Qualitative Analysis

4.6.1 Analysis for the Management's and Personnel Open Ended Question

A) Objectives with Event Marketing

As the respondent says a business company's business the grand objective is to make profit. So, all promotional activities revolve with this objective. When it comes specifically to event marketing, Arki wants to be viewed as exciting and refreshing in order to attract a younger target audience than elder people. The respondent says that overall the objective depends on the type of event organized and the target audiences since events have different mottos. It can be creating awareness, maximizing volume with regards to sales or promote the selected brand. With regards to corporate related objectives of Arki the respondents says establishing and maintaining relationship with the target group is an important objective. The one example the brand manager states that mineral water target societies that are the youths and teenagers who participate mostly in sport events. Due to this getting a chance to meet the audience face- to- face is an important thing to be achieved using event

marketing. The respondents stated that since there is a lot of Mineral Water companies in the market it needs to create company awareness in order to differentiate from competitors. So when the company launches new product awareness creation is done through different events. To strengthen the internal relations is considered as an objective for Arki since the company believes that motivating the personnel and making them to participate is an important thing to do.

When it comes to the product related objectives, Arki wants to affect the brand or product image. Mostly the challenging thing in Mineral Water business is to get a brand loyal customer because of availability of similar competitor product in the market. In order to strengthen the brand and the product image different packages, gifts, brochures, flyers, banners are used. The marketing manager explains that increasing the sales in the short run is not a crucial objective for the company and the effect can be seen depending on the type of the event. Some events are continuous like sport events their effect is seen in the long run and others are one-time activities. All the respondents said increasing sales in the long run is regarded as an objective with event marketing. At last the brand manager states that achieving media coverage is also thought as an important objective with event marketing. Some events by nature attract media's. He explains that sports events specifically athletics are screened and has wide media coverage.

B) The Selection of a Specific Event

When selecting an event there are things that need consideration. The things considered according to the respondents were the objective set with the event, the target group and the number of the audience expected, the duration of the event, the budget required and the benefit the company gets in-return. When selecting an event, it is very important that the event has the ability to fulfill the marketing objectives, as all the respondent explains. In addition the brand manager mentioned the potential association with the event considered it as criteria he takes example like Arki associate with sport and health. All the respondent said that the company analyzes whether there is compatibility between the event and the product image/ usage. Compatibility with the corporate image is also importance that the respondent stated that achieving it through implementing social responsibility. Even if it is not key criteria media coverage is still considered in the selection of an event said the respondents.

The budget requirement is also considered as important criteria to Arki as the respondents states. The budget depends on the company's ability in terms of physical resources, staff time and staff talent. The cost analysis is done before the event to know whether it is worthy to participate in that specific event or not. One of the major importance of event is it can cover as many people as possible. Especially it has also the ability to reach people that are not participating in the event. The brand manager further describes the importance of an event to be able to offer personal contact with the participants. This helps to create good relationship with the existing as well as potential participants. All the respondents indicated that there is no preferences and interests of executives considered in the selection of events. But, the executives can justify for their preference one over the other when needed and it must not to conflict with objective of the organization.

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

On the other hand, they indicated that Arki also works with both own created events as well as already established events. According to the respondents one-time activities as well as long terms are considered. In addition to this, the seasonality of events has also an impact so it is also considered. Especially in the hot season the demand for mineral water is high, and shortage of product happens so the company gets ready at the slack season not to be out of stock. According to the respondents Arki enters in to event both exclusively and by co-sponsoring with other companies. When the company co-sponsors it is not with rival company, instead with products not related to it. The brand manager further strengthens the use of co-sponsors advantage even if the company uses both methods. He said that co-sponsoring enables to create good relationship with partners by creating sense of loyalty. Arki also considers the occurrence of adverse publicity in the selection of an event. Arki does consider organization behind an event and sense of responsibility as

an important criterion instead of conducting just for the sake of collecting cash said, the respondents.

C) Evaluation of the Event Effectiveness

The company does assess the success of the event using questionnaire to be filled out by the participants. According to the marketing manager and the personnel Arki does not measure the event effectiveness through retailers and they said that the effectiveness is mainly measured through consumers by collecting feedback. This is because there are many outlets and this makes it difficult to quantify. The respondents mentioned that the company can sense the change when it performs the Prize linked campaign as the move of the products is visible. In addition to this, the company faces with shortage of products which can be regarded as an indicator. The marketing manager and the sales personnel stated that event effectiveness is mainly evaluated during the event. Whereas the brand manager add after the event also used by the company in some occasions.

D) Advantages and Disadvantages of Using Event Marketing

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

The respondents claim that event's has the ability to reach through the media noise, but is dependent on the coverage area. If the product is produced for one area it is better to use events to make attachment but if it is for nationwide event may not be significant to reach through media noise. The marketing manager and the sales personnel stated that it creates better credibility than advertising .Whereas the brand manager states that it is the quality of communication of the event

or the advertising that makes it credible or not, therefore cannot say event marketing as more credible than advertising. With regards to awareness it has an advantage over advertising as there is direct contact with the customers said all the respondents.

The other advantage of using an event, as explained by the respondents was event enables Arki to promote by focusing and concentrating on a specific product. This creates awareness by emphasizing on a specific product. They also explained that if carried out properly, events are advantageous in affecting image. In addition the brand manager says that achieving prestige than advertising is considered as an advantage since the company has helped to create a good image. According to the respondents internal motivation is also an important advantage since it increases the moral and engagement of the personnel. Finally, they state that since event offers face-to-face contact it is advantageous for the company to collect feedback from the audience which can be used for future market research.

One of the disadvantages related to events as all the respondents said inflexibility. When the event is organized by another organization the decisions made might not be to the advantage of other participant companies this limits the ability of Arki to do on its own way since most of the time Arki participated in co-sponsors. Withdrawal is also impossible once the company get into the contract. The other disadvantage listed by the respondents were event does not have standardized solutions like advertising which gives an opportunity for undesired things to happen that the company has not considered and this makes the evaluation hard.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

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

5.1. Summary of Major Findings

The general objective of this research is to provide a better understanding of how event marketing is used and to test the influence of favorable disposition toward event on customer purchase behavior. The specific objectives were regarding the objectives the companies have, how they select specific events, how the event effectiveness was evaluated, examine the advantages and disadvantages of using event marketing and to test the influence of favorable disposition toward event on customer purchase behavior. To find non-probability sampling specifically convenience sampling was used when distributing the questionnaires and purposive sampling technique was used to select the company and respondents. The company was chosen because recently they co-sponsor Ethiopian Great Run and have the experience of using event marketing.

Cronbach alpha that assess the internal consistency of the research instrument shows that there are high internal consistency (.779). The frequency statistics shows that majority of the respondents were male (58%) and most of the respondents were in the age group between 16 and 25 (42%). Most of the respondents had university education 47.8% and over 28.2% had completed secondary education.

Pearson correlation coefficient of the five measurable items indicated that, there is strong relationship between the independent and dependent variables. The correlation between favorable disposition and purchase behavior from the company indicated that there is strong relationship (.732).

The summary made based on the findings of the study with the objectives of using event marketing were affecting the company image with their event marketing, strengthening internal relations, identifying the company with the target group motivating employees and affecting the brand or product image as an objective. Regarding the selection of events the findings show that the company use are generally fulfilling the stated objectives, compatibility of event with product usage and image, media coverage, funding requirement, coverage of the target audience, guest hospitality, geographical coverage, staff knowledge about the event, event type and possibility for adverse publicity. The evaluation of the events effectiveness is through consumers feedback while it disregards to evaluate through retailers. The company done during and after the event is carried out. The findings also states that event marketing has different advantages for the company. These are; it penetrates and eliminates media noise, contributes with internal motivation and moral, generate awareness, offers interaction and influence image better than advertising. The disadvantages of event marketing according to the findings are no standardized solution, inflexibility and difficulty to evaluate.

5.2 Conclusion

According to the Pearson correlation coefficient of the variables, there is strong relationship between the independent variable of favorable disposition and dependent variable of customer purchase behavior. The highest predictor attribute is “Arki Mineral Water Industry is a very good company” (.789) and the next highest is “I think favorably of Arki Mineral Water Industry b/c it organizes events” (.547) have the highest positive correlation which means that customers give value for companies that organizes events.

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

- **Actual Purchase from the Company:** - 47.1% of the variation (increase/decrease) in favorable disposition to events can be explained by purchase behavior from the company. Therefore, the company can increase the level of purchase by creating relationship with the target audience at the event and by maintaining the relationship and by empowering employees with the required amount of knowledge in order to convince the target audiences to purchase.

Generally, the results revealed that favorable disposition to event positively influence on customer purchase behavior since it allows customers to have an experience and creates impulses to act or to buy.

According to the data collected from the open ended question the following conclusions are made. Based on the findings above the following specific conclusions about objectives with event marketing can be stated:

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

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

- The company takes into consideration many factors when selecting an event to participate.

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

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

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

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

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

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

5.3. Recommendations

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

- The company should incorporate other objectives when using event marketing in addition to the stated objectives like creating awareness, increase on ROI , increase long term sales(market shares),testing a new market, create public relation and receive feedback in order to get the maximum benefit from the event.
- The company should continue in co-sponsoring unique and entertaining events like Ethiopian Great Run so that the customers have positive experience which increases their purchase behavior.
- The company should develop measuring through retailer /volume of sales and through media to measure event's effectiveness to use the events effectively for future since the company uses only customers feedback is way of measurement.
- Co-sponsoring with other organizations should be considered to get advantage; which is through association created by customers. However, it should be done with the ability to withdraw if it is not working in accordance with the agreement.
- The company should use different marketing communication tools like sales discount ,gifts and public relation intensively in line with event marketing to create favorable disposition and identifiable impact on purchase behavior.

5. 4. Limitations and Directions for Future Research

This research was done on the influence of favorable disposition toward events on consumers' purchasing behavior in the case of Arki Mineral Water.

The research has several limitations shown as follows:

- This study is believed to have certain constraints. Primarily, it is worth keeping in mind that the sample of the study was limited to students of school of commerce which cannot represent the whole customer. There should be caution taken when making generalization of the study.
- There are a limited research and literature in Ethiopian context, the researcher was forced to build up on the theoretical literature reviews from different sources and on previous works in other countries.

- Non-probability sampling specifically purposive sampling was used; which has bias in selection of the sample.
- Further study should be done by testing other aspects which affects purchase behavior of customers towards the company like awareness and goodwill etc.
- Another study should also be done by comparing event marketing with other promotion tools and also on how event marketing is used as a complement to the other promotion tools like personal selling, sales promotion and public relations.

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33

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APPENDIX A

**Addis Ababa University
School of Commerce
Department of Marketing Management**

Questionnaires to be filled by students of school of commerce

Dear 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 Influence of Event Marketing on Customers Purchase Behavior in the Case of Arki Mineral Water Industry PLC. Your keen participation in supplying the required data is highly essential for successful completion of the study. The information you provide will be kept confidential and the result of the study will be used for academic purpose only.

I would like to thank you in advance for your participation and sharing your busy schedule. Please do not hesitate to ask me or to call/mail if you have any doubt on the questions.

Thank you in advance for your cooperation

Mukerem Kemal
Mob. 0913418385

Email:mukeksahib@gmail.com

General Instruction:

Use a tick mark ‘√’ to show your preference in the box provided

No need of writing your name or any address

Part 1: General Information

1. Gender

Male []

Female []

2. Age

16- 25 years []

26- 40 years []

41- 55 years []

56- 65 years []

Above 66 years []

3. Level of Education

Elementary []

High school []

Diploma []

Degree []

Masters []

Other []

Part 2: Basic Information

Please suggest your level of agreement to the statements listed below; the parameters are labeled from 1 up to 5. 1 as strongly disagree, 2 disagree, 3 Neutral , 4 agree and 5 as strongly agree.

No.	List of Statement	Level of Agreement				
		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	I think favorably of companies that organize events.					
2	Companies who organize events provide quality products.					
3	I like the company Arki Mineral Water Industry.					
4	Arki Mineral Water Industry is a very good company.					
5	I think favorably of Arki Mineral Water Industry because it organizes events.					
6	I would purchase products from Arki Mineral Water Industry because it organizes events.					

APPENDIX B

**Addis Ababa University
School of Commerce
Department of Marketing Management**

Questionnaires to be filled by personnel of Arki Mineral Water Industry PLC

Dear 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 Influence of Event Marketing on Customers Purchase Behavior The Case of Arki Mineral Water Industry PLC . Your keen participation in supplying the required data is highly essential for successful completion of the study. The information you provide will be kept confidential and the result of the study will be used for academic purpose only.

I would like to thank you in advance for your participation and sharing your busy schedule. Please do not hesitate to ask me or to call/mail if you have any doubt on the questions.

Thank you in advance for your cooperation

Mukerem Kemal
Mob. 0913418385

Email:mukeksahib@gmail.com

General Information

Name of the company:

Position of the respondent:

Field of business:

Background to Event Marketing within the Company

1. When did you start using event marketing as a promotional tools ?
2. Which events have you been using? Could you tell a little about the different events?
3. When you use event marketing are you looking to integrate marketing communication /promotional mix elements?
4. If your answer to the above question is “yes “ what type of promotional mix your company used?

What Objectives do you have With Event Marketing?

5. What objectives do you have with event marketing? Is it often the same objectives or do they vary?
6. Which corporate-related objectives do you have with event marketing (if any)?
 - Affect the corporate image
 - Create awareness about the company
 - Strengthen the internal relations
 - Identify the company with the target group

If yes, is this a way to establish relationships?

 - If others specify.
7. Which product-related objectives do you have with event marketing (if any)?
 - Affect the brand or product image
 - Create awareness about the brand or product/service
 - Identify the brand or product with the target group or any others objectives
8. Which sales-related objectives do you have with event marketing?

- Increase sales in the short run
- Increase sales in the long run
- Create shopping impulses or any other

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

- If yes, is this a crucial objective?

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

How do You Select a Specific Event?

11. How do you select a specific event?

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

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

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

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

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

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

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

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

18. Do you consider the target audience coverage?

- The audience at the actual event
- The extended audience

19. Do you consider the opportunities for guest hospitality?

- Possibility to make face-to-face contact with the audience

20. Are preferences and interests of executives considered in the event selection?

21. Do you consider the geographical coverage of an event? If yes, how?

- Events with excessive or insufficient geographical coverage

22. How do you consider the knowledge of staff when selecting a specific event?

- Is it Important that at least one company member is knowledgeable of the event?

23. Do you consider the type of event?

- A new or an established event
- One time activity or long term commitment
- The seasonality of the event

24. How do you consider the choice between carrying out an event exclusive for the company or with co-sponsors?

25. Do you consider the possibility for adverse publicity?

26. Do you consider a possible organization behind the event? If yes, how?

27. Is there anything you would like to add regarding how you select an event?

How is the Event Effectiveness Evaluated?

28. How do you evaluate the event effectiveness?

- Do you measure the event effectiveness through retailers? If yes, how?
- Do you measure the event effectiveness through media? If yes, how?
- Do you measure the event effectiveness through consumers? If yes, how?

29. When is the event effectiveness evaluated?

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

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

Advantages and Disadvantages of using Event Marketing

31. What are the advantages of using event marketing?

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

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

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

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

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

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

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

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

- Market research, feedback etc.

- Personal meeting

39. What are the disadvantages of using event marketing?

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

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

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

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

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