



The Effect of Event Marketing on the Perceived Marketing Performance of Habesha Breweries S.C.

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performance of Habesha Breweries S.C.**

**Thesis submitted to Addis Ababa University College of Business and
Economics School of Commerce department of marketing management
graduate study for the partial fulfillment of the requirement for the
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ABSTRACT

The purpose of this study was to examine the Effect of Event Marketing on the Marketing Performance of Habesha Breweries S.C. The study was included 385 respondents that were composed of 3 event hold in three different places in Addis Ababa. Out of which only 330 respondents' returned properly which meant 85 percent coverage of total respondents from the events. It was indicated in descriptive analyses as event marketing offered great communication opportunities for companies in the increasing media coverage and hard competition and customer satisfaction. The correlation analysis illustrated the relation between event marketing and perceived marketing performance is strongly correlated. The regression analysis showed the ANOVA test as F value of 1037.135 and significant at 0.000 level; 90.4% of the variance (R-Square) in event objective, event selection and opportunity and threat are significant effect on marketing performance and the model adopted appropriately measure the construct. It was concluded that the event marketing factors of event objective, event selection and opportunity and threat will affect the perceived marketing performance. The company should continuously attempt to co-ordinate the communication around a created or sponsored event as of going practices with an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated.

Key Words: Event Marketing, Marketing Performance, marketing, Brewery Industry

DECLARATION

I hereby declare that the work which is being presented in this thesis entitled “*The Effect of Event Marketing on the perceived marketing performance of Habsha Breweries S.C*” is original work of my own, has not been presented for a degree to any other university and all the materials used for the thesis have been duly acknowledged.

Betelehem Abebe
(Candidate)

Date

This is to certify that the above declaration made by the candidate is correct to the best of my knowledge.

Dr. Mulugeta Gebermedhin
(Thesis Advisor)

Date

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ABBREVIATIONS

AM – Action Marketing

Efy – Ethiopian Fiscal Year

EM – Event Marketing

HBSC – Habesha Breweries SC.

IMC - Integrated Marketing Communication

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

After the industrial revolution in United Kingdom and American Revolution in United States of America, the economy had been dominated by large scale manufacturers and service producing industries. During which the stocks of each manufacturer become over headed caused by the mass production capacity of the firms. This mass production capacity was the result of technological upgrade, i.e. new tools and machineries had been emerged in to the manufacturing industry. Consequently competition become intensive and selling of goods and services to nearby customers was insufficient compared to the enormous level of supply, thus the job of selling became complex. In response to this, different functional areas such as manufacturing, distribution, finance, sales and promotion emerged. Therefore, it became necessary to split the marketing function and other supporting functions like advertising, sales promotion, marketing research and marketing logistic or physical distribution. Marketing communication becomes the key customers' stimulation to take a desired action (purchase) (Govoni, 1993). "Now a day's in the global market place, there are many companies competing for the same limited market share" (Clow & Baack 2002, p.4); so the promotion component became important. "Effective Communication is particularly important in international marketing." (czinkota & Ronkainen 2004,p.306).

The traditional promotional mix consists of advertising, personal selling, direct marketing, sales promotion, public relation & internet promotion (Jobber 2004). Now globally there is rapid growth and development on way of communication hence different channels transmit a lot of message, it became difficult to get the target audience's attention through traditional media. As the market becomes more competitive, it is crucial for international companies to find a better way to cut through the competition and reach the target audience (Fan & Pfizenmair 2002). According to Buhler & Nufer (2010) marketers develop new means of promotional tools with the link of Public relation, sales promotion, direct marketing, sponsorship, and product placement.

Event provides an opportunity to meet the target audience in a different ways by combing any set of the traditional promotional tools (Sneath, Finney, & close 2005). This combination can be referred to as integrated marketing communication (IMC). Event marketing is being viewed as an increasingly important element in the promotion of a company's product, service, or cause (Shiu, 1995; Taranto, 1998). "Event marketing is an attempt to co-ordinate the communication

around a created or sponsored event. In event marketing, the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated” (Behrer & Larsson, 1998, p 18). The greatest part of event marketing is the opportunity to create history, by attracting people into a synergistic activity that can define the organization and its goals (Hoyle 2002).

In line with this idea, as today’s’ emerging business practices in Ethiopia, it has been long time to observe event marketing that have been prepared by most private owned and share companies. But the question of its effectiveness in providing an opportunity to meet the target audience in a different ways by combing any set of the traditional promotional tools is not well researched as evidence of preliminary interview with some marketing managers’ in Addis Ababa. A very high intention has been given by the researcher for newly established companies in Ethiopia. It is appropriate question to raise here as event marketing is being viewed as an increasingly important element in the promotion of a company’s product, service, or cause. Thus, this research has taken a newly established share company called Habesha Breweries that has was established in October 2009 with five founding members with a capital of 200,000 birr. It is established as per the Commercial Code of Ethiopia (1960).

The first time the concept of event marketing made a name was during the Olympic games in Los Angeles in 1984, where the sponsoring companies were offered to use their sponsoring of the Olympic games to a larger extent. Instead of only having their company logo exposed, the sponsors were also allowed to use their connection to the event in their other marketing communication. The companies could for example show their connection to the Olympic Games in their regular advertising, or use this connection in any promotional way and by doing so they associate themselves to the event to a much greater extent than earlier was allowed. This is where the concept of event marketing was born (Behrer& Larsson1998). The usage of the two terms, event marketing and sponsorship, is often inconsistent, but event marketing is distinguished from sponsorship only in that it refers to financial support of a particular short duration activity (Rossiter & Percy 1998).

“Marketers that can identify the return on investment (ROI) that can be expected by the participants, the special experience that will be offered, and the added value of attendance are those who will successfully market the event” (Hoyle 2002, p13). “The effective event marketer will seize on every opportunity to plant the seeds of credibility and positive response” (Hoyle 2002 P, 17). Based on the above information event marketing has become very significant than ever. Currently companies spend a large amount of money on event marketing to meet the target

customer satisfaction. That is why this research is interesting in that it allows us to see the effect of event marketing on the market performance of selected company.

1.2 Background of the company

Habesha Breweries is a share company established in October 2009 with five founding members with a capital of 200,000 birr. It is established as per the Commercial Code of Ethiopia (1960). It is registered with the Ministry of Trade and Industry on **02/10/09 E.C.** The share company initially offered 250,200 shares at par value of 1000 birr to the general public which was later increased to 500,200 at par value of 1000 birr. The share company now has nearly 8000 shareholders with a capital of 55,200,000.00. In July 2012 a Holland Brewery called Bavaria overseas Breweries B.V. became a shareholder of the company. Bavaria now holds 60% of Habesha Breweries shares. The Brewery located near Debrebirhan city begun construction in September 4, 2013. The turnkey project with an estimated cost of 700,000 birr was awarded to a Chinese company called lehui.

The first time the concept of event marketing made in the company was during the shareholders meeting in January 2015 by preparing canned “Habesha” brand beer which was imported from Holland. The sponsoring companies were the company itself offered to use their sponsoring of entertaining the shareholders and employees in Debrebrehan town. Instead of only having their company logo in glass bottled beer, the company preferred metal canned beer imported from outside. It helped the company to use their connection to the event in their other marketing communication as a good strategy. The companies could show their connection to the shareholders prestige in their regular fund raising event using advertising, or use this connection in any promotional way and by doing so they associate themselves to the event to a much greater extent than earlier was allowed. This is where the concept of event marketing was born in the company.

The project was completed in 2015 and the Brewery started production in May 20, 2015. Distribution of the product started on July 11, 2015. The distribution started in Addis Ababa and surrounding areas and is expanding its territory gradually. The Brewery has the capacity to produce 500,000 Hectoliters annually and is now in the process of expanding its capacity to 900,000 hectoliters.

1.3 Statements of the problem

Recently firms have paid more attention to introduction of products and services through different channels of communication to connect with their target customers. Furthermore, they try to build strong brand reputation to get sustainable long term competitive advantage.

Event marketing is being viewed as an increasingly important element in the promotion of a company's product and service (Shiu, 1995; Taranto, 1998). "Event marketing is focusing on a target group and involves high contact intensity. It turns a message into an event that can be experienced by the audience" (Eriksson, 2002 p14).

Companies invest money and resources by holding event marketing with the hopes of connecting with their target audience but simply carrying through an event does not necessarily deliver the desired result on the company market performance. Planning and having a thorough strategy is important to succeed in event marketing (Holland and Rich 1999). Taranto (1998) clearly states that event marketing will not deliver its expected value unless there is a strategy that puts the customers in the centre of the investment. Identifying the objectives to be achieved through event marketing is very important to the event effectiveness (Taranto, 1998). After clearly identifying the objectives, selection of a specific event is the next step to examine a proposed event against certain relevant criteria to fulfill the earlier stated objectives (Meenaghan, 1991).

In line with this idea, this research was intended to review the HBSC's investment of money and resources on holding event marketing with the hopes of connecting with their target audience. The preliminary interview with marketing and sales team of HBSC indicated that the company has been carrying through an event but have not studied its effectiveness and no proper clue on its market performance. Each event has been consumed 300 000 – 500 000 birr and taken more than a month for preparation of each event with selecting cultural decoration, cultural model clothes, female models, cultural and known place that helped to organize the event in Addis Ababa and 130 km around in Addis Ababa. The company's marketing team and the researchers were worried about the future perspective of HBSC as the company to expand its production capacity from 300 000 HL to 900 000HL. In this time it is better to review the event effectiveness and its market performance before the expansion of the company and reached across the country. It is note that the Brewery has the capacity to produce 500,000 Hectoliters annually but the actual production at this stage is 300 000 HL. This research therefore tries to

gain a better understanding through generating empirical evidences on the effect of event marketing on the market performance of Habesha Breweries S.C for its previous marketing performance and it future production and marketing expansion.

1.4 Basic Research Question

1.4.1 Main Research Question

How does event marketing influence on the marketing performance of Habesha Breweries S.C.?

1.4.2 Sub Research question

1. How do corporate and sales objectives of event influence the marketing performance of Habesha breweries S.C?
2. How do event selection criteria affect the marketing performance of HBSC?
3. How do the opportunities and threats associated with event marketing influence marketing performance of HBSC?

1.5 Objective of the study

1.5.1. General objective

The purpose of this study is to examine the effect of event marketing on the marketing performance of Habesha Breweries S.C.

1.5.2. Specific objectives

- To examine the effect of corporate and sales objective of event on the marketing performance of HBSC.
- To investigate the effect of selection criteria on the marketing performance of HBSC.
- To analyze the influence of opportunities and threat related to events on the marketing performance of HBSC.

1.6 Hypothesis

To assess the effect of event marketing on the market performance of Habesha Breweries S.C the researcher proposed the following hypothesis from research objectives.

H₁: Having clear corporate and sales related event objectives a significant and positive effect on the marketing performance of HBSC.

H₂: Selection criterion has a significant and positive effect on the marketing performance of HBSC.

H₃: Knowing the opportunities and threats in organizing event has a significant and positive effect on marketing performance of HBSC.

1.7. Significance of the study

The research will benefit any person who works or manages in the event marketing area and especially for the selected company marketing department managers and staffs when choosing or organizing events. It will help them to review their main intention, to assess the opportunity and threats and the event effect on their market performance according to current beer market situation.

Furthermore the researcher believes that the finding of this research can serve as a source for those who want to conduct their study in the area of event marketing. It will help to pay more attention to introduction of products and services through different channels of communication to connect with their target customers. Furthermore, they will build strong brand reputation to get sustainable long term competitive advantage and it will be an important element in the promotion of a company's product and service. It will help to focus on a target group and involves high contact intensity for the surveyed company.

In addition, it will help extremely for the surveyed company and for other companies to invest money and resources by holding event marketing with the hopes of connecting with their target audience but simply carrying through an event does not necessarily deliver the desired result on the company market performance.

1.8. Scope of the study

The researcher believes that there are many factors that need research or investigation on event marketing. However this research focuses on the points raised under the research question how the company selects a specific event, the objective of organizing the event, the opportunity and threats of using event marketing and the event marketing effect on the market performance of Habesha Breweries S.C. Even though the company organizes the event in different city of the country this research focuses on in Addis Ababa event program.

1.9. Organization of the study

The research contains five chapters. The first chapter is introductory part which has back ground, statement of the problem, objective, and definitions of different terms, significance and Scope of the study.

The second chapter deals with literature review which is related with event marketing to define and clarify the topic. Additionally it contains some definition terms which are horizontally connected with the topic concept.

The third chapter concentrated on the methodology of the study and consists of research approach, sample size, instrument of data collection, method of data analysis, validity and reliability of questioner and the research ethics.

The fourth chapter focused on data analysis and interpretation of the study. The last chapter (chapter five) included summary, conclusion and recommendation of the research parts.

1.10 Definition of the terms

- **Event marketing is** “Event marketing is an attempt to co-ordinate the communication around a created or sponsored event. In event marketing the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated”. (Behrer & Larsson, 1998, p 18)
- **Sponsorship is** “A business agreement between two parties. The sponsor provides money, goods, services or know-how. In exchange the sponsored party (individual or organization) offers right and association that the sponsor utilizes commercially”(Lagea, 2005 p47)

- **Promotion is** “coordination of all sellers initiated efforts to set up channels of information and persuasion in order to sell goods and service or promote an idea” (Kotler, 2005 p 103).
- **Promotional mix is** Stands for a company’s total marketing communications program, originally consists of advertising, personal selling, sales promotion, and public relations (Kotler & Armstrong, 1994).
- **Advertising is** fundamentally impersonal mass communication. It presents a standard commercial message to a large dispersed media (Govoni, Eng & Galper,1993).
- **Personal selling is** “personal, individualized communication that transmits a tailored and highly adaptive message to a small, very select audience. Personal selling takes place via direct contact between buyer and seller, either face-to-face or through some form of telecommunications”. (Govoni, Eng & Galper,1993 p115).
- **Sales promotion is** an extremely diverse form of commercial mass communication, the purpose of which is to provide additional motivation for customers to make buying decisions now. (Govoni, Eng & Galper, 1993).
- **Public Relations (PR) is** involves building good relations with the company’s various publics by obtaining favorable publicity, and building up a good corporate image (Kotler & Armstrong, 1994).
- **Integrated Marketing Communication (IMC)** The concept under which a company carefully integrates and coordinate its many communications channels to deliver a clear and consistent message (Kotler and Armstrong 1997)

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter contains literature related with event marketing, the study's main issues which are raised under the research question in the previous chapter objectives of event marketing, event selection criteria and opportunities and threats related with event marketing, the effects of event marketing on the marketing performance and also conceptual frame work of the research was presented in this chapter.

2.2 Theoretical Review

2.2.1. Definition of Event Marketing

The definition of event marketing is: "Event marketing is an attempt to co-ordinate the communication around a created or sponsored event. In event marketing, the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated"(Behrer& Larsson, 1998, p 18).

Event marketing is fast emerging as a promotion catalyst in comparison with the traditional marketing communication tools. The increasing corporate disillusionment with traditional media due to increased clutter, escalating costs and reduced efficiency has created opportunities for event marketing. Event marketing allows a company to break through the advertising clutter, and target an audience by enhancing or creating an image through an association with a particular event, while reinforcing the product or service, and driving sales (seema Gupta, 2003 p.87).

"The event industry is one of the world's largest employers and contributes major positive economic impact" (Theocharis, 2008 p. 40). The event is all about people-people coming together to create, operate, and participate in an experience. Public or private, commercial or charitable, celebratory or commemorative-events bring people together to share an experience and produce a measurable outcome (Silvers, 2004).

“Event is an activity that gathers the target group in time and room, a meeting where a message is communicated and happening is created” (Jessica Eriksson, 2002 p.14). The term event is used for describing different activities designed for different purposes. These activities can be art, sports, tourism and social activities, and can also be activities organized by giant organizers more professional and more formal (Ibid). According to (Berridge, 2007), events are a unique moment in time’ and ‘aside from everyday occurrences.

2.2.2. Type of event

There are several types of event and they can be used for different purposes. Firms need to decide what kind of event to create and what the purpose of the event is. There are three possible approaches to events: creating an own event, participating in others events and sponsoring other events (Duncan, 2002).

Created events are for example grand openings, company anniversaries, new product introductions, and annual meetings. While events attract and involve customers and other stakeholders, those who participate often only represent a small percentage of a brand's targeted audience. To make such an event profitable, some say the company should include elements that will be of interest to media, and thus create brand publicity as well (ibid).

“The more creative, fun, and exciting an event is, and the more people involved, the more likely it is that the event will generate brand publicity” (Duncan, 2002, p. 718). Creating events gives firms total control from start to finish, as they can decide all details themselves. This can take a lot of resources to pull off, both economically and when it comes to personnel (Ibid). As a result, creating events may be of more use to large and economically strong companies, as they most likely have more resources to spend on marketing activities.

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

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

2.2.3 Sponsorship vs. Event Marketing

However, there are many other marketing tools that can build brand-awareness, and create image and not confuse them with event marketing the most common confusion will be explained here. “Authors seem to mix up the concept of Event Marketing and sponsorship, although there is a difference between the two. When using Event Marketing, the organization works with the event as part of the marketing strategy”(Erckerstein, 2002, P. 17).

“When sponsoring an event, the organization buys exposure during the event at different levels of the event itself” (Erckerstein, 2002, P.17). International Events Group (IEG) defines sponsorship this way: The relationship between a sponsor and a property in which the sponsor pays a cash or in-kind fee in return for access to the exploitable commercial potential associated with the property.

“Sponsorship refers to the company financial support of a media, social, sporting or cultural activity in return for exposure of its brand”(Rossiter & Percy 1998, p.339).

By using the commercial right, the sponsor could associate the brand and have an effective selection of the target group to market themselves. The association makes the brand synonymous with the sponsored happening, and thereby the sponsoring has been called association by event” (Erckerstein, 2002).

“Today sponsorship is one of the world’s fastest growing forms of marketing and together with Event Marketing they begin to play a more dominant role in many companies’ marketing budgets” (Erckerstein 2002, p17).

According to Behrer& Larsson (1998) the following model shows one way to look at where traditional sponsoring fits in compared to Event Marketing.

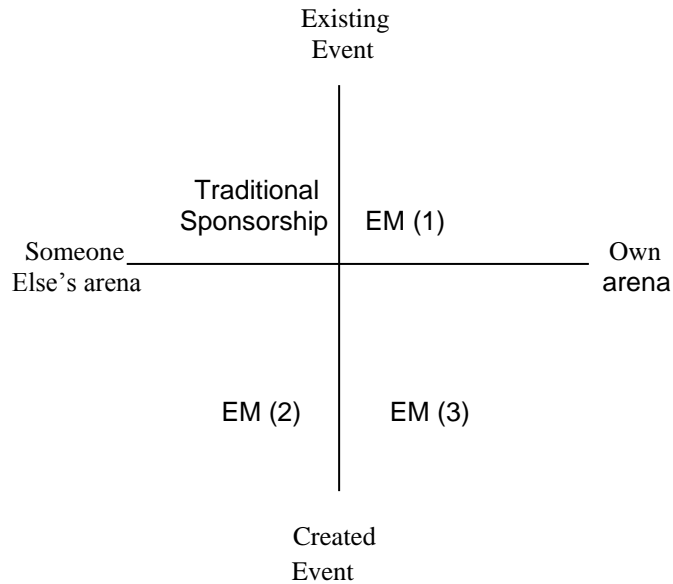


Figure 2.1: Traditional Sponsorship and Event Marketing
 Source: Behrer and Larsson (1998, p.194).

Traditional sponsorship

Sponsoring an already existing event at someone else's arena is what traditional sponsorship is about, as can be seen in the left field on top. This could for example be the sponsorship of a sports competition (Behrer& Larsson, 1998).

- **Event marketing 1**
- The right field on top, EM (1), is when a company or organization is using an existing event to allure customers to the own arena.
- **Event marketing 2**
- EM (2), the left field at the bottom of the figure, is when the company creates its own event on someone else's arena.
- **Event marketing 3**
- EM (3), to the right at the bottom of the figure, implies that the company creates its own event on its own arena. In this kind of events the sender is very evident. Examples of events of this kind are concerts at a record store or fashion shows at a fashion store (Behrer& Larsson, 1998).

2.2.4. Categories of Event Marketing

According to Erckerstein (2002) there are four different categorizations of events depending on the objectives. An event could be either philanthropic or commercial.

The philanthropic is supported by a cultural or social cause. Usually, philanthropic events are just sponsored by the organization while it is created and owned by a non-profit organization. The use of commercial events could be more valuable for an organization.

Armstrong (1998) argues that media coverage of philanthropic events is usually smaller than that of commercial events. To clarify the concept of Event Marketing and what events to use depends on the objective of the event Behrer & Larsson have created “the explanation model” that will be explained in the next section.

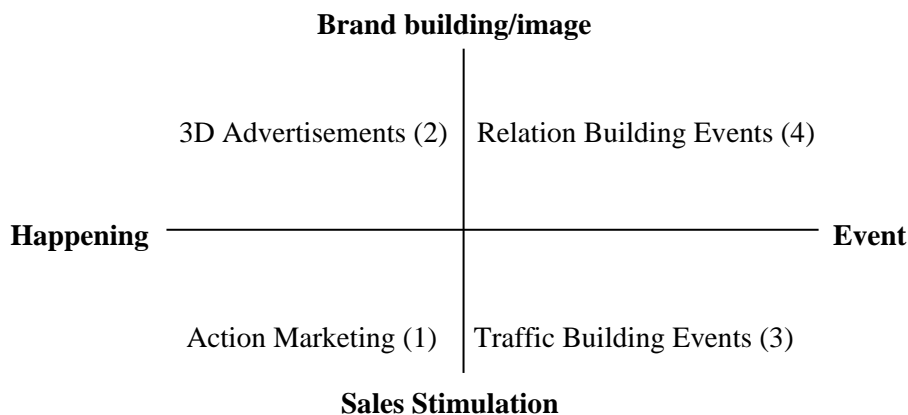


Figure 2.2: "Categorization model" (Behrer & Larsson, 1998, p. 107).

Action Marketing is not Event Marketing by definition, but the two concepts go hand in hand. Action Marketing can be used for events that create direct sales. It is used in the last step in the buying process, when the actual decision is taken to buy the product or not. The differences between Sales Promotion and Action Marketing are that Action is a name that gathers all activities that stimulate direct sales. By definition Action Marketing (AM) is a creative form of sales promotion.

3D advertisement is also not Event Marketing by definition. This is the concept of when the organization has created creative billboards or other message carriers where they can gain plenty

of attention, which is its only similarity to Event Marketing. Those happening take place in an environment, unnatural for the product, and require an active consumer. Usually, those billboards get lots of attention in media, just as Event Marketing can get, and they have a news value.

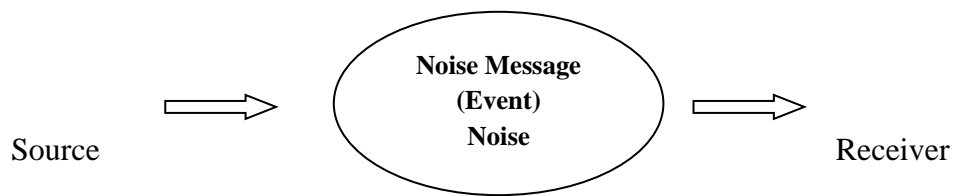
Traffic Building Events are events have the objective to gather the target group in time and room, and should try to create a meeting between attendees and organization. It may be possible for two totally different organizations to work together to try to develop a joint event. Usually the customers at these events are not there only to see, or experience the product, but to buy groceries or something else at the same time.

Relation Building Events are connected to Relationship Marketing (RM). Relationship Marketing is an organization's effort to develop a long-term, cost effective link between customers for mutual benefit. Relationships are not easily achieved, and they cannot be bought. It takes both time and strategy to capture the habits and individual preferences of the customers. Relation Building Events have the purpose of creating relationships between the organization and customers. It could be used both for business-to-business as well as business-to-customer. At the business-to-customer events, there are often more attendees, larger groups and the groups are less defined as when the events are for business-to-businesses. Relationship events can also be used as internal events for the organization. Relation building events is an attempt for the organization to enforce the image of the organization or product (Behrer & Larsson, 1998).

2.2.5. Communication effects of Event Marketing

Communication is the process of moving a message that includes different elements. Those elements include source, message, channel, receiver and the process of encoding and decoding. The source is the organization, the message could be a new car launch, the channel could be the event, and attendees are the receivers. A problem many marketers have is to make sure that the noise that can disturb the message going from the sender to the receiver does not interfere with the message, and thereby influence the effect it has on the customer (Kotler, 1999).

“The direct communication with the customer is one of the main advantages with Event Marketing compared to other marketing channels. This means that the event is eliminated from the noise” (Erckerstein, 2002, P.18).



The Communication Process in traditional marketing

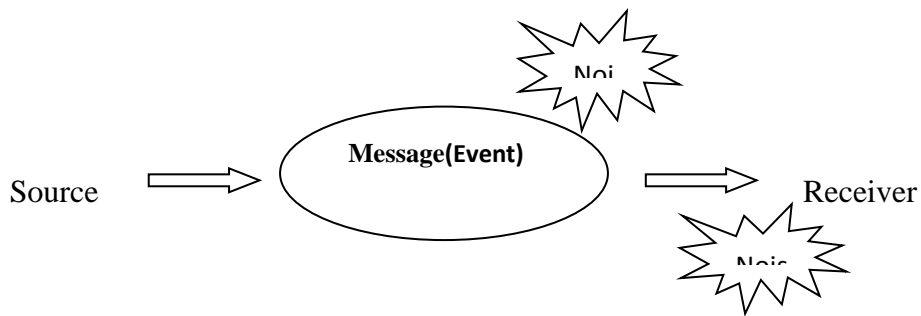


Figure 2.3: The Communication Process in Event Marketing (Erckerstein, 2002, P.18).

According to Behrer& Larsson (1998) Event Marketing is marketing communication in four different dimensions. The first one is the emotional communication method. The Event Marketing is a form of “pull” marketing, where the organizations try to get closer to the feelings and emotions of the customers. They do this not by “pushing” their products at the customers, but by touching the customers’ emotional feelings. The second dimension touches the customers by involving them in activities. When the customer gets a feeling from a product, he/she is informed of the value of the product. The third dimension is the intellectual dimension and it regards the relevance of the event for the customers. The fourth dimension is the spatial dimension, how to get the three prior dimensions into action and to inform the customers through all marketing channel.

“In the future, customers will not buy just the product, but the meaning, the event, and the character, which in turn give the customers the possibility to create their own value for the product” (Getz, 1997 P.78).

2.2.6. Event Marketing and Integrating Marketing Communication

The strength that an event has is that it provides an opportunity to meet the target audience in a different way by combining any set of the traditional promotional tools (Sneath, Fanney, & close 2005) this combination can be referred to as integrated marketing communication (IMC).

Integrating Marketing communication (IMC) is the process of creating and maintaining profitable relationships with consumers and other important stakeholders by strategically controlling and influencing the communication sent to them while encouraging meaningful dialogues with them. IMC offers a new way of looking at the entire marketing puzzle, which once was viewed in terms of pieces, such as advertising, sales promotion, direct marketing, public relation and employee communication. Integrating Marketing Communication in Event Marketing (EM) shown in conceptual model for how EM is related to the promotional mix and several promotional tools or part of them are used before, during and after the event(Behrer and Larsson 1998).

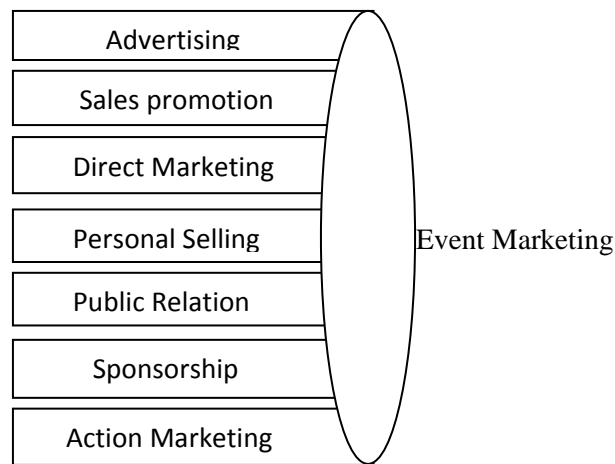


Figure 2.4: Event marketing in the promotional mix

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

2.3 Empirical review

2.3.1 Objectives with event marketing

Taranto (1998, P.56) states that “identifying the main objectives of event marketing is very important even though it is very difficult and very frustrating but ultimately most rewarding in order to succeed with event marketing”. The main objective companies have with event marketing is to create or strengthen the corporate or brand image (Behrer and Larsson 1998).

Walker (1999, P.84) implied that “all objectives with event marketing should match the overall marketing objectives”. Furthermore (Erckerstein, 2002, P.14) state that the “objectives with event marketing should be clearly defined and the company must make sure that everyone involved fully understands them”.

A primary issue the company must consider is what it wants to achieve with the use of event marketing. Objectives that companies hope to achieve from event marketing can broadly be classified into the headings of corporate-related, product-related, sales, media coverage, guest hospitality, and personal (Meenaghan1983).

Corporate-related Objectives: The objective can be to create an image or to strengthen the existing image (Behrer& Larsson, 1998). Taranto (1998) also discuss altering an existing image as an objective companies want to achieve by using event marketing or by sponsoring an event with a particular set of personality attributes. Furthermore, event marketing can also be used with the aim of countering adverse publicity and to increase public awareness for a company (Meenaghan 1983). Behrer and Larsson (1998, P. 68) state that “to create awareness and to create and strengthen the image are the most significant and primary objectives with event marketing”. Hence, according to the authors, event marketing is most often aimed at creating positive associations with the company and its image.

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).

Strengthen the internal relations is a common objective with event marketing. Making the personnel involved in the events, by letting them attend the activity either as guests or as representatives, leads to increased motivation and enhanced company morale. This could in turn result in the achievement of strengthened internal relations (Behrer and Larsson 1998).

Event can also be used the company to identify itself with a target group; it could lead to the establishment of relationships between customers and the company, which in turn could create customer loyalty (Meenaghan 1983). Different authors supported Meenaghan's idea; one of them is Taranto (1998) who asserts that to establish relationships with target customers is an event marketing objective of increased importance. Other supporters are (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 (Erckerstein, 2002).

Event marketing can be used to test a new market before entering into the market. Companies can use the local event to collect reactions and ideas before entering a market. They can also 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. The event also gives the opportunity of direct sales and distribution of discount tickets and other sales promotion activities. Furthermore, the event can have the objective of launching a new product in a market (Behrer& Larsson, 1998).

Generally 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 & Larsson, 1998). It is obvious that a single event can achieve several of the above objectives simultaneously. When multiple objectives are set, it is important that these are ranked in terms of importance of attainment, according to Meenaghan (1983).

Product-Related Objectives: 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. Firstly, to affect the brand or the product image, in terms of either strengthening the image or altering it, is a common objective. Secondly, a company can use event marketing in order to generate brand or product awareness (Meenaghan1983). Furthermore, a commonly stated objective is to identify the brand or product with a particular target group (Behrer & Larsson, 1998).

Sales Objectives: According to Meenaghan (1983), few companies view event marketing in terms of immediate or short-term sales result. Additionally he states that 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. Behrer and Larsson (1998) states that events that take place in retail stores, often have the objective to increase sales in the short-run. The authors 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.

Buckley (1980), states that event marketing only helps to create a background on which to sell. The author claims that although it creates awareness of the product or service, it does not actually lead to direct sales.

The Achievement of Media Coverage: Behrer and Larsson (1998) mention that media coverage as a common primary objective of event marketing. According to Meenaghan (1983), the achievement of media coverage is an important objective for companies engaging in sponsoring events. It is an objective for most companies seeking a cost-effective medium for the promotion of their company or brand.

Guest Hospitality: Meenaghan (1983) asserts that event marketing can provide companies with opportunities for guest hospitality in an appropriately informal environment. Guests whom the company may wish to influence can include opinion formers and decision makers in business and government circles, trade acquaintances, dealers, wholesalers and retailers.

Personal Objectives: Event marketing has the capacity of delivering personal satisfactions, which no other marketing communications medium possesses. The delivery of personal

satisfactions has also shown to be a significant objective further more every third decision-maker had a strong personal interest in, or participated in the event sponsored (Meenaghan, 1983).

2.3.2. The selection of a Specific Event

When companies need to use event marketing in their marketing strategy the selection of specific event is a great importance to thoroughly evaluate how the event is perceived by the target audience (Taranto 1998). Meenaghan(1983) states that it is important to examine a proposed event against certain relevant criteria, so that it represents a rational choice. Even though the event selection is individual for each company, there are some general criteria that are considered in most companies' event selections (Ibid).

The company should have a policy when selecting events, reflecting the vision of itself and its products. The policy should clearly identify both acceptable and unacceptable areas of activity (Erckerstein, 2002).

Meenaghan(1983) states that a key criterion in the selection of a specific event is the ability of the event to fulfill the earlier stated objectives. Taranto (1998) also emphasizes the importance of designing the event based on the objectives earlier stated. This is a major issue in order to succeed with event marketing, according to the author.

Meenaghan mentions that however 14 criteria that generally are considered in the selection of a specific event. The criteria to consider are very much related to the company's stated objectives.

Each of the criteria discuss as follows.

- 1. The Ability to Fulfill Objectives:** A very important and overall criterion when selecting an event is the event's ability to fulfill stated objectives. Events are recognized to have a capacity to fulfill more than just one objective. In the case of multiple objectives, these should be ranked in hierarchical order. It is however important not to ignore the complex interplay between the different objectives (Meenaghan, 1983).
- 2. 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 (Meenaghan1983)

Furthermore he 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.

3. **Event Choice and Company/Product Compatibility:** Meenaghan (1983) states that the degree of compatibility between the event and the company/product is an important criterion in the event selection, which also is supported by Kumlin and Petersson (1998). According to Meenaghan, there should be some kind of linkage between the event and the corporate/product image. If not, it may attract negative attention or may confuse the potential consumer. He inclines that the event should have a link at least with product, product image or corporate image.
4. **Media Coverage Potential:** The importance of media coverage potential as a criterion for event selection varies, although most companies appreciate media coverage and the resulting enhancement of their public profile. Companies must consider the event's established media audience profile and how it matches that of the company's target market (Meenaghan 1983). Kumlin and Petersson (1998) support media coverage as an important consideration when selecting an event.
5. **The Funding Requirement:** Meenaghan (1983) continues that 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 necessary 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. Finally, the company must determine when the investment is required and the period of time over which it will be sustained.
6. **Target Audience Coverage:** Meenaghan (1983) implies that target audience coverage is a valuable event selection criterion. A precise definition of the target audience will

facilitate the event selection and increase the effectiveness of the event investment. Meenaghan defines the audience in terms of:

- (a) The immediate audience at the event
- (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.

Kumlin and Petersson (1998) support Meenaghan regarding target audience coverage and conclude that it is important, when selecting a specific event, to consider the events ability to reach the target audience.

7. **The Opportunities for Guest Hospitality:** Guest hospitality refers to how well the event can offer the company face-to-face contact with selected publics. In situations where several objectives are being pursued, guest hospitality is often given priority in the criterion hierarchy Meenaghan (1983). Guest hospitality is also supported by Kumlin and Petersson (1998) as an important criterion when selecting an event.
8. **Executive Preference:** Regarding executive preferences, Meenaghan (1983) stated that senior management leisure interests are often a consideration when selecting events. Executive preference is also a supported criterion by Head (1998). Meenaghan further refers to Fletcher (1980), who 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.
9. **Geographical Coverage of the Defined Target Audience:** When selecting an event, Meenaghan (1983) claims that 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. Meenaghan is supported by Head (1998), who emphasizes the importance of considering the event's geographical link with the company's business, in the selection of a specific event.

10. Staff Knowledge of the Proposed Event: Meenaghan (1983) further 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 of many companies' opinion that at least some member of their organization should be involved in the event. The staff member can that way act as an expert link between the company and the event, as well as to alert the company to potential pitfalls.

11. Event Type: The classification of events is, according to Meenaghan (1983), generally one after generic type such as for example sports, arts and environment. However, the company must also consider other possible classifications in order to select the most appropriate event. First of all, should it be an already established or a new event?

To create a new event or to sponsor an existing one the selection criterion has a great importance (Behrer and Larsson 1998).

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. In addition, 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. A new event, on the other hand, takes longer time to establish than an already established activity (Meenaghan, 1983). A new event can however over time become more effective than an established event, since the event will be associated only to that specific company (ibid).

Another consideration when selecting specific event according to Meenaghan (1983) regarding with the type of event is if the event should be a one-time activity or a long term commitment. A main benefit associated with one-time events 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. One-time events have a great ability to provide for company and brand awareness and also have the benefit to void the financial commitment that long-term events involve (Ibid).

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, 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).

Furthermore to select the event regarding with event types that Meenaghan (1983) mentions to consider is the seasonality of the event. Some activities may have a seasonal nature in terms of its public profile. It can 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.

12. **Solus Position:** Solus is a Latin word which means “alone”. According to Meenaghan Solus position 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. However, 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.
13. **The Possibility for Adverse Publicity:** Meenaghan (1983) emphasizes the importance of examining all dimensions of the proposed event, so the company is not affected by unexpected reverse publicity. One example is the behavior of individuals associated with the event that 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.
14. **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 (Meenaghan 1983).

2.3.3. Opportunities and threats of using Event Marketing

1. Opportunities of Using Event marketing

Event marketing offers great communication opportunities for companies in the increasing media clutter and hard competition (Behrer & Larsson, 1998). In fact, the greatest opportunity of event marketing is, according to Forsström (1998) that the target group is effectively reached in an environment without media noise. This makes it possible for the company to establish a personal relationship to the customer, and according to Lundell (1999) a major reason to why event marketing is growing in popularity. Furthermore event marketing creates different opportunities for a company some of them are as follows.

A. Penetrates and eliminates the media noise:

One of the most commonly recognized opportunity of using event marketing is its ability to penetrate and eliminate media noise by offering exclusive access to the target audience (Taranto, 1998). Additionally Taranto states that when creating an event, an everyday occurrence is taken, such as a meeting, a conference, a product launch concert or a sports event, and added with a level of memorability. The memorability in event marketing differentiates the event from a normal message and thereby makes it advantageous in reaching the target audience (Behrer & Larsson, 1998).

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. Event marketing has the potential to do and when done well, the audience will learn more, buy more, give more and remember more of the communicated message (ibid).

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

B. Credibility: Event marketing by its nature creates the opportunity to experience with the product (Ibid). Attributes that are illustrated through a real event can be perceived as more credible than the oral promises in an advertising message (Erckerstein, 2002).

C. Attention and awareness: Event can get easily media coverage according to Behrer and Larsson (1998) public interest in event increases, which can be influenced by the company through for example press releases and press conferences, so will media's interest in reporting the event. Consequently, this will lead to a "snow-ball effect", that broadens and increases company or brand awareness.

Esposito (1998) supports Behrer and Larsson by also emphasizing event marketing as an advantageous tool in influencing awareness. She states that a satisfied event audience will contribute with positive publicity through word of mouth and thereby further Increase Company and brand awareness.

D. Image: Event marketing to be more advantageous than advertising in terms of creating, developing, refining or sustaining the image of a company or its brand (Erckerstein, 2002). Walker (1999) state that the meeting, the experience and the message that forms the event image to all of the audience's senses. The factors that the company image comprises can therefore in event marketing be expressed and dramatized, all at the same time.

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

F. Internal motivation and morale: - Event marketing, in contrast to advertising, can contribute with internal motivation and morale since the company's personnel can be actively involved in the event. The involvement can be in terms of representatives or as participants of the event (Walker 1999).

G. Offers Interaction: Behrer and Larsson (1998) claim that event marketing has the advantage over advertising in its ability to offer opportunities for giving out samples, market research, and direct feedback from participants of the event, etc. The effects of interaction are, according to the authors, a direct consequent of the meeting with a live audience, something that event marketing - but not advertising - can offer.

The interaction that event marketing offers 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).

It is the personal meeting at an informal occasion that gives the company the opportunity to create a unique bond with its audience (ibid). Behrer and Larsson also add that it can increase favoritism against competitors.

2. Threats of Using Event Marketing

Naturally, there are also some threats connected to event marketing, although very few authors bring these up. Behrer and Larsson note that there are some threats with event marketing in comparison with advertising, such threats present as follows.

- A. **No standardized solutions:** Behrer and Larsson (1998) mention that there are no standardized solutions for event marketing. Even though the media is given which is the event, the shape and the communication become what the company makes out of it. Events can therefore be seen to require more in planning, execution and evaluation.
- B. **Difficult to evaluate:** The authors further emphasize evaluation of the event as difficult to perform. The values that events contribute with, such as 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:** According to Behrer and Larsson (1998) further state that while advertisers have an established infrastructure with advertising- and media agencies to lean on, event marketers need completely different competence and solutions. Besides traditional activities integrated in the event, event marketing can also involve actors, artists, scriptwriters and sound producers, just to mention a few examples. Since event marketing is not yet as established as other marketing communication tools, the experience of handling these issues is not as widely spread.
- D. **Inflexible:** one of the problems faces the company of using event marketing inflexibility. In advertising, it is relatively easy to add media vehicles or media frequency if necessary, provided that the budget allows it. The event, on the other hand, gather a group of people at one specific time and the event 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 it is significantly more difficult to estimate the number of participants that are needed for an event and how many that actually shows up, in relation to traditional media vehicles (Behrer and Larsson (1998)).

2.3.4. The Effect of Event marketing on market performance

Event marketing has an essential role on the market performance which means it has direct relation with customers. Furthermore event marketing has an impact on the company's market share. Loyal customer, market share and financial performance are market performance indicator (Grønholdt and Martensen 2006). Normally, event marketing is entered into in combination with other marketing communication mix elements. It is therefore difficult to isolate the effects of event involvement on the market performance (Meenaghan 1983).

According to Behrer and Larsson (1998) the effect of event marketing can be illustrated through:

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

Furthermore Meenaghan (1983) states that there are methods of measuring the effect of event marketing on marketing performance. These methods involve sales effectiveness, communications effectiveness, level of media coverage/exposure gained and cost-benefit.

Measuring the Sales Effectiveness of the Event Involvement

In the area of event marketing, it is according to Meenaghan (1983) Sale is the total revenue gained from selling a product within a given period of time. This variable must be placed in "Financial" group. Because variables of sale are total number of customers and customer satisfaction. Furthermore, profit is the effect of this variable. When companies use event marketing as promotional tools, it has a direct relation with the following: Customers buying intention and the company brand image, sales performance and also the company market share. Consequently event marketing can create a climate conducive to the development of extra sales.

Measuring the Communications Effectiveness of Event Involvement

Meenaghan (1983) states that when evaluating event marketing in terms of communication, it is important that the objectives also are stated in communicative terms. According to Meenaghan there are five types of communicative measures, namely the measurement of awareness, recall, attitude surveys, psychological measurement, and sort and count.

- Awareness measures function as a rough and ready guide to effectiveness. With a new product it may be possible to isolate the source of consumer knowledge but this is almost impossible with an established brand.
- Recall tests can vary from a basic description of the advertising theme to the association of the correct theme with the product. These tests can also be used to measure comprehension, credibility and conviction.
- The measurement of attitude can be a general estimation of attitudes towards a brand. It can also be used in a more defined level of examining the various stages of brand familiarity acceptance, preference or insistence.
- The psychological measures are designed to investigate deeper into the subconscious. The purpose is to discover basic motives that direct questioning may not find and the resulting information will be qualitative rather than quantitative.
- Finally, concerning sort and count, many types of marketing communications invite the audience to ask for extra information, free samples, etc. By sorting and counting the resulting requests, the company is able to gain some information as to the usefulness of its effort.

Measuring the Media Coverage Resulting from Event Involvement

The measurement of media coverage gained can be done either in-house or by media monitoring service. Generally, certain basic measures are used, such as the duration of television coverage; the extent of press coverage as measured in single column inches and monitored radio coverage.

There are a couple of issues that must be considered when using media coverage as an index of event effectiveness. One is the relative attractiveness of the various types of media coverage. The other one is the quality of the media coverage obtained, which can vary from favorable to

somewhat less favorable. The level of media coverage indicates the extent of publicity achieved, which can be compared to the level of advertising time or space bought (Meenaghan, 1983).

Cost-Benefit Analysis

Meenaghan(1983) states that Cost-benefit analysis is used to help people make decisions. Depending on when the analysis is undertaken (before, during or after an activity). Cost-benefit analysis is “a situation wherein the company is pursuing less than purely commercial objectives or as the total reasoning for its investment.” Certain types of event marketing objectives require an evaluation which goes beyond pure cost effectiveness. Cost-benefit evaluation involves for example the goodwill and prestige gained with the event.

2.4. Conceptual Framework

“Conceptual framework present either graphically or in a narrative forms, the main things to be studied, it will serve as a base for the interview guide, who will use to collect data” (Miles and Huberman 1994, P.18). The main purpose of this study is to have a detail analysis about the effect of event marketing on the market performance of Habesha Breweries S.C. Based on the related literature review the conceptual framework is develop. This study used model of event effectiveness applied by Anne Martensen and other three authors on journal of advertisement research 283, 2007.

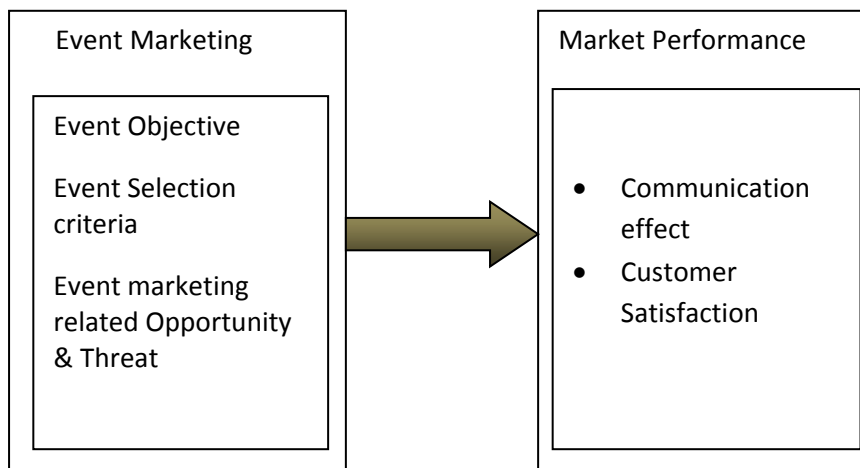


Figure 2.5 conceptual framework adapted and sourced from Anne Martensen (2007)

2.4.1. Objective with event marketing

In the above literature review related with objective trying to see different authors suggestion, one of those suggestions regarding with specific objective is as follow.

A primary issue the company must consider is what it wants to achieve with the use of event marketing. Objectives that companies hope to achieve from event marketing can broadly be classified into the headings of corporate-related, product-related, sales, media coverage, guest hospitality, and personal (Meenaghan1983).

H₁ Having clear corporate and sales related event objectives a significant and positive effect on the marketing performance of HBSC.

2.4.2. The selection of a Specific Event

A company should have a policy when selecting events that reflect the vision of itself and its products (Erckerstein, 2002). The key criterion in the selection of a specific event is the ability of the event to fulfill the earlier stated objectives (Meenaghan 1983). Taranto (1998) also emphasizes the importance of designing the event based on the objectives earlier stated. This is a major issue in order to succeed with event marketing, according to Meenaghan this study emphasize on those criterion briefly discuss in the literature part. These are The ability to fulfill objectives, Image association potential, Event choice and Company/Product Compatibility, Media Coverage potential, The funding requirement, Target audience coverage, The opportunities for guest hospitality, Executive preference, Geographical coverage of the defined target audience, Staff knowledge of the proposed event, Event type and Solus position, The possibility for adverse publicity, Possible organization behind the event.

H₂: Selection criterion has a significant and positive effect on the marketing performance of HBSC.

2.4.3. Opportunities and threats of using Event Marketing

Opportunities of Using Event marketing

The greatest opportunity of event marketing is, according to Forsström (1998) that the target group is effectively reached in an environment without media noise. This makes it possible for the company to establish a personal relationship to the customer. The opportunities that create event marketing for the company stated by Behrer and Larsson (1998) are Penetrates and eliminate media noise, more credible than advertising, Generates awareness better than advertising, Influence image better than advertising, Possibility for prestige at lower cost than advertising, Contribute with internal motivation and morale – in contrast to advertising, Offers interaction.

Threats of Using Event Marketing

Behrer and Larsson note that there are some threats with event marketing in comparison with advertising. These are: no standardized solutions, Difficult to evaluate, No established infrastructure, Inflexible. If the event misses its objectives it can also damage the company image.

H₃: Knowing the opportunities and threats in organizing event has a significant and positive effect on marketing performance of HBSC.

2.4.4. The Effect of Event marketing on market performance

Event marketing has an essential role on the market performance Meenaghan (1983) states that there are methods of measuring the effect of event marketing on market performance. These methods involve sales effectiveness, communications effectiveness, level of media coverage/exposure gained and cost-benefit.

CHAPTER 3

RESEARCH DESIGN AND METHODOLOGY

3.1 Area of the study

HBSC is providing its product to Addis Ababa and 130 KM around the city. However, this study is not included all the existing market place of HBSC (it only covers Addis Ababa). The Addis Ababa City is administratively divided into ten (10) sub-city administrations. It hosts the Federal Government sector bureaus, and headquarters of various international organizations. It is about 1,000km away from port Djibouti which is the major import-export corridor for the country. Its market condition attractive and most of the industrial and market activities of the country is found in Addis Ababa.

3.2 Research Approach

This research used both qualitative and quantitative researches. Qualitative approach was be used to gain a deeper understanding and knowledge of how event marketing affects the marketing performance of HBSC. The quantitative approach was used to statistically test the relationship between event marketing & marketing performance.

Quantitative research is formalized and structured. It treats the research problem in a broad perspective and aims to make generalizations. The results from quantitative research are assumed to be measurable and presentable in figures. Quantitative research is very much controlled by the researcher and statistical methods have a central role in the analysis of quantitative information. In a quantitative approach, few variables are studied but on a large number of entities (Holme & Solvang, 1991).

Qualitative research is less formalized than quantitative research. Central in qualitative research is to reach a deeper and more complete understanding of the data collected and the problem studied. Several variables are investigated from a few numbers of entities (Holme & Solvang, 1991).

For this study, qualitative data was collected through interview with the company officials to get deeper understanding on the issue and quantitative data was collected through questionnaire to analyses the effect of event marketing on the market performance of Habesha Breweries S.C.

3.3 Research Design

According to Eriksson and Paul (1997) there are three major research strategies: experiments, surveys, and case studies. This research used a survey design in order to reach out large number of respondents.

Survey research is the systematic gathering of information from respondents in order to understand and/or predict some aspect of the behavior of the population of interest, generally in the form of a questionnaire. A survey is appropriate when investigating many entities and few variables, and it gives exact data (Eriksson & Paul, 1997). Furthermore Survey research provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. It includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection, with the intent of generalizing from a sample to a population (Creswell, 2009).

The purpose of academic research can be exploratory, descriptive, or explanatory (Yin, 1994). Exploratory studies aim for basic knowledge within the problem area (Wallén, 1996). Descriptive research is appropriate when a problem is clearly structured but the intention is not to conduct research about connections between causes and symptoms. Explanatory research is useful for studying relations between causes and symptoms (Eriksson & Paul, 1997). This study employed descriptive and explanatory.

3.4 Population and Sampling techniques

According to Holme and Solvang (1991), selecting respondents with the right knowledge about the research area is crucial for qualitative research. This research target population was beer consumers who are in the age of above 18 resident of Addis Ababa especially who had got a chance to participate in an event that organized by Habesha breweries S.C. and officials of the company. A sample size of 385 consumers was selected to full fill the questionnaire. This sample size determines using from Kerenjie and Morgan (1970) formula developed for sample size determination when the population size is unknown.

This research used a random sampling to select the event. As the Habesha brewery had three different events of marketing campaign in half of 2016 (from January – June) out of this three events. This study selected an after holiday ceremony hold on May 8, 2016. To select the

respondents, this study used non-probability sampling specifically convenience sampling technique for questionnaire which distributes to be full filled in a self-administration manner and probability sampling specifically random sampling technique for the event selection. Sampling is the process of obtaining information about an entire population by examining part of it (Holme and Solvang 1991). The sample designs are basically of two type's non probability sampling and probability sampling.

Sample size Determination

The sample size determination was based on the following calculation and sampling formula.

$$P = q = \frac{1}{2} = 0.5 \quad e = 0.05 \quad z = 1.96 \quad N = 600$$

$$\begin{aligned} n &= \frac{z^2 pq N}{e^2 (N-1) + z^2 pq} \\ &= \frac{(1.96)^2 * 0.5 * 0.5 * 600}{(0.05)^2 * (767-1) + (1.96)^2 * 0.5 * 0.5} \\ &= 385 \end{aligned}$$

Table: 3.1 Sample size determination table and allocation to each event

No	List of event hold on May 8, 2016	Population size Even Participants	Proportional allocation of sampling in %	Sample size drawn in each event
1	Crown Hotel	350	58%	225
2	Getfam hotel event	150	25%	96
3	Yodabisinya	100	17%	64
	Total	600	100%	385

3.5 Data Type and Source

Data can further be divided into primary and secondary data. Primary data consists of data collected by the researcher and is collected especially to address the specific research objective (Lundahl & Skärvad, 1992). Secondary data is already available since it was collected for another purpose than the present problem by someone else (Aaker & Day, 1990).

Both primary and secondary sources of data were employed in the study. Primary data was collected through interview and questionnaire. The questionnaire was adapted from Wallén, (1996) and each question was prepared based on the literature review on the research objective then all the question was submitted to my adviser for correction.

After having the right questions, distributed questionnaire for the selected consumers to test the effect of event marketing on the marketing performance of Habesha Breweries Share company (H.B.S.C.). Furthermore interview was conducted with the company managers in different level specially marketing department and different individuals who are related with the title or the programs to analyze and develop the collected data through questionnaire. Secondary data sources were used by reviewing related literature to collect relevant data.

3.6 Data Collection Method

Data collection is the opportunity to use many different sources of evidence (Yin 1994). There are two different ways of approaching a problem in social science, namely the quantitative and the qualitative methodological approach. The most important difference between these two approaches is the use of numbers and statistics in the quantitative approach while the qualitative approach focuses on words. The choice of approach depends on the problem definition as well as on what kind of information that is needed. However, these two approaches can also be combined (Holme& Solvang, 1991).

This study used questionnaire and interview to collect data relevant for the purpose of the study. The questionnaire had 3 main parts. The first part of the questionnaire focused on the demographic of the respondents; the second part contained informative questions that are focus on the respondent participation on the company event program and the third part of the questionnaire was emphasized the main parts of the research objective.

The interview phase contained two parts. The first part was organized based on the respondent demographic information and the second part was based on the research objectives. Furthermore primary data was collected through interview and questionnaire and secondary data was from related literature.

A pilot study was conducted for 20 respondents to check the questionnaire whether it is easily understandable or not and can answer the respondents with no difficulty. Based on the feedback which got from the pilot survey took corrective action.

3.7 Procedures of Data Collection

To conduct the survey first, it was selected the sample or the respondents by using one of the sampling techniques specifically convenience sampling then construct questions. The questionnaire had two parts. The first part for interview and the second part was multiple choice questions to be filled by respondents. Questionnaires were prepared in English language and translate to Amharic language to make it easy for the respondents then making the pilot study for checking. After the pilots survey feedback the corrected questionnaires distribute to respondents according to the company information who had a chance on their event program. The interview part conducts with the company officials based on their time schedule by using voice recorder. Finally the collected data from questionnaire and interview transfer to data analysis.

3.8 Data Analysis

The data which is collect from questionnaire first give code or recording variables on Statistical package social science (SPSS) program. Based on descriptive data analysis techniques frequency, percentage, mean, standard deviation and graphic representation were made. Furthermore by using correlation analysis the interdependence between the independent and dependent variables was tested. Finally hypothesis tests were performed using regression analysis.

Model specification

The statistical regression model of the study was based on the theoretical regression model as indicated follows

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

Where:

- Y= the marketing performance of HBSC.
- a= the y intercept.
- x_1 = corporate and sales objectives of events.
- b_1 = the regression coefficient of corporate and sales objectives of the events.
- x_2 = selection criteria
- b_2 = the regression coefficient of selection criteria.
- x_3 = threats and opportunities in organization events.
- b_3 = the regression coefficient threats and opportunities in organization events.
- e= error term.

3.9 Reliability

This study used Chronbach's alpha to assess the internal consistency of variables in the research instrument. Chronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Zikmund Etlia (2010), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach's alpha score of 0.70 or higher is consider adequate to determine reliability.

3.10 Validity

Validity is the extent to which difference found with measuring instrument reflecting true differences among those being tested. In order to ensure the quality of the research design content and construct validity of the research was checked. Construct validity establishing correct operational measures for the concepts being studied (Yin 1994, p. 33). The literature review was conducted and thoroughly examined to make sure that the content of measuring is relevant to the study. Experts' opinions were taken.

3.11 Ethical Consideration

Approval for this study was obtained from Addis Ababa University School of commerce, department of marketing management. And formal consent was obtained from each participant/sampling unit before data collection was commenced. The researcher undertook to protect the rights of the respondents by:

- ◆ Ensuring that none of the respondents were not named during the research or subsequent thesis;
- ◆ Respondents were selected to participate without compulsion;
- ◆ All respondents were properly informed of the reason and purpose of the research; and

Informed consent was sought from the management of the selected organizations before the commencement of this research initiative.

CHAPTER 4

ANALYSIS AND DISCUSSION

4.1 Respondents' Profile

The study was included 385 respondents that were composed of 3 event hold in three different places in Addis Ababa. Out of which only 330 respondents' returned completed and properly filled questionnaire which meant 85 percent coverage of total respondents from the vents. Accordingly, as the first part of the questionnaire consists of the demographic information of research participants. For that reason, the following variables about the respondents were summarized and described in the subsequent table and diagram. These variables includes: sex, age and highest education level achieved.

Table 4.1 Respondents' profile of Gender of Respondent versus Respondent age

Gender of Respondent * Respondent age Cross tabulation					
Count					
		Respondent age			Total
		18-25	26-35	36-50	
Gender of Respondent	Male	69	152	44	265
	Female	18	31	16	65
Total		87	183	60	330

Source: its own survey, 2016

Based on Table 4.1, among the total number of respondents 330 (about 80 %) are male and 20 of the total respondents are female. It can be said that most of the event participants were male and they are a consumers of beer. Participants were categorized by age into ages 18-25 years; n = 87), middle-aged adults (ages 26-35years, n = 183), and older adults (36-50 and aged older than 55 years, n = 60). It can be said that most of the respondents were male and aged between 26 -35 that consisted 152 participants in number. This table portrays also female participants who participated in this study as 31 participants were aged between 26 to 35.

Table 4.2 Respondents' profile of Gender of Respondent versus Respondent education level

Gender of Respondent * Respondent educational background Cross tabulation							
		Respondent educational background					Total
		<12th Grade	12 Complete	Diploma	Degree	MA	
Gender of Respondent	Male	52	65	68	73	7	265
	Female	0	18	26	21	0	65
Total		52	83	94	94	7	330

Source: its own survey, 2016

As Table 4.2 portrays, majority of the respondents, 94 in number are degree out of which 73 are male and the same number (91) are diploma holders out of which 68 are male participants. Small participants are registered on MA holders 7 in number and all are male no female participant is registered in this category. Other respondents, 52 in number are below 12th grade out of which no female participant is registered and 83 participants are 12 completed out of which 65 are male and the same number (91) are diploma holders out of which 68 are male participants. The result indicates that the respondents are composed from different age group and education status. They are well qualified to response the needed information and this research collected pertinent from well qualified and experienced respondents. This is indicated by Figure 4.1 as respondents' education background.

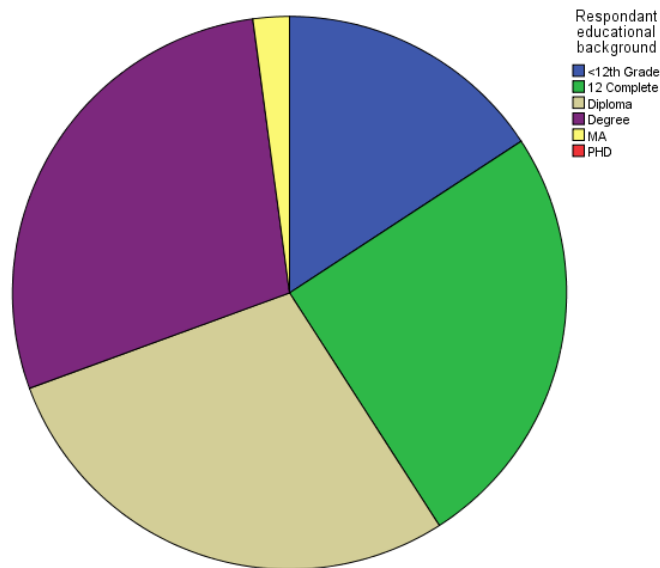


Figure 4.1: Respondents education background

Source: its own survey, 2016

4.2 Respondents' Consumer Behavior

Respondents were requested to response on how many times did they get a chance to participate on HBSC event program and to rate their consumption level after participating the company event. Accordingly, Table 4.3 indicates the status of these responses.

Table 4.3 Respondents' response on HBSC events situations

		Count
How many times did you get a chance to participate on HBSC event program	Only one	99
	Two times	117
	Three times	55
	Four & above	59
How do you rate your consumption level after participating the company event?	Every day	100
	Once or twice a week	67
	More than three day	53
	only on the weekend	110

Source: its own survey, 2016

Table 4.3 indicates respondents' response on HBSC events situations as they were requested to response on how many times did they get a chance to participate on HBSC event program and to rate their consumption level after participating the company event. Accordingly, Table 4.3 indicates the status of these responses. Most of participants 117 in number got two times to participate on HBSC event program and 99 in number got a first time chance in this category. Most of the participants 110 in number rated their consumption level after participated the company event as only on the weekend and in this case 100 participants said every day.

This helped this study to know more about HBSC's event as they provided an opportunity to meet the target audience in a different ways by combing any set of the traditional promotional tools. It also believed that the above two questions helped to understand event marketing situation in HBSC as the company attempted to co-ordinate the communication around a created or sponsored event.

4.3 Reliability Test

This study used Chronbach's alpha to assess the internal consistency of variables in the research instrument. Chronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to ZikmundEtl (2010), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach's alpha score of 0.70 or higher is consider adequate to determine reliability.

Table 4.4 Reliability Test

	Cronbach's Alpha	N of Items
Event Objective	.771	5
Event Selection criteria	.751	6
Event marketing related Opportunity & Threat	.794	4
Communication tool	.820	4
Customer satisfaction	.793	4
Overall	0.848	23

Source: its own survey, 2016

Table 4.4 indicated that the reliability test based on each dimension and employed Chronbach's alpha to assess the internal consistency of variables in the research instrument. Chronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to the Table 3.1, each dimension scale had a coefficient alpha more than 0.75 that indicated a strong reliability and considered adequate to determine reliability. Based on this base the researcher conducted a test to measure the internal consistency and make modification based on the test and the result showed Cronbach's alpha for 23 items is 0.848 that is excellent and the items are internally consistent.

4.4 Normality Test

Table 4.5 The Normality Test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Event Objective	-0.238	.134	.091	.268
Event selection	-0.047	.134	.466	.268
Oportunity and threat	-0.193	.134	.261	.268
Marketing performance	-0.774	.134	.264	.268
Valid N (listwise)				

Source: its own survey, 2016

As we can see from the above descriptive statistic from Table 4.5, Kurtosis and Skewness statics calculation demonstrates that the distribution is normal because Kurtosis and Skewness are in between -2 and +2, thus data is normally distributed and had a reasonable variance to use subsequent analysis (John, 2007). The detailed descriptive statistics about the each variable was discussed in the next paragraphs

4.5 Descriptive Analysis

Meenaghan (1983) states that it is important to examine a proposed event against certain relevant criteria, so that it represents a rational choice. Even though the event selection is individual for each company, there are some general criteria that are considered in most companies' event selections. The company should have a policy when selecting events, reflecting the vision of itself and its products.

In this part of the study, it is tried to analysis primary data that was collected from 330 participants that was collated from three events held in May 2016. As understood from the above, it is important to examine a proposed event against certain relevant criteria, so that it represents a rational choice. This helped the study to examine the event situation and can have a chance to assess the effect of event marketing on marketing performance of HBSC.

4.5.1 Event Objective

Participants or respondents were requested to suggest their level of agreement to the event objective statement based on creating awareness about the brand, popularizing the brand, creating knowledge about the product, knowing the taste of Habesha beer and because of the event I know what Habesha Beer stands for.

Table 4.6 Respondents' response on HBSC events situations of even objective

	Mean	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
the event helps me to create awareness about the brand	4.3212	15	4.5%	0	0.0%	31	9.4%	131	39.7%	153	46.4%
The event helps to popularize the brand	4.3030	10	3.0%	0	0.0%	53	16.1%	104	31.5%	163	49.4%
The event helps to create knowledge about the product	4.3576	7	2.1%	0	0.0%	58	17.6%	89	27.0%	176	53.3%
The event helped me to know the taste of Habesha beer	4.0697	37	11.2%	24	7.3%	29	8.8%	65	19.7%	175	53.0%
Because of the event I know what Habesha beer stands for	4.0061	34	10.3%	0	0.0%	71	21.5%	82	24.8%	143	43.3%
Grand Mean Dimension 4.21											

Source: own survey, 2016

The event objective was assessed on five main indicators and the result is presented in Table 4.5 and the mean ranges from 4.00 to 4.35 and it rated as very good (3.51-4.50). The grand mean also rated as very good as it has 4.21 mean score. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (Hailu, 2003).

Very high category is preferred by significant numbers of respondents for factor one called the event helps me to create awareness about the brand (n=153; 46.4% as strongly agree and n=131;

39.7% agree). On the request of the event helps to popularize the brand is preferred by 163 respondents which is 49.4% as strongly agree and by 104 respondents which is 31.5% as agree in total for both categories 284 respondents counted which more than 83 % of the total respondents. On the event helps to create knowledge about the product, 176 participants in number preferred the category of strongly agree and 89 participants preferred the category of agree 58 respondents kept neutral. The event helped me to know the taste of Habesha beer is selected by 175 (53.0%) respondents as strongly agree and by 65 participants (19.7%) as agree with 29 (8.8%) participant kept neutral.

Similarly, for factor called “Because of the event I know what Habesha beer stands for” is preferred as strongly agreed by 143 participants of this study (43.3%). On event objective, Participants or respondents were requested to suggest their level of agreement. It indicates that the event helped participants to create awareness about the brand and it helped to popularize the brand as the waitress decorated by cultural (Ethiopian) dress and it has unique cultural promotion also Moreover, it helped to create knowledge about the product as per 330 participants of the study. The respondents assured that the event helped them to know the taste of Habesha beer.

Indubitably, the result of this study is consistent with the findings Taranto (1998) states that identifying the main objectives of event marketing is very important even though it is very difficult and very frustrating but ultimately most rewarding in order to succeed with event marketing. The main objective companies have with event marketing is to create or strengthen the corporate or brand image (Behrer and Larsson 1998). The data collected from interview also assured that all objectives with event marketing should match the overall marketing objectives. However, the interviewees suggested that the company has a weakness on stating its event marketing objectives in clear way and lag on ensuring everyone involved fully understands them. The interviewees also suggested the company attempted to strengthen the internal relations by applying common objective with event marketing. Making the personnel involved in the events, by letting them attend the activity either as guests or as representatives, leads to increased

motivation and enhanced company morale. This could in turn result in the achievement of strengthened internal relations (Behrer and Larsson 1998).

The company tried to organize event marketing to test a new market before entering into the market. The interview session assured that the company used the local event (starting from plant site, Debre Birhane and extended to the main market place to Addis Ababa) to collect reactions and ideas before entering a market. It helps and gives the opportunity of direct sales and distribution of discount tickets and other sales promotion activities. Furthermore, the event can have the objective of launching a new product in a market as Behrer& Larsson (1998) indicated.

4.5.2 Event Selection

Participants or respondents were requested to suggest their level of agreement on event selection. Meenaghan (1983) stated that the degree of compatibility between the event and the company/product is an important criterion in the event selection, which also is supported by Kumlin and Petersson (1998). According to Meenaghan, there should be some kind of linkage between the event and the corporate/product image. If not, it may attract negative attention or may confuse the potential consumer. He inclined that the event should have a link at least with product, product image or corporate image. The respondents were requested to rate their response on event selection based creating harmonized event, convenient event, hospitable environment, memorable image about the company and enhancing the company public image potential and getting the right audience.

Table 4.7 Respondents' response on HBSC events situations of event selection

	Mean	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The event is well harmonize	4.1697	10	3.0%	12	3.6%	43	13.0%	138	41.8%	127	38.5%
The event place and Time was convenient	4.2333	5	1.5%	12	3.6%	50	15.2%	110	33.3%	153	46.4%
Event's environment as very hospitable	4.3061	5	1.5%	14	4.2%	30	9.1%	121	36.7%	160	48.5%
The event creates memorable image about the company	4.4152	10	3.0%	0	0.0%	31	9.4%	106	32.1%	183	55.5%
The event enhances the company public image potential	4.2788	16	4.8%	5	1.5%	29	8.8%	114	34.5%	166	50.3%
This event targeted the right target audience	4.2364	18	5.5%	7	2.1%	40	12.1%	104	31.5%	161	48.8%
Grand Mean Dimension 4.27											

Source: own survey, 2016

The event selection was assessed on six main indicators and the result is presented in Table 4.6 and the mean ranges from 4.16 to 4.41 and it rated as very good (3.51-4.50). The grand mean also rated as very good as it has 4.21 mean score. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (Hailu, 2003).

One of the event selection factor called the event is well harmonize is preferred by (n=127; 38.5%) as strongly agree and by 138 participants in number (41.8%) as agree. On the request of the event selection was by event place and time convenient and the data indicated that 153 respondents which are 46.4% as strongly agree and by 110 respondents which is 33.3% as agree in total for both categories 263 respondents counted which are almost more than 80% of the total respondents. On the event's environment as very hospitable, 160 participants in number (48.5%)

preferred the category of strongly agree and 121 participants (36.7%) preferred the category of agree and 31 respondents kept neutral. The event creates memorable image about the company as factor was assessed and 183 (55.5%) participants preferred as strongly agree category and 106 (32.1%) participants preferred the category of agree. Most of the respondents (n=166; 50.3%) strongly agreed that the event enhanced the company public image potential and this event targeted the right target audience.

This study also consists with the study of Taranto (1998) as concluded the selection of specific event is a great importance to thoroughly evaluate how the event is perceived by the target audience. In this study, most of the respondents (n=166; 50.3%) strongly agreed that the event enhanced the company public image potential and this event targeted the right target audience. Similarly, this study is consistent with the study of Meenaghan (1983) and stated that it is important to examine a proposed event against certain relevant criteria, so that it represents a rational choice. Even though the event selection is individual for each company, there are some general criteria that are considered in most companies' event selections. The interview session assured that the surveyed company has a weakness on preparing event policy that reflecting the vision of itself and its products. It was suggested as the company should prepare a policy that clearly identifies both acceptable and unacceptable areas of activity.

4.5.3 Opportunities and threat related to the event

Event marketing offers great communication opportunities for companies in the increasing media clutter and hard competition (Behrer & Larsson, 1998). In fact, the greatest opportunity of event marketing is, according to Forsström (1998) that the target group is effectively reached in an environment without media noise. This makes it possible for the company to establish a personal relationship to the customer, and according to Lundell (1999) a major reason to why event marketing is growing in popularity. There are also some threats connected to event marketing, although very few authors bring these up. On this study respondents requested to rate their opinion on opportunities and threat related to the event based on the following four factors:

- The event helped me to taste Habesha Beer for the first time.
- The event helped me to differentiate Habesha Beer from its rivals.
- After the event, I am going to be a customer of Habesha beer
- After this event, I would recommend Habesha beer to others

Table 4.8 Respondents’ response on HBSC events situations of opportunities and threat related to the event

	Mean	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
This event targeted the right target audience	3.6242	18	5.5%	7	2.1%	40	12.1%	104	31.5%	161	48.8%
The event helped me to taste Habesha beer for the first time	4.0485	58	17.6%	49	14.8%	23	7.0%	68	20.6%	132	40.0%
The event helped me to differentiate Habesha beer from its rivals	4.3091	12	3.6%	31	9.4%	36	10.9%	122	37.0%	129	39.1%
After the event I am going to be a customer of Habesha beer	4.2727	29	8.8%	10	3.0%	14	4.2%	75	22.7%	202	61.2%
Grand Mean Dimension 4.06											

Source: own survey, 2016

Table 4.8 indicates respondents’ response on HBSC events situations of opportunities and threat related to the event based on study respondents requested to rate their opinion on opportunities and threat related to the event and the mean ranges from 3.62 to 4.30 and it rated as very good (3.51-4.50). The grand mean also rated as very good as it has 4.21 mean score. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (Hailu, 2003).

161 (48.8%) respondents preferred the category of strongly agree; 104 (31.5%) respondents preferred the category of agree and 40 (12.1%) respondents preferred the category of neutral for the factor called the even targeted the right audience. On the same way, 132 respondents (40.0%) preferred strongly agreed; 68 (20.6%) respondents preferred the category of agree and 23 (7.0%)

respondents preferred the category of neutral for the factor called that the event helped me to taste Habesha Beer for the first time. 129 respondents (39.1%) preferred the category of strongly agree; 122 (37.0%) respondents preferred the category of agree and 36 respondents kept neutral for the factor the event helped me to taste Habesha Beer for the first time. 202 (61.2%) respondents preferred the category of strongly agreed; 75 respondents preferred the category of agree and 14 kept neutral for the factor called I am going to be a customer of Habesha beer.

This analysis indicated that the event marketing theory can be applied on well-organized event as respondents assured that the event helped them to taste Habesha Beer for the first time and it helped them to differentiate Habesha Beer from its rivals. After the event, most respondents preferred to be a customer of Habesha beer and after this event, they recommend Habesha beer to others.

Behrer and Larsson (1998) concluded as event marketing offers great communication opportunities for companies in the increasing media clutter and hard competition. Similarly, Forsström (1998) suggested that the target group should effectively reach in an environment without media noise. This makes it possible for the company to establish a personal relationship to the customer, and a major reason to why event marketing is growing in popularity. This study also indicated as event marketing creates different opportunities for a company by penetrates and eliminates the media noise and it creates the opportunity to experience with the product. Attributes that are illustrated through a real event can be perceived as more credible than the oral promises in an advertising message. The respondents assured that event can get easily media coverage according to public interest in event increases, which can be influenced by the company through for example press releases and press conferences, so will media's interest in reporting the event. In the interview session, it was indicated that the company has failures in more in planning, execution and evaluation.

4.5.4 Communication Effect

In literature review, marketing communication becomes the key customers' stimulation to take a desired action (purchase). Now a day's in the global market place, there are many companies competing for the same limited market share. So the promotion component became important

Effective Communication is particularly important in international marketing. Accordingly, respondents requested to rate their view of communication effect on the following factors:

- In my view, the event helped to create a good public image for the company.
- The company communicated effectively with its target audience
- The event helps me to be familiar with the product.
- The event creates a chance to understand the value of Habesha Beer.

Table 4.9 Respondents' response on communication effect

	Mean	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
In my point of view the event helped to create a good public image for the company	4.1242	10	3.0%	4	1.2%	22	6.7%	73	22.1 %	221	67.0 %
The company communicated effectively with its target audience	4.0970	20	6.1%	12	3.6%	24	7.3%	116	35.2 %	158	47.9 %
The event helps me to be familiar with the company product	4.3909	17	5.2%	17	5.2%	44	13.3 %	79	23.9 %	173	52.4 %
The event creates a chance to understand the value of Habesha Beer	4.4455	14	4.2%	12	3.6%	17	5.2%	110	33.3 %	177	53.6 %
Grand Mean Dimension 4.26											

Source: own survey, 2016

Table 4.8 indicates that respondents' response on communication effect. Accordingly, respondents requested to rate their view of communication effect on the four factors and the mean ranges from 4.09 to 4.44 and it rated as very good (3.51-4.50). The grand mean also rated as very good as it has 4.21 mean score. The interpretation was made based on the following

measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (Hailu, 2003).

Most respondents indicated that (221 in number; 67.0 %) they strongly viewed (agreed) that the event helped to create a good public image for the company and only 73 participants preferred the category of agree in this factor. According to 158 (47.9%) respondents, they strongly agreed and 116 (35.2%) respondents agreed that the company communicated effectively with its target audience.

It is indicated that marketing communication becomes the key customers' stimulation to take a desired action (purchase). Accordingly, as communication effect, 173 (52.4%) participants strongly agreed and only 79 (23.9%) participants agreed on the event helped them to be familiar with the product which is less preferred as compared to the first factor called the event helped to create a good public image for the company. 177 (53.6%) participants indicated that they strongly agreed and 110 (33.3%) that the event created a chance to understand the value of Habesha Beer.

Forsström (1998) suggested that the objectives also are stated in communicative terms. The study concluded that marketing communication becomes the key customers' stimulation to take a desired action (purchase). This is a similar finding to this study as awareness measures function as a rough and ready guide to effectiveness. With a new product it may be possible to isolate the source of consumer knowledge but this is almost impossible with an established brand.

However, the interview data indicated that the company did not attempt to conduct psychological measures that can be designed to investigate deeper into the subconscious. It was indicated that the company could not find or discover basic motives that direct questioning may not find and the resulting information will be qualitative rather than quantitative. The other issue was rested on the measurement of media coverage and still now the company could not do media monitoring service and no information was gathered on the result of the duration of television coverage, the extent of press coverage as measured in single column inches and monitored radio coverage.

4.5.5 Customer satisfaction

Customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations as relative to expectations, which in turn are based on, past buying experiences, opinions of friends and associates, marketer and competitor information and promises. The Goal is not to maximize satisfaction absolutely – rather, relative to competitors and balance between more customer value and maintaining profits. In this study, respondents requested to rate their view of customer satisfaction the following factors:

- The product has very good taste than others.
- I prefer Habesha beer from other beer brand.
- I am satisfied with the product’s flavor.
- I will be loyal customer of Habesha Beer.

Table 4.10 Respondents’ response on customer satisfaction

	Mean	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
		Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The product has very good taste than others	4.3848	15	4.5%	12	3.6%	27	8.2%	75	22.7%	201	60.9%
I prefer Habesha beer from other beer brand	4.4182	20	6.1%	7	2.1%	15	4.5%	74	22.4%	214	64.8%
I am satisfied with the product's flavor	4.4030	25	7.6%	10	3.0%	11	3.3%	71	21.5%	213	64.5%
I will be loyal customer of Habesha beer	4.2121	34	10.3%	8	2.4%	25	7.6%	75	22.7%	188	57.0%
Grand Mean Dimension 4.54											

Source: own survey, 2016

Table 4.10 shows that respondents’ response on customer satisfaction based on four factors and the mean ranges from 4.21 to 4.41 and it rated as excellent (4.51-5.00). The grand mean also rated as very good as it has 4.21 mean score. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor (Hailu, 2003).

Accordingly, more than 60.9 % (201) respondents strongly agreed and 75 (22.7%) that the product has very good taste than others and only 27 respondents kept neutral in this factor. In relation to brand preference, significant number of respondents (n= 214; 64.8%) preferred the category of strongly agree and 74 (22.4%) respondents preferred the category of agree. Moreover, 213 (64.5%) respondents also strongly satisfied and 71 (21.5%) agreed with the product's flavor. Only 188 (57.0%) respondents preferred the category of strongly agree and 75 (22.7%) respondents ticked the category of agree for the factor loyal customer of Habesha Beer.

In this study, a similar result was found with a study of Anders Gustaffsson and Michael D. Johnson, (2006) that studied on the effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention in Cornell University. In a study of services, the authors examined the effects of customer satisfaction, affective commitment, and calculative commitment on retention.

The study further examined the potential for situational and relational trigger conditions to moderate the satisfaction–retention relationship. The results support consistent effects of customer satisfaction, calculative commitment, and prior churn on retention. Prior churn also moderates the satisfaction–retention relationship. The results have implications for both customer relationship managers and researchers who use satisfaction surveys to predict behavior. In this study, it was assured that customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations as relative to expectations, which in turn are based on, past buying experiences, opinions of friends and associates, marketer and competitor information and promises. The Goal is not to maximize satisfaction absolutely – rather, relative to competitors and balance between more customer value and maintaining profits.

Johnson and Fornell (1991) also assured that customer satisfaction is a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories. As an overall evaluation that is built up over time, satisfaction typically mediates the effects of product quality, service quality, and price or payment equity on loyalty. It also contains a significant affective component, which is created through repeated product or service usage.

4.6 Correlation Analysis

In chapter three, it was indicated as the data which is collect from questionnaire first give code or recording variables on Statistical package social science (SPSS) program and by using correlation analysis the interdependence between the independent and dependent variables would be tested.

Correlation analysis was used that measures the relationship between two items such as event objective, event selection, opportunity and threat as independent variables of the component of event marketing variables and communication effect and customer satisfaction as perceived marketing performance as dependent variable. The resulting value (called the "correlation coefficient") shows if changes in one item will result in changes in the other item. A pertinent interpretation was given based on this analysis. When comparing the correlation between two items, one item is called the "dependent" item and the other the "independent" item. The goal is to see if a change in the independent item will result in a change in the dependent item.

The Pearson's Product Moment Correlation Coefficient (r) is a measure of the degree of association between variables. It takes a value between -1 and 1 . A value of r near to 1 indicates strong positive association, whereas a value of r near to -1 indicates a strong negative linear association, for example, amount of alcohol consumed and performance in a test. When $r = \pm 1$ this indicates that the two variables are perfectly correlated, i.e., all the points are on a straight line (John et al, 2007).

The correlation coefficient can range between ± 1.0 (plus or minus one). A coefficient of $+1.0$, a "perfect positive correlation," means that changes in the independent item will result in an identical change in the dependent item. A coefficient of -1.0 , a "perfect negative correlation," means that changes in the independent item will result in an identical change in the dependent item, but the change will be in the opposite direction. A coefficient of zero means there is no relationship between the two items and that a change in the independent item will have no effect in the dependent item.

A low correlation coefficient (e.g., less than ± 0.10) suggests that the relationship between two items is weak or non-existent. A high correlation coefficient (i.e., closer to plus or minus one)

indicates that the dependent variable will usually change when the independent variable changes. The direction of the dependent variable's change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will move in the same direction as the independent variable; if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable.

Table 4.11 Correlation analysis

Correlations						
		Event Objective	Event Selection	Opportunity and threat	Communication effect	Customer satisfaction
Event Objective	Pearson Correlation	1	.754**	.474**	.635**	.668**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	330	330	330	330	330
Event Selection	Pearson Correlation	.754**	1	.493**	.672**	.662**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	330	330	330	330	330
Opportunity threat	Pearson Correlation	.474**	.493**	1	.717**	.553**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	330	330	330	330	330
Communication effect	Pearson Correlation	.635**	.672**	.717**	1	.645**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	330	330	330	330	330
Customer satisfaction	Pearson Correlation	.668**	.662**	.553**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	330	330	330	330	330

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

Source: own survey, 2016

Table 4.11 Correlation analysis based on the average value of respondents response of event objective, event selection, opportunity and threat as independent variables of the component of event marketing variables and communication effect and customer satisfaction as perceived marketing performance as dependent variable. A correlation analysis with Pearson's correlation coefficient (r) was conducted on the modified and adopted model in the research to explore the relationships between the event marketing and marketing performance.

Therefore, the correlation analysis illustrates the relation between the two factors event objective and communication effect is strongly correlated as $r=0.635$ with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables. His guidelines suggested that the classification of correlation of the correlation coefficient (r) as 0.1 - 0.29 is weak; 0.3 - 0.49 is moderate; and ≥ 0.5 strong. Similarly, the correlation analysis illustrates the relation between the two factors of event objective and customer satisfaction is strongly correlated as $r=0.668$ with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables.

In relation to the correlation of event selection of the two dependent variables, the correlation analysis illustrates the relation between the two factors event selection and communication effect is strongly correlated as $r=0.672$ with statistically significant (Sig. (2-tailed) = 0.000). Similarly, the correlation analysis illustrates the relation between the two factors of event selection and customer satisfaction is strongly correlated as $r=0.662$ with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables.

The other third factor was tested by the correlation analysis that illustrates the relation between the two factors opportunity and threats related to event and communication effect is very strongly correlated as $r=0.717$ with statistically significant (Sig. (2-tailed) = 0.000) as the correlation analysis interpretation of the strengths of relationship between variables. It is based on the guidelines suggested that the classification of correlation of the correlation coefficient (r) as 0.1 - 0.29 is weak ; 0.3 - 0.49 is moderate ; and ≥ 0.5 strong. Similarly, the correlation analysis illustrates the relation between the two factors of opportunity and threats related to event and customer satisfaction is less correlated as $r=0.553$ (as compare to the communication effect) with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables. His guidelines suggested that the classification of correlation of the correlation coefficient (r) as 0.1 - 0.29 is weak ; 0.3 - 0.49 is moderate ; and ≥ 0.5 strong.

In this part of analysis, correlation test was done by event marketing and perceived marketing performance. The data were taken as the value of event objective, event selection, opportunity and threat as independent variables of the component of event marketing variables and

communication effect and customer satisfaction as perceived marketing performance as dependent variable.

Table 4.12 Correlation analysis of event marketing and perceived marketing performance

		Event Objective	Event Selection	Opportunity and Threat	Perceived marketing performance
Event Objective	Pearson Correlation	1	.754**	.474**	.812**
	Sig. (2-tailed)		.000	.000	.000
	N	330	330	330	330
Event Selection	Pearson Correlation	.754**	1	.493**	.818**
	Sig. (2-tailed)	.000		.000	.000
	N	330	330	330	330
Opportunity and Threat	Pearson Correlation	.474**	.493**	1	.778**
	Sig. (2-tailed)	.000	.000		.000
	N	330	330	330	330
Perceived marketing performance	Pearson Correlation	.812**	.818**	.778**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	330	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: own survey, 2016

Table 4.12 indicated that the correlation analysis of event marketing and perceived marketing performance is very strong correlation. The correlation test indicated that the relation of event objective and perceived marketing performance is strongly correlated ($r=0.812$ with statically significant Sig. (2-tailed)); event selection and perceived marketing performance is strongly correlated ($r=0.818$ with statically significant Sig. (2-tailed) and opportunity and threat on and perceived marketing performance is strongly correlated ($r=0.778$ with statically significant Sig. (2-tailed)). It assured that event marketing has an essential role on the market performance. The method of measuring the effect of event marketing on market performance is effective and empirically tested as significant. These methods involve sales effectiveness, communications effectiveness, level of media coverage/exposure gained and cost-benefit.

4.7 Regression Analysis

The data which is collect from questionnaire first give code or recording variables on Statistical package social science (SPSS) program. Based on descriptive data analysis techniques frequency, percentage, mean, standard deviation and graphic representation was made. Furthermore by using correlation analysis the interdependence between the independent and dependent variables was tested. Finally hypothesis tests were performed using regression analysis.

Model specification

The statistical regression model of the study was based on the theoretical regression model as indicated follows

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

Where:

- Y= the marketing performance of HBSC.
- a= the y intercept.
- x_1 = corporate and sales objectives of events.
- b_1 = the regression coefficient of corporate and sales objectives of the events.
- x_2 = selection criteria
- b_2 = the regression coefficient of selection criteria.
- x_3 = threats and opportunities in organization events.
- b_3 = the regression coefficient threats and opportunities in organization events.
- e= error term.

(John et al, 2007)

The mean value for all variables ranges from around 4.25 and it indicates that most respondents' response or preferred the category of strongly agree. The standard deviation, on the other hand, is the measure of variability in data set where it ranges from 1.32247 and .81797 1.18649 and it indicates the data has less variability.

Based on the conceptual framework as indicated in chapter 2, this data analysis was done by inferential analysis of event objective, event selection, opportunity and threat as independent variables of the component of event marketing variables and communication effect and customer satisfaction as perceived marketing performance as dependent variable.

Table 4.13 Regression analysis of event marketing and perceived marketing performance

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Event objective Event Selection Opportunity and thereat		Enter
a. Dependent Variable: perceived marketing performance			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.951 ^a	.905	.904	.22748
a. Predictors: (Constant), Event objective, Event Selection Opportunity and thereat				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	161.002	3	53.667	1037.135	.000 ^b
	Residual	16.869	326	.052		
	Total	177.871	329			
a. Dependent Variable: perceived marketing performance						
b. Predictors: (Constant), Event objective, Event Selection Opportunity and thereat						

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.089	.083		-1.077	.282		
	Event Objective	.322	.025	.347	13.136	.000	.418	2.395
	Event Selection	.375	.030	.336	12.579	.000	.408	2.453
	Opportunity and thereat	.343	.015	.448	22.493	.000	.733	1.364

Collinearity Diagnostics ^a							
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	VAR00001	VAR00002	VAR00003
1	1	3.945	1.000	.00	.00	.00	.00
	2	.031	11.351	.11	.03	.02	.97
	3	.018	14.733	.68	.33	.02	.02
	4	.007	24.501	.21	.64	.96	.01

a. Dependent Variable: perceived marketing performance

Source: own survey, 2016

Table 4.13 shows regression analysis of event marketing and perceived marketing performance. In literature, linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. In this research, the regression analysis used the independent variable (event marketing) indicated on the model to measure the marketing performance. The significance level of 0.05 was used with 95% confidence interval. The reason for using single analysis was to examine the direct effect of event marketing as the independent variable on the perceived marketing performance.

As indicated in the above table the independent variables predict the dependent variable R square = 90.5 % with adjusted R square 90.4 % the remaining less than 10% other extraneous variable that can affect marketing performance. This result also indicates that the variable selected as independent had an effect on marketing performance.

Table 4.11, the ANOVA test, it is noticed that F value of 1037.135 is significant at 0.000 level. Therefore, from the result, it can be concluded that with 90.4% of the variance (R-Square) in

event objective, event selection and opportunity and threat are significant effect on marketing performance and the model adopted appropriately measure the construct.

Multicollinearity refers to a situation in which there is exact (or nearly exact) linear relation among two or more of the input variables (Uma, 2003). The VIF (Variance Inflation Factor) for each term in the model measures the combined effect of dependence among the regressors on the variance of that term. One or more large VIF indicate multicollinearity. Practical experience indicates that if any of the VIF results exceeds 5 or 10, it is an indication that the associated regression coefficients are poorly estimated because of multicollinearity (Uma, 2003). Collinearity Statistics shows that the VIF value of event marketing factors of event objective 2.395, event selection 2.453 and opportunity and threat 1.364 which is less than 5 or 10 (Uma, 2003) and no collinearity is observed on this data. The table also presents the result of regression analysis; the result regression analysis is based on marketing performance. The independent variables that contribute to variance of the dependent variable are explained by standardized Beta coefficient.

In general, the event marketing factors of event objective, event selection and opportunity and threat will affect the perceived marketing performance. In the hypothesis part, it was indicated as to assess the effect of event marketing on the market performance of Habesha Breweries S.C the researcher proposed the following hypothesis from research objectives. This data and its result summarizes as following on the table.

According to Behrer and Larsson (1998) the effect of event marketing can be illustrated through:

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

Furthermore Meenaghan (1983) states that there are methods of measuring the effect of event marketing on marketing performance. These methods involve sales effectiveness, communications effectiveness, level of media coverage/exposure gained and cost-benefit. This

study indicated as the effect event marketing on perceived marketing performance using correlation and linear regression.

It can be also measure effectiveness of the Event involvement. In the area of event marketing, it is according to Meenaghan (1983) sale is the total revenue gained from selling a product within a given period of time. This variable must be placed in “Financial” group. Because variables of sale are total number of customers and customer satisfaction. Furthermore, profit is the effect of this variable. When companies use event marketing as promotional tools, it has a direct relation with the following: Customers buying intention and the company brand image, sales performance and also the company market share. Consequently event marketing can create a climate conducive to the development of extra sales. In this research, the regression analysis used the independent variable (event marketing) indicated on the model to measure the marketing performance. The significance level of 0.05 was used with 95% confidence interval. The reason for using single analysis was to examine the direct effect of event marketing as the independent variable on the perceived marketing performance.

Table 4.14 Summary of Hypothesis Testing

		Sig. test result	Independent Variable	Dependent Variable	Ho Rejected or Accepted
H₁:	Having clear corporate and sales related event objectives a significant and positive effect on the marketing performance of HBSC.	.000	corporate and sales related event objectives	Marketing performance	Accepted
H₂:	Selection criterion has a significant and positive effect on the marketing performance of HBSC.	.000	Selection criterion	Marketing performance	Accepted
H₃:	Knowing the opportunities and threats in organizing event has a significant and positive effect on marketing performance of HBSC.	.000	Knowing the opportunities and threats in organizing event	Marketing performance	Accepted

Source: Own survey result, 2016

CHAPTER 5

Summary, Conclusion and Recommendation

5.1 Summary and conclusion

The purpose of this study was to examine the effect of event marketing on the marketing performance of Habesha Breweries S.C. Moreover, it had specific objectives such as to examine the effect of corporate and sales objective of event on the marketing performance of HBSC, to investigate the effect of selection criteria on the marketing performance of HBSC and to analyze the influence of opportunities and threat related to events on the marketing performance of HBSC.

The study was included 385 respondents that were composed of 3 event hold in three different places in Addis Ababa. Out of which only 330 respondents' returned completed and properly filled questionnaire which meant 85 percent coverage of total respondents from the vents. Accordingly, as the first part of the questionnaire consists of the demographic information of research participants. For that reason, the following variables about the respondents were summarized and described in the subsequent table and diagram. These variables includes: sex, age and highest education level achieved. The result indicated that the respondents are composed from different age group and education status. They are well qualified to response the needed information and this research collected pertinent from well qualified and experienced respondents. This is indicated by Figure 4.1 as respondents' education background.

Respondents were requested to response on how many times did they get a chance to participate on HBSC event program and to rate their consumption level after participating the company event. Accordingly, Table 4.3 indicates the status of these responses. It was indicated that respondents' response on HBSC events situations as they were requested to response on how many times did they get a chance to participate on HBSC event program and to rate their consumption level after participating the company event. It helped this study to know more about HBSC's event as they provided an opportunity to meet the target audience in a different ways by combing any set of the traditional promotional tools. It also believed that the above two

questions helped to understand event marketing situation in HBSC as the company attempted to co-ordinate the communication around a created or sponsored event.

In this part of the study, it is tried to analysis primary data that was collected from 330 participants that was collated from three events held in May 2016. As understood from the above, it is important to examine a proposed event against certain relevant criteria, so that it represents a rational choice. This helped the study to examine the even situation and can have a chance to assess the effect of event management on marketing performance of HBSC. This part of the analysis organized by the concepts collected from literature related with event marketing, the study's main issues which are raised under the research question in the previous chapter objectives of event marketing, event selection criteria and opportunities and threats related with event marketing, the effects of event marketing on the marketing performance and also conceptual frame work of the research.

The event objective was assessed on five main indicators and the result is presented in Table 4.5 and the mean ranges from 4.00 to 4.35. Very high category is preferred by significant numbers of respondents for factor one called the event helps me to create awareness about the brand (n=153; 46.4% as strongly agree and n=131; 39.7% agree). On the request of the event helps to popularize the brand is preferred by 163 respondents which is 49.4% as strongly agree and by 104 respondents which is 31.5% as agree in total for both categories 284 respondents counted which more than 83 % of the total respondents. On the event helps to create knowledge about the product, 176 participants in number preferred the category of strongly agree and 89 participants preferred the category of agree 58 respondents kept neutral. The event helped me to know the taste of Habesha beer is selected by 175 (53.0%) respondents as strongly agree and by 65 participants (19.7%) as agree with 29 (8.8%) participant kept neutral. Similarly, for factor called "Because of the event I know what Habesha beer stands for" is preferred as strongly agreed by 143 participants of this study (43.3%). On event objective, Participants or respondents were requested to suggest their level of agreement. It indicates that the event helped participants to create awareness about the brand and it helped to popularize the brand as the waitress decorated by cultural (Ethiopian) dress and it has unique cultural promotion also Moreover, it helped to create knowledge about the product as per 330 participants of the study. The respondents assured that the event helped them to know the taste of Habesha beer. It indicates that the event helped

participants to create awareness about the brand and it helped to popularize the brand as the waitress decorated by cultural (Ethiopian) dress and it has unique cultural promotion also. Moreover, it helped to create knowledge about the product as per 330 participants of the study. The respondents assured that the event helped them to know the taste of Habesha beer.

The event selection was assessed on six main indicators and the result is presented in Table 4.6 and the mean ranges from 4.16 to 4.41. One of the event selection factor called the event is well harmonize is preferred by (n=127; 38.5%) as strongly agree and by 138 participants in number (41.8%) as agree. On the request of the event selection was by event place and time convenient and the data indicated that 153 respondents which are 46.4% as strongly agree and by 110 respondents which is 33.3% as agree in total for both categories 83 respondents counted which are almost more than 80% of the total respondents. On the event's environment as very hospitable, 160 participants in number (48.5%) preferred the category of strongly agree and 121 participants (36.7%) preferred the category of agree and 31 respondents kept neutral. The event creates memorable image about the company as factor was assess and 183 (55.5%) participants preferred as strongly agree category and 106 (32.1%) participants preferred the category of agree. Most of the respondents (n=166; 50.3%) strongly agreed that the event enhanced the company public image potential and this event targeted the right target audience.

Respondents' response on HBSC events situations of opportunities and threat related to the event based on study respondents requested to rate their opinion on opportunities and threat related to the event and the mean ranges from 3.62 to 4.30. 161 (48.8%) respondents preferred the category of strongly agree; 104 (31.5%) respondents preferred the category of agree and 40 (12.1%) respondents preferred the category of neutral for the factor called the event targeted the right audience. On the same way, 131 respondents (40.0%) preferred strongly agreed; 68 (20.6%) respondents preferred the category of agree and 23 (7.0%) respondents preferred the category of neutral for the factor called that the event helped me to taste Habesha Beer for the first time. 129 respondents (39.1%) preferred the category of strongly agree; 122 (37.0%) respondents preferred the category of agree and 36 respondents kept neutral for the factor the event helped me to taste Habesha Beer for the first time. 202 (61.2%) respondents preferred the category of strongly agreed; 75 respondents preferred the category of agree and 14 kept neutral for the factor called I am going to be a customer of Habesha beer. This analysis indicated that the event

marketing theory can be applied on well-organized event as respondents assured that the event helped them to taste Habesha Beer for the first time and it helped them to differentiate Habesha Beer from its rivals. After the event, most respondents preferred to be a customer of Habesha beer and after this event, they recommend Habesha beer to others.

Table 4.8 indicates that respondents' response on communication effect. Accordingly, respondents requested to rate their view of communication effect on the four factors and the mean ranges from 4.09 to 4.44. Most respondents indicated that (221 in number; 67.0 %) they strongly viewed (agreed) that the event helped to create a good public image for the company and only 73 participates preferred the category of agree in this factor. According to 158 (47.9%) respondents, they strongly agreed and 116 (35.2%) respondents agreed that the company communicated effectively with its target audience.

It is indicated that marketing communication becomes the key customers' stimulation to take a desired action (purchase). Accordingly, as communication effect, 173 (52.4%) participates strongly agreed and only 79 (23.9%) participants agreed on the event helped them to be familiar with the product which is less preferred as compared to the first factor called the event helped to create a good public image for the company. 177 (53.6%) participants indicated that they strongly agreed and 110 (33.3%) that the event created a chance to understand the value of Habesha Beer.

Table 4.10 shows that respondents' response on customer satisfaction based on four factors and the mean ranges from 4.21 to 4.38. Accordingly, more than 60.9 % (201) respondents strongly agreed and 75 (22.7%) that the product has very good taste than others and only 27 respondents kept neutral in this factor. In relation to brand preference, significant number of respondents (n= 214; 64.8%) preferred the category of strongly agree and 74 (22.4%) respondents preferred the category of agree. Moreover, 213 (64.5%) respondents also strongly satisfied and 71 (21.5%) agreed with the product's flavor. Only 188 (57.0%) respondents preferred the category of strongly agree and 75 (22.7%) respondents ticked the category of agree for the factor loyal customer of Habesha Beer.

Correlation analysis was used that measures the relationship between two items such as event objective, event selection, opportunity and threat as independent variables of the component of

event marketing variables and communication effect and customer satisfaction as perceived marketing performance as dependent variable. The correlation analysis illustrated the relation between the two factors event objective and communication effect is strongly correlated as $r=0.635$ with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables. His guidelines suggested that the classification of correlation of the correlation coefficient (r) as 0.1 - 0.29 is weak ; 0.3 - 0.49 is moderate ; and ≥ 0.5 strong. Similarly, the correlation analysis illustrate the relation between the two factors of event objective and customer satisfaction is strongly correlated as $r=0.668$ with statistically significant (Sig. (2-tailed) = 0.000) as cited by Haile (2013) to interpret the strengths of relationship between variables.

The correlation test indicated that the relation of event objective and perceived marketing performance is strongly correlated ($r=0.812$ with statically significant Sig. (2-tailed); event selection and perceived marketing performance is strongly correlated ($r=0.818$ with statically significant Sig. (2-tailed) and opportunity and threat on and perceived marketing performance is strongly correlated ($r=0.778$ with statically significant Sig. (2-tailed) as cited by Haile (2013) to interpret the strengths of relationship between variables. It assured that event marketing has an essential role on the market performance. The method of measuring the effect of event marketing on market performance is effective and empirically tested as significant. These methods involve sales effectiveness, communications effectiveness, level of media coverage/exposure gained and cost-benefit. In general, the correlation analysis indicated that of event marketing and perceived marketing performance is very strong correlation

The mean value for all variables ranges from around 4.25 and it indicates that most respondents' response or preferred the category of strongly agree. The standard deviation, on the other hand, is the measure of variability in data set where it ranges from 1.32247 and .81797 1.18649 and it indicates the data has less variability.

The regression analysis showed that event marketing and perceived marketing performance- the regression analysis used the independent variable (event marketing) indicated on the model to measure the marketing performance. The significance level of 0.05 was used with 95% confidence interval. The reason for using single analysis was to examine the direct effect of

event marketing as the independent variable on the perceived marketing performance. The independent variables predict the dependent variable $R^2 = 90.5\%$ with adjusted $R^2 = 90.4\%$ the remaining less than 10% other extraneous variable that can affect marketing performance. This result also indicates that the variable selected as independent had an effect on marketing performance.

Table 4.11, the ANOVA test, it is noticed that F value of 1037.135 is significant at 0.000 level. Therefore, from the result, it can be concluded that with 90.4% of the variance (R-Square) in event objective, event selection and opportunity and threat are significant effect on marketing performance and the model adopted appropriately measure the construct. Collinearity Statistics shows that the VIF value of event marketing factors of event objective 2.395, event selection 2.453 and opportunity and threat 1.364 which is less than 5 or 10 (Uma, 2003) and no collinearity is observed on this data. The table also presents the result of regression analysis; the result regression analysis is based on marketing performance. The independent variables that contribute to variance of the dependent variable are explained by standardized Beta coefficient. Generally, the event marketing factors of event objective, event selection and opportunity and threat will affect the perceived marketing performance. In the hypothesis part, it was indicated as to assess the effect of event marketing on the market performance of Habesha Breweries S.C the researcher proposed the following hypothesis from research objectives. The result and discussion of this study helped to conclude as:

- Having clear corporate and sales related event objectives a significant and positive effect on the marketing performance of HBSC.
- Selection criterion has a significant and positive effect on the marketing performance of HBSC.
- Knowing the opportunities and threats in organizing event has a significant and positive effect on marketing performance of HBSC.

5.2 Recommendation

- The company may attempt to co-ordinate the communication around a created or sponsored event as of going practices with an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated
- It may need proper and legal a business agreement between the company and event organized agents and it should provide money, goods, services or know-how. In exchange the sponsored party (individual or organization) offers right and association that the sponsor utilizes commercially
- The company should properly coordination of all sellers initiated efforts to set up channels of information and persuasion in order to sell goods and service or promote an idea and its promotional mix should be well studied by marketing professionals and academicians as its total marketing communications program, originally consists of advertising, personal selling, sales promotion, and public and it should organize its impersonal mass communication with the event. Moreover, it may need a standard commercial message to a large dispersed media
- The vent should be properly selected by conducting market research and the event's ability to fulfill stated objectives must be studied timely and it should recognize to have a capacity to fulfill more than just one objective
- The company should understand that 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

5.3. Limitation and suggestion for further study

The study has some limitations. The first one is the study sample area was limited only in Addis Ababa but in order to make the research more representative, sample should be collected at least from the major cities which are the event included.

The second limitation of the study was no comparative study with other similar industry. When making a research comparative study use to get more information on the area of the study.

The other limitation of the study is focusing only on event marketing from other promotional tools.

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Appendix 1 Questionnaires

Addis Ababa University School of Commerce Department of Marketing Management

I am conducting a research for the completion of my master degree in marketing management. The purpose of this study to understand the Effect of Event Marketing on the Market Performance of Habesha breweries S.C. Therefore kindly request you a few minutes to full fill the questionnaire. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

Thank you in advance!

Instruction: Please mark your answer with tick (✓) the space provided.

Part 1: General information of Respondents

1. Gender Male Female
2. Age 18-25 26-35 36-50 above50
3. Educational Background
 <12th Grade 12 Complete Diploma Degree
 MA PHD

Part 2 Basic information

4. How many times did you get a chance to participate on Habesha breweries event program?
 Only one Two times Three times Four times & above
5. How do you rate your consumption level after participating the company event
 Every day once or twice a week
 More than three day a week only on the weekend

Part 3 Please suggest your level of agreement to the statement listed below. The statement labeled from 1-4, please use tick (√) mark in the answer box that reflect your agreement.

No.		Strongly agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly disagree (1)
	Event Objective					
1	The event helps me to create awareness about the brand.					
2	The event helps to popularize the brand.					
3	The event helps to create knowledge about the product.					
4	The event helped me to Know the taste of Habesha beer.					
5	Because of the event I know what Habesha Beer stands for					
	Event Selection					
1	The event is well harmonized.					
2	The event's place and time was convenient.					
3	The event's environment was very hospitable					
4	The event creates memorable image about the company.					
5	The event enhances the company public image potential.					
6	This event targets the right audience.					
	Opportunities and threat related to the event					
1	The event helped me to taste Habesha Beer for the first time.					
2	The event helped me to differentiate Habesha Beer from its rivals.					

3	After the event, I am going to be a customer of Habesha beer					
4	After this event, I would recommend Habesha beer to others					
	Communication effect					
1	In my view, the event helped to create a good public image for the company.					
2	The company communicated effectively with its target audience					
3	The event helps me to be familiar with the product.					
4	The event creates a chance to understand the value of Habesha Beer.					
	Customer satisfaction					
1	The product has very good taste than others.					
2	I prefer Habesha beer from other beer brand.					
3	I am satisfied with the product's flavor.					
4	I will be loyal customer of Habesha Beer.					

በተሳታፊዎች የሚሞላ መጠይቅ

አዲስ አበባ ዩንቨርሲቲ ንግድ ስራ ኮሌጅ የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

የዚህ ቃለመጠይቅ ዋና አላማው የሁለተኛ ዲግሪ ጥናት ማሟያ ዕውቀት ለማሟላት ነው። ጥናቱ የሚያተኩረው በሐበሻ ቢራ ፋብሪካ የሚደረጉ የማስታወቂያ ዝግጅቶችና በገበያቸው ላይ ያለውን ውጤት ለማየት የሚያስችል ነው። ስለዚህ ካለዎት ውድ ጊዜ ላይ ጥቂት ደቂቃዎችን በመስጠት ጥያቄዎቹን ለመመለስ ይተባበሩ ዘንድ በትህትና እጠይቃለሁ። ውድ መላሽ የርስዎ ትብብርና ሚዛናዊ መልስ በጥናቱ ላይ የተስተካከለ መረጃ እዲገኝ ስለሚረዳ እጅግ በጣም አመሰግናለሁ። ከዚህ በተጨማሪ የሚሰጡን መረጃ ውጤት በቀጥታ ለትምህርት አገልግሎት የሚውልና ሚስጥራይነቱም የተጠበቀ ነው።

ስለትብብርዎ በቅድሚያ አመሰግናለሁ!

መመሪያ

1. በመጠይቁ ላይ ስም መፃፍ አያስፈልግም
2. ምርጫ ላላቸው ጥያቄዎች ከምርጫዎቹ አጠገብ ባሉት ሳጥኖች ዉስጥ (✓) ምልክት በማድረግ ይመልሱ።

ክፍል 1: የመላሾች አጠቃላይ መረጃ

1. ፆታ ወንድ ሴት
2. እድሜ 18-25 26-35 36-50 ከ50 በላይ
3. የትምህርት ሁኔታ
 - ከ12 ክፍል በታች 12 ክፍል የጨረሰ ዲፕሎማ ዲግሪ
 - ሁለተኛ ዲግሪ ዶክተሬት

Part 2 መሰረታዊ ጥያቄዎች

1. የሐበሻ ቢራ እንዲህ አይነት ዝግጅቶች ላይ ምን ያህል ጊዜ ተሳትፏል
 - የመጀመሪያዬ ነው ሶስተኛ ጊዜ
 - ሁለተኛ ጊዜ አራተኛ ጊዜና ከዚያ በላይ
2. ከዚህ ዝግጅት በላ ሐበሻ ቢራን የመጠጣት ፍላጎትህን በምን ያህል ጊዜ ዉስጥ ይሆናል
 - በየቀኑ በሳምንት አንድ ወይም ሁለት ቀን
 - በሳምንት ሦስት ቀንና ከዚያ በላይ በሳምንቱ መጨረሻ ብቻ

Part 3 የሚከተሉትን አረፍተ ነገሮች በማንበብ ከቀረቡት አማራጮች ዉስጥ ይህን ምልክት (√) በመጠቀም ሀሳቤን ይገልፅልኛል የሚሉት ምርጫ ላይ ምልክቷን ያስቀምጡ፡፡

ተ.ቁ		በጣም እስማማለሁ (5)	እስማማለሁ (4)	መካከለኛ (3)	አልስማማም (2)	ፈፅሞ አልስማማም (1)
	Event Objective					
1	ፕሮግራሙ /ዝግጅቱ ስለምርቱ ግንዛቤ እንዲኖረኝ እረድቶኛል					
2	እንዲህ አይነት ፕሮግራም ምርቱን ታዋቂ ለማድረግ ይረዳል					
3	እደዚህ አይነት ዝግጅቱ ስለምርቱ ጥሩ እውቀት እዲፈጠር ይረዳል					
4	ዝግጅቱ የሐበሻ ቢራ ጣዕም ዕዳውቅ ረድቶኛል					
5	በዚህ ዝግጅት ምክንያት የሐበሻ ቢራ አቋም/አላማ ማወቅ ችያለሁ					
	Event Selection					
1	ዝግጅቱ በቂና የተሟላ ነበር					
2	የዝግጅቱ ቦታና ሰአት ምቹ ነበር					
3	ዝግጅቱ በጥሩ መስተንግዶ የተሞላ ነበር					
4	ፕሮግራሙ ስለድርጅቱ የማይረሱ ገፅታዎችን ይፈጥራል					
5	ፕሮግራሙ የድርጅቱን ገፅታ አቅም የተሻለ እዲሆን ያረጋል					
6	በዝግጅቱ ላይ ትክክለኛ ተሳታፊዎችን ተገኝተዋል					

	Opportunities and threat related to the event					
1	ይህ ዝግጅት ሐበሻ ቢራን ለመጀመሪያ ጊዜ እንድቀምሰው እድል ሰቶኛል					
2	ዝግጅቱ ከሌሎች ተፎካካሪ ቢራ አቅራቢዎች የሐበሻ ቢራን ልዩነት እንዳውቅ ረድቶኛል					
3	ከዚህ ዝግጅት በኋላ የሐበሻ ቢራ ደንበኛ እሆናለሁ					
4	ከዚህ ዝግጅት በኋላ ሌሎች ሐበሻ ቢራን እዲመርጡ እመክራለሁ					
	Communication Effect					
1	እንደኔ እይታ ዝግጅቱ ለምርቱ ጥሩ ገፅታን ለመፍጠር ይረዳል					
2	ዝግጅቱ ድርጅቱ ከሚፈልጋቸው ተሳታፊዎች ጋር በሚገባ አገናኝቷል					
3	ይህ ዝግጅት ከምርቱ ጋር እድተዋወቅ ረድቶኛል					
4	ዝግጅቱ ስለሐበሻ ቢራ ጥቅም እዳወቅ እድል ፈጥሮልኛል					
	Customer satisfaction					
1	ሐበሻ ቢራ ከሌሎች ቢራዎች የተሻለ ጥሩ ጣዕም አለው					
2	ከሌሎች ቢራዎች ሐበሻ ቢራን መጠጣት ዕመርጣለሁ					
3	በሐበሻ ቢራ ጣዕም ዕረክቻለሁ					
4	የሐበሻ ቢራ ታማኝ ደንበኛ ዕሆናለሁ					

Appendix 2 Interview

Addis Ababa University School of Commerce Department of Marketing Management

Dear interviewee

I am conducting a research for the completion of my master degree in marketing management. The purpose of this study to understand the Effect of Event Marketing on the Market Performance of Habesha breweries S.C. Therefore kindly request you a few minutes to full fill the questionnaire. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

Thank you in advance!

Part 1: General information of Respondents

Name of the company

Name of the respondent

Position of the respondent:

Field of business:

Educational Background

Part 2 interview question

1. When did you start using event marketing in your promotion?
2. What objectives do you have when using event marketing?
3. Which corporate-related objectives do you have with event marketing?
 - ❖ Create awareness about the company or countering adverse publicity
 - ❖ Identify the company with the target group
 - ❖ Strengthen the relation with the target group
 - ❖ For getting media coverage
4. Which sales-related objectives do you have with event marketing
 - ❖ Increasing sale in the short run
 - ❖ Increasing sale in the long run
5. Do you have specific criteria on which you select an event?
 - ❖ Related with ability to fulfill the stated corporate and sales objectives
 - ❖ The potential association with the event like media & target audience coverage
 - ❖ The compatibility between the event and the product or the corporate image
 - ❖ consideration of costs of terms of physical resources, staff time and staff talent
6. What opportunities and threats have you encountered by using event marketing?
7. How do you evaluate the event effectiveness related with the company marketing performance?