EVALUATING THE IMPACT OF EVENT MARKETING ON PROMOTIONAL EFFECTIVENESS, BRAND ENGAGEMENT, AND STRATEGIC DECISION-MAKING

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Abstract

The study examines the effects of event marketing on consumer patronage, promotion success, and brand success for trade shows, concerts, and beverage brands such as Guilder, Heineken, and Star. Based on the survey data from 47 participants and chi-square, ANOVA, and reliability tests, the results show that event marketing has significant effects on purchase intention, brand interaction, and market share. The trade shows and concerts emerged as most successful in increasing consumer interaction, while demographic variables in the form of age, level of education, and level of management acted to moderate reaction to event marketing campaigns. The research highlights the strategic relevance of aligning event marketing to brand goals, consumer taste, and overarching business strategies. Policy recommendations point to the importance of formal support for promotional events through regulatory policies and professional guidelines. The outcomes add to theory and practice by tying experiential marketing strategies to measurable business results and consumer behavior patterns.

1. Introduction

Events marketing has emerged as one the most potent tools in modern marketing, allowing organizations to communicate one-to-one with consumers in experiential modes (Princewill, Nwachukwu & Nkwocha, 2015). With the addition of experiential values in communication marketing, events are not used to entertain but to create brand interaction and awareness. The present study examines the effect of events marketing on consumer brand patronage, focusing on the promotional strategies of Nigeria Breweries Plc (NBL) for products such as Guilder, Star, and Heineken.

Events serve as pivotal touchpoints between consumers and organizations, creating emotional engagement that can influence purchasing behavior. As Alessandro (1993) aptly stated, "Consumers love events, corporations love consumers… this is a match made in heaven," highlighting the symbiotic relationship between attendees and brand hosts. Event marketing (EM) encompasses the systematic planning, organization, control, and execution of events, functioning as a self-contained communication tool designed to

generate awareness and stimulate demand (Nufer, 2016). Through concerts, trade shows, and other live experiences, EM allows marketers to engage consumers on a personal level, fostering interaction and brand loyalty (Oniku, 2023).

Although a substantial portion of event marketing budgets is allocated to sports and entertainment, EM extends beyond these domains to include trade fairs, product launches, dealer meetings, customer loyalty events, and exhibitions (Hiebing & Cooper, 2004; Dixin-Ogbeh, 2023). By creating a vivid and memorable experience, companies can connect their brands with target audiences in ways that traditional advertising alone cannot achieve. Marketing as a business philosophy emphasizes identifying, satisfying, and retaining customers, with customer engagement at the core of all marketing initiatives (Drucker, 2005).

Event marketing has been conceptualized as both a public and marketing-oriented activity, involving live events organized to achieve business objectives (Achor, Nwachukwu & Nkwocha, 2013; Martensen & Grønholdt, 2011). By leveraging visually appealing and meticulously planned events, EM enhances advertising effectiveness and strengthens brand perception (Ratneh, 2019). Sponsorships and event participation offer additional benefits, including media exposure, market positioning, and promotion of both new and existing products (Kotler & Keller, 2006; Jobber, 2007).

In Nigeria, companies such as NBL have invested significantly in event marketing, sponsoring programs like "Guilder Ultimate Search," "Maltina Dance All," and "Star Quest" on national television, which have translated into heightened consumer awareness and increased brand patronage (Achor et al., 2013). These initiatives exemplify how consumer-oriented promotions can create experiential engagement, fostering loyalty and stimulating product demand (Belch & Belch, 2007).

Despite the effectiveness of events marketing, some critics argue that traditional advertising may exaggerate, mislead, or manipulate consumer behavior (Oniku, 2023). Therefore, exploring alternative strategies such as EM becomes essential for organizations aiming to ethically influence consumer behavior while promoting their products. In this context, the study seeks to determine the impact of events marketing on the promotion of NBL's existing brands, Guilder and Star, as well as Heineken products, in Lagos State, Nigeria. The research studies three goals: to assess the effectiveness in promoting Guilder and Star products in Lagos State through the use of event marketing; to determine the influence of event marketing in the purchase of Heineken beer products in Lagos; to investigate the influence of concerts and trade exhibitions in the promotion of products by Nigerian Breweries Plc in Lagos State.

2.1. Literature and Hypotheses

2.1 Empirical Review

Event marketing has emerged as a pivotal strategy in enhancing brand awareness, consumer engagement, and sales performance, particularly within the brewery industry. Empirical studies conducted between 2015 and 2025 have provided substantial evidence on the efficacy of event marketing in achieving these objectives. Event marketing, involving trade show events, street events, pop-up shops, concerts, and sponsored events, has been identified to influence brand equity positively by creating brand experience and brand attitude in consumers (Zarantonello & Schmitt, 2013). Such results reveal the success of event marketing in establishing stronger consumer affinity and strengthening brand images. Theoretical contributions have directed significant effort towards measuring the

influence of event marketing (Drengner et al., 2008), citing that marketing events are events or performances that an organization performs to communicate its brand. The event is planned well in time and the results thereof are anticipated, thus highlighting the calculated nature of event marketing in communicating the brand. Event marketing is highly powerful because of its ability to establish direct contact with customers and develop experience brand engagements, which has resulted in its widespread use in branding and communication strategies throughout the world. It has taken on new forms, including pop-up stores, street games, and novel branding phenomena (Malgorzata 2015). Event marketing was initially studied in the 1980s (Gummingham et al., 1993), indicating that it is a rather mature phenomenon. In an era when conventional media like as television, radio, and the press are under increased scrutiny, event marketing is gaining traction due to its ability to directly contact people. Research shows that event marketing has expanded significantly over the previous decade, especially throughout global economic downturns, and has become a key component of promotional expenses (Miller & Washington, 2012; Lan Whitening, 2009). Event marketing is a viable alternative to traditional media, especially given the saturation and diminishing efficiency of traditional advertising channels (Wood, 2009; Sneath et al. 2005). Event marketing allows a business and its target audience to build meaningful interactions via the penetration of media channels, generating emotional attachment and loyalty (Wood, 2009).

Empirical studies also show that brand experience precedes brand attitude, mediating the link between participation in events and brand equity (Zarantonello & Schmitt, 2013). Research also reveals that the nature of the event has a significant impact on its effectiveness, such that trade exhibitions and street events generate larger effects compared to pop-up events (Chandukala, 2017). Event marketing has been revealed to build brand trust and loyalty, consumer trust mediating the link between event marketing and brand loyalty in the long run (Gunawardane, 2021). The involvement of technology, including social networks like Instagram, has been found to increase the effectiveness of event marketing by increasing audience interaction and brand awareness (Salim, 2025). Besides, sustainability considerations integrated into event marketing favorably influence brand image, willingness to pay by the consumer, and brand loyalty in general, noting the relevance of green strategies in modern marketing (Cheng, 2023).

The literatures highlight the various aims and advantages of event marketing. Event promotion and sponsorship can aid corporate goals like brand identity building, sales volume growth, publicity creation, and community involvement (Shank, 2009; Meenaghan, 1998; Pope, 1998). Event marketing has been found to increase brand recognition, recall, and customer satisfaction (Cornwell et al., 2006; Herrmann, Walliser & Kacha, 2012). Trade exhibitions, in particular, aid in image creation, relationship formation, and information collection (Lee & Kim, 2008; Ling Yee, 2006). Branded settings communicate brand meanings and values, effecting consumer beliefs and cementing loyalty (McAlexander, Schouten & Koenig, 2002; Muniz & O'Guinn, 2001). Event marketing sponsorship has been held to build brand equity, reinforce brand differentiation, and build financial value (Cornwell, Roy & Steinard, 2002; Sneath, Finney & Close, 2015). Overall, there exists empirical evidence from different studies to validate that event marketing as a multifaceted and effective marketing strategy can increase brand awareness, engage consumers, strengthen pro-forma sales performance, and create brand loyalty in the long run, thus making it invaluable in the competitive brewery business.

2.2. Hypotheses Development

H1: There is no significant relationship between event marketing and the promotion of Gulder and Star beer brands in Lagos.

Event marketing has been generally acclaimed as an influential method for brand equity improvement and consumer interaction in the hospitality industry, the automobile sector, and in the beverage industry. Research has indicated that brand-related outcomes can be favorably affected by event marketing efforts like sponsorships and experiential promotions (Zarantonello & Schmitt, 2013; Cornwell et al., 2006). For the Nigerian beer industry, there has been the use of event marketing by brands including Gulder and Star to improve their market influence. While there are indications of the favorable effect of event marketing on brand equity in various research works (Zarantonello & Schmitt, 2013), there are others showing the relationship to be insignificant at times (Chandukala, 2017). Therefore, in order to determine the validity of this hypothesis, it is imperative to look into the degree to which event marketing influences Gulder and Star's promotion in Lagos.

H2: Concerts and trade shows have no significant relationship with promoting Gulder, Star, and Heineken beer products in Lagos.

Concerts and trade exhibitions are mainstream event marketing activities used by brands to reach consumers and boost brand salience. Studies have found that events are useful arenas for brand promotion, and trade exhibitions provide the opportunity to offer direct experiences to probable consumers (Lee & Kim, 2008; Ling Yee, 2006). Concerts can similarly provide memorable experiences to fortify emotional ties to the brand (Zarantonello & Schmitt, 2013). In Lagos, the entertainment hub, the vibrant concert and trade exhibitions provide a chance for beer brands such as Gulder, Star, and Heineken to reach their target consumers. Yet the real influence of such events in promoting the said brands in the Lagos market has not been widely examined. Whereas there are studies that show the positive link between the type of events and promotion used for the brand (Chandukala, 2017), others reveal that effectiveness can be different depending on the type of the event, audience interaction, and brand congruency (Zarantonello & Schmitt, 2013). Hence, there needs to be additional empirical work to identify the importance of concerts and trade exhibitions in promoting Gulder, Star, and Heineken in Lagos.

H3: There is no significant relationship between attendees of events and the purchase of Gulder and Star beers in Lagos State.

The relationship between the participation in events and the subsequent purchase behavior forms one significant area to investigate in marketing. From the literature, it has been found that sponsorship in events can influence the attitude and purchase intention of consumers (Cornwell et al., 2006; Herrmann, Walliser & Kacha, 2012). For the Lagos situation in question, events such as trade exhibitions and music festivals provide beer brands such as Star and Gulder the chance to showcase their products and reach potential consumers. While the relationship between attending events and the actual purchase behavior has remained unanswered in the sense of the direct effect, there are researches showing the existence of a positive relationship between the participation in events and the purchase of products (Zarantonello & Schmitt, 2013), while there are others showing the influence to be mediated by variables such as brand experience and the involvement of consumers (Chandukala, 2017). Due to the conflicting findings, it becomes imperative to

conduct empirical research in Lagos to establish the size of the relationship between the participation in events and the purchase of Star and Gulder beers.

3. Methodology

The research was conducted using the survey research design to investigate the influence of event marketing in the promotion and purchase of products including Gulder, Star, and Heineken by Nigerian Breweries in Lagos State. The survey research method was considered suitable in this study because it permits the systematic gathering, tabulation, and analysis of data from the respondents in order to establish the relationship between independent variables (event marketing, concerts, trade exhibitions) and the dependent variables (promotion, purchase behavior, and brand interaction) (Creswell & Creswell, 2018; Sekaran & Bougie, 2016). Data were collected using a structured questionnaire distributed to the sampled population.

The population for this study consisted of staff members of the Sales and Marketing Department at Nigerian Breweries Headquarters, Iganmu, Lagos. A total of 50 respondents were sampled from this population. To ensure representativeness and reduce bias, criteria such as gender, age, marital status, educational qualifications, work experience, and managerial level were considered. The sample was selected using a simple random sampling method, providing each staff member an equal chance of inclusion (Patton, 2011). Informal oral interviews were also conducted to complement the questionnaire responses and reduce potential response bias.

The instrument for data collection was a self-structured questionnaire divided into two sections: Section A captured respondents' bio-data, while Section B comprised items addressing research objectives and questions. Validity of the instrument was established through expert judgment, ensuring content relevance and clarity. Reliability of the instrument was tested using Cronbach's Alpha, yielding acceptable scores for all constructs: Promotion ($\alpha = 0.737$), Purchase ($\alpha = 0.776$), and Trade Shows/Concerts ($\alpha = 0.754$), confirming internal consistency (Healy & Perry, 2000).

Both primary and secondary data sources were used. Primary data were collected using questionnaires and personal observation, while secondary data were acquired from textbooks, journals, and articles on the internet on the subjects of event marketing and brand promotion. Descriptive and inferential statistics were used to analyze the data. Descriptive analysis was conducted by using frequency counts and percentages. Inferential analysis was conducted by using the Chi-square test (χ^2 test) and ANOVA to test the hypotheses. A five-point Likert scale was used to measure the responses.

The general formula for Chi-square (χ^2) test applied in this study is expressed as:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where O_i represents the observed frequency, and E_i represents the expected frequency for each category.

For ANOVA, the mean square (MS) and F-statistic were computed as:

$$\mathrm{MS}_{\text{between}} = \frac{\mathrm{SS}_{\text{between}}}{\mathrm{df}_{\text{between}}}, \quad \mathrm{MS}_{\text{within}} = \frac{\mathrm{SS}_{\text{within}}}{\mathrm{df}_{\text{within}}} \tag{2}$$

$$F = \frac{\mathrm{MS}_{\text{between}}}{\mathrm{MS}_{\text{within}}}$$

where SS denotes the sum of squares, and df denotes degrees of freedom.

Data were analyzed using SPSS (Statistical Package for the Social Sciences), which facilitated the computation of descriptive statistics, reliability tests, Chi-square tests, and ANOVA. Decision criteria for hypothesis testing were based on the comparison of p-values to a 5% significance level ($\alpha = 0.05$), with $p < 0.05$ indicating statistical significance (Sekaran & Bougie, 2016).

4. Results and Implications

4.1. Result Discussion

Table 1 shows the questionnaire distribution. The distribution of questionnaires yielded a high response rate, with 94% of the 50 distributed questionnaires returned correctly filled. This outcome underscores the respondents' engagement and the reliability of the data collected. The 6% voided responses are minimal and unlikely to significantly impact the study's findings. Such a high response rate is indicative of the relevance and interest of the topic to the participants. This aligns with the principle that higher response rates enhance the representativeness and validity of survey-based research (Dillman et al., 2014).

Table 2 reports the respondent demographics. The demographic profile of respondents reveals a predominantly male workforce (66%), with a significant proportion (42.6%) aged between 36–45 years. This age group likely represents individuals with substantial professional experience, which may influence their perspectives on event marketing. The majority are married (70.2%) and hold at least a bachelor's degree (61.7%), suggesting a well-educated and stable demographic. In terms of professional experience, 51.1% have between 2–5 years of service, indicating a balance between fresh insights and seasoned expertise. Management levels are varied, with 46.8% in middle-level positions, reflecting a diverse range of viewpoints within the organizational hierarchy.

Table 3 reports the respondent responses on event marketing and patronage. The responses indicate a strong belief in the positive impact of event marketing on patronage, with 57.4% strongly agreeing and 34% agreeing that continuous application affects patronage. Similarly, 40.4% strongly agreed, and 46.8% agreed that event marketing enhances brand equity and market share. These findings align with the theory of experiential marketing, which posits that engaging consumers through events can strengthen brand perception and loyalty (Schmitt, 2020). Moreover, 59.6% strongly agreed that it is difficult for the classical promotion mixes to match the pace with event marketing, evidencing the necessity for enterprises to transform in marketing tactics. The one-to-one favor (42.6% agreed, 29.8% strongly agreed) evidences the worth for individual communication in forming customer relationship.

Table 4 shows outcome for the event marketing variables and respondent opinions. Respondents largely agreed that objective and rational decision-making is crucial for the success of brands like Guilder and Heineken, with 42.6% strongly agreeing and 48.9% agreeing. This reflects the importance of strategic planning in event marketing. The promotion of location and venue was also deemed significant, with 38.3% strongly agreeing and 42.6% agreeing. This aligns with the concept of place marketing, emphasizing the role of location in consumer decision-making (Kotler et al., 2021). The consensus that event marketing can maintain and create customer relationships (48.9% strongly agreed, 34% agreed) supports the relationship marketing theory, which focuses on long-term customer engagement (Morgan & Hunt, 2020). Additionally, 53.2% agreed, and 40.4% strongly agreed that such marketing enhances collaboration with hosts and attendees, indicating the importance of stakeholder engagement in event success.

Table 5 shows the hypothesis testing. The statistical analyses provide robust evidence supporting the hypotheses. The significant Chi-Square values ($p < 0.05$) for all items under the event marketing and promotion, purchase, and trade shows/concerts categories suggest strong associations between these variables. The ANOVA output also provides support for these associations, as significant F-statistics reveal that the means for various groups are significantly different. The results thus provide support for the usefulness of event marketing in shaping promotion, purchase behavior, and the influence of trade show and concert attendance on brand success. Such empirical validation bolsters the theoretical foundations for the influence of events on consumer behavior (Lee et al., 2022).

Cronbach's Alpha for the constructs—Promotion (0.737), Purchase (0.776), and Trade Concert (0.754), respectively—are above the widely used threshold value 0.7, reflecting sound internal consistency and reliability for the survey instrument. This implies that the items in each construct are measuring the desired variables reliably. The reliability of the instrument is crucial for ensuring the validity of the study's findings and supports the use of these constructs in assessing the impact of event marketing (Tavakol & Dennick, 2020).

The research presents significant proof for the positive effects of event marketing on brand equity, market share, and consumer behavior. The response rate and demographic validity give credence to the research results. The respondents' high level of agreement on the effectiveness of event marketing is in consonance with today's marketing concepts and practices. The statistical tests provide additional support for the assertions by establishing significant correlations for the relationship between the event marketing activities and promotional results. The instrument validity minimizes the threat to the results' validity, providing significant value to the knowledge base on the involvement of event marketing in current business strategies.

Table 1: Questionnaire Distribution

Response Variable	**Frequency**	**Percentage**
Total sent out	50	100
No correctly filled	47	94
No rejected (voided)	3	6
Total	**50**	**100**

Source: *Field Survey, 2024*

Table 2: Respondent Demographics (Bio-data)

Variable	Category	Frequency	Percent	Cumulative Percent
Sex	Male	31	66.0	66.0
	Female	16	34.0	100.0
Age	18–24 years	6	12.8	12.8
	25–35 years	11	23.4	36.2
	36–45 years	20	42.6	78.7
	46–55 years	6	12.8	91.5
	56 years and above	4	8.5	100.0
Marital Status	Single	14	29.8	29.8
	Married	33	70.2	100.0
Academic Qualification	SSCE/WASC/NECO	5	10.6	10.6
	ND/NCE	6	12.8	23.4
	HND/BSc	29	61.7	85.1
	MBA/MSc/MA	5	10.6	95.7
	Professional Accomplishment	2	4.3	100.0

Variable	Category	Frequency	Percent	Cumulative Percent
Length of Service	Less than 1 year	6	12.8	12.8
	2–5 years	24	51.1	63.8
	6–10 years	9	19.1	83.0
	11–15 years	8	17.0	100.0
Management Level	Top Level	8	17.0	17.0
	Middle Level	22	46.8	63.8
	Lower Level	11	23.4	87.2
	Non-managerial	6	12.8	100.0

***Source**: Field Survey, 2024*

Table 3: Respondent Responses on Event Marketing and Patronage

Statement	Category	Frequency	Percent	Cumulative Percent
Continuous application of event marketing can affect patronage	Undecided	4	8.5	8.5
	Agreed	16	34.0	42.6
	Strongly Agreed	27	57.4	100.0
Event marketing has ample effect on brand equity and market share	Undecided	6	12.8	12.8
	Agreed	22	46.8	59.6
	Strongly Agreed	19	40.4	100.0
Event marketing success is difficult to measure	Disagreed	1	2.1	2.1
	Undecided	15	31.9	34.0
	Agreed	21	44.7	78.7
	Strongly Agreed	10	21.3	100.0
Event marketing poses challenges to other traditional promotional mix	Disagreed	1	2.1	2.1
	Undecided	8	17.0	19.1
	Agreed	10	21.3	40.4
	Strongly Agreed	28	59.6	100.0
Event marketing encourages one-on-one engagement compared to other promo tools	Disagreed	1	2.1	2.1
	Undecided	12	25.5	27.7
	Agreed	20	42.6	70.2
	Strongly Agreed	14	29.8	100.0

Table 4: Event Marketing Variables and Respondent Opinions

Statement	Category	Frequency	Percent	Cumulative Percent
The success of Guilder and Heineken in relation to sales turnover depends on objective and rational decision making	Undecided	4	8.5	8.5
	Agreed	23	48.9	57.4
	Strongly Agreed	20	42.6	100.0
Promotion of Guilder and Heineken location and venue can affect the overall outcome	Disagreed	1	2.1	2.1
	Undecided	8	17.0	19.1
	Agreed	20	42.6	61.7

Statement	Category	Frequency	Percent	Cumulative Percent
	Strongly Agreed	18	38.3	100.0
Guilder and Heineken can be used to maintain, create, and sustain both new and existing customers	Strongly Disagreed	2	4.3	4.3
	Undecided	6	12.8	17.0
	Agreed	16	34.0	51.1
	Strongly Agreed	23	48.9	100.0
Promotion and assessment of Heineken and Guilder enhance collaboration with host and attendees	Undecided	3	6.4	6.4
	Agreed	25	53.2	59.6
	Strongly Agreed	19	40.4	100.0
NB Plc products affect promotional efforts	Disagreed	1	2.1	2.1
	Undecided	20	42.6	44.7
	Agreed	9	19.1	63.8
	Strongly Agreed	17	36.2	100.0
Cost of promoting Star and Heineken can affect product pricing	Disagreed	3	6.4	6.4
	Undecided	3	6.4	12.8
	Agreed	20	42.6	55.3
	Strongly Agreed	21	44.7	100.0
Individual personality and perception about Star & Guilder can affect success of event marketing	Undecided	13	27.7	27.7
	Agreed	21	44.7	72.3
	Strongly Agreed	13	27.7	100.0
Business environment can affect the overall success and impact of Star and Guilder	Disagreed	2	4.3	4.3
	Undecided	5	10.6	14.9
	Agreed	16	34.0	48.9
	Strongly Agreed	24	51.1	100.0
Branding relevance to eventual success of Star and Guilder increases	Undecided	9	19.1	19.6
	Agreed	19	40.4	60.9
	Strongly Agreed	18	38.3	100.0
Consumer choices can sometimes be irrational and affect Star and Guilder	Undecided	2	4.3	4.3
	Agreed	18	38.3	42.6
	Strongly Agreed	27	57.4	100.0
Promotion can kindle interest of stakeholders and market brand attitude and experience	Undecided	2	4.3	4.3
	Agreed	14	29.8	34.0
	Strongly Agreed	31	66.0	100.0
Participation in trade shows and concerts affects patronage	Disagreed	2	4.3	4.3
	Undecided	11	23.4	27.7
	Agreed	22	46.8	74.5

Statement	Category	Frequency	Percent	Cumulative Percent
	Strongly Agreed	12	25.5	100.0
Trade shows and concerts positively affect brand success	Undecided	2	4.3	4.3
	Agreed	20	42.6	46.8
	Strongly Agreed	25	53.2	100.0
Concerts affect buying intention toward the host/sponsor's brand	Disagreed	3	6.4	6.4
	Undecided	9	19.1	25.5
	Agreed	19	40.4	66.0
	Strongly Agreed	16	34.0	100.0
Trade shows have no effect on buying intention toward host/sponsor's brand	Disagreed	2	4.3	4.3
	Undecided	13	27.7	31.9
	Agreed	16	34.0	66.0
	Strongly Agreed	15	31.9	97.9
	System Missing	1	2.1	100.0

Source: *Field Survey, 2024*

Table 5: Hypothesis Testing – Chi-Square and ANOVA Results

Hypothesis / Test	Variable / Item	Chi-Square	Df	Asymp. Sig.	ANOVA Sum of Squares	Df	Mean Square	F	Sig	Grand Mean
H1: Event marketing affects promotion	Pr_1	59.489	4	.000	Between People	46	2.032			2.566
	Pr_2	46.723	4	.000	157.426 Within People	1	3.143	3.238	.009	
	Pr_3	34.596	4	.000	Between Items 6.142 Residual	44	.865			
	Pr_4	53.957	4	.000	426.146 Total	45	.865			
					532.288					
H2: Event marketing affects purchase	Pu_1	40.766	4	.000	Between People	46	3.032			3.512
	Pu_2	58.851	4	.000	145.426 Within People	1	4.156	5.238	.006	
	Pu_3	35.021	4	.000	Between Items 5.155 Residual	44	.891			
					386.146					
H3: Trade shows/concerts affect promotion	Ts_1	65.447	4	.000	Between People	46	4.876			4.136
	Ts_2	76.511	4	.000	145.423 Within People	1	3.235	3.238	.010	

Hypothesis / Test	Variable / Item	Chi-Square	Df	Asymp. Sig.	ANOVA Sum of Squares	Df	Mean Square	F	Sig	Grand Mean
	Ts_3	33.106	4	.000	Between Items 5.146 Residual 516.146	44	.987			

Source: *Researcher's Computation, 2024*

Table 6: Reliability Test

Construct Description	No. of Items	Cronbach's Alpha
Promotion	7	0.737
Purchase	7	0.776
Trade concert	6	0.754

Source: Researcher's Computation, 2024

4.2. Hypotheses Evaluation

The first hypothesis posited that event marketing significantly influences promotional outcomes. The Chi-Square analysis of the survey items related to promotion yielded significant values ($p < 0.05$), while the ANOVA results confirmed substantial differences across groups, indicating that respondents' perceptions of event marketing are positively associated with promotional effectiveness. These findings reinforce the tenets of experiential and integrated marketing communication theories, as they highlight the importance of strategically organized events in raising brand prominence and engaging stakeholders (Schmitt, 2020; Kotler et al., 2021). Empirical research has also indicated that events, like brand activations and new products releases, lead to bolstered promotion and awareness, most importantly when customized for target audiences (Lee et al., 2022; Singh & Kaur, 2021). The results here confirm such theoretical and empirical findings, noting that event marketing remains a pivotal vehicle for determining promotional outcomes, most importantly in consumer-oriented sectors.

The second hypothesis explored the influence of event marketing on consumers' buying decisions. The statistical tests show significant correlations between purchase intentions and event marketing activities, while the results from Chi-Square and ANOVA support the predictive capability of the event intervention on purchase behavior. The findings support the consumer behavior model, whereby marketing stimuli such as experiential events positively impact cognitive processes, emotions, and consequently, buying decisions (Kotler & Keller, 2022). Contemporary empirical research also supports this conclusion; for example, interactive marketing events and experiential campaigns have been found to generate heightened immediate purchase intentions and future purchase intentions by providing consumers with memorable experiences and stimulating emotions (Kim et al., 2021; Chen & Tsai, 2023). Consequently, H2 holds, showing that the awareness generated by event marketing converts into tangible consumer action.

The third hypothesis posited that trade exhibitions and concerts significantly impact promotional outcomes. The test proves the assertion correct, as the complete set of values for Chi-Square was significant at $p < 0.05$ levels, and ANOVA tests indicated significant variations in the respondents' views about the effectiveness of events. The results support

experiential marketing and stakeholder communication theories that maintain events yielding immersive experiences boost brand communication and recognition (Morgan & Hunt, 2020; Schmitt, 2020). Empirical research has suggested that participation in trade exhibitions, concerts, and other events boosts brand recognition and reach to a great degree by allowing direct communication with customers and industry participants (Lee et al., 2022; Zeng et al., 2023). The results also reflect the significance of live events in augmenting time-tested reach strategies, enhancing the effectiveness of marketing mix and brand position in competitive market conditions. Hypothesis test results confirm the three hypotheses that event marketing, including trade exhibitions and concerts, has significant effects on promotion results and consumers' purchase behavior. The results are in line with dominant marketing thinking that integrates experiential and relationship marketing approaches to influence the attitude and behavior of consumers (Schmitt, 2020; Kotler et al., 2021). The empirical results provide additional support for prior research studies in various industries in which the utilization of event-based marketing activities has been found to be connected to favorable promotion, customer engagement, and sales performance results that can be measured (Kim et al., 2021; Chen & Tsai, 2023). The results provide additional support for the postulated idea that event marketing can constitute a fruitful investment that can yield marketing returns in the near and distant future.

4.3. Policy Implications

The results of this research provide important implications for policy making at the organizational as well as the wider economic levels. The first implication relates to the evidence that promotion and purchase behavior are positively impacted by event marketing. The result implies that companies need to incorporate event-based strategies within their marketing mix as a conscious policy to build brand visibility and consumer participation. Investing in carefully planned events like concerts, exhibitions, and brand activations can help companies generate consumer demand, build sales turnover, and develop competitive strength, something aligned to the marketing economics principles linking promotional activities to revenue generation and market share growth (Kotler & Keller, 2022; Schmitt, 2020).

At an industry level, policymakers and trade associations could consider encouraging firms to adopt event marketing as part of national branding and market expansion strategies. Structured support, such as providing venues, tax incentives, or regulatory frameworks for sponsorship and large-scale promotional events, could reduce operational constraints and encourage wider adoption. Economically, such policies can generate multiplier effects through increased business for hospitality, logistics, and entertainment sectors, thereby fostering economic growth and employment (Chen & Tsai, 2023; Zeng et al., 2023).

The research further establishes that consumer buying behavior in large parts is shaped by interactive marketing events. Consumer protection and trade regulatory policy-makers can utilize the findings to make event marketing activities fair and transparent to the greatest extent possible, thus minimizing the scope for fraudulent promotion while achieving maximum consumer well-being. From a microeconomic standpoint, aligning marketing practices with consumer expectations enhances market efficiency by reducing information asymmetry between firms and buyers (Lee et al., 2022).

Another implication arises from the finding that trade shows and concerts enhance promotional outcomes. Governments and business development agencies could create

policies that facilitate the organization of sector-specific expos and public entertainment events. For instance, by easing permit processes and providing infrastructure support, they enable firms to efficiently conduct large-scale events, which can increase industry-level productivity and innovation spillovers through knowledge sharing and networking (Morgan & Hunt, 2020; Kim et al., 2021). Companies should also make internal policy changes depending on these results. The important connection between event marketing and the way consumers are perceived today suggests that there are organized internal procedures needed for the planning, administration, and measurement of events. Policies can incorporate standard procedures for budgeting, brand placement, and post-event statistics that would allow the investment in events to produce quantifiable returns and help build brand equity in the long run (Kotler et al., 2021; Singh & Kaur, 2021).

Economically, the encouragement of event marketing investment generates revenue in the short run and customer loyalty in the long run, thus increasing the market value of the firm. Policymakers can thus encourage the performance-based marketing policies by the firm by making tax rebates or monetary grants contingent upon measurable marketing results. This helps in making marketing effectiveness profitable, leading to competitive market conditions and strategic allocation of resources by the firm (Chen & Tsai, 2023).

Finally, the study emphasizes the importance of legislative frameworks that combine marketing tactics with broader corporate social responsibility (CSR) and sustainable economic planning. Events that engage communities and promote brands responsibly can have a positive impact on social capital and local economies, demonstrating the possibility of synergistic gains between private marketing goals and public welfare (Zeng et al., 2023; Schmitt, 2020). Firms that implement strategies combining marketing and social involvement can therefore attain both economic efficiency and societal legitimacy.

5. Conclusion

This research examined the effects of event marketing on consumer patronage, promotion effectiveness, and brand success, focusing in particular on trade shows, concerts, and brand promotion events for beverage brands like Guilder, Heineken, and Star. The findings are that event marketing has significant effects on consumer behavior, purchase intention, and brand formation, affirming the postulated theoretical linkages in experiential marketing and consumer behavior models (Kotler & Keller, 2022; Schmitt, 2020). The research establishes that well-organised events not merely increase promotion results but also fortify brand equity, prompt one-to-one activity, and forge sustainable customer connections. Whatever the type, trade shows and concerts were found to positively influence purchase decisions, highlighting their effectiveness as consumer interaction and market growth channels. The findings are in alignment with current empirical research, noting that experiential marketing tactics boost consumer interaction and accelerate sales performance in various markets (Chen & Tsai, 2023; Kim et al., 2021).

Demographic analysis indicated that most participants were middle-aged, well-educated, and mainly working at middle-level management positions. This implies that working-age consumers who have disposable income and are sensitive to brand experiences are responsive to the efforts of event marketing. The study also highlights the value in aligning the efforts of event marketing to brand goals, consumer tastes, and corporate strategies. Successful event marketing calls for the utmost planning in venue, timing, promotion, and targeting to yield the highest returns while

increasing the reach in the market (Lee et al., 2022; Singh & Kaur, 2021).

From a policy point of view, the research results imply that companies and regulators need to encourage organized event marketing activities through well-designed infrastructure, tax breaks, and regulatory policies favoring large-scale promotional events. This advantages individual companies but also creates positive externalities for the broader economy by triggering ancillary industries like hospitality, entertainment, and logistics (Zeng et al., 2023; Chen & Tsai, 2023). In addition, event marketing tactics need to incorporate measures for consumer protection and transparency in their strategies to make promotional activities more ethical and reduce information asymmetry while making the market work better (Lee et al., 2022). Based on the results, the study recommends that firms adopt a systematic approach to event marketing by developing internal guidelines, performance metrics, and post-event evaluation protocols. This ensures that investments in promotional events translate into measurable outcomes, such as increased patronage, brand awareness, and consumer loyalty. Companies are also encouraged to leverage interactive and experiential elements, including trade shows and concerts, to strengthen engagement and foster long-term brand relationships (Kotler et al., 2021; Schmitt, 2020).

Moreover, marketing managers can accommodate the heterogeneity of consumers while conceptualizing event experiences to acknowledge the effect that individual personality, perception, and rationality have in determining the effectiveness of event-based promotions. Analytically focusing events on the specified target audience segment and aligning resources can help to attain the maximum effectiveness for promotional activities along with increased return on investment (Kim et al., 2021; Singh & Kaur, 2021).

Finally, the report stresses the strategic integration of event marketing with corporate social responsibility (CSR) and community involvement programs. By connecting promotional operations with social value creation, businesses may achieve both economic performance and societal legitimacy, encouraging brand trust and long-term stakeholder loyalty (Zeng et al., 2023; Schmitt, 2020).

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