

Defining Event Marketing as Engagement-Driven Marketing Communication

Romi Setiawan^a, Dermawan Wibisono^a, Mustika Sufiati Purwanegara^a
^aSchool Business and Management, ITB Bandung, Indonesia

Abstract: Event marketing has been one of the popular corporate marketing strategies for decades. The method is experiential and aims to transform not only attendees' perceptions but also their behavior. Despite this, several events have failed to build loyalty or the purchase intention beyond the entertainment value. In addition, event marketing now focuses on gaining purchase and visit intentions. When a company focuses on engagement, it causes an increased usage desire and longer customer lifetime value. However, as a consequence of such communications, research into the engagement effect of an event has been lacking. This study clarifies the literature review to better understand it. This study reviews 40 relevant scholarly publications from the Scopus database to build a novel concept of engagement-driven event marketing. This article narrows the search using event marketing characteristics. Previous research has found six event types: sports, festivals, concerts, special events, trade shows, and meetings. Five factors influence the attendees: purchase intention, visit intentions, word-of-mouth, brand loyalty, and brand equity. This paper presents a new event marketing model based on Nufer (2015) and Żyminkowska (2019). Attendee engagement is defined by the relationship among the event's content, the event's involvement, the event-brand image congruency, and the attendee's experience of the event's content. There are also suggested theoretical and managerial considerations.

Keywords: event marketing, consumer engagement, congruity, involvement, experiential marketing.

JEL Classification: M30, M31, Z33

Introduction

In the beginning, event marketing was known as an alternative communication channel (Wohlfeil & Whelan, 2004) but it has now expanded into event effectiveness (Gupta, 2003; Wood, 2009), consumers' intentional behavior (Afonso et al., 2018; A. G. Close & Lacey, 2013; Rivera et al., 2015), and consumer-brand relationships (Hwang & Lee, 2018; Russell Lacey et al., 2010; Mazodier & Merunka, 2012). Previous studies also investigated many types of events, such as sports (Bitter et al., 2014; Eisenlohr-Moul et al., 2015; Parshakov et al., 2020; Soteriadis, 2016), festivals (Marchini et al., 2016; Pokrywczynski & Brinker, 2014; Sel & Aktas, 2019), trade shows (Missaghian & Pizarro Milian, 2019; Søylen, 2010), shopping center activation event (Strafford et al., 2018), political campaigns (Hong, 2015) and tourism (Altschwager et al., 2017; Hede & Kellett, 2012; S. Lee et al., 2010). An event leads attendees to discover a new experience that they have not felt before, resulting in different expressions among the events. In a live event, the brand's image can be portrayed, along with its character, and attractiveness. It also helps companies achieve their marketing objectives, such as awareness, positioning, and sales (Zarantonello & Schmitt, 2013).

Companies have been using events in many ways to achieve their objectives. Event marketing, as a communication technique, is relatively new (Parshakov et al., 2020). However, an event's marketing strategy must be refocused because it is still seen as a component of traditional marketing communications (Lacey et al., 2007). Additionally, studies on event marketing continue to view it as a promotional tool, not a means of increasing engagement. The research is limited to the effect of event marketing on customers' pur-

chasing behavior and loyalty. The variables constructed continue to follow established patterns, such as those derived from advertising operations and sales objectives.

According to the findings of a 2017 survey of attendees to a concert event in Makassar, Indonesia, less than 20% of tourists could recall the brand and event name. Genuinely, the event's objective is to raise brand awareness. Additionally, the visitors' primary incentive was to seek entertainment and escape from their everyday routines, not interact with the brand. This result is consistent with Semrad & Rivera's (2018) finding, which quantifies attendees' memorable event experiences. They mentioned that the attendees' purpose for visiting an event was for education and to escape from their daily routine. It is essential to understand how the attendees' interaction with brand-generated content, in the form of an event, might boost brand engagement in the context of event marketing. Wohlfeil & Whelan (2005) mention that events could be characterized as commercial or non-commercial. For commercial entities, the event can be divided into a product or a marketing communication medium. However, event marketing has been referred to as commercial property in a sponsored event for its development. Furthermore, Cornwell (1995) mentioned that event marketing was different from other kinds of marketing for an event, such as event sponsorship.

According to Fill & Turnbull (2016), marketing communication builds an engagement between the brand and the consumers. Hence, with an event marketing strategy as a part of marketing communication, the attendees should be surrounded by activities that encourage them to participate and experience interacting with the brand. Furthermore, the attendees' participation can result

in a high level of engagement with the business, if the event is handled correctly. The result of solid engagement increases the intention phase of the buying process and creates desire and longer customer lifetime values. Therefore, event marketing needs to be redefined as a marketing communication strategy that utilizes a social engagement orientation to create communication during interactions. Additionally, reframing event marketing studies is critical, as their aim has evolved from advertising to engagement (Cornwell, 2019). Consequently, this paper presents a conceptual framework by synthesizing the engagement behavior in the context of event marketing features, which Nufer (2015) suggested in one complex model to answer that problem. The model is built from selected literature that comprises critical elements of event marketing in the relationship with engagement behavior. To the best of our knowledge, the paper will contribute to the theoretical study of consumer behavior in event marketing, and the study investigates the relationship of influenced factors on customer-brand engagement. In the first section, the paper will discuss the background of the research based on a literature review. The second section will elaborate on the method used to develop a conceptual model. The next section will examine the result of the data and propose a preliminary model of customer-brand engagement. The final section will deliberate the conclusion, the implication of the model, and the future research orientation of the study.

Literature Review

In the marketing discipline, engagement behavior has been on the rise recently. As a result, the researcher examined numerous engagement behavior forms to better under-

stand how individuals interact toward brands. As a result, engagement behavior has multiple perspectives and structures that change according to the researcher's viewpoint on the topic.

There have been five engagement themes identified in marketing so far. The engagement was characterized variously in light of these topics (Table 1). The components were developed from the psychological perspective of a customer or consumer. Engagement themes were developed on three pillars: customer, consumer, and brand. Consumer engagement has been defined as consumer motivational components (Abdul-Ghani et al., 2019) that incorporate distinct interactive experiences with other consumers and the brand during the product's consumption (Brodie et al., 2013); not only between the consumer and the brand but also among consumers. Additionally, the interaction is based on the consumer's experiences while using the brand's goods. Consumer motivational conceptions are composed of the cognitive, emotional, and behavioral components (Brodie et al., 2013) that are applied to personal and social interactive connections (Calder et al., 2009).

An attendee engages with the brand and other attendees, event organizers, performers, and the event itself. This interaction is presented in a purposefully infused concept with an atmosphere conducive to modifying visitor behavior. The design for this type of event was developed by adding elements of experience to motivate participants to join in and be a part of each series of events. It is expected that this encounter has a psychological impact on visitors and also changes their behavior, so it is more favorable toward the brand. Consequently, it is necessary to develop a comprehensive understanding of how

Table 1. Engagement themes in Marketing

Terminology	Author(s)	Definition
Customer Engagement	van Doorn et al., (2010)	“Customer engagement behavior goes beyond transactions, and may be specifically defined as a customer’s behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers.”
	Brodie et al., (2011)	“Customer engagement (CE) is a psychological state that occurs by interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships.”
	So et al., (2012)	“CE is defined as a customers’ connection to a brand as manifested in cognitive, affective, and behavioral actions outside of the purchase situation.”
	Vivek et al., (2014)	“CE includes those who interact with the brand without necessarily purchasing it or planning on purchasing it, or on events and activities engaged in by the consumer that are not directly related to searching for, alternative evaluation of, and decision making involving brand choice.”
Customer Brand Engagement (CBE)	L. Hollebeek (2011)	“CBE is defined as the level of a customer’s cognitive, emotional and behavioral investment in specific brand interactions.”
Consumer Engagement	Brodie et al., (2013)	“Consumer engagement in a virtual brand community involves specific interactive experiences between consumers, the brand, and other community members. Consumer engagement is a multidimensional concept comprising cognitive, emotional, and behavioral dimensions, and plays a central role in the process of relational exchange where other relational concepts are engagement antecedents and consequences in iterative engagement processes within the brand community.”
	Abdul-Ghani et al., (2019)	“Consumer engagement is a motivational construct that prompts ongoing participation in a consumption activity – a multidimensional construct comprised of cognitive and affective reactions to the consumption experience; identification with, and motivation to repeat, the consumption experience.”
Consumer Brand Engagement	L. D. Hollebeek et al., (2014)	“Consumer brand engagement is a consumer’s positively valenced brand-related cognitive, emotional and behavioral activity during, or related to, focal consumer/brand interactions.”
	Dwivedi (2015)	“Consumer brand engagement is consumers’ positive, fulfilling, brand-use-related state of mind that is characterized by vigor, dedication and absorption”
Actual Brand Engagement	Keller (2012)	“Actual brand engagement is the activity which the consumer is currently engaged in with the brand and is typically what is measured with the brand resonance model.”

Brand Community Engagement	Baldus et al., (2015)	“Online brand community engagement is the compelling, intrinsic motivation to continue interacting with an online brand community.”
Authentic Engagement	Cornwell (2019)	“The term authentic engagement is used here to represent a partnership based on brand and relationship genuineness (compare Morhart et al., 2015) that results in satisfaction and emotional bonding (compare Pansari and Kumar 2017) and is potentially available to both sponsor and sponsee through the sponsoring relationship. The goal is to distinguish authentic engagement from engagement, defined as the frequency of interaction afforded by a sponsorship (Wakefield 2012). Thus, authentic engagement as a motivated state of mind, may be characterized by interactions (compare Hollebeck 2011) but it is more than its interaction frequency.”

this interaction occurs in the creation of a framework for event engagement behavior.

According to Żymkowska (2019), the concept of customer engagement is based on customer activism. Several theories describe how and why individual customers can serve as a company's active partners, manage the active partners, and the firm-level effects of such partnerships. Customer activism, which is at the root of the customer engagement theory, is related to two essential metatheories that have profoundly influenced modern marketing management and have spread throughout the discipline; value co-creation and network management.

As an active customer, a person will become involved in assisting in improving or designing a product. The product, distribution channels, technologies, and personnel are all considered experience gateways that enable consumers to co-create value during their consumer experiences at various points of engagement. A customer's participation makes him/her an active producer in the service they experience, as well as a co-creator of value for him/herself.

Network management concerns can also be generated from consumer activism

notions. It has been noted in the newest study of network management that customers and their communities are active actors of such resources, which originated with business actors and have now spread to include non-business partners, such as customers. Network management points out that the customers who are most valuable to the organization and affect its overall success and profitability should be prioritized (Żymkowska, 2019). In the event, a customer participates in the activities that interact with the brand. The customer should actively participate even as an individual or a member of the event's community, so the experience is the gate to the co-creation of values between the brand and customers.

Customers that attend the event interact with the company's representative, experience the company's offering, participate in activities and directly interact with the brand. All activities are designed to stimulate the heart and the customer's mind (Schmitt, 1999). The activities are determined by the message and theme of the event. The brand develops event concepts and activities around the message and topic, in order to engage each customer.

Table 2. Event Marketing Definitions

No	Author(s)	Definition
1	Schmitt (1999)	A tool for experiential marketing that focuses on consumer experiences and treats emotionally and rationally driven consumption as a holistic experience
2	Eriksson & Hjalmsso (2000)	Marketing through events, where marketing is seen as central, and the event is considered the actual marketing tool
3	Hoyle (2002)	The activities consist of entertainment, excitement, and enterprise dimensions.
4	Gupta (2003)	The contemporary marketing communication tool enhances or creates an image through an association with a particular event while reinforcing the product or service and driving sales.
5	Wohlfeil & Whelan (2005)	An experience-oriented marketing communication strategy that is aimed at positively influencing customers' familiarity and attitude toward the brand
6	Sneath et al., (2005)	Various activities, including event marketing and marketing with events, that are not related to sponsorship. The activities assist the firm in accomplishing its objectives through event-related communications and experiences, as well as providing an opportunity for personal interaction with products.
7	Close et al., (2006)	A specific activity that blends the marketing message into a gathering that engages consumers with the brand and its personality to achieve a variety of goals, such as brand awareness, sales, and image enhancement
8	Drengner et al., (2008)	The communication tool, the purpose of which is to disseminate a company's marketing messages by involving the target groups in experiential activities
9	Martensen & Grønholdt (2008)	Marketing communication activities with a high level of involvement of target groups who receive experiences from the company and the products
10	Wood (2009)	Live occurrence for sharing, transmitting, and generating the marketing message with an audience on a marketing primary purposed event
11	Shimp (2010)	A form of brand promotion that ties a brand to a meaningful athletic, cultural, social, or other high-interest public activity (p. 563)
12	Crowther (2010)	A grouping that comprises a broad and rich variety of event types, which can be termed marketing event platforms
13	Zarantonello & Schmitt (2013)	Event marketing includes, but is not limited to, event sponsorship
14	Nufer (2015)	Self-staged and initiated specifically designed events which use interactive and experience-oriented communication ways in order to engage the consumers.
15	Kotler & Keller (2015)	An event, which has an idea for demonstrating how a brand can enrich a customer's life, which creates consumer and media interest and involvement. (p. 628)
16	Fill & Turnbull (2016)	Used to create drama and to focus attention at sports events, open-air concerts, and festivals. Essentially theatrical or entertainment-based (p. 508)
17	Tafesse (2016)	A promotional tool that is characterized by high audience involvement, novelty, experiential richness, and spatial and temporal transiency

Wohlfeil & Whelan (2006) defined event marketing as the interactive communication of brand values by conducting marketing events as "three-dimensional" brand-related "hyper-reality" experiences in which consumers participate actively on a behavioral level, resulting in their emotional attachment to the brand. Schmitt (1999) described event marketing as experiential marketing that focuses on generating an experience and combining emotional and rational stimuli to increase consumption. Additionally, Drengner et al., (2008) noted that event marketing is a form of communication whose objective is to communicate a company's marketing messaging through experience activities engaging targeted people (Table 2).

From those definitions, event marketing may be synthesized as "an experienced marketing communication approach that consists of marketing messages delivered through various activities designed to engage the customer." In event marketing, the brand engages consumers through interactive and experience-based communication. Brands leverage events to give value to consumers by developing brand-related experiential activities that elicit positive responses from customers to increase engagement (Kapustina and Reshetilo, 2011; Altschwager et al., 2013). This conclusion aligns with Nufer's (2015) statements which defined event marketing as an interactive, experience-oriented marketing communication with the particular target group. He claimed that a company should initiate, plan, execute, and control the event marketing by itself, in the context of integrated corporate communications. However, many researchers still did not use the event marketing concept properly and mixed it with other commercial event products.

Method

A systematic review systematically summarizes research findings. The literature search was framed around a specific issue, allowing the researcher to generate inclusion/exclusion criteria, intervention effectiveness, and evidence-based practical recommendations (Baker, 2016). As will be demonstrated, the collected literature was highly diverse in terms of its study challenges and approaches, and only a few of them made explicit hypotheses. This study was seeking to summarize the event marketing literature review, conclude it, identify gaps or inconsistencies in the issues, and establish a conceptual research framework to address the research question regarding the extent to which event marketing influences the engagement between customers and the brand in a structured way. Conducting a critical appraisal of the literature can help increase the review's quality, replicability, reliability, and validity (Xiao & Watson, 2019). It is necessary to include relevant work on a specific issue to achieve the objectives of any literature review. Therefore, this study aims to conduct a literature evaluation of the theoretical and empirical research on the relationship between event marketing and engagement behavior.

The research collected 89 articles that used the key term "event marketing" in the Scopus database's journals between 2010 and 2020. The Scopus database, which is constantly being updated and enlarged, is the most comprehensive source of citations and abstracts for literature searches (Chadegani et al., 2013). The database identifies which journals are actively covering current and relevant research and which play a significant role in defining new research areas. This paper consists of inclusion and exclusion criteria that have been extracted from the previous re-

search (Amiri et al., 2020). From those articles, this paper limited the study to research conducted at live events that observed the attendees' behavior, and undertook an empirical study which came up with the 40 most pertinent articles. The papers should include the attendees' behavior variables for the event and the brand. The papers were analyzed by categorizing them into three main themes: paper characteristics, event characteristics, and impact. Each theme would be analyzed by describing the findings of the paper to establish the conclusion and recommendations.

Result

Paper Characteristics

Various studies have been conducted to discover how people behave in the face of adversity. According to our analysis of the 40 research articles, 15% were published between 2011 and 2013, 42.5% between 2014 and 2016, and 42.5% between 2017 and 2020. Event marketing has been studied in numerous countries. Nine different studies were conducted in Asian countries, including China, India, Indonesia, South Korea, and Taiwan (22.5%). Eight studies (20%) were undertaken in European nations, including France, Greece, Spain, Italy, Serbia, and Switzerland. In North America, twelve studies (30%) were done, all in the United States. Five studies (12.5%) were conducted in South America, specifically in Aruba, Brazil, and Mexico. One study (2.5%) each was conducted in Morocco and Jordan, two studies (5%) were conducted in multiple countries, and two studies (5%) made no mention of the country. Table 3 contains detailed information about the previous research, including the authors' names, the year of publication, the countries in which the research was

published, the types of events, the research strategies, the research's design, data collection, sample size, and data analysis.

Additionally, the researchers examined a variety of event genres, including sporting events (45%), festivals, special events, and trade exhibitions (37.5%), concerts and MICE (10%), sponsors' events, tourism, and multiple events (7.5%). Three types of research methodologies were used: case study (7.5%), experiment (7.5%), and survey (85%). The methodology employed either a cross-sectional (92.5%) or a longitudinal design (7.5%). The majority of the data were collected by using questionnaires — face-to-face (12.5%), self-administered (10%), on-site (50%), and online (20%). Multiple techniques were used for 7.5% of the data's collection.

In terms of the sample's size, 15 articles (37.5%) contained between 1 and 300 participants, 15 articles (37.5%) contained between 301 and 600 participants, six articles (15%) contained between 601 and 900 participants, one article (2.5%) contained between 901 and 1,200 participants, and three articles (7.5%) contained more than 1,200 participants. Regarding the respondents' roles, the previous studies had examined athletes (5%), event attendees and spectators (60%), brand consumers (2.5%), exhibitors (2.5%), meeting planners (2.5%), tourists and sports tourists (10%), college students (5%), website visitors (2.5%), and those with multiple roles (10%).

Events Characteristics

A previous study examined six different events types: sporting events, festivals, concerts, special events, trade shows, and meetings. First, consumer market brands such as Adidas, Sony, and others commonly use sporting events for advertising their prod-

Table 3. Paper Characteristics

No	Author(s)	Year	Country	Event Type	Research Strategy	Research Design	Data Collection	Sample Size	Respondent Role	Data Analysis
1	Beaton et al.,	2011	USA	Sport Event	Survey	Cross Sectional	Online Questionnaire	>1,200	Athletes	Statistics
2	Mazodier & Merunka	2012	France	Sport Event	Experiment	Cross Sectional	Online Questionnaire	301-600	Consumers	Statistics
3	Wakefield	2012	USA	Sport Event	Case Study	Cross Sectional	Onsite Questionnaire	301-600	Attendees & TV Viewers	Statistics
4	Li et al.,	2013	China	Sport Event	Survey	Cross Sectional	Face-to-face Questionnaire	301-600	Tourists	Statistics
5	Mao & Zhang	2013	China	Sport Event	Case Study	Cross Sectional	Onsite Questionnaire	601-900	Students	Statistics
6	Zarantonello & Schmitt	2013	N/A	Street Event; Sports Event; Trade Show; Pop-up Shop	Survey	Longitudinal	Online Questionnaire; Onsite Questionnaire	601-900	Attendees	Statistics
7	Chen et al.,	2014	USA	Special Event	Survey	Cross Sectional	Face-to-face Questionnaire	301-600	Attendees	Statistics
8	Hutabarat & Gayatri	2014	Indonesia	Concert	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
9	Ko et al.,	2014	Mexico	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	1-300	Spectators	Statistics
10	Pokrywczynski & Brinker	2014	USA	Festival	Survey	Cross Sectional	Onsite Questionnaire	601-900	Attendees	Statistics
11	Bruhn & Holzer	2015	Switzerland	Concert	Survey	Cross Sectional	Onsite Questionnaire	301-600	Attendees	Statistics
12	Close et al.,	2015	USA	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
13	Ivkov et al.,	2015	Serbia	Trade Show	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
14	Lee & Kang	2015	South Korea	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	1-300	Spectators	Statistics
15	Lin et al.,	2015	USA	Trade Show	Survey	Cross Sectional	Online Questionnaire	301-600	Exhibitors & Attendees	Statistics

No	Author(s)	Year	Country	Event Type	Research Strategy	Research Design	Data Collection	Sample Size	Respondent Role	Data Analysis
16	Rivera et al.,	2015	Aruba	Festival	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
17	Alonso-Dos Santos et al.,	2016	Spain	Sport Event	Survey	Cross Sectional	Online Questionnaire	1-300	Website Visitors	Statistics
18	Bachlela et al.,	2016	Morocco	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	301-600	Spectators	Statistics
19	Calabuig-Moreno et al.,	2016	Spain	Sport Event	Survey	Cross-Sectional	Self-Administered Questionnaire	301-600	Spectators	Statistics
20	Hahn et al.,	2016	USA	MICE	Survey	Cross Sectional	Onsite Questionnaire	301-600	Attendees	Statistics
21	Papadimitriou et al.,	2016	Greece	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	301-600	Volunteers, Athletes, & Spectators	Statistics
22	Tomaleh	2016	Jordan	Sponsor Event	Survey	Cross Sectional	Self-Administered Questionnaire	301-600	Attendees	Statistics
23	Xu et al.,	2016	China	Tourism	Case Study	Cross-Sectional	In-depth Interview; Self-Administered Questionnaire	601-900	Multiple Roles	Thematic Coding; Statistics
24	Alschwager et al.,	2017	Australia - France	Special Event	Survey	Cross Sectional	Online Questionnaire; Onsite Questionnaire	301-600	Attendees	Statistics
25	Gopalakrishna et al.,	2017	USA	Trade Show	Survey	Longitudinal	Online Questionnaire	>1,200	Attendees	Statistics
26	Michellini et al.,	2017	Italy	Festival	Survey	Cross Sectional	Face-to-face Questionnaire	901-1200	Attendees	Statistics
27	Wong et al.,	2017	Taiwan	Trade Show	Survey	Cross Sectional	Onsite Questionnaire	601-900	Attendees	Statistics
28	Addis et al.,	2018	N/A	Special Event	Experiment	Longitudinal	Online Questionnaire	1-300	Attendees	Statistics
29	Afonso et al.,	2018	France - Spain	Special Event	Survey	Cross Sectional	Online Questionnaire	1-300	Tourists	Statistics
30	Hwang & Lee	2018	USA	Sport Event	Survey	Cross Sectional	Online Questionnaire	1-300	Athletes	Statistics

No	Author(s)	Year	Country	Event Type	Research Strategy	Research Design	Data Collection	Sample Size	Respondent Role	Data Analysis
31	Koo & Lee	2018	USA	Sport Event	Experiment	Cross Sectional	Self-Administered Questionnaire	1-300	Students	Statistics
32	Mainolfi & Marino	2018	Italy	Special Event	Survey	Cross Sectional	Onsite Questionnaire	301-600	Tourists	Statistics
33	Rai & Nayak	2018	India	Trade Show	Survey	Cross Sectional	Face-to-face Questionnaire	1-300	Exhibitors	Statistics
34	Semrad & Rivera	2018	Aruba	Festival	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
35	Shin et al.,	2018	South Korea	Festival	Survey	Cross Sectional	Onsite Questionnaire	1-300	Attendees	Statistics
36	Swart et al.,	2018	Brazil	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	1-300	Spectators	Statistics
37	Coelho et al.,	2019	Brazil	Sport Event	Survey	Cross Sectional	Onsite Questionnaire	>1,200	Spectators	Statistics
38	Lee et al.	2019	USA	MICE	Survey	Cross Sectional	Onsite Questionnaire	301-600	Meeting Planner	Statistics
39	Scheinbaum et al.,	2019	USA	Sport Event	Survey	Cross Sectional	Self-Administered Questionnaire	601-900	Attendees	Statistics
40	Jeong & Kim	2020	South Korea	Sport Event	Survey	Cross Sectional	Face-to-face Questionnaire	301-600	Sport Tourists	Statistics

ucts to spectators. Typically, brands sponsor events and incorporate their logos, names, or activities into the game's properties. The study investigated ways to sway a spectator's behavioral intention and allegiance. These types of studies aimed to determine the most appropriate model for behavioral intention, particularly for the products' purchase intention. Additionally, brands frequently support another type of event, known as festival events.

A festival is an event that combines art or culture with entertainment. Typically, the tourist sector employs festival events to promote and present tourism locations or unique indigenous cultures (Rivera et al., 2015). The brand sponsors festivals to advertise its products because the visitors have a strong desire to learn about new cultures, including their unique cuisine, music, and heritage (Pokrywczynski & Brinker, 2014). According to a previous study, the tourist industry focused on the revisit intention and word-of-mouth, whereas sponsoring brands focused on the intention to buy and brand loyalty.

A concert is a type of festival event. A concert is a music performance that draws a homogeneous audience, primarily young people. Brands routinely use concerts to promote their products and generate high income (Hutabarat & Gayatri, 2014). The sponsored brand must examine three critical factors: the performers, the event organizers, and the target audience (Bruhn & Holzer, 2015). The elements' congruence should be appropriate for achieving the purpose – increasing the concert goers' purchase intention.

While special events are a different tourist product, Getz (1989) asserts that they should not be viewed as attractions for tourism promotion initiatives. Today, a special event can be organized by various businesses

and include various types of campaigns. A special event should be held specifically for a particular occasion or audience, and provide the audience with an outstanding, complete, and highly emotional experience (Addis et al., 2018). Special events are intended to emotionally connect with an audience to increase their likelihood of revisiting or purchasing the product.

On the other hand, analysts characterize trade shows as one of the most appealing events for introducing and informing, in detail, about a company's products and services in the B2B event market. Trade fairs are events that bring together businesses from a particular sector or discipline to exhibit their wares and services, and to educate both visitors and exhibitors about the products and services they offer (Lin et al., 2015). Numerous trade exhibitions are held to facilitate business-to-business connections, but they are the most expensive form of marketing (Wong et al., 2017). Three entities – organizers, exhibitors, and visitors – are entwined in trade exhibitions. As a result, Lin et al., (2015) argue that these entities must be included when assessing the performance of trade shows.

Convention and meeting events are the last type of events to be discovered in the event marketing literature. Conventions and meetings are arranged to bring together and share knowledge among association members at a specific time and location. Numerous associations use these events to foster personal and professional ties and provide members with a sense of belonging, support, and empowerment (Hahm et al., 2016). Numerous studies into this type of event have been conducted from the standpoint of conference planners or organizers. The meeting planner's responsibility is to create an inviting

meeting setting and provide high-quality services to suit the meeting members' needs (J. Lee et al., 2019). On the other hand, Hahm et al., (2016) attempted to study convention and meeting events from various perspectives. Their research examined the attendees' perspective and discovered that a sense of community directly affected their event satisfaction and the attendees' intention to attend any subsequent event.

According to the prior research, businesses may not rely on a single event to carry out their communication strategies. Businesses can engage their clients at athletic events, festivals, trade exhibits, and concerts. Additionally, businesses may develop a unique event marketing strategy that focuses on the customer's emotional side. Additionally, businesses can combine them with trade show events, particularly event meetings, to provide more in-depth knowledge to a community of devoted consumers, or meet with members of their associations. According to Getz (2007), events are not limited to a single activity but can be integrated to meet the communication objectives of the businesses.

The impact of the event

With the exception of the type of occurrence, the studies also looked at the consequences of the events. Five primary themes were examined: purchase intention, visit or revisit intention, word-of-mouth or recommendation, brand loyalty, and brand equity.

Purchase Intention

Purchase intention is the customers' consideration to buy a product (A. Close et al., 2015). In the event marketing literature, some factors affect the purchase intention (Table 4). Like sports involvement, activity involvement moderates the relationship be-

tween activity-event involvement and purchase intention (Koo & Lee, 2018) and brand attitude (Alonso-Dos-Santos et al., 2016). Additionally, the brand image mediates between activity participation and purchase intention (Bachleda et al., 2016). According to Close et al., (2015), event-brand congruence and event quality affect the purchase intention but are mediated by brand attitude. Additionally, Alonso-Dos-Santos et al., (2016) contended that brand attitude moderates the positive link between event attitude and purchase intention. In comparison, Bruhn & Holzer (2015) found that the relationship between artist-brand congruency and purchase intention was mediated by event organizer-brand congruency and, secondly, by brand attitude. However, Papadimitriou et al., (2016) claimed that brand quality moderates the relationship between event and brand congruency, brand attitude, and purchase intention.

Wakefield (2012) asserts that brand involvement moderates the relationship between event engagement and purchase intention. Additionally, event pleasure directly impacts purchasing intention (Gopalakrishna et al., 2017; Michelini et al., 2017). Altschwager et al., (2017) contended that a visitor's experience at an event results in their engagement with a brand, which increases their purchase intention. In contrast, Addis et al., (2018) argued that a visitor's positive perception of an event's design results in their positive emotions toward the event, strengthening their purchase intention.

Visit Intention

Visit intention is the notion of an event attendee's desire to visit or return to the event. It is influenced by some causes (Table 5). According to Afonso et al., (2018), event

Table 4. Factors impact on Purchase Intention Based on Previous Research

No	Author(s)	Event Type	Activity-Event Congruency	Event-Brand Congruency	EO-Brand Congruency	Artist-Brand Congruency	Activity Involvement	Event Involvement	Brand Involvement	Brand Image	Brand Awareness	Event Emotion	Event Attitude	Brand Attitude	Event Quality	Brand Quality	Event Engagement	Brand Engagement	Event Experience	Brand Experience	Event Satisfaction	Event Design	Brand Credibility
1	Wakefield (2012)	Sport Event							○														
2	Hutabarat & Gayatri (2014)	Concert	○							○				○									
3	Brahn & Holzer (2015)	Concert		○	○	○								○									
4	Close et al., (2015)	Sport Event		○				○						○	○								
5	Alonso-Dos Santos et al., (2016)	Sport Event		○			○						○	○	○								
6	Bachleca et al., (2016)	Sport Event					○			○													
7	Papadimitriou et al., (2016)	Sport Event		○										○	○								
8	Tomalich (2016)	N/A		○						○	○			○									
9	Altschwager et al., (2017)	Special Event								○	○							○	○				
10	Gopalakrishna et al., (2017)	Trade Show																		○			
11	Michellini et al., (2017)	Festival												○						○			
12	Addis et al., (2018)	Special Event										○		○							○		
13	Koo & Lee (2018)	Sport Event	○				○							○								○	

Table5. Factors Impact on Visit Intention Based on Previous Research

No	Author(s)	Event Type	Product Involvement	Activity Involvement	Event Image	Brand Image	Event Emotion	Event Engagement	Brand Engagement	Event Experience	Brand Experience	Event Satisfaction	Event Attribute	Event Values	Sense Of Community	Team Identification
1	Li et al., (2013)	Sport Event			O	O						O				
2	Ko et al., (2014)	Sport Event											O			
3	Lee & Kang (2015)	Sport Event										O				O
4	Lin et al., (2015)	Trade Show										O				
5	Rivera et al., (2015)	Festival								O						
6	Calabuig-Moreno et al., (2016)	Sport Event					O					O	O	O		
7	Hahm et al., (2016)	MICE										O				O
8	Gopalakrishna et al.,(2017)	Trade Show						O				O				
9	Wong et al., (2017)	Trade Show					O						O			
10	Afonso et al., (2018)	Special Event	O					O								
11	Hwang & Lee (2018)	Sport Event		O					O		O		O			
12	Swart et al., (2018)	Sport Event	O			O						O				

engagement and product involvement directly affect visitors' motivations to return to see an event. Moreover, Hwang & Lee (2018) propose that the event's attributes influence the visit intention indirectly via brand engagement. The aspect of activity involvement acts as a moderator between brand engagement and visit intention. On the other hand, Ko et al., (2014) found a direct correlation between an event's features and the visit intention. Additionally, Wong et al., (2017) established that visitor emotions are a moderator in the association between event qualities and the intention to visit an event. Additionally, the researchers examined the effect of the quality of an event's attributes on the visit intention to determine the effect of an event's attributes.

According to Calabuig-Moreno et al.,

(2016), the quality of an event's attributes indirectly affects the visit intention via visitor satisfaction with the event and the event's value. On the other hand, Hwang & Lee (2018) suggested that the quality of an event's attributes is closely associated with the visit intention. Additionally, event satisfaction influences visit intention directly (Gopalakrishna et al., 2017; Li et al., 2013; Lin et al., 2015; Swart et al., 2018) or indirectly through team identification (Lee & Kang, 2015). Additionally, the visit intention is substantially associated with memorable event experiences (Rivera et al., 2015) and a sense of community (Hahm et al., 2016).

Word-of-Mouth or Recommendation

Previously conducted research has examined the word-of-mouth variable in two con-

texts: event and brand word-of-mouth (Table 6). During trade shows and meetings, research has been conducted to determine the factors that impact the events' word-of-mouth. Addi-

and indirectly (Rivera et al., 2015). Wakefield (2012) asserts that brand involvement mediates the relationship between event engagement and brand word-of-mouth.

Table 6. Factors Impact on Word of Mouth Based on Previous Research

No	Author(s)	Event Type	Event-Brand Congruency	Brand Involvement	Event Emotion	Event Engagement	EO-Employee Engagement	Customer-EO Engagement	Event Experience	Event Satisfaction	Event Attribute	Event Personality	Team Identification	Motivation	EO Reputation
1	Wakefield (2012)	Sport Event		O		O									
2	Lin et al., (2015)	Trade Show								O					
3	Rivera et al., (2015)	Festival							O						
4	Wong et al., (2017)	Trade Show			O						O				
5	Rai & Nayak (2018)	Trade Show			O							O			
6	Semrad & Rivera (2018)	Festival							O						
7	Lee et al., (2019)	MICE					O	O		O					O
8	Scheinbaum et al., (2019)	Sport Event	O										O	O	

tionally, the study into sporting events looked at the factors that influence brand word-of-mouth. According to Lee et al., (2019), organizer-employee engagement has a bearing on self-organizer engagement, and is associated with word-of-mouth events. The organizer's reputation influences the relationship between organizer-employee engagement and event participant self-organization.

Additionally, the sense of community (Hahm et al., 2016) and visitor satisfaction with the event (Lin et al., 2015) directly affect word-of-mouth. Through event emotion, the event's attributes (Wong et al., 2017) and personality (Rai & Nayak, 2018) influence the event's word-of-mouth. The visitor experience at a festival event affects the event's word-of-mouth directly (Semrad & Rivera, 2018)

Brand Loyalty

Brand loyalty can be characterized as a construct to show how much a customer is committed to re-buying or re-consuming a product in the future. This study discovered that brand loyalty has been employed as a research objective in sponsored sporting events and festivals (Table 7). Mazodier & Merunka (2012) examined the connection between congruence and loyalty. They discovered that whereas self-event congruity influences brand loyalty via events and brand emotion, event-brand congruity influences brand loyalty via brand trust. According to Shin et al., (2018), self-brand congruity affects brand attitude, which affects brand loyalty. Additionally, via mediating events and brand attitude, event-

Table 7. Factors Impact on Brand Loyalty Based on Previous Research

No	Author(s)	Event Type	Event-Brand Congruency	Self-Event Congruency	Self-Brand Congruency	Brand Trust	Event Emotion	Brand Emotion	Event Attitude	Brand Attitude	Event Values
1	Mazodier & Merunka (2012)	Sport Event	○	○		○	○	○		○	
2	Xu et al., (2016)	Tourism									○
3	Shin et al., (2018)	Festival	○	○	○				○	○	

brand congruity and self-event congruity also affect brand loyalty.

Brand Equity

Event marketing research has also discovered an effect on brand equity. Every study has been conducted on this type of sponsored sporting event (Table 8). Zarantonello & Schmitt (2013) investigated the role of brand experience and brand attitude in mediating the relationship between pre-

visitor involvement to visitor emotions and opinions toward the event. The findings indicate that event involvement has a limited effect on pleasant emotions, which affect event attitudes. Additionally, event participation has a direct effect on event attitude. Attitude changes then affect brand equity. Additionally, according to Coelho et al.,'s (2019) research, an event's image completely controls the association between the event organizer's reputation and brand equity.

Table 8. Factors Impact on Brand Equity Based on Previous Research

No	Author(s)	Event Type	Event Involvement	Event Image	Event Emotion	Event Attitude	Brand Experience	EO Reputation
1	Mao & Zhang (2013)	Sport Event	○		○	○		
2	Zarantonello & Schmitt (2013)	Street event; Sport Event; Trade Show; Pop-up shop					○	
3	Coelho et al., (2019)	Sport Event		○				○

and post-event brand equity. They discovered that brand experience, but not brand attitude, is a mediating factor in the relationship.

In comparison, Mao & Zhang (2013) developed a brand equity model by relating

Discussion

The effectiveness of an event is contingent upon how the three parties – client, brand/company, and event – establish a relationship in order to engage one another

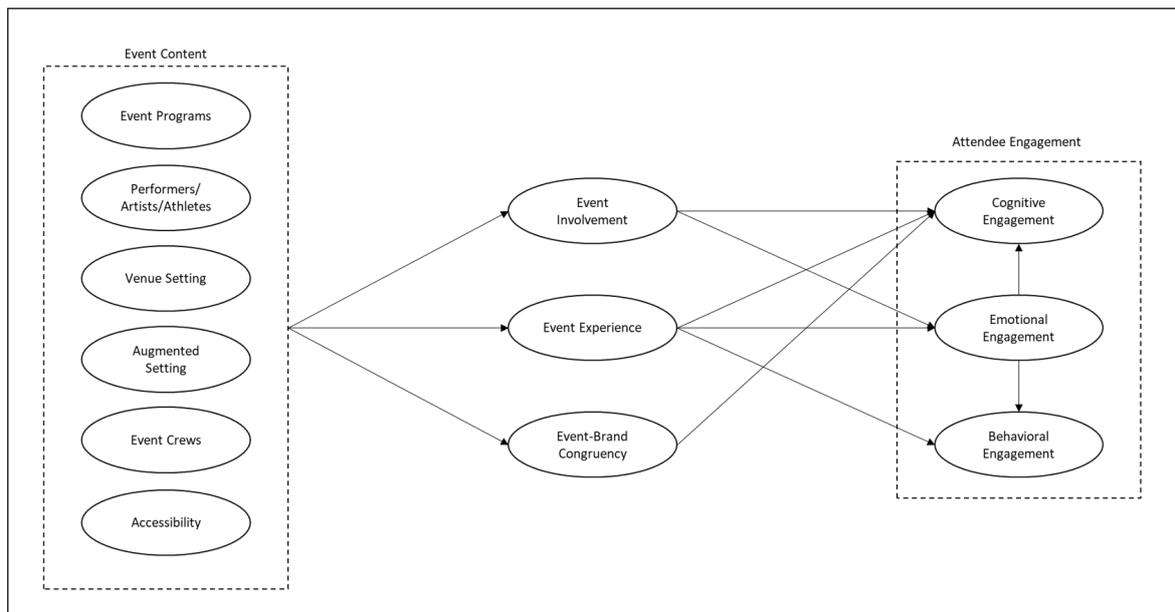
via the creation of a favorable image and perception that can result in an increase in their positive attitude and intention. They contribute to establishing a relationship between them regarding the customer's congruency, involvement, and experience. Customers' impressions of the brand are shaped by their interaction with the event environment (Hwang & Lee, 2018) and their involvement level (Doyle et al., 2014). In addition, their assessment of the image's congruence with the event and the brand (Mazodier & Merunka, 2012; Papadimitriou et al., 2016) and the duration of the exposure to the brand (Speed & Thompson, 2000) all affect the consequences of the engagement.

However, based on the literature assessment, engagement has not been comprehensively prioritized in any event marketing study. The majority of studies have only examined the component associated with the behavioral intention. The findings of previous studies are frequently inconsistent. None of the investigations have provided a

generalizable model in a different form. It appears as though researchers have neglected the principles for an event marketing strategy. The primary focus of event marketing, as a marketing communication strategy, is to increase engagement (Fill & Turnbull, 2016) by creating a feeling of participating in the event (Martensen & Gronholdt, 2008), and a shared image that the brand creates for its customers (Nufer, 2015). As a result, it is critical to developing a model that elucidates how event marketing as a self-initiated, interactive, and experience-oriented marketing communication approach, strengthens the link between customers and businesses. This bond is established not just cognitively but also emotionally and behaviorally. Thus, future studies into event marketing must quantify one feature, such as intentional conduct and all the facets of customer psychology.

Customer engagement does not occur in a linear, sequential fashion across time, instead it occurs through the interchange or recurrence of relevant sub-processes. The

Figure 1. Conceptual model



Source: Author

engagement process consists of learning, sharing, advocating, socializing, and co-developing (Brodie et al., 2013). In addition, the cognitive and emotional elements of customer engagement incorporate experiences and feelings (Hollebeek et al., 2014). Thus the behavioral and social elements capture the participation of current and potential customers, both within and outside of the exchange situations (Vivek et al., 2012). Therefore, this research proposes a model of attendee-brand engagement in the context of event marketing that can be described in Figure 1 below.

Getz (2007) classified events into eight categories: cultural celebrations, political and state events, art and entertainment events, business and trade shows, educational and scientific events, sports competitions, recreational activities, and private events. The programs can be applied independently or in conjunction with other programs to enhance the communication's purpose, meaning, and experience. Bowdin et al., (2014) classified events into two categories: impact size and form or context. The more actors that were involved, the more significant the impact.

For brand-generated events, the event's content must be designed to increase the interaction between attendees and the brand, create a memorable attendee experience, and strengthen the congruity between the event and the brand. Additionally, the content design of an event affects the emotional experience that an attendee has (Addis, 2018). The more memorable an event is for the participant, the more built-in involvement there is (Wong, 2017). The content of an event also affects the attendee's perceived value (Cala-buig-Moreno, 2016). Additionally, value is a factor in attendance loyalty (Jeong 2020). For that reason, based on the preceding argument, it is proposed that:

Proposition 1a: The more fascinating the brand's event content, the more involved the participant is in the event.

Proposition 1b: The more fascinating the brand's event content, the more memorable the attendees' experience is.

Proposition 1c: The more fascinating the brand's event content, the stronger the attendees perceive the image congruence between the event and the brand.

This approach also proposes to determine how consumer behavior affects cognitive engagement. Cognition, in general, refers to the mental action or process of obtaining knowledge and understanding through reasoning, experience, and the senses (Singh et al., 2020). Cognitive processes utilize the previously acquired knowledge and generate new information. This involves various cognitive activities and processes, including perception, attention, knowledge generation, memory and working memory, judgment and evaluation, reasoning and data processing, problem solving and decision making, understanding, and language production.

Cognition is considered a mental process since it represents intangible thinking (Palmer, 2002). It cannot be quantified precisely but must be quantified through observed behavior, such as customer participation and experience with the event attributes and environment that the brand designs. According to Altschwager et al., (2017), the attendees' experiences substantially impact the level of engagement. When they are involved and participate in the event, they create memorable experiences which affect their engagement level for the brand. Bowden (2009) reported that involvement might play a more prominent role in the buy choice and assessment process, since they have a great-

er familiarity with the brand and hence more complex cognitive structures.

In addition, as a judgment and evaluation part, cognition may be affected by image congruency among consumers, events, and the brand. However, none of the published literature expressly mentions research into this interaction. Therefore, based on the preceding argument, it is proposed that:

Proposition 2a: Cognitive dimension of engagement will be higher when the attendee is highly involved with the event.

Proposition 2b: Cognitive dimension of engagement will be higher when the attendee has positive experiences of the event.

Proposition 2c: If the attendee's perceived image congruency between the event and the brand is strong, then the cognitive engagement of the consumer increases.

The best customer relationships are emotional ones (Bowden, 2009). The physical characteristics of a product or service have significantly less impact on customer preference than the sensory and emotional components of the overall experience. Darwin stated (in Matsumoto & Hwang, 2019) that emotions are temporary bio-psycho-social reactions programmed to assist an individual in adapting to, and coping with, situations dealing with his/her survival and well-being. Emotion appears to play a substantial part in the service evaluation process associated with purchasing behavior. The connection refers to a customer's psychological attachment to a brand and entails a holistic or aggregate brand assessment, unrelated to its functional or instrumental characteristics.

Attendees experience emotional enjoyment due to their participation in an event from gratitude, empathy, security, and a sense

of belonging to the event or brand. Emotional factors such as satisfaction with the event's attributes, pricing, and image may significantly impact loyalty. It manifests negative/positive, low/high-intensity, and short/long-term affective attitudes toward various engagement objects (e.g., a brand) (Brodie et al., 2013). Increased levels of cognitive and behavioral engagement may result from emotional engagement. From the explanation above, the following propositions are suggested:

Proposition 3a: The emotional dimension of attendee engagement will be higher when the attendee is highly involved and gains positive experiences from the event's programs and atmosphere.

Proposition 3b: The emotional dimension of attendee engagement becomes a mediator to strengthen the attendee's cognitive and behavioral engagements.

Proposition 4: The attendee's behavioral engagement will increase when he/she has a memorable experience with the event.

Attendee engagement throughout the event can be described by how important it is for an attendee to participate in a memorable experience actively. The incentive to engage is also impacted by how the attendee perceives the brand and event image as being akin to one another. Implementing an event marketing strategy can increase awareness, satisfaction, and purchasing behavior and increase product sales during and after the event.

Conclusion and Future Research

This conceptual work should be viewed as a preliminary attempt to address a significant issue in the theory and practice of event

marketing. The study's objective is to provide an understanding of how an attendee engages with a brand as a visitor to an event. By merging the previous literature on event marketing and engagement, the article offers significant additions. This study provides marketers with a better knowledge of the influential factors of attendee engagement and the relationships between the engagement's features. It is necessary to undertake empirical testing of the conceptual model and the advanced proposition. The companies can control their target audience's appeal and delight through distinctive, creative, and identical content designs. Therefore, the new definition of event marketing is a self-initiated, interactive, and experience-oriented marketing communication media conducted in the form of special events to engage attendees with the brand.

Five propositions have been suggested by this study from the previous literature and

drawn on the proposition model. However, future research should validate the model and propositions empirically. The measurement development of the constructs and the adjustment of the relevant events have to be examined. The constructs have different standards and may have different results. Therefore, future research should determine the scale carefully to get the perfect result.

To accommodate the proper event type, the variables of the event concept from previous studies needs to be determined. Further research is required to ascertain the fit variables necessary to redress the model. New concepts for events, such as virtual and hybrid events, can be an alternative study that can be used to measure the model empirically. However, the result may differ because the "authenticity" and the experience do not have the same conditions as those found at a live event.

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