THE IMPACT OF EVENT MARKETING ON BUILDING BRAND AWARENESS FOR FASHION CUSTOMERS

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The growth of Small Medium and Enterprises (SMEs) business is one of the main keys to an economy’s vitality. SMEs are known to play a major role in creating wealth, given their place in the economy. As time goes by, numerous strategies have been done by the company to promote their products. One of the innovations that a company does to introduce the product and build awareness among the target market is through event marketing strategy. SMEs business can use this marketing strategy to increase their brand awareness. The purpose of this paper is twofold: to analyse the effect of event marketing strategy to brand awareness customer apparel industry in Bandung, and to give a design recommendation. The result shows that event marketing has a positive impact on brand awareness. Several important aspects from an event that customer wants are an innovative, integrated enterprise event. Event marketing should be well designed in order to make the memorable experience for the customer. This paper will be useful for marketers, business owners and in particular for other parties involved in fashion SMEs to understand the impact of event marketing and its importance on building brand awareness for fashion customers. Ultimately, once they can implement this event marketing strategy in their businesses, they are able to design the strategy of event marketing to build customers’ brand awareness.

Keywords: Event Marketing, Brand Awareness, Fashion Industry, Small Medium and Enterprise Business

INTRODUCTION

Small Medium and Enterprises (SMEs) business has a big impact on the economy’s vitality. SMEs are known to have a major role in creating wealth, given their place in the economy. In Bandung city, we can find many SMEs business which focus on any industry such as fashion, culinary, and etc. Fashion business is one of the potential aspects in Bandung since Bandung is supported by availability of the raw material of products, social networking through the fashion community, and also the human resources that develop the fashion industry. A lot of fashion businesses dominate the market and produce the same variety of products. Based on data from Indonesian Agency For Creative Economy and Statistics Indonesia, fashion industry has contributed 18.51% to the economic growth. In addition, the company should develop the products with the improvement of quality and innovation, and also add the latest features and services on their product. In other words, the business should improve and find the creative ways from all aspect to make the business sustainable. One of innovations that a company does to introduce product and create an awareness among the target market is through event
marketing strategy. Event marketing strategy should provide a big impact on the visitors and the potential customers to make them experience different atmospheres. As a SMEs business, building a brand is important to compete with other business competitors. It is necessary to create and develop brand awareness to get potential customers. Brand is the most valuable asset for each company that runs a business, and a tool for consumers to choose a product based on the differentiation and the uniqueness, by facilitating the process of decision making and enriching the consumer trust (Sasmita & Suki, 2014). The specific marketing strategy is needed to make customers remember and look the differentiation with the competitor, that can influence the strength of the brand. Brand awareness is one of the important factors that market participants need in a marketing strategy. Marketing strategy has a relation with the customer, because marketing can affect the customer buyer decision and also reach the right target market.

LITERATURE REVIEW

Event Marketing

Event marketing was one of the promotional tools that was present in 1980s and not a new phenomenon (Cunningham et al., 1993). Event marketing is an activity that has been planned and organized by a company with an intent to introduce a brand of the company that has three critical elements (i.e., entertainment, excitement and enterprise) that make the event marketing strategy successful (Hoyle 2002, p. 2-3). Pham’s (1992) study shows that the event marketing is a convenient solution for products that are still trying to build the reach and awareness of prospective customers. Establishing real and direct contact with consumers during events (e.g., festivals, fairs, or sporting events) can create a memorable brand experience for everyone (Miller & Washington, 2012). In event marketing, consumers can affect the memory, remember the brand, and make them become loyal customers. Event marketing is a type of promotion, and has a relation with the theme of the event in order to create an experience for consumers, thereby promoting a product and service (George and Michael, 2001:38). After coming to an event, they will generate a sense of community, stimulate social grouping, and build intensive interaction between the person (Getz, 1991, 2005, 2008).

Brand Awareness

Brand is the most valuable asset for each company that runs a business. It is also a tool for a consumer to choose a product based on the differentiation and the uniqueness, by facilitating the process of decision making and enriching the consumer trust (Suki, 2015). According to Keller (2003, p.76), brand awareness is the ability of customers to remember and identify the brand by identifying the logo, name, and symbol into their memory. Brand awareness is having a big definition including brand acquaintance, potential of being remembered, information and ideas about the product (Bilgili and Ozkul 2015). Brand awareness has been integrated with the information node in the memory. The ability of customers to recognize a brand under a variety of conditions reflects their awareness of the brand, and it has become the main key factor affecting consumer’s knowledge (Ekhveh and Darvishi 2015). According to Jamil & Wong (2010), brand awareness is the brand recognition and brand recall of a brand. Brand awareness creates a great association in memory about a particular brand (Malik, Ghafoor, Hafiz, Riaz, Hassan, Mustafa and Shahbaz 2013). Brand awareness is the foundation of an equity model, and as a way of ensuring potential customers who know the type of products in which the brand competes (Keller and Davey, 2001). Kotler and Keller (2016, 20) said that brand awareness can improve the people ability to recall or recognize the brand to make a purchase. Top-of-mind and brand domination is another level of consciousness, known as consciousness awareness. It can affect customer’s perception, and lead to different brands choice and even loyalty (Aaker, 1996). As to brand with strong brand recall without help consciousness and
the higher mind, it can influence the client’s perception, which leads to different customer options within a product category (Lee and Leh, 2011).

**METHODOLOGY**

The research design adopted in this study was explanatory research in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms in various processes. The main objective of this study was to analyse the impact of event marketing on building brand awareness for fashion customers of SMEs in Bandung. This research was classified as an applied research study. The researchers used the quantitative method as well as questionnaires to collect the primary data. This research was conducted in Bandung. The sample of this research involved 100 participants consisting of 42 male and 58 female who ranged in age from 15 to 30 years old. In selecting participants, judgement sampling was employed. While the independent variable of this research was event marketing, dependent one is brand awareness.

**RESULT AND DISCUSSION**

The researcher used a simple linear regression method to analyse the impact of event marketing on building brand awareness.

The value of significant was 0.000 < 0.05 representing all of the population. This means that the regression model can be used to predict the value of brand awareness.

As shown in table 3, the R value was 68.4%. It

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Table 1. Dimension of Variables

| Authors | Variable | Dimension | Indicators |
|---------|----------|-----------|------------|
| Hoyle (2002) | Event Marketing | Entertainment | Provide exciting entertainment |
| | | Excitement | Motivate to feel instantly |
| | | | Give a sense of happiness, satisfaction, and fun. |
| | | Enterprise | Provides benefits that create a positive spirit. |
| Wood and Masterman (2007) | Involvement | Provide the emotional involvement of brand |
| | Interaction | Provide a direct opportunity to interact with brand ambassador |
| | Immersion | Give effect does not attempt to find another brand information other than |
| | | | the existing brand in the event |
| | Intensity | Have an impact makes brand memorable |
| | Individuality | Provide a different individual experience to get to know brand more |
| | Innovation | Show creativity in content, location, time, so that audience can give an |
| | | | interest to a brand |
| | Integrity | Provide authentic experience and provide real benefits and value to |
| Keller and Davey (2001) | Brand Awareness | Foundation of equity model | consumers |
| Ekhveh and Darvishi (2015) | | Ability the customers to recognize a brand | |
| Kotler and Keller (2016) | | Improve the people ability | Allow potential customers to know types of certain products |
| | | | Affect the customers knowledge |
| | | | Allow people to recognize or recall the brand to make a purchase |

Table 2. ANOVAa

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|-------|----------------|----|-------------|---|------|
| 1 Regression | 233.01 | 1 | 233.01 | 86.05 | 0.000b |
| Residual | 265.37 | 98 | 2.708 | | |
| Total | 498.38 | 99 | | | |

a. Dependent Variable: BA  
b. Predictors: (Constant), EM
means there was a correlation between Event Marketing as independent variable and Brand Awareness as dependent variable. The R2 value can explain Event Marketing as independent variable and the Brand Awareness as dependent variable as 46.8%.

Table 4 shows that the value of constant (a) was 1.393 and the value of event marketing (b) = 0.217. The function Y = a + bx and the result was Y = 1.393 + 0.217x. Thus, if the value of Event Marketing increased up by 1 point, it could affect as much as 0.217 points on Brand Awareness.

Descriptive Analysis

As indicated in figure 1, the dimensions of event marketing was described by the respondents’ answers. In the questionnaire, there were 12 questions that represented the value of event marketing. The first indicator of event marketing represented the dimension of entertainment (77.6%). This figure shows that the respondents agreed that the event provided exciting entertainment, and allowed them to create an experience and to know about a brand. The second indicator of event marketing was the dimension of excitement (76.1%). This finding shows that the respondents agreed if the event could provide them with happiness, satisfaction, and fun, as well as create positive spirit for them. The third indicator of event marketing was the dimension of enterprise (79.6%). It indicates that the respondents were interested to know and feel the experience about a brand if the event was innovative, creative and attractive. The fourth indicator of event marketing was the dimension of involvement (74.4%). The respondents perceived that event marketing could build the emotional involvement of a brand. The fifth indicator of event marketing was the dimension of interaction (76.6%). Such a finding shows that the respondents provided a direct opportunity to interact with brand ambassador. The sixth indicator of event marketing was the dimension of immersion (68.4%). This finding shows that the respondents were doubtful if they did not find another brand information other than the existing brand in the event. The seventh indicator of event marketing represent was the dimension of intensity (76.8%). This percent-
Event marketing had an impact on making a brand memorable into the respondents’ mind. The eighth indicator of event marketing was the dimension of individuality (78.4%). This finding shows that event marketing provided the respondents with different experiences to get to know the brand. The ninth indicator of event marketing was the dimension of innovation (82.8%). This percentage shows that the creative content, location, time, made audiences feel interested in a brand. The tenth indicator of event marketing was the dimension of integrity (79.6%). This finding indicates that the event marketing could provide an authentic experience, real benefits, and value for the consumers. From the table above, the top five indicators based on the score were innovation (82.8%), integrity (79.6%), enterprise (79.6%), individuality (78.4%), and entertainment (77.6%) respectively. The top five indicators can be implemented because the respondents agreed to come to an event if the event provided them with innovation, integrity, enterprise, individuality, and entertainment.

Based on figure 2, the dimensions of brand awareness were described by the respondents’ answers. In the questionnaire, there were three questions representing the value of brand awareness. The first indicator of brand awareness was the dimension of foundation of equity model (74.2%). This finding shows that the event made the potential customers know the type of products if there visited the event. The second indicator of brand awareness was the dimension of ability the customers to recognize a brand (77%). This percentage indicates that the respondents were able to easily remember the brand and influenced their knowledge when visiting the event. The last indicator of brand awareness was the dimension of improving the people’s ability (75%). This result shows that if they visited an event, they would recognize or recalled the brand to make a purchase. To conclude, based on the above analysis, if a brand made an event, it could provide a positive impact on the potential customer because the potential customer was able to know the type the product, easily remembered the brand, and recognized or recalled the brand to make a purchase.

CONCLUSION

Event as marketing strategy can be implemented in SMEs business to build the brand awareness. The potential dimension of event marketing is innovation. Thus, this dimension should be implemented and improved by the SMEs business event organizer. All of indicators are able to be incorporated when creating an event in order to be more innovative and creative which created varied experiences, and benefited the visitors. Based on the questionnaire results, event marketing could attract the customer’s interest.
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