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The Effect of Event Marketing on Marketing Performance; a Case of Gondar Dashen Berewery Share Company

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BAHR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT
MA IN MARKETING MANAGEMENT

**THE EFFECT OF EVENT MARKETING ON MARKETING
PERFORMANCE; A CASE OF GONDAR DASHEN BEREWERY SHARE
COMPANY**

**A THESIS SUBMITTED TO COLLEGE OF BUSINESS AND ECONOMICS, BAHIR
DAR UNIVERSITY, IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTERS OF ARTS IN MARKETING MANAGEMENT.**

BY:

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ADVISOR:

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JUNE, 2023

BAHIRDAR, ETHIOPIA

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Declaration

This is to declare that the study, which is entitled "The Effect of Event Marketing on Marketing Performance: The Case of Gondar Dashen Brewery Share Company", is my own work. I have carried out the research work independently, with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma at this or any other institution, and all sources of material used for the thesis have been appropriately acknowledged. The research is submitted in partial fulfillment of the requirements for the degree of Master of Art in the department of marketing management at Bahir Dar University.

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Aprovals of thesis for defense

I hereby confirm that this thesis, titled "The Effect of Event Marketing on Marketing Performance: The Case of Gondar Dashen Brewery Share Company," was completed under my supervision and that I oversaw its reading and evaluation. I suggest submitting the thesis for an oral defence.

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Aprovals of Thesis for Defense Result

By signing below, we confirm that we have carefully read Biruk Ayanaw's thesis, "The Effect of Event Marketing on Marketing Performance: The Case of Gondar Dashen Brewery Share Company." We suggest accepted the thesis for fulfilling the requirements for the award of the degree “Master of Art in Marketing Management”.

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Abstract

The objective of this research paper is to examine the effect of event marketing on the marketing performance of Dashen Breweries Share Company. In order to answer the questions and select the event that can be organised by DBSC, a probability sampling technique, specifically random sampling, is used. On the other hand, so as to select respondents, the researcher used non-probability sampling, specifically convenience sampling, for the questionnaire, which was distributed to be filled out in a self-administration manner. The research methodology was a quantitative research approach. The questionnaires were distributed to 384 customers, out of whom only 330 returned completed and properly filled questionnaires, which meant 85.9 percent coverage of the total respondents from the vents and 14.1 percent of the questionnaires remained uncollected. The questionnaire aimed to test whether event marketing has a significant effect on customer satisfaction. The results revealed that event marketing has a positive and significant effect on marketing performance, which is customer satisfaction. ANOVA was used in this study to discuss the overall objective and to demonstrate the combined impact of independent variables (event objective, attitude towards event, event selection, customer engagement) on the dependent variable, which is marketing performance. The regression analysis presented the ANOVA test with an F value of 124.856, which is significant at the 0.000 level of precision. The correlation analysis indicated that the relationship between event marketing and marketing performance is strongly correlated. Finally, it has been concluded that the event objective, attitude towards the event, event selection, and customer engagement can affect customer satisfaction. As a result, the business should constantly work to align the communication surrounding a created or sponsored event with an activity that brings the target audience together in both time and space gathering where an experience is generated and a message is transmitted.

Key words: *Event marketing, event objective, event selection, customer engagement, customer attitude and marketing performance.*

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Acronyms

EM =Event Marketing

DBSC=Dashen Brewery Share Company

MP=Marketing performance

CS=Customer satisfaction

OB=Objective of event marketing

CE=Customer Engagement

ES=Event selection

QMS=Quality Management System

EMS-=Environmental Management System

ROI=Return on investment

IOS =International Organization for Standardization

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

This chapter has introduced Event Marketing (EM) as an area of research. To enable this first there is background of the research that describe the traditional promotional tools and basic ideas of marketing. Additionally, the chapter has discussed the problem of the research, the purpose of the research, and the research questions. Finally it has come up with definition of some important terms.

In today's global marketplace there are many companies competing for the same often limited market share (Karlsson & Palmér, 2007a). By the same talk there are an increased number of brands competing in order to gain market shares (Essica Erisson and Annah Jalmsson, 2000). Additionally, the companies need their customers to stay in business and many of them know the high significance which marketing plays in making them compete successfully amongst their competitors (Gabremaskel, 2014). They are also interested to satisfy their customers and build good customer relationships by creatively managing their marketing mix in order to have a competitive advantage over others.

Moreover, building good customer relationships calls for more than just developing a good product, pricing it attractively, and making it available to target customers. Companies must also communicate their value propositions to customers, and what they communicate should not be left to chance. All communications must be planned and blended into carefully integrated programs. Just as good communication is important in building and maintaining any kind of relationship, it is a crucial element in a company's efforts to build profitable customer relationships (Kotler & Armstrong, 2011). As a result, companies' promotion has become more significant in order to reach out to target customers. The design of the promotion has in many lines of business become the only factor separating a company's offer from its competitors (Essica Erisson and Annah Jalmsson, 2000).

Promotion, often called marketing communication, is all those means by which marketers communicate to their target market. In general terms, the purpose of marketing communication is

to inform, to persuade, or to remind (Essica Erisson and Annah Jalmsson, 2000). The promotional mix element stands for a company's total marketing communications program, originally consists of advertising, personal selling, sales promotion, and public relations (Kotler & Armstrong, 2011). Each category of marketing communication mix involves specific promotional tools used to communicate with customers. For example, advertising includes broadcast, print, Internet, outdoor, and other forms. Sales promotion includes discounts, coupons, displays, and demonstrations. Personal selling includes sales presentations, trade shows, and incentive programs. Public relations (PR) include press releases, sponsorships, special events, and Web pages. And direct marketing includes catalogs, telephone marketing, kiosks, the Internet, mobile marketing, and more (Kotler & Armstrong, 2011).

However, each types of promotional tools are important, marketers are faced with the problem that consumers are less and less responsive to traditional advertising (Martensen et al., 2007), and therefore they are still looking for new marketing communication tools. This is also supported by (Karlsson & Palmér, 2007b), as the market becomes more competitive, it is crucial for companies to find a better way to cut through the competition and reach the target audience". Therefore companies need to make themselves heard, to stand out from the competition is crucial, and events are increasingly proving to be a way of doing so (Karlsson & Palmér, 2007b). A strength that an event has is that it provides an opportunity to meet the target audience in a different way by combining any set of the traditional promotional tools. This combination can be referred to as integrated marketing communications (IMC) (Karlsson & Palmér, 2007b).

The concept of event marketing is relatively new and is thought to have its origin in connection with the Olympics in Los Angeles 1984 (Karlsson & Palmér, 2007b). It has been formulated in different ways; one of them defines event marketing as the "practice of promoting the interest of an organization and its brands by associating the organization with a specific activity". "Event Marketing is an attempt to coordinate the communication around a sponsored or created event (Karlsson & Palmér, 2007b).

Furthermore, event marketing is a tool that has attracted an increasingly important role as part of companies' promotional strategies (Edlund et al., 2010). It can also be used in several other ways, depending on the purpose and the target audience of the marketing activity. Firms can attend events in an effort to strengthen their brand, associate the firm with a certain lifestyle, and

also in an effort to involve target audiences (Edlund et al., 2010). Events can also be held when launching a new product, or when trying to attract new employees. Event marketing is a broad term which includes both events held by companies themselves and events created by a third party which companies participate in, as well as sponsorship of events which might not take place primarily as a marketing activity (Edlund et al., 2010). Since Event marketing becomes more indispensable for today's business and more companies are spending money and engaging on it, the purpose of this research was to investigate and provide a better understanding of EM, and also to examine the effect of event marketing on the marketing performance in the specifically selected company.

1.2. Background of the organization

Dashen Brewery Share Company is a major player in the rapidly developing Ethiopian Beer Market. At beginning it was occupying an area of 8.5 hectares, and completed with an initial capital investment of over 340 million Birr (Tezera et al., 2017). Its headquarter is located in Addis Ababa, Addis Ababa, Ethiopia, and the company has three investors including; Aureos, Capital and Vasari.

The Brewery has named from the Mount Dashen, Ethiopia's highest mountain elevation (4523 meters) which is found in the historical town Gondar that is annually visited by more than 95,000 tourists. Its principal aim is meeting the customer requirements for quality of beer and to offer customers more choice in the market without affecting the environment. Dashen brewery utilizes state of the arts technology and has a highly qualified professional work force that will enable it to complete on the export market with the leading international beer producing and marketing companies. The initial annual total capacity was 500,000 hectoliters (151 million bottles), but the current production output stand at 300,000 hectoliters (91 million bottles). Whereas, the study will be focused on Dashen Brewery Share Company which is situated in the Gondar town, approximately 750 km away from Addis Ababa, the capital city of Ethiopia. It was established in 2000 and currently has 858 employees. It has been certified with ISO 9001 quality management system (QMS) and ISO 14001 environmental management system (EMS) (Som et al., 2019).

1.3. Statement of the problem

Today, marketers are faced with a variety of problems unless they are familiar with the current nature of the market and the marketing environment. We can mention different important reasons for that matter. First, consumers today are less and less responsive to traditional advertising (Martensen et al., 2007). Therefore, every marketer in the world is still looking for new marketing communication tools. Moreover, in recent years, the focus has been on the consumer's emotional act. (Martensen et al., 2007) point out that "creating a differential advantage through emotional benefits is one of the keys to market success". These factors have led to a growth in creative and emotional marketing communication tools, especially event marketing, which is an increasingly important element of the marketing communication mix (Martensen et al., 2007). Second, as a result of significant changes in their marketing environments and in consumer behaviour, marketers are confronted with the decreasing effectiveness of their classic marketing communications (Wohlfeil & Whelan, 2005), and, consequently, they are in need of new ways to position their brands in consumers' minds. Because nothing is more convincing than personal experience, event marketing creates new brand-related realities by staging marketing events with which consumers interact. This would result in an emotional attachment to the brand (Wohlfeil & Whelan, 2005). Third, as a result of the rising number of products with similar features and quality in more and more fragmented markets, there is an increasing level of competition. As a consequence, the use of classic marketing communications has multiplied in such a way that marketing academics already talk about a shift in affluent societies from a "competition of products" to a "competition of communications" (Wohlfeil & Whelan, 2005). In contrast to the competition of products, where only marketers with similar offerings in the same market rival each other, the competition of communications describes a tense atmosphere in which everyone competes against anybody for the attention of the consumer. For that matter, event marketing has the power to get consumers' attention since it makes the customer and the organisation see each other "face to face" (Eckerstein, 2002). Finally, event marketing is a new way of marketing products, and as a result, there is not much written about it (Eckerstein, 2002). Therefore, it is necessary to clarify the concept and examine the effect of event marketing on marketing performance.

Beyond the above-mentioned facts, obviously some companies today invest their resources in event marketing; however, simply carrying out an event does not necessarily deliver the desired results (Essica Erisson and Annah Jalmsson, 2000). Essica Erisson and Annah Jalmsson (2000) stress the importance of planning and having a thorough strategy in order to succeed with event marketing. As cited by Essica Erisson and Annah Jalmsson (2000), McManus clearly states that event marketing will not deliver its expected value unless there is a strategy that puts the customers at the center of the investment. Based on this paper context, one issue frequently brought up by researchers as being important is the objective of event marketing (Karlsson and Palmér 2007b). The second issue of importance in the usage of event marketing is, according to Meenaghan (1983), the selection of a specific event. Here, the company should have a policy when selecting events that reflects its vision and that of its products. The policy should clearly identify both acceptable and unacceptable areas of activity. (Meenaghan, 1983) states that a key criterion in the selection of a specific event is the event's ability to fulfill the earlier stated objectives. The last issue of importance in the usage of event marketing, including customers' attitudes towards the event and customer engagement, should be considered. According to this study all these variables are important factors to dig out the effect of event marketing on customer satisfaction which is the main measurement of marketing performance. Although marketing performance is broader than customer satisfaction based on this paper context both can be used interchangeably.

However, event marketing is a relatively new concept, companies and their staff members don't have clear knowledge about its effect on their marketing performance including these important factors, objectives of the event, event selection criteria, customer engagement, and attitude towards the event. Furthermore, different researchers agree that event marketing is a relatively new concept in company promotion and an increasingly important promotional tool. To be more successful, events require planning and other thorough considerations. However, it is still unclear for many companies how events can affect marketing performance. Nevertheless, some companies today invest their resources in event marketing, but simply investing a large amount of resources in event marketing does not necessarily deliver the desired results. Finally, though event marketing is currently vital research area, in our country Ethiopia still it is not sufficiently studied. Therefore, the researcher was interested in bridging this gap by further examining the

effect of event marketing on marketing performance in the case of Gondar Dashen Brewery Share Company.

1.4. Objectives of the Study

1.4.1. General objective of the study

The main objective of this study was to examine the effect of event marketing on the marketing performance of Dashen Breweries Share Company.

1.4.2. Specific objective of the study

1. To examine the effect of event marketing objective on the marketing performance of DBSC.
2. To investigate the effect of selection criteria on the marketing performance of DBSC.
3. To test attitude toward an event have a positive significant effect on the marketing performance of Dashen Breweries Share Company.
4. To test customer engagement have appositve significant effect on the marketing performance of Dashen Breweries Share Company.

1.5. Hypotheses

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

H1: Having clear event marketing objectives leads to significant and positive effect on the marketing performance of DBSC.

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

H3: There is a positive significant effect of attendee's attitude towards the event on the marketing performance of Dashen Breweries Share Company.

H4: There is a positive significant effect of customer engagement on the attendee's on the marketing performance of Dashen Breweries Share Company.

1.6. Significance of the study

1.7. Scope of the study

The research is important for anyone who works in the event marketing area and especially for the selected company marketing department managers and staff when choosing or organising events. It helps them to review their main intention about the concept of event marketing and evaluate its effect on their market performance according to the current beer market situation. Furthermore, the finding of this research was to serve as a source for those who want to conduct their own study in the area of event marketing. It also helps to pay more attention to the introduction of products and services through different channels of communication to connect with their target customers. Furthermore, they build a strong brand reputation to get a sustainable long-term competitive advantage, and it will be an important element in the promotion of a company's product and service. It also helps to focus on a target group and involves high contact intensity for the surveyed company. In addition, it is extremely beneficial for the surveyed company and for other companies to invest money and resources in event marketing with the hopes of connecting with their target audience.

1.7.1. Theoretical scope

The researcher believes that there are many factors that need research or investigation on event marketing. However this research was focused on the points raised under the literature part of research. Here all the theoretical scope of this study was focused on event marketing and marketing performance of DBSC.

1.7.2. Geographical scope

The research was confined to the effect of event marketing on marketing performance, and due to time and budgetary constraints the researcher will tend to focus on Dashen Brewery Share Company which is found in Gondar City.

1.7.3. Methodological scope

Methodologically the researcher was focused both on quantitative research with a deductive approach. Moreover both primary and secondary data was used. Concerning the primary source

questionnaires were used, and secondary sources various publications, books, and journals also have used.

1.8. Organization of the study the paper

The research has contained five chapters. The first chapter was introductory part which has back ground, statement of the problem, objective, and definitions of different terms, significance and Scope of the study. The second chapter was dealt with literature review which is related with event marketing to define and clarify the topic. The third chapter was concentrate on the methodology of the study and consists of research paradigm, approach sample size, instrument of data collection, method of data analysis, validity and reliability of questioner and the research ethics. The fourth chapter was focused on data analysis and interpretation of the study. The last chapter (chapter five) was included summary, conclusion and recommendation parts of the research.

1.9. Definition of the terms

- **Event marketing** is “Event marketing is an attempt to co-ordinate the communication around a created or sponsored event. In event marketing the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated” (Essica Erisson and Annah Jalmsson, 2000).
- **Created events** are an event that include; grand openings, company anniversaries, new product introductions, and annual meetings. It gives firms total control from start to finish, as they can decide all details themselves (Edlund et al., 2010).
- **Participate in events created by others**; such events include; trade shows, career fairs and exhibitions (Edlund et al., 2010).
- **Sponsor an event**; by sponsoring an event, the company pays for having the brand appear at an event, for example at sport events (Edlund et al., 2010).
- **Attitudes** represent our summary evaluations of various elements in the world around us (Muhammed, 2004).
- **Customer engagement** is delivering connected experiences to your customers instead of single, one-off, or fleeting transactions (Russell and Close, 2013).

- **Marketing performance** is defined as: the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share, sales volume, brand equity and customer awareness (Gao, 2010).
- **Customer satisfaction** is the extent in which a product's perceived performance matches a buyer's expectations (Keller & Armstrong, 2018)
- **Sponsorship** is "A business agreement between two parties. The sponsor provides money, goods, services or know-how. In exchange the sponsored party (individual or organization) offers right and association that the sponsor utilizes commercially. It involves the acquisition of rights to affiliate or associate with a product, event, or organization for the purpose of deriving related benefits (Close et al., 2006).
- **Promotion** is "coordination of all sellers initiated efforts to set up channels of information and persuasion in order to sell goods and service or promote an idea" (Kotler & Armstrong, 2011).
- **Promotional mix** is Stands for a company's total marketing communications program, originally consists of advertising, personal selling, sales promotion, and public relations (Kotler & Armstrong, 2011).
- **Advertising** is fundamentally impersonal mass communication. It presents a standard commercial message to a large dispersed media (Kotler & Armstrong, 2011).
- **Personal selling** is "personal, individualized communication that transmits a tailored and highly adaptive message to a small, very select audience. Personal selling takes place via direct contact between buyer and seller, either face-to-face or through some form of telecommunications" (Kotler & Armstrong, 2011).
- **Sales promotion** is an extremely diverse form of commercial mass communication, the purpose of which is to provide additional motivation for customers to make buying decisions now, (Kotler & Armstrong, 2011).
- **Public Relations (PR)** is involves building good relations with the company's various publics by obtaining favorable publicity, and building up a good corporate image (Kotler & Armstrong, 2011).
- **Integrated Marketing Communication (IMC)** is the concept under which a company carefully integrates and coordinate its many communications channels to deliver a clear and consistent message (Kotler & Armstrong, 2011).

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Introduction

This chapter was looked deeper into the concept of event marketing. And also it was contained all the literature that related to event marketing, some important issue of event marketing, the researchers objective and question with related to event marketing, types of event marketing, the effect of event marketing related to marketing performance and finally, it was come up with the conceptual frame work of the research.

2.2. Theoretical Review

2.2.1. Concept of Event Marketing

Before defining the concept of event marketing it is better to see what does mean event, despite there is no single universally accepted definition of event. Many authors have discussed the definition of events and the various terms used to describe them. However, there is only limited agreement on standardized terms across the various researches (Liu et al., 2019). The Accepted definition an event is an organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc.

Further, (Liu et al., 2019), notes that events are spatial - temporal phenomena and that each is unique because of interactions among the setting, people, and management systems, including design elements and the program. He highlights the fact that the biggest appeal of events is that they are never the same, and that the guest has to be there in order to enjoy the experience fully. He suggests two definitions, from the perspective of the event organizers, as well as the guests:

1. A special event is a one-time or infrequently occurring event outside normal programs or activities of the sponsoring or organizing body.
2. To the customer or guest, a special event is an opportunity for leisure, social or cultural experience outside the normal range of choices or beyond everyday experience.

As cited by (Liu et al., 2019), (Bowdin 2006) notes that the term event has been used to describe specific rituals, presentations, performances or celebrations that are consciously planned and

created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.

Now, it is time to define the concept of event marketing. According to (Karlsson & Palmér, 2007b) the concept of Event Marketing is relatively new and is thought to have its origin in connection with the Olympics in Los Angeles 1984. Sponsoring companies were offered more specific packages stating what kind of exposure the sponsors would receive and also guidelines for how much they would be allowed to use the event in their own marketing. To differentiate the old way of sponsoring from this new type the term Event Marketing will mint. Event Marketing has been formulated in many different ways, one of them defines EM as the “practice of promoting the interest of an organization and its brands by associating the organization with a specific activity (Karlsson & Palmér, 2007b).

According to (Bladen et al., 2022), event marketing is marketing through events, where marketing is seen as central and the event is considered the actual marketing tool. Event marketing is focusing on a target group and involves high contact intensity. It turns a message into an event that can be experienced by the audience. Several senses are engaged, which increases the chances to remember the experience and thereby also the message (Bladen et al., 2022).

Event marketing is being viewed as an increasingly important element in the promotion of a company's product, service, or cause. The definition of event marketing is: “Event marketing is an attempt to co-ordinate the communication around a created or sponsored event. In event marketing the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated” (Essica Erisson and Annah Jalmsson, 2000). Event marketing is a type of marketing that implies promoting a brand, product, or service by holding, participating in, or attending events. Event marketing helps build more profound relationships with customers and educate them about your product (Send Pulse, 2022)

2.2.2. Types of event marketing

Event marketing can be divided into different categories and each type of it can be used for different purposes. Firms need to decide what kind of event to create and what the purpose of the

event is. There are three possible approaches to events: creating an own event, participating in others events and sponsoring other events (Gerdin Malin, 2010).

Created events include; grand openings, company anniversaries, new product introductions, and annual meetings. It gives firms total control from start to finish, as they can decide all details themselves. According to (Edlund et al., 2010), creating events may be of more use to large and economically strong companies, as they most likely have more resources to spend on marketing activities.

Participate in events created by others; such events include; trade shows, career fairs and exhibitions. **Sponsor an event:** by sponsoring an event, the company pays for having the brand appear at an event, for example at sport events. This is supposed to make customers associate the brand with certain events, but also has the drawback of not putting the company as a main focus of the event (Edlund et al., 2010).

To be more clear traditional sponsorship together with the three different types of EM (EM 1-3) are illustrated by (Karlsson & Palmér, 2007a), as shown in Figure 1. The classification in the figure depends on whether a company chooses to create a new event or use an existing one, and whether to use someone else's or an own arena for the event.

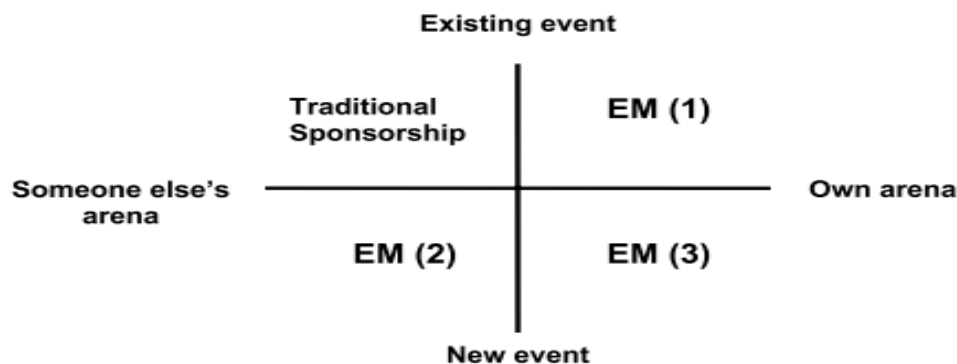


Figure 1: Traditional sponsorship and Event Marketing

Source; (EM), adopted from (Karlsson & Palmér, 2007b)

Traditional sponsorship is as can be seen in the model performed on someone else's arena in an already existing event. A common example is giving financial support to various sporting events, such as having advertising surrounding the event.

EM (1) is about using an existing event to attract customers to the company's own arena or to profile that arena with the help of an event (Karlsson & Palmér, 2007b). An example is for shopping malls to invite artists for record signing to increase the flow of customers to the mall.

In EM (2) a new event is being created on someone else's arena (Karlsson & Palmér, 2007a). The goal is to portray an image with the help of an arena matching the brand identity (ibid). For example Pepsi Max going to Ibiza and having a release party at a luxury hotel with music and entertainment to emphasise their message "Live life to the Full"!

EM (3) means that a new event is created on an own arena (Karlsson & Palmér, 2007a), and is considered to be both a way of attracting customers but also to create relationships with the customers (Karlsson & Palmér, 2007a). An example of this is Nike's creation of their own permanent arena called Nike Town and Athletes are brought here to interact with the customers and show the company's new products (Karlsson & Palmér, 2007a)(ibid).

Moreover, according to (Karlsson & Palmér, 2007a), we have these types of events; civic events, fairs and festivals, expositions, hallmark events, meetings and conferences, retail events, sport events and tourism.

Civic events are public events aimed to a local audience for example to celebrate cultural traditions like anniversaries of towns and cities. This type of event is often initiated by the municipality.

Fairs are often not-for-profit with a commercial opportunity and have its roots in the market places of the olden days. Festivals are primarily not-for-profit events and are often related to music and religion.

Expositions are closely related to fairs and festivals and are divided in two categories: public and private. Here retailers meet wholesalers or suppliers to introduce goods and services to potential buyers. Expositions are often referred to as trade shows and exist in various sizes from very small to extremely large ones.

A **hallmark** event can be major fairs, expositions, cultural and sporting events of international status either as a one-off event or as a recurring event. Hallmark event includes; Olympic Games,

as one example of the growth of this type of event both in size and volume much by the help of television (Karlsson & Palmér, 2007b).

Meetings and conferences are educational seminars that provide networking opportunities for both association members as well as corporate employees”.

Retail events are often one-off single day events to attract customers to stores; the aim is to increase the flow and sales.

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Sport events are common in EM and it often involves athletes or an athletic event. Sponsoring is the most common form within sporting events but it can also be staged by the company itself, for example Adidas who creates a street basketball tournament every year to attract customers and create attention (Karlsson & Palmér, 2007b).

Beside to the above issue, according to (M. Wohlfeil & Whelan, 2005), events can be also divided into being commercial or non- commercial. Commercial events in return can either be products themselves (marketing of events) or be used as media within marketing communications. Most English-speaking literature does not regard event marketing as a marketing communication strategy and, thus, refers to the marketing of events within the broader concept of event management (M. Wohlfeil & Whelan, 2005). Here, event marketing is the whole process of planning, managing and marketing corporate and special events. A special event describes a unique moment in time or an occasion that is different from ordinary life and involves some celebration or ceremony, while corporate events refer to seminars, conferences and exhibitions that are organized by corporations or institutions and aimed at internal and external audiences (M. Wohlfeil & Whelan, 2005). In either case, the emphasis of the event management literature is on the efficient running of events by taking into account the operational aspects of technology, logistics, catering, special effects and human resources as well as the necessary promotion activities (M. Wohlfeil & Whelan, 2005).

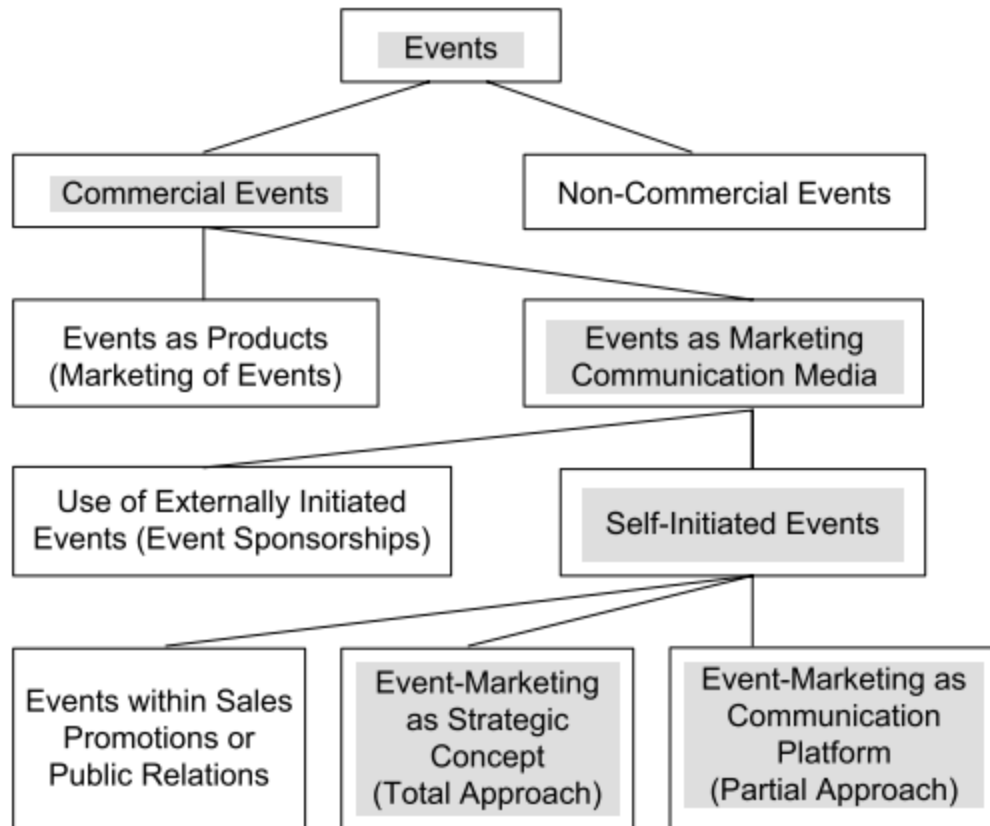


Figure 2: The Different Understandings of “Events” in Marketing

Source; (M. Wohlfeil & Whelan, 2005).

(M. Wohlfeil & Whelan, 2005), proposed that event marketing is a term used to describe the integration of marketing mix elements around an event sponsorship to help the firm accomplish its strategic objectives. Under this term it is clear event marketing doesn’t mean sponsorship only, however some peoples were used interchangeably (M. Wohlfeil & Whelan, 2005). Sponsorship is not only an element of event marketing, but also differs on the basis that in event marketing measurable marketing objectives are established prior to the sponsorship and an appropriate existing event is carefully selected accordingly. Sponsorships are also only the financial contribution of a business to an object of interest out of personal involvement and “the desire to contribute to the community’s quality of life”, but not in order to target a specific segment or to achieve specific marketing objectives (M. Wohlfeil & Whelan, 2005).

In this paper context, however, event-marketing is regarded as an experience-oriented marketing communication strategy that is aimed at positively influencing customers’ familiarity and

attitude towards the brand, by staging marketing-events as 3-dimensional brand-related realities. In other words, the hyper reality of the brand is turned into a lived experience similar to that of a theme park, in which consumers can actively participate. Accordingly, (M. Wohlfeil & Whelan, 2005), defined event-marketing as an interactive as well as an experience-oriented marketing communication strategy within the framework of an integrated marketing communications concept, which involves the goal- directed, target audience and subculture specific staging of only for this purpose self- initiated events as well as their planning, implementation and control. In current marketing practice and literature, (M. Wohlfeil & Whelan, 2005) identified two co-existing approaches in implementing event-marketing strategies (see figure 2).

- ✚ The partial approach views event-marketing as the planning, organising, managing and controlling of events in the framework of a company's marketing communication strategy.
- ✚ The total approach refers to event-marketing as an umbrella for all elements of modern marketing communications, which contribute to the development and implementation of an experience-oriented strategy.

Generally, event marketing is can be defined as a leading marketing communications concept in itself could be a prospect of success. Marketing-events are the key media of event-marketing to communicate brand messages. Event is also a special social function or a special occurrence that can be experienced multi-sensually by targeted recipients and be used as a platform for communication and demanded that an event must be a special and unique live experience that satisfies consumers' need for communication.

2.2.3. Event marketing and marketing communication mix

According to (Kotler & Armstrong, 2011) a company's total promotion mix—also called its marketing communications mix which consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships. According to (Kotler & Armstrong, 2011) the five major promotion tools are de- fined as follows:

- Advertising: Any paid form of no personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2011).

- Sales promotion: Short-term incentives to encourage the purchase or sale of a product.
- Personal selling: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- Public relations: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- Direct marketing: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.

Each category involves specific promotional tools used to communicate with customers. For example, advertising includes broadcast, print, Internet, outdoor, and other forms. Sales promotion includes discounts, coupons, displays, and demonstrations. Personal selling includes sales presentations, trade shows, and incentive programs. Public relations (PR) include press releases, sponsorships, special events, and Web pages. And direct marketing includes catalogs, telephone marketing, kiosks, the Internet, mobile marketing, and more (Kotler & Armstrong, 2011). However those promotional tools separately never achieve today's marketing objective due to different reasons.

Several major factors are changing the face of today's marketing communications (Kotler & Armstrong, 2011). First, consumers are changing. In this digital, wireless age, they are better informed and more communications empowered. Rather than relying on marketer-supplied information, they can use the Internet and other technologies to find information on their own. They can connect more easily with other consumers to exchange brand-related information or even create their own marketing messages.

Second, marketing strategies are changing. As mass markets have fragmented, marketers are shifting away from mass marketing. More and more, they are developing focused marketing programs designed to build closer relationships with customers in more narrowly defined micro markets. Finally, sweeping advances in communications technology are causing remarkable changes in the ways in which companies and customers communicate with each other. The digital age has spawned a host of new information and communication tools—from smartphones and iPods to satellite and cable television systems to the many faces of the Internet (e-mail, social networks, blogs, brand Web sites, and so much more). These explosive

developments have had a dramatic impact on marketing communications. Just as mass marketing once gave rise to a new generation of mass-media communications, the new digital media have given birth to a new marketing communications model.

Today's company needs to develop integrated marketing communication (IMC) model, because consumers today are bombarded by commercial messages from a broad range of sources. But consumers don't distinguish between message sources the way marketers do. In the consumer's mind, messages from different media and promotional approaches all become part of a single message about the company. Conflicting messages from these different sources can result in confused company images, brand positions, and customer relationships (Kotler & Armstrong, 2011). This is why now today; more companies are adopting the concept of integrated marketing communications (IMC). IMC means that companies must carefully coordinate all of the customer touch points to ensure clear brand messages (Kotler & Armstrong, 2011).

IMC calls for recognizing all touch points where the customer may encounter the company and its brands. It leads to a total marketing communications strategy aimed at building strong customer relationships by showing how the company and its products can help customers solve their problems (Kotler & Armstrong, 2011), and it ties together all of the company's messages and images.



Figure 3: Integrated marketing communication model.

Source; (Kotler & Armstrong, 2011).

“(IMC) is the process of creating and maintaining profitable relationships with consumers and other important stakeholders by strategically controlling and influencing the communications sent to them while encouraging meaningful dialogue with them (Karlsson & Palmér, 2007b). Integrated marketing communication and/or other several forms of the promotional tools, or parts of them, are used before, during and after the event (Karlsson & Palmér, 2007b).



Figure 4: Event marketing in the promotional mix.

Source; (Karlsson & Palmér, 2007a).

2.2.3. The Role of Event-Marketing in the Marketing Communications Mix

Marketing Communications is generally regarded as the “voice of the brand” by which marketers inform, persuade, incite and remind (M. Wohlfeil & Whelan, 2005). Marketing communications can also emotionally arouse consumers. As the effects of any communication strategy will depend in part on the communication effects engendered by other communication strategies, marketing communication concepts should not be developed in isolation (M. Wohlfeil & Whelan, 2005). In this context, event-marketing, demanded in order to be most effective, and must be part of integrated experience-oriented marketing communications concepts. Otherwise, the outcome would be little more than the provision of short-term entertainment (M. Wohlfeil & Whelan, 2005).

According to (M. Wohlfeil & Whelan, 2005), and it also supported by (U. Wohlfeil & Whelan, 2006) the communicative innovation of event-marketing derives from its four constitutive features:

Experience-orientation: As personal lived experience tend to be stronger than "second-hand" media experiences in determining consumers' notion of reality, consumers are encouraged to experience the brand reality as active participants rather than being passive recipients and, subsequently, are offered a contribution to their subjective quality of life (U. Wohlfeil & Whelan, 2006).

Interactivity: In contrast to the monological provision of information in classic marketing communications, event-marketing offers a platform for interactive and personal dialogues between participants, spectators and brand representatives (M. Wohlfeil & Whelan, 2005).

Self-initiation: Event-marketing is aimed at influencing consumers emotionally by staging self-initiated marketing-events. Thus, the marketer is in full control of the way in which sensual brand experiences are anchored in the world of consumer feelings and experiences (M. Wohlfeil & Whelan, 2005), and (U. Wohlfeil & Whelan, 2006).

Dramaturgy: In order for consumers to experience the brand hype reality emotionally, it requires a unique and creative dramaturgy that, similar to a theatre play, brings the brand image to life and captures the imagination of the target audience. Therefore, the more the event-marketing strategy differs from consumers' everyday life experiences the higher is the degree of activation among consumers (U. Wohlfeil & Whelan, 2006).

2.2.4. Relationship between event marketing and marketing performance

According to (Staff, 2020), has read from the Event Marketing, 2019, Benchmarks and Trends Report, most marketers believe that event marketing is the single-most effective marketing channel for achieving business goals. Marketing performance is defined as: the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share, sales volume, brand equity and customer awareness (Gao, 2010). Meanwhile according to (Kose & Argan, 2011), event marketing is leisure activities and work possibilities for people. Events bring people together and make them have good time. They

enhance the quality of people's life; they can provide significant economic benefits and can also provide revenue for special projects.

Moreover event marketing is considered the actual marketing tool. It is focusing on a target group and involves high contact intensity. It turns a message into an event that can be experienced by the audience. Several senses are engaged, which increases the chances to remember the experience and thereby also the message (Bladen et al., 2022).

According to (Kotler & Armstrong, 2011), marketers can promote their brands through event marketing (or event sponsorships). They can create their own brand-marketing events or serve as sole or participating sponsors of events created by others. The events might include anything from mobile brand tours to festivals, reunions, marathons, concerts, or other sponsored gatherings. Event marketing is huge, and it may be the fastest-growing area of promotion, especially in tough economic times (Kotler & Armstrong, 2011). Based on this context the both event marketing and marketing performance have great importance to achieve business objective.

2.2.5. The effect of Event marketing on marketing performance

According to (O'Sullivan & Abela, 2007), marketing performance is defined as: "the effectiveness and efficiency of an organization's marketing activities with regard to market-related goals, such as revenues, growth, and market share, consumer awareness, brand equity and so forth". While Event marketing has an essential role on those of market performance which means it has direct relation with customers. Furthermore event marketing has an impact on the company's market share. Loyal customer, market share and financial performance are market performance indicator (Abebe, 2016). Normally, event marketing is entered into in combination with other marketing communication mix elements. It is therefore difficult to isolate the effects of event involvement on the market performance.

How to evaluate Event marketing effect on marketing performance?

According to (Edlund et al., 2010), In order to evaluate the results of marketing activities, such as event marketing, some kind of measurement is needed. But it is hard to measure and evaluate event marketing since it faced some problems.

The Problem of Measuring Events.

Compared to the traditional marketing tools, such as advertising and direct selling, event marketing is a rather new term. As organizations are increasingly allocating larger proportions of their marketing budget to events rather than advertising and other traditional methods, there is a need for measurements showing the returns of the investments (Edlund et al., 2010). But when searching for information on the topic little academic research can be found.

Firms market themselves to increase consumers' awareness of their brand, but measuring changes in attitudes and opinions is difficult, since these changes exist only in people's minds (Edlund et al., 2010). The question is how a change that only exists in the minds of consumers can be measured. For example, if the objective of a marketing event is to increase sales, it is possible to measure the outcomes by looking at the sales numbers. However, if the objective is to increase awareness of the brand, the outcome is harder to measure.

Another problem lies within the nature of events. The variety of events when it comes to size, location, timing and content leads to problems with measurement. Because of the varying nature of events it is hard to suggest a standardized measure of the communication effects of all types of event (Edlund et al., 2010). Furthermore, spillover effects from other promotional activities are another problem. This is because of the difficulty of separating the effects of different promotional activities from each other and isolating them from other (Edlund et al., 2010), influences within and outside of the planned campaign .

Finally the problem with measurement of events is the possibility of bias. There is a chance that the event did not make potential customers more aware of the firm, but instead merely attracted those who were already aware of the firm (Edlund et al., 2010). People who already have a favorable view of the company may be more inclined to attending the event. This is most likely more of the problem for firms when creating their own events, as events created by others is not centered on the specific firm, but rather a certain industry or target audience.

 The Outcome of Event Marketing can be measured through the following way;

According to (Edlund et al., 2010) a well-designed event makes it easier to measure the outcomes of the event. Without having clear objectives of the event, it is of course difficult to measure the successfulness of the event.

The variety of methods used to evaluate the effectiveness of event marketing includes both qualitative and quantitative approaches. Examples of what is used in measuring are volume of attendees, face-to-face or self-completion questionnaires to assess visitor attitudes to the event, and services to measure media exposure achieved (Edlund et al., 2010).

Firms are recommended to measure the effects of both small and large events, and also to measure every element of the event for possible contribution, or detracting, from the marketing objectives (Edlund et al., 2010). Furthermore, it is emphasized that less obvious aspects of the events can have an effect on the success of the event. Therefore all elements should be addressed to see what is working and what is not working.

(Martensen et al., 2007) has written an article including empirical evidence of a model which measures the effectiveness of event marketing. The objective of their research is to examine how the variables involvement, emotions, and event attitude influence consumers' brand attitude and buying intention (Martensen et al., 2007). Personal interviews were conducted at an event and the results were put into the created model in order to measure the event's effectiveness. It is stated that the created model did provide an explanation of how the event affected brand attitude and buying intention among the attendees, but it is also stated that it would be desirable to evaluate the model further by using more events (Martensen et al., 2007). For the specific event that was measured, the findings show that the event was a success and did have a positive influence on the brand attitude. It is concluded that the event and the brand must match each other well in order for value transfer between the two to take place (Martensen et al., 2007).

In addition, bias is a problem associated with measuring the outcomes of event marketing. It is difficult to know whether a person's positive attitude comes from the event or whether he or she already had a positive view of the firm (Edlund et al., 2010). One way of addressing that problem is the retest measurement. It means that a test is carried out before and after an event, so that

changes in people's attitudes can be measured. This is a way of measuring that can provide greater assurance of an event's positive influence on opinions (Edlund et al., 2010).

Another way of measuring the outcomes of firms' event marketing strategies is internal marketing concept (IMC). According to (Edlund et al., 2010), in recent years, the concept of IMC has emerged as the primary method for evaluating a firm's promotional efforts. Instead of evaluating the effects of individual communications, the IMC approach suggests that the effects of one promotional method cannot be considered in isolation from others (Edlund et al., 2010). The IMC approach also suggests that when it comes to event marketing, it may be more appropriate to measure effectiveness by tracking awareness and attitudes (Edlund et al., 2010).

Levels of Evaluation

According to (Edlund et al., 2010), there are three levels of Event Marketing Evaluation.

- The first level measures attendance volume and media coverage. The advantage of this is that the focus is on the specific event. On the other hand, the disadvantage is that it does not measure the quality of the outcomes, only the quantity of attendees and publicity of the event.
- The second level has to do with consumers' experience of an event. Here, the value is measured by subtracting the experienced costs from the experienced benefits. The advantage of this level is that there is a focus on the customers and their experience. The disadvantage is that it is assumed that a positive event experience is the same as marketing effectiveness. Although the customers have had a positive event experience, this does not mean that there has been a change in brand awareness or buying intention.
- The third level deals with consumers' response to experiences, meaning people's attitudes and behavioral change as a result of the experience. For instance, attendees' feelings, attitudes, intentions, behavior, purchase behavior, and perceived brand values are measured. The advantage is that there is a focus on the results and outcomes of the event. On the other hand, it is difficult to isolate these effects (Edlund et al., 2010).

When to Evaluate Event Marketing?

The evaluation methods of events have several stages. According to (Navickas & Malakauskaitė, 2007), the stages are as follows:

- **Evaluation before a project (event)** is performed in order to compare goals of competitive strategy and event objectives.
- **Evaluation during a project (event)** is performed to observe the progress of event in different stages of its life cycle.
- **Evaluation at the final stage of a project (event)** is performed to approximately estimate the success of event.
- **Evaluation after a project (event)** is performed to estimate the real effect of event (return on investment, achievement of objectives).

2.2.6. Successful event marketing

According to (Edlund et al., 2010), the benefits of using event marketing are becoming more evident due to the increasing use of it, more firms may be willing to include it in their marketing strategy. When choosing to participate in events, it is important to choose the right kind of event. A poorly performed event by inappropriate organizers may hurt the company more than helping the company (Edlund et al., 2010). Before deciding to participate in an event, firms should set objectives to be achieved and defined what audience they want to reach, keeping in mind the company's needs, message and budget. With these objectives in mind, firms can easier choose what type of event to participate in.

In order for an event to be successful, some certain steps should be followed. The first step is planning; a well-planned event is more likely to be successful. Designing a project plan is one way of planning the event (Edlund et al., 2010). The project plan should entail the purpose of the event, which is in charge of the event, and so forth.

The next step is getting to know the target audience. This includes finding out what the audience's habits, values and attitudes are, in order to create an event which will make them interested in the messages from the participating firms (Edlund et al., 2010). After finding more information about the targeted audience, the message in center of the event must be adapted to suit the audience.

Moreover, the venue and location of the venue must be chosen with care. The venue should be easily accessed for the target audience, and must work well for the specific event at hand (Edlund et al., 2010). Finally, in order for an event to run smooth, everyone involved in the event must be well informed of the happenings at the event and what is expected of them (Edlund et al., 2010).

Apart from these steps, other aspects of the event also affect how successful it will be in the end. The purpose of the event is important, as this expresses the general idea of what the event is about and the commercial goals of the event. This should be clearly expressed throughout the happening (Edlund et al., 2010). Also, in order to be successful and to have the desired effect on the audience, the experience provided needs to be something extraordinary (Edlund et al., 2010).

2.3. Empirical Review

According to (Kose & Argan, 2011), Events are leisure activities and work possibilities for people. Events bring people together and make them have good time. They enhance the quality of people's life; they can provide significant economic benefits and can also provide revenue for special projects. Regardless of size, events require a high degree of planning, a range of skills and a lot of energy (Kose & Argan, 2011).

When using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere. As with all services, this experiential "product" is produced and consumed simultaneously, is highly heterogeneous and very difficult to store or control (Kose & Argan, 2011).

During event marketing the company must consider is what it wants to achieve with the use of event marketing. In other words, the company has to define the objectives. Objectives that companies hope to achieve from event marketing can broadly be classified into the headings of corporate-related, product-related, sales, media coverage, guest hospitality, and personal (Essica Erisson and Annah Jalmsson, 2000).

Since Event marketing becomes more indispensable for today's business and more companies are spending money and engaging on it, the purpose of this research was to investigate and provide a better understanding of EM, and also to examine the effect of event marketing on the marketing performance in the specifically Dashen Share Company.

2.3.1. Objectives of Event Marketing

When using any type of marketing, it is always important to have objectives for the activity. The reason for this is that in order to evaluate the effectiveness of marketing activity, the firm must have stated what it wants to accomplish with the activity to compare the objective to the end result (Edlund et al., 2010). However, this is not the only reason why firms should have a clear objective when starting to plan an event, both when creating an event and when participating in an event. The objectives are the starting point for the organizing of an event or participation in an event, as these objectives steer the planning process of the event (Edlund et al., 2010). Most firms tend to have specific objectives when they choose to engage in event marketing. As mentioned previously, there are several different reasons why the use of event marketing has increased, but there are also several reasons why firms decide to use event marketing. According to (Edlund et al., 2010), these reasons are the firms' objectives for using event marketing.

- Event marketing can be used in an effort to tailor a mass message or in order to help create more exposure of the firm.
- One of the most common objectives of using event marketing is to create awareness.
- Events can also be used in order to create involvement. Since events are more focused on involvement and participation of the customers, events can help build a stronger loyalty and partnership between a firm and its customers (Edlund et al., 2010).
- Another objective for the use of event marketing can be to strengthen the brand in order to attract employees. A strong brand can help distinguish the firm's offerings from their competitors.
- Finally, firms can also have the objective to reach a certain audience by participating in an event, and events give firms the opportunity to have face to face contact with their customers. All these reasons increase the use of event marketing (Edlund et al., 2010).

Moreover According to (Karlsson & Palmér, 2007b), there are many different reasons for companies to get involved with Event Marketing (EM). It is important to set the key marketing objectives before being able to determine what type of event to use. Often the objectives are dependent on what stage in the product life cycle (PLC) the product. Based (Karlsson & Palmér, 2007b), the objective of event marketing can be divided into: corporate-related, product-related, sales, media coverage and personal. This entire objective has been illustrated in the table below.

Table 1: Classification of objectives with event marketing

Objectives with Event Marketing	
Corporate-related objectives • Affect the corporate image • Create awareness • Create goodwill • Increase ROI • Strengthen internal relations • Establish and maintain relationships with customers and other businesses • Test a new market • Receive feedback • Launch a new product • Convey a message • Drive for overall marketing strategy	Product-related objectives • Affect the brand or product image • Generate brand or product awareness Sales objectives • Increase short-term sales • Increase long-term sales (market shares) Media coverage • Public Relations Personal objectives • "CEO ego"

Source: Adopted from, (Karlsson & Palmér, 2007a).

However, it is still unclear for many company how event can affect the marketing performance, most companies today invest their resource on event marketing, but simply investing much amount of resource on event marketing does not necessarily deliver the desired results (Essica Erisson and Annah Jalmsson, 2000). Based the above all literature the researcher have developed this hypotheses.

H1 Having clear event marketing objectives has a significant and positive effect on the marketing performance of dashen brewery Share Company.

2.3.2. The Selection of a Specific Event

According to (Essica Erisson and Annah Jalmsson, 2000) when selecting a specific event, it is of great importance to thoroughly evaluate how the event is perceived by the target audience. The proposed event should be examined against certain relevant criteria, so that it represents a rational choice. According to (Meenaghan, 1983), there are fourteen criteria to select a particular event. Those criteria are examined in detail as following...

- 1) **The Ability to Fulfill Objectives;** one of the foremost imperative criteria when selecting an occasion is the event's capacity to fulfill expressed targets. Occasions are recognized to have a capacity to fulfill more than fair one objective.
- 2) **Image Association Potential of Particular Event;** each person occasion has its claim identity recognition with in open mind. Therefore, occasions vary within the connections that they created with the gathering of people. When selecting a particular occasion, the multidimensional perspectives of the occasion identity must be considered.
- 3) **Event Choice and Company/Product Compatibility;** another important criteria to be considered is the degree of compatibility between the event and the company/product. So there should be some kind of linkage between the event and the corporate/product image. Otherwise, it may attract negative attention or may confuse the potential consumer.
- 4) **Media Coverage Potential;** companies must appreciate media coverage and the resulting enhancement of their public profile, the importance of media coverage potential as a criterion for event selection varies. Companies must consider the event's established media audience profile and how it matches that of the company's target market.
- 5) **The Funding Requirement;** (Meenaghan, 1983), further suggests if the company has a limited budget, then the selection of an event will be dependent on the event expenditure not exceeding the company's budget. It is very essential that the budget is sufficient, so that the event can be undertaken properly.
- 6) **Target Audience Coverage:** Defining the target audience precisely will facilitate the event selection and increase the effectiveness of the event investment. (Meenaghan, 1983), defines the

audience in terms of (a) the immediate audience at the event, (b) the extended media audience & (c) both the immediate and the extended audience.

7) **Event Type**; as (Meenaghan, 1983), described the classification of events is generally done after generic type such as for example sports, arts and environment. Still the company must also consider other possible classifications in order to select the most appropriate event.

According to (Meenaghan, 1983), creating a new event or sponsoring an existing one as an important selection criterion. An established event will provide an immediate audience but the company may at the same time lose out if it sponsors an event better known than the company itself. Also, if an event has already been successfully sponsored by another company, there is a risk that the public will continue to associate the event with that company at the expense of the new sponsor. On the other hand a new event, takes longer time to establish than an already established activity.

Furthermore, (Meenaghan, 1983), has discussed the event should be a one-time activity or a long-term commitment. In a one-time event the main associated with is the publicity it creates for the company. Especially if the event is newly created, extra publicity can be gained because of the novelty value. Benefits of one-time events are it has a great ability to provide for company and brand awareness; also it avoids the financial commitment that long-term events involve. The drawbacks of one-time events are the doubts as to their effectiveness and the suggestions that one-time event involvement is rarely cost- effective.

Most of the literature dealing with sponsorship argues for long-term commitments and three years is often seen as the minimum time for effective sponsorship exploitation. The long-term sponsorship can lead to repeated publicity and more durable recognition. On the other hand, market interest in long-term sponsorship is more likely to decline than for one-time sponsorships and as a result the long-term sponsorship may suffer a reduction in impact.

Finally, (Meenaghan, 1983) mentions to consider are the seasonality of the event. Some activities may have a seasonal nature in terms of its public profile. It can then be necessary for the sponsoring company to undertake an additional event in order to meet its coverage requirements.

Moreover according to (Edlund et al., 2010), creating events may be of more use to large and economically strong companies, as they most likely have more resources to spend on marketing activities. Nevertheless, companies don't have clear knowledge about which type event being more significance. Furthermore it is still unclear for many company which type of event can have great effect on marketing performance, rather most companies today invest their resource on event marketing, but simply investing much amount of resource on event marketing does not necessarily deliver the desired results (Essica Erisson and Annah Jalmsson, 2000).

8) **Executive Preference;** (Meenaghan, 1983) concludes that senior management leisure interests are often a consideration when selecting events. As cited by (Meenaghan, 1983), Head (1988) support using executive preferences to select a specific event. Fletcher (1980 cited by (Meenaghan, 1983), claims that by considering executive preferences when selecting an event, the company is less likely to get lead into a bad deal at the same time as it ensures commitment from the top.

9) **The Opportunities for Guest Hospitality;** Guest hospitality refers to how well the event can offer the company face-to-face contact with selected publics. Guest hospitality is often given priority in the criterion hierarchy, where several objectives are being pursued (Meenaghan, 1983). Authors (Edlund et al., 2010), also supported that guest hospitality is an important criterion when selecting an event.

10) **Staff Knowledge of the Proposed Event;** if a company selects an event that someone within the company holds in-depth knowledge about, it can contribute to a more successful exploitation of the event. It is the opinion of many companies' that at least some member of their organization should be involved in the event. In this way the staff member can act as an expert link between the company and the event, as well as to alert the company to potential pitfalls.

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

12) Geographical Coverage of the Defined Target Audience; The definition of geographical coverage requirements will assist the company in selecting the most appropriate sponsorship. The company must also decide if the defined market is best reached by a series of events or by the use of a single event to cover the total market.

13) The Possibility for Adverse Publicity; here it is important to examine all dimensions of the proposed event, so the company is not affected by unexpected reverse publicity.

14) Possible Organization behind the Event - In the case of the event being handled by another organization, the sponsoring company must also consider that organization and its ability to carry out the proper management of the event.

Since Event marketing is an attempt to co-ordinate the communication around a created or sponsored event. In event marketing the event is an activity that gathers the target group in time and space; a meeting in which an experience is created and a message communicated (Essica Erisson and Annah Jalmsson, 2000). Therefore it needs to have specific criteria to select the given types of event. Based on this context the researcher has developed such hypotheses;

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

2.3.3. Attitude towards the event

Of all the concepts in consumer behavior, many experts believe that attitudes are the most significant. (Muhammed, 2004) As attitudes represent our summary evaluations of various elements in the world around us, they are key concepts. Attitudes do offer important information to marketers. Therefore marketers need to continuously monitor consumers' attitudes and work hard to influence them. Attitude is defined as “a person’s internal evaluation of an object such as an advertisement, and may be favorable or unfavorable” (Muluken Tafere & Andualem, 2018). Additionally Speed & Thompson (2000) have pointed out that a consumer has a positive attitude and belief towards a sponsor, so they have a tendency to know and consider a sponsor product. Besides, the effect from the attitude will lead to behavioral intentions. People have attitudes regarding religion, politics, clothes, music, food, and almost everything else. Attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.

Attitudes put people into a frame of mind of liking or disliking things, of moving toward or away from them (Keller & Armstrong, 2004).

According to (Russell and Close, 2013) the customers develop more favorable event-sponsor bonds when they like the event. A customer's positive attitude towards the event will influence their perceptions of event-sponsor fit positively. The study also demonstrates the positive influence of event-sponsor fit on customer's favorable brand commitment to the sponsor's brands, and customers' intentions to buy the sponsored product. Therefore the customers' attitude towards the event will increase the customer's satisfaction of the product that has been obtained from the organized event. Finally the researcher has developed such hypotheses as following.

H3: There is a positive & significant effect of attendee's attitude towards the event on the marketing performance of Dashen Breweries Share Company.

2.3.4. Customer engagement

Customer engagement is delivering connected experiences to your customers instead of single, one-off, or fleeting transactions. It means optimizing your team structure, operations, and technology to create a connected feedback loop with customers. Businesses need to stay informed about customers' evolving needs, maintain and build their brand integrity, and make ethical use of customer data to help customers have the best experience (Verhoef et al., 2010).

An increasingly networked society where customers can interact easily with other customers and firms through social networks and other new media, non-transactional customer behavior is likely to become more important in the near future (Verhoef et al., 2010). When customer engagement occurs naturally in response to product experiences or marketing communications with no deliberate actions from the firm to motivate or empower the customer, it engenders more trust and is more memorable than firm sponsored communication. Customer engagement behavior could be a "useful framework for classifying and segmenting customers, based on their propensity to engage and the types of engagement behaviors they display (Russell and Close, 2013). Based on this context the researcher has developed such hypotheses.

H4: There is a positive significant effect of customer engagement on the attendee's on the marketing performance of Dashen Breweries Share Company.

2.3.5. Marketing performance

Marketing performance is defined as "the effectiveness and efficiency of an organisation's marketing activities with regard to market-related goals, such as revenues, growth, customer satisfaction, and market share (Gao, 2010). In order to clarify the distinction between marketing effectiveness and marketing efficiency, Gao (2010) states that "marketing efficiency is concerned with doing things right, whereas marketing effectiveness is doing the right things". Thus, efficiency is concerned with the outcomes of business programmes in relation to the resources employed in implementing them. More specifically, efficiency concerns the relationship between the results of marketing (marketing output) and the effort and resources put into marketing (marketing input). However, marketing effectiveness is considered from the perspective of the extent to which a certain performance achieves the goals of the organisation. Similarly, in the marketing literature, marketing effectiveness is described as the extent to which marketing actions have helped the company achieve its business goals. Marketing performance should include the assessment of both marketing efficiency and effectiveness.

Although there is little consensus on how to measure marketing performance, some general trends may be identified from studies of marketing performance. As reviewed by Gao (2010); Clark (1999) provided a review of the history of measuring the performance of marketing and suggested three shifts. Firstly, there was a move from the use of financial to nonfinancial measures of output. Early work on the measurement of marketing performance focused mainly on the financial measures of profit, sales (unit and value), and cash flow. Newer, nonfinancial measures of output, such as customer satisfaction, customer loyalty, and brand equity, have attracted considerable research interest. Davidson (1999) also recognised the growing importance of nonfinancial measures of performance in his emphasis on the fact that intangible assets, such as brand, technology, competence, and customer loyalty, have gradually become more important measures of corporate performance. Secondly, there has been an expansion from the measurement of just the output yielded by marketing to measuring the marketing input as well. Marketing activities (input) such as marketing audit, marketing implementation, and market orientation lead to intermediate outcomes such as customer satisfaction, customer loyalty, and brand equity, which in turn lead to financial output. Thirdly, there has been a gradual change in emphasis from the use of one-dimensional to multidimensional measures of marketing

performance. More researchers now agree that marketing performance is multidimensional. The researcher here is interested in dealing with customer satisfaction as a measure of marketing performance. As mentioned above, marketing activities (input) such as marketing audit, marketing implementation, and market orientation lead to intermediate outcomes such as customer satisfaction, which in turn lead to financial output.

2.3.5.1. Customer Satisfaction

Customer satisfaction is the extent in which a product's perceived performance matches a buyer's expectations (Keller & Armstrong, 2018). Customer satisfaction is perhaps one of the most talked about challenges of organizations, both in the public and private sectors. Indeed, this represents every organization's sole purpose, is at the heart of every mission statement, and is the ultimate goal of any strategies put in place (Magazine, 2023). Customer satisfaction is very often a misused and abused expression. Many organizations' use it as a casual approach to state that their customers are happy and satisfied with the levels of service rendered and the products and services purchased. The process itself of course requires discipline and has to be based on factual information, measurement and regular communication. More importantly, their needs vary with time and we need to be aware of this fact. Furthermore, customers cannot be compared across the board. In addition, one has to realize that we cannot use yesterday's means to serve tomorrow's needs. Service provision and customer satisfaction is a relative state and not an absolute one (Magazine, 2023).

Focusing on customers is the right thing to do and, in fact, is the most important thing to do. What is important to a business is good performance, profitability and growth. What is important to employees at all levels, on the other hand, is first and foremost job security, good pay, good job prospects, promotion and a bright future. These are all heavily dependent on organizations' ability to fulfill all of their customers' needs to their full satisfaction. There is a lot of research which directly links customer satisfaction to increases in profitability levels and sales. On the other hand, customer satisfaction is found to greatly impact business, corporate image and gaining new customers through direct recommendations (Magazine, 2023).

2.4. Conceptual Framework

For the purposes of this study, customer satisfaction is the dependent variable, and event marketing objectives, event selection, event attitudes, and customer engagement are independent variables. To achieve the objectives of this study, a conceptual framework has been provided as an overview of the theoretical part, facilitating data collection and data analysis. The main questions explored in this study were to identify the impact of event marketing and how event marketing objectives, event selection, attitude towards events and customer engagement affect marketing performance in terms of customer satisfaction in case of Gondar Darshen Brewery Share Company.

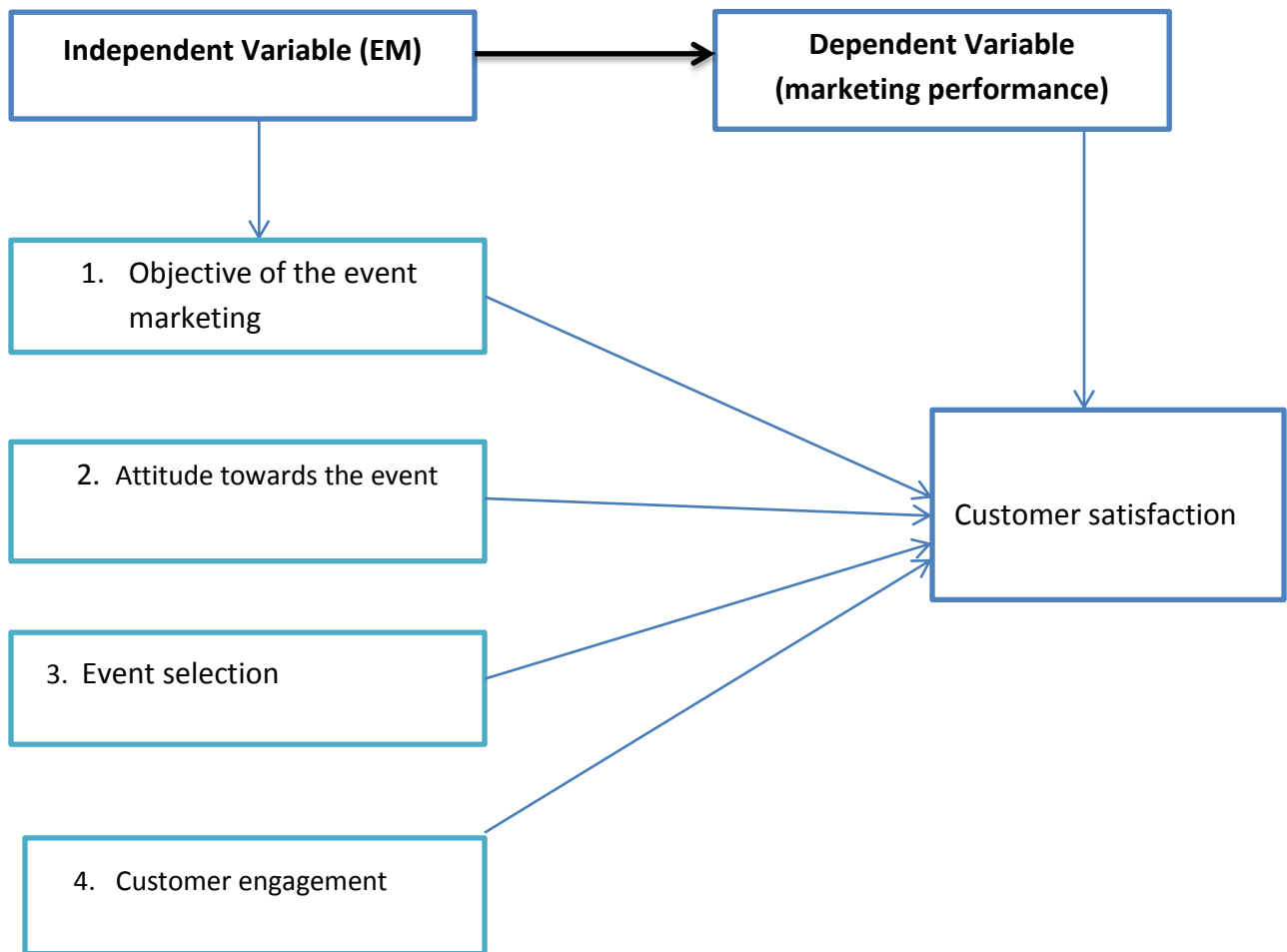


Figure 4: Conceptual Framework: source; authors' own construction.

2.5. Research gaps

Examining the effect of event marketing is crucial because it is a relatively new idea in marketing communication tools, in line with the aforementioned theoretical and empirical assessments. It is also made clear that a variety of event marketing-related aspects can have an impact on current marketing performance. These aspects include the purpose of the event, the selection criteria, customer engagement, and customer attitude. The majority of the research analysed for this study focused on industrialised nations when examining how event marketing affects marketing effectiveness. Although this kind of research has been conducted in developing nations, including Ethiopia, there is not much literature accessible for this study. To the researcher's knowledge, no empirical research has been done regarding the effect of event marketing on marketing performance in Gondar City. Different researchers abroad raised a very important issue about the effect of event marketing on marketing performance. First, consumers today are less and less responsive to traditional advertising & every marketer in the world is still looking for new marketing communication tools. Second, as a result of significant changes in their marketing environments and in consumer behavior, marketers are confronted with the decreasing effectiveness of their classic marketing communications and, consequently, are in need of new ways to position their brands in consumers' minds. Third, as a result of the rising number of products with similar features and quality in more and more fragmented markets, there is an increasing level of competition. As a consequence, the use of classic marketing communications has multiplied in such a way that marketing academics already talk about a shift in affluent societies from a "competition of products" to a "competition of communications". Due to these facts, marketers today are looking for new ways of positioning their products in customer's minds. As a result, event marketing is a new way of marketing products, but there is not much written about it. Therefore, it is necessary to clarify the concept and examine the effect of event marketing on marketing performance.

Finally, event marketing is a relatively new concept in company promotion and an increasingly important promotional tool and to be more successful, it require planning and other thorough considerations. However, it is still unclear for many companies how events can affect marketing performance. Therefore, from the literature, by considering the above-mentioned problems as a research gap, the researcher has proposed a topic on "the effect of event marketing on marketing performance: the case of Gondar Dashen Brewery Share Company".

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter includes the methodological approach that was taken by the researcher when doing the research. The research paradigm, approach and design, sampling techniques, tools of data collection, procedures for data collection, and a method of data analysis were briefly discussed.

3.1. Research Paradigm

As a researcher, it is important to understand and articulate beliefs about the nature of reality, what can be known about it and how the researcher go about attaining this knowledge; this is known as research paradigms (Rehman & Alharthi, 2016). A paradigm is a basic belief system and theoretical framework which includes such components; ontology, epistemology, methodology and methods (Rehman & Alharthi, 2016). (Rehman & Alharthi, 2016) Ontology refers to “the nature of our beliefs about reality”, Epistemology refers to “the nature of knowledge and the process by which knowledge is acquired and validated”, Methodology is “an articulated, theoretically informed approach to the production of data”, and Methods are specific means of collecting and analyzing data, such as questionnaires and open ended interviews.

Moreover Research is affected by the outside world of theory, epistemology, ontology, practical considerations and values all have an effect on research (Edlund et al., 2010). Different questions are asked, how the output of research is evaluated, and how the relevance of different research methodologies is assessed, all vary depending on the authors underlying epistemological commitments (Edlund et al., 2010). Therefore it can be beneficial to evaluate the possible influences in order to make the best decisions for the specific research at hand.

This study was undertaken with the epistemological view of knowledge that states that the study of social science is different from the natural science (Edlund et al., 2010), and therefore another way to conduct research is needed. Furthermore, the research was taken with an interpretivist position, which means that because different individuals experience situations differently and have different perspectives, there are multiple realities (Edlund et al., 2010).

Furthermore, the researchers also need to consider the relationship between theory and research. Does the research seek to build theory from its findings, or is theory the base from which

observations is sought (Edlund et al., 2010). This study was conducted with a deductive approach, meaning that theory and hypothesizing comes first and drive the process of gathering data forward (Edlund et al., 2010). The deductive approach is appropriate for this thesis as it starts with a base of already existing theory on the subject at hand. The existing theory has then been the base for the questions asked to the companies. The purpose from there was to explore the subject at by generating data trying to found answers to the research questions. However; the inductive approach will not be appropriate for this thesis, since the researcher not seek to generate theory from the findings, but rather explore a subject from a new angle. Finally the researcher's paradigm is positivism paradigm. Since the researcher's approach was quantitative research, positivism paradigm is suitable for this type of research approach (Alharahsheh & Pius, 2020).

3.2. Research Approach

This researcher used quantitative research approaches. Quantitative research is more formalized and structured. It treats the research problem in a broad perspective and aims to make generalizations. The results from quantitative research are assumed to be measurable and presentable in figures. Quantitative research is very much controlled by the researcher and statistical methods have a central role in the analysis of quantitative information. In a quantitative approach, few variables are studied but on a large number of entities. Therefore; this types of approach was used to statistically test the relationship between event marketing & marketing performance. For this study, the quantitative data were collected through questionnaire to analyses the effect of event marketing on the market performance of Dashen Breweries S.C.

3.3. Research Design

What is the best choice of research design depends on the type of research and the kind of information that is going to be collect (Edlund et al., 2010). Research the design provides a framework for the collection and analysis of data. It is also stated that the purpose of the research is defined before choosing a design. It should indicate whether the research tries to explore, explain, describe or predict something.

According to Eriksson and Paul (1997) there are three major research strategies: experiments, surveys, and case studies. This research was used a survey design in order to address large number of respondents. Survey research is the systematic gathering of information from respondents in order to understand and/or predict some aspect of the behavior of the population of interest, generally in the form of a questionnaire.

Moreover according to (Edlund et al., 2010), the purpose of academic research can be exploratory, descriptive, or explanatory. This study was employed descriptive research due to the fact that the research was describe both existing theory and the empirical data collected, and explanatory types of research, because the researcher was draw some conclusions last.

3.4. Population and Sampling techniques

In order to properly select a sample to investigate, it is important to have a well-defined population to select from. The population refers to all individuals which matches the criteria of what is going to be examined According to (Edlund et al., 2010). This research's target population was the beer consumers who are in the age of above 18 resident of around Gondar especially who had got a chance to participate in an event that can be organized by Dashen breweries S.C. and officials of the company.

Sampling is the process of obtaining information about an entire population by examining part of it (Holme and Solvang 1991). The sample designs are basically of two type's non probability sampling and probability sampling. In order to select the event that can be organized by DBSC the researcher used a probability sampling specifically random sampling technique. On the other hand so as to select respondents, the study was used non-probability sampling specifically convenience sampling technique for questionnaire which distributes to be full filled in a self-administration manner. The respondent whom would fill the questionnaires was found in the event program that the company has organized. The researcher used his own different strategies so as to get these consumers. Like that of contacting the company when and where the event could be organized, and looking for events that could have enough customers.

3.4.1. Sample size Determination

When we determine the population size, five criteria will be needed to be specified to determine the appropriate sample size: Population variability (approximated p), the maximum allowed error

(E), confidence interval (Z), and the probability of the population not to be occurred (q). Thus the sample size is determined according to the equation developed by **Cochran** (1963).

$$N = (z^2 * p * q) / e^2$$

where; Z- the critical table value of the confidence level (z=1.96)

p- the population variability (p=0.5)

q- the probability of the population not to be occurred (q=1-p=0.5)

e- the maximum allowed error i.e. (e =0.05)

Therefore, the researcher will take the maximum allowed error as 5% at a confidence interval level of 95% and the moderate population variability interval is 0.5(p=0.5) because this allows the researcher a largest sample size and the minimum error(q=0.5).

$$n = (1.96^2 * 0.5 * 0.5) / 0.05^2 = 384.$$

3.5. Types of data and source

According to (Berenson et al., 2012) the two types of source of data are primary and secondary sources of data. Both of them were employed in the study. Primary data was collected through questionnaire. The questionnaire was prepared based on the literature review on the research objective then all the question was submitted to my adviser and got correction. After having the right questions, each of them was distributed for the selected consumers to test the effect of event marketing on the marketing performance of Dashen Breweries Share Company. Finally, secondary data sources were used by reviewing related literature to collect relevant data.

3.6. Data Collection Method

Data collection is the opportunity to use many different sources of evidence (Yin, 1994). There are two different ways of approaching a problem in social science, namely the quantitative and the qualitative methodological approach. The most important difference between these two approaches is the use of numbers and statistics in the quantitative approach while the qualitative approach focuses on words. The choice of approach depends on the problem definition as well as on what kind of information that is needed; in line with this the study is conducted through quantitative research approach. Questionnaire was used to collect data relevant for the purpose of the study. The questionnaire had 3 main parts. The first part of the questionnaire was focused on the demographic of the respondents; the second part contained informative questions that are

focus on the respondent participation on the company event program and the third part of the questionnaire was emphasized the main parts of the research objective.

Furthermore primary data was collected through questionnaire and secondary data was from related literature. A pilot study was conducted for 20 respondents to check the questionnaire whether it is easily understandable or not and can answer the respondents with no difficulty. Based on the feedback which got from the pilot survey can take corrective action. Although it has made some sorts of modification the source of the researcher's questionnaires' was adopted from (Beza Gebremeskel 2014, Betelihem Abebe 2016 and Samson Fekadu 2019).

In order to conduct the survey research first, it needs to select the sample or the respondents by using one of the sampling techniques specifically convenience sampling then construct questions. The questionnaires were prepared in English language and translate to Amharic language to make it easy for the respondents then making the pilot study for checking. After the pilots survey feedback the corrected questionnaires distribute to respondents according to the company information who had a chance on their event program. Finally the collected data from questionnaire was transferred to data analysis.

3.8. Data Analysis

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

3.9. Model specification

The statistical regression model of the study was based on the theoretical regression model as indicated (Berenson et al., 2012) below;

$$Y=a+b_1x_1+b_2x_2+b_3x_3+b_4x_4+e$$

Where:

- Y= the marketing performance of DBSC.
- a= the y intercept.
- x1=objectives of events.
- b1= the regression coefficient of objectives of the events.
- x2= selection criteria
- b2= the regression coefficient of selection criteria.
- x3= attitude towards the event.
- b3= the regression coefficient of attitude towards the event.
- b4=customer engagement
- x4=the regression coefficient of customer engagement.
- e= error term.

3.10. Reliability

This study was used Chronbach's alpha to assess the internal consistency of variables in the research instrument. Chronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to (Zikmund et al., 2009) scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach's alpha score of 0.70 or higher is consider adequate to determine reliability.

Table 3. 1 Reliability test

Variables	Number of items	Cronbach's alpha
Event Objective	5	0.797
Event Selection	6	0.701
Attitude toward Event	4	0.726
Customer engagement	4	0.756
Market performance	4	0.808

Source: SPSS Output 2023

Therefore, the above table shows that there is relatively a good reliability of the questionnaire and showed internal consistency among the measurement items.

3.11. Validity

Validity is the extent to which difference found with measuring instrument reflecting true differences among those will be tested. In order to ensure the quality of the research design content and construct validity of the research checked. Construct validity establishing correct operational measures for the concepts was being studied (Yin, 1994). The literature review will be conducted and thoroughly examined to make sure that the content of measuring is relevant to the study. Finally the experts' opinion was taken. The researcher has supervised the distribution and collection of the questionnaire and has cleaned the data to ensure validity. To ensure the content validity of this research, a representative sample of respondents will be taken. Moreover, the appropriateness of the questions can be verified by the advisor, instructors, and academic friends.

The researcher was adopted based on standardized questions from previous studies (Beza Gebremeskel 2014, Betelihem Abebe 2016 and Samson Fekadu 2019), and the researcher devising question was included and also based on the nature of country environments but it has been customized to context of the study purpose. The customization was done through; first, the drafted questionnaire was appraised by professionals who are experienced in conduct survey questionnaires such as instructors and graduate students. After receiving comments from the experts some comments in the questionnaire are reworded to make it familiar with and it was tested with 20 event participants.

3.12. Ethical Consideration

During the research process, participants may be harmed in different ways whether physically or mentally. The researcher is responsible is make sure that there is no harm comes to the participants in any way of the work. This was done so that the respondents were more likely to provide honest responses to the questionnaire. All the research participants in this study were appropriately informed about the purpose of the research. The respondent's willingness and consent were secured before distributing the questionnaire. Regarding the right to privacy of the respondents, the study has been maintained by all participants and briefed about the research to get their full consent.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter included three main parts that cover descriptive statistics, inferential statistical analysis as well as regression model. The descriptive statistics section summarises the key characteristics of research variables such as frequency percentage and mean. The correlation analysis has revealed the degree of association between the study's independent and dependent variables. Finally, the output of the research regression models was presented in the third section of the chapter.

Respondents' rate

The study included 384 respondents that were found in one event held for more than two weeks in Gondar City, Kebele 18, near the College of Teachers and Mazoria. Out of them, only 330 respondents returned the completed and properly filled questionnaire, which means 85.9 percent of the total respondents were properly addressed in this study. On the other hand, 14.1 percent of the total questionnaires remained uncollected. Therefore, those 14.1 percent of the respondents were not correctly addressed due to the fact that they didn't properly return the questioners that were given to them. According to Richardson (2005), response rates of 82% or more are desirable and achievable. Therefore, the collected questionnaires are enough to conduct the research.

4.2. Demographic Characteristic of the Respondent

Demographic information provides insights into the characteristics of the respondents who were sampled during the study. This was considered necessary because it helps the study understand the targeted group in detail. Therefore, the demographic variables of this study were gender, age, monthly income, education level, and occupation of respondents' event marketing performance.

Table 4.1: Sex, age and education, occupation and monthly income of respondents

Variables	List of all item	Frequency	Percent
Gender	Male	194	58.8
	Female	136	41.2
	Total	330	100
Age	18-25	75	22.7
	26-35	146	44.2
	36-50	93	28.2
	Above 50	16	4.8
	Total	330	100
Educational status	Less than 12 grade	49	14.8
	12 complete	57	17.3
	Diploma	88	26.7
	Degree	125	37.9
	Master and above	11	3.3
	Total	330	100
Occupation of respondents	privet sector	61	18.5
	public sector	119	36.1
	self-employed	150	45.5
	Total	330	100
Monthly income of respondents	below 3000	18	5.5
	birr 3000-5000	43	13.0
	birr 5000-7000	154	46.7
	birr 7000-10000	54	16.4
	above 10000	61	18.5
	Total	330	100

Source: Own Survey, (2023)

The above table 4.1 indicates that 194 (58.8%) of respondents were male, while 136 (41.2%) of respondents were female. This entails that, comparatively, male customers are more prevalent

than female customers in Gondar City. This result revealed that men's participation in the country's economy in general and in business activities in particular is increasing, and it also shows a majority of males participate in event activities more than females when compared to the collected data.

Regarding age groups, 16 (4.8%) of respondents are over 50 years old, 93 (28.2%) are between 36 and 50 years old, 146 (44.2%) are between 26 and 35 years old, and 75 (22.7%) are between 18 and 25 years old. The result revealed that the majority of the respondents ranged in age from 26 to 35 years. This suggests that the majority of respondents were in the population's effective age bracket, which may have implications for event marketing because they have a lot of experience with event marketing. As shown in Table 4.1, the highest educational level attained by most of the respondents was a first degree, which represents 125 (36.7%) of the respondents, followed by college diploma holders, who account for 88 (26.7%). While grade 12 completed was 57 (17.3%) less than grade 12, grade 12 was 49 (14.8), and finally, master and above holders count as 11 (3.3%). The result inferred that a large number of respondents were categorised under the first-degree level of education. This indicated that the majority of respondents were literate, at least in primary school. An educated person is more aware of his surroundings. So, this high literacy level of respondents helped the effect of event marketing on marketing performance be better assessed because the information collected from these kinds of customers was more reliable.

The above table 4.2 shows that 61 (18.5%) of the respondents are in the private sector; 119 (36.1%) are employed in the public sector; and 150 (45.5%) are self-employed. The result revealed that the majority of the respondents have their own business customers or are self-employed. As above, Table 4.2 depicts that of the total respondents, 18 (5.5%) are in the range of less than 3000, 43 (13 %) are in the range of 3001–5000, 154 (46.7%) are in the range of 5001–7500, and 54 (16.4%) are in the range of 7501–10000, and 61 (18.5%) are in the range of above 1000 birr. As a result of this, the majority of the respondents are 46.7% customers from selected events.

4.3. Descriptive Statistics

The mean and standard deviation of the respondent score were descriptive statistics, and this mean and standard deviation among respondents were used for analysis. Descriptive statistics were employed in order to calculate the effect of event marketing on the marketing performance of Dashen Breweries Share Company in Gondar using mean and standard deviation values. Based on the mean range created in the accompanying table, the study used mean and standard deviation as the optimal measurements for analysis based on the mean range in the following table below.

4.3.1. Descriptive Statistics of Independent and Dependent Variables

Table 4.2: Descriptive statistic of event marketing (n=330)

Variables	No. item	Mean	Std. Deviation
Event objective	5	3.6891	.69243
Attitude toward the event	4	3.2083	.86579
Customer engagement	4	3.5045	.73966
Event selection	6	3.3914	.58800
Customer satisfaction	4	3.9326	.50208

Source: SPSS Output, (2023)

As indicated in the above table 4.2, the dimension of attitude towards the event has a low value in relation to the other dimensions, as indicated by the mean score of 3.2083 and the standard deviation of 0.866. This indicates that the majority of respondent's attitude towards the event about marketing performance is low. Event selection as a dimension has scored 3.3914 with a standard deviation of 0.5880, and customer engagement as a dimension has scored 3.5045 with a standard deviation of 0.73967, which indicates that most of the respondents moderately agree on these two variables. This indicated that these two variables have a moderate effect on marketing performance.

Concerning event objectives, the mean was 3.6891 (SD 0.69243), indicating that a number of respondents highly agreed with statements indicating that event marketing impacts marketing performance. With a mean value of 3.93 (standard deviation of 0.502), the marketing

performance dimension received the highest score in comparison to other variables, implying that the average respondent highly agreed with the impact of event marketing on business performance.

4.4.2. Inferential Analysis

In this section, correlation analysis between customer satisfaction and its determinant factors (independent variable) and the regression analysis including multi- collinearity as well as normality tests were presented.

4.4.3. Correlation Analysis

The relationship between the independent variables, event objective, attitude towards the event, event selection, customer engagement, and marketing performance, was investigated using correlation analysis. To know to what extent there is a relationship between different variables, the correlation coefficient was examined.

The Pearson correlation coefficient is a method that measures the strength of the linear relationship between two variables. It also indicates the direction, strength, and significance of the relationship among all variables. Pearson's correlation coefficient can range from 0.00 to 1.00. A value of 0.00 indicates that there is no correlation, while 1.00 indicates that there is a perfect correlation. To know the strength and type of correlation between variables, the following table was set as a rule of thumb for discussion of this study.

To determine the effects of event marketing on marketing performance Pearson correlation analysis at 0.05 and 0.01 levels was employed on both variables, and an overall summary of correlation tests is given in the table below.

Table 4. 3: Pearson Correlation analysis of dependent& explanatory variables

		Event object ive	Attitude toward event	Event selection	Customer engagement	Marketing performance
Event objective	Pearson	1				
	Correlation					
	Sig. (2-tailed)					
	N	330				
Attitude toward event	Pearson	.833**	1			
	Correlation					
	Sig. (2-tailed)	.000				
	N	330	330			
Event selection	Pearson	.666**	.651**	1		
	Correlation					
	Sig. (2-tailed)	.000	.000			
	N	330	330	330		
Customer engagement	Pearson	.675**	.675**	.535**	1	
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		
	N	330	330	330	330	
Marketing performance	Pearson	.739**	.729**	.602**	.627**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	330	330	330	330	

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

Source: SPSS output, 2023

As shown above, in Table 4.1 even if all correlation coefficients are statistically significant, the degree of association between the dependent variable and the independent variables vary. This implies that there was a significant and positive correlation between independent variables with the marketing performance. As can be shown from the above table, marketing performance was

positively correlated with event selection, Customer engagement, Attitude toward event, and Event objective with a value of 0.602, 0.627, 0.729, and 0.739 respectively.

Moreover, according to (Berenson et al., 2012), if the correlation coefficient (r) is = Zero this means no association or correlation between the two variables.; $0 < r < 0.25$ = weak correlation; $0.25 \leq r < 0.75$ = intermediate correlation; $0.75 \leq r < 1$ = strong correlation, and if (r) is 1 which becomes perfect correlation. However, in this study, the value of the correlation coefficient of the all variables falls under the coefficient range of ($\pm .61$ to $\pm .80$). The correlation test indicated that the relation of event objective and marketing performance is statistically correlated ($r = 0.739$ with statically significant Sig. (2-tailed); attitude toward event and marketing performance is statistically correlated ($r = 0.729$ with statically significant Sig. (2-tailed); customer engagement and marketing performance is also statistically correlated ($r = 0.627$ with statically significant Sig. (2-tailed) finally, event selection and marketing performance is statistically correlated ($r = 0.602$, with statically significant Sig. (2-tailed). It assured that event marketing has an essential role on the market performance. The method of measuring the effect of event marketing on market performance is effective and empirically tested as significant. This indicates that there is a moderate and high association between these variable with a marketing performance at 0.01 level of significance in case of Dashin beer in Gonder City.

4.5. Results for Assumption of Multiple Regression Analysis

Regression analysis is a statistical method for determining the relationship between a dependent variable and one or more independent variables. Before going further into the data through SPSS procedures, the first issue is to test the assumptions of the multiple regression models. The objective of the model is to predict the strength and direction of association among the dependent and independent variables. Thus, to maintain the validity and robustness of the regression result of the research, it is better to satisfy the basic assumption of multiple regressions. As noted by Brooks (2008), when these assumptions are satisfied, all available information is used in the model. However, if these assumptions are violated, there would be data left out of the model. Accordingly, before applying the model for testing and analysing the regressed result, autocorrelation, normality, linearity, and multi-collinearity tests were made to identify the misspecification of data, if any, to increase the research accuracy.

4.5.1. Assessment of Autocorrelation Assumption

The data was assessed to ensure that the autocorrelation was not a threat to the use of multiple regression analysis. This assumption can be tested with the Durbin-Watson test, which tests for serial correlation between errors, and a value closer to 2 is acceptable (Field, 2013). If the errors are correlated with one another, it would be stated that they are auto-correlated. To test for the survival of autocorrelation or not, the accepted Durbin-Watson test was employed. As indicated in Table 4.5, the Durbin-Watson statistic value of 2.22, which is greater than 2, suggests that there was no autocorrelation among error terms.

Table 4.5 autocorrelation test

Durbin-Watson
2.220

4.5.2. Normality Test Assumption

To test the normality of a data skewness and kurtosis value, the Normal Probability Plot (NPP) and histogram tests of normality were used and conducted on SPSS 23. An assessment of the normality of the data is a prerequisite for many statistical tests because normal data is an underlying assumption in parametric testing. There are two main methods of assessing normality: graphically and numerically. In the numerical assessment of normality, the standardised skewness distribution result and the kurtosis result must be within the range of 1 (Hair et al., 1998).

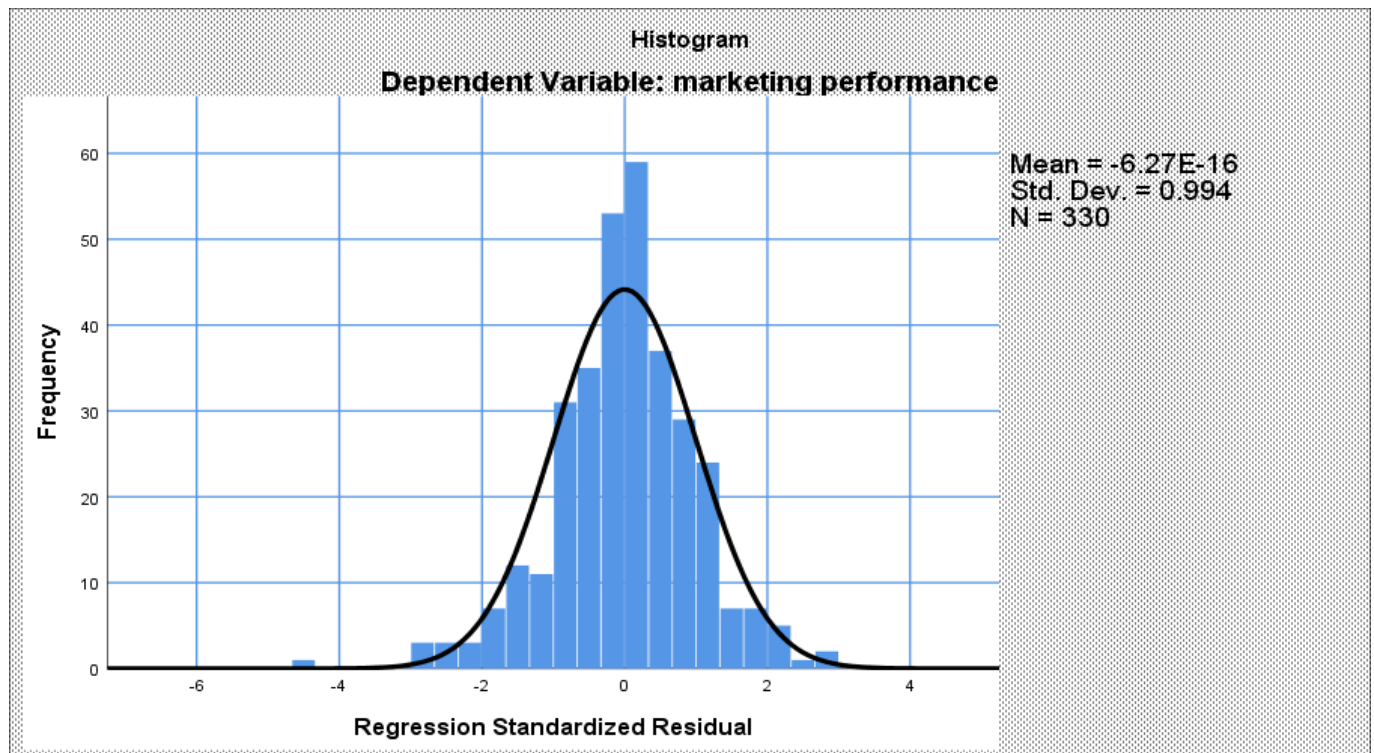
Table 4.6 Normality Test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Event selection	330	-.259	.134	-.465	.268
Event objective	330	.424	.134	-.662	.268
Attitude toward event	330	.234	.134	-.966	.268
Customer engagement	330	.316	.134	-.362	.268
Marketing performance	330	-.203	.134	-.482	.268

Source: SPSS Output, 2023

As the statistics of all variables in Table 4.6 show above, the skewness and kurtosis results were between +1 and -1. Therefore, we can say that the data was normal and reliable for analysis. Normality is used to describe a symmetrical, bell-shaped curve that has the greatest frequency of scores in the middle combined with smaller frequencies towards the extremes (Pallant, 2005). The researcher used a histogram to identify the normal distribution of residuals, and the result indicates that standard residuals are a little bit far away from the curve, many of the residuals are fairly close to the curve, and the histogram is bell-shaped. This implies that the majority of scores lie around the center of the distribution, so the largest bars on the histogram are all around the central value. Therefore, this indicates that the residuals are normally distributed.

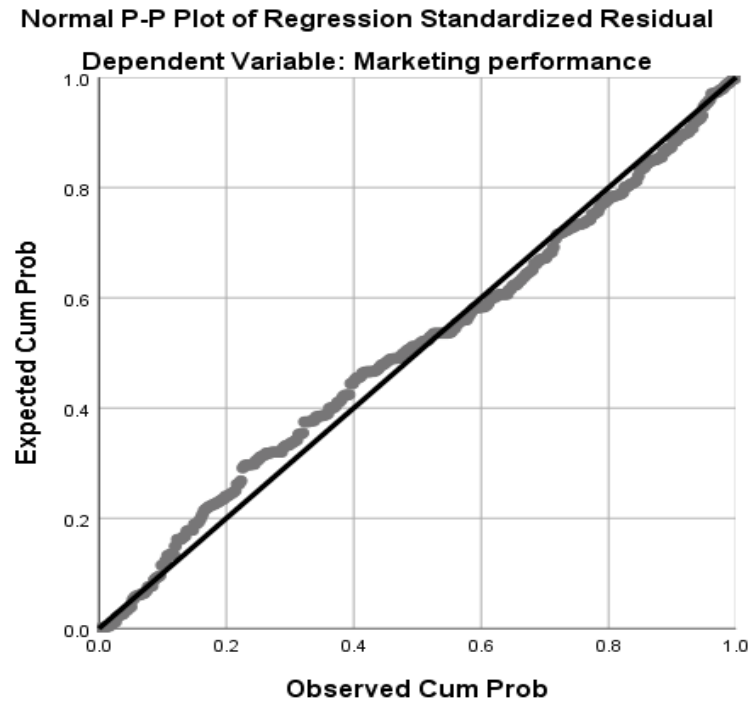
Figure 4.1: Histogram Regression of Standardized Residual.



4.5.3. Linearity Test of Assumption

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variable. To determine whether there is a relationship between the dependent and independent variables in the plots of the regression residuals, SPSS version 23 was used. As shown below in figure 4.2, the P-P plot of residuals reveals no large deviation in the spread of the residuals, which seems to indicate that the assumption is acceptable for these data. This plot shows that there is a linear correlation between the dependent variable and the independent one. Therefore, this result suggests the relationship that the researcher is trying to predict is linear.

Figure 4.2: Normal point plot of standardized residual



Source: *SPSS Output, 2023*

4.5.4. Multi-Collinearity Test Assumption

The diagnostic variance inflation factor (VIF) and tolerance were used to test the multicollinearity of the independent variables. Multicollinearity is present when the VIF for at least one of the independent variables is large. As a result, many of the explanatory variables could be judged as not related to the dependent variables.

According to the rule of thumb, if the VIF of a variable exceeds 10 or has a tolerance of 0.1 or less, the variable is said to be highly collinear (Murray et al., 2012). Generally, when VIF is greater than 10 and tolerance is less than 0.1.

Table 4.7 Collinearity Statistics of independent variables

Variables	Collinearity Statistics	
	Tolerance	VIF
Event objective	.263	3.797
Attitude toward event	.271	3.687
Event selection	.52	1.918
Customer engagement	.1498	2.007

Source: *Own survey, 2023*

As indicated above in Table 4.7, the tolerance and variance inflation factor (VIF) scores for each of the five independent variables were provided. Therefore, there is no multicollinearity problem since VIF is less than 10 and tolerance is greater than 0.1. Thus, the explanatory variables that have been incorporated in this study are the basic factors affecting marketing performance in Gonder City. This, of course, enhanced the reliability of regression analysis.

4.6. Regression Analysis of the Result

The regression analysis was conducted to investigate the effect of independent variables on the dependent variable and identify the relative significance of event marketing on the marketing performance of Dashin Beer in Gonder City. Therefore, the overall regression model and its ANOVA were summarised as follows in this study:

4.6.1. Model Summary

Table 4.8 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778	.606	.601	.31718	2.220

a. Predictors: (Constant), event objective, attitude toward event, event selection, customer engagement

b. Dependent Variable: Marketing performance

Source: *SPSS Output, 2023*

When considering multiple regression models, some statisticians suggest that you should use the adjusted R square to take into account both the number of independent variables in the model and the sample size. Reporting the adjusted R^2 is extremely important when you are comparing two or more regression models that predict the same dependent variable but have a different number of independent variables (Berenson et al., 2012). Adjusted R^2 is a corrected goodness-of-fit (model accuracy) measure for linear models. It identifies the percentage of variance in the target field that is explained by the input or inputs (Berenson et al., 2012). It gives some idea of how well the model generalizes and its value to be the same, or very close to the value of R square. That means it adjusts the value of R square to more accurately represent the population. As the model summary indicated in Table 4.8 above, R squared is 0.606 and the adjusted R squared is 0.601 suggesting that that 60.6% variation of the dependent variable (marketing performance) was explained by independent variables used in the model. This implies that 60.6% variation in marketing performance was affected or explained by the influencing factors used in the model and the remaining 39.4% of the variance in marketing performance of Dashin beer may be explained by other factors which were not included in the model and error. Therefore, the proposed independent variables (event objective, attitude toward event, event selection, and customer engagement) together are good explanatory variables of marketing performance of Dashin beer users in Gondar City.

4.6.2. ANOVA (Analysis of Variance)

ANOVA was used in this study to discuss the overall objective and to demonstrate the combined impact of independent variables (event objective, attitude towards event, event selection, customer engagement) on the dependent variable, marketing performance. This research is often used to determine the suitability of the model for estimating factors influencing Dashin beer users and its marketing performance.

Table 4.9: ANOVA Regression Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.242	4	12.561	124.856	.000 ^b
	Residual	32.695	325	.101		
	Total	82.937	329			

a. Dependent Variable: Marketing performance

b. Predictors: (Constant), event objective, attitude toward event, event selection, customer engagement.

Source: SPSS output, 2023

The data gathered from Dashin beer users showed a clear positive significant regression, as seen in the ANOVA regression result in Table 4.9 above, since $p = 0.000$, which was < 0.05 , and the F statistic value is 124.856, which is significant at the 0.01 level of precision.

This indicates that the model is suitable for estimating the factors influencing event marketing's market performance. This means that event objectives, attitudes towards events, event selection, and customer engagement all play a significant role in influencing marketing performance. However, this does not imply that any of these influencing variables have an equal impact on the dependent variable, i.e., marketing performance. The results of the multiple regression analysis showed that the explanatory variables that influence the dependent variable vary.

4.6.3. Regression Coefficient Analysis

Regression coefficient analysis shows the effect of independent variables on the dependent variable. The significance value of the event objective, attitude towards the event, event selection, and customer engagement was statistically significant at 0.01 and 0.05 levels of significance, in agreement with the hypothesis. This means that the above four independent variables have a great effect on or influence marketing performance towards Dashin beer customers.

Table 4.10: Regression Coefficient Analysis of the model

Model		Unstandardized		Standardized		T	Sig.
		Coefficients		Coefficients			
		B	Std. Error	Beta			
1	(Constant)	1.847	.118			15.684	.000
	Event objective	.205	.049	.283		4.173	.000
	Attitude toward event	.171	.039	.295		4.416	.000
	Event selection	.114	.041	.133		2.757	.006
	Customer engagement	.112	.033	.165		3.352	.001

a. Dependent Variable: Marketing performance

Source: SPSS Output, 2023

As can be seen in the coefficient analysis Table 4.10 above, the effect of each independent variable on the dependent variable remains constant at (1.847), while Event objective (0.283), Attitude toward event (0.295), Event selection (0.133), and Customer engagement (0.165) are statistically significant because the above four independent variables are less than alpha value ($p < 0.05$). Thus, the regression equation model specified in equation (1) takes the form:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

$$Y = 1.847 + 0.283*1 + 0.295*2 + 0.133*3 + 0.165*4 + 0.118$$

Table 4.10 also shows that the standardized beta coefficients are almost similar values to the unstandardized ones. This implies that each independent variable affects the dependent variable when the marketing performance increases by one unit, with predictor values of 0.28, 0.295, 0.133 and 0.165 respectively. As indicated in Table 4.10, since Attitude toward event (0.295), has the highest Beta value among the predictor variables, it is the predictor variable that contributes the most to the variance of the marketing performance from other variables. It means that when all other predictor factors in the model are held constant, Attitude toward event contributes the most significant contributions to explaining the variation of the dependent variable (marketing performance).

4.7. Discussion and hypothesis testing

The study's overall findings are summarised in the following section: As a result, this section discusses the details of the findings for each explanatory variable, as well as their significance in influencing marketing performance in the context of the above regression result. In addition, the discussion examines the study results in light of prior empirical evidence.

Hypothesis

H1: Having clear event marketing objectives leads to a significant and positive effect on the marketing performance of DBSC.

The result of the regression analysis on Table 4.10 above shows, having clear event marketing objectives has ($\beta = 0.283$, $p = 0.000 < 0.05$), which indicates that event objectives have a statistically significant effect on marketing performance towards DBSC in Gondar city. Therefore, the researcher accepts the alternative hypothesis or rejects the null hypothesis.

This implies that, when DBSC decides to improve its marketing performance, setting clear event marketing objectives has a positive and significant effect on its decision. This entails that when all other variables are kept constant, the event objective has an effect on marketing, and a one-unit change in the event objective has resulted in a 0.283-unit increase in the level of marketing performance.

Moreover, the mean value of the respondents was 3.6891 and the standard deviation was 0.69243, which indicates that the response was dispersed quite closely to the mean. This indicates that the respondents had a good outlook on the event objective of the company. The findings of this study coincide with those of M. Edlund and H. Gerd (2010), Elham F. (2016) in Jordan, and Betelihem Abebe (2016) and Beza Gebremeskel (2019) in Addis Ababa. Furthermore, regarding the objectives of event marketing, the researcher looks for major objectives as suggested by various authors brought up in the literature part of the paper here. The objectives of event marketing include: to affect company image and create awareness, to affect brand or product image; to increase sales; and to achieve media coverage (Essica Erisson and Annah Jalmsson 2000). The idea was stated by Meenaghan (1983). These objectives are also supported by other researchers. These researchers include Andersson and Mossberg (1999),

Behrer and Larsson (1998), Esposito (1998), Holland and Rich (1999), and Taranto (1998). Therefore, the findings of this paper complement those of the above-mentioned researchers.

H2: There is a significant positive effect of the attendee's attitude towards the event on the marketing performance of Dashen Breweries Share Company.

The regression result of the attendee's attitude towards marketing performance shows a significant level of influence at the 95 percent confidence interval with ($\beta = 0.295$) and a sig. value of 0.000. This result shows that we should accept the alternative hypothesis or reject the null hypothesis since, $p\text{-value} < 0.05$. Furthermore, the mean score of the respondent for the company commitment was 3.2083, and the standard deviation was 0.86579. The responses were closely dispersed relative to the mean value. This also indicates that the respondents had a positive attitude towards the event that has been organised by Dashen Brewery Share Company. Generally, the variation of these levels of attitude towards the event seems to be consistent with the previous result concerning marketing performance, where a higher level of attitude towards the event meets a somewhat higher level of customer satisfaction and vice versa. The study is supported by Russell & Close (2013) and Elham F. (2016).

H3: The event selection criteria have a significant and positive effect on the marketing performance of DBSC. As it can be seen in Table 4.10 above, the coefficient sign of the event selection is positive and significant at ($\beta = 0.133$, $0.006 < 0.05$). This suggests that event selection has a statistically significant and positive effect on marketing performance. This means that when the company designs good event selection criteria to perform events, it has a significant effect on marketing performance on DBSC. Therefore, the researcher accepts the alternative hypothesis. Moreover, the mean value of the respondents was 3.3914 and the standard deviation was 0.58800, which indicates that the response was dispersed quite closely to the mean. This indicates that the respondents had a good outlook on the direction of the company's event selection. Finally, this finding has also been supported by different researchers, like Betelihem Abebe (2016) and Beza Gebremeskel (2014) in Addis Ababa, who have all concluded that the event selection criteria has a significant and positive effect on marketing performance.

H4: There is a significant positive effect of customer engagement on the attendees' marketing performance of Dashen Breweries Share Company. As shown above in the regression analysis in Table 4.10, customer engagement has ($\beta = 0.165$, $p = 0.001 < 0.05$), which implies statistical significance. We can say that customer engagement has a statistically significant and positive effect on the marketing performance of Dashen Breweries Share Company in Gonder City. Therefore, the researcher accepts the alternative hypothesis. This means that a one-unit change in customer engagement while keeping other factors constant has resulted in a 0.165 unit increase in marketing performance. The findings of this study are consistent with Brodie's (2013) findings that show the consequences of customer engagement could be perceived value, satisfaction, trust, commitment, and loyalty. All of them are the main measures of sustainable customer relationships as well. Therefore, the higher the customer engagement during the event, the more likely it is that the customer will purchase and be satisfied with the product. In accordance with this, this leads to good marketing performance for Dashen Breweries Share Company in Gonder City. Moreover, the mean value of the respondents was 3.545 and the standard deviation was 0.73966, which indicates that the response was dispersed quite closely to the mean. This indicates that the respondents had a good outlook in the direction of customer engagement.

4.10. Summary of Hypotheses Tested

In this study, multiple regression was used to test the research hypotheses. The table below shows the summarized results of the hypotheses tested.

Table 4.11: Summary of Hypotheses Tested

Hypothesis	Alternative hypothesis	Beta (β)	Sig. Value	Decision
H1	Having clear event marketing objectives leads to significant and positive effect on the marketing performance of DBSC.	0.283	0.000	Alternative hypothesis accepted
H2	There is positive significant effect of attendee's attitude towards the event on the marketing performance of Dashen Breweries Share Company.	0.295	0.000	Alternative hypothesis accepted
H3	Selection criterion has a significant and positive effect on the marketing performance of DBSC.	0.133	0.006	Alternative hypothesis accepted
H4	There is a positive significant effect of customer engagement on the attendee's on the marketing performance of Dashen Breweries Share Company.	0.165	0.001	Alternative hypothesis accepted

Source: Own survey, 2023

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this chapter, the summary, conclusions and recommendation of the research findings that had been analyzed and discussed in the previous chapter are briefly presented. Furthermore, based on the findings of the study possible recommendations were made.

5.2. Summary of Main Findings

The main objective of this study was to identify the effect of event marketing on marketing performance of Dashn beer in Gonder City and measure the extent to which those determinant factors (independent variables) affect marketing performance. The essence of event marketing is the subject of study, and the researcher has decided to choose this topic because it is the most important aspect of current marketing. Based on this, the overall results of the study were summarised and concluded as follows:

As shown in the demographic information, the majority of the respondents 58.8% were males while 41.2% were females and the majority of the respondents 66.9% were youngsters (between the age of 18-36 years old). This indicates the major participants of the study were male based on age and youngest respondents based on age. From this, we can see that event products are very popular and used by the younger generation. Furthermore, the results show that most event goers have a monthly income of between 500 and 7,000 Birr, suggesting that consumer economic conditions can impact marketing performance related to event merchandise. Suggests that as shown in table 4.1, Dashen brewery is the most drank and popular brewery with users. This means it may be the most popular brewery in both the Gondar and Ethiopian markets.

The finding of this study revealed that event objective, event selection, attitude towards event, & customer engagement has a statistically significant and positive effect on consumer customer satisfaction of marketing performance. The average descriptive statistics for customer satisfaction (dependent variable) result has shown that the mean score was 3.9326 of the likert scale, which means respondents have the desire and wishes to own a product on a regularly base from the event. The result of independent variable of descriptive statistics has shown that the mean score of event objective, customer engagement, event selection and attitude towards event is 3.6891, 3.5045, 3.3914 and 3.2083 respectively. The result indicated that the variables were accumulated on the midpoint & inclined to agree and the highest mean score from the

independent variable is 3.6891 for event objective. Concerning on event objective the mean was 3.6891 (SD 0. 69243), indicating that a number of respondents highly agreed with statements indicating that event marketing on marketing performance. With a mean value of 3.93 (standard deviation of 0.502), the marketing performance dimension received the highest score in comparison to other variables, implying that the average respondent highly agreed the event marketing on marketing performance.

The correlation matrix indicates as marketing performance was positively correlated with Customer engagement, Event selection, Attitude toward event, Event objective with a value of 0.602, 0.627, 0.729, and 0.739 respectively. Moreover, the value of the correlation coefficient of the all variables falls under the coefficient range of ($\pm .61$ to $\pm .80$). This indicates that there is a high association between these variable with a marketing performance at 0.01 level of significance in case of Dashin Brewery Share Company in Gonder city.

The regression analysis was conducted to investigate the effect of independent variables on the dependent variable and identify the relative significant effect of event marketing on marketing performance of Dashin Brewery in case of Gonder City. Therefore, the overall regression model and its ANOVA were summarized as follows.

The regression analysis was conducted to investigate the effect of independent variables on the dependent variable and identify the relative significant effect of event marketing on marketing performance of Dashin Brewery in case of Gonder City. Therefore, the overall regression model and its ANOVA indicated as the effect of independent variables on the dependent variables is positive and significant. That means significance value of event objective, attitude toward event, event selection and customer engagement was statistically significant at 0.01 and 0.05 level of significance in an agreement with the hypothesis. This also clarified as all the above four independent variables have a great effect or influence on marketing performance towards the Dashin beer customers.

5.3. Conclusion

Due to major changes in their marketing environments and consumer behavior, marketers worldwide struggle with the falling effectiveness of their traditional marketing communications. They thus require fresh approaches to place their brands in consumers' eyes. Even though there hasn't been much written about it, event marketing is the new strategy for promoting the product and brand to handle this problem. Therefore investigating and showing the effect of event marketing on marketing performance was the study's primary goal. The study was done in relation to Gondar, Ethiopia, events. The general objective was fulfilled by using a simple random sampling method. Customers who were attending the event were given a questionnaire on aspects of the impact of event marketing. The basic goal of this study was to look at how event marketing affected the marketing performance of Gondar Dashen Brewery Share Company, and it was successful in achieving its complete research purpose. Customer satisfaction is significantly impacted by all of the specified variable characteristics.

To examine the relationship between independent and dependent variables, correlation analysis was used. The correlation matrix showed that all correlation coefficients between independent variables were positive and strongly connected with the dependent variable. Further regression analysis was also conducted to verify if the independent variables had an effect on the dependent variable, which is marketing performance. According to the findings, all variables like event marketing objective, event selection, attitude towards the event, and customer engagement had a significant effect on marketing performance. Here, the most important thing the researcher wants to clarify is the use of customer satisfaction as a measure of marketing performance. Since marketing performance is the combination of the effectiveness and efficiency of an organisation's marketing activities with regard to market-related goals such as revenues, growth, customer satisfaction, and market share. It leads to intermediate outcomes such as customer satisfaction, and customer satisfaction in turn leads to financial output. Therefore, based on this paper's context, both marketing performance and customer satisfaction can be used interchangeably.

Generally, the study tries to show how event marketing makes the customer experience memorable. So here, if the customer has a good experience in connection with the product, it will

make the relationship between customer and organisation stronger. As a result, the customer can positively advocate for and persuade other customers to purchase this type of product that has been obtained from the event. This could be done in two ways: first, by the customer and the organisation seeing each other "face to face", and second, by the fact that when something is experienced, it stays in the memory for a longer time. However, it is important to remember that this works both ways. If something goes wrong during the event, the customer will remember this for a long time too. To the extent that if the customer has a bad experience with the product, it will make the relationship between customer and organisation weaker. Even the customer may negatively advocate the product.

As the study has discussed in Chapter 2, the main concepts of event marketing are message, interaction, and integration. To the extent that the purpose of event marketing is to communicate a message through a planned happening, this also creates something valuable for the customer, and it does not only communicate it, as it can do while using other marketing tools. The target group at the event gathers everyone at a specific time in a specific place, and the success is built upon how involved customers are in the social gathering that is created. It also depends on whether the customer is at the event at her or his own will or if the event happens to be where the customer is. There needs to be an interaction between the customer and the event. Event marketing should not be a separate event form the organisation, but a complement to the marketing strategy; it should be integrated with the marketing strategy. Therefore, the company should use event marketing as part of both its marketing strategy and its overall business strategy.

Finally, the researcher has come up with the following conclusions that can be aligned with the four researchers' specific objectives: The first specific research objective was to examine the effect of event marketing objectives on the marketing performance of DBSC. So far, the researcher has discussed the major objectives of event marketing, including corporate-related objectives, product-related objectives, sales objectives, personal objectives, and media coverage. Therefore, the finding can be written as follows: "Event objectives have different importance to companies; those importances include establishing and maintaining relationships." Creating awareness about corporations, products, and brands launching a new product receiving feedback,

affecting sales, and creating goodwill Increasing ROI, Testing a new market Conveying a message, affecting corporate product and brand image, and getting media coverage.

The second specific research objective was to investigate the effect of event selection criteria on the marketing performance of DBSC. When selecting a specific event, it is of great importance to thoroughly evaluate how the event is perceived by the target audience. Therefore, the finding here is about how an event is selected. As the researcher has tried to discuss the main criteria commonly used for event selections, companies with more experience in event marketing take more criteria into consideration when they select a specific event. The event's ability to fulfill the earlier stated objectives is an underlying criterion, and consequently, some of the event selection criteria are specifically related to particular objectives. The most common event selection criteria are: image association potential, investment versus rate of return, target audience coverage of the immediate audience attending the event, opportunity for guest hospitality, geographical coverage, staff knowledge, and so forth.

The third specific research objective was to test whether attitudes towards an event had a significant positive effect on the marketing performance of Dashen Breweries Share Company. Therefore, the finding here revolves around consumers attitudes towards the event. More recent perspectives view attitudes as a summary construct that represents an individual's overall feelings towards or evaluation of an object. Consumers hold attitudes towards a variety of objects, and that is important to marketers. Most researchers agree that an attitude has three components: affect, behavior, and cognition. Affect refers to the way a consumer feels about an attitude object. Behavior involves the person's intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. These three components of an attitude can be remembered as the ABC model of attitudes. This model emphasises the interrelationships between knowing, feeling, and doing. Therefore, customer attitudes towards an event are a significant factor in helping the business achieves its objectives in terms of event marketing. The last specific research objective was to test whether customer engagement has a positive and significant effect on the marketing performance of Dashen Breweries Share Company. Therefore, the findings of the paper here include the consequences of customer engagement, which could include customer perceived value, satisfaction, trust, commitment, and loyalty. The entire measure of sustainable customer relationships as well.

Therefore, the higher the customer's engagement during the event, the more likely they are to purchase the product.

5.4. Recommendation

Currently, every marketer in the world is looking for new marketing communication tools because consumers are less and less responsive to traditional advertising. Additionally, there are significant changes in their marketing environments and in consumer behavior. Marketers are confronted with the decreasing effectiveness of their classic marketing communications (Wohlfeil & Whelan, 2005), and, consequently, they are in need of new ways to position their brands in consumers' minds. Moreover, marketing academics already talk about a shift in affluent societies from a "competition of products" to a "competition of communications. While competition in products is when similar offerings in the same market rival each other, competition in communications describes a tense atmosphere in which everyone competes against anybody for the attention of the consumer. Therefore, companies in this era should have knowledge about the above-mentioned facts and be looking for new marketing strategies to capture customers' attention. And use event marketing as the best solution for their business's effectiveness. Furthermore, the company should involve an activity that gathers the target group in time and space—a meeting where a message is communicated and a happening is created—and coordinate communication around a self-created or sponsored event. This is all about what event marketing is. Finally, event marketing should not be a separate event from the organisation but a complement to the marketing strategy; it should be integrated with the marketing strategy. Therefore, the company should use event marketing as part of both its marketing strategy and its overall business strategy.

Generally, the following recommendations are made for the selected company:

- The company should state clear objectives when using event marketing. And make clear to its staff members how event marketing objectives can affect their marketing performance.

- The company should have criteria to select specific events in accordance with the stated objectives and create unique, entertaining events. As a result, the customers will have a positive experience, which increases customer satisfaction.
- The company should meet consumers' needs and expectations through customer engagement by maintaining the relationships gained during the event.
- The company should keep in mind that customer attitudes towards an event are a significant factor in helping the business achieve its objectives in terms of event marketing.
- Finally, as a strategy, the company needs to work in coordination internally with its employees and externally with event organisers, customers, lawyers, and media parties.

5.5. Directions for the Future research

As mentioned in an early stage of this thesis the area of research, Event Marketing, has not been studied to a greater extent. Much of theory is based on fairly old studies and not much new research has been conducted.

Based on this context the researcher has found out some areas that could be conducted for future research. More research is required to the best event types for different products, brands, and businesses, as well as an assessment of event marketing. More investigation also required into methods for measuring and potentially new ones for assessing the results of EM and evaluation of its effectiveness. Finally, determine how the environment affects an event's kind and preparation on a micro and macro level.

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Appendix A
Bahir Dar University College of Business and Economics
Marketing Management Department

Questionnaires

Dear respondents!

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Master's Degree in Marketing Management. The purpose of this study is to understand "The Effect of Event Marketing on Marketing Performance in Case of Gondar Dashen Brewery Share Company".

-  You are kindly requested to fill these questioners.
-  Your responses will be kept confidential and to be used for this research purpose only.
-  I am grateful for your cooperation.
-  There is no need to write your name.

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

Part I: General information of Respondents

1. Gender
☐ Male ☐ Female
2. Age
☐ 18-25 ☐ 26-35 ☐ 36-50 ☐ above50
3. Educational Background
☐ >12th Grade ☐ 12 Complete ☐ Diploma ☐ Degree ☐ Masters and above.
4. Occupation
☐ Private sector ☐ Public sector ☐ Self-employee ☐
5. Income
☐ Lessthan3000 birr ☐ 3000-5000 birr ☐ 5000-7000 birr ☐ 7000-10000 birr ☐
10000 and above

Part II: Please suggest your level of agreement to the statements listed below, by mark (√) on the box given.

The parameters are labeled from 1 up to 5. Where (1) as strongly disagree, (2) as somewhat disagree, (3) as neutral, (4) as somewhat agree and (5) as strongly agree.

No.	Measurement items	Measurement scales				
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
	Event Objective					
1	The event helps me to create awareness about the brand					
2	The event helps to popularize the brand					
3	The event helps to create knowledge about the product.					
4	The event helped me to Know the taste of Dashen beer.					
5	Because of the event I know what Dashen Beer stands for.					
	Event Selection					
1	The event is well harmonized.					
2	The event's place and time was convenient.					
3	The event helps to create knowledge about the product.					
4	The event creates memorable image about the company.					
5	The event enhances the company public image potential.					
6	This event targets the right audience.					
	Attitude toward Event					
1	I am happy to attend such an event.					
2	I make sure to attend this type of sponsored events.					
3	This type of sponsored events is always enjoyable.					

4	I feel pleasure and enjoyable in attending such event.					
	Customer engagement					
1	I am satisfied with the product I purchase from the event.					
2	I recommend friends and family to purchase from the event.					
3	I like their customer handling					
4	I like the way they are always deliver what they promised.					
	Customer satisfaction					
1	The product has very good taste than others.					
2	I prefer Dashen beer from other beer brand.					
3	I am satisfied with the product's flavor.					
4	I will be loyal customer of Dashen Beer.					

ባህር ዳር ዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ

በገበያ ጥናት አስተዳደር የድኅረምረቃ ትምህርት ክፍል

መጠይቅ

የተከበራችሁ የጥናቱ ተሳታፊዎች!

የዚህ ጥናት አጥኚ በባህር ዳር ዩኒቨርሲቲ የድኅረ ምረቃ ትምህርት በገበያ ጥናት አስተዳደር ተመራቂ ተማሪ ነኝ። የዚህ የመመረቂያ ጥናት ዋና ዓላማ ዳሺን ቢራ ፋብሪካ የሚደረጉ የማስታወቂያ ዝግጅቶችና በገበያቸው ላይ ያለውን ውጤት ለማየት የሚያስችል ነው። ይህ የጽሑፍ መጠይቅ የተዘጋጀው ከላይ በተጠቀሰው ዓላማ መረጃ ለመሰብሰብ መሆኑን በመገንዘብ ከውድ ጊዜያችሁ ላይ ጥቂት ደቂቃ በመውሰድ የጽሑፍ መጠይቁን በመሙላት እንድትተባበሩኝ በማክበር እየጠየቅኩ የምትሰጡት ሀሳብ ከዚህ ጥናት ዓላማ ሌላ እንደማይውልና ምስጢሩም የተጠበቀ መሆኑን ከወዲሁ እገልጻለሁ። ለምታደርጉት ትብብር በቅድሚያ አመሰግናለሁ።

ስለትብብራችሁ ከልብ አመሰግናለሁ!!!

✚ መተይቆችን እንድትሞሉሉኝ በትህትና እጠይቃለሁ።

✚ የምትሰጡት መልስ በሚስጥር ተጠብቆ ለጥናቱ አላማ ብቻ ይውላል።

✚ በመጠይቁ ላይ ስም መፃፍ አያስፈልግም

✚ ለጥያቄዎች ከምርጫዎቹ አጠገብ ባሉት ሳጥኖች ዉስጥ (✓) ምልክት በማድረግ ይመልሱ።

ክፍል 1: የተሳታፊዎች የግል መረጃ

(እባክዎን መልስዎን እንደአስፈላጊነቱ በተሰጠው ሳጥን ቦታ ላይ “✓” በማድረግ ይጠቀሙ፡፡)

1. ፆታ

☐ ወንድ

☐ ሴት

2. እድሜ

☐ 18-30

☐ 31-40

☐ 41-50

ከ50በላይ

3. የትምህርት ሁኔታ

☐ ከ12 ክፍል በታች

☐ 12 ክፍል የጨረሰ

☐ ዲፕሎማ ዲግሪ

☐ ሁለተኛ ዲግሪ

☐ ዶክተሬት

4. የስራ ሁኔታ

☐ የግል ድርጅት ተቀጣሪ

☐ የመንግስት ድርጅት ተቀጣሪ

☐ በግል የሚተዳደር

5. የገቢ ሁኔታ

☐ ከ3000 ብር በታች

☐ 3000-5000

☐ 5000-7000

☐ ከ7000-10000

☐ ከ10000 ብር በላይ፡፡

ክፍል 2 : እባክትን የሚከተሉትን ሀሳቦች በማንበብ ከቀረቡት አማራጮች ውስጥ ይህን ምልክት (✓) በመጠቀም ሀሳቤን ይገልፅልኛል የሚለትን ምርጫ ላይ ምልክቷን ያስቀምጡ፡፡ የተሰጡት አማራጮች 1-5 ናቸው፡፡ ይህም፤ 1-ፈፅሞ አልስማማም፤ 2-አልስማማም፤ 3-ሀሳብ የለኝም፤ 4-እስማማለሁ፤ 5-በጣም እስማማለሁ የሚሉትን ይወክላሉ፡፡

ተ.ቁ	የመለኪያ ዓይነቶች	መለኪያ መስፈርቶች				
		ፈጽሞ አልስማማም (1)	አልስማማም (2)	ሀሳብ የለኝም (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
	የዝግጅቱ ክስተት ዓላማ					
1	ፕሮግራሙ /ዝግጅቱ ስለምርቱ ግንዛቤ እንዲኖረኝ እረድቶኛል					
2	እንዲህ አይነት ፕሮግራም ምርቱን ታዋቂ ለማድረግ ይረዳል					
3	እደዚህ አይነት ዝግጅቱ ስለምርቱ ጥሩ እውቀት እዲፈጠር ይረዳል					
4	ዝግጅቱ የዳሺን ቢራን ጣዕም ዕንዳውቅ ረድቶኛል					
5	በዚህ ዝግጅት ምክንያት የዳሺን ቢራ አቋም/አላማ ማወቅ ችያለሁ					
	የዝግግቱ ክስተት ምርጫ					
1	ዝግጅቱ በቂና የተሟላ ነበር					
2	የዝግጅቱ ቦታና ሰዓት ምቹ ነበር					
3	ዝግጅቱ በጥሩ መስተንግዶ የተሞላ ነበር					
4	ፕሮግራሙ ስለድርጅቱ የማይረሱ ገፅታዎችን ይፈጥራል					
5	ፕሮግራሙ የድርጅቱን ገፅታ አቅም የተሻለ እዲሆን ያደርገዋል					
6	በዝግጅቱ ላይ ትክክለኛ ተሳታፊዎች ተገኝተዋል					

	ደንበኞች ስለ ባዛሩ የሚያሳዩት ባህሪያት				
1	በዚህ አይነት ባዛር ላይ በመካፈሌ ደስተኛ ነኝ				
ተ.ቁ	መለኪያ ዓይነቶች	መለኪያ መስፈርቶች			
		ፈጽሞ አልስማማም (1)	አልስማማም (2)	ሀሳብ የለኝም (3)	እስማማለሁ (4) በጣም እስማማለሁ (5)
2	በዚህ አይነት የባዛር ዝግጅት ለመካፈል የበኩሌን ጥረት አድርጌአለሁ				
3	የዚህ አይነት የባዛር ዝግጅት ሁልጊዜም አስደሳች ነው				
4	የዚህ አይነት የባዛር ዝግጅት በመካፈሌ ደስተኛ እና አዝናኝ ሆኖ አግኝቼዋለሁ				
	ደንበኞችን ማፍራት				
1	ከባዛሩ/ዝግጅቱ ጠቃሚ በመሆኔ ሁልጊዜም ደስደተኛ ነኝ				
2	ከባዛሩ/ዝግጅቱ እንዲሳተፉ ለቤተሰብም ሆነ ለጓደኛ አሳውቃለሁ				
3	በዝግጅቱ ላይ የ ደንበኛ አያያዛቸው ያስደስተኛል				
4	በባዛሩ ላይ በምሽምተው እቃ ላይ ሁል ጊዜም ቢሆን ተገቢው አገልግሎት የሚሰጥ ሆኖ አግኝቼዋለሁ				

	የደንበኞች ዕርካታ				
1	ዳሺን ቢራ ከሌሎች ቢራዎች የተሻለ ጥሩ ጣዕም አለው				
2	ከሌሎች ቢራዎች ዳሺን ቢራን መጠጣት ዕመርጣለሁ				
3	በዳሺን ቢራ ጣዕም ዕረክቻለሁ				
4	የዳሺን ቢራ ታማኝ ደንበኛ ዕሆናለሁ				

Appendix B; SPSS Out Put

Mean and std. deviation of variables

		Statistics				
		OEM	ATT	CE	CS	ESS1122
N	Valid	330	330	330	330	330
	Missing	0	0	0	0	0
Mean		3.6891	3.2083	3.5045	3.9326	3.3914
Std. Deviation		.69243	.86579	.73966	.50208	.58800

Correlation analysis

		Correlations				
		OEM	ATT	ESS1122	CE	MP
OEM	Pearson Correlation	1	.833**	.666**	.675**	.729**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	330	330	330	330	330
ATT	Pearson Correlation	.833**	1	.651**	.675**	.729**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	330	330	330	330	330
ESS1122	Pearson Correlation	.666**	.651**	1	.535**	.602**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	330	330	330	330	330
CE	Pearson Correlation	.675**	.675**	.535**	1	.627**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	330	330	330	330	330
MP	Pearson Correlation	.729**	.729**	.602**	.627**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	330	330	330	330	330

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.847	.118		15.684	.000		
	OEM	.205	.049	.283	4.173	.000	.263	3.797
	ATT	.171	.039	.295	4.416	.000	.271	3.687
	ESS1122	.114	.041	.133	2.757	.006	.521	1.918
	CE	.112	.033	.165	3.352	.001	.498	2.007

a. Dependent Variable: MP

ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.242	4	12.561	124.856	.000 ^b
	Residual	32.695	325	.101		
	Total	82.937	329			

a. Dependent Variable: MP

b. Predictors: (Constant), CE, ESS1122, ATT, OEM

Model Summary independent variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.606	.601	.31718	2.220

a. Predictors: (Constant), CE, ESS1122, ATT, OEM

b. Dependent Variable: MP

Result of multiple regressions

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	1.847	.118		15.684	.000		
	OEM	.205	.049	.283	4.173	.000	.263	3.797
	ATT	.171	.039	.295	4.416	.000	.271	3.687
	CE	.112	.033	.165	3.352	.001	.498	2.007
	ESS1122	.114	.041	.133	2.757	.006	.521	1.918

a. Dependent Variable: MP

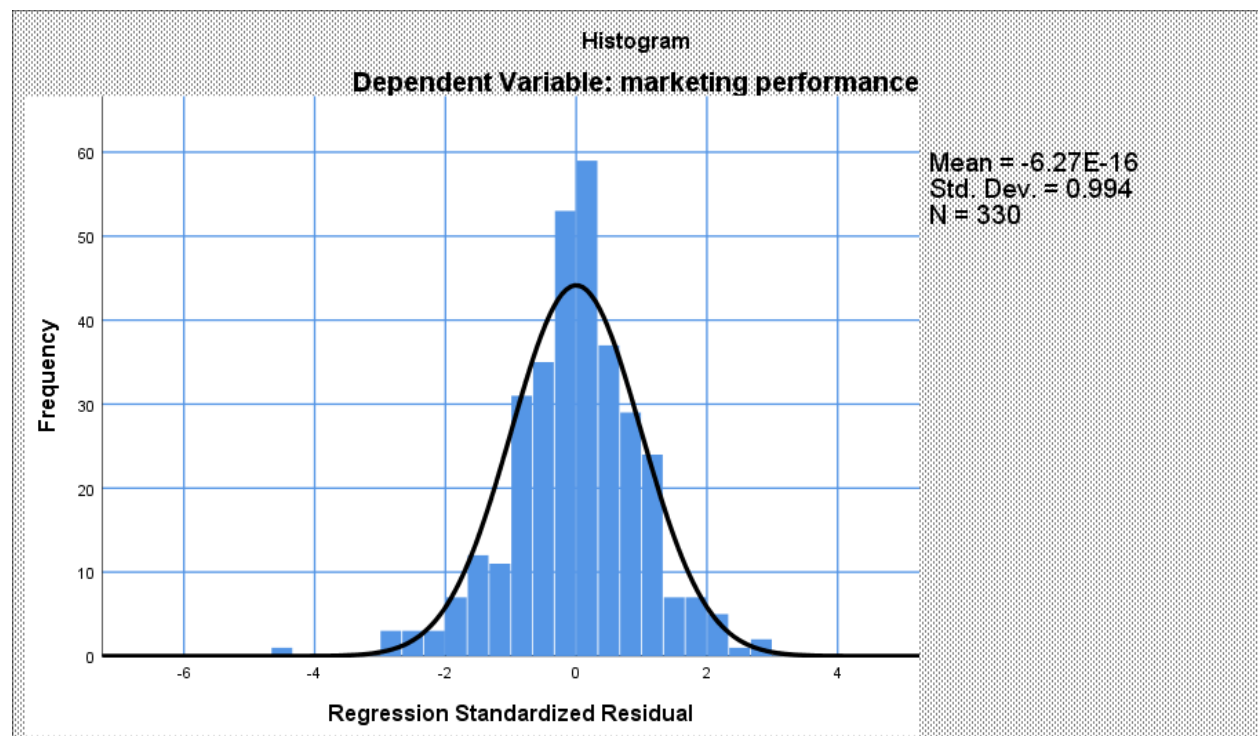
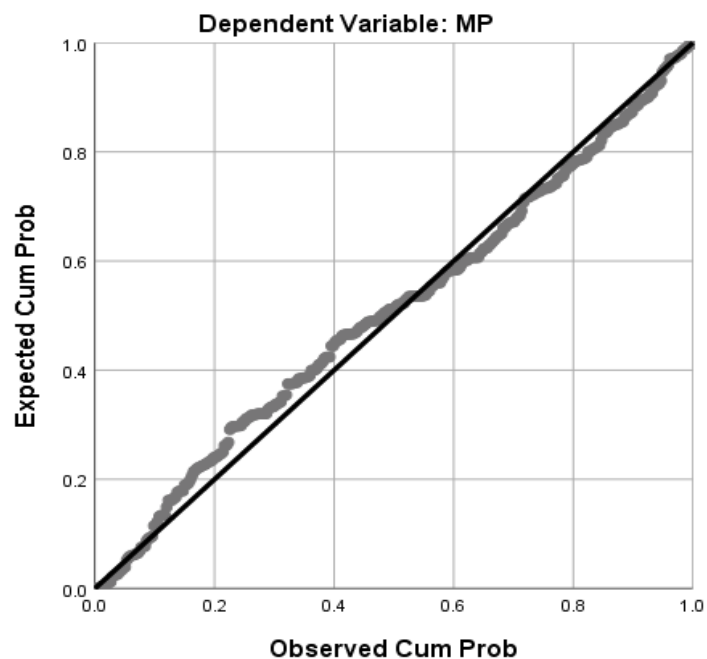


Figure 4. 1: *Histogram Regression of Standardized Residual.*

Descriptive Statistics

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
ESS1122	330	-.259	.134	-.465	.268
OEM	330	.424	.134	-.662	.268
ATT	330	.234	.134	-.966	.268
CE	330	.316	.134	-.362	.268
MP	330	-.203	.134	-.482	.268
Valid N (listwise)	330				

Normal P-P Plot of Regression Standardized Residual



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.778 ^a	.606	.601	.31721	2.220

a. Predictors: (Constant), ESA, CE, ATT, OEM

b. Dependent Variable: MP