Open Access

A Study on Global Event Management as a Technique to Create Brand Awareness

Ayundha Evanthi

Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia.

Email address: ayundha.evanthi.mnj@upnjatim.ac.id

Abstract

Event industry currently is considered as one of interesting business opportunity in contributing major positive economic impact. Event could be categorized into some activities conducted by an event management or event organizer in the case of achieving some specific outcomes. Specifically, the purpose of conducting an event is gathering people in a moment to do similar activity which leads to the formation of communities as part of social interaction in a society. Apart its role in creating communities, an event is also recognized as an essential marketing tool in branding of particular destination. This study aims to establish a theoretical event brand equity for which the key components of the brand equity were evaluated from visitor perspective in the tourism context. Brand equity is constructed by four dimensions which are event brand awareness (EBA), event brand image (EBI), event brand quality (EBQ), and event revisit intention (ERI). The finding of several study indicates that EBA has positive and significant influence to EBI,

EBQ, and ERI. Then, EBI is also proven giving positive and significant influence to EBQ and ERI. In contrary, EBQ does not show significant influence to ERI.

Keywords: brand awareness; brand equity; creation; event industry; global event management technique

1. Introduction

The event industry is one of the world's largest employers and contributes major positive economic impact (Theocharis, 2008; Kose, *et al.*, 2011). An event can be defined as an activity conducted by an event management or event organizer to achieve some specific outcomes. Basically, the aim of conducting an event is gathering people in one moment to do a similar activity and creating the communities as a part of social interaction in one society. Furthermore, an event is an activity that can be used to support a company to increase the branding of a location, such as a city, a province or a country. Thus, an event is not only held and managed by an event organizer, but it can also be managed by a local government. The aim of government to take a concern in holding an event is to boost up a positive reputation toward the destination branding.

An event is not only concerned with such kind of a mega event, but also a local regular event which is held weekly and monthly which later can be started to be an interesting project that should be determined as one of tourism destinations. The local regular event can give a contribution to boost up the number of visitors to some specific places. That affects to increase a destination branding in the location in which the event will be held in. As explained by Barnes, *et al,.* (2014), destination branding is a numerous conceptualization focusing on different aspects of the brands. Usually this local regular event becomes a program in governmental sector in creating the branding of a city, a province, or a country.

Some of regular events are basically created because of the decrease of open public space due to massive developments of buildings such as shopping centers, apartments, and residential. With regard to medium-class society's changing of life style who are now put much concern on health issue, *Radar Malang*, a subsidiary newspaper company of *Jawa Pos Group*, adapts a regular event called Ijen Car Free Day (ICFD) in Malang. As mentioned by one of the founders, M. Usman

Zahadad, Malang was the third city which conducted CFD after Jakarta and Surabaya. This local event was available as the supporting system for public facility which is easy to be accessed by many people.

ICFD in Malang was initially started in December 2011. This event has been located in jalan Ijen since its existence. CFD itself was founded by European people in around 1990's. Whereas in Indonesia, CFD was firstly adapted in Jakarta, exactly in June 2007. Seeing the people's enthusiasm to come in this event, many cities in Indonesia started to adapt the CFD as well. Before being adapted in Malang, Surabaya was the previous city which adapted CFD along jalan Darmo every Sunday. The concept of ICFD is actually similar with Jakarta and Surabaya. Every Sunday, starting from 05.30 until 09.30, there are no car, motorcycle, and any other vehicles allowed to pass jalan Ijen.

According to Cai (2002) and Lin (2011), developing a destination brand is more difficult rather than developing brand of product or service since destination brand has more complex elements such as the tourist interaction, tourism policy and tourism industry. Measuring brand effectiveness is an important aspect as the determination of successful event in the future (Lin, 2011:15). According to M. Usman Zahadad, the average number of ICFD visitors is around 3000-4000 people. When there is a special event held in the middle of ICFD, the visitors might exceed 5000 people per day. Many visitors of ICFD every Sunday seem that visiting ICFD has no big deal. In fact, five visitors asked in ICFD said that they do not have any revisit intention to this event within the next month. Some visitors argued that they tend to visit ICFD if there is an important appointment as they preferred visiting *Pasar Tugu* as their decision rather than visiting ICFD. Free entrance has no longer become a reason for people to visit ICFD. It is assumed that visitors currently need to perceive more additional value through the event brand equity.

2. Literature Review

The event is all about people-people coming together to create, operate, and participate in an experience (Silvers, 2004; Kose, *et al.*, 2011). They enhance the quality of people's life, provide significant economic benefit, and also provide

revenue for special projects. The growth of event industry have made this business believed as one of the world's largest employers and contributes major positive economic impact (Theocharis, 2008; Kose, *et al.*, 2011). The way in which an organization deals with events is known as event management. Key critical success of an event often is measured from its event marketing. Event marketing is fast emerging as a promotion catalyst as the traditional marketing communication tools. Event marketing allows a company to break through the advertising clutter, and target an audience by enhancing or creating an image through an association with a particular event, while reinforcing the product or service, and driving sales (Gupta, 2003: 87).

In case of event and tourism, destination branding has developed considerably as a topic area in the last decade with numerous conceptualizations focusing on different aspects of the brand (Barnes, *et al.*, 2014:121). Destination branding is a powerful marketing tool that could build a positive image and emotional links with visitors and underpinning destination branding are the perceived experiences that a visitor will have at a destination (Morgan, *et al.*, 2004; Barnes, *et al.*, 2014). Destination branding sometimes had been related with the object of the tourism place itself. Tourism is a consumption experience that designates those facts of consumer behavior that relate to the multisensory, fantasy, and emotive aspects of one's experience of products (Hirschman & Holbrook, 1982; Govers, *et al.*, 2007; Barnes, *et al.*, 2014). The same as destination branding, tourism currently has been considered as one subject of destination that can support to increase the branding of a place where the tourism object is located in. This study enhances the elements of event brand equity to understand the effectiveness of event in boosting the destination branding. The dimensions of event brand equity are consructed by four variables which are event brand awareness, event brand image, event brand quality, and event revisit intention.

Brand awareness can be defined as the consumer's ability to identify the brand under different conditions, as reflected by their brand recognition or recall performance (Kotler and Keller, 2006: 286). In term of revisit intention, brand awareness had a considerable contribution in influencing tourist's revisit intention (Lin, 2011). Other findings has been conducted by Zhou (2011). Quoted in the journal written by Silva (2013), it is found out that developing customer's brand

awareness or brand association contributed to the increase of the revisit intentions (Zhou, 2011). Meanwhile, the following research conducted by Silvia (2013) about the destination branding of Srilanka shows that brand awareness gave a medium correlation toward revisit intention. Lin (2011) states that event brand awareness builds a positive relationship with event brand image. from the attendee of event will be affected to higher event brand image created. Positive influence between brand awareness and brand image in term of tourism destination also had been examined by Myagmarsuren and Chen (2011). Lin (2011) also show a positive influence between event brand awareness and event brand quality in case of Mazu Event.

Brand image is defined as the perceptions and beliefs held by consumer, as reflected in the associations held in consumer memory (Kotler and Keller, 2006:286). Adding brand image for a research of brand equity in the event should determine well about the destination image. Destination image is defined as an individual's mental representation of knowledge, feelings, and overall perception of a particular destination (Fakeye & Crompton, 1991; Assaker., *et al*, 2011). Myagmarsuren and Chen (2011) in their study about destination brand equity, satisfaction, and destination with a case study of Mongolia found that destination image gives a positive influence on perceived quality in term of destination with case study of Mongolia. This positive influence between event brand image and brand quality is also found by Lin (2011) in the study of Mazu Event. There was a study showing that destination image has the most important effect on behavioral intentions (intention to revisit and willingness to recommend) (Chen and Tsai, 2006; Silva, 2013).That statement has been followed by the other study conducted by Qu, *et al*., (2010) that a favorable experiences will create a positive image and recommend the place to others in turn helping potential tourists develop a favorable image that affects the destination choice.

Brand quality has been certified as a main dimension of customer-based-brand-equity when it is applied to a destination. A strong perceived quality position is an advantage, which is not easily replaced by competitors (Konecnik & Gartner, 2007; Boo, *et al*., 2009; Pike, *et al*., 2010; Ruizzer, 2010; Lin, 2011). In several studies, it is found out that event brand quality has an important role in influencing revisit intention. Ramadlani (2013) find that perceived quality is the

most dominant variable affecting revisit intention through satisfaction followed by perceived value, perceived attractiveness, and perceived risk. Additional research has been showed by Zhou (2010) as quoted in a study conducted by Silva (2013) which finds that perceived quality is the most significant predictor for perceived value, which has a significant impact on hotel revisit intention. This previous research had been followed by Silva (2013) who conducts a research about destination branding in Srilanka.

Revisit intention has been highlighted as an important research topic in competitive market of tourism destinations. Despite the considerable number of research on repeat visitors, it remains unclear why people undertake repeat visits and what kind of characteristics hold repeat visitors (Som, *et al.*, 2012). Tourism scholars have concentrated on repeat visitation as an antecedent of destination loyalty. Attracting previous customers is more cost-effective than gaining new ones (Shoemaker & Lewis, 1999; Som, *et al.*, 2012). Chen and Tsai (2007) assert that by understanding the relationships between future behavioral and its determinants, destination tourism managers would know better on how to build up an attractive image and improve their marketing efforts to maximize their use of resources.

3. Conclusion

Investing in the event sector is seen to be a great way to make a good contribution to the economy. An event may be broken down into the steps taken by the event's administration or organizer to reach their goals. In particular, organizing an event serves the social interaction goal of bringing together a group of individuals for a brief period of time to engage in a shared activity, so creating new communities. In addition to helping form new social bonds, events are also valuable promotional opportunities for tourist destinations. The purpose of this research is to develop a theoretical event brand equity by assessing its core components from the viewpoint of tourists. There are four components that make up brand equity: exposure to the brand at the event, perception of the brand at the event, satisfaction with the brand at the event, and intent to return to the brand at the event. Multiple studies have shown that EBA significantly and positively affects EBI, EBQ, and ERI. Furthermore, it is shown that EBI has a considerable and

favorable effect on EBQ and ERI. On the other hand, EBQ's effect on ERI is negligible.

References

Aaker DA. (1991). *Managing brand equity: capitalizing on the value of a brand name*. New York: The Free Press.

Assaker, Guy, Vincenzo Esposito Vinzi, and Peter O'Connor. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourist's return pattern: A two gactor, non-linier latent growth model. *Journal of Tourism Management, 32*, 890-901.

Barnes, Stuart J, Jan Mattsson, and Flemming Sorensen. (2014). Destination brand experience and visitor behavior: Testing a scale in the tourism context. *Journal of Tourism Research*, 121- 139.

Boo, S., Busser, J., & Baloglu, S. (2010). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management, 30*, 219- 231.

Cai, L. A. (2002). Cooperative branding for rural destinations. *Annals of Tourism Research, 29*(3), 720-742

Chen, C. F. & Tsai, D. C. (2007). How destination image and evaluate factors affect behavioral intentions? *Tourism Management, 28*, 1115- 1122.

Essoussi, Leila Hamzaoui, Dwight Merunka, and Boris Bartikowski. (2010). Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality. *Journal of Business Research, 64*, 973- 978.

Fakeye, P.C. & Crompton, J.L. (1991). Image differences between prospective, first-time. And repeat visitors to the Lower Rio Grand Valley. *Journal of Travel Research, 30*(2), 10-16

Fayrene, YL.,Chieng & Goi Chai Lee. (2011). Customer-Based Brand Equity: A Literature Review. *Journal of Arts Science & Commerce, 2*, 33-42.

Govers, R., Go, F. M., & Kumar, K. (2007). Virtual destination image: A new measurement approach. *Annals of Tourism Research, 34*(4), 977–997.

Gupta, S. (2003). Event Marketing: Issues and Challenges. *Journal of IIMB Management Review*, 87-96

Hirschman, E., and Holbrook, M. (1982). Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing, 46*(3), 92–101

Keller, L. K., & Moorthi, Y. L. R. (2003). Branding in developing markets. *Bus Horiz, 46*(3), 49–59.

Konecnik, M., & Gartner, W. C. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research, 34*(2), 400-421.

Kose, Huseyin. Mephare Tokay Argan, and MetimArgan. (2011). Special event management and event marketing: A case study of TKBL all star 2011 in Turkey. *Journal of Management and Marketing Research, Special Event Management*.

Kotler, Philip and Kevin Lane Keller. (2006). *Marketing Management* (12th ed.). United States: Pearson Prentice

Hall Lin, Hsing-Hui.(2011). *A multidemensional customer-based brand equity and its application to religious events: The case of Mazu*. A Dissertation in Hospitality Administration. University of Texas Tech.

Morgan, N., Pritchard, A., & Pride, R. (Eds. 2004). *Destination branding* (2nd ed.). MA: Elsevier.

Butterworth-Heinemann Myagmarsuren, Odonchimeg & ChingFu Chen. (2011). Exploring Relationships between Destination Brand Equity, Satisfaction, and Destination Loyalty: A Case Study of Mongolia. *Journal of Tourism, Hospitality & Culinary Arts, 3*(2), 81-94.

Pike, S., Bianchi, C., Kerr, G., & Patti, C. (2010). Customer-based brand equity for Australia as a long-hual tourism destination in an emerging market. *International Marketing Review, 27*(4), 434-449.

Qu, H., Kim, L. H., &Im, H. H. (2010). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 1-12.

Ramadlani, M. F., (2013). *Determinants of Tourist Revisit Intention: An Evidence from Kota Batu*. Minor Thesis of Economics and Business, Brawijaya University.

Malang Ruizzer, M. K. (2010). Extending the tourism destination image concept into customer-based brand equity for tourism destination. *Original Scientific Paper, 23*(3), 24-42.

Shoemaker, S., & Lewis, R. C. (1999). Customer loyalty: the future of hospitality marketing. *International Journal of Hospitality Management, 18*(4), 345-370.

Silva, De Leeza. (2013). Determinants of Destination Branding for Revisiting: With Special Reference to Tourism in Sri Lanka. *Third International Symposium*, 9-18.

Silvers, JR. (2004). Professional Event Coordination. New Jersey: John Wiley & Sons Inc Sirgy, M., & Su, C. (2000). Destination image, self-congurity, and travel behavior: Toward an integrative model. *European Advances in Consumer Research, 38*, 340-352.

Som, Ahmad Puad Mat, Azizan Marzuki, Maryam Yousefi, and Ala'a Nimer A., (2012). Factors Influencing Visitor's Revisit Intention: A Case Study of Sabah Malaysia. *International Journal of Marketing Studies, 4*(4), 39-50.

Theocharis, N. (2008). *Event Tourism: Examining the management of sports events from a physical approach*. Athens: Synergy Forum.

Woisetschlager, David, M. (2007). TeamSponsorship in the Formula OneDoest it affect Brand Perception? An Emperical Assessment in the German Car Market. *Journal of Consumer Research, University of Muenster, 34*, 616-623.

Zhou, Y. (2011). the impact of Customer Based Brand equity on Revisit Intention: An empirical study of Business and Leisure Travelers at Five shanghai Budget Hotels. *Assumtion University Journal Publications, 4*, 91-100.