THE IMPACT OF MARKETING STRATEGY IN EVENT TO ATTRACT FASHION CUSTOMER’S BRAND AWARENESS

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Abstract

Abstract: The growth of Small Medium and Enterprises Business is one of the main keys to an economy’s vitality. SMEs are known to have a major role in creating wealth, given their place in the economy. According to Chughtai (2014) SMEs business is growing rapidly and have a big strategies role to develop the economic growth in a city. Fashion business is the one of the potential aspects that Bandung’s have supported by availability of the raw material of products, social networking through the fashion community, and also the human resources that develop the fashion industry. As time goes by, many ways are done by the company to promote their products. The one of innovation that a company do to introduce product and create an awareness among the target market is by event marketing strategy. Event marketing is an activity that have been planned and organized by a company with the intent to introduce a brand of the company that have three critical elements that make the event marketing strategy success i.e. entertainment, excitement and enterprise (Hoyle, 2002). The marketing event is an opportunity for the company to reach a bigger market and establishing real and direct contact with consumers during events such as festivals, fairs, or sporting events, can produce a memorable brand experience for everyone (Zarantonello, 2012). SME business can use this marketing strategy to increase their brand awareness. Hopefully, they can understand how to design the strategy of event marketing to attract customer awareness, so that they can implement this event marketing strategy in their business.

Research Aims: Analyse the impact of event marketing strategy to brand awareness customer apparel industry

Design/methodology/approach: Judgement sampling method with respondents completing a five-point Likert scale close-ended questionnaire

Research Findings: The result shows that event marketing has a positive impact on brand awareness and also event marketing should be design well to make memorable memory for the customer

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

Small Medium and Enterprises Business have a big impact to the economy’s vitality. SMEs are known to have a major role in creating wealth, given their place in the economy. In Bandung city, we can find many SMEs business which focus on any industry such as fashion, culinary, and etc. Fashion business is the one of the potential aspects that Bandung’s have supported by availability of the raw material of products, social networking through the fashion community, and also the human resources that develop the fashion industry. A lot of fashion business dominated the market and produce the same variety of product. Based on data from Badan Ekonomi Kreatif and Badan Pusat Statistik, fashion industry has contributed 18.51% to the economic growth. In addition, the company should develop the products with improvement quality, innovation, and also added the latest features and services on their product. Therefore, the business should improve and find the creative ways from all aspect to make the business sustainable. The one of innovation that a company do to introduce product and create an awareness among the target market is by event marketing strategy. Event marketing strategy should give a big impact to the visitors and the potential customers to make them can experiencing the difference atmosphere. As a SMEs business building a brand really important to compete with another competitor. It is necessary to create and develop brand awareness to get the potential customer. Brand is the most valuable asset for each company that run a business and a tool for the consumer to choose a product based on the differentiation and the uniqueness, by facilitating the process of decision making and enrich the consumer trust (Sasmita & Suki, 2014). The specific marketing strategy is need to make the customer remember also can look the differentiation with the competitor, that can influence to the strength of the brand. Brand awareness is one of the important factors that market participants need in a marketing strategy. Marketing strategy have a relation with the customer, because marketing can affect to the customer buyer decision and also reach the right target market.

LITERATURE REVIEW

Event Marketing
The marketing event was one of the promotional tools that were present in the 1980s and not a new phenomenon (Cunningham et al., 1993). According to Asbullah (2013), event marketing is effective to increase a product image, and increase the sales to gain new customers. Event marketing is an activity that has been planned and organized by a company with the intent to introduce a brand of the company that has three critical elements that make the event marketing strategy success i.e. entertainment,
excitement, and enterprise (Hoyle 2002, 2-3). A research by Pham (1992) event marketing is a convenient solution for products that are still trying building the reach and awareness of prospective customers. Establishing real and direct contact with consumers during events such as festivals, fairs, or sporting events, can produce a memorable brand experience for everyone (Miller & Washington, 2012). In event marketing, the consumers can affect the memory, remember the brand, and make them become a loyal customer. Event marketing is the type of promotion and have a relation with the theme of the event for the purpose to create an experience for the consumers and also promoting a product and service (George and Michael, 2001:38). After coming to the event, they will generate a sense of community, stimulate social grouping, and build intensive interaction between the person (Getz, 1991, 2005, 2008). In event marketing, irrespective of the size and content of the event, there are three common elements that determine the success of the event i.e. entertainment, excitement and enterprise (Hoyle 2002, 2-3.)

1. Entertainment comes on various packages. An event should provide entertainment to its visitors. The feeling of entertainment is the same after coming back from a concert or an exhibition. Surely, the level of entertainment might be different depending on one’s interest and motivation but the main idea is to be entertained. Event managers should analyze the target market on their interests and design the event according to it. The event should be entertaining so that the visitors spend more time (fairs and exhibitions), feel good and get motivated to attend future events.

2. Excitement should be created by the event managers that is centered around the event to attract public but have to be aware that it provides the level it promised. It is an entertainment in itself but on a higher level. Many times events fail to live up to their expectation. This affects both the participants and event organizers negatively. As a result, both the parties will have a bad reputation and the public will try to avoid future events in which they are involved.

3. Enterprise in event marketing is providing the public with something new that is difficult, bold and risky. It gives an individual a sense of pride in accomplishing something new and daring that others have not done yet. For instance, cliff diving events can be called enterprises. They are risky but are guaranteed to offer adrenaline rush.

The author’s previous research (Wood & Masterman, 2007) into successful marketing events identifies seven event attributes (the 7 “I”s) which enhance the event experience:

1. Involvement—an emotional involvement with the brand, the event, the experience
2. Interaction—with brand ambassadors, with other attendees, with exhibits, with the brand
3. Immersion—of all senses, isolated from other messages
4. Intensity—memorable, high impact
5. Individuality—unique, one-to-one opportunities, customization. Each experience is different
6. Innovation—creative in content, location, timing, audience, for example
7. Integrity—seen as genuine and authentic and providing real benefits and value to the consumer

Based on the literature review above, this research will generate the dimension event marketing there are entertainment, excitement, enterprise, involvement, interaction, immersion, intensity, individuality, innovation, and integrity.

**Brand Awareness**

The brand is the most valuable asset for each company that runs a business and a tool for the consumer to choose a product based on the differentiation and the uniqueness, by facilitating the process of decision making and enriches the consumer trust. (Suki, 2015). According to Keller (2003, p.76) brand awareness is the ability of the customers to remember and identify the brand by identifying the logo, name, symbol to their memory. Brand awareness is having a big definition including the brand acquaintance, the potential of being remembered, information and the ideas about the product (Bilgili and Ozkul, 2015). Brand awareness has an integration with the information node in the memory; the ability of customers to recognize a brand under a variety of conditions reflects their awareness of the brand and it became the main key factors that affecting the consumer's knowledge (Ekhveh and Darvishi 2015). According to Jamil & Wong (2010) brand awareness as the brand recognition and brand recall of a brand. Brand awareness creates a great association in memory about a particular brand (Malik, Ghafoor, Hafiz, Riaz, Hassan, Mustafa and Shahbaz 2013). Brand awareness is the foundation of an equity model and as the way of ensuring potential customers know the type of products in which the brand competes (Keller and Davey, 2001). According to Durianto (2004:2-3) a brand has an insight in it, there are:

1. The benefit, the brand attributes are needed to translate the functional benefit and emotional benefit
2. Value, the brand also defined the producer.
3. Culture, the brand also reflected on the culture.
4. Personality, a brand also reflected the personality. Usually, a brand use a personality of the influencer to make the brand more popular
5. The user, brand showing the kind of customers that buy and use the product.

Kotler and Keller (2016, 20) brand awareness can improve the people ability to recall or recognize the brand to make a purchase. According to Simamora (2003:49-51) a powerful brand can get a lot of benefit, such as a loyalty from the customers, give a chance to put a premium price, increase a credibility of the brand and also the returns, give a big differentiation with another competitor, and make the customer use the brand as a factor of their purchase decision. Top-of-mind and brand domination is another level of consciousness included by Aaker (1996) to the extent Consciousness Awareness can affect customers perception, which leads to different brands choice and even loyalty (Aaker, 1996). To brand with strong brand recall (without help consciousness) and the higher mind can influence the client's perception, which leads to different customer options within a product category (Lee and Leh, 2011). According to Mahmudah (2010), the indicator of brand awareness is recall, recognition, purchase, and consumption. Based on the literature review above, this research will generate the dimension brand awareness foundation of equity model, recognize a brand, and improve the people ability.

RESEARCH METHOD

The type of this research is explanatory research. Explanatory is conducted in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms, various processes. This research has objective to analyse the impact of event marketing to brand awareness fashion customer of SMEs in Bandung. This research has classified as an applied research. The researcher decides to use the quantitative method and use the questionnaire to collect the primary data. This research is conduct in Bandung. The sample of this research consist of 100 samples, male and female, 15 – 30 years old selected by judgement sampling method. The independent variable of this research is event marketing and dependent variable is brand awareness.

RESULT AND DISCUSSION

The researcher prefer to use simple linear regression method to analyse the impact of event marketing to brand awareness.

Table 1. Analysis result

<table>
<thead>
<tr>
<th>ANOVA*</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>233,008</td>
<td>1</td>
<td>233,008</td>
<td>86,050</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>265,367</td>
<td>98</td>
<td>2,708</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>498,376</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: BA
b. Predictors: (Constant), EM
The value of significant is 0.000 < 0.05 that representing all of the population it means that the regression model can be used to predict the value of brand awareness.

Table 2. Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.684</td>
<td>.468</td>
<td>.462</td>
<td>1.64555</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), EM
b. Dependent Variable: BA

According to table model summary above, the R value is 68.4% it means the correlation between the Event Marketing as Independent Variable and Brand Awareness as Dependent Variable. The $R^2$ value can explain Event Marketing as Independent Variable and the Brand Awareness as Dependent Variable as 46.8%.

Table 3. Coefficients

The table above explain if the value of constant (a) is 1.393 and the value of event marketing (b) = 0.217. The function $Y = a + bx$ and the result is $Y = 1.393 + 0.217x$. So, if the value of Event Marketing is increase up by 1 point it can affect as much as 0.217 points on Brand Awareness.

Descriptive Analysis of Dimensions

According to the diagram above the dimensions of event marketing is described with the respondent’s answer. In the questionnaire, there are 12 questions that represent the value of event marketing. The first indicator of event marketing represents the dimensions of entertainment has score 77.6% (Agree) that means the respondents is interest if the event provides an exciting entertainment and motivate to feel instantly and want to create an experience to know a brand. The second indicator of event marketing represents the dimensions of excitement has score 76.1% (Agree) that means the respondents is agree if the event can give the happiness, satisfaction, and fun for also create the positive spirit for them. The
third indicator of event marketing represents the dimensions of enterprise has score 79,6% (Agree) that means the respondents is interest to know and feel the experience about a brand if the event is innovative, creative and attractive. The fourth indicator of event marketing represents the dimensions of involvement has score 74,4% (Agree) that means the respondents event marketing can building the emotional involvement of a brand. The fifth indicator of event marketing represents the dimensions of interaction has score 76,6% (Agree) that means the respondents provide a direct opportunity to interact with brand ambassador. The sixth indicator of event marketing represents the dimensions immersion has score 68,4% (Doubt) that means the respondents is doubtful if did not find another brand information other that the existing brand in the event. The seventh indicator of event marketing represent the dimensions intensity has score 76,8% (Agree) that means the event marketing having an impact make a brand memorable on the respondents’ mind. The eighth indicator of event marketing represent the dimensions individuality has score 78,4% (Agree) that means the event marketing provide a different individual experience to get to know about brand. The ninth indicator of event marketing represent the dimensions innovation has score 82,8% (Agree) that means the creative content, location, time, audiences can give an interest to a brand. The tenth indicator of event marketing represent the dimensions integrity has score 79,6% (Agree) that means the event marketing can provide an authentic experience and provide real benefits and value for the consumers. From the analysis above, the top five indicators based on the score are innovation (82,8%), integrity (79,6%), enterprise (79,6%), individuality (78,4%), and entertainment (77,6%). The top five indicators can be a implemented because the respondents is agree to come to an event if the event consist of innovation, integrity, enterprise, individuality, and entertainment.

![Dimensions of Brand Awareness](image)

**Figure 2. Dimensions of Brand Awareness**

Based on the diagram above the dimensions of brand awareness is described by the respondent’s answer. In the questionnaire, there are 3 questions that represent the value of brand awareness. The first indicator of brand awareness represents the dimensions of foundation of equity model has score 74,2% (Agree) that means the event make the potential customer know the type of product if
there are visit the event. The second indicator of brand awareness represent the dimensions of ability the customers to recognize a brand has score 77% (Agree) that means the respondent have been easily remember about the brand and also affecting their knowledge if visit the event. The last indicator of brand awareness represents the dimensions of improve the people ability has score 75% (Agree) that means if they are visit an event they will recognize or recall the brand to make a purchase. According to the analysis above if a brand makes an event it can make a positive impact to the potential customer because the potential customer is able to know the type the product, being easily remember about the brand, and also, they will recognize or recall the brand to make a purchase.

CONCLUSION
Event as marketing strategy can be implemented in small medium and enterpriseses business to attract the brand awareness. The potential dimensions of event marketing is innovative so this dimensions should be implemented and improved by the small medium and enterpriseses business event organizer. All of indicators are be able to combine to make an event more innovative, creative, create a differences experience, and also give a benefit for the visitors. Based on the questionnaire result, event marketing can attract the customer result. This research is limited for 15 – 30 years old people, college students and employee in Bandung.

References


Advertising Research Foundation Workshop, New York


