LAPIN AMK

Lapland University of Applied Sciences

THE IMPACT OF EVENT MARKETING
ON BRAND AWARENESS

Phat, Thai

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Author	Phat Thai	Year	2022
Supervisor	Teija Tekoniemi-Selkälä; Outi Kähkönen		
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Event marketing has been used as a strategic marketing technique by companies. However, there are very few papers that undertake research and provide a conceptual understanding of the relationship between marketing and events. Furthermore, despite the fact that multiple events are held every day, knowing the influence of event marketing on brand awareness is overlooked. As a result, the purpose of this thesis was to define event marketing and brand awareness, as well as to assess the influence of event marketing on brand awareness.

IELTS THE TUTORS (ITT), the thesis's commissioner, is an IELTS preparation center with the purpose of developing a strong educational foundation. It was established in 2017 as a group of instructors and students striving toward a high IELTS score. In order to serve the goal of this study, ITT facilitated this studys' survey by approaching their event marketing customers. Furthermore, ITT provides information on event marketing strategy, allowing for a comprehensive understanding of the impact of event marketing on brand awareness.

This study was divided into three main sections. To define the correct concept of event marketing, the theory section gathered connected literature research in marketing and event management. In addition, in the theory part, the concept of brand awareness was researched and discussed. Second, empirical study was conducted to evaluate the impact of event marketing on brand awareness. Last, the theoretical and experimental study parts are contrasted and examined, allowing the impacts of event marketing on brand awareness to be determined.

The empirical section of the study was quantitative in nature, with the goal of determining the impact of event marketing on brand awareness. Quantitative research uses statistics or figures to enable academics to quantify the world. Quantitative methods, when combined with statistics, not only allow us to quantitatively describe events, but also assist us in determining correlations between two or more variables. To support the quantitative research in this thesis, a survey was constructed and distributed to participants after the event, based on theoretical parts that gathered information and knowledge from a vast number of articles, textbooks, and publications.

The findings of this study highlighted the significant impact of event marketing on brand awareness. Customers were made more aware of the company's activities as a result of event marketing. Through event marketing, customers formed a stronger relationship with the brand and products. Furthermore, event marketing influenced brand awareness, which in turn influenced customer purchasing decisions. This study also discovered that event marketing helped raise brand awareness among not just participants, but also their friends and family.

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SYMBOLS AND ABBREVIATIONS

MM Marketing Manager

ITT IELTS The Tutors

1 INTRODUCTION

1.1 This Study's Introduction

Event marketing has been used as a strategic marketing technique by companies. However, there are very few papers that undertake research and provide a conceptual understanding of the relationship between marketing and events. Furthermore, despite the fact that, in comparison to traditional marketing communication approaches, event marketing is quickly becoming a promotion catalyst, data on the impact of event marketing on brand awareness is difficult to find (Gupta 2003, 87). As a result, the goal of this thesis is to study and examine the impact of event marketing on brand awareness.

To begin with, IELTS THE TUTORS (ITT), this thesis's commissioner, was founded in 2017 as a group of teachers and students working toward a high IELTS score. In addition, ITT is an Ielts preparation centre with the goal of establishing a strong educational foundation. In the next section of this introduction, further information about ITT will be provided. Every two weeks, the study's commissioner arranges an event aimed at increasing consumer brand awareness. However, no particular research has been conducted on how these marketing events improve client brand awareness. This condition allows the author to approach individuals in order to perform the study's survey. Furthermore, information from the author's discussion with the commissioner's marketing manager, referred to as MM, was utilized in this study (Appendix 2).

As already stated, the purpose of this thesis is to investigate the impact of event marketing on brand awareness. This research is divided into three sections in general. First, in the theoretical section, the concept of event marketing is first developed by accumulating related literature study in marketing and event management. In addition, brand awareness and the role of it are researched and analysed. As a result, the significance of event marketing in brand awareness is revealed in the theoretical section. Second, empirical study is conducted to evaluate the impact of event marketing on brand awareness in the reality. Last, the theoretical and experimental study parts are contrasted and examined, allowing the impacts of event marketing on brand awareness to be determined.

The empirical section of the study is quantitative in nature, with the goal of determining the impact of event marketing on brand awareness. Quantitative research use statistics or figures to enable academics to quantify the world. Quantitative methods, when combined with statistics, not only allow us to quantitatively describe events, but also assist us in determining correlations between two or more variables. (Stockemer 20019, 8.) To support the quantitative research in this thesis, a survey with the commissioner's approval, is constructed and distributed to participants after the event, based on theoretical parts that gathered information and knowledge from a vast number of articles, textbooks, and publications. By obtaining these consumer data, this research holds great possibility to look at the impact of event marketing on brand awareness. The final results of this study are drawn from many references and the experimental study of this research. The results are presented to the commissioner and used as a document to develop strategies for the marketing department.

1.2   Commissioner's Introduction

IELTS THE TUTORS (ITT) is an Ielts preparation centre with the mission building a quality and effective education foundation, putting the needs and interests of students first. ITT was founded in 2017 as a collection of instructors and students aiming to get a high IELTS score. They have grown steadily since then and have now become an educational centre. ITT has been asserting its position in the IELTS teaching market in Ho Chi Minh City area. (IELTS THE TUTORS 2022.)

Vietnamese students have been looking for an opportunity to join the international student community as part of the international integration process. As a result, being able to utilize English skills in work and school becomes critical. To address the requirements of society, a number of English centres with various teaching approaches have been established. As a result, the IELTS teaching market is competitive. (MM.)

ITT uses event marketing in its marketing strategy to differentiate itself from other IELTS preparation centers. ITT uses event marketing to provide potential clients the opportunity to try out its products and services. The event's subject is modified every month based on market demand. It does, however, try to provide learners

with inspiration, advice, and expertise for learning English. Furthermore, the marketing department has been increasing brand recognition by organizing events such as workshops to address students' difficulties in learning English. (MM.)

Throughout this study, ITT allows this research to approach such events and examine the influence of event marketing on brand awareness, which is the study's major objective.

2   BRAND AWARENESS

2.1   Awareness

The awareness, interest, desire, and action (AIDA) model, which has been shown
to be useful in understanding human behaviour from media exposure to
purchase, can explain how consumers use certain products or services through
marketing communication (Strong 1925, as cited in Song, Ruan & Jeon 2021, 2).
As the Figure1 shows, the AIDA model was built on the concept that customers
evolve through a succession of cognitive, emotional, and behavioural phases
(Smart Insights 2022). Various research have demonstrated that consumers pay
attention to media stimuli, which leads to interest in items, brands, or services
advertised in the media (Song, Ruan & Jeon 2021, 2). Therefore, when a
consumer needs to learn about the presence of a product or service, the first step
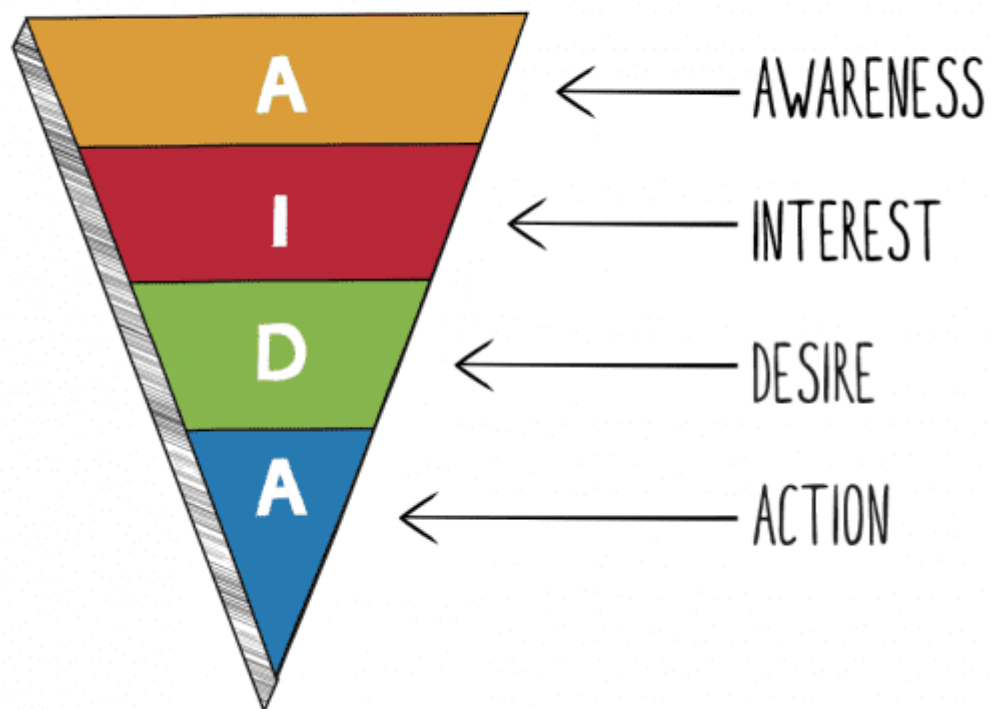in the communication process is to draw their attention to it.

Figure1. The AIDA Model (Smart Insights 2022)

At this stage, firms must directly demonstrate the attributes that are most appealing to customers. The messages sent across the channels must be improved. Because the initial point of contact between the company and the client leaves a lasting impression. Just like when a person read a book, if he/she is intrigued by the title, he/she will want to read the rest of the book (Smart Insights 2022). Pashootanizadeh and Khalilian's explanation of the four stages of AIDA model is summarized in Table 1.

Table 1. The Explanation of the Four Stages of AIDA Model (Pashootanizadeh & Khalilian 2018, 5).

Attention	The advertiser has to promote the product in such a way so that the customer becomes aware of it and its specific services involved. The purchase process begins from the moment when a consumer does not know about a certain brand, so he/she first has to find out about the existence of the product or service. This first step in cognitive hierarchy focuses on ways to attract and retain the consumer attention. (Bogost 2007, as cited in Pashootanizadeh & Khalilian 2018, 5).
Interest	A marketer has to think of a media of information to draw the attention of the consumers, and covey the benefits of the product. Some bad media of information are careless in taking this important step, yet consumers are willing to provide their time to read the message in detail. Building readers' interest by providing a solution or hope to a certain problem is one way to draw the attention of the consumers. The best way to build the readers' awareness is by explaining the feature and benefit to better their interest.
Desire	A marketer has to be smart and sharp in seducing the customer to purchase a product. This step is vital for a marketer that he/she can provide a correct solution to their consumer. In this manner, people have had their

	motivation to own a product and a marketer has succeeded in creating the needs of the consumer. Nevertheless, hesitation will occur with some consumers, as they doubt whether the said product or service can provide the required outcome as has been promised. (Hadiyati 2016, as cited in Pashootanizadeh & Khalilian 2018, 5).
Action	Action represents the final step of the process. Taking action is actually creating the next step in purchasing and using the selected product or service. In this stage, marketers must focus on determining the consumer to finalize the entire cognitive process with an actual acquisition, with the concrete action of buying and using the product or service. (Ghirvu 2013, as cited in Pashootanizadeh & Khalilian 2018, 5).

2.2   Brand

The term brand is derived from the Old Norse word brandr, which meaning "to burn" (an identifying mark burned on cattle with a hot iron), since brands were and still are used by livestock owners to identify their animals. Due to a lack of a shared knowledge of brand complexity, brand interpretation and management become more difficult. As a result, understanding the nature of a brand is critical for building, growing, and defending brands and businesses in general. (Maurya & Mishra 2012, 122.)

According to Maurya and Mishra (2012, 125), a brand is described as an identity structure with six integrated elements of culture, personality, self-projection, body, reflection, and relationship. Whereas, a brand, relying on Heding, Knudtzen & Bjerre (2009, 9), is "a name, term, sign, symbol, design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those competitors". Shortly, Martineau (1959) defined brand as a mental picture comprising functional and psychological attributes (Martineau 1959, 50).

Every customer utilizes and enjoys the brand for a variety of reasons. Brands are distinguished because they make customers feel unique about them (Joseph 2015). Indeed, a brand is formed in the consumer's awareness, where they accumulate all relevant information about the company, product, service, or even the individual. These data were gathered from the media, daily life, as well as the consumer's experiences and emotions, which resulted in brand knowledge. Finally, it is strongly advised that corporations engage in brand development (Joseph 2015).

2.3 Brand Knowledge

First of all, brand knowledge needs to be identified before analyzing brand awareness. Brand knowledge is defined as brand awareness (whether and when customers are aware of the brand) and brand image (what connections consumers have with the brand) (Keller 2001, 15). Brand knowledge is more than just facts about the brand; it includes all of the ideas, feelings, perceptions, pictures, experiences, and so on that customers associate with the brand (Keller & Brexendorf 2019, 1411). All of this information may be considered of as a collection of linkages to the brand in the consumer's mind. To be easy to understand, a map in Figure 2 might be a valuable tool for depicting some of the most crucial aspects of brand knowledge.
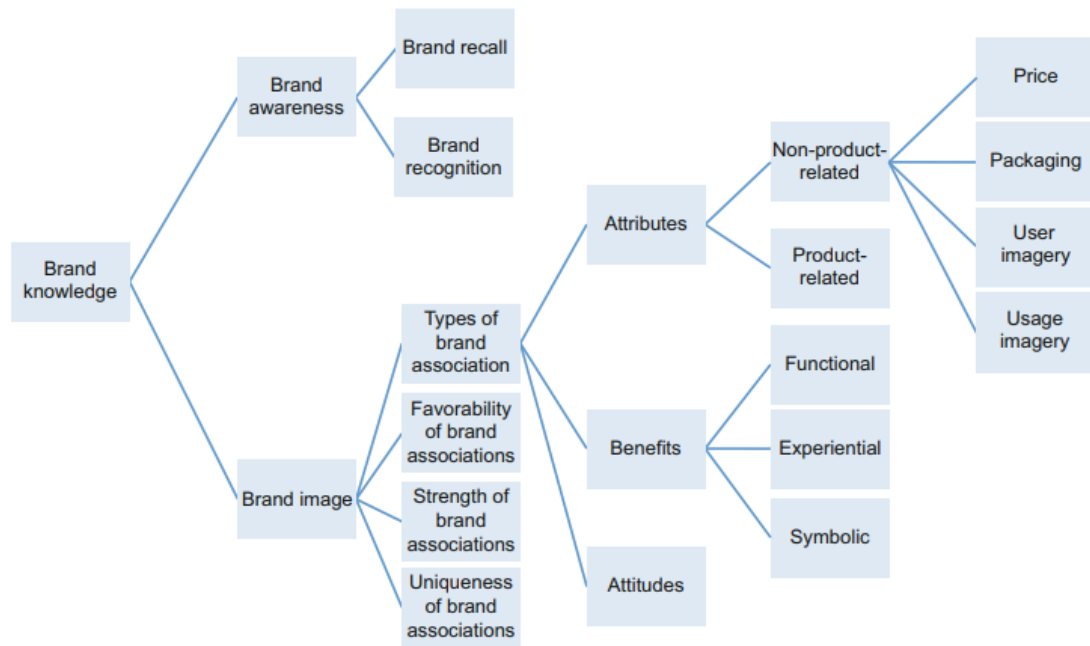
Figure 2. Dimensions of Brand Knowledge (Keller 1993, 7)

According to Figure 2, brand awareness and brand image are two especially essential aspects of brand knowledge. Brand awareness is connected to the strength of the brand node or trace in memory, which is shown in customers' capacity to recall or recognize the brand under various circumstances. Brand awareness may be classified according to the depth and breadth. The possibility that a brand may be identified or recalled is related to the depth of brand awareness. The variety of purchase and consumption circumstances in which the brand comes to mind is referred to as the breadth of brand awareness. (Keller & Brexendorf 2019, 1411.) Rossiter and Percy (1987) stated that brand awareness is crucial for the communications process to take place since it comes before all other processes. There can be no additional communication effects until there is brand awareness.

On the other hand, brand image is defined as a consumer's view of a brand as represented by brand associations stored in the consumer's memory (Keller & Brexendorf 2019, 1411). As Figure 2 showed, these associations differ in a variety of ways, including their strength, positivity, distinctiveness, and abstractness. Brand image is more difficult to manage than brand awareness since slight changes in consumers' perceptions might impact their purchasing decisions. (Keller 1993, 7.)

To assess brand image, one may either use and adapt an existing list of brand associations or start from scratch by eliciting brand associations and then measuring their strength (Chandon 2003, 3). For example, Aaker (1997, 347) developed a set of adjectives that can be used to describe the personality of a brand. She differentiates five aspects of brand personality: Sincerity, excitement, competence, sophistication and ruggedness. Each aspect is measured by two or more adjectives. The procedure entails asking people to rate how well each adjective portrays the brand. This approach generally yields a brief list of the good and negative connections customers have with the brand, graded by their strength.

This study will not concentrate on brand image. However, it is critical to understand which other factors, in addition to brand awareness, comprise the brand knowledge model. By recognizing the material regarding brand knowledge, the corporation may affect the consumer's primary reactions to the brand.

2.4   Brand Awareness and The Role of It

As mentioned above, brand awareness is connected to the brand's memory strength, as shown by customers' ability to recognize various brand features under diverse settings such as the brand name, logo, symbol, character, packaging, and slogan. Brand awareness refers to the likelihood and ease with which a brand will spring to mind in response to certain types of triggers (Keller & Brexendorf 2019, 1416). In addition, brand awareness is the probability that, consumers are familiar about the availability and accessibility of a company's product and service (Malik, Ghafoor & Igbal 2013, 168).

Brand awareness is considered to have an important influence in defining the consideration set: the limited set of brands to which a customer pays close attention when making a purchase (Narayana & Markin 1975, 1–6). The makeup of this small group of brands assessed during decision-making is critical since a brand that is not considered about cannot be picked. When a person is informed of a number of brands that meet the appropriate requirements, he or she is unlikely to devote much time to searching for alternative brands. A brand with some level of brand awareness is significantly more likely to be considered, and

so chosen, than a brand that the customer is unfamiliar with. (Woodside & Wilson 1985, 41–48.)

Brand awareness can also influence brand decision making within the consideration set (Hoyer & Brown 1990, 141–148). To explain for the term "consideration set", Horowitz & Louviere stated that the consideration set is made up of the brands or items from which a customer chooses. Because some alternatives may not be evaluated, this set does not have to match the set of all possible alternatives. (Horowitz & Louviere 1992, 39.) Customers may not always take their time while making purchasing decisions and they may use a heuristic (decision rule) to purchase only well-known, well-established brands (Roselius 1971, 56–61). A heuristic is a decision-making approach that overlooks relevant data in order to make judgments more quickly, simply, and correctly than more complex methods (Gigerenzer & Gaissmaier 2011, 454). In many circumstances, customers attempt to lower the costs of decision making in terms of time and cognitive effort by utilizing simple rules of thumb such as "choose the brand I've heard of." (Macdonald & Sharp 2003, 2). This is especially common in low-involvement scenarios when a basic level of brand awareness may enough for selection.

Another way brand awareness may influence decision within the consideration set is through perceived quality. According to Hoyer and Brown in consumer choice research in 1990, more than 70% of customers chose a recognized brand of peanut butter from a choice of three, even though another brand had 'objectively' superior quality (as judged by blind taste testing), and even though they had never bought or used the brand before. This outcome is even more shocking given that the individuals had the opportunity to sample all of the brands. (Hoyer & Brown 1990, 141–148.) Consoli reported that desires take precedence over wants in a saturated market, thus the state of mind, emotions, and sympathies take centre stage. Aside from quality and pricing, customers desire trust, love, and dreams. (Consoli 2010, 52–59.) Simply being a well-known brand has a significant impact on the appraisal of the brand (Hoyer & Brown 1990, 141–148).

Indeed, the greater the consumer's awareness of the brand, the more likely the brand will be purchased. As Figure 2 indicated, brand awareness has two conceptual properties: brand recall and brand recognition (Rossiter 2014, 534–535), which are explained in the next part of this research.

2.4.1 Brand Recognition

Based on combinations of the two brand awareness strategies and the four brand attitude strategies, which is showed in Figure 3, brand recall and brand recognition are two distinct forms of brand awareness. The distinction is determined by the first communication effect that appears in the buyer's mind: category need or brand awareness (Percy & Rossiter 1992, 265).

BRAND AWARENESS	
Brand Recognition (at-point-of-purchase)	Brand Recall (prior to purchase)
BRAND ATTITUDE	
Low Involvement Informational	Low Involvement Transformational
High Involvement Informational	High Involvement Transformational

Figure 3. Two-factor communication models. (Percy & Rossiter 1992, 264)

Recognition procedures necessitate that consumers should be able to distinguish a stimulus such as a word, item, or image from something they have previously seen. In addition, brand recognition refers to a consumer's capacity to recognize a brand in a range of conditions, and it might include identifying any of the brand features (Keller & Brexendorf 2019, 1416). However, it is critical to realize that a brand may miss a recall test while still being recognized inside the shop at the time of purchase and purchased. To be clear, Figure 3 depicts brand recognition occurring at the time of purchase and brand recall occurring before purchase.

The process most individuals go through while shopping for food is an excellent example of what have been discussing about here. Few shoppers use lists, and those that do will simply include category reminders such as trash bags and salad

dressing, rather than brand names. Shoppers rely on visual reminders of their requirements as they scan products on the shelf and recognize brands. Obviously, since purchasing decisions are based on recognition, advertising should depict the packaging as it will be seen in the shop. (Percy & Rossiter 1992, 265.)

According to the strength theory or threshold theory, recognition necessitates a lower degree of memory power than recall (Kintsch 1970, as cited in Khurram, Qadeer & Sheeraz 2018, 223). For example, brand recognition is frequently visual in nature, visual recognition metrics can be applied. Consumers may find it difficult to describe a brand or symbol vocally or visually in a recall exercise, but they find it much easy to assess the same characteristics visually in a recognition challenge. Nonetheless, brand recognition assessments can only offer a rough estimate of prospective recallability, and brand recall is required to be measured to examine if the brand aspects will be recalled. (Keller & Brexendorf 2019, 1417.)

2.4.2 Brand Recall

When the brand is not present in other decision-making circumstances, a category requirement is first encountered, and the consumer then depends on memory to develop probable answers. In this instance, the consumers must recall a brand, or numerous brands, in order to make a choice. (Percy & Rossiter 1992, 265.)

Brand recall is defined as "the extent to which consumers remember advertising and other messages that have been sent about a brand. It is a type of brand awareness where the consumer recognizes or identifies a brand, using information from memory." (Prashar, Dahir & Sharma 2012, 84–88.) Meanwhile, Baumann, Hamin & Chong in 2015 stated that brand recall is the ability of a customer to recall a brand when given indications relating to the brand, requiring customers to accurately produce the brand from memory.

Brand recall is categorized into two categories: unaided recall and aided recall. Unaided recall on the basis of "all brands" provided as a cue is likely to recognize just the most powerful brands while aided recall employs a variety of indicators to assist customer recall. (Keller & Brexendorf 2019, 1417.)

As described in the brand recognition part, brand recall is a more challenging memory exercise than brand recognition since consumers are not simply given a brand piece and asked to identify or differentiate it as one they have or have not previously seen. The importance of memory cannot be overstated when it comes to recalling a brand since memory aspects aid in retrieving the brand as well as other competing brands, creating a consideration set for the customer to make the final choice (Baker, Hutchinson, Moore & Nedungadi 1986, as cited in Khurram, Qadeer & Sheeraz 2018, 223).

3 EVENT MARKETING

3.1 Definition and Components of Event Marketing

When researching event marketing for this study, it is challenging not only to understand and unite the conflicting interpretations of what forms event marketing, but also to recognize the boundaries between event marketing and other marketing communications. Nickel concluded that the distinction between event marketing and other forms of marketing communication is blurred. (Nickel 1998, 5.) Additionally, Gupta recognized a significant event marketing difficulty as a "lack of a systematised body of knowledge and conceptual framework on which to base scientific inquiry." (Gupta 2003, 94). Similarly, in the United States, "event marketing" has become a trendy word to represent a wide range of actions and phenomena that combine a combination of events and marketing. Practitioners seeking direction and ideas from academia will be disappointed because there is presently a paucity of research and conceptual understanding linking marketing and events. The terms event marketing, event sponsorship and marketing event, for example, have different definitions, although they are used interchangeably in articles and papers. (Wohlfeil & Whelan 2005, 184.) However, this study compiled linked literature studies in marketing and event management to determine the right definition of event marketing.

Events offer organizations with a strategic and versatile tool for achieving a variety of marketing-related goals (Crowther 2011, 68). To be clear, figure 4 depicts the many interpretations of "events" in marketing literature. Event marketing, which is mentioned in the context of this paper, is shown in the grey fields.
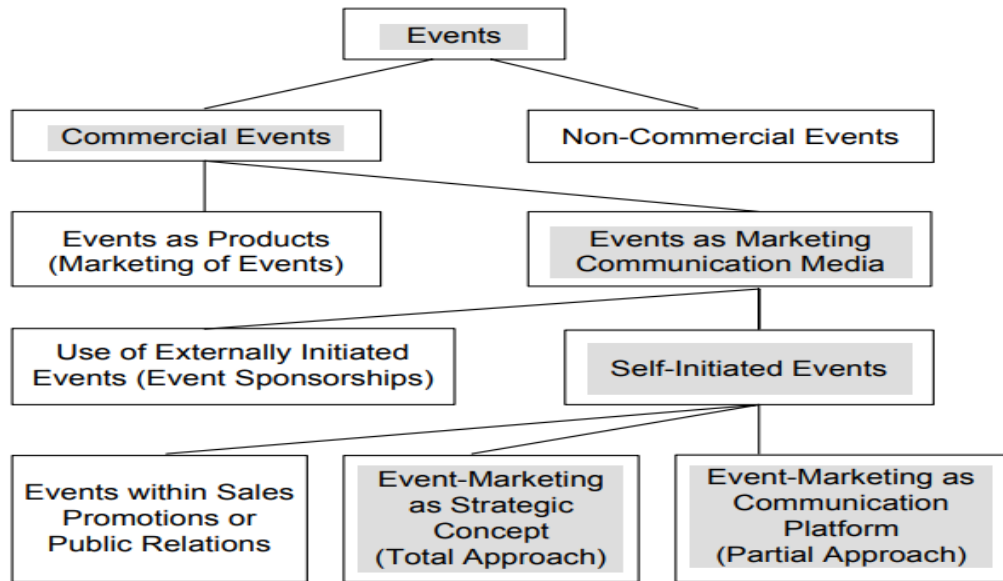
Figure 4. The Different Understandings of "Events" in Marketing Literature (Zanger 2002, as cited in Wohlfeil & Whelan 2005, 185)

Fundamentally, events may be classified as commercial or noncommercial. Commercial events, in fact, can either be products themselves (marketing of events) or utilized as media within marketing communications. The majority of English-language literature does not consider event marketing to be a marketing communication strategy and instead refers to marketing of events as part of the wider idea of event management. (Zanger 2002, as cited in Wohlfeil & Whelan 2005, 185.)

The process of designing, administering, and promoting corporate and special events is referred to as event marketing. A special event is a one-of-a-kind moment in time or an occasion that differs from everyday life and includes some sort of celebration or ceremony, whereas corporate events are workshops, conferences, and exhibitions organized by corporations or institutions and aimed at internal and external audiences. (Goldblatt 1997, as cited in Wohlfeil & Whelan 2005, 184.)

According to figure 4, "Event Sponsorships" and "Self-Initiated Events" are two types of event marketing elements of an event marketing. Indeed, event marketing is described as the practice of advancing the interests of an organization and its brands by linking the organization with a certain activity. This

activity might be owned by the firm or owned by a third party and supported by the company via sponsorship programs (Kotler & Armstrong 2010, 505).

For example, Javalgi Traylor, Gross & Lampman established that sponsorship had a favorable influence on the sponsoring company's image (Javalgi, Traylor, Gross & Lampman 1994, 47–58). Scholars discovered that, on a product/brand level, sponsorship aids consumers in remembering the brand linked with it, both in terms of brand recall and brand awareness (Herrmann, Walliser & Kacha 2011, 259–281). Sponsorship is also an excellent approach to demonstrate devotion to a community and develop ties with it (Wohlfeil & Whelan 2005, 184).

Besides, "Self-Initiated Events" is made up of "Events within Sales Promotions or Public Relations", "Event-Marketing as Strategic Concept (Total Approach)" and "Event-Marketing as Communication Platform (Partial Approach)" (See figure 4). Nevertheless, in this study, event marketing is described as an experience-oriented marketing communication technique aiming at favourably impacting customers' familiarity and attitude toward the company in which customers are able to take an active role. Therefore, the focus of explanation will be on "Event-Marketing as Strategic Concept (Total Approach)" and "Event-Marketing as Communication Platform (Partial Approach)".

Zanger and Sistenich (1996, 234, as cited in in Wohlfeil & Whelan 2005, 186) defined two coexisting methods to executing event marketing techniques as follows: The partial approach defines event marketing as the planning, organizing, managing, and controlling of events within the context of a company's marketing communication strategy. On the other hand, the total approach views event marketing as a catch-all term for all aspects of current marketing communications that contribute to the creation and implementation of an experience-oriented strategy. To be understandable, the total approach is likely to be used by the director, CEO, or marketing manager, whereas the partial approach appears to be used by personnel (Wohlfeil & Whelan 2005, 186).

Event marketing is the key media to communicate brand messages. In order to strategically exploit its communicative potential, event marketing must generate brand-related realities for consumers as part of a broader integrated experience-

oriented marketing communications strategy (Zanger & Sistenich 1996, 234, as cited in in Wohlfeil & Whelan 2005, 186.)

3.2   The Role of Event-Marketing in the Marketing Communications Mix

First of all, the definition of Borden in 1964 developed the concept of "marketing mix" and defined marketing manager as one who is always involved in fashioning imaginatively a combination of marketing processes and policies in his endeavour to build a profitable company (Borden 1964, 389). The marketing mix is now described as a set of controlled marketing instruments used by a corporation to evoke a desired reaction in a specified market. These tools are collectively known as the 4Ps of marketing, which stand for Product, Price, Promotion, and Place (Kotler, Armstrong, Wong, & Saunders 2008). Othman, He, Huang, Xi & Ramsey discovered that service marketing mix has various evolution stages, for example, from 4P's to 7P's and this process is still on going. In various types of industries, people alter this mix to get the maximum benefit. For example, product, price, promotion, place, process, physical evidence and people are components of the 7P's of the new marketing mix. (Othman, He, Huang, Xi & Ramsey 2021, 4.)

Promotion, often known as marketing communication, is one of the 7P's in the marketing mix. Corporations must communicate what they are doing to their current and future clients. Marketing communication is described as all strategies, techniques, and actions involved in delivering desired marketing messages to intended target markets, regardless of media utilized. Figure 5 illustrates the marketing communication mix, which includes four extra aspects for promoting an event. Other parts include advertising, direct sales, public relations, and sponsorship, in addition to event promotion. (Behrer & Larsson 1997, as cited in Alopaeus 2016, 18).

Figure 5. The Marketing Communications Mix (Behrer & Larsson 1997, as cited in Alopaeus 2016, 18)

Marketing communication concepts should not be produced in isolation since the impacts of any communication strategy will be dependent in part on the communication effects induced by other communication strategies (Keller 2001, 819–847). Zanger (2001, as cited in Wohlfeil & Whelan 2005, 194) demanded that event marketing must be incorporated into integrated experience-oriented marketing communications strategies in order to be most effective. In the next paragraphs, the role of event marketing in marketing communication mix will be analyzed deeper.

The fact that event marketing encourages clients to actively experience the brand by being a part of a brand's program in reality is the primary distinction between event marketing and traditional marketing communications, in which consumers are typically passive and distant recipients of brand messages. Through event

marketing, the customer may adapt their marketing experience to their individual goals and needs. (Nufer 2002, as cited in Wohlfeil & Whelan 2005, 194.) The consumer forms a stronger association and bond with the company and products at hand by engaging with them in a more personalized and immersive environment. Eventually, event marketing results in increased customer engagement and memorability. (Wohlfeil & Whelan 2005, 194.)

Besides, event marketing facilitates interactivity. While traditional marketing communications are built on the transmission of information in a single direction, event marketing provides a platform for interactive and personal dialogues by immersing customers on a behavioural level (Zanger & Sistenich 1996, 234, as cited in in Wohlfeil & Whelan 2005, 195). Because customers register to participate voluntarily, they are not only more involved in the event, but they are also more receptive to interactions with other participants and brand Because they are engaging voluntarily, customers are not only more involved in the event, but they are also more receptive to interactions with other participants, spectators, and brand agents. Moreover, event marketing is an excellent method for dynamically communicating the brand vision and values to employees and inspiring them to personally contribute to the success of a company (De Chernatony 2001, 32–44).

Furthermore, event marketing aims to emotionally influence consumers by organizing self-initiated marketing-events that communicate the brand's hyperreality (Wohlfeil & Whelan 2005, 195). This is the main point differentiating the event marketing and event sponsorship, which is all about financially and logistically sponsoring independent, external events in order to benefit from mediated image transfer and public goodwill. In addition, the companies have complete control over their event, allowing them to avoid the challenges that are typically caused by communication overload and ambush marketing, and to build the event topic around the requirements of the brand message and the expectations of the target audience. (Drengner 2003, as cited in Wohlfeil & Whelan 2005, 195).

Last but not least, event marketing provides the dramaturgy by which marketers bring their brand's artificial hyperreality to life for interested clients (Wohlfeil &

Whelan 2005, 195). In other words, this is the co-creation process between the company and customers where marketers, like directors, bring their plays to life, and customers, like players, participate in the event via their creativity. Customer co-creation for idea development and selection has a favourable influence on a firm's reputation in terms of customer orientation in the marketplace (Fuchs & Schreier 2011, 17–32). Consequently, customers build deep brand knowledge and loyalty, and become brand's supporters, broadening the impact of the company's innovative activities (Wohlfeil & Whelan 2005, 196)

3.3 Event Marketing Planning

3.3.1 Organizational Values

Organizational values are the fundamental factors that generate values for the organization and the image that reflects the organization. The vision is the ideal image, the mission is the path to achieving the ideal image, and the core value is the path to creating the ideal image. Organizational values represent the organization's beliefs as well as the rules that govern its actions. (Tinnish & Mangal 2012, 237.)

Planners might take a more strategic approach by linking their organizations with the trend toward sustainability or by matching their events with current company values. To accomplish this job, the planners must first thoroughly comprehend the company's value by gathering information from the manager, director, or even the company's founder. Additionally, planners must keep up with the societal trend in terms of sustainability. (Tinnish & Mangal 2012, 239.)

By approaching event marketing from the organizational values, planners can help their organizations safeguard their reputations, establish better brands, and differentiate themselves since people are drawn to groups with similar beliefs (Tinnish & Mangal 2012, 239). Moreover, according to Goodman (2000, 202–214), excellent environmental practices have a favorable impact on employee happiness, pride, and loyalty. As a result, focusing on sustainable event marketing may help retain the finest employees which adds a positive component to the human resource strategy.

3.3.2 Background, Purpose, and Focus

A gathering of individuals for a certain purpose is referred to as an event. Events can take several forms and be done for a variety of purposes. As a result, different levels of planning and preparation are required by event organizers depending on the sort of event being considered. (Carter 2007, 3.)

There are several sorts of events that are organized, which can be of a little or huge size. According to Carter (2007, 3), there are several type of events such as: corporate meetings; seminars and workshops; luncheons, receptions, weddings; award ceremonies; product launches, trade exhibitions; entertainment and sport events; special events. Obviously, each type of event has different goals and objectives. In addition, the objectives of the event reflect the goals that have been set (Carter 2007, 4).

A successful event will result in effective communication impacts for individuals who took part in it. A botched event can lower the brand's value and image in the eyes of the public. Thus, the real planning process may begin once all of the goals have been determined. (Carter 2007, 4.)

3.3.3 Situation Analysis

In this sections, SWOT (strengths, weaknesses, opportunities, and threats) analysis, which is a strategic planning and strategic management strategy that is used to assist a person or organization in identifying strengths, weaknesses, opportunities, and threats in commercial competitiveness or project planning, is useful for planners. The SWOT model is a well-known business analysis model (or matrix) for all firms who seek to enhance their company position and lay solid development foundations (Gasparotti 2009, 97). To be specific, Strength and Weakness are viewed as two internal components in a business. For instance, reputation, traits, and geographic location are internal variables since they are the ones that company can actively try to improve. External influences include opportunities and risks. For example, supply, rivals, and market pricing are not elements that can be controlled just by desire.

This assessment identifies organizational strengths that should be capitalized on and flaws that should be minimized. Furthermore, it supports event planners in identifying chances for event strategy to exploit or risks to prepare for. It is critical to determine the SWOT model. Because it will determine the next step in achieving the objective. Leaders should use the SWOT matrix to determine whether a goal is achievable. If not, they must revise their goals and retake the SWOT matrix evaluation procedure.

3.3.4 Target Audiences

Target audience is defined as the audience to whom advertising messages must be conveyed in order to sell or promote company's products/services. An ideal and sensible method is essential if the company is to run efficiently. Understanding the clients to whom the organization sells products/services is a vital component of a winning strategy (Keller 2010, 40). To put it another way, a company's target audience must be properly defined in order to design strategies that are suited for them. Products given to the right people will certainly be embraced by customers and will help businesses thrive. On the contrary, if company attempts to advertise a product without first determining whether customers require it, plan will fail.

A marketing strategy should ideally focus on a primary target audience, while supplementary markets such as strategic partners, target audiences, and methods to impact them are frequently identified and included. Indeed, according to Gupta (2003, 87–96), events can also be indirect, with participants who are not necessarily from the intended demographic. As mentioned above, these kind of events are typically used to generate and strengthen brand image.

In this step, planners should offer a detailed description of target audience, including characteristics such as demographics, geographics, associated habits, psychographics, social networks, community assets, and market size (Keller 2010, 40). By comprehending these factors, planners are able to gain insights into their target audience.

3.3.5   Objectives and Goals

One of the primary objectives of event marketing is to improve consumer experience and brand awareness of the company's products (Sneath, Finney & Grace 2005, 373–381). Other goals and objectives may include creating awareness, raising funds, pushing a concept or action forward, generating enthusiasm for future events, reaching a specified number of participants, connecting exhibitors and attendees, or achieving media attention (Ahluwalia, 2022, as cited in as cited in Alopaeus 2016, 25).

According to Allen (1952, 30–31), there are some objectives for different events, which is listed below in Table 2.

Table 2. Objectives for Different Events (Allen 1952, 30–31)

Meetings	Provide new information about your product or company, Bring together people outside the office setting, Exchange ideas, Find solutions to existing problems, Launch a new product, Provide training
Corporate Events	Appreciate employees, Appreciate clients, Appreciate suppliers, Hand out awards, Bring together suppliers and staff, Launch products, Support a fund-raising endeavour that the corporation advocates, Raise public awareness, Enhance brand-name recognition, Celebrate milestones (50th anniversary, millionth customer or widget sold).
Fund-Raisers	Raise funds for research, Get media attention, Raise public awareness, Attract new sponsors, Solicit new supporters and donations, Increase number of volunteers, Develop a mailing list for future events or sponsorship and donation requests
Conferences	Bring a wide range of people together to exchange information and ideas, Launch new products, Recognize sales.
Incentives	Create one-of-a-kind events to recognize increase in sales, Bring the top sales force together to discuss future strategy,

	Get the top sales force and senior management together outside of the work environment, Enlist the support of family and partners.
Special Events	Get media attention, Raise public awareness, Attract new clients, Launch products, Present awards, Pay tributes.

After establishing goals and objectives, it is critical to carry them out in a detailed plan, and SMART (Specific, Measurable, Achievable, Relevant, Time-bound) is a tool that helps planners do so. A number of authors recommend using the SMART acronym as a goal-setting guideline. This abbreviation stands for a collection of ideal characteristics to examine while determining objectives. (Siegert & Taylor 2004, 2.) The SMART model is a goal-setting technique that assists organizations or marketing professionals in establishing and evaluating the specificity, feasibility, relevance, and reasonableness of the goals in the plan. Doran (1981, 35) proposes that the SMART analysis in event marketing include the following criteria in Table 3.

Table 3. SMART Analysis in Event Marketing

Specific	The organizer must be precise about what is expected to be accomplished. The more explicit and clear the objectives, the easier it is to assess the opportunity to capture the problem and the extent to which it is practicable, as well as to measure the success of genuine problems and opportunities.
Measurable	A system, technique, or procedure is necessary to track and document the action on which the goal is focused. These objectives should be quantifiable. Setting goals based on SMART principles will demonstrate the event's desire.
Achievable	Goals must never be overstated. The proposed goal must be attainable and practical. This is also an essential factor

	to consider when developing SMART goals. The organization must thoroughly assess if it has the capacity to reach that aim or if it is too difficult for them.
Relevant	Is the event's objective important in and of itself? Are the event's goals relevant and aligned with the overall company goals?
Time-Based	Clear start and completion date for each objective. Whether or not the objectives are met within the time frame specified? The establishment of a deadline for completing work and goals will put pressure on each individual to take responsibility and meet the deadline.

3.3.6 Marketing Mix Strategies

This component of the strategy explains the product, pricing, location, and advertising techniques. First of all, a product is defined as a tangible item or service that a customer is willing to pay for (Išoraitė 2016, 27). In event marketing, product should answer the question "What is the event like?".

Secondly, the cost of product or service is referred to its price. Price is one of the most important marketing mix factors, and many scientists regard it as one of the most crucial market aspects, increasing not just profits but also market share. However, pricing is not only one of the most important components in a competitive situation, affecting the company's sales and profitability indicators directly, but it is also one of the most adaptable marketing mix elements, allowing it to effectively respond to environmental changes. (Išoraitė 2016, 31.) Any program-related monetary charges (fees) that the target audience will pay, as well as any monetary incentives such as discount coupons or rebates that will be made available, should be mentioned in the price (Keller 2010, 41).

Thirdly, place refers to where and how people buy company's product or experience service. Place is also frequently referred to delivery system or distribution channel. Logistics, services supplied, capacity, and availability are all answered by place (Wolf, Wolf & Levine 2005).

Last but not least, promotion refers to targeted advertising that aims to a company's target customer. The promotion's final 4P marketing complex aspect serves to raise customer awareness of their items, which leads to increased sales and brand loyalty. As a result, the marketing mix promotion is a tool that aids in the dissemination of information, encourages purchase, and influences the purchase decision process. (Išoraitė 2016, 34.)

4 THESIS PROCESS AND QUANTITATIVE METHODOLOGY

4.1 Thesis Process

The author of this thesis are in his last year of study. The university learning program enabled students to engage in and arrange several events during their study time, which piqued the author's interest in event marketing research. Due to the pandemic Covid19, the author returned to Vietnam, his homeland, and was given the opportunity to complete his training at the commissioner's company, ITT. During this period, the author was in charge of planning the company's weekend event. Additionally, both the author and the company were interested in learning more about the impact of event marketing on brand awareness. As a consequence, the notion of incorporating this concept within the thesis was born.

The timetable for this thesis is shown in Figure 6. This research took 5 months to complete, starting in January 2022 and ending in May 2022. The first three months were devoted laying the theoretical foundation for this research. The survey was conducted and results from both theoretical and experimental sections were examined over the following two month.
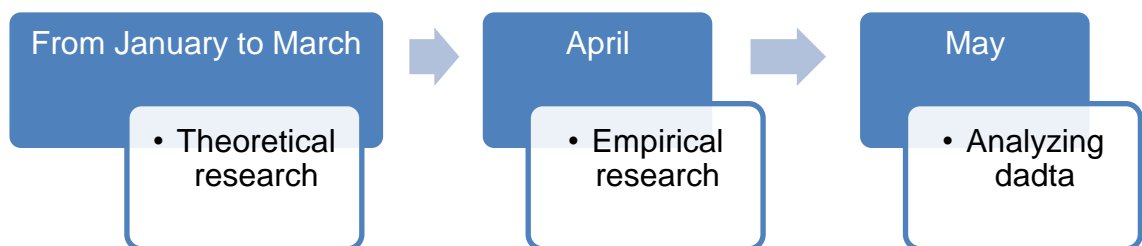
From January to March
- Theoretical research

April
- Empirical research

May
- Analyzing dadta

Figure 6. Timeline of Thesis Process (Phat 2022)

4.2   Quantitative Methodology

In the social sciences, there are two major types of research: quantitative research and qualitative research. The quantity of observations is the primary distinction between these two research methods. Qualitative research is defined as research that incorporates a small number of observations. Such study necessitates a detailed analysis of the situations at hand. Quantitative research, on the other hand, refers to work that contains hundreds, thousands, or even hundreds of thousands of observations. (Stockemer 20019, 8.)

The empirical section of the study is quantitative in nature, with the goal of determining the impact of event marketing on brand awareness. Quantitative research use statistics or figures to enable academics to quantify the world. Quantitative methods, when combined with statistics, not only allow us to quantitatively describe events, but also assist us in determining correlations between two or more variables (Stockemer 20019, 8). In general, quantitative research method is the collection and analysis of information on the basis of data obtained from the market.

The primary tool for establishing empirical links is quantitative research. It is, however, less well-suited to explaining the elements or causal process underlying a statistical association. To demonstrate, quantitative research can illustrate that people with poor education and low money are less likely to vote than those who are well educated and wealthy. However, it is less appropriate to describe their reasons for not voting. (Creswell & Creswell 2018, 49.)

On the other hand, determinism, for example, proposes that investigating the interactions between and among variables is critical to addressing questions and hypotheses via surveys and experiments (Creswell & Creswell 2018, 206). Indeed, the purpose of this study is to determine whether organizing event marketing has any effect on brand awareness in the minds of customers, which is a correlational hypothesis that could be tested using a survey design. The author chose those who had attended the commissioner's event in order to gain the most comprehension from the data. This is to avoid the survey being conducted on those who are unaware of the commissioner's brand.

4.3   Used Quantitative Method

4.3.1   Survey as a Quantitative Method

According to Stockemer, survey research has become a major, if not the primary, method of gathering data about people of all kinds. Table 2 included several different types of surveys. (Stockemer 20019, 23.) In addition, beliefs (what individuals believe is true or incorrect), knowledge, attitudes (what they believe is desirable or unpleasant), traits (respondent qualities), and behaviors are all covered through survey instruments, which are usually referred to as questionnaires. Before creating surveys, it's critical to figure out what kind of data is needed. (Stimson 2014, 143.)

Table 4. Types of Survey (Stockemer 20019, 23).

Costumer surveys	Inquire about people's purchasing habits or how satisfied they are with a product or service. Such surveys can help businesses learn more about customers' behaviors and inform current marketing efforts.
Attitudinal surveys	Participants are polled on their social, economic, and cultural perspectives. Researchers and policy makers benefit from these surveys because they allow us to identify cultural values, political attitudes, and social preferences.
Election surveys	Inquire about residents' voting behavior. As a result, they can affect party campaign strategy, for example.

The customer survey is this study's survey type. The purpose of the survey is to assess the change in consumer brand awareness following participation in the

commissioner's event, in order to determine the impact of event marketing on brand awareness. As Fowler said, choosing what should be measured is a requirement for building an effective survey instrument (Fowler 2013, 100). As a result, it is critical to state the objective clearly.

Furthermore, this research's dependent variable is the variable it is attempting to explain, which is brand awareness. On the other hand, the dependent variable's variation is supposed to be explained by independent variables. Independent variables are sometimes known as explanatory variables since they are supposed to explain variation or changes in the dependent variable. (Stockemer 20019, 27.) As a result, event marketing elements can be considered independent variables, whereas brand awareness features are considered dependent variables.

4.3.2 Data Sampling

In this part, the research strategy for the study will be discussed. This component of the thesis will cover the study approach, data collection strategies, and data analysis methodologies. This section is crucial since it facilitates the reader in gaining a better understanding of the study.

Every two weeks, the study's commissioner arranges an event aimed at increasing consumer brand awareness. There are two sorts of events as marketing communication media, as described in the theoretical section: event sponsorship and self-initiated event. The commissioner of this study concentrated on the self-initiated event. As the business is new and nascent, the company's financial situation does not allow investment in sponsorship programs. Besides, the company needs to focus on its potential customer file. By arranging their own events, the company can target the potential customer they desire and control the quality of those events. (MM.) The event's subject is modified every month based on market demand. It does, however, try to provide learners with inspiration, advice, and expertise for learning English. However, no particular research has been conducted on how these marketing events improve client brand awareness. This condition allows the author to approach individuals in order to perform the study's survey.

In general, each event includes around thirty participants. With this amount of guests, the host is able to interact with and care for everyone. This study's survey population was the participants of the previous 10 events, which included 389 people. As previously stated, the survey's target consumers are those who attended the commissioner's event in order to acquire the greatest insight from the data. The survey's response rate is estimated to be about 30 percent.

4.3.3 Method of Data Collection

A survey design offers a quantitative description of a population's trends, attitudes, and views, or tests for connections between variables in a population by surveying a sample of that group (Creswell & Creswell 2018, 207). The survey of this study is developed and given to participants after the event based on theoretical sections that gather information and knowledge from a large number of papers, textbooks, and publications. In addition, this research was granted authorization to contact customers by email and phone call using customer data. As a result, the influence of the event on customer awareness could be perfectly studied.

One hundred and twenty people took part in this survey. The majority of surveys were distributed by email. However, there were certain surveys that are conducted over the phone. The theoretical section's primary data used in event marketing and brand awareness is a strong foundation for this empirical study, which focuses on examining brand awareness and how an event organizer might raise brand awareness through event marketing.

5 THE IMPACT OF EVENT MARKETING ON BRAND AWARENESS

5.1 Respondent's Background

The author performed a survey with 120 individuals who answered 18 questions (Appendix 1). However, certain questions were devised in response to the commissioner's request. The remaining questions are based on the theoretical section of this research and are intended to aid in the research goal of this study. In general, 55 percent of participants are between the ages of eighteen and twenty-five, with just 16 percent being beyond the age of twenty-five (Figure 7). The survey included 65 percent of female respondents, 34 percent of male respondents, and 8 percent of other gender participants (Figure 8).
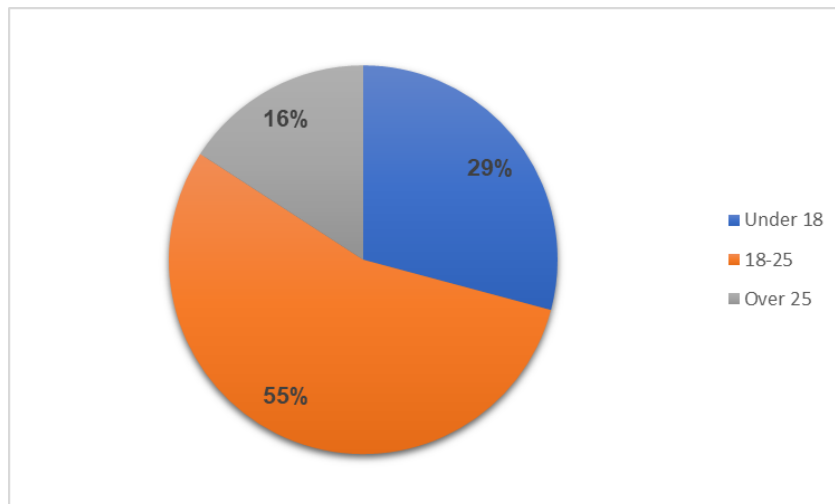

Figure 7. The Age of Respondents, n=120.

Based on these figures, the company may identify potential customers and tailor marketing techniques to those customers, who are female and between the ages of 18 and 25. Furthermore, the organization may recognize the client demographic that marketing activities did not effectively target, which is males aged 18 to 25 years old. Since the company does not target customers above the age of 25, it is not required to pay attention to those figures (MM).
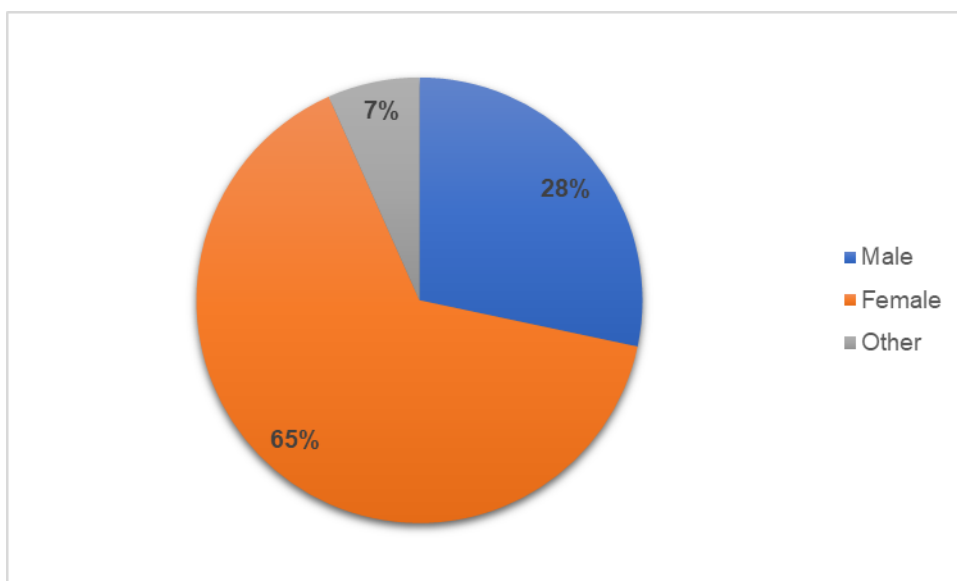
Figure 8. Gender of Respondents, n=120.

Furthermore, the majority of the participants are from Ho Chi Minh City, albeit from different districts. Figure 9 shows that 47 percent of participants are from Tan Phu district, where the commissioner's office is located. Additionally, the districts with the most participation in this survey are those around Tan Phu, such as Tan Binh with 19 participants and Phu Nhuan with 13 participants. This can be explained by the fact that students appear to prefer to explore English centres that are close to them. Although the commissioner's marketing manager confirms that they provide online classes for students from all around the nation to register for, many students choose to participate in offline courses (MM).
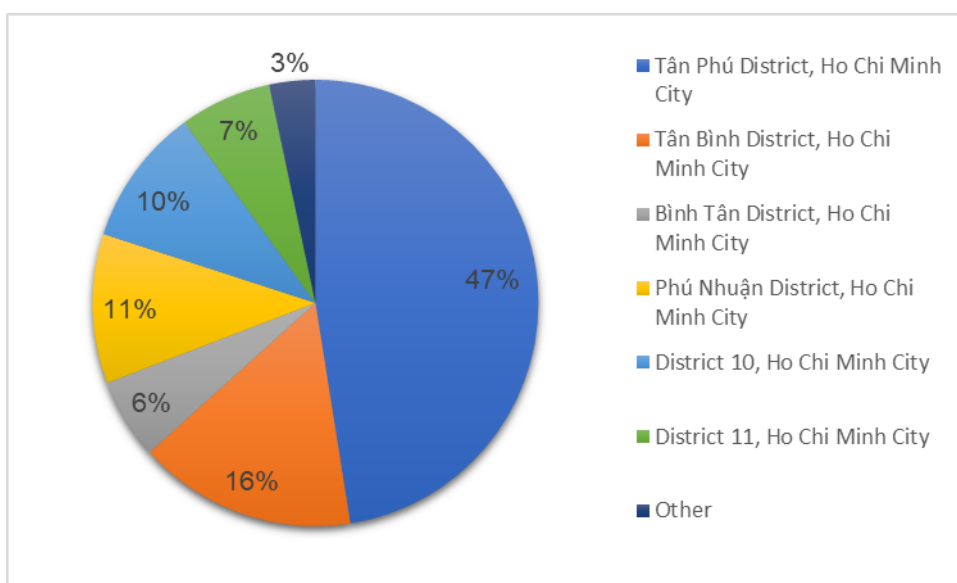

Figure 9. Residence of the Participant, n=120

5.2 Brand Awareness

5.2.1 Brand Recognition as a Component of Brand Awareness

As Figure 2 indicated, brand recognition is a component of brand awareness. Recognition procedures necessitate that customer should be able to distinguish a stimulus such as a word, item, or image from something they have previously seen. In addition, brand recognition refers to a consumer's capacity to recognize a brand in a range of conditions, and it might include identifying any of the brand features (Keller & Brexendorf 2019, 1416).

Participants in the survey were asked to rate their familiarity with a variety of brands. Figure 10 depicted the outcome of how familiar the participants felt with each brand when those brands were mentioned. The results showed that when the word "IELTS The Tutors" was stated, 78 percent of participants, felt very familiar or extremely familiar. Furthermore, everyone who attended the commissioner's event was able to recognize the brand's name. It is an excellent outcome and is readily demonstrated that organizing events favorably contributes to the development of brand awareness in the minds of customers.
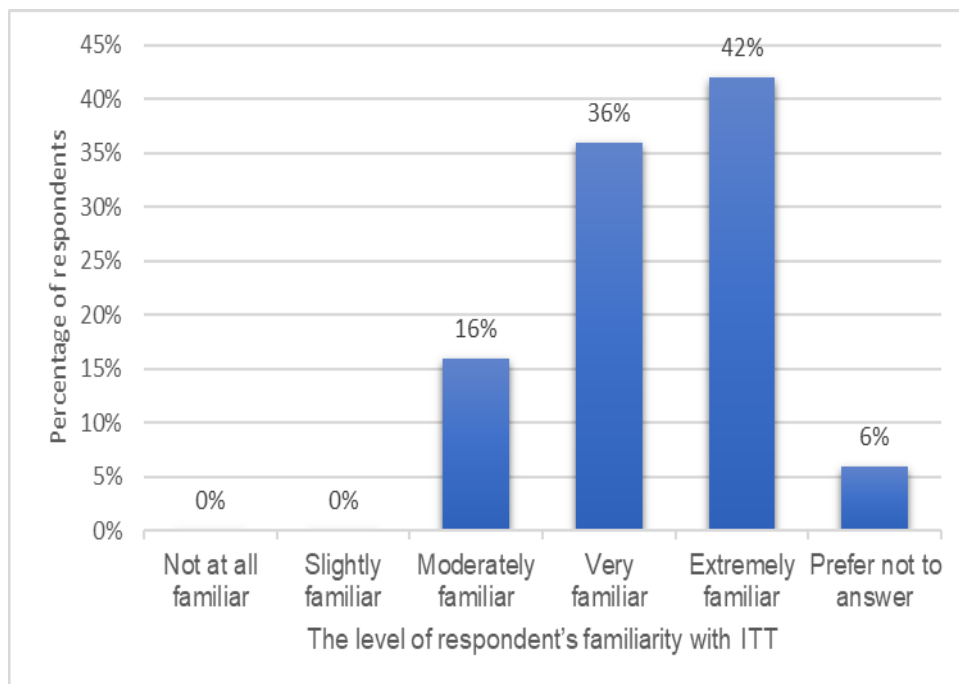

Figure 10. The Level of Participant's Familiarity with Brands, n=120.

Figure 11 demonstrated participants' responses when asked which IELTS preparation center they would select for their studies. ITT was chosen by 43 percent of participants for their study. VUS was chosen by 32 percent of participants as the next center. When the author digs deeper into the data of this survey, about 40 to 50 percent of those who are familiar with the brand picked it as a place for their study was discovered. For example, 54 percent of participants who felt very familiar or extremely familiar with the brand picked ITT as their study partner. Similarly, over half of those who were very familiar or extremely familiar with the brand chose VUS as their study partner.

This finding demonstrates that customers prefer items they are familiar with. Woodside & Wilson in 1985 stated that when a person is informed of a number of brands that meet the appropriate requirements, he or she is unlikely to devote much time to searching for alternative brands. A brand with some level of brand awareness is significantly more likely to be considered, and so chosen, than a brand that the customer is unfamiliar with. (Woodside & Wilson 1985, 41–48.) By focusing on these perceptions, it is clear that event marketing has helped to establish a good brand recognition, which is a component of brand awareness.
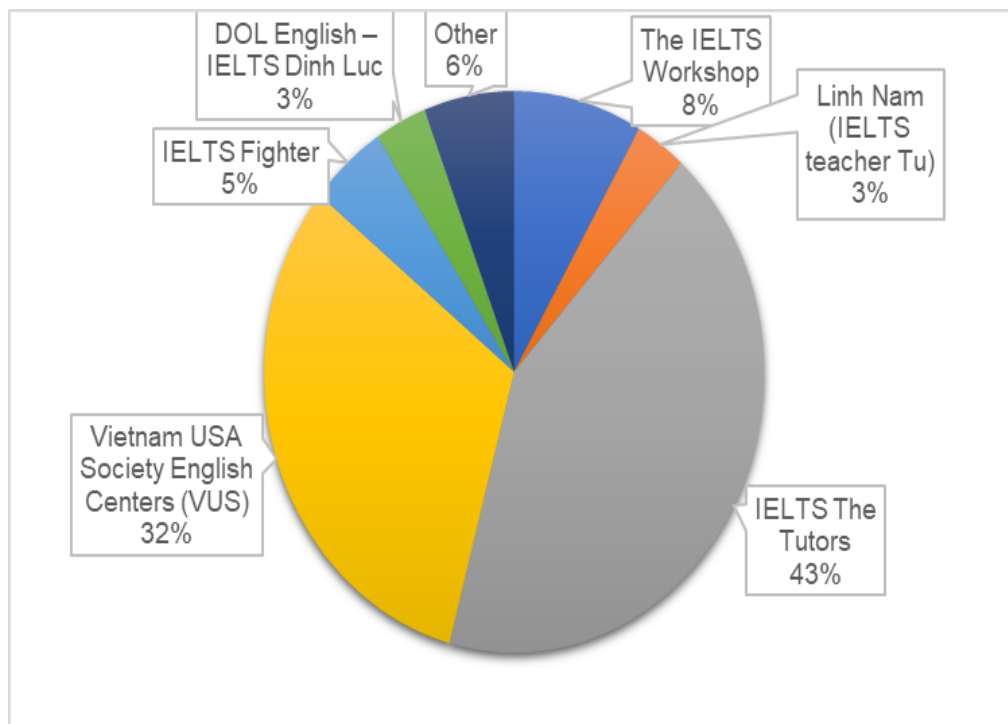

Figure 11. Participants' Preferred IELTS Preparation Centre for Study, n=120.

Participants were also asked to explain why they picked ITT in the survey. Several of them claimed they felt at ease with the company's attitude when they attended at the event. Other participants expressed their confidence in the company's ability when conducting such events. Furthermore, the name of the commissioner was recognized by the participants since the firm interacts well with them and conveys important messages through the event.

Figure 12 was constructed using the results of the survey, which asked participants to assess the ITT's event in which they attended. When examining individual responses, the author discovered that the participants who chose the company for their study evaluated the event they attended on a scale of fair to excellent. Those who did not pick the company, on the other hand, are more likely to know about other IELTS preparation centre better. Furthermore, none of the participants who gave the event a poor to very poor rating chose the center as a study location. As a result, people will pick the first brand that comes to mind and that they like.
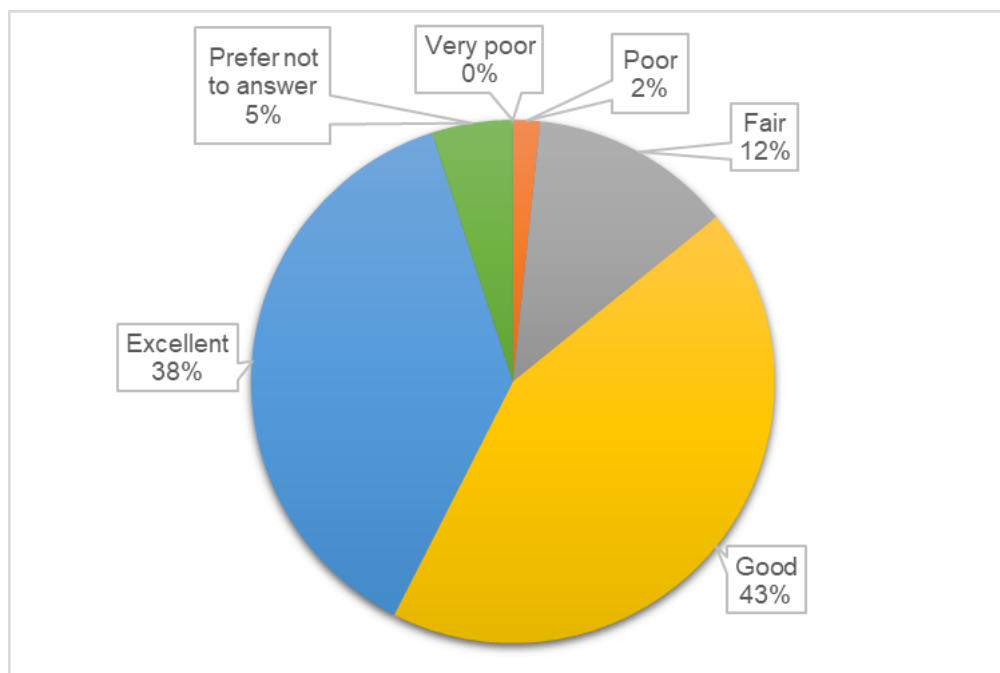

Figure 12. Participant Rating of the IELTS The Tutors' Events, n=120.

Figure 13 also displayed how participants' perceptions of the commissioner's brand evolved as a result of their participation in the event. Approximately 77 percent of the participants felt considerably more favorable to much more favorable, 11 percent of them did not change their impression, and the other

participants felt much less favorable to less favorable or refused to respond. Furthermore, none of the participants who provided a much less favorable to less favorable assessment to the change of perspective preferred the center as a study place. These figures show that event marketing has a consistent influence on brand recognition, whether favorable or bad. If the company's marketing department can improve customer experience at the event, the chances of getting picked when customers make a decision will rise.
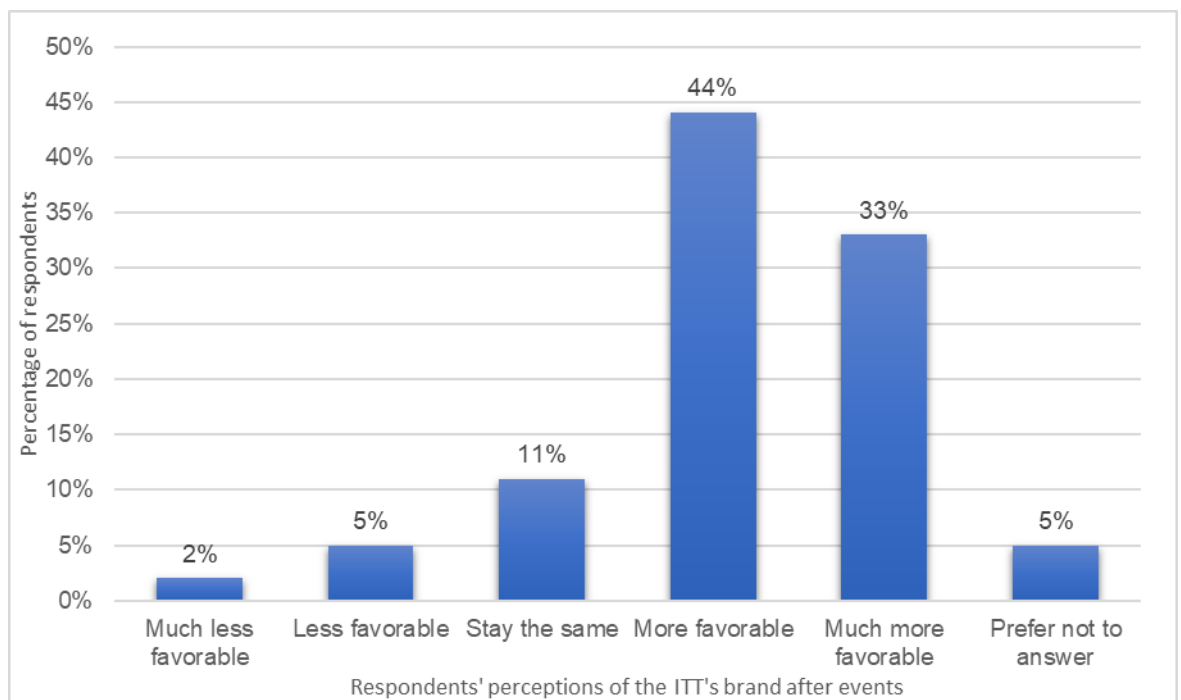

Figure 13. Assessment to the Change of Perspective after Events, n=120.

In many circumstances, customers attempt to lower the costs of decision making in terms of time and cognitive effort by utilizing simple rules of thumb such as "choose the brand I've heard of." (Macdonald & Sharp 2003, 2).

It is clear from the participants' comments that brand recognition or brand awareness is an important factor in customers' decision-making. Indeed, when a person is informed of a number of brands that meet the appropriate requirements, he or she is unlikely to devote much time to searching for alternative brands. A brand with some level of brand awareness is significantly more likely to be considered, and so chosen, than a brand that the customer is unfamiliar with. (Woodside & Wilson 1985, 41–48.) According to these findings of the survey, event marketing has a beneficial impact on brand recognition, which influences customer attitudes and product or service choices.

In the survey, participants were asked to assess the likelihood of recommending the firm to their friends and family. Figure 14 depicts the outcome. The firm is very likely or completely likely to be recommended by 69 percent of participants. 9 percent are moderately likely, and 18 percent are not at all likely or slightly likely to recommend the firm to their friends and family as an IELTS preparation center. Furthermore, 55 percent of participants reported that they shared their relatives and friends about the commissioner's events because they found the event instructive, active, fascinating, and meaningful.
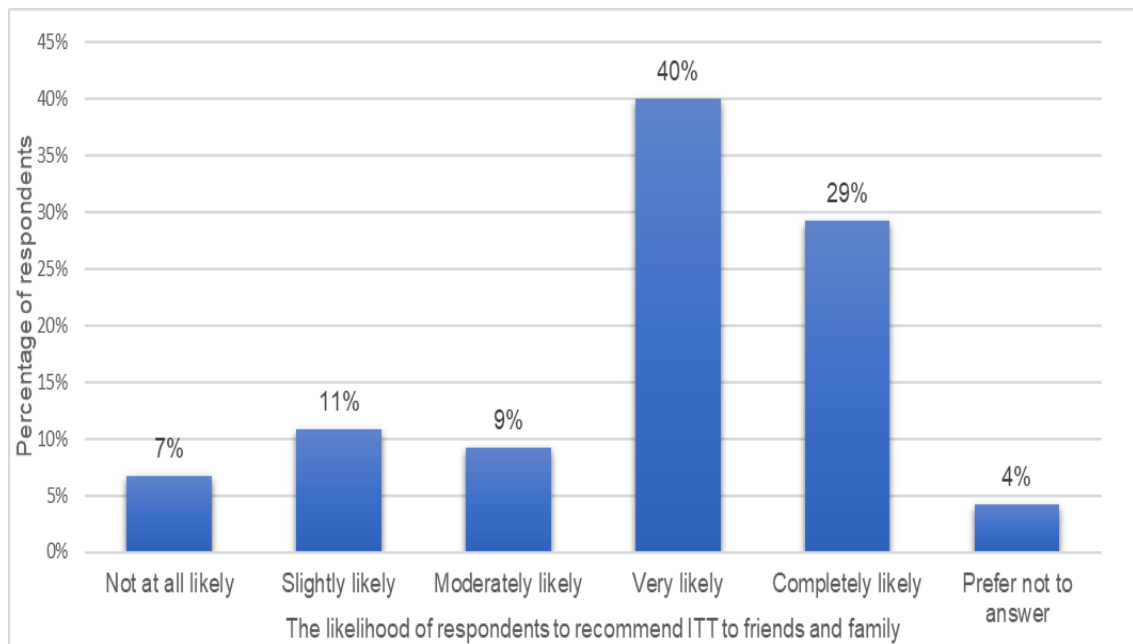

Figure 14. Assessment to the likelihood of recommending the firm, n=120.

As a consequence, through the participants' word-of-mouth, the company's brand recognition can be promoted and improved. One of the purposes of event marketing is to increase brand awareness. (Ahluwalia, 2022, as cited in as cited in Alopaeus 2016, 25). After reviewing the results of this study's survey, the purpose of event marketing is identified as being more than just establishing brand awareness for the participants. It also made participants' relatives and friends aware of the brand.

To confirm the certainty of this argument, Bughin, Doogan and Vetvik in 2010 reported that consumers have long valued direct communication. Marketers may spend millions of dollars on intricately crafted advertising campaigns, yet what typically determines a consumer's decision is not only simple but also free: a trusted source's word-of-mouth recommendation. Word-of-mouth cuts through

the noise fast and efficiently, as customers overwhelmed with product options shut out the ever-increasing assault of traditional marketing. (Bughin, Doogan & Vetvik 2010, 2.)

5.2.2 Brand Recall as a Component of Brand Awareness

Brand recall is defined as "the extent to which consumers remember advertising and other messages that have been sent about a brand. It is a type of brand awareness where the consumer recognizes or identifies a brand, using information from memory." (Prashar, Dahir & Sharma 2012, 84–88.) Indeed, as indicated in the theory section, brand recall is a more difficult memory exercise than brand recognition since consumers are not just handed a brand item and asked to recognize or distinguish it from one they have seen before. The brand recall questionnaire was administered before the brand recognition questionnaire in this study. The participants were able to recall the brand without any clues or suggestions from the brand recognition quiz by doing so. As a result, the outcome is objective.

To begin with, IELTS stands for International English Language Testing System. IELTS is a language proficiency exam for persons who desire to study or work in a country where English is the primary language of communication. Every year, almost 3.5 million tests are administered. (Cambridge English 2022.)

Participants were asked to select the first three English centres that sprang to mind while thinking about studying English for the IELTS exam in the brand recall survey. The phrase "IELTS The Tutors" featured in 78 percent of the participants' responses. The commissioner's name is put in first position by 58 percent of those who included ITT in their replies, second place by 27 percent of those participants, and third place by 15 percent of those people. As described in the event marketing theory, event marketing clearly built brand recall in the minds of participants, as seen by the regularity with which the commissioner's name appears in the answers. As a result, when the participant performed the recall test, the commissioner's brand appeared. However, just appearing in the minds of customers is insufficient. The marketing manager must plan an event that delivers relevant messaging and engaging activities to the correct target

audience. As a result, the commissioner brand has a better chance of being first in the customer's mind, increasing the likelihood of being picked. For example, in this poll, 51 of the 54 respondents who listed the commissioner first, picked the company as the place for their study (Figure 11).

Figure 15 indicated the result of the survey when asking participant to evaluate the level of confidence in recognizing the slogan of IELTS The Tutors, which is "You Deserve Better". The slogan was place between other slogans from different English centre. 88 percent of participants reported that they were very confident to extremely confident in their ability to recognize the commissioner's catchphrase. MM explained that the marketing staff paid great attention to delivering the message as well as the brand's slogan to customers, which explains the large number of people aware of the commissioner's slogan. When the participants gathered to snap pictures at the end of each event, the host always encouraged everyone to say out loud the motto "You Deserve Better". This was done to make the photo-taking experience more pleasant for the consumer and to subtly remind them of the slogan. (MM.) Event marketing can be an excellent technique for creating brand awareness in the minds of customers by strategically arranging little elements.
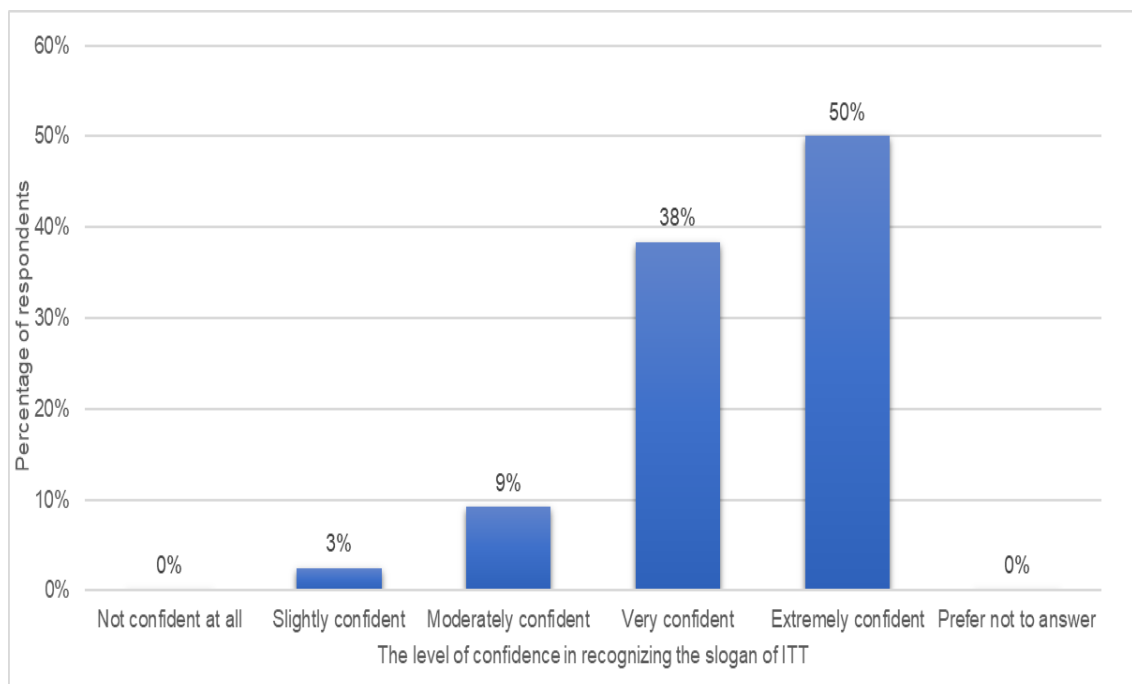

Figure 15. Assessment to the level of confidence in recognizing IELTS The Tutors' slogan, n=120.

Five logos of different English centres were supplied in an image in the recall test's last question, including the logos of IELTS The Tutors. The participants' task was to assess their confidence in identifying which English Centres these logos belonged to. The result of the logo of ITT is described in Figure 15. The commissioner's logo is recognized by 68 percent of those who are very confident or extremely confident in their ability to recognize it. This is a great result because the brand recall exam asked participants to use their memory to provide answers, which is more demanding than the brand recognition test. Marketing managers of the commissioner attribute this to the result of elaborate planning and preparation before each event. For example, the logistics department always prepares a hashtag handle with the company's logo and mascot for participants to take pictures. In addition, every detail of the brand identity is always integrated into the PowerPoint slides, bags or shirts. (MM.)
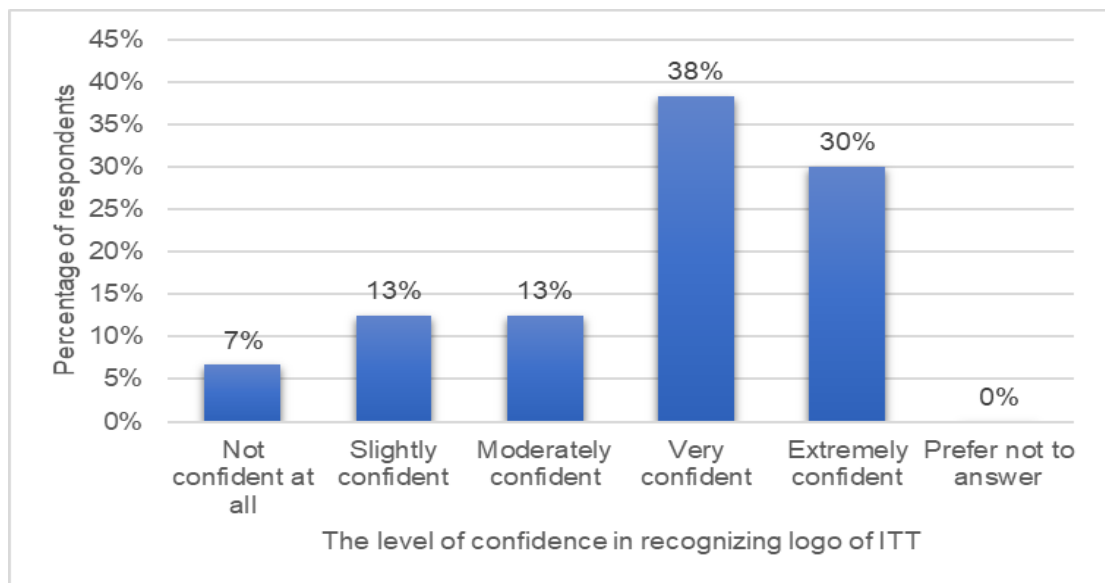

Figure 16. Assessment to the level of confidence in recognizing IELTS The Tutors' logo, n=120.

6   DISCUSSION

First of all, the enormous influence of event marketing on brand recognition cannot be refused after studying the theory and empirical sections. On a fundamental level, event marketing helps create brand awareness in the minds of customers. In addition, the organization should devote time to comprehensive planning and preparation for each event. Accordingly, every aspect of the brand identity is constantly integrated into the event, giving the customer a good impression of the company.

Through event marketing, customer forms a stronger association and bond with the company and products at hand by engaging with them in a more personalized and immersive environment. Eventually, event marketing results in increased customer engagement and memorability. On the other hand, a brand with some level of brand awareness is significantly more likely to be considered, and so chosen, than a brand that the customer is unfamiliar with (Woodside & Wilson 1985, 41–48). In addition, purchase decisions are based on recognition (Percy & Rossiter 1992, 265). Event marketing has a consistent influence on brand recognition. If the company's marketing department can improve customer experience at the event, the chances of getting picked when customers make a decision will rise. As a result of its positive impact on brand awareness, event marketing can influence corporate sales.

Next, event marketing contributes to more than just raising brand awareness among participants. It also raised brand awareness among participants' family and friends. Excellent event marketing may result in positive word-of-mouth from participants. Because the event was instructive, energetic, engaging, and noteworthy, participants told their family and friends about it. The company's brand recognition can be increased and promoted as a result of this.

Moreover, event marketing can be an excellent technique for creating brand awareness in the minds of customers by strategically arranging little elements in the event itself. The marketing manager must organize an event that delivers relevant messaging and meaningful activities to the right people. Percy & Rossiter reported that purchasing decisions are based on recognition,

advertising should depict the packaging as it will be seen in the shop (Percy & Rossiter 1992, 265). As a result, the brand has a greater chance of being remembered first by customers, boosting the chances of being chosen.

As the matter of fact, counting the number of event participants who have become clients of the company is difficult. To capture and reconcile the data, the company's many departments must work together. These statistics were not used in this research. However, the fact that event marketing has greatly boosted the number of clients of the company was confirmed (MM).

To summarize, event marketing has four major effects on brand recognition. First and foremost, event marketing aids in the creation of brand awareness among customers. Second, event marketing allows customers to develop deeper bonds with the firm and its products, resulting in enhanced consumer engagement and memorability. Finally, event marketing has the potential to affect company sales. Fourth, event marketing encourages participants to spread favourable word of mouth.

The number of participants who have become clients of the firm is impossible to count in this study, which is the study's limitation. This statistic allows for a more precise assessment of the influence of event marketing on brand awareness. Furthermore, because the manner of approaching customers already gives some signals about the brand, the quantitative research method used in this study cannot measure brand recall more thoroughly. As a result, further study should be done in the future to learn more about the impact on brand recall. On the other hand, because to the Covid19 epidemic, the nature of event marketing is fast evolving, such as online event marketing. This scenario should be taken into account in future research.

This research provides a solid understanding of brand awareness and event marketing. Remarkably, when the theoretical and empirical sections are compared, consistent findings emerge. There was no contradiction between these two parts of the research. However, evaluating brand recall continues to be a challenge. Planners can use this information to target brand awareness, brand recall, or both for their marketing strategy. In addition, the different forms of event

marketing were highlighted, which is valuable information for event planners to determine the best sort of event for their needs.

With ITT's help, the data for this study's survey was acquired from ITT's event marketing customers. Because of the large number of participants, the study has a good possibility of reaching the intended respondents. Furthermore, the quality of the respondents' responses is sufficient for this study to determine the change in their attitude and awareness regarding the commissioner after the events. In addition, participants' personal data is kept confidential. The collection of this survey information is only used for the research purposes described above.

In general, the findings of this study meet the objectives and goals stated at the outset. The impact of event marketing on brand awareness was properly assessed. The actual results corroborate and support the theoretical studies. Future research might look into another sort of event marketing, such as event sponsorship, to see how it affects brand awareness.

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APPENDICES

Appendix 1.   Brand Awareness Survey

Section 1:

Warm greetings from IELTS The Tutors!

Since you recently attended one of our events, we are politely asking you to participate in this survey. It is an honor to have you here to participate in our survey. In this questionnaire, we are looking for your perception on our brand awareness after the events.

We hope to strengthen our relationship and bond with our clients by organizing events. Ultimately, the event should boost consumer engagement and memorability. As a result, this survey is being conducted to evaluate the event's influence on customer brand awareness.

Furthermore, by completing this survey, you assist us in reviewing the effectiveness of our service and providing us with critical data. These data will serve as the foundation for us to adjust and improve our events. A excellent event should suit the demands of the customers and leave them with a great impression of the company.

Since this survey will take up to 15 minutes to complete, every participant will receive a free trial class at IELTS The Tutors as a thank you for your time. If you are interested in receiving the trial class, please provide your email address or phone number at the end of the form so that we can contact you.

Participants' personal data will be kept confidential. The collection of this survey information is only used for the research purposes described above. The data obtained will be sorted, examined, and contrasted with the theory in the research articles to generate the outcomes for this research.

We believe that your answer will be essential contributions to our development, thus inspiring and motivating us to comprehensively provide ideal service for the next generation.

Please patiently proceed until the very end of the survey and we wish you a really happy day!

Best regards and bunches of thanks.

IELTS The Tutors

Section 2: Background Information

1. Gender?

2. How old are you?

3. Employment status?

4. Where do you live?

5. How do you rate your levels of English proficiency?

6. What do you want to achieve by studying English?

Section 3: Brand Recall

7. When you think of studying English for the IELTS exam, what are the first three English centers that come to mind? (Please list them in order)

8. Please rate your level of confidence in recognizing which organization each slogan comes from.

9. Please rate your level of confidence in recognizing which IELTS preparation centers the following logos belong to. (See image below)

Section 3: Brand Recognition

10. How familiar are you with these IELTS preparation centers?

11. Which of these would you choose as an IELTS preparation center for your study?

12. Please explain briefly why you would pick that IELTS preparation center for your studies.

13. Since July 2021, where have you seen or heard about IELTS The Tutors?

14. Have you told anybody in your family, friends, or workplace about the event after taking part in it? If so, could you describe briefly why and what you mentioned?

15. How would you describe your overall opinion of IELTS The Tutors?

16. How has your perception of our brand changed after participating in the event?

17. How likely would you suggest IELTS The Tutors to your friends and family as an IELTS preparation center?

18. How would you rate the event of IELTS The Tutors in which you participated?

Section 4: Thank You

Thank you for taking the time to complete this survey. We truly value the information you have provided. Your responses will contribute to our analyses of the texts.

As mentioned above, every participant will receive a free trial class at IELTS The Tutors as a thank you for your time. If you are interested in receiving the trial class, please provide your email address or phone number so that we can contact you.

Appendix 2.   Interview The Marketing Manager

1. Could you please describe the IELTS preparation market in Ho Chi Minh City?

2. How would you describe the marketing strategy of the company?

3.What are the purposes of the company when organizing events?

4. What elements need to be consider when organizing event in order to create brand awareness?