

The Effect of Event Marketing on Customer Purchase Intention: A Case of BGI Beer Factory in Hawassa, Ethiopia

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ABSTRACT

This study investigates the effect of event marketing on customer purchase intention, focusing on the BGI Beer Factory in Hawassa, Ethiopia. Event marketing has emerged as a powerful promotional strategy, yet its influence on consumer behaviour in emerging markets remains underexplored. The research examines five core variables—brand awareness, customer engagement, customer attitude toward the event, event-sponsor fit, and brand image—to assess their impact on customers' intention to purchase. A mixed research approach was employed, integrating both quantitative and qualitative data to ensure a comprehensive analysis. The research design combined descriptive and explanatory methods to not only depict the current status of event marketing practices but also to explain the causal relationships between the identified variables and purchase intention. A cross-sectional survey of 368 respondents was conducted through structured questionnaires. Data were gathered through a convenience sampling technique, involving 368 respondents who attended BGI-sponsored events, along with in-depth interviews conducted with key marketing personnel at the factory. Quantitative data were analysed using statistical tools such as regression analysis and SPSS, while qualitative insights were thematically analysed to enrich the findings. Regression analysis revealed that these factors collectively explain 93.1% of the variance. The results reveal that brand awareness, event-sponsor fit, and brand image have a statistically significant positive impact on purchase intention. Meanwhile, customer engagement and attitude toward the event serve as strong factors enhancing this effect. Furthermore, the study highlights how culturally relevant and emotionally resonant event experiences significantly shape brand perception and loyalty in the Ethiopian context. The findings suggest that companies like BGI can leverage well-structured event marketing strategies to cultivate deeper consumer relationships and drive purchase behaviour. The study also provides strategic implications for marketing managers and brand strategists aiming to strengthen brand equity through experiential marketing channels.

Keywords: Event Marketing, Customer Purchase Intention, Brand Awareness, Customer Engagement, Event-Sponsor Fit, Brand Image

INTRODUCTION

In the hyper-competitive global marketplace, companies increasingly turn to experiential marketing, particularly event marketing, as a strategic tool to foster emotional engagement and drive consumer behaviour. According to Schmitt (1999), experiential marketing enables brands to create memorable, multi-sensory experiences that influence consumer perceptions and stimulate purchase intentions. Event marketing, a key component of this approach, is defined as the promotion of a product, brand, or company through in-person engagements, such as

concerts, festivals, sports, or cultural activities (Close, Finney, Lacey & Sneath, 2006). Globally, studies show that event marketing significantly increases brand recall, emotional attachment, and ultimately, customer purchase intentions (Crowther, 2011; Dregner, Gaus & Jahn, 2008). As traditional advertising loses effectiveness due to media saturation and ad-skipping behaviour, event marketing emerges as a more engaging and trust-building approach (Patterson, 2010).

Across Africa, the integration of event marketing into brand communication strategies has gained momentum, particularly in industries such as telecommunications,

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beverage production, and entertainment. As Muriuki and Gikonyo (2016) note, African youth-driven markets respond more positively to interactive marketing techniques than to conventional advertisements. Events in African urban centres including music concerts, sporting tournaments, and trade fairs—are increasingly leveraged to enhance customer-brand interaction and brand equity (Odoom, Narteh & Boateng, 2017). These events not only foster direct product engagement but also allow customers to co-create value with brands, influencing their purchase intention positively. In markets like Nigeria and Kenya, beer brands such as Heineken and Tusker use event sponsorship and branded festivals to reach aspirational consumers, with data supporting increased post-event purchase rates (Akaranga & Makau, 2014; Oduro & Boateng, 2019).

In Ethiopia, the growing urban youth demographic, rising disposable incomes, and cultural affinity for social gatherings create fertile ground for event marketing. However, academic and practical discourse on event marketing in Ethiopia remains limited. According to Teshome and Belay (2021), the Ethiopian beverage industry, especially beer companies, increasingly organise music nights, sponsor festivals, and host sports events to gain market penetration and loyalty. Despite regulatory constraints on alcohol advertising, breweries like BGI Ethiopia (producers of St. George, Castel, and Amber Beer) strategically shift towards event sponsorship and on-site brand experiences to influence customer behaviour (Addis Fortune, 2022). Nonetheless, systematic research on how such marketing efforts impact consumer purchase intention remains sparse, necessitating context-specific investigations.

Hawassa, as a rapidly urbanising city and a key commercial hub in southern Ethiopia, presents a unique microcosm for studying event marketing effectiveness. BGI's beer factory in Hawassa is among the largest and most active in hosting branded events beer festivals, music concerts, and cultural nights that attract large audiences. These events function not merely as entertainment platforms but also as brand communication channels aimed at stimulating trial, repeat purchases, and loyalty among attendees (Yohannes, 2023). Given Hawassa's youthful population, rising social activity culture, and its growing hospitality sector, the influence of event-based marketing on consumer behaviour is potentially significant but underexplored in scholarly literature.

Thus, the present study seeks to bridge this knowledge gap by examining the effect of event marketing on customer purchase intention, using the case of BGI Beer Factory in Hawassa. The findings aim to contribute both to academic literature and to practical strategies for brand managers operating in similar socio-economic environments.

OBJECTIVES OF THE STUDY

General Objective

To investigate the effect of event marketing on customer purchase intention on BGI Beer Factory in Hawassa City.

Specific Objectives

- To investigate the impact of brand awareness on the purchase intention of BGI Beer consumers in Hawassa.
- To examine the relationship between customer engagement in event marketing activities and their purchase intention toward BGI Beer Factory products.
- To analyse how customer attitudes toward marketing events impact their intention to purchase BGI Beer Factory products.
- To evaluate the effect of perceived event-sponsor fit on customer purchase intention in the context of the BGI Beer Factory.
- To determine how event marketing influences the brand image of the BGI Beer Factory and how this affects consumer purchase intention in Hawassa.

THEORETICAL REVIEW

Definition and Models of Event Marketing

A gathering activity or event held to advertise a good, service, or business is known as event marketing. Potential and current consumers focus on the event. As it requires face-to-face interaction, event marketing typically takes place in person. It may involve a business taking part in a trade show, sponsoring an event, or organising one itself (Kristen, 2018).

(Kotler, 2003) defines event marketing as occurrences designed to communicate particular messages to target

audiences. It is quite inclusive and suggests that any event can be considered a marketing event as long as there is an audience and a message is being communicated. A more constrained definition of the term is required to allow for the development of event marketing theories (Wood, 2009). Event marketing is a launch towards coordinating communication regarding a created or sponsored event, and the event is said to be an activity that gathers the target group in time and space for a meeting in which an experience is created and a message is communicated (Sneath et al., 2005). Event marketing is becoming more popular since businesses are looking for innovative ways to connect with their current and potential clients in order to stand out in the increasing business environment. Another factor is the overuse of conventional media and its associated problems.

The media becomes less effective because there is a clutter of communications as a result of too many communication messages competing for the same audience (Wood, 2009). The growing use and popularity of event marketing is due among other things to its flexibility in adapting to various circumstances. Regardless of the size of the target audience for the company event marketing may be employed by all sizes of businesses. By creating a marketing strategy and an event aim, it can be modified to meet the unique needs of businesses (Behrer & Larsson, 2003).

The company wants to use event marketing to boost sales, build brand recognition, and stand out from rivals when launching a new product. The best return on investment comes from event marketing because it is an effective strategy for attracting new clients and retaining existing ones. When the event makes a positive impression on everyone who attends including current and potential consumers, it can be effective. The right message must be delivered to the right audience, the company must consider the location where the target market enjoys it, the best time and place to hold the event, and other factors (Duncan, 2005) are some of the elements that determine the success of event marketing. According to Meenaghan's (2001) concept of sponsorship impact, highly engaged customers exhibit a higher level of sponsorship awareness and are more likely to show a preference for the sponsor's goods as a result of the latter's connection to the event. Positive consumer perceptions may impact their propensity to purchase from sponsors of their preferred event. The most

important abilities for event planners are the ability to successfully connect with their audience and influence them to take the required action. The crucial role that effective communication and persuasion theory can play in teamwork, better negotiation and individual career growth for event managers is possible (Jackson, 2013).

EVENT MARKETING MODELS

There are theories within internal and external marketing communication and advertising that have been highly influential in both textbooks and in the professional sponsorship practice (Hackley, 2005). The existing behavioural sponsorship models will now be studied further and compared to each other. There are many numbers of sponsoring models. Insufficient models are discussed and listed below.

AIDA Models

AIDA was created by Strong in 1925 and is a behavioural model that has the purpose of making sure that an event marketing raises awareness, stimulates interest, and leads the customer to develop desire and eventually take action (Hackley, 2005). The model is seen as highly persuasive and is said to often unconsciously affect people's thinking (Butterfield, 2007). With the AIDA model Strong suggests that for an event marketing to be effective it has to be one of that Awareness, Interest, Desire, and Action.

- *Attention:* To capture the attention of the target audience. The goal is to make potential customers aware of the product or service.
- *Interest:* It is to generate interest in the product or service. Marketers aim to engage consumers emotionally or intellectually to keep them interested.
- *Desire:* In this stage, the goal is to create a desire for the product or service.
- *Action:* The final stage is encouraging consumers to take action, such as making a purchase, signing up for a newsletter, or requesting more information.

So that the customer passes through all these four phases with all being equally important. The model implies that event marketing should inject memorable and believable messages that will make customers triggered to act in a certain way (Brierley, 2002). The model drawbacks only

focus on four variables but it's not enough measuring the customer purchase intention.

Hierarchy-of-Effects Model

The model was named the Hierarchy-of-Effects, which is the same name as some authors used on the foundation theory and will therefore go under the name Lavidge & Steiner's. In this model customers do not change from being completely uninterested to becoming convinced to buy the product in one step. Lavidge and Steiner's Hierarchy-of-Effects model was created to show the process or steps that event marketing assumes that customers pass through in the actual purchase process (Barry & Howard, 1990).

The Hierarchy-of-Effects Model is a marketing communication model that outlines the stages a consumer goes through from first becoming aware of a product to making a purchase decision. This model helps marketers understand how to effectively communicate with their audience at each stage of the buying process.

- *Awareness*: Consumers become aware of the product or brand. The goal is to capture attention and make consumers aware of the existence of the product.
- *Knowledge*: Consumers seek information and learn more about the product. They may research features, benefits, and other relevant details that help them understand what the product is about.
- *Liking*: Consumers have knowledge about the product, they form an opinion about it. This stage involves developing a positive attitude towards the product based on the information they've gathered.
- *Preference*: Consumers compare the product with alternatives and begin to develop a preference for it. They may consider factors such as quality, price, and brand reputation.
- *Conviction*: Consumers are convinced of their preference and are ready to make a purchase. They may seek additional reassurance through reviews, testimonials, or recommendations from others.
- *Purchase*: The final stage involves the actual purchase of the product. This is where consumers

take action based on their previous evaluations and decisions.

EVENT MARKETING AS A PROMOTIONAL TOOL

The definition of marketing communications by Philip Kotler and Kevin Lane Keller (2009) is the means by which firms attempt to inform, persuade and remind their customers directly and indirectly of the products and brands they sell. According to Kotler and Keller (2009) Marketing communications represent the voice of the firm and its brands are how the corporation may develop a conversation and build a relationship. A marketing mix is a deliberate combination of variables that can be controlled; it is called a "mix" because one component influences the others and because the mix as a whole must be appropriate for the target market. Product, pricing, promotion, and place are referred to as "the 4 Ps" and make up the core four components of the marketing mix (Littler & Wilson, 2010).

The term "promotional mix" refers to a company's overall marketing communications strategy which initially included public relations, sales promotion, personal selling, and advertising (Kotler, 2009). According to (Behrer & Larsson, 2003) Event marketing is a promotional strategy that involves planning and executing events to promote a brand, product, or service. It is a way to engage with potential customers directly, create memorable experiences, and build relationships.

EFFECT OF EVENT MARKETING ON CUSTOMER PURCHASE INTENTION

The evaluation of an event is frequently viewed as being too difficult for the individual firm, and businesses frequently struggle with determining how to evaluate the results of actions related to event marketing (Sneath, 2005). The foundation for any review, according to Behrer and Larsson (2003) is establishing the marketing goals when the event is planned. The main goals that need to be very specific and quantifiable are those of communication and sales. Event-specific objectives are

unique goals that a firm participating in event marketing might set to get the most out of the event. Stating a clear purpose and a specific objective will help the evaluation process writes Wood (2009). The outcomes can then be used to determine whether future action or improvement is needed. Companies are urged to evaluate the small- and large-scale consequences of events, as well as each event component's potential impact on or to detriment marketing goals (Vence, 2006). According to several experts, the relationship between event marketing and purchase intention has proven to be relevant for the factors of consumer involvement, brand awareness, event sponsor fit, and attitude toward the event.

According to the Meenaghan model of sponsorship (2001), customers' intentions to buy the sponsored brand are influenced by their perceptions of the sponsor, and their attitudes toward the event may also influence their decisions to purchase. According to Aaker (1996), the primary goal of marketing strategy is to increase brand recognition cheaply and effectively by working outside of the media channels and having a large sales volume since consumers need the knowledge to be able to compare different products. According to Riezebos (2003), a brand with a high level of awareness will result in significant value addition for the customers.

According to Russell and Close (2013), patrons form more favourable event sponsor ties when they enjoy the event. The customer's opinion of the event sponsor fit will be positively impacted by their favourable attitude towards the event. The study also shows that how favourable brand commitment to the sponsor brand and customer desire to purchase products is positively influenced by event sponsor fit. As a result, event marketing has a positive impact on brand building, as it raises knowledge about the introduction of new products and allows for the association of customer brand personalities with those of the target market. In contrast, a good fit between an event's sponsor and its attendees inspires customers to make purchases.

According to Keller (2001), there are several external factors such as perceived price and perceived quality during the purchasing process that might influence purchase intention. Before making a purchase consumers

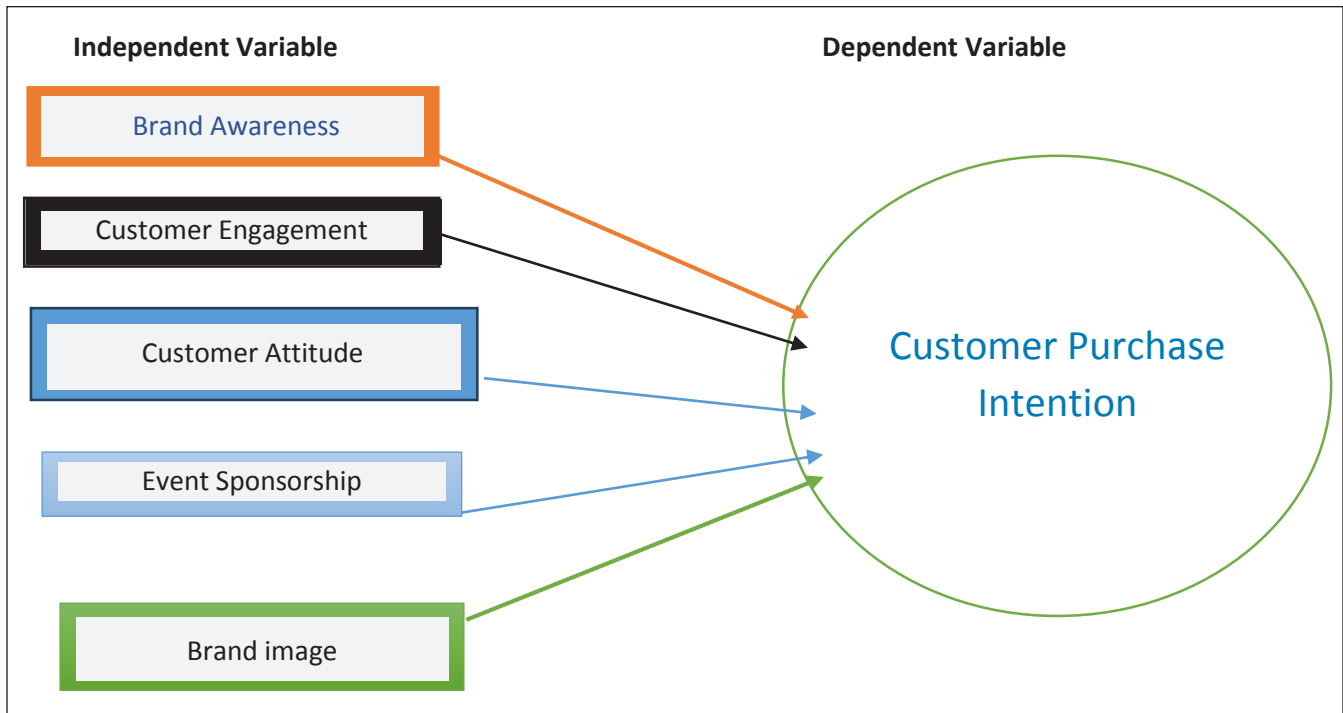
go through six stages: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler, 2010 & Kawa, 2013).

According to Meaghan's model of sponsorship (2001), customers' intentions to purchase the sponsored brand are influenced by their positive perceptions of the sponsor, and their positive attitudes towards the sponsored event may also influence their decision to do so. Due to the increased customer loyalty to the sponsor a brand's sponsorship of events may have a direct impact on consumers' intentions to make a purchase (Gwinner & Swanson, 2003). Another study on engaging the consumer through EM, by Angeline G. (2006), suggests that when the customer is more engaged, enthusiastic, and knowledgeable about the company's involvement with the community, it positively influence on the attendee's perceptions of the sponsor's brand and is associated with increased intentions to buy the firm's products.

CONCEPTUAL FRAMEWORK OF THE STUDY

A conceptual framework is a solid base that can indicate logical flows of assumptions to achieve the objectives of the study. It is a graphical representation of the theorised interrelationships of the variables of a study Kothari & Gang (2014). The conceptualisation of variables in the work is important since it forms the basis for testing hypotheses and coming up with conclusions in the findings of the research, Fahy, Farrelly and Quester (2004) argue that event marketing might be a widespread promoting tool that has a large share within the marketing mix of businesses and increasing growth in sponsorship funds

The dependent variable in this study is purchase intention, whereas the independent variables are brand awareness, event sponsor fit, attitude towards the event, and customer engagement and brand image. Regarding customer by examining these components within the conceptual framework, the study aims to provide insights and recommendations to BGI Company on how to optimise its event marketing activities to enhance customer engagement, increase customer purchase intention, and ultimately boost sales in Hawassa city.

**Fig. 1**

Research Design and Approach

A research design serves as a strategic blueprint that outlines the procedures for collecting, measuring, and analysing data pertinent to a research problem (Zikmund et al., 2003). It provides a structured framework to guide the research process and aids in systematically addressing the research questions and objectives. The choice of research design is largely influenced by the type of research being conducted and the nature of the data to be collected.

In the context of this study, which seeks to investigate the effect of event marketing on customer purchase intention at BGI Beer Factory in Hawassa, an explanatory research design was employed. Explanatory research is designed to examine the relationships among variables, often through hypothesis testing. It aims to clarify how and why certain phenomena occur by identifying causal relationships and underlying mechanisms (Polit & Beck, 2004). This design is appropriate for this study as it allows for the investigation of direct and indirect effects of variables such as brand awareness, customer engagement, and attitude towards the event, event-sponsor fit, and brand image on purchase intention.

According to Guba and Lincoln (2004), research can be approached through either quantitative or qualitative paradigms, each offering distinct strengths. Qualitative research is typically exploratory and is utilised to gain insights into complex or sensitive issues. It focuses on understanding the meanings and experiences of participants. Conversely, quantitative research applies statistical and mathematical techniques to measure and analyse variables, enabling researchers to test hypotheses and generalize findings (Saunders et al., 2007).

Given the multifaceted nature of this study and the need to capture both statistical relationships and contextual insights, a mixed methods research approach was adopted. The mixed methods approach integrates both qualitative and quantitative data, allowing the researcher to benefit from the strengths of each while offsetting their individual limitations. As Cameron (2009) emphasises, mixed methods research provides a comprehensive understanding of research problems by combining empirical measurement with in-depth contextual analysis. In this study, the mixed approach facilitated the triangulation of data and enriched the interpretation

of how event marketing influences consumer purchase intention.

Target Population

A population refers to the complete set of individuals, objects, events, or elements that possess common characteristics and are of interest to a particular study (Walliman, 2011). It encompasses all members of a defined group that the researcher aims to draw conclusions about. Populations can be classified as either finite or infinite, depending on the nature and countability of the sampling units involved.

In the context of this study, the population is considered infinite, as it involves an indeterminate and potentially large number of customers who attend BGI Beer Factory's marketing events in Hawassa. These customers vary across different events and are not pre-enumerated, making exact counting impractical.

Therefore, the target population for this research includes: customers who participated in BGI's event marketing activities in Hawassa City, selected BGI staff members involved in event coordination and marketing, Department managers responsible for marketing and customer engagement strategies.

Sampling Techniques

A sample refers to a subset of a population that is selected for analysis and is assumed to reflect the characteristics of the whole population (Sekaran, 2001). The two primary sampling methods are probability sampling and non-probability sampling. In probability sampling, every member of the population has a known and equal chance of being selected, whereas in non-probability sampling, the probability of any particular member being chosen is unknown (Bhattacharjee, 2012).

For this study, the researcher employed a non-probability sampling technique to ensure a comprehensive and representative data collection process. Specifically, the Researcher employed Convenience Sampling (a non-probability technique) to gather responses from event participants who were readily available and willing to participate. This method was particularly useful in approaching attendees during the event in real time.

Furthermore, key informants such as Four BGI staff and One Marketing & Sales managers were selected through purposive sampling for interview, a type of non-probability sampling, based on their specialised knowledge and involvement in the organisation's event marketing strategies. These respondents were instrumental in providing in-depth qualitative insights into the role of event marketing and its impact on customer purchase intentions.

Sample Size Determination

In research involving large populations it is often impractical or impossible to study the entire population. Therefore, an appropriate sample size must be determined to ensure representativeness and accuracy. A representative sample provides reliable results that can be generalised to the entire population. For this study, the sample size was determined using the widely accepted formula developed by Kothari (2004) for estimating proportions in large populations.

The Kothari (2004) formula is written as follows:

$$n_0 = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

n_0 is the sample size.

Z is the Z-value (the number of standard deviations from the mean corresponding to the desired confidence level).

For a 95% confidence level, $Z=1.96$

Use $p=0.5$ to maximise the sample size.

$$n_0 = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.05^2}$$

$$n_0 = \frac{3.8416 \cdot 0.25}{0.0025}$$

$$n_0 = \frac{0.9604}{0.0025}$$

$$n_0 = 384.16$$

Based on this calculation, the required sample size was approximately 385 respondents. This sample size ensures adequate representation of the study population and allows for generalisation of the results to customers of the BGI Beer Factory's event marketing activities in Hawassa.

Data Collection Instruments

In this study, data collection instruments were carefully selected to ensure the reliability and validity of the gathered information pertinent to the effect of event marketing on customer purchase intention at BGI Beer Factory in Hawassa. The primary instruments used were structured questionnaires and semi-structured interviews.

A structured questionnaire was developed as the main quantitative data collection tool. According to Kothari (2004), structured questionnaires enable researchers to collect data that can be systematically quantified and analysed statistically. The questionnaire consisted of closed-ended questions, primarily measured using a five-point Likert scale ranging from “strongly disagree” to “strongly agree,” which facilitated the measurement of key variables such as brand awareness, customer engagement, attitude towards the event, event-sponsor fit, and brand image. The questionnaire was divided into two sections: the first captured demographic characteristics of the respondents, while the second focused on variables directly related to the research objectives.

To complement the quantitative data, semi-structured interviews were conducted with selected BGI staff and department managers. This qualitative instrument provided deeper insights into organisational perspectives on event marketing strategies, enabling the exploration of contextual factors and subjective experiences that quantitative methods might not fully capture (Creswell, 2014). The semi-structured format allowed flexibility to probe further into responses, enriching the understanding of how event marketing influences purchase intention within the organisational setting.

Together, these instruments provided a comprehensive data collection framework that integrated quantitative measurement with qualitative depth, enhancing the study’s robustness and the validity of its findings.

Methods of Data Analysis

The analysis of data in this study employed a mixed-methods approach integrating both quantitative and qualitative techniques to achieve a robust understanding of the effect of event marketing on customer purchase intention.

Quantitative data collected through structured questionnaires were subjected to descriptive statistics to summarise demographic characteristics and general trends in consumer perceptions. Measures such as frequencies, percentages, means, and standard deviations were computed to present an overview of respondents’ attitudes towards event marketing.

Further, inferential statistical techniques including correlation analysis and regression analysis were applied to examine the strength and direction of relationships between event marketing activities and customers’ purchase intentions. These analyses enabled the identification of significant predictors and the estimation of the magnitude of event marketing’s impact, supporting hypothesis testing within the conceptual framework with the support of SPSS version 23.

Data from semi-structured interviews with the promotion manager, the qualitative insights provided contextual depth and explanatory power, complementing the quantitative findings and facilitating triangulation to enhance the study’s validity. This comprehensive data analysis framework allowed for a nuanced understanding of both the measurable outcomes and underlying mechanisms through which event marketing influences customer purchase intention, adhering to best practices in marketing research methodology.

DATA ANALYSIS AND DISCUSSION

Reliability of the Study

Reliability refers to the consistency and stability of a research instrument in measuring the intended variables over repeated trials (Bryman, 2016). In this study, the reliability of the questionnaire used to assess the effect of event marketing on customers’ purchase intentions at BGI Brewery Factory in Hawassa City was ensured through pre-testing and the use of Cronbach’s alpha. According to Nunnally (1978), a Cronbach’s alpha value of 0.70 or higher indicates an acceptable level of internal consistency. To enhance reliability, the survey instrument was pilot-tested with a small sample before full distribution, and necessary modifications were made based on feedback. Furthermore, clear and unambiguous questions were used to minimise respondent bias and

ensure uniform understanding. As suggested by Saunders, Lewis and Thornhill (2019), ensuring high reliability strengthens the credibility of the study findings, making them generalisable and reproducible in similar contexts.

Table 1: Cronbach’s Alpha for Each Variable

	Number of Items	Cronbach’s Alpha
Customer Purchase Intention	6	.748
Brand Awareness	6	.817
Event Sponsor Fit	5	.838
Attitude toward Event	6	.843
Customer Engagement	6	.855
Brand Image	10	.813

Source: Owen Survey SPSS Finding, 2025.

Table 1 shows that all constructs exhibited satisfactory to excellent reliability: Customer Purchase Intention (6 items) had an Alpha of 0.748, Brand Awareness (6 items) 0.817, Event Sponsor Fit (5 items) 0.838, Attitude towards the Event (6 items) 0.843, Customer Engagement (6 items) 0.855, and Brand Image (10 items) 0.813. These findings affirm the internal consistency of the questionnaire items and support the reliability of the instruments for measuring the key variables related to event marketing and purchase intention, thereby strengthening the validity of subsequent data analyses and conclusions.

Inferential Analysis of the Study

Event marketing has become an integral promotional strategy in the competitive beverage industry, influencing customer perceptions, brand engagement, and ultimately customer purchase intentions. Inferential analysis in this study aims to establish statistical relationships between event marketing dimensions and customers’ purchase decisions at BGI Brewery in Hawassa.

Scholars suggest that event marketing enhances consumer engagement, brand recall, and emotional attachment, leading to stronger purchase intentions (Close et al., 2006). Empirical studies confirm that experiential marketing strategies, such as live events and sponsorships, significantly impact consumer behaviour by creating interactive and memorable brand experiences (Kotler & Keller, 2016). Furthermore, inferential statistics, particularly regression and correlation analyses, help

determine the extent to which event marketing activities influence customer purchasing behaviour (Chandon, Wansink & Laurent, 2000).

Prior research highlights that consumer-brand interactions at events increase brand trust and preference, ultimately driving sales (Pine & Gilmore, 1999). Similarly, studies show that brand-sponsored events create a sense of exclusivity and belonging, strengthening consumer loyalty (Zarantonello & Schmitt, 2013). Given BGI Brewery’s strong market presence, analysing the effect of event marketing on purchase intentions is crucial for assessing its return on investment and strategic positioning.

Thus, this study employs inferential analysis to statistically validate how event marketing efforts at BGI Brewery influence customers’ purchasing decisions, contributing to the broader discourse on experiential marketing effectiveness in the brewery sector.

Coefficient of Correlation Analysis

Understanding the factors that drive customer purchase intention is critical for brands seeking to strengthen their market position. Several key variables, including brand awareness, event-sponsor fit, attitude towards the event, customer engagement, and brand image, have been identified as crucial determinants of consumer behaviour (Keller, 2003; Yoo et al., 2000). The coefficient of correlation analysis helps in quantifying the strength and direction of these relationships, providing insights into how event marketing and branding strategies influence consumer decisions (Hair et al., 2010).

Brand awareness plays a fundamental role in shaping purchase intention, as higher brand familiarity often translates into stronger consumer trust and preference (Aaker, 1991). When consumers recognise a brand, they are more likely to consider its products during the decision-making process (Keller, 2013). Additionally, event-sponsor fit—the perceived alignment between a brand and an event—has been shown to enhance brand credibility and positively influence purchase behaviour (Cornwell et al., 2001). A well-matched sponsorship creates a synergistic effect, reinforcing brand identity and increasing consumer confidence in the brand’s offerings (Speed & Thompson, 2000).

Attitude towards the event is another significant predictor of purchase intention. Consumers who perceive an event positively are more likely to transfer that positive sentiment to the sponsoring brand, leading to increased purchase likelihood (Meenaghan, 2001). Similarly, customer engagement, which includes emotional, cognitive, and behavioural interactions with a brand, fosters deeper brand relationships and enhances loyalty (Brodie et al., 2011). High levels of engagement often lead to higher purchase intentions, as consumers feel more connected to the brand’s values and messaging (Hollebeek, 2011).

Lastly, brand image serves as a mediating factor that influences consumer attitudes and behaviours. A strong and favourable brand image enhances perceived quality and differentiation, making consumers more inclined to choose the brand over competitors (Park et al., 1986). Empirical studies suggest that brand image positively correlates with purchase intention, reinforcing the importance of maintaining a positive brand reputation (Kotler & Keller, 2016).

By employing the coefficient of correlation analysis, this study examines the strength of these relationships, providing a data-driven understanding of how these

variables collectively shape consumer purchase intentions. The findings can inform strategic marketing decisions, helping brands refine their event sponsorship and engagement strategies to maximise consumer impact.

Table 2 employed a Pearson correlation analysis to measure the strength of linear association between two variables. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo & Festinger, 2005). It helps in determining the strength of association in the model. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). To interpret the direction and strengths of relationships between variables, the guidelines suggested by Field (2005) researcher followed. His Classification of the correlation coefficient (r) refers 0.1– 0.29 is weaker; 0.3 – 0.49 is moderate; and > 0.5 is strong.

Table 2: Guideline for the Pearson Correlation Analysis

Pearson Correlation	Strength of Association
r = 0.10 to 0.29 or r = -0.1 to -0.29	Weak
r = 0.30 to 0.49 or r = -0.30 to -0.49	Moderate
r = 0.50 to 1.00 or r = -0.50 to -1.00	Strong

Source: Field (2005)

Table 3: Correlations Matrix Correlations

		Customer Purchase Intention	Brand Awareness	Event Sponsor Fit	Attitude Toward Event	Customer Engagement	Brand Image
Customer Purchase Intention	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	368					
Brand Awareness	Pearson Correlation	.754**	1				
	Sig. (2-tailed)	.000					
	N	368	368				
Event Sponsor Fit	Pearson Correlation	.647**	.785**	1			
	Sig. (2-tailed)	.000	.000				
	N	368	368	368			
Attitude toward Event	Pearson Correlation	.616**	.289**	.158**	1		
	Sig. (2-tailed)	.000	.000	.002			
	N	368	368	368	368		
Customer Engagement	Pearson Correlation	.560**	.404**	.229**	.350**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	368	368	368	368	368	
Brand Image	Pearson Correlation	.824**	.374**	.341**	.652**	.403**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	368	368	368	368	368	368

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

Source: Owen Survey SPSS Finding, 2025.

The correlation analysis between customer purchase intention and key branding factors—including brand awareness, event-sponsor fit, attitude toward the event, customer engagement, and brand image—reveals significant relationships, emphasising their collective role in influencing consumer behaviour (Table 3). With an overall strong correlation (Mean = 3.37, SD = 1.05), these variables demonstrate their impact on purchase intention in marketing and branding strategies (Keller, 2013; Kotler & Keller, 2016).

The strongest correlation is observed between customer purchase intention and brand image ($r = 0.824$, $p < 0.01$), indicating that a well-established brand identity significantly enhances the likelihood of consumers purchasing a brand's products (Aaker, 1991; Park et al., 1986). This aligns with research suggesting that a positive brand image reinforces consumer trust and product desirability, ultimately driving purchase behaviour (Keller, 2003).

Brand awareness also exhibits a strong positive correlation with purchase intention ($r = 0.754$, $p < 0.01$), affirming that consumer familiarity with a brand increases their likelihood of making a purchase (Yoo et al., 2000). Event-sponsor fit ($r = 0.647$, $p < 0.01$) further supports this, emphasizing that a well-aligned sponsorship fosters credibility and strengthens consumer-brand relationships (Cornwell et al., 2005; Speed & Thompson, 2000).

Similarly, attitude toward the event ($r = 0.616$, $p < 0.01$) significantly influences purchase intention, suggesting that positive experiences at branded events enhance consumers' perception of the sponsoring brand, ultimately leading to increased purchasing behaviour (Meenaghan, 2001). Additionally, customer engagement ($r = 0.560$, $p < 0.01$) shows a meaningful correlation, reinforcing the idea that interactive brand experiences deepen consumer relationships and promote brand loyalty (Brodie et al., 2011; Hollebeek, 2011).

These findings support the integrated branding and event marketing model, where strong brand awareness, a well-matched sponsorship strategy, positive event experiences, and high customer engagement collectively contribute to a favourable brand image, which in turn strengthens purchase intention (Keller, 2013; Kotler & Keller, 2016). The high significance ($p < 0.01$) across all correlations highlights the robustness of these relationships and

suggests that brands should prioritise these factors to enhance consumer purchasing behaviour.

Multiple Linear Regression Analysis

Event marketing is a strategic tool that brands employ to create memorable experiences, connect with consumers, and ultimately influence their purchasing behaviour. The role of event marketing in shaping customer purchase intentions has garnered significant attention in academic research, emphasising its potential to strengthen brand relationships, enhance brand recall, and increase consumer engagement (Cohen & Bingham, 2016). In the context of BGI Brewery, a leading brewery in Hawassa city, event marketing initiatives, such as product launches, promotional events, and sponsorship activities, have been integral to the company's efforts to differentiate its products and create a positive brand image.

Multiple linear regression (MLR) analysis serves as an essential statistical technique for examining the relationship between event marketing and consumer behaviour, specifically purchase intentions (Field, 2013). By employing MLR, this study seeks to identify the significant predictors of customers' purchase intentions and the extent to which event marketing activities, such as exposure to advertisements, participation in promotional events, and overall brand experience, affect these intentions. MLR is particularly useful in evaluating the effects of multiple independent variables simultaneously, allowing for a comprehensive understanding of how different facets of event marketing contribute to consumer decisions (Hair et al., 2010). This analysis will provide valuable insights into how BGI Brewery's event marketing activities impact the buying decisions of its consumers in Hawassa city, informing future marketing strategies and optimising brand communication efforts.

Assumptions of the Multiple Linear Regression Model

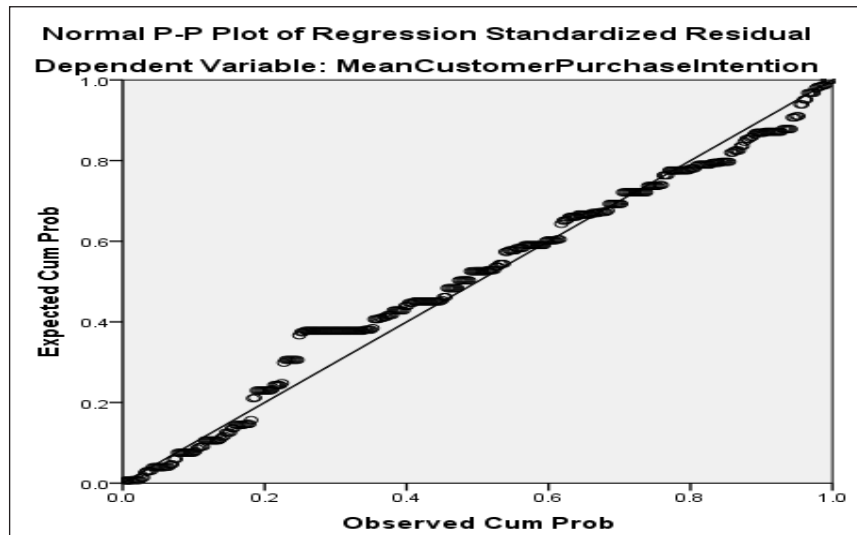
Multiple Linear Regression (MLR) is a statistical technique used to model the relationship between one dependent variable and multiple independent variables. The assumptions underlying MLR are crucial for ensuring valid and reliable results. When applying MLR to study the effect of event marketing on customers' purchase

intentions, particularly in the context of BGI Brewery in Hawassa city, understanding these assumptions becomes essential to interpreting the data correctly.

Assumptions of Linearity

The relationship between the dependent variable (purchase intentions) and independent variables (such

as brand awareness, event-sponsor fit, attitude toward event, customer engagement, and brand image) should be linear (Fig. 2). The MLR model assumes that a change in the independent variables leads to a proportional change in the dependent variable. According to Field (2013), ensuring linearity is crucial for the model’s validity, as non-linear relationships may bias the results.



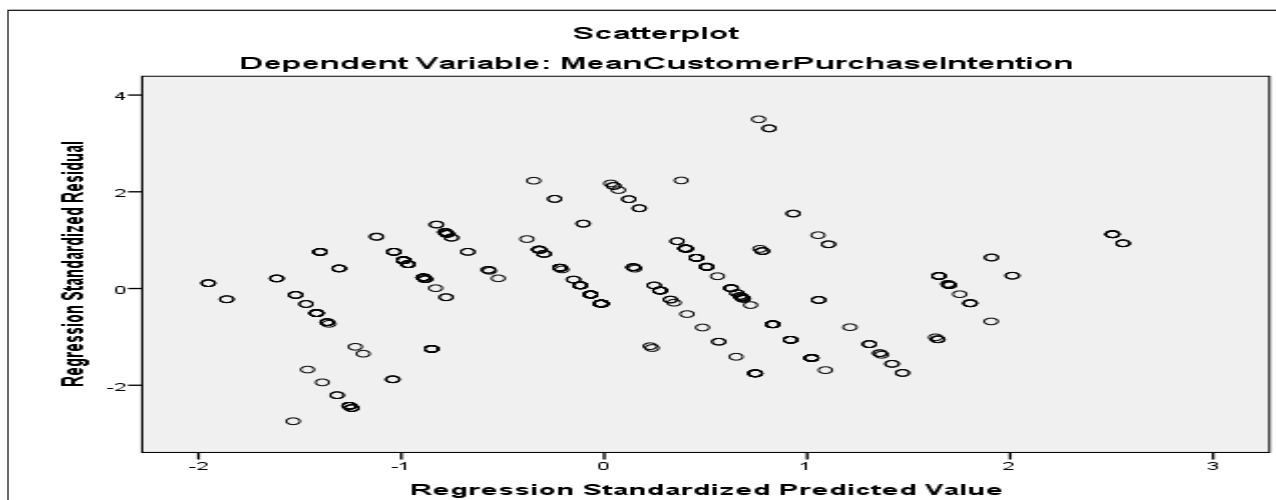
Source: Owen Survey SPSS Finding, 2025.

Fig. 2: Assumptions of Linearity

Assumptions of Homoscedasticity

The variance of errors should remain constant across all levels of the independent variables. This assumption ensures that the model’s predictions are equally reliable

across the range of data (Wooldridge, 2015). In event marketing studies, heteroscedasticity might occur if different customer segments respond differently to marketing events, which could lead to biased estimates (Fig. 3).



Source: Owen Survey SPSS Finding, 2025.

Fig. 3: Assumptions of Homoscedasticity

Assumptions of Normality of Errors

Descriptive statistics offer a preliminary overview of the data’s distributional properties, which are crucial for determining the appropriateness of subsequent statistical

analyses. In the table provided, measures of skewness and kurtosis are reported for six variables—purchasing intention, brand awareness, event sponsor fit, attitude toward the event, customer engagement, and brand image—based on a sample of 368 respondents.

Table 4: Assumptions of Normality Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Purchase Intention	368	0.225	0.127	0.030	0.254
Brand Awareness	368	0.730	0.127	0.141	0.254
Event Sponsor Fit	368	0.651	0.127	-0.209	0.254
Attitude toward Event	368	0.084	0.127	-0.583	0.254
Customer Engagement	368	0.314	0.127	-0.998	0.254
Brand Image	368	0.486	0.127	-0.299	0.254
Valid N (listwise)	368				

Skewness indicates the asymmetry of a distribution. A skewness value close to zero suggests that the data are approximately normally distributed. According to George and Mallery (2010), skewness values between -1 and +1 are considered acceptable in many social science contexts. In this case, all variables exhibit positive skewness, ranging from 0.084 (attitude toward event) to 0.730 (brand awareness), suggesting mild to moderate asymmetry with a longer tail on the right. This implies that most respondents scored lower on these measures, with fewer scoring high (Table 4).

Kurtosis measures the tailedness or peakedness of a distribution. A kurtosis value near zero indicates a distribution similar to the normal curve, while positive values suggest a sharper peak and heavier tails, and negative values indicate a flatter peak and lighter tails (Tabachnick & Fidell, 2013). In the present dataset, kurtosis values range from -0.998 (customer engagement) to 0.141 (Brand Awareness). These figures fall within acceptable thresholds, particularly as values between -2 and +2 are commonly accepted for assuming normality in medium-sized samples (West, Finch, & Curran, 1995). The negative kurtosis values (e.g., for customer engagement and attitude toward Event) suggest slightly flatter distributions, implying less extreme responses compared to a normal distribution.

Overall, the skewness and kurtosis statistics indicate that the data distributions are approximately normal, justifying the use of parametric statistical techniques

such as regression or structural equation modelling. This initial check is a crucial step in ensuring the validity and robustness of inferential analysis (Field, 2018).

Assumptions of No Multicollinearity

The independent variables in the model should not be highly correlated with each other. In the context of event marketing, if variables like promotions and sponsorship are too closely related, it can cause multicollinearity, leading to unreliable coefficient estimates (Hair et al., 2010). Ensuring low correlation between event marketing strategies is essential for obtaining accurate insights on their individual effects on purchase intentions (Table 5).

Table 5: Collinearity Statistics Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Awareness	.320	3.123
	Event Sponsor Fit	.353	2.831
	Attitude toward Event	.543	1.841
	Customer Engagement	.732	1.366
	Brand Image	.494	2.024

a. Dependent Variable: Customer Purchase Intention.

Source: Owen Survey SPSS Finding, 2025.

The Tolerance value represents the proportion of variance in an independent variable that is not explained by other predictors in the model. A low tolerance value (close to

0.1 or below) indicates a potential collinearity issue (Hair et al., 2010). On the other hand, the Variance Inflation Factor (VIF) quantifies how much the variance of a regression coefficient is inflated due to multicollinearity. A VIF above 10 is generally considered problematic, suggesting severe multicollinearity, while values between 1 and 5 indicate moderate correlation (O'Brien, 2007).

In the case of event marketing and its effect on customer purchase intentions at BGI Brewery in Hawassa, the VIF values range from 1.366 to 3.123, indicating that multicollinearity is within an acceptable range. Brand Awareness (VIF = 3.123, Tolerance = 0.320) and Event Sponsor Fit (VIF = 2.831, Tolerance = 0.353) exhibit moderate correlation with other variables, but these values do not exceed the critical threshold of concern. Customer Engagement (VIF = 1.366, Tolerance = 0.732) shows

the lowest collinearity risk. Since no variables exceed a VIF of 5, multicollinearity is unlikely to pose a serious problem in the regression model.

Ensuring low multicollinearity is essential for the stability and interpretability of regression models in event marketing research. The reported VIF values suggest that the predictor variables are not excessively correlated, supporting the reliability of the estimated coefficients. If collinearity concerns arise, techniques such as centring variables, stepwise regression, or Principal Component Analysis (PCA) can help mitigate its impact (Tabachnick & Fidell, 2007). Proper handling of multicollinearity ensures that event marketing strategies targeting customer purchase intentions remain analytically sound and practically applicable.

Model Summary

Table 6: Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.965 ^a	.931	.930	.75264
a. Predictors: (Constant), Brand Image, Event Sponsor Fit, Customer Engagement, Attitude toward Event, Brand Awareness				
b. Dependent Variable: Customer Purchase Intention.				

Source: Owen Survey SPSS Finding, 2025.

The Model Summary in multiple linear regression provides key indicators of how well the independent variables explain the variations in the dependent variable (Table 6). The coefficient of determination (R^2) measures the proportion of variance in the dependent variable that is explained by the predictors, while the adjusted R^2 accounts for the number of predictors and sample size, providing a more refined measure of model fit (Field, 2018).

In the context of the effect of event marketing on customer purchase intentions at BGI Brewery in Hawassa, the R value of 0.965 indicates a strong correlation between the independent variables (Brand Image, Event Sponsor Fit, Customer Engagement, Attitude toward Event, and Brand Awareness) and the dependent variable (Customer Purchase Intention). The R^2 value of 0.931 suggests that 93.1% of the variation in customer purchase intention is explained by the predictors, demonstrating a highly explanatory model. Additionally, the Adjusted R^2 of 0.930 confirms that the model remains robust even after

adjusting for the number of predictors, reinforcing its reliability (Hair et al., 2010). The standard error of the estimate (0.75264) further indicates the extent of deviation between actual and predicted values, with lower values suggesting better predictive accuracy.

A high R^2 value (above 0.90) suggests that event marketing factors significantly influence customer purchase intentions, confirming the theoretical relevance of these predictors in consumer behaviour research. However, while a strong R^2 indicates a good fit, it is essential to check for potential overfitting, which can occur when the model captures noise rather than actual patterns (Tabachnick & Fidell, 2007). Future studies may employ techniques such as cross-validation or regularisation methods to ensure generalisation. Additionally, further investigation into other potential moderating variables—such as price sensitivity or brand loyalty—may enhance the model's explanatory power in real-world marketing scenarios.

The ANOVA (Analysis of Variance)

The Analysis of Variance (ANOVA) is a statistical method used to determine whether the independent variables in a regression model significantly explain the variation in the dependent variable (Field, 2018). In multiple linear regression, ANOVA evaluates the overall

significance of the model by comparing the variance explained by the predictors (Regression Sum of Squares) to the unexplained variance (Residual Sum of Squares) (Tabachnick & Fidell, 2007). The F-statistic is derived from this comparison, and a p-value (Sig.) below 0.05 indicates that the regression model significantly predicts the dependent variable (Table 7).

Table 7: ANOVA^a (Analysis of Variance)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2768.667	5	553.733	977.523	.000 ^b
	Residual	205.061	362	.566		
	Total	2973.728	367			
a. Dependent Variable: Customer Purchase Intention.						
b. Predictors: (Constant), Brand Image, Event Sponsor Fit, Customer Engagement, Attitude toward Event, Brand Awareness.						

Source: Owen Survey SPSS Finding, 2025.

In the effect of event marketing on customer purchase intentions at BGI Brewery in Hawassa, the ANOVA results ($F = 977.523$, $p < 0.001$) confirm that the independent variables (Brand Image, Event Sponsor Fit, Customer Engagement, Attitude toward the Event, and Brand Awareness) collectively have a significant impact on Customer Purchase Intention. The Regression Sum of Squares (2768.667) is substantially larger than the Residual Sum of Squares (205.061), indicating that the model explains most of the variance in the dependent variable. The Mean Square of the regression model (553.733) compared to the residual error (0.566) further supports the strength of the model.

A highly significant ANOVA result suggests that event marketing strategies are strong predictors of customer purchase behaviour. However, while a significant F-test confirms that at least one independent variable contributes to the model, it does not specify which variables are the most influential. Further analysis using standardised regression coefficients (β -values) and

t-tests is necessary to determine individual predictor contributions (Hair et al., 2010). Moreover, given the large F-statistic, researchers should assess assumptions such as homoscedasticity and independence of errors to ensure the robustness of the findings.

The Coefficients of Regression Analysis

The coefficients of regression analysis provide insight into the relationship between independent variables and the dependent variable by measuring the strength and direction of their effects. Unstandardised coefficients (B values) indicate how much the dependent variable changes with a one-unit increase in the predictor variable, while standardised coefficients (Beta values) allow for comparisons of the relative importance of each predictor (Hair et al., 2010). The t-statistics and corresponding p-values (Sig.) assess the statistical significance of each independent variable, confirming whether they meaningfully contribute to the model (Field, 2018).

Table 8: Regression Coefficients^a

	Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.641	0.652		2.518	0.012
	Brand Awareness	0.595	0.039	0.375	15.385	0.000
	Event Sponsor Fit	0.165	0.030	0.128	5.505	0.000
	Attitude toward Event	0.199	0.037	0.102	5.438	0.000
	Customer Engagement	0.141	0.017	0.135	8.347	0.000
	Brand Image	0.588	0.022	0.519	26.425	0.000
a. Dependent Variable: Customer Purchase Intention.						

Source: Owen Survey SPSS Finding, 2025.

In the case of event marketing's effect on customer purchase intention at BGI Brewery in Hawassa, the regression results reveal that all five predictors—brand awareness ($B = 0.595$, $p < 0.001$), Event sponsor fit ($B = 0.165$, $p < 0.001$), attitude toward event ($B = 0.199$, $p < 0.001$), customer engagement ($B = 0.141$, $p < 0.001$), and brand image ($B = 0.588$, $p < 0.001$)—significantly influence customer purchase intention. Among them, brand awareness ($\beta = 0.375$) and brand image ($\beta = 0.519$) have the strongest standardised effects, indicating their dominant roles in shaping purchase behaviour. The high t-values, particularly for brand image ($t = 26.425$) and brand awareness ($t = 15.385$), further reinforce their substantial impact on customer purchase intentions (Table 8).

The findings suggest that brand-related factors (brand awareness and brand image) play a crucial role in driving customer purchase decisions, aligning with previous studies emphasising the significance of strong brand positioning in marketing effectiveness (Keller, 2013). The significant influence of event sponsor fit and customer engagement further supports the idea that sponsorship alignment and interactive customer involvement enhance purchase intentions (Cornwell & Kwon, 2019). However, despite its statistical significance, attitude toward event ($\beta = 0.102$, $t = 5.438$) appears to have a relatively weaker impact, suggesting that other psychological or contextual factors may mediate its role. Future studies may explore moderating effects such as consumer demographics, price perceptions, or past purchase experiences to refine the model's explanatory power.

CONCLUSIONS

Utilising multiple linear regression the analysis confirms that brand awareness, brand image, event sponsor fit, attitude toward event, and customer engagement significantly shape purchase intentions. Notably, brand awareness and brand image emerged as the most influential predictors, with their positive relationships to purchase intentions reinforced by high t-values and statistically significant p-values. These findings align with established marketing theories, such as those proposed by Keller (2013), which emphasise the importance of strong brand positioning in driving consumer behaviour.

While the model assumptions of linearity, homoscedasticity, normality of errors, and the absence of multicollinearity were largely satisfied, minor concerns about the normality of residuals were noted. However, multicollinearity statistics indicate that the independent variables are not excessively correlated, ensuring the reliability of the regression estimates. The ANOVA results further validate the model's significance, demonstrating that the independent variables collectively explain a substantial portion of the variance in purchase intentions.

The regression coefficients provide valuable insights into the relative influence of the event marketing variables, with brand awareness ($B = 0.595$) and brand image ($B = 0.588$) having the strongest effects. Event sponsor fit and customer engagement also significantly contribute to purchase intentions, suggesting that effective sponsorship alignment and interactive customer experiences are key elements in shaping consumer choices. Conversely, while attitude toward event is statistically significant, its lower impact points to the need for further exploration of other psychological or contextual factors that may moderate its influence.

The study's findings advocate for a strategic focus on strengthening brand awareness and image, aligning event sponsorship effectively, and fostering customer engagement through participatory experiences. This approach, underpinned by empirical evidence, offers actionable insights for BGI Brewery and similar brands looking to enhance the effectiveness of their event marketing strategies. Future research could explore additional moderating factors, such as consumer trust, emotional attachment, price sensitivity, or brand loyalty, to refine the model further and deepen our understanding of the dynamics between event marketing and consumer behaviour.

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