

BRAND EXPERIENCE AND CONSUMER ENGAGEMENT ON EVENT MARKETING IN SINGLE SPONSORED CONCERT (A STUDY ON TEA BRANDS SPONSORED IN INDONESIA)

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Abstract

In an era of competitive marketing, event marketing has become an effective strategy to build emotional connections between brands and consumers, especially through single-sponsored music concerts. This study aims to analyze the influence of brand experience and consumer engagement on event marketing effectiveness at a single-sponsored music concert of a tea brand held in Purwokerto. Using a quantitative approach with survey technique, data was collected from 378 respondents through a Likert scale-based closed questionnaire. Multiple linear regression analysis showed that both brand experience and consumer engagement have a positive and significant effect on event marketing effectiveness, with an R^2 value of 0.658. The findings indicate that strong brand experience and active consumer engagement during events play a crucial role in determining the success of event-based marketing strategies. This research provides practical implications for event organizers and marketers to design interactive and emotional experiences to increase brand loyalty and value.

Keywords: brand experience, consumer engagement, event marketing, music concert, single sponsored.

INTRODUCTION

In an increasingly competitive marketing era, event marketing has emerged as an effective strategy to build direct relationships between brands and consumers. Especially in the entertainment industry, such as music concerts, event marketing is an important tool to create unique experiences that can strengthen brand impressions in the minds of consumers. Concerts with a single sponsor provide a strategic opportunity for brands to increase visibility and engagement with a highly segmented audience. Brand experience in the context of organizing concerts is very important because concerts provide moments of intense and multisensorial direct interaction between consumers and brands. According to the research results of Safeer and Kumar (2020), brand experience includes sensations, feelings, cognition, and consumer behavior formed from these interactions. Effective interactions can shape positive perceptions and increase consumer loyalty to sponsor brands.

In addition, consumer engagement also plays a key role in the success of event marketing concerts. High consumer involvement (both emotionally, cognitively, and behaviorally) encourages consumers to participate more actively and bond deeply with the brand (Setiawan, et al., 2022). Activities at concerts that are designed interactively can foster engagement that makes consumers feel part of consumer engagement. Previous research (Rachmadhian et al., 2019) indicates that event marketing, especially in sponsored concerts, contributes significantly to increasing brand awareness by almost 47%. This shows that the success of event marketing in the context of concerts is strongly influenced by the ability to create strong brand experiences

and consumer engagement. Safeer and Kumar (2020) even emphasize that the synergy between brand experience and consumer engagement is the main factor that determines the effectiveness of event marketing in building brand equity.

In the context of Indonesia, especially for a concert with a single sponsor of one of the brands held in the city of Purwokerto as the object of study, this study aims to examine how brand experience and consumer engagement together affect the effectiveness of event marketing. This study is important given the increasing market interest in music concerts as a marketing medium that has great potential in strengthening consumers' emotional connection with brands. Through this research, it is hoped that a deeper understanding of the dynamics of brand and consumer interactions in the event marketing of a single sponsored concert of one of the brands held in the city of Purwokerto can be obtained, as well as recommendations for strategies that can be applied to optimize brand experience and consumer engagement.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Event Marketing

Event marketing is a marketing strategy that focuses on consumers' direct experience of an event with the aim of building emotional bonds and strengthening brand image (Setiawan, et al., 2022). Organizing a concert with a single tea brand sponsor in Indonesia provides a unique context where intense brand activation is carried out to optimize interaction with the audience (Rachmadhian et al., 2021). The modern event marketing concept emphasizes in-depth two-way interactions between brands and consumers with the aim of creating loyalty and loyalty through memorable real-time experiences (Safeer & Kumar, 2020).

Brand Experience

Brand experience is a series of sensory, emotional, and cognitive perceptions and responses that consumers feel during their interactions with a brand, including when attending an event (Safeer & Kumar, 2020). In the context of concerts, multisensorial brand experiences are very important, because of their contribution to forming positive memories and increasing consumer engagement (Rachmadhian, et al., 2021). Organizing events that are able to engage various senses creates an immersive experience that strengthens brand perceptions and values.

Consumer Engagement

Consumer engagement refers to the active participation of consumers who involve emotional, cognitive, and behavioral aspects in their relationship with the brand during the event (Safeer & Kumar, 2020). Instead of being passive spectators, consumers at concert events with a single sponsor are expected to interact intensively, provide feedback, and share experiences, which simultaneously strengthen their relationship with the brand (Setiawan, et al., 2022).

Relationship between Event Marketing, Brand Experience, and Consumer Engagement

in an increasingly saturated market, brands are required to adopt innovative and emotionally resonant strategies to capture consumer attention and loyalty. One such approach that has gained prominence is event marketing, which allows brands to create immersive and interactive experiences that go beyond traditional promotional methods. Recent research shows that effective event marketing can significantly enhance brand equity through the mediation of brand experience and consumer engagement (Safeer & Kumar, 2020; Rachmadhian et al., 2021). This means that beyond mere brand visibility, events serve as experiential platforms where consumers interact with the brand in emotionally resonant and memorable ways. In the specific context of a concert sponsored exclusively by a single tea brand, this integrated approach facilitates the cultivation of a deep emotional connection between the audience and the brand. Such a connection often manifests in heightened brand recall, increased consumer trust, and a greater sense of brand loyalty, which collectively

contribute to a stronger brand position in an increasingly competitive market (Setiawan et al., 2022). This underscores the critical role of aligning immersive brand experiences with active consumer engagement as a strategic foundation for successful event-based marketing. When executed effectively, this synergy not only elevates the perceived value of the brand but also transforms event attendees into brand advocates, extending the impact of the campaign beyond the event itself.

H1: Brand experience has a positive and significant effect on the effectiveness of event marketing

H2: Consumer engagement has a positive and significant effect on the effectiveness of event marketing

The hypotheses of this study are presented in a conceptual framework (Figure 1):

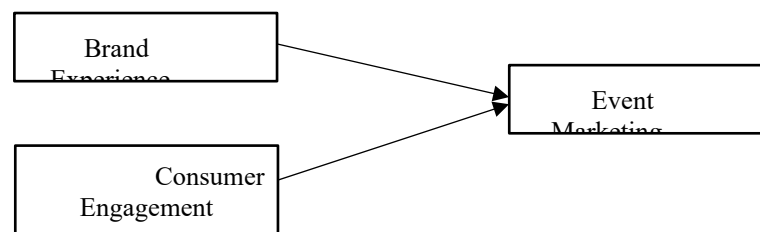


Figure 1. Conceptual Framework

RESEARCH METHODS

This study uses a quantitative design with a survey approach to examine the influence of brand experience and consumer engagement on the effectiveness of event marketing at a concert with a single sponsor of one of the brands held in the city of Purwokerto. The study population amounted to around 7,000 people, with a sample of 378 respondents calculated using the Slovin formula with a margin of error of 5%. Data were collected through a closed questionnaire based on a Likert scale of 1-5 and distributed directly online to concert participants.

The questionnaire instrument was prepared based on variable indicators that had been tested for validity and reliability in previous studies. Measurement of brand experience variables uses sensory, affective, cognitive, and behavioral experience indicators developed by Brakus, Schmitt, and Zarantonello (2009). This is in accordance with the literature which emphasizes the dimensions of brand experience as a combination of sensory perception, emotional response, cognitive engagement, and consumer action during the event.

Then, consumer engagement is measured by emphasizing the emotional, cognitive, and behavioral involvement of consumers during events to strengthen the relationship between brands and audiences (Brakus, Schmitt, and Zarantonello, 2009) and (Setiawan, et al., 2022). For the event marketing effectiveness variable, it is measured through several main indicators, namely brand awareness or the level of brand awareness after participants take part in the event, brand attitude which reflects the participants' positive attitude towards the brand, brand loyalty intent, namely the intention to repeatedly use or support the brand, and experience quality (Brakus, Schmitt, and Zarantonello, 2009). Data analysis was conducted using SPSS, including descriptive analysis and multiple regression tests to test the relationship between variables according to the research hypothesis.

RESULTS AND DISCUSSION

Multiple linear regression analysis was conducted to determine the effect of brand experience and consumer engagement variables on event marketing effectiveness.

Table 1. Coefficient Determination

Model	R	R ²	R ² adj
1	0.811	0.658	0.647

Source: Data Peneliti, 2025

Based on table 1, the analysis results show that the regression model as a whole has a fairly good strength in explaining data variability, with an R value of 0.811, an R Square value of 0.658, and an Adjusted R Square of 0.647. In other words, 65.8% of the variation in event marketing effectiveness can be explained by the two variables simultaneously.

Table 2. Regression Analysis Result

Variable	Beta	t	Sig.
Constant	0.624	3.502	0.0005
Brand Experience	0.406	12.552	0.0000
Consumer Engagement	0.375	12.778	0.0000

Source: Data Peneliti, 2025

Furthermore, table 2 shows the results of regression coefficient testing obtained that both brand experience and consumer engagement have a positive and significant influence on the effectiveness of event marketing. The beta coefficient for brand experience is 0.406 with a t value of 12.55 and a significance level of less than 0.005 (sig.<0.05), indicating that the stronger the experience consumers feel towards the brand during the event, the greater the effectiveness of event marketing achieved. Similarly, consumer engagement shows a beta coefficient of 0.375 with a t value of 12.77 and a significance level of less than 0.005 (sig.<0.05), indicating that active consumer involvement during the event significantly increases the success of event marketing.

This result is consistent with the study of Brakus, Schmitt, and Zarantonello (2009) which asserts that brand experiences involving sensory, affective, cognitive, and behavioral aspects, play an important role in influencing consumer perceptions and increasing the effectiveness of marketing strategies. The research provides a strong theoretical foundation in understanding that the creation of a holistic brand experience during events is essential to building positive relationships with consumers.

In addition, the results of this study are also in line with the views expressed in the document (Setiawan, et al., 2022), which highlights the central role of consumer engagement as a mediator that strengthens the relationship between consumers and brands during events. High levels of engagement trigger deeper emotional and cognitive connections, which in turn have a significant impact in increasing the effectiveness of event marketing.

CONCLUSION

Based on the results of multiple linear regression analysis, brand experience and consumer engagement variables simultaneously have a positive and significant influence on the effectiveness of event marketing. This is indicated by a significant beta coefficient value on each variable and an R Square value of 65.8%, which indicates that the two variables are able to explain 65.8% of the variation in event marketing effectiveness. Thus, the creation of a strong brand experience and increased active consumer involvement during the event are the main factors that greatly contribute to the success of event marketing strategies.

The findings provide practical guidance for marketing industry players and event organizers to focus on developing marketing strategies that are able to deliver meaningful and

holistic brand experiences, and encourage active consumer emotional and cognitive engagement during the event. This approach not only increases the attractiveness of the event, but also strengthens the long-term relationship between consumers and brands, which ultimately increases the overall effectiveness of event marketing.

This study has limitations such as the context that is limited to the type of music event with a single sponsor with the scope of the Purwokerto region may be less representative of global conditions, as well as the focus of measurement on only two main variables without considering other external factors such as socio-culture. In addition, the quantitative approach used did not explore the deep psychological mechanisms behind consumer engagement.

It is recommended that future research expand the model by including additional variables that can moderate or mediate the influence of brand experience and consumer engagement, such as demographic characteristics and cultural context. The use of mixed methods and longitudinal designs is also recommended to gain a more comprehensive understanding of the dynamics and long-term impact of these variables on event marketing effectiveness.

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