

THE MEDIATING ROLE OF BRAND EXPERIENCE ON THE RELATIONSHIP BETWEEN ELECTRONIC EVENT MARKETING AND BRAND AWARENESS

Eid Mohamed Eid Hassan¹

ORCID: <https://orcid.org/0009-0006-3960-6845>

E-mail: Eidhassan522@gmail.com

Eman Mustafa Kamal²

ORCID: <https://orcid.org/0000-0003-1653-1810>

E-mail: emanwahba@bus.asu.edu.eg

¹Higher Institute of Commercial Science, Abu Qir, Egypt

²Ain Shams University, Cairo, Egypt

Abstract

This study aimed to investigate the mediation role of brand experience (sensitive experience, intellectual experience, affective experience, and behavioral experience) on the relationship between Electronic event marketing (event experience-event social interaction), and brand awareness (brand recall-brand recognition). An exploratory study has been done to identify the study problem, and an intercept sample (River Sample) was collected from 456 Electronic shopping customers via an Online questionnaire. The results of the study explained a positive relationship between Electronic event marketing, brand awareness, and brand experience, and also illustrated brand experience as a mediator variable on the relationship between Electronic event marketing and brand awareness. The study results also found significant differences between the study sample opinions toward the study variables based on gender, while there were no significant differences between the study sample opinions toward the study variables based on demographic factors (age, education, and income). Finally, the study produced some important recommendations for both event organizers and customers.

Keywords: Electronic Event marketing, Brand experience, Sensitive experience, Brand awareness, Electronic shopping customers.

INTRODUCTION

In modern business, a brand doesn't involve only a name or symbol, but it is a tool to acquire competitive advantage (Elshamy, 2022). The power of the brand is represented in what the customer learned, seen, or heard before, and that implies positively on the customers memory, and makes the brand strong (Ribeiro, 2015). In spite of the different ways to promote products, services, and brand, promotion through feelings has become very effective (Close et al., 2009)

Event marketing is a brand strategy that marketers frequently use to target customers because of the unique capability of event marketing to build brand experience during customers participation and the low cost of organizing event (Presci, 2016). It has become an interactive activity that enables customers to build their experiences about brand, and positively affect their desires during their participation in the event (Addis, 2018).

Although event marketing influences individuals desires and behaviors, by changing their beliefs or what they do, it changes people's lifestyle in order to purchase a product or marketing brand (Ruostetsaari, 2016), and aims to increase brand awareness, brand image, or personality, and differentiate the brand between other competitors brands, while reflecting a positive reputation toward the community (Gupta, 2003).

Electronic event marketing has become very necessary and effective tool to promote products and services for customers (Antonov, 2021), as they can get many different benefits for example, a presentation show could be stopped or cut, and absent individuals can see event recording later (Castelvecchi, 2020), without any barriers (Diehart et al, 2020).

According to Sox et al., (2017) and Chodor (2021), Electronic event marketing is a direct meeting presented on a virtual platform and introduced specifically by a company or organization for the individuals in a virtual world. It can be seminars, conferences, or online meetings.

Finally, this study will help companies, and event organizers in organizing Electronic event marketing, after the period of Covid-19, because customers were unsatisfied with their participation in Electronic event marketing and preferred face to face events due to inefficient planning of Electronic events during this period (Merino, 2021).

THEORETICAL BACKGROUND

Event Marketing

Event marketing is considered one of the communication tools that depends on direct emotional involvement with target customers, and influences positively on the relationship between customers, products, or a specific brand (Vítek, 2021). According to Vallo (2014) event marketing activities connect organizations and customers about an idea or chosen topic in a meaningful and interactive way as part of a long term strategy plan, while organizations are used to communicate with target groups and arrange meetings in a pre planned situation and environment.

However, Height consumers involvement represents an important feature of event marketing (Tafesse, 2016), it provides a chance for social interaction between both customers, brand, and event organizers (Close, 2006). According to Varzi (2001), and Diodato (2005) event is a kind of social interaction and human relationship. Social environment of the event represents an important role toward participating customers, when emotions, beliefs and behaviors of individuals are affected, while event experience design requires focus on the nature of interaction between individuals and the relationship which connect them and physical environment (Berridge, 2008).

The customer experience during the event plays an important role in event marketing. One of the main benefits of event marketing is provide customers with a positive experience about companies or products (Lundmark, 1998) and creates a unique experience for them and event marketing contributes to building positive relationships with customers further more supporting brand awareness and loyalty among target customers (Masterman & Wood, 2014).

According to merino (2021) Event participants experience with brands support positive brand equity, and Electronic event marketing measurement scale was based on event experience scale by De Geus et al. (2016), and Marques et al. (2021) event social interaction scale.

De Geus et al. (2016) explained four consumer experience dimensions affective engagement, cognitive engagement, physical engagement and experiencing novelty and illustrated event experience as interaction between event participants and event environment, changed by the degree of involvement, and explained that memories, cognitions and behaviors are considered results of event experience.

Social interaction represents an important factor on creating and influencing individuals event experiences. Event participants experiences are affected by event social interaction. Marques et al. (2021) designed Event Social Interaction Scale to measure co-creation and group rituals or interactions of event participants based on social dimensions of event experience. So event experience and event social interaction is related to create event participants awareness and experience about brand.

Table 1

Measurement items and source references of Electronic event marketing

Authors	Variable	Dimension	Indicators
(De Geus.etal 2016)	Event experience scale	Affective engagement	(X1)I felt more excited in the Electronic event. (X2) I experienced more intimacy in the Electronic event. (X3)I had a stronger feeling of reliving the on line event. (talk about it with others share picture on the social media) .
		Cognitive engagement	(X4)I was more intellectually active in the Electronic event. (X5) I learned more in the Electronic event. (X6) I was more active in the Electronic event.
		Physical engagement	(X7)I felt more creative in the Electronic event. (X8) I participated more in the Electronic event.
		Experiencing novelty	(X9)Iexperienced more things unknown to my normal live in the Electronic event. (X10) The online event was more unique.
		Cocreation	(X11)I was more likely to have contact with stranger in the Electronic event. (X12) I made more acquaintances friends in the Electronic event. (X13) It was more easier to meet new people in the Electronic event.
(Marques etal.2021)	Event social interaction scale	Known group interaction rituals	(X14) We have our own rituals at the event. (X15)We see this event as a meaningful meeting moment.

Brand awareness

A brand is a symbol, logo, sign, expression, or group of these features that identify product, and are used to distinguish between other competitors products (Balmford, 2016). On the other side, Wheeler (2018) explained brand as a company reputation.

Brand awareness is considered the first stage to acquire knowledge about the brand (Büyükdağ, 2021). According to Lambert et al. (2016) brand awareness is the customer ability to remember the brand, and is used to discriminate between competitors signs and influence on the customers purchasing decision making process. While Kotler (2017) explained that brand awareness is related to the ability of customers to remember details about the products or brands, in line with the study of Nugroho (2021) Brand awareness is the ability of potential customers to recognize brand, and remember products.

Khan and Rahman (2015) explained event marketing, marketing communications and brand related stimuli as brand experience antecedents and illustrated brand equity dimensions which involve brand awareness, as customers brand experience outcomes. Brand awareness is a fundamental component on the communication process, and it is managed and achieved by marketing advertising and promotion activities (Büyükdağ, 2021).

However, many studies have identified brand awareness dimensions such as brand recall, and brand recognition (Reddy, 2021; Hoeffler, 2002; Kotler & Keller, 2008). On this basis, brand recall is the

customer's ability to retrieve the brand, and remember it when thinking about product categories (Reddy, 2021), while brand recognition is the customer ability to discover the brand through sign or logo (Cheung et al., 2019), and ability to differentiate it between various brands (Foroudi et al., 2018).

On this basis, Brand awareness scale (brand recall, brand recognition) was adopted from the studies of Büyükdağ (2021), represented on the next Table (2).

Table 2
Measurement items and source references of Brand Awareness

Authors	Variable	Dimension	Indicators
(Büyükdağ,2021)	Brand awareness	Brand recall	(Y1) I can quickly recall the symbol or logo of the brand I follow.
			(Y2) When I think about brand it's one of the brands that come to my minds.
			(Y3) I can recall brand characteristics quicker because of events market activities.
	Brand recognition	Brand recognition	(Y4) I am aware of the brand I follow.
			(Y5) I can recognize the brand I follow among other competing rivals.
			(Y6) I know how brand look like.

Brand Experience

Consumer experiences about products have an impact on their views about product quality (Paswan et al., 2004), and experiences are seen as a main feature in customer behavior analysis (Addis & Holbrook, 2001). Brand experience began when customers searched for a specific brand or product either personally or by a website, then sought to purchase it, and ending with consumption or getting rid of the product (Loureiro, 2020).

Brand experience represents internal and personal reactions toward customer perceptions when they deal with the brand (Shim & Kwon, 2015; Van der Westhuizen, 2018). According to Brakus et al. (2009) sensory experience, affective experience, behavioral experience, and intellectual experience are the dimensions of brand experience, and brand experience is defined as internal customer responses that include sensation, feelings, perception, and behavioral responses, affected by brand motivators.

Sensory experiences were considered the first level of experience depending on customers perceptions (Zhang, 2019; Yoon & Youn, 2016), and consisted of human senses, which influenced consumer behavior (Verbauskienė, 2014). The second dimension of brand experience, affective experience, it includes positive emotions or strong feelings and brand motivations (Nysveen & Pedersen, 2014; Beig & Khan, 2018), in addition to internal feelings toward the brand (Huang & Lu, 2015).

The third dimension of brand experience is behavioral experience; it is a part of the brand design and related to the individual's relationship with the brand (Wang, 2014). Behavior experiences include different kinds of customer behavior, through interaction with them, and these behaviors often include actions that are motivated by brand consumption or communication, that results from the stimuli associated with a particular brand (Shim et al., 2015). Finally, intellectual experience is described as customers responding toward brand when they are motivated to think or feel curiosity about the brand (Jung & So, 2012), and building knowledge due to customer feeling while using brand (Lada et al., 2014).

Tafesse (2016) explained that brand experiences between individuals are related to interaction and engagement, every person choose and feel with brand motivation in various ways, when individuals establish their various experiences on the same brand environment, further more Brand experience in event are motivated by interaction and event environment.

According to Brakus et al. (2009) brand experience affects consumers behaviors and brand experience scale dimensions consisted of (behavior experience, affective experience, intellectual experience, sensory experience) as shown on table (3), the scale consisted of the overall levels that brand motivate experiences, which contribute to establish relationship between companies and individuals in addition to differentiate the brand between various brands, while creating emotional engagement and influence consumer satisfaction or loyalty.

Table 3

Measurement items and source references of Brand experience

Authors	Variable	Dimension	Indicators
(Brakus, 2009)	Brand experience	Sensory experience	(M1) This brand affects my senses positively.
			(M2) This brand pleases my senses.
			(M3) This brand forms a good impression in my own senses.
			(M4) The appearance of this brand pleases me.
			(M5) This brand does not appeal to my senses.
		Affective experience	(M6) I am in a better mode after using this brand .
			(M7) I have positive emotion about using this brand.
			(M8) I was more active in the online event.
			(M9) I do not have strong emotions for this brand .
			(M10) This brand is an emotional brand.
		Behavioral experience	(M11) This brand induces Positive feeling and emotions with me .
			(M12)This brand gave me enough energy to do what I want to do.
			(M13) I become more active after using this brand.
			(M14) This brand results in bodily experiences.
			(M15) This brand is not action oriented.
		Intellectual experience	(M16) This brand stimulates positive thoughts with in me .
			(M17) This brand encourages me to think confidently .
			(M18) I engage in a positive thinking when I am using this brand.
			(M19) I engage in a lot of thinking when I encounter this brand.
			(M20) This brand stimulates my curiosity and problem solving.

HYPOTHESIS DEVELOPMENT AND PROPOSED MODEL

Electronic Event marketing and Brand awareness

Event marketing is an innovative promotion strategy that supports consumer mind, and brand awareness (Ribeiro, 2015). In agreement with the study of Alopaeus (2016) event marketing has a positive impact on brand awareness and contribute to recognize the brand in order to achieve consumer awareness.

On the other side, Prayudi (2022) explains the positive relationship between advertising, event experience and direct marketing on brand awareness. While Rita (2022) demonstrates the impact of social media advertising, and event marketing on brand awareness by applying on Instagram users. and based on the study results, social media advertising and event marketing have a positive impact on brand awareness.

According to Simons (2018) social interaction at events can continue online, leading to a hybrid community and there are different kinds of online or offline practices before and after participation in the event, further more group rituals that related to event participants, like recruiting, connecting, and innovation practices, which lead to different kinds of communities at the event. While Rachmadhian (2019) and Kriva (2017) explain a positive relationship between event social interaction and brand awareness.

Based on the discussion above, it is hypothesized that H1: There is a significant positive relationship between Electronic event marketing, and Electronic shopping customers brand awareness.

Electronic event marketing and brand experience

The study of Khan and Rahman (2015) explained event marketing as a promotion strategy for organizational goals in order to achieve brand experience and increase sales through customer involvement on the event. While Tafesse (2016) explains that achieving a brand experience depends on event marketing and consumer interaction with the brand. In addition, demonstrates that consumer predictions toward brand experience have many different motivation processes, like performance, social interaction, discovering, and learning.

However, Carroll (2018) discusses organizing events to evaluate the effectiveness of brand experience design, and the results show a positive relationship between brand experience and event marketing and indicate to event design as an important feature in building event awareness. On this basis Legendre (2019) demonstrates the effectiveness of brand experience toward building the awareness of event participants, and the study results show a positive relationship between event participation and brand experience, and achieve the purpose of participants experiences, which contributes to build participant awareness about the event, and support event organizer prediction about positive participant behavior and views after the event. While Vila-López (2013) aims to evaluate the effects of event experience on brand promotion and participant experiences in order to improve brand experience, brand personality, and brand reputation, and the results show that event experience has an important role and a positive effect on brand experience.

The effect of Covid-19 on the event marketing industry has made a big change, and the virtual world over the Internet has played an important role (Euruni, 2021). According to Merino (2021) during the period of Covid-19 customers were not satisfied with Electronic event participation and did not feel with motivation when they were participating in the electronic event due to the inefficient event planning during this period, while the current study is after this period, however there are more developments in communication technology, as event organizers and customers prefer online meetings frequently.

Thus this study proposes the hypothesis H2: There is a significant positive relationship between Electronic event marketing, and Electronic shopping customers brand experience.

The relationship between Brand experience, and Brand Awareness

According to Biedenbach (2010) customers experiences have a positive impact on brand equity dimensions like brand awareness, brand loyalty, brand association, and perceived quality and Biedenbach (2010) explains the importance of create positive customer experience through direct interaction with customers. In line with the study of Beig (2022) that measures the impact of brand experience dimensions, sensory experience, affective experience, behavior experience and intellectual experience on brand equity, according to the study results there was a positive impact of brand experience on brand equity dimensions. While the study of Jeon (2021) explains that brand experience increases both brand awareness, brand image and brand quality because of sensitive, behavior and intellectual factors during dealing with grocerants, as customers can easily recognize the brand by their experience.

Based on the argument above the study proposes the hypothesis, H3: There is a significant positive relationship between brand experience, and Electronic shopping customers brand awareness.

The mediating role of brand experience

Based on the first hypothesis, the second hypothesis, the third hypothesis, and the previous literature, we assume the following hypothesis:

H4. Brand experience mediate the relationship between Electronic event marketing, and Electronic shopping customers brand awareness.

Differences between study sample opinions based on Demographic Characteristics

The study depended on Demographic factors (age-income-education-gender). In order to identify the differences between study sample views or opinions toward study variables, while many scholars studied the importance of demographic factors in order to produce a clear view about the market and provide marketers with many recommendations and benefits about the filed (Yeh et al., 2016; Rather et al., 2019).

Hence this study proposes hypothesis, H5: There is statically significant differences between the study sample opinion about study variables based on demographic factors (gender-age-income-education).

RESEARCH PROBLEM

In 2021, Online business has been expanded and become an important place for organizing events, and 59.5% of the world population were active users of the Internet (Johnson, 2021). While, corona

pandemic crisis has affected business on the Internet and the virtual world over the Internet represented an important role (Euruni, 2021).

On the other side, marketers are facing problems with customers responses to traditional advertisements and are looking for new marketing communication tools (Belch 2018). While the emotional behavior of the customer has gained attention and represents the keys of success in the market (Desmet, 2005). However, new strategies for marketing communications have been applied in order to enhance customer engagement. On this basis, event marketing has become a successful tool for creating interaction, and strengthening the relationships with target customers (Kriva, 2017).

Event marketing has spread quickly in various areas of society due to the largest increase in marketing and advertising (Cristache, 2013). On the other side, many organizations in the event industry face uncertainty about the actual effects of the event (Wood, 2009) and challenges because of market development, competition to attract new customers, and the diversification of customer choices (Rubant, 2018). In addition, the risks associated with the unsuccessful application of event marketing are high due to the negative effects on the brand, and the relationship with it (Crowther, 2011).

Exploratory Study

In order to identify the study problem, an Exploratory study has been chosen by depending on Electronic shopping websites and Electronic shopping pages on social media websites. The interviews were conducted through the social media website Facebook and took about 10 to 15 minutes from a sample of 45 Electronic shopping customers, in order to identify the effectiveness of Electronic event marketing on Electronic shopping customers brand awareness and measure the role of brand experience in Electronic event marketing.

According to the exploratory results, most of the electronic shopping customers were not satisfied with their event experience, social interaction during their participation on Electronic event. As a result, they could not remember the brand characteristics and features very well after their involvement on the electronic event. The respondents think that brand experience play an important role in promoting the success of Electronic event. Furthermore, customers were very interested in electronic shopping, and they made a lot of purchases on line, based on their previous experience with the brand.

Based on the previous discussion, hypothesis, and literature a conceptual model are presented:

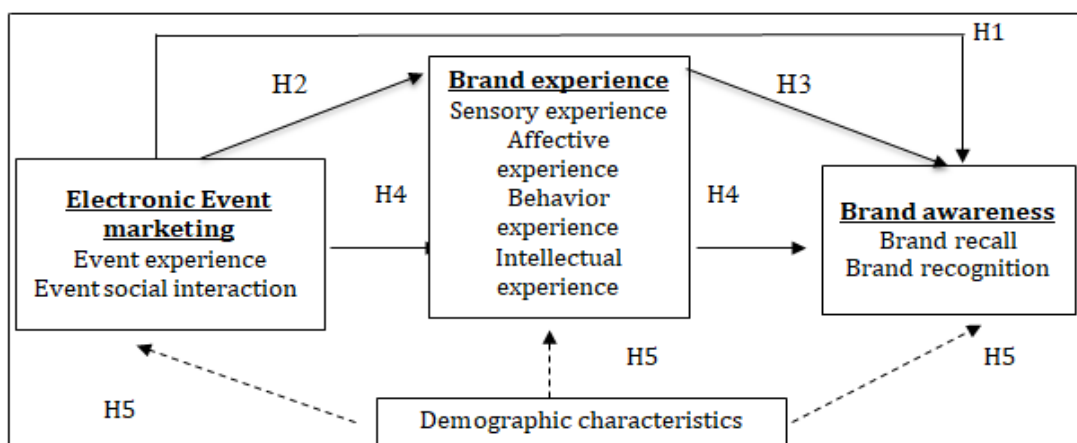


Figure 1. Conceptual model

METHODOLOGY

In order to achieve the objectives of the study, the mixed method technique has been used in order to analyze questionnaire quantitative data and exploratory study qualitative data. It also relied on a descriptive analytical approach to describe the relationship between the independent variable represented on Electronic event marketing and the dependent variable, brand awareness, and also identify the mediation role of brand experience on the relationship between study variables. This

approach is based on analyzing the existing situation of the phenomenon or problem by analyzing its circumstances, dimensions, and describing the relationship between them.

Study Population

The population of the study represents Electronic shopping customers who participated on Electronic event through social media website Facebook by live streaming from 2021 to 2025, as shown on the next table:

Table 4

Electronic Events on social media web site facebook by live streaming.

Shopping website	Electronic Event on social media web site (2021-2025)
Olx Egypt	MQR Business Meetup 3rd Edition New Era of PropTech.
Amazon Egypt	Amozon Egypt Black Friday.
Jumia	Jumia Black Friday.
Noon Egypt	Recommendations for sealers during Ramadan .
H&M	Get your spooky glow with H&M Beauty! H&M - The Avenues Mall - First Avenue.
2B Egypt	Outlet Day.
B.TECH	HONOR 4th Anniversary.

Source: www.facebook.com

Social media marketing is considered one of the best channels to promote Events; as seen on the next figure (2), social media marketing has been ranked as the first channel to promote event.

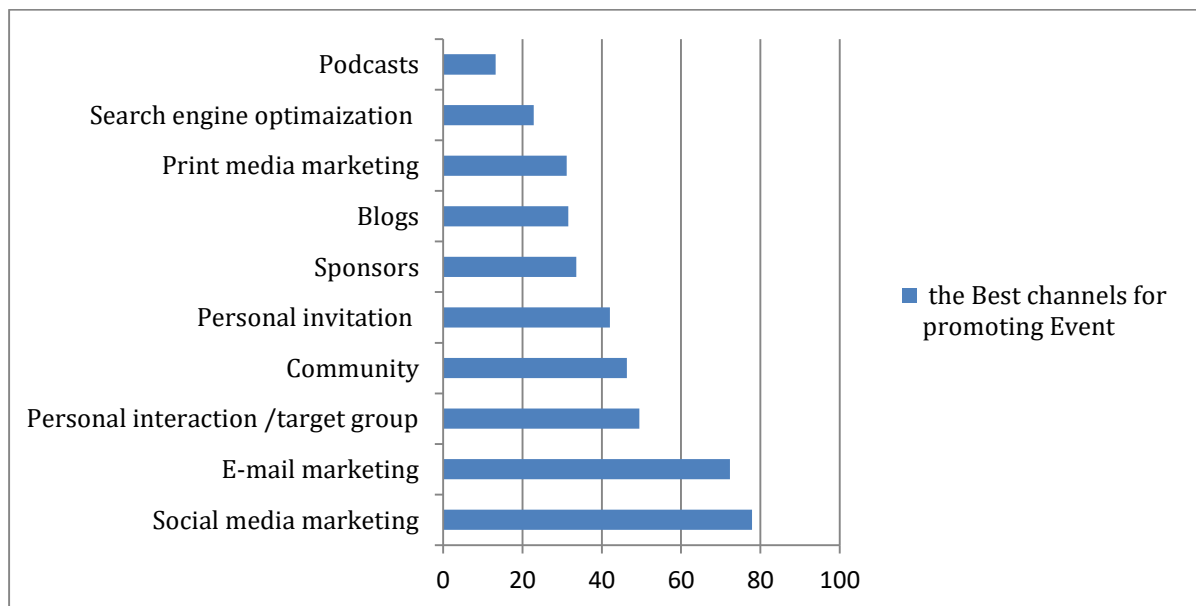


Figure 2: Channels for promoting events

Source: <https://sweap.io/blog/event-planning-statistics>

The number of active social media users in January 2021 reached about 49 million, representing 47.4 % of the population in Egypt, achieving an increase of 16.7 % compared to January 2020 (Statista, 2021). Organizing the event via live broadcast on Facebook is considered one of the most common techniques and 70% of the marketers can reach the target audience via live broadcast on Facebook, and increase brand awareness and 93.7% of the business has become on Facebook, as it is considered one of the largest social media channels (www.earthweb.com).

Study sample

The study depended on sampling method, and intercept sample (River sample) has been chosen, instead of comprehensive method(censuses), due to the large population size, and geographical distance of Electronic shopping customers. A river sample is created via the use of banners, pop-ups, or other online devices that invite website visitors to take part in a survey. The “river” is the steady stream of website visitors, and these invitations figuratively dip respondents out of the Internet river. Thus, a river sample intercepts website visitors, perhaps even with random selection procedures. Of course, the online questionnaire may have screening questions so that only qualified prospects are allowed to take part in the survey.

The sample frame of a river sample is the stream of visitors visiting the site issuing the invitation, and river samples are considered random samples of these sample frames as long as the invitations are not unusual in duration, appearance, or relevance (Alvinetal, 2020). According to Krejcie and Morgan (1970) the appropriate sample size is 384 respondents, when the study population is larger than 500 thousand respondents with a confidence factor of 95%, and the data was collected via on line questionnaire on social media websites, and resulted in 456 responses. So the study sample size is appropriate.

DATA ANALYSIS AND RESULTS

Demographic characteristics of the respondents

Table (5) presents the demographic characteristics of the study sample, The majority of the study sample represents males with 61%, and 52.20% of the study sample represents the age level from 35 years to 45 years and also 60% of the study sample are those who have a bachelor degree further more 22% of the study sample are those who have postgraduate studies; in addition 50.7% represent the income level from 3000 to less than 6000, and thus it is clear that most of the study sample are young people and have a suitable level of education and income.

Table 5

Demographic characteristics of the respondents

Variables	Items	Frequency	percent (%)
Gender	Male.	279	61.2
	Female .	177	38.8
Age	From 18 year less than 35 year.	98	21.5
	From 35year less than 45 year.	238	52.5
	From 45 year less than 56 year.	72	15.8
	More than 56 year.	48	10.5
Education	Intermediate or upper intermediate .	81	17.8
	Bachelor .	274	60.1
	Post graduate studies.	101	22.1
Income	From 1000 EGP less than 3000EGP.	66	14.5
	From 3000 EGP less than 6000EGP.	231	50.7
	From 6000 EGP less than 9000EGP.	107	23.5
	More than 9000EGP.	52	11.4

Descriptive Statics

The attitude of the study sample opinions as shown on table (6) demonstrates the acceptance of Electronic event marketing, brand experience, and brand awareness due to the value of the arithmetic mean of those variables upper the value (3) and the probability value related to t test is less than the level of significance value at 5% (p- value = 0.000 < α = 0.05).

Table 6

Descriptive statics of the study sample

Variables	Dimensions	Descriptive statics		T-test	
		Mean	S.E	T-test Value	p-value
Electronic event marketing (X)	Event experience (X1).	3.938	0.908	22.040	0.000
	Event social interaction (X2).	3.799	0.971	17.578	0.000
	Total variable	3.868	0.903	20.527	0.000
Brand experience (M)	Sensitive experience(M1).	3.856	0.869	21.021	0.000
	Affective experience (M2).	3.753	0.959	16.764	0.000
	Behavior experience(M3).	3.748	0.938	17.031	0.000
	Intellectual experience (M4).	3.758	0.999	16.193	0.000
	Total variable	3.778	0.873	19.037	0.000
Brand awareness (Y)	Brand recall (Y1).	3.985	0.899	23.401	0.000
	Brand recognition (Y2).	3.954	0.977	20.857	0.000
	Total variable	3.969	0.891	23.218	0.000

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is used to measure the scale, reliability, and validity of the questionnaire list and also evaluate model fit. In order to determine the quality of the proposed model further more a group of indicators are used and these indicators are called Goodness-of-Fit-Indices as shown in Table (7).

Table 7

Goodness Of Fit Index

Index	Value
(χ^2) .	p-value < $\alpha = 0.05$
Comparative Fit Index (CFI).	CFI > 0.90
Goodness of fit index (GFI).	GFI > 0.90
Tucker-Lewis Index (TLI).	TLI > 0.90
Bentler-Bonett Normed Fit Index (NFI).	NFI > 0.90
Bollen's Incremental Fit Index (IFI).	IFI > 0.90
Relative Noncentrality Index (RNI).	RFI > 0.90
RMSEA.	RMSEA < 0.08

Confirmatory factor analysis (CFA) has been applied to confirm that study variables can be measured by using this statements and related dimensions. The study depended on previous literature in order to choose a measurement scale and to deal with reliability and validity issues. The measurement scale items were categorized in questionnaire using five point Likert scale ranging from 1 = strongly agree to 5 = strongly disagree.

Electronic event marketing (CFA)

Figure (3) shows the result of the electronic event marketing confirmatory factor analysis model after removing statement number (9) from the event experience variable (X.1) because it is not suitable with the rest of the statements expressing the variable.

Table (8) explains that there is a low relationship representation between the statements at the significance level 5%, as the p-value associated with the test is less than the level of significance value at 5% ($\chi^2(76) = 272.987$, $\chi^2 p\text{-value} = 0.000 < \alpha = 0.05$), because the statistical significance of the test is less stable when the sample sizes is more than 200 and in the current study the sample size is 456 items. However, the χ^2 test is not the only test that used to measure the quality of model fit, but there are others important indicators ,as seen in Table (8), Goodness Of Fit indicators (GFI, CFI, NFI, RNI, IFI, TLI) are

accepted (i.e. all over 0.90), and RMSEA = 0.075 < 0.08, indicating good fit of the model to meet the conditions quality Of Goodness Fit indicators.

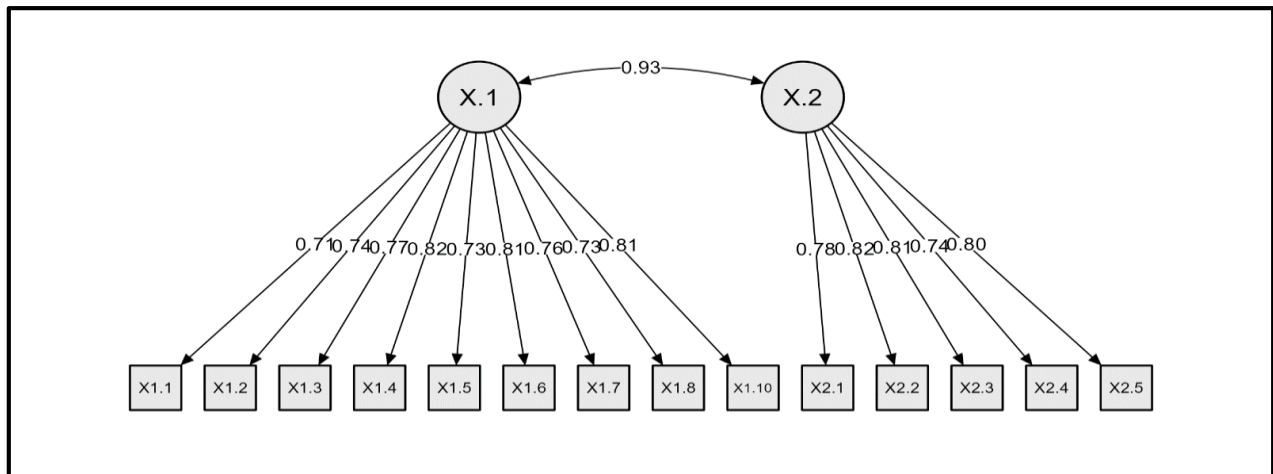


Figure 3. Electronic event marketing (CFA) model

Table 8

Electronic event marketing Model fit indices

Index	Value
(χ^2) .	272.987
Degree of freedom.	76
(p-value).	0.000
Comparative Fit Index (CFI).	0.956
Goodness of fit index (GFI).	0.982
Tucker-Lewis Index (TLI).	0.947
Bentler-Bonett Normed Fit Index (NFI).	0.940
Bollen's Incremental Fit Index (IFI).	0.956
Relative Noncentrality Index (RNI).	0.956
RMSEA.	0.075

It is clear from the next table (9) that all the standardized estimate of the model are greater than 0.5, which indicates the internal consistency of the research scale, and these estimates are also statistically significant on the level of significance value at 5%, where the p-value associated with the z-test for all statements is less than the level of significance value at 5% ($p\text{-value} = 0.000 < \alpha = 0.05$). Furthermore, the value of the average variance extracted (AVE) is greater than 0.5, demonstrating the importance of the observed variables (questionnaire statements shown in the model) in measuring electronic event marketing.

Table 9

Estimated confirmatory factorial analysis for Electronic Event marketing

Paths		Estimates	Standardized Estimates	Error	z-value	p-value	AVE
Event experience (X1)	→ X1.1	0.721	0.71	0.042	17.211	0.000	0.589
	→ X1.2	0.810	0.74	0.045	18.042	0.000	
	→ X1.3	0.904	0.77	0.047	19.250	0.000	
	→ X1.4	0.958	0.82	0.046	21.000	0.000	
	→ X1.5	0.846	0.73	0.047	17.987	0.000	0.623
	→ X1.6	0.928	0.81	0.045	20.577	0.000	
	→ X1.7	0.884	0.76	0.047	18.952	0.000	
	→ X1.8	0.839	0.73	0.047	17.731	0.000	

Event social interaction (X2)	→	X1.10	0.973	0.81	0.047	20.875	0.000
	→	X2.1	0.905	0.78	0.047	19.247	0.000
	→	X2.2	0.997	0.82	0.048	20.887	0.000
	→	X2.3	0.850	0.81	0.047	20.393	0.000
	→	X2.4	0.847	0.74	0.047	18.091	0.000
	→	X2.5	0.877	0.80	0.044	19.990	0.000

Brand experience (CFA)

Table 10

Brand experience Model fit indices

Index	Value
(χ^2) .	495.654
Degree of freedom .	129
(p-value).	0.000
Comparative Fit Index (CFI).	0.941
Goodness of fit index (GFI).	0.965
Tucker-Lewis Index (TLI).	0.930
Bentler-Bonett Normed Fit Index (NFI).	0.922
Bollen's Incremental Fit Index (IFI).	0.941
Relative Noncentrality Index (RNI).	0.941
RMSEA.	0.079

According to Table (10) there is a low relationship representation between the statements at the significance level 5%, as the p-value associated with the test is less than the level of significance value at 5% ($\chi^2(129) = 495.654$, χ^2 p-value = 0.000 < $\alpha = 0.05$), because the statistical significance of the test is less stable when the sample sizes is more than 200 and in the current study the sample size is 456 items. While goodness of fit indicators (GFI, CFI, NFI, RNI, IFI, TLI) are accepted (i.e. all over 0.90), and RMSEA = 0.079 < 0.08, indicating good fit of the model to meet the conditions quality of goodness fit indicators.

Next table (11) explains that all the standardized estimate of the model are greater than 0.5, which indicates the internal consistency of the research scale, and These estimates are also statistically significant at the level of significance 5%, where the p-value associated with the z-test for all statements is less than the significance level value at 5% (p-value = 0.000 < $\alpha = 0.05$). In addition to, the value of the average variance extracted (AVE) is greater than 0.5, demonstrating the importance of the observed variables (questionnaire statements shown in the model) in measuring brand experience.

Table 11

Estimated confirmatory factorial analysis for brand experience

Paths		Estimates	Standardized Estimates	Error	z-value	p-value	AVE
Sensitive Experience (M1)	→	M1.1	0.789	0.70	0.050	15.781	0.554
	→	M1.2	0.661	0.68	0.041	16.070	
	→	M1.3	0.874	0.82	0.042	20.776	
	→	M1.4	0.879	0.83	0.042	21.124	
	→	M1.5	0.807	0.66	0.053	15.336	
Affective experience (M2)	→	M2.1	0.892	0.80	0.044	20.447	0.625
	→	M2.2	0.941	0.89	0.044	21.279	
	→	M2.3	0.915	0.81	0.044	20.674	
	→	M2.4	0.850	0.71	0.049	17.243	
	→	M2.5	0.928	0.80	0.046	20.306	

Behavior experience	→ M3.2	0.916	0.80	0.045	20.262	0.000	0.586
	→ M3.3	0.923	0.83	0.043	21.274	0.000	
	→ M3.4	0.856	0.82	0.041	20.623	0.000	
	(M3)	→ M3.5	0.771	0.63	0.054	14.399	0.000
Intellectual experience	→ M4.1	0.971	0.86	0.043	22.367	0.000	0.697
	→ M4.2	0.988	0.86	0.043	22.865	0.000	
	→ M4.3	0.869	0.78	0.044	19.561	0.000	
	(M4)	→ M4.5	0.971	0.84	0.045	21.749	0.000

Figure (4) presents the result of confirmatory factor analysis model for brand experience after removing statement number (1) from the behavior experience variable (M3) and statement number (4) from the intellectual experience variable (M4) regarding the disagreement with the others statements expressing those variables.

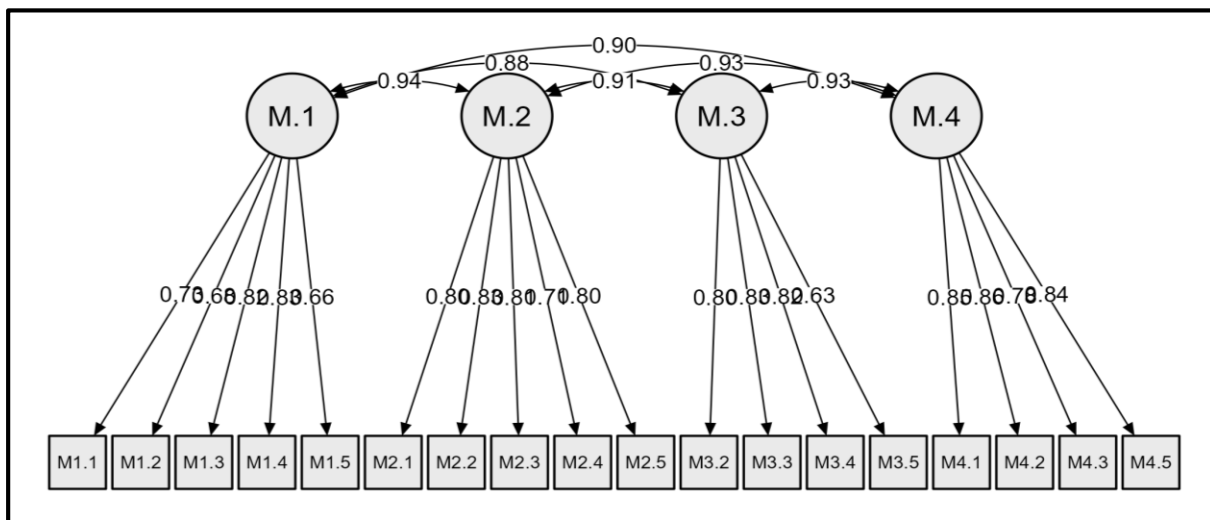


Figure 4. Brand experience (CFA)

Brand awareness (CFA)

Table 12

Brand awareness Model fit indices

Index	Value
(χ^2) .	8.710
Degree of freedom.	4
(p-value).	0.069
Comparative Fit Index (CFI).	0.996
Goodness of fit index (GFI).	0.999
Tucker-Lewis Index (TLI).	0.991
Bentler-Bonett Normed Fit Index (NFI).	0.993
Bollen's Incremental Fit Index (IFI).	0.996
Relative Noncentrality Index (RNI).	0.996
RMSEA.	0.051

Based on Table (12) there is a high relationship representation between the statements at the significance level 5%, as the p-value associated with the test is more than the level of significance value at 5% ($\chi^2(4) = 8.710$, $p\text{-value} = 0.069 > \alpha = 0.05$), and the goodness of fit indicators (GFI, CFI, NFI, RNI, IFI,

TLI) are accepted (i.e. all over 0.90), and RMSEA = 0.051, demonstrating a good fit of the model to meet the conditions quality of goodness fit indicator.

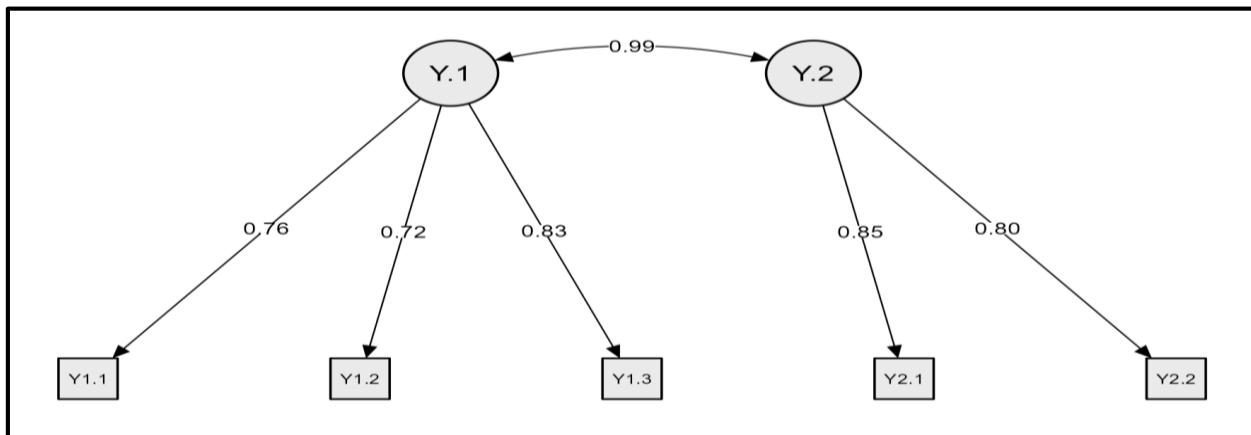


Figure 5. Brand awareness (CFA) model

Figure (5) indicates to the result of confirmatory factor analysis model for brand awareness after remove statement number (3) from the brand recall variable (Y2).

Table 13

Estimated confirmatory factorial analysis for brand awareness

Paths		Estimates	Standardized Estimates	Error	z-value	p-value	AVE
Brand recall (Y1)	→ Y1.1	0.864	0.76	0.047	18.254	0.000	0.593
	→ Y1.2	0.7100	0.72	0.042	17.008	0.000	
	→ Y1.3	0.852	0.83	0.041	20.848	0.000	
Brand recognition (Y2)	→ Y2.1	0.916	0.85	0.043	21.495	0.000	0.685
	→ Y2.2	0.843	0.880	0.043	19.794	0.000	

Based on Table (13) all the standardized estimate of the model are greater than 0.5, which indicates the internal consistency of the research scale, and these estimates are also statistically significant on the significance level 5%, where the p-value associated with the z-test for all statements is less than the level of significance value at 5% ($p\text{-value} = 0.000 < \alpha = 0.05$). Furthermore, the value of the average variance extracted (AVE) is greater than 0.5, explaining the importance of the observed variables (questionnaire statements shown in the model) in measuring brand awareness.

Reliability and Validity test

Table 14

Coefficient Reliability and Validity Result

Variable	Dimensions	Number of phrases	Coefficient Variable Reliability	Coefficient Variable Validity
Electronic event marketing	Event experience	9	0,927	0.963
	Event social interaction	5	0.891	0.944
	Total	14	0.950	0.975
Brand experience	Sensitive experience	5	0.850	0.922
	Affective experience	5	0.892	0.944

	Intellectual experience	4	0.844	0.919
	Behavioral experience	4	0.900	0.949
Total		18	0.960	0.980
Brand awareness	Brand recall	3	0.810	0.900
	Brand recognition	2	0.811	0.901
Total		5	0.892	0.944

Based on table (14) Coefficient Reliability and Validity values for all variables are greater than 0.70, which indicates to the stability of phrases representing those variables in the questionnaire and can be used as measurement tool for this study.

Test study hypothesis

Table 15

Structural Parameter Estimates (In direct effect)

Hypothesized paths (Structural relation)	Estimate	Std. Error	z-value	p-value	Result
H1: $X \rightarrow Y$	0.228	0.069	3.290	0.001	Accepted
H2: $X \rightarrow M$	0.991	0.023	42.868	0.001	Accepted
H3: $M \rightarrow Y$	0.614	0.062	9.830	0.001	Accepted

According to table (15), there is a statistically significant effect from electronic event marketing (X) to brand awareness(Y) ($\beta = 0.228$, z value =3.290 , p-value = 0.001 < $\alpha = 0.05$), and a statistically significant effect from electronic event marketing (X) to brand experience (M) ($\beta = 0.991$, t=42.868, p-value = 0.001 < $\alpha = 0.05$). Furthermore, there is a statistically significant effect from brand experience (M) to brand awareness(Y) ($\beta = 0.614$, t=9.830, p-value = 0.001 < $\alpha = 0.05$). So hypotheses (H1), (H2), and(H3) were accepted.

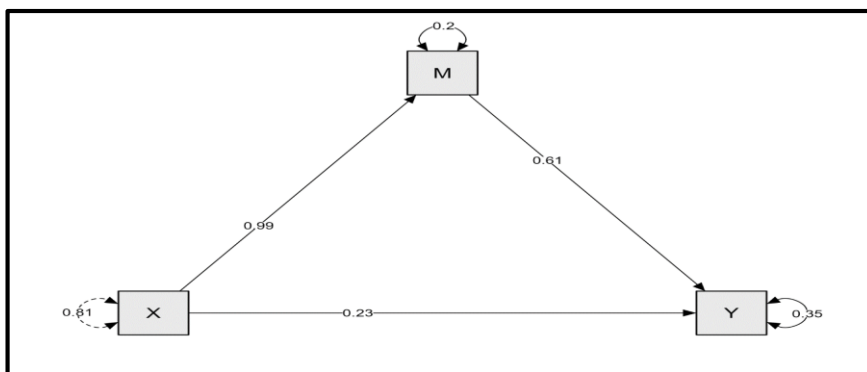


Figure 6. Structural model

Table 16

Structural Parameter Estimates (Direct effect)

Hypothesized Paths (Structural relation)	Estimate	Std. Error	z-value	p-value	Result
H4: $X \rightarrow M \rightarrow Y$	0.609	0.064	9.581	0.000	Accepted

Based on table (16), there is a statistically significant direct effect from electronic event marketing (X) to brand awareness (Y) through brand experience (M), where the p-value is less than the level of significance value at 5% ($p\text{-value} = 0.000 < \alpha = 0.05$), as a result hypothesis (H4) was accepted.

According to table (17), there are statistically significant differences between the study sample opinions toward study variables (electronic event marketing, brand experience, brand awareness) based on gender, due to the decreased of p -value on the t -test of these variables under the level of significance value at 5% (p -value = 0.000, 0.000, 0.000 < α = 0.05). While there were no statistically significant differences according to age, where the p -value associated with the t -test of these variables exceeded the level of significance value at 5% (p -value = 0.473, 0.245, 0.219 > α = 0.05).

Table 17

Differences between study sample opinions based on demographic characteristics

Variables	T-test		ANOVA					
	Gender		Age		Education		Income	
	t-value	p-value	f-value	p-value	f-value	p-value	f-value	p-value
Electronic event marketing (X)	7.302	0.000	0.839	0.473	1.251	0.287	0.947	0.418
Brand experience (M)	8.648	0.000	1.390	0.245	0.730	0.483	0.754	0.520
Brand awareness (Y)	7.968	0.000	1.482	0.219	1.503	0.224	0.488	0.691

Furthermore, there were no statistically significant differences between the study sample opinions about the study variables (electronic event marketing, brand experience, brand awareness) based on education, because the probability value related to t -test of these variables are greater than the level of significance value at 5% (p -value = 0.287, 0.483, 0.224 > α = 0.05), and also no statistically significant differences based on income due to the probability value of the t -test of these variables, which exceeded the level of significance value at 5% (p -value = 0.418, 0.520, 0.691 > α = 0.05). So hypothesis (H5) was rejected.

DISCUSSIONS OF THE STUDY RESULTS

According to the statistical analysis results, the first hypothesis was accepted, because customers acquired more knowledge about the brand characteristics during their participation on the Electronic event, and they affected positively with interaction, and motivation in the event environment. So they can remember the brand and differentiate it. This result is in line with previous studies (Ribeiro, 2015; Alopaeus, 2016; Rachmadhian, 2019; Kriva, 2017; Prayudi, 2022; Rita, 2022).

Furthermore, the second hypothesis was accepted regarding the unique feature of the electronic event to provide the learning environment. When customers participated on the event they can learn how to use the brand, acquire new ideas and all their senses or feelings are motivated. As a result, they can build their experience about the brand. This result is in agreement with previous studies (Khan & Rahman, 2015; Tafesse, 2016; Carroll, 2018; Legendre, 2019; Vila-López, 2013).

While, in contrast, the study of Merino (2021) demonstrated that during the period of Covid-19, customers were not satisfied with the event experiences and did not motivated when they were participated on electronic event, because of the inefficient event planning during this period. But the current study shows that after this period, now there are more developments in communication technology, and event organizers have good preparation, experience and planning about electronic events. In addition, a third hypothesis was accepted, as customers choose the brand based on their past experience, which supports their capability to recall and recognize the brand, in line with previous studies (Biedenbach, 2010; Beig, 2019; Jeon, 2021).

However, the fourth hypothesis was accepted as there was direct, and in direct relationship between independent variable electronic event marketing, and the dependent variable brand awareness through the mediator variable brand experience based on the results of statistical analysis.

Finally, the fifth hypothesis was rejected as there was a significant differences between the study sample opinions toward the study variables based on gender, regarding the differences in socialization, social interaction, and desires between males and females, while in contrast there were no

significant differences between the study sample opinions toward study variables based on demographic factors (age-education-income), because electronic shopping customers have a good level of income and education, and most of them are young people .

CONCLUSION AND IMPLICATION

Practical implication

Electronic event marketing plays an important role in modern business. This study will provide marketers and event organizers with useful information about customer views about their participation on electronic events and brand promotion. In addition, develop solutions to overcome the obstacles that marketers face when organizing electronic events, and increase the satisfaction of event participants, from a managerial perspective, the study provides the following recommendations to electronic event organizers and marketers:

- Consider the differences in cognition and desires between males and females regarding the brand type, and characteristics.
- Evaluate the success of the event by providing a survey to the event participants.
- Design brand logo in line with customers desires and community culture.
- The presence of the event sponsor such as a sports team or charity organization, and gave attention to event live broadcast via the Internet to increase the rate of participation.
- Design unique experiences that align with the brand, and attract attendees through presentation show, and workshops.
- Invest in electronic marketing technologies, and event management software.
- Design an electronic guide that explains how to participate on the electronic event, and the steps that participants must follow, more over explains the features of the event meeting platform, its characteristics, and uses.
- Enhance interaction on the Electronic event environment through the use of interaction techniques with event participants such as surveys, chat rooms and online games.
- Work on developing and activating cybersecurity systems on the event environment.

Theoretical implication

The online business has been expanded after the period of covid 19 due to the un efficient event planning during this period, and the fast business transformation to the online environment, however the current study is after this period, and will provide a clear view about electronic event marketing, furthermore the study contribute to the literature in the field of event marketing, as there are limited studies about electronic event, it is the first study that investigate the mediation role of brand experience on the relationship between electronic event marketing and brand awareness, by applied on electronic shopping customers, who participated on electronic events. In addition, no previous studies used the study variables (electronic event marketing-brand experience-brand awareness) in one model. Furthermore, the study depended on event experience scale by De Geus et al. (2016), and Marques et al. (2021) event social interaction scale as a measurement variable of electronic event marketing, while few studies used this measurement variable.

The results of the current study explained that brand experience is a mediator variable on the relationship between electronic event marketing, and brand awareness. This result highlights the importance of brand experience in organizing electronic event, and achieving brand awareness. Furthermore, a significant differences between the study sample opinions toward the study variables were based on gender, which reflect the difference between males and females regarding their desires, perception, and views about the brand

Limitations and future research suggestion

The current study applied on electronic shopping customers who participated on electronic event via internet. In future studies it is recommended to apply on different purposes of electronic event for

example education, sport, cultural, entertainment, and political. In future studies, the study model can include different variable like brand loyalty, brand love, Social Presence, Revisit intention, and purchase intention in addition, focusing on to the role of event sponsorship on achieving event success.

It is recommended in future studies to measure the participant experience about the brand before and after their participation on the event by using experimental study and a longitudinal approach, and also explain the moderator role of the customers gender on the relationship between electronic event marketing , and brand awareness due to the differences in thinking between males and females. In addition, their cognition or perception about the brand further more demonstrates the relationship between event marketing and, achieving competitive advantage.

It is suggested on future studies to demonstrate factors that affect event participation, like kind of electronic platform or social media website that is used in the electronic event, more over event design, event innovation, and type of brand or product, in addition to studying the effect of artificial intelligence and virtual reality on the electronic event environment, customer awareness and experience, further more future research should consider the difference in community culture, traditions, and habits, which reflected on the study sample views.

Research ethics statement

This article is original work, which has not been previously published elsewhere.

Author contribution statement

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