

How to build lasting relationships with consumers through experiential brand events – Example from a real-life application

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Abstract

In recent years, many brands have decided to go beyond the sole act of sponsorship to build their own events to satisfy their consumers' need for novel experiences. In this research, we apply attribution theory and social identity theory to the model of image creation and image transfer in brand events to test the effect of perceived effort of the activity on consumer-brand identification (CBI) in an event marketing context. More precisely, because perceived effort is associated with warmth (Leung, Kim and Tsé, 2020), we propose that people who perceive the activity showcased in the event as effortful will be more likely to identify with the main sponsor of the event. Then, building on social identity theory, we test purchase intention and consumer engagement as consequences of CBI. Results show a mediation effect of CBI on the relationship between perceived physical effort of the activity and purchase intention/consumer engagement.

Subject Areas: *Consumer Behaviour, Consumer Services, Entertainment Marketing, Sports Marketing*

Track: Consumer Behaviour