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The Moderating Role of Attitude on the relationship between perceived value and Event Marketing: Marketing practitioner perspective

(Exploratory and descriptive)

الدور المعدل للاتجاهات في العلاقة بين القيمة المدركة وتبني الأنشطة التسويقية:

من منظور المسوقين

(دراسة إستكشافية ووصفية)

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DEDICATION

To my great family, specially my Mother & Father for their unlimited support & unconditional love.

To my brother.

To my friends

*To my supervisor Dr .**Abdelsalam Adam** who guided me during this research.*

To all my colleagues who I learnt a lot from & who made these 4 years in Marketing such a memorable & enjoyable time & something worth remembering.

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Abstract

Sponsorship has undeniably become one of the fastest growing global marketing practices. Business corporations seek sponsorship opportunities to actualize their overall Organizational objectives, marketing goals, and promotional strategies, particularly to enhance brand, . Therefore This study aimed to examine the influence of perceived value on adopting event marketing and the moderating role of marketers attitude. After literature review a model and hypotheses of the study have been built, also a questionnaire has been designed depending on previous studies and Exploratory Study conducted on (7)Sudanese Companies For testing the variable from the Sudanese marketing Practitioners perspective , the questionnaire designed for collection the data from no probability sample include (155) Respondents represent marketing and sales managers . the response rate was (90.6%). a several statistical methods used including (Cronbach's alpha, Exploratory, and confirmatory factor analysis, and SEM, regression analysis)The Study reveal out a several Findings (economic benefits effect on evaluation of events, benefits of customer acquisition positively effect on evaluation, social benefits negatively impact on evaluation of events, benefits of customer acquisition have negative impact on sponsorship, Attitude strengthens positive relationship between economic benefits and selection, in addition to the study have theoretical and practical implication , although the study have some limitations and Direction for future research.

المستخلص

أصبحت رعاية الأنشطة التسويقية احد أسرع وسائل النمو للممارسات التسويقية العالمية. و باتت الشركات العالمية هي من تسعى لإيجاد فرص لرعاية الأنشطة التسويقية لتفعيل أهداف الشركة التنظيمية والتسويقية والترويجية وخاصة لتعزيز العلامة التجارية للمؤسسة لدى عملائها. تهدف هذه الدراسة إلى معرفة تأثير القيمة المدركة علي تبني الأنشطة التسويقية في ظل وجود الدور المعدل لاتجاهات المسوقين . وبعد ان تم مراجعة الأدبيات وبناء نموذج الدراسة والفرضيات تم تصميم الاستبيان لجمع البيانات اعتمادا علي الدراسات السابقة والدراسة الاستكشافية التي أجريت علي عدد 7 شركات سودانية لاختبار متغيرات الدراسة من وجهه نظر الممارسين للتسويق بالسودان . كان عدد الاستبيانات (155) استبانته المشاركون به يمثلون مديري المبيعات والتسويق بتلك المؤسسات وكان معدل الاستجابة % 90.6 . تم استخدام عدد من الأساليب الإحصائية والتحليلية لقياس تأثير المتغيرات من بينها (كرونباخ ألفا_ و تحليل الارتباط والانحدار والتحليل العاملي التوكيدي بالإضافة للدراسة الاستكشافية . خلصت النتائج إلي أن المنافع الاقتصادية تؤثر علي تقييم الأنشطة التسويقية وان فوائد اكتساب العملاء يؤثر إيجابا علي تقييم الأنشطة وان المنافع المجتمعية كان لها تأثير سلبي علي تقييم الأنشطة أيضا . أما اتجاهات المسوقين فقد كان لها تأثيرا ايجابيا علي المنافع الاقتصادية واختيار الأنشطة التسويقية . بالإضافة لان الدراسة كان لها تأثيراتها التطبيقية والنظرية على الرغم من وجود بعض القيود واتجاه للبحوث والتوصيات المستقبلية .

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CHAPTER ONE

Introduction:

Since the 1980s, the study of hallmark events or mega-events in general and sport events in particular has attracted a significant amount of attention from academics (Dongfeng 2015). While the economic impact of such events has been the main focus garnering more research effort and funding, there is growing literature on the social and other benefits of major sports events (Chalip et al, 2003; Smith, 2005; Liu and Gratton, 2010)

Special events play a significant role in marketing performance because they provide important activities and spending outlets for locals and visitors, and enhance local communities image (Blesic 2014). Event marketing in particular has more challenges to be faced. These are more in terms of creating awareness of a particular event when a series of events take place in creating a brand identity for an event, having companies' sponsor events when each of them has a wide collection of similar events they can sponsor, and finally attracting the targeted audience for the event (Vel 2010). Event marketing is a tool for experiential marketing that focuses on consumer experiences, and treats emotionally and rationally driven consumption as a holistic experience (Pettit 2008). It is the responsibility of event managers to deliver an attractive event program, which will entice visitors to experience the event. This is achieved through ensuring that the level of competition is intense and that the performance of the competitors is optimal. Event managers are often preoccupied with delivering a high quality program (Johnson 2010), which is basically what visitors come to experience. There are several motivations that marketers move toward adopting events marketing, the most significant one is "perceived value" represent marketer's evaluation of the difference between all the benefits and all the cost of events.

Statement of the Problem:

Number of Studies addressed the issue of events marketing, but most of them were focused on testing the events marketing on **image**: (Egbert R. Oldenboom 2016, Ying Wang 2009, Hallmann K. & Breuer 2010). **Other Studies test the relationship between events and Social impact**: (Ljudevit Pranic ´, Petric L.´ and Liljana Cetinic 2012, Swart K. 2005). In addition to Studies examines the events marketing and **Brand** (Vucinih J. 2014, Zarantonello L., & Schmitt B., 2009, Foroughi A. & others 2014) Therefore this study attempt to Investigate relationship between perceived value of event marketing and Adopting Events marketing-from perspective of marketing practitioners, But a few of researches covered the impact of perceived value. Moreover most of these studies were in (Asian and European countries) but Little is known in Sudan. In Addition this study tested the moderator role of attitude on the relationship between perceived value of event marketing and Adopting Events marketing.

Research Questions:

1. What the impact of perceived value on adopting events marketing.
2. What the level of adopting events marketing among Sudanese companies.
3. Does attitude moderate the relationship between perceived value and adopting events marketing?
4. What the level of perceived value of events marketing in Sudanese companies.

Research Objectives:

1. To investigate the impact of perceived value on adopting events marketing.
2. To evaluate the level of adopting event marketing among Sudanese companies.
3. To determine the dimension of events marketing practiced in Sudanese companies.
4. To test the moderating role of attitude on the relationship between perceived value and adopting events marketing.
5. To evaluate the level of perceived value of adopting events marketing among Sudanese companies.

The Significances of the study:

Theoretical Significance:

This Study expected to contribute in the area growing body of literature focusing on events marketing specially also testing the relationship between perceived value and adopting events marketing because of the a few of studies that have addressed this issue in Sudan. The significant of theoretical research seems from the important of the variables covered by the studies it is expected to contribute to this research in to fill the gap about the perceived value, most of the studies dealt with perceived value of a customer's perspective; but this study dealt it of a marketer's perspective.

Practical Significance:

This study mainly will seek to provide an practical framework for the relationship of events marketing, and adoption of events marketing, and moderating role of marketer attitude in Sudanese companies.

This Study expected to Help decisions makers in Sudanese Companies to indentify which factor have more effect on adopting events marketing.

Operationlization definitions:

Perceived value:

The difference between a prospective marketing practitioner's evaluation of benefits and cost of one product when compared with others.

Attitude:

Predisposition or tendency to respond positively or negatively toward certain idea.

Event marketing:

The activity of designing or developing a themed activity (festival culture, festival sports, competitions) occasion, display or exhibit.

Study Structure:

This Study Structured as follow: Chapter one Introduction contain: problem Statement, Questions, objectives, Theoretical and practical Significance . Chapter two contain Literature Review of Events marketing, Perceived value of events marketing, Adoption of Events marketing, Attitude.

Chapter Three Research Methodology: Contain underpinning theory, conceptual framework, Hypothesis, methodology, population, Samples, Measurement, Statistical Tools.

Chapter Four Data Analysis construct from: Response Rate, Data Cleaning, Exploratory and confirmatory Factor analysis SEM.

Chapter Five Discussion of the results, Implicationtheoretical and practical, Limitations, Direction for future research.

Table previous study (1-1)

Author	Study	Focus	Variables	Methodology	findings	Suggestion
Prani, Lidija and Liljana 2012	Host population perceptions of the social impacts of sport tourism events in transition countries Evidence from Croatia	this study focused on empirically exploring the social impacts, as perceived by residents, of a sport tourism event also examined the effects of several socio-demographic factors	perceptions	A quantitative methodology	Overall, respondents' perceived the social impacts from co-hosting WMHC09 as mostly positive	future studies should strive to increase the credibility and validity of the results through cross verification of data via several research methodologies
			social impacts			

		on residents' perceptions.				
Phil Crowther 2011	Marketing event outcomes: from tactical to strategic		Marketing event			
Hixson 2014	The impact of young people's participation in events Developing a model of social event impact		young people participate in events sense of involvement	A mixed methods	young people demonstrated more involvement in the Adelaide Fringe Festival and their identities were more influenced by this event	More research to determine how identity and involvement develop within individuals is required.
Anne-Marie	Marketing	The aim of	Marketing		The findings of	it would be well

<p>Hede 2011</p>	<p>communications for special events</p>	<p>this paper is to begin to address this gap in knowledge by analysing managerial practice, consumer perceptions and preferences in relation to marketing communicatio ns for this market offering.</p>	<p>communication s</p>		<p>this study add to the body of knowledge on marketing communications for special events, but further research on marketing communications set within the context of this market offering is warranted.</p>	<p>worth undertaking research across the typology of special events to develop models of marketing communications that could be used to assist event organizers to achieve their organizational objective</p>
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Peter J. Danaher	Comparing perceptions of marketing communication channels 2011		Perceptions marketing communication channels	exploratory		
Yong Jae Ko 2010	The role of involvement and identification on event quality perceptions and satisfaction	investigate consumers' quality perceptions and satisfaction by focusing on their sport involvement and identification.	Involvement event quality perceptions	Descriptive	This study proceeds to a discussion of theoretical implications and future opportunities for event managers.	further research identifying potential determinants of future purchasing decisions seems necessary to provide helpful information in developing

						effective market segmentation strategies.
International Journal of Sports Marketing & Sponsorship Jan-2015	The image impact of mega-sporting events perceived by international students and their behavior intentions					
International Journal of Sports Marketing & Sponsorship October-2015	Event-specific ambush marketing legislation for mega-sporting events: an economics perspective					

Authors	Name	Focus	Variables	Methodology	Findings	Suggestion
Kirstin Hallmann and Christoph Breuer	Images of rural destinations hosting small-scale sport events	study was to identify the images of rural destinations hosting small-scale sport events as perceived by non-local spectators and participants	Destination image	Survey \quantitative and qualitative	differences between the image perception of participants and spectators	1\investigate other types of destinations 2\ distinguishing between different profiles of spectators and participant
			sport events			
Tommy D. Andersson and John Armbrecht	Factors explaining the use-value of sport event	destination managers focusing on event tourism	Value measurement	survey	explain the value of event experiences with satisfactory R2 values (0.29, 0.46 and 0.68) using	the extent of the visit and a better understanding of how event experiences vary over space and time\would provide
			The event experience			

	experiences				the concepts “Extent of visit”, “Experience intensity” and “Expenditure”. The measures of event experiences (Use-Value, Direct Use-Value as well as IndirectUse- Value) meet requirements for reliability and validity	useful input to event planning
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<p>Boris Snoj Aleksandra PisnikKord a and DamijanM umel The</p>	<p>The relationship s among perceived quality, perceived risk and perceived product value</p>	<p>focused on two of the perceived value impact factors: perceived product quality and perceived risk</p>			<p>findings, their main researched objective was to design the model of relationships among perceived value, perceived quality and perceived risk</p>	<p>In future, researchers should expand the model with more indicators on perceived value and perhaps Study relationships between perceived value, intention to buy, customer satisfaction and their loyalty.</p>
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Hong Kong Polytechnic University, Hong Kong, and Jane Ali-Knight	Events and festivals in Asia and the Middle East/North Africa (MENA) region Opportunities and challenges	cover the variety, scope and diversity of events in Asia and MENA region, with a mixture of papers that examine event-specific aspects and those that approach the subject from a broader destination/policy perspective	Events and festivals	quantitative and qualitative	provide insights into key issues by examining pertinent literature, providing applied and theoretical outcomes relevant to both academics and practitioners in the event and festival fields	further research in these most dynamic regions for events and festivals
			Opportunities and challenges			

<i>Martin O'Neill Donald Getz and Jack Carlse</i>	Evaluation of service quality at events: the 1998 Coca-Cola Masters Surfing event at Margaret River, Western Australia	the importance of service quality to the events industry this paper seeks to investigate the conceptualization and measurement of service quality and the relationships between service quality, customer satisfaction and repeat visitation at events	Service quality at	quantitative and qualitative	Reports the findings from a recently conducted study into service quality at an international event in Western Australia.	provide valuable, expert evalu for improving the visitor experience through site, program and service improvements
			The event			

<p>DoganGur soya,*, Kyungmi Kimb, Muzaffer Uysalc(20 02)</p>	<p>Perceived impacts of festivals and special events by organizers: an extension and validation.</p>		<p>Festival and special event organizers' perceptions. festivals and special events on local communities</p>	<p>Descriptive methodology.</p>	<p>1-four domains of festival and special event organizers perceptions were identified: (1) community cohesiveness, (2) economic benefits, (3) social incentives, and (4) social costs. 2- Festivals and special events create more social benefits than the social costs.</p>	<p>There are no recommendations</p>
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<p>Dongfeng Liu , (2015)</p>	<p>The image impact of mega-sporting events perceived by international students and their behavior intentions</p>		<p>image impact of major sports events perceived International Students studying in the host city.</p>	<p>1-Exploratory 2- Descriptive method. “Questionnaires”</p>	<p>1-International students’ perceptions of image impact were largely positive, 2-International students in this study tended to ignore or disagree with the possible negative impact; This inconsistency might be explained by the different ways of experiencing the major sports</p>	<p>1-The main limitation of this research is the lack of generalization of the findings as this is a case study using a convenience sampling technique. 2- Future research should also explore the image impact of different types of sports events hosted in different cities. 3- Qualitative study is also essential to better understand the mechanism of image impact perceived by</p>
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					<p>events by the respondents.</p> <p>3- Results also showed that only the image impact factor Leisure Facilities and Service was significantly predictive of the intention to work in Shanghai.</p>	<p>the international students.</p>
<p>Luke L. Mao ,, James J. Zhang(2013)</p>	<p>Impact of consumer involvement , emotions, and attitude toward Beijing Olympic</p>		<p>Consumer involvement. , emotions, and attitude branding effectiveness of event sponsors</p>	<p>Descriptive method.</p>	<p>1-Individual attitude toward a certain event has a significant influence on the branding function of the event.</p> <p>2- Also found</p>	<p>1-. Future studies are suggested to include consumers who regularly involve in sport consumption activities.</p> <p>2-How other factors might influence brand awareness/associations,</p>

	Games on branding effectiveness of event sponsors				evidence for the hierarchical relationships among involvement, emotions.	perceived quality, and brand loyalty warrants future research.
Anca Francisca Crucerua*, Danielmoseib(2015)	Customer Relationships through Sales Forces and Marketing Events		Sales force & marketing events Customer relationships.	Descriptive method.	Attracting the target customers to the organized events and persuading them through the activities performed by the sales force constitute specific marketing objectives.	

CHAPTER TWO

LITERATURE REVIEW

Introduction:

This chapter contains event marketing-value of events marketing, perceived value, attitude, Event definitions.

Event marketing is a relatively new phenomenon which emerged in the 1980s, but its origins date back over a hundred years to philanthropy and sponsorship (Cunningham, Taylor & Reeder 1993). Formally, it has been defined as “the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity” (Shimp 1993, p. 8). Such an activity can be either owned by the company, or owned by a third party and endorsed by the company through sponsorship programs (Kotler & Armstrong 2010, p. 505). Whereas in the former case it is the company that stages the event, in the latter case the company provides a financial or in-kind assistance to a third party in exchange of visibility throughout an event. In other terms, event marketing includes but is not limited to event sponsorship. Events can take various forms, including incentive/reward programs, product launches, open days, conferences, product sampling, publicity events, so-called “created” events, road shows, press conferences, competitions/contests, exhibitions, corporate entertainment, charity fundraisers, trade shows, and product visitor attractions (Wood 2009). Additional forms of events, such as street events and pop-up shops, have been developed recently under the umbrella of “unconventional communication” (Brioschi & Uslenghi 2009). Examples include the “Diesel Black Friday” organized in various Italian cities, during which Diesel actors playing bank clerks and bank directors went around the cities and gave away “Diesel Black Money”—a coupon to get 30% off in Diesel shops. In the U.K., Vodafone brought cricket to the street in an event featuring cricket competitions, complete with DJ music, barbecues, drinks, and the special appearance of legends of the game. Another example regards the numerous galleries that Illy has opened worldwide, including cities such as Istanbul, London, Milan and New York, where coffee lovers could sign up for

courses on how to prepare the perfect cup of coffee, meet writers and essayists, and attend art exhibitions taking place inside the gallery. These new forms of events require a lower investment than advertising, but aim to reach a large audience due to word-of-mouth mechanisms and media coverage; clearly, the more creative and original events are, the more likely they are shared by a larger audience (Brioschi & Uslenghi 2009; Rinallo 2011). In general, event marketing can help companies achieve corporate objectives (e.g. increasing public awareness, corporate image, community involvement), marketing objectives (e.g. reaching target markets, brand positioning, increasing sales), media objectives (e.g. generating visibility,⁶ generating publicity and counter negative publicity, enhancing ad campaigns,) as well as personal objectives (management interest) (Pope 1998). However, it is still unclear how to evaluate the effectiveness of event marketing (Gupta 2003; Martensen et al. 2007; Sneath, Finney & Close 2005). Research on this topic is limited, especially compared to advertising, and it is inconsistent because results have been mixed (Gupta 2003). Recently, MARCOM scholars have started to examine event marketing in terms of the persuasion process and the ability to positively affect the brand (Martensen et al. 2007; Sneath, Finney & Close 2005).

Events Marketing Concept:

Event marketing is fast emerging as a promotion catalyst vis-à-vis the traditional marketing communication tools. The increasing corporate disillusionment with traditional media due to increased clutter, escalating costs and reduced efficiency has created opportunities for event marketing. Event marketing allows a company to break through the advertising clutter, and target an audience by enhancing or creating an image through an association with a particular event, while reinforcing the product or service, and driving sales.

Traditionally, events were considered useful for rural markets, and for products which were banned from being advertised, like liquor and cigarettes. Low literacy levels and limited media penetration make events an imperative exercise in rural markets.

. On the basis of audience participation and the sponsor's objectives, events can be categorized into Direct events (such as exhibitions, trade fairs, dealer meets and

conferences, where the people attending have a direct bearing on the objectives) and Indirect events such as Femina Miss India and Wills World Cup.

While people participating in indirect events may not necessarily form the target audience, media coverage and word-of-mouth publicity help events reach much larger audiences, who actually are the target audiences. Such events are used to build brand image. Events could also be classified as Corporate events (dealer meets, sales conferences, roadshows, factory visits, training programmers), Public Relations events (product launches, press conferences, philanthropic events), Entertainment events (concerts, theatre, dance, film premiers, sports) and Exhibitions. Unlike a corporate event, a live entertainment event is usually planned, conceptualized and executed by the event manager.

Event marketing definition:

Author	Definition
Philip Kotler	Events as occurrences designed to communicate particular messages to target audiences.
(Kotler and Keller, 2009).	“The promotion and marketing of a specific event such as a conference, seminar, exhibition, trade fair, artistic performances, company anniversaries and similar such events
Shimp 1993, p. 8).	the practice of promoting the interests of an organization and its brands by associating the organization with a specific activity

The significance Role of Event marketing:

1) Event marketing is a tool for experiential marketing that focuses on consumer experiences, and treats emotionally and rationally driven consumption as a holistic experience. Experiences often involve “sensory, emotional, cognitive, behavioral and relational values that replace functional values” (Husna, A. 2014). Events create a social setting for attendees and help raise attendees’ involvement level; therefore, attendees are apt to be more receptive to marketing messages and images associated with the event than they are to those presented via other methods (Angeline G. 2006). Event marketing offers an additional advantage, in that it actively engages the consumer with the brand and its personality (Prakash, Vel (2007).

In general, event marketing can help companies achieve corporate objectives (e.g. increasing public awareness, corporate image, community involvement), marketing objectives (e.g. reaching target markets, brand positioning, increasing sales), media objectives (e.g. generating visibility,

Perceived value of event marketing from marketing practitioner perspective:

The role of events is to provide or to inform customers about products ,brand at events in order to gain new customers, relationship, improve image, add more valueThe multitude of stakeholders who comprise the event organization may range from

politicians to volunteers vendors regulatory officials government officials representatives of the media and a host of other too numerous to name.

Therefore it is essential that event organizers determine early in the process how to produce more stakeholder benefits rather than deficits must invest time is research to determine the key benefits each stakeholder expects from their involvement in the event .

According to silvers (1999) most event volunteers participate due to three primary motivation .first they wish to make a contribution on to the cause or event organization .second they desire to be recognized for their contribution. Third they want to be part of a community albeit perhaps temporal to work toward a mutual goal. To achieve positive impacts the event organizer must assess the stakeholders motivations and then meet or exceed the desires during the event process .

The event is special time in people's lives; they give us the opportunity to go outside normal experiences for a culture, social or leisure experiences, the study and staging of events has become a popular pastime for governments politicians bureaucrats and academics for a variety of reasons .one of the major reasons is because of the economic impact of events and the potential for increased employment and general economic activity. Governments invest amounts of money and the resource to this area of activity .the states of Australia are extremely competitive in bidding for large event with some mega event shifting from one states to another and back again as the competition increase. the MICE industry has a become an important player in the events arena with dedicated convention centers the north in all states .meeting delegates contribute to the economic impacts particularly international delegate who boost foreign exchange earnings . Event in is promoted as a good live /lifestyle \good food a culture experiences heritage and landscape a place to appreciate the essential character of the states.

Concepts:

According to different authors, customer Perceived value is a multidimensional concept, which presents a trade-off between benefits and sacrifices perceived by customers in a supplier's offering.

Definitions:

Authors	Definitions
Hallowell, in Cronin et al., 2000	Value equals a perceived quality relative to the price
Slater and Narver, 2000	Product value for a consumer is created when the benefits a consumer gets with product are greater than the long-term costs a consumer is expected to have with a product
Woodruff et al., 1993; Flint et al., 1997, in Ulaga and Chacour, 2001; Woodruff, 1997	The customer's assessment of the value that has been created for them by a supplier given the trade-offs between all relevant benefits and sacrifices in a specific-use situation
Anderson et al., 1993, in Ulaga and Chacour, 2001; Anderson and Narus, 1998	Perceived worth in monetary units of the set of economic, technical, service, and social benefits received by a customer's firm in exchange for the price paid for product's offering, and taking it into consideration, the available alternative of supplier's offerings and price
Woodruff and Gardial, 1996	Trade-off between desirable attributes compared with sacrifice attributes
Schechter, 1984, in Zeithaml, 1988	Perceived value is composed of all factors: qualitative and quantitative, objective and subjective, that jointly form a consumer's buying experience
Nilson, 1992	Product value to a consumer is a comparison of tangible and intangible benefits from the generic as well as the supplementary levels of a product and the total costs of production and usage of a product
(Monroe, 1990; Dodds et al., 1991; Naumann and Jackson, 1999)	Ratio of perceived benefits relative to perceived sacrifice

Dimensions of perceived value of event marketing:

Festivals and special Events are likely to generate economic benefits for the local community serve to build community cohesiveness, and generate social incentives for residents and businesses. Social-cost social incentives-economic benefits Community cohesiveness.

Community cohesiveness:

The local Government association define A cohesive community is one where there is common vision and sense of belonging for all communities . The diversity of peoples different background and circumstances are appreciated and positively valued community cohesion programmers also attempted to build understanding between different groups and to build mutual trust and respect by breaking down stereotypes and misconceptions about the other. in many cases there have been clear and measurable impact of such programmers and these assessments are generally based upon attitudinal and behavioral change in the prth.

Economic benefit:

Event are economically very important for many cities and region although here is some debate about the way these impact are measured the following will give an indicated of a selection of events their economic impact and the governments contribution.

Although the potential for positive economic impact is often a major factor in pursuing events other reasons are evident .for example more employment increasing the number of businesses involved increase in businesses turnover and an increased opportunity and exposure by locals to events which they would not otherwise experience. Event economic impact measurement has focused on visitors spending and multipliers that expend this spending to other sectors of the economy .multipliers may be linked to income or job creation however due to the inconsistency in formulas event organizations have faced difficulties in comparing their events performance against those of other .due to this inconsistency in reporting and collection of data this information has been flawed often resulting in under – or ever – reporting which may produce future problems for

those assessing the Benefit quantifiable in terms of money such as revenue, net cash flow, or return on investment, net income. It can be money saved when discussing a police to reduce costs. How one measure economic benefits really depends on what he is analyzing. Economic benefit can be measured and used in business decisions, police decisions and market analyses.

Social incentives:

An inducement to behave in an approved way that involves offering interpersonal rewards like acceptance, inclusion. Approval that quality of life can be assessed. There are many social incentives available for people to work in a social community.

Social cost:

The expense to an entire society resulting from a new event, an activity or a change in police. When assessing the overall impact of its commercial actions in terms of social costs, a socially responsible business operator should take into account its own production expenses as well as any indirect expenses or damages borne by others. Social cost is also considered to be the private cost plus externalities. Rational choice theory often assumes that individuals consider only the cost they themselves bear when making decisions not the costs that may be others.

Customer acquisition:

Customer acquisition requires forethought and strategies. In fact, there are many different customer acquisition strategies that are used as part of the customer acquisition process. Some customer acquisition methods are more effective with specific types of clients, but there are a few basic steps that are included in any type of customer acquisition plan.

The first step of any basic customer acquisition plan is to identify quality potential customers. One customer acquisition strategy involves reaching out to potential customers through call centers and mailing lists. These customer acquisition methods allow companies to determine which individuals and businesses express interest in or already use products similar to those of your company. Next, companies qualify the leads a little further using various research methods to determine the viability of the given lead.

If the chances seem likely that you will be able to acquire this new customer, his status is upgraded to that of prospect and assigned to a salesperson for further interaction.

Many customer acquisition programs then include establishing a relationship with prospects to identify their needs and determine how the products offered relate to those needs. Salespeople also attempt to identify unstated needs; these are based on data provided by ongoing conversations and interactions with the prospects. Salespeople also can identify additional needs of prospects and offer additional products so the prospects see a greater value from purchasing the products they already are considering

Customer Relationships Through Events Marketing:

Marketing by organization efforts directed to establishing, maintaining and developing relationships with customers and other partners, a relationship that can be divided into two parts: to attract the customer and to build the relation with the customer, so that the business objectives are accomplished. Regarding the period of time in which the relationship between the two partners develops, the organization and consumer indicates that, in terms of time, relationship marketing is focused on the long run.

Berry and Parasuraman (1991) considers relationship marketing as an approach “that concerns attracting, developing, and retaining customer relationships”. The aim of the organization by implementing Relationship Marketing is to develop and maintain long-term relationships with its customers and, thus, gains a competitive advantage, which is difficult to imitate by other competitors within the market. Certainly, other objectives can be taken into account by addressing RM: customer satisfaction, share of customer, customer retention, customer loyalty etc.

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. CRM systems are designed to compile information on customers across different channels -- or points of contact between the customer and the company -- which could include the company's website, telephone, live chat, direct mail, marketing materials and

social media. CRM systems can also give customer-facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns

Value enhancement:

Value Enhancement is about first looking at where your company is right now (including the current market value)—and then determining where you want your company to be in the future (including your overall goals and ambitions). We then draw a line between these two points and forge a path to meet those objectives.

What needs to be done, and how you actually get there is a matter of proper strategic analysis and comprehensive planning. Every company is different, and your specific goals will also be different—which is why you need a tailored solution to meet these objectives.

For example one company may be doing all the right things to get where they want to go, but it will end up taking 10 or more years to get there using their current methodology.

Media impacts:

Although it may be argued that internet has had the same profound influence on global communication as Guttenberg's printing press the ubiquity of televisions cable news network (CNN) has accelerated the role of news dissemination into that of 'light speed ' .as a result of this development even the smallest most inconsequential occurrence in a third world country can quickly become major news due to the global reach of (CNN).

therefore a mass casualty at a soccer game or the major scandal recently affecting the international Olympic committee not only become a major story but one that endures through repetitive broadcasting on CNN .CNN has become the global campfire where the human tribe gathers to receive today's news . Increasingly this news reporting involves feature stories about events ranging from recent millennium celebrations to the academy awards .As a result of this power event organizers must now consider the media impact of even the slightest event.

While teaching in Bethlehem Palestine this investigator was asked by the event organization Bethlehem 2000 how to find doves to release on new year's eve in manger

square .the organizers wished to use doves to symbolize peace and fireworks to symbolize celebration .the investigator cautioned the organizers not to use doves as they could not be released into the wild and survive (ecological impacts) and the result media outcry would be disastrous for the event .instead the investigator recommended using homing pigeons that would be released and return or event latex shaped doves filled with helium. The organizers ignored these suggestions and released live doves that subsequently flew directly into the exploding fireworks .the results of his intersection were seen on CNN over and over again and regrettably the enduring image of the Bethlehem 2000 millennium celebration is this disastrous outcome

Events Marketing Adoption:

There are a Several steps and practices that should be occurrence before adopting event marketing as practice, these steps start from:

Selection of events.

Regardless of the relative importance of the various event marketing objectives, organizations must carefully select events that will help them in achieving their unique objectives. The first step in event selection is to determine the desired scope of the event. David Shani and Dennis Sandler¹¹ have developed a Sports Event Pyramid, which helps in categorizing various events and reducing the choice set. The pyramid consists of five levels: global events, international events, national events, regional events and local events. Global events are at the apex and local events at the base of the pyramid. Each level of the pyramid classifies events on the basis of the width and depth of interest in the event. Shani and Sandler describe the width as the geographic reach of the event via the various communications media, and the depth of the event as the level of interest among consumers. Marketers must first analyze what level of event is consistent with corporate event objectives and budget. Next, they can decide which specific event at the appropriate level present the best match. A closer look at the pyramid reveals certain flaws. First, it shows local events at the base. To some it may imply the broadest geographical focus while in fact they have the narrowest focus. Second, it may be extremely difficult to categories certain events. The primary consideration in the selection

of an event is the brand-event personality fit. Ferrard and Pages describe the process of finding congruence between event and brand as a 'looking for the perfect wedding'. The researchers also point out that any action toward sponsoring an event should begin with an analysis of the common and unique.

Sponsorship:

Sponsorship of events has become an established communication tool for building brand awareness, brand image and corporate image. Sponsorship involves two main activities: an exchange between a sponsor and a sponsee whereby the latter receives a fee and the former obtains the right to associate itself with the activity

sponsored; and the marketing of the association by the sponsor¹⁶. Sponsors try and use the energy, excitement and the emotion generated by an event to allow consumers to touch, feel and experience the product. The event allows the sponsors to spend an hour, a day or even a weekend with their prospective customers. Commercial sponsorship can be described as buying and exploiting an association with an event for specific marketing purposes. Sponsorship as a promotional activity has grown remarkably in recent years with current worldwide sponsorships estimated to reach US\$22 billion¹⁷. Moreover recent professional reports¹⁸ show that 75% of marketing practitioners favor further development of this communication tool. At the same time, many also appear to question the actual effectiveness of sponsorship¹⁹ and more than 65% of sponsors consider sponsorship as increasingly expensive²⁰. The International Events Group (IEG) estimates that companies sponsoring special events in 1998 have spent \$6.8 billion. Motor sports and golf rank first and second respectively in sponsorship dollars spent worldwide. In one of the single largest sponsorship programmers, Coke spent \$40 million to become the official sponsor for the 1996 Olympic games, and another \$500 million to carry out activities related to being an official sponsor (advertisements, building an Olympic pavilion in Atlanta, sales promotions, etc) in an integrated marketing communications effort²¹. On average there are three sponsors for an event – one main sponsor and two co-sponsors. In India, the total sponsorship fee ranges between Rs 10 mn to Rs 20 mn for an international event and between Rs.

Measurement and Evaluation:

Overall studies of event marketing effectiveness have yielded inconsistent findings, may be because of methodological weaknesses or lack of control over extraneous variables. Event marketing has been viewed as valuable in generating awareness for the brand and corporate images, but less has been studied about its ability to communicate a more sophisticated, specific message or contribute to other aspects of brand equity. The initial involvement of companies in sponsorship activities was often motivated by the genuine interest of company leaders in a certain type of activity or cause. Consequently, practitioners as well as academicians have been reluctant to treat events as a promotional practice whose outcomes should be evaluated. Rigorously designed experiments are needed to further our understanding of consumers' perceptions of, and reactions to event marketing stimuli. Event marketing effectiveness can be measured using three broad schools of evaluation: ! Measuring awareness or attitude change ! Quantifying in terms of sales results ! Comparing the value of sponsorship generated media coverage to the cost of equivalent advertising time or space. The demand for greater accountability of all corporate expenditures has generated interest in developing objective criteria to evaluate event effectiveness. The real measure of success is the extent to which the organization leverages the event and not just the success of the event itself. A survey conducted at Burson-Marsteller in the mid-eighties found that a startling 47% of the companies that engaged in sponsorships made no attempts to measure the results of their campaigns³². Gross et al found that 47% of the respondents in their survey of corporate sponsors did not engage in any form of evaluation. Pope and Voges³⁴ reported a direct link between the settings of objectives, evaluation and length of sponsorship agreement, showing that shorter sponsorship agreements (less than three years) occurred among those that failed to set objectives and evaluate. While a poll conducted by Performance Research³⁵ revealed that more than half the respondents were 'not very likely' or 'not at all likely' to purchase a company's products because it was an Olympic sponsor, most studies report that sponsorship is having a positive impact on their organizations. Sponsorship clutter may be one reason for the findings of some

researchers that sponsorship makes no difference to the purchase behavior of the majority of consumers. For example, some 250 marketers were sponsors, suppliers or licensees for the 1996 Olympic Games in Atlanta⁴⁰. Ishikawa, Stotlar and Walker did a study to determine whether Japanese consumers had a positive image of the sponsors of the Lillehammer Winter Olympic Games held in 1994⁴¹. In addition the study explored whether purchase behavior would be altered because of Olympic sponsorship. The researchers found that Japanese consumers had neither a positive nor a negative image of the sponsors of the Olympic Games, with only 30% indicating that they had a favorable image of the sponsors. Even more importantly, about 80% of the survey respondents stated that the sponsor's affiliation with the Olympics would have no impact on their purchase behaviors. Although no studies have been done in India on sponsorship effectiveness, the above results illustrate important cross-cultural differences in perceptions of sponsorship. Sandler and Shani⁴² noted that a first step in sponsorship effectiveness is the correct identification of the firm as sponsor. Much research has been done into the recognition and recall of sponsorship signage. Stotlar and Johnson⁴³ in assessing stadium advertising noted that between 62-77% of attendees at sporting events 'noted the advertising'. AT&T's post event research indicated that the torch relay paid off in favorable attitudes towards the company as the relay attracted 30 million spectators and 1950 reporters, and generated 4 billion TV and 1 billion press impressions; 98% Americans were aware of the relay and 50% were aware of AT&T's sponsorship and felt favorably towards it.

Marketing Practitioners Attitude:

Attitude is defined as "a person's internal evaluation of an object such as an advertisement, and may be favorable or unfavorable" (Sicilia, 2006 p. 139).

Attitude is an affective or emotional response to an object. In various literatures, attitude uses many terms including emotional feelings and affective responses (Machleit and Wilson, 1988). Attitude to an advertiser is an individual evaluation about favorable and unfavorable it is to an organization; this is similar to an event sponsor.

To understand how sponsorship affects consumer's attitude it is first necessary to understand what an attitude is and how it functions. An attitude may be defined as an idea charged with emotion which predisposes a class of actions to a particular class of social situations. An attitude can also be described as an enduring evaluative disposition toward an object or class of objects

All attitudes include affective, cognitive, and behavioral components. According to the cognitive component is merely the knowledge, belief, or idea one has about the object of the attitude (e.g., beliefs about a given brand). Describes the affective component as the emotional attachment one has towards the object of the attitude (e.g., the degree to which one likes/dislikes a given brand). The behavioral component refers to how one reacts towards the object For example, does the person purchase the brand? While the attitude components are consistent with each other they have separate measures (Madrigal, 2000)

Attitude Formation:

When people are forming attitudes, stimuli are generalized and many different objects are placed into the same category of associations in their minds. Once a category is formed through cognition, it can be associated with pleasant or unpleasant affective state (Lardinoit, Derbaix, 2001). When assigning the attitude, there's a prediction being made from previous observations of how a person acts at certain times towards an object. Attitudes are not perfect in this, since it is possible for people to have beliefs that are inconsistent with their feelings but people will usually "select" consistent beliefs (Chisman, 1976). For instance, if a person changes their attitude toward one related thing, others will fall in line. But generally, attitudes are consistent if a person's beliefs and actions toward an object reflect their feelings about it in some way, which leads to attitudes being assigned according to the affective component.

Relationship between Perceived Value and Events Marketing:

Number of studies collected on the relationship between events marketing and the motives of adoption, such as (Karin 2012) considers relationship marketing as an approach “that concerns attracting, developing, and retaining customer relationships”. The aim of the organization by implementing Relationship Marketing is to develop and maintain long-term relationships with its customers and, thus, gains a competitive advantage, which is difficult to imitate by other competitors within the market. Certainly, other objectives can be taken into account by addressing RM: customer satisfaction, share of customer, customer retention, customer loyalty .also (moise 2013) mentioned that: (the direction towards applying an integrated communication step focused on the two components, sales force and event marketing, activities. Attracting the target customers to the organized events and persuading them through the activities performed by the sales force constitute specific marketing objectives. By combining these techniques and developing certain thematic events suitable to the target consumer profile, there can be developed long-term customer relationships)

(Gursoy D. and others 2003) For small business owners, pursuing corporate sponsorship opportunities can be a shrewd decision, providing many benefits.

Perhaps the biggest advantage given to businesses that sponsor charitable organizations and events is the increased visibility gained throughout the community. In exchange for a financial donation, a corporation's name and logo are included on all mailings, advertisement and other promotional material produced by the nonprofit. In some cases, a large donation may even culminated in property, such as a conference room, garden or computer laboratory being named in honor of the donating corporation. The increase visibility of a company's name and logo leads to increased brand recognition throughout the community. An easily recognized brand makes closing sales all the more effortless. Increased sales equals increased revenue. (Gursoy D. and others 2003). Sponsorship is not an act of charity - it must show some form of positive return on investment (ROI). Since sponsorship is a business arrangement, standard evaluative criteria should be used to establish the suitability of a proposed event in relation to the

sponsor? image and products. A sponsor can enjoy a wide range of benefits from a carefully selected sponsorship (Beth 2007) which can, raise brand awareness and create preference, create positive PR and raise awareness of the organisation as a whole, provide attractive content for a range of products and services, build brand positioning through associative imagery, support a sales promotion campaign, create internal emotional commitment to the brand, act as corporate hospitality that promotes good relations with client.

The Relationship between Sponsorship and marketers Attitudes:

People desire all three attitude components to be harmonious and will thus alter their overall attitudes to achieve consistency (Dean, 1999). A corporate sponsor hopes the consumer's positive feelings for the sponsored event will become linked with the company. Then after the feelings are linked, a "halo affect".

May then suggest to consumers that the sponsor's products are better than the competition. Therefore this feeling of "good corporate citizen for sponsoring the event may make consumers assume the company makes better goods. For example, if these exposures are associated with something for which the consumer has an affinity (the sporting event or programming being sponsored), positive emotional attachments may become intertwine. That is, the consumer's positive emotional liking for the sporting event or program (being sponsored) may rub off onto the sponsoring product or company (Lardinoit, Derbaix, 2001).

CHAPTER THREE

EXPLORATORY STUDY

The Exploratory Study:

This chapter review the exploratory Study which is conducted on sample of Sudanese companies that adopt events marketing

Methodology of the study:

This method were used because of there is not enough information about the phenomenon or the research problem.

Research is mainly to gain a better understanding of the problem, exploratory research aimed to identify the problem because it never do enough research around or perhaps a new problem and information posted. Usually this kinds of researches is facilitating for other researches seeks to creating a solution for the problem, this type of research will help researcher in formulating research problem in

Research es code	Respond ent No(1)	Respond ent No(2)	Respond ent No(3)	Respond ent No(4)	Respond ent No(5)	Respond ent No(6)	Respond ent No(7)
Code	A	B	C	D	E	F	G

Preparation for an in-depth consideration of, and help develop hypotheses concerning the problem.

To the exploratory research Contribute on providing as much information as possible on various topics research has never studied and offers more insights and good knowledge of the phenomenon and this can lead to improvement of the understanding of the phenomena and building testable theoretical framework .

Sample and tools:

The study is employed a structural interview which us number of statement oriented to the explored sample of Sudanese companies participating in the thirty three international shopping Festival, Khartoum international fair choice of the participate in the study sample consisting of five companies and two banks through interview with marketing managers and administrations of communications and advertising Unit.

The Case number (1): Faisal Islamic Bank

The find out of the interview with Islamic Bank in Khartoum international fair and the Manager show their Motives to participate on the events marketing is:

The practice of the organization's Events in furtherance consolidation for the mark commercial through ties the regulations of certain activities Or marketing activity communicative ensures high participation of customers.

And the most important motives for adopting company to sponsor the following activities as a tool to connect social responsibility among the activities sponsored by the company trade shows and festivals Cultural and sports festivals and sponsoring exhibitions, conferences, seminars, and conferences and seminars from the most effective activities and the benefits of advertising improve image and brand.

Case number (2): Cofftea company

Cofftea marketing manger have been interviewed about propelling company adoption of the events ,Mentioned that the company targeted by this events participation a social responsibility role, also the adopts another events such as: cultural festivals, sports festivals and competitions, adding that the company is trying to create a kind of loyalty to the product through constant communication between the consumer and the product.

Case number (3):Hajjar-Passgianos group>

The company marketing manger have been interviewed and spoke about the meaning of Events marketing in the company and he said it is actively marketing ensures high participation of customers and also motivated the adoption of activities care in the company and events adopted by the company's business presentations, exhibitions and competitions. It also rollover Care to improve the company's reputation, increase sales, and improve corporate image also talked about the company's efforts to improve customer perception of the brand and each branch of the company seeks to improve awareness of its clients products and provision of services and increase market share.

Case number (4): <Moawya Elberair group>

The interview with marketing manager have reveal out that events marketing practice lead to high reforming to the brand through Linking the organization with specific activities and high marketing communication secure participation of high customer so they can increase sales. also that the company adopt events such as cultural festivals, sports festivals, exhibitions and conferences ,and exhibitions with considering the events Effectiveness. And the benefits of that sponsoring its return to the company reputation and increase sales and support corporate image and brand.

Case number (5): <national omdorman bank>

National omdurman bank branch manager were interviewed and spoke about the events marketing in their company and he mentioned that events marketing ensures high participation of customers and also motivated the adoption of events Sponsering in the company and events adopted by the company's are: business presentations, exhibitions and contests. It also rollover Care to improve the company's reputation and increase sales added to that, the Bank participation in conferences And cultural and sports events related to the public or the people

Case number (6): <Elmohandis Paint's

they proved that events marketing is activity of connecting includes high participation from the propelling agents and they have done commercial shows festivals, sports festivals, exhibitions and conferences ,and exhibitions were the must activities Effectiveness, And the benefits of that sponsering its return to the company reputation and increase sales and support mental picture and brand.

Traditionally Elmohandis Paint's weak on various activities in several areas, including belief in the social role and had such great care and tangible return by increasing the company's sales and earn more of goodwill and other benefits.

Case number (7):Zain Telecom

Zain Telecom Corporate Communication officer reported that the company adoption motives to events is communication and also as a role in social Responsibilities and integration with others communications activities. And the company select the events

like trade shows and festivals, cultural and sports festivals, exhibitions and seminars and Contests. According to the company's care there was in increasing familiarity and good reputation and increase of sales and improve image and also in support of the brand.

Motivation of adopt corporate sponsorship:

The table below show the motivations of Sudanese Companies to adapt events marketing , the figure indicate that most of the companies adopt events for Integrate it with other marketing efforts, and for CSR, then for Communication Objectives and for selling objectives.

Types of events adopted by Sudanese Companies company:

The table below represents the table below show adopted events by Sudanese companies as marketing events Practices. Where we find that all the companies adopt the sponsorship and participation in exhibitions and most of the companies sponsoring Cultural festivals then sports Festivals, competitions, Trade Show, and lastly sponsoring Conference , Seminars, workshop.

Table (2-1) Types of events adopted by Sudanese Companies company:

	Contests	Conferences \seminars	Exhibi tions	Festiva l sports	Festival culture	Commerc ial offers	Others
Albirar Group	√	√	√	√	√		
Zain Group	√	√	√	√	√	√	
Hajjar Group	√		√			√	
Faisal Islamic Bank		√	√	√	√	√	
Koftiy Group	√		√	√	√		
Almohandes Paints	√		√	√	√	√	
Omdurman National Bank	√	√	√	√	√		

Table of the share of each Events adopted by Sudanese companies

The following table show the share of each events adopted among Sudanese companies, the high percent was Exhibitions 21.2% followed by festivals cultural and sports 18.2%, contests, lastly commercial offers 12.1%

Table (2-2) rate (1,2,3)

(1)		(2)		(3)	
Commercial offers	12.1%	Communication tools	20%	Fame	14.1%
Festival culture	18.1%	Social responsibility	40%	reputation	19%
Festival sports	18.1%	Integrated activates	20%	Increase sales	23.8%
Exhibitions	21.1%	Selling	10%	Mental Image	23.8%
Conferences \ seminars	12.1%	other	10%	Support brand	19%
Contests	18.1%	Contests	18.1%	other	18.1%

Table (2-3) :Benefits of sponsoring Events:

	Customer relationship	image	Increase sales	Reputati on	Fame	Other
Zain Group	√	√	√	√	√	
Hajjar Group		√	√	√		
Almohandes Paints	√	√	√	√	√	
Albirar Group	√	√	√	√		
Faisal Islamic Bank	√	√				
Koftiy Group						
Omdurman National Bank			√		√	

Motivated to adopt corporate sponsorship

	Communication tools	Social responsibility	Integrated activities	Selling	others
Zain Group	√	√	√		
Hajjar Group	√	√			
Almohandes Paints			√		
Albirar Group		√			
Faisal Islamic Bank		√			
Koftiy Group				√	
Omdurman National Bank					√

CHAPTER FOUR METHODOLOGY

Research Methodology:

Underpinning Theory:

Thus, attitudes reflect person's beliefs and opinions about behavior and also about how its outcome will affect him/her (Krueger et al., 2000). An attitude towards certain behavior is acquired automatically, because a belief connects it to a particular outcome which is already assessed as positive or negative (Veciana et al., 2005). In the evaluation intrinsic rewards of the outcome seem to be the most important (Krueger and Brazeal, 1994).

TPB has been used to explain entrepreneurial activity and new venture formation (e.g. Robinson et al., 1991). It has also been applied to studies of firm growth

Theory of planned behavior:

TPB, a theory about the link between attitude and behavior, recognizes perceived behavioral control and subjective norms as additional critical antecedents beyond evaluative attitude that influences individual behavioral intentions (Ajzen, 1991).

Researchers in many fields, including social psychology (Ajzen, 2002; Armitage and Conner, 2001), tourism (Hsu, 2012; Yamada and Fu, 2012), and festival and event (c.f. Cunningham and Kwon, 2003; Horng et al., 2013; Kim et al., 2011; Reid and Ritchie, 2011; Shen, 2014), have extensively referenced and successfully used the TPB to understand motivational influences on behavioral intentions and behaviors. Ajzen and Fishbein (1980) specify that extent to which individuals view a particular behavior positively (attitude), think that significant others want them to engage in the behavior (subjective norms) and perceive the ease or difficulty of performing the behavior (perceived behavioral control), serves as direct antecedents of the strength of their intention to carry out the behavior (Ajzen, 1991).

TPB is an extension of the theory of reasoned action (TRA) which has limitations in dealing with behaviors over which people do not have complete volitional control, so a

major difference between those two models resides in an additional dimension of perceived behavioral control (Ajzen, 2002). The TPB expands the scope of TRA by considering a belief factor that concerns the possession of requisite resources and opportunities to perform a specific behavior. For instance, although a festival visitor has positive evaluation and social pressure toward revisiting the festival, he/she cannot revisit the festival if his/her schedule does not meet next time, or if the festival is not located close enough to travel again. A number of previous studies have demonstrated the positive effect of perceived behavioral control on individuals' intentions (Buttle and Bok, 1996; Hornget *et al.*, 2013; Shen, 2014), implying that behavioral intentions will be higher when an individual holds control over performing a certain behavior.

the TPB and TRA commonly includes subjective norms as social influences on intended behaviors (Bagozzi and Dholakia, 2006). This reflects the impact of directly felt expectations from other people whose opinions are important in a general sense, which are largely based on the need for approval (Ajzen, 1991). As in the result of some studies where the utility of subjective norms is supported (Han *et al.*, 2010; Kim and Han, 2010), current visitors will more likely consider to visit the festival again if they perceive the existence of greater social pressure from their own salient referents. However, the evidence for a connection between subjective norms to intentions is often quite mixed in many contexts (Bagozzi and Dholakia, 2002), although some studies have supported the utility of subjective norms. Some researchers have argued that subjective norms are the weakest component of the TPB and, as a result, this concept has at times been deliberately removed from these analyses (Armitage and Conner, 2001). Although these findings reflect the lesser importance of social components in some behaviors, others have also suggested that poor performance of subjective norms is because social influences are not completely tapped within this concept and lack the importance of social influence itself (Bagozzi, 1992).

The Conceptual Framework:

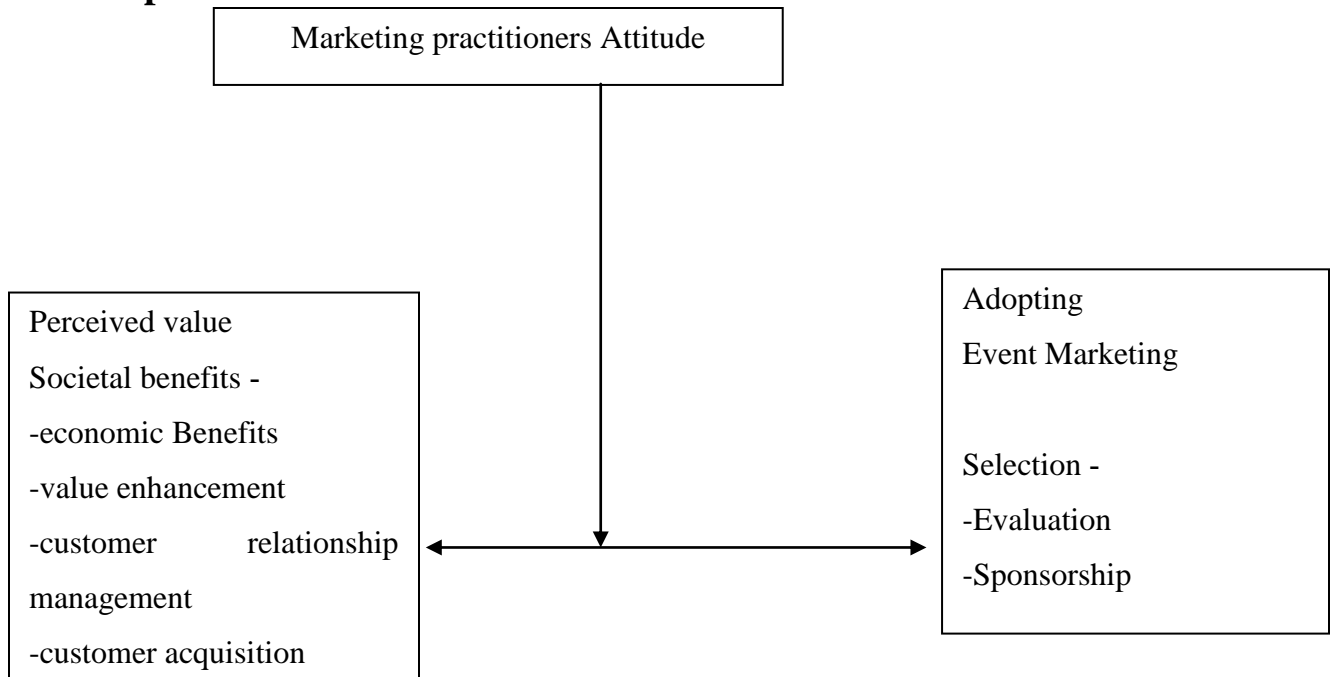


Fig (4-1) : The Conceptual Framework:

Hypotheses:

The perceived value positively effect on selection:

1. The economic benefit positively effect on selection event.
2. The societal benefit positively effect on selection event.
3. The customer acquisition positively effect on selection event.
4. The customer relationship management has positively effect on selection event.
5. Value enhancement positively effect on selection.

The perceived value positively effect on sponsorship

1. the economic benefit positively effect on sponsorship.
2. the societal benefit positivelyeffect on sponsorship.
3. the customer acquisition positively effect on sponsorship.
4. the customer relationship management positively effect on sponsorship.
5. value enhancement positively effect on sponsorship.

The perceived value positively effect on Evaluation:

1. the economic benefit positively effect on evaluation
2. the societal benefit positively effect on evaluation
3. the customer acquisition positively effect on evaluation
4. the customer relationship management positively effect on evaluation
5. value enhancement positively effect on evaluation

Attitude moderate the relationship between perceived value and adopting event marketing

1. attitude moderate relationship between economic benefit and evaluation.
2. Attitude moderate relationship between social benefit and evaluation.
3. Attitude moderate relationship between value enhancement and evaluation.
4. Attitude moderate relationship between customer relationship management and evaluation.
5. Attitude moderate relationship between customer acquisition and evaluation.
6. Attitude moderate relationship between economic benefit and selection.
7. Attitude moderate relationship between social I benefit and selection.
8. Attitude moderate relationship between value enhancement and selection
9. Attitude moderate relationship between customer relationship management and selection.
10. Attitude moderate relationship between customer acquisition and selection.
11. Attitude moderate relationship between economic benefit and sponsorship
12. Attitude moderate relationship between social benefit and sponsorship.
13. Attitude moderate relationship between value enhancement and sponsorship.
14. Attitude moderate relationship between customer relationship management and sponsorship
15. Attitude moderate relationship between customer acquisition and sponsorship.

Populations and samples:

Population of the study are marketing and sales managers, of Sudanese companies instate of Khartoum.

The study used sample (Convenience sample) and the sample size of was 155 respondent .and the response rate was 90.3%

Methodology:

This study adopted mix Methodology (exploratory &descriptive method), exploratory relied on the work of Structured interviews with a number of marketing managers in companies adopting events marketing .due to the ambiguity of phenomena of events marketing in Sudan the practices of Sudanese companies therefore the study employed two methodology . the descriptive approach used depending gathering data Through survey.

Source of Information:

For the purpose of obtaining data and information to carry out the purpose of the study the researcher relied on two presidents in the collecting of information and data of this study are as follows.

Secondary sources:

Like, Journals, previous studies, scientific articles and websites so as to build the theoretical side of research.

Primary sources

Data of this study collected by Two method the first one through interviews with a number of companies that have adopted events marketing. in addition to the second method data collected through the questionnaire, which the researchers distributed to the study sample was 150 questionnaire, the researchers .depend on seven point Likert scale in the development of All statements and the gradient of approval and a range of non-approval

Category	strongly agree	agree	Somewhat agree	neutral	Somewhat Did Agree	Disagree	Strongly disagree
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Section 1:

It contains industry-specific information (field work, the nature of the company, the size of the company where the number of employees, the age of the company, markets, participation in events, activities involving the institution type)

Section II:

This section contains the study variables and dimensions, which are:

- Perceived value(Social benefits, the economic benefits, the benefits of customer acquisition, customer relationship management, enhance value)

Adoption of events marketing (Sponsoring, evaluation, selection)

Attitude of marketing practitioners.

Section III:

This section contains the personal data (gender, age, educational qualification, years of experience, post),Statistical tools, Descriptive, Alpha ,Factor analysis: exploratory and confirmatory, SEM.

Measurement:

Social benefit	
1. Participate in events to support social projects	Gursoyd . 2003
2. The institution is interested in participating in the same cultural character events	
3. Institution takes care of event that add value to the community	
4. Participation in the events portrayed harm the company towards society	
Economic benefits	
5. Participation in events increase the job opportunities	Gursoyd . 2003
6. Our organization is cooperating with government agencies in different economic events	
7. The participation of our institution in the events enhances the value of economic activity	
8. Our organization is involved in events that increase the economic benefits	
Customers Acquisition benefit	
9. Events of the foundation extends privileges to customer	Gursoyd . 2003
10. Through enterprise events provide new ideas and products	
11. Enhancing participation in the events of the relationships with the community	
12. Through the events offered at affordable price to customer	
Value enhancement	
13. Events of the foundation extends privileges to customer	Gursoyd . 2003
14. Through enterprise events provide new ideas and products	
15. Enhancing participation in the events of the relationships with the community	
16. Through the events offered at affordable price to customer	

Customers Relationship Management	
17. After participating in the events increase the proportion of repeat purchase	Gursoyd, 2003
18. 2. Our organization maintains the loyalty of its customers through participation in activities	
19. Our organization is involved in the events as a way to connect with customers	
20. Increase customer loyalty in the case of participation in events	
Event Selection	
21. Our organization aimed at specific events to choose from	Gupta 2003
22. We have clear criteria to differentiate between events to participate	
23. We select the most effective means of communication in activities	
24. Define clear criteria for choosing between the events capable of reaching the targeted customers	
Event sponsorship	
25. We consider participation in the events part of the marketing mix practices	Gupta 2003
26. Our organization is involved in the care of various events	
27. There is integration between participating in events and marketing practices	
28. Participate in events and way more effective than the traditional means of connectivity	
Event Evaluation	
29. We evaluate the events that we have participated	Gupta 2003
30. Interested in assessing the effectiveness of the means of communication used in events	
31. Efficiently evaluate the outreach events to target customers	
32. Our organization is assessing perception customers after our participation in events	
Attitude	
33. We have a positive experience with participation in events	Eliza, Hixon 2014
34. The company has prepared the future of the brand at events	
35. Provision of adequate resources to participate in events	
36. Always committed to participate in events	

Table (4-1) Pre Test:

Social benefit	0.461
Economic benefit	0.535
Costumer acquisition benefit	0.616
Customer relationship management	0.465
Value enhancement	0.631
Event Selection	0.665
Event sponsor	0.633
Event evaluation	0.533
Attitude	0.669

CHAPTER FIVE

DATA ANALYSIS AND FINDINGS

Chapter Overview:

This chapter presents the findings of the data analysis and it presented in two sections. The first section presents the clean data and respondent's demographic information, followed by the goodness of measures. The second section focuses on the results of the AMOS analysis and hypotheses testing.

Case screening (clean data):

In this section focused in clean the data before making final analysis start by missing data.

Missing data:

If you are missing much of your data, this can cause several problems. The most apparent problem is that there simply won't be enough data points to run your analyses. The EFA, CFA, and path models require a certain number of data points in order to compute estimates. This number increases with the complexity of your model. If you are missing several values in your data, the analysis just won't run.

Additionally, missing data might represent bias issues. Some people may not have answered particular questions in your survey because of some common issue.

The threshold for missing data is flexible, but generally, if you are missing more than 10% of the responses on a particular variable, or from a particular respondent, that variable or respondent may be problematic.

If data are missing at random, then it is unlikely that this will affect your results being representative of the population (Saunders 2016)

By the way in the case we remove more than one responses because missing more than 10% of responses on a particular variable table 5.1 presents a summary of the missing data.

Table (5-1)
Missing data

Total Questionnaires	140
Missing data	0
Missing data Rate	0%

Source: prepared by researcher 2016

Unengaged responses

Unengaged responses means some responses giving same answer for all the questionnaire it seems to be random answers , in this case we use STD to find out any unengaged response any STD less than 0.5 just deleted .table 2 represent the unengaged response .

Table (5-2)
Unengaged responses

Total Questionnaires	140
Unengaged responses	0
Unengaged responses Rate	0%

Source: prepared by researcher 2016

Outliers

It very important to check outliers in the dataset Outliers can influence your results. If you have a really high sample size, then you may want to remove the outliers. If you are working with a smaller dataset, you may want to be less liberal about deleting records However, outliers will influence smaller datasets more than largest ones.

5.1 Respondents Rate

Table (5-2)presents a summary of the response rate and table (5-2) presents respondents demographic characteristics respectively. A total of (155) questionnaires were distributed to the respondents. Therefore, I asked the marketer in my sample population to fill the questionnaires. The overall response rate was 90.3% and this high response rate (Sekaran,2000).

Table (5-3)
Questionnaires Rate of Return

Total Questionnaires sent to the Sudanese company	155
Completed questionnaire received from respondents	140
Returned questionnaires (partially answered)	7
Questionnaires not returned	8
Overall response Rate	90.3
Usable response Rate	9.7

Respondents Demographic Characteristics:

The table (5-3) shows that: the respondents' ages (less than 30) year represents (35%) and those between (30 -40) year was account for (50%) as higher ratio. Whereas the respondents' ages between (40-50) years were (10.7%), the respondents ages between (more than 50) year were represented (4.3%), majority of them were secondary school for (2.1%) and level of university degree (57.1%) ,high university (40.7%), phd degree. The table show that the respondents years of experience (1-5) years represent (38.6%) and those between (5-10) years represent (32.9%) between (10-15) years represent (17.1%) more than (15) years represent (11.4%). the job description as (marketing manager) represent (16.4%) (Sales manager) represent (20.7%) (Executive director) represent (7.1%)

Table (5-4)
Gender

	Frequency	Percent
female	90	64.3
male	50	35.7
Total	140	100.0

Table (5-5)

Age

	Frequency	Percent
less than 30	49	35.0
30-40	70	50.0
40-50	15	10.7
More than 50	6	4.3
Total	140	100.0

Table (5-6)

Qualification

	Frequency	Percent
secondary school	3	2.1
University	80	57.1
high university	57	40.7
Total	140	100.0

Table (5-7)

Years of experiences

	Frequency	Percent
1-5	54	38.6
5-10	46	32.9
10-15	24	17.1
More than 15	16	11.4
Total	140	100.0

Table (5-8)
job description

	Frequency	Percent
Marketing manager	23	16.4
Sales manager	29	20.7
executive director	10	7.1
Other	78	55.7
Total	140	100.0

5.3 Goodness of Measures

This section, report the results of validity and reliability tests as means to assess the goodness of measure of study constructs (Sekaran, 2003). The study used (EFA) and (CFA)exploratory factor analysis for testing the validity and uni-dimensionality of measures of all variables under study.

Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is a statistical approach for determining the correlation among the variables in a dataset. This type of analysis provides a factor structure (a grouping of variables based on strong correlations). In general, an EFA prepares the variables to be used for cleaner structural equation modeling. An EFA should always be conducted for new datasets. The beauty of an EFA over a CFA (confirmatory) is that no a priori theory about which items belong to which constructs is applied. This means the EFA will be able to spot problematic variables much more easily than the CFA

5.3.1. Exploratory Factor Analysis for all Models:

Factor analysis was done on the 36 items, which was used to measures perceived value. Table 5.3 showed the summary of results of factor analysis on model of study and the Smart PLS using EFA AND CFA in same time

Table (5-9)
Show EFA

	Attitude	consumer acquisition	consumer relationship management	economic benefits	Evaluation	selection	societal benefits	sponsorship	value enhancement
Attitude1	0.713								
Attitude2	0.730								
Attitude3	0.717								
Attitude4	0.779								
Selection1						0.805			
Selection2						0.816			
Selection4						0.885			
Value enhancement 1									0.862
Value enhancement 4									0.836
Evaluation1					0.846				
Evaluation2					0.773				
Evaluation3					0.894				
Evaluation4					0.837				
Sponsorship2								0.862	
Sponsorship3								0.814	
Economic benefits 3				0.881					
Economic benefits 4				0.923					
Customer relationship Management 3			0.759						
Customer relationship Management 4			0.859						

Customer relationship Management 5			0.871						
Customer acquisition 1		0.812							
Customer acquisition 2		0.828							
Societal benefits 1							0.738		
Societal benefits 2							0.855		
Societal benefits 3							0.861		

Convergent validity

Convergent validity means that the variables within a single factor are highly correlated. This is evident by the factor loadings. Sufficient/significant loadings depend on the sample size of your dataset.

Communalities

Communality is the extent to which an item correlates with all other items. Higher communalities are better. If communalities for a particular variable are low (between 0.0-0.4), then that variable may struggle to load significantly on any factor. In the table below, you should identify low values in the "Extraction" column. Low values indicate candidates for removal after you examine the pattern matrix

Discriminant validity

Discriminant validity refers to the extent to which factors are distinct and uncorrelated. The rule is that variables should relate more strongly to their own factor than to another factor. Two primary methods exist for determining discriminant validity during an EFA

Table (5-10) Show EFA

	Attitude	consumer acquisition	consumer relationship management	economic benefits	evaluation	selection	societal benefits	sponsorship	value enhancement
Attitude	0.735								
consumer acquisition	0.337	0.820							
consumer relationship management	0.208	0.451	0.831						
economic benefits	0.228	0.465	0.452	0.902					
Evaluation	0.286	0.579	0.309	0.447	0.839				
Selection	0.481	0.537	0.443	0.280	0.572	0.836			
societal benefits	0.387	0.383	0.316	0.261	0.207	0.362	0.820		
Sponsorship	0.443	0.393	0.385	0.263	0.319	0.383	0.279	0.838	
value enhancement	0.273	0.430	0.407	0.258	0.567	0.548	0.097	0.401	0.849

Face validity

Face validity is very simple. Do the factors make sense? For example, are variables that are similar in nature loading together on the same factor? If there are exceptions, are they explainable? Factors that demonstrate sufficient face validity should be easy to label

5.3.6 Validity and Reliability Analysis

Reliability is an assessment of the degree of consistency between multiple measurements of variables (Hair et al., 2010). To test reliability this study used Cronbach’s alpha as a diagnostic measure, which assesses the consistency of entire scale, since being the most widely used measure (Sharma, 2000). According to Hair et al., (2010), the lower limit for Cronbach’s alpha is 0.70, although it may decrease to 0.60 in exploratory research. While Nunnally, (1978) considered Cronbach’s alpha values greater than 0.60 are to be taken as reliable.

Table (5-11) Show EFA (II)

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.716	0.722	0.824	0.540
consumer acquisition	0.513	0.513	0.804	0.672
consumer relationship management	0.776	0.798	0.870	0.690
economic benefits	0.774	0.798	0.897	0.814
Evaluation	0.859	0.867	0.904	0.703
Selection	0.785	0.800	0.874	0.699
societal benefits	0.758	0.784	0.860	0.672
Sponsorship	0.578	0.585	0.825	0.703
value enhancement	0.614	0.617	0.838	0.721

Structural Equation Modeling (SEM)

“Structural equation modeling (SEM) grows out of and serves purposes similar to multiple regression, but in a more powerful way which takes into account the modeling of interactions, nonlinearities, correlated independents, measurement error, correlated error terms, multiple latent independents each measured by multiple indicators, and one or more latent dependents also each with multiple indicators. SEM may be used as a more powerful alternative to multiple regression, path analysis, factor analysis, time series analysis, and analysis of covariance.

Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is the next step after exploratory factor analysis to determine the factor structure of your dataset. In the EFA we explore the factor structure (how the variables relate and group based on inter-variable correlations); in the CFA we confirm the factor structure we extracted in the EFA.

Model fit:

Model fit refers to how well our proposed model (in this case, the model of the factor structure) accounts for the correlations between variables in the dataset. If we are accounting for all the major correlations inherent in the dataset (with regards to the variables in our model), then we will have good fit; if not, then there is a significant "discrepancy" between the correlations proposed and the correlations observed, and thus we have poor model fit.

Table (5-12)

Model fit

	Saturated Model	Estimated Model
SRMR	0.082	0.201
d_ULS	2.180	13.071
d_G	1.183	1.489
Chi-Square	#####	#####
NFI	0.554	0.484

Table (5-13)

R Square

	R Square	R Square Adjusted
Evaluation	0.501	0.478
Selection	0.513	0.491
Sponsorship	0.335	0.305

Table (5-14)

Collinearity Statistic (VIF)

	evaluation	selection	sponsorship
Attitude	1.286	1.286	1.286
consumer acquisition	1.689	1.689	1.689
consumer relationship management	1.536	1.536	1.536
economic benefits	1.417	1.417	1.417
societal benefits	1.367	1.367	1.367
value enhancement	1.392	1.392	1.392

Correlation Analysis:

Table 5.14 presents the results of the inter correlation among the variables. The Correlation analysis was conducted to see the initial picture of the interrelationships among the variables under the study. Therefore, the importance of conducting correlation analysis is to identify any potential problems associated with multi collinearity (Sekaran, 2000). Table 5.14 represents the correlation matrix for the constructs operationalized in this study. These bivariate correlations allow for preliminary inspection and information regarding hypothesized relationships. In addition to that, correlation matrix gives information regarding test for the presence of multi collinearity.

Table (5-15) :Correlation Analysis:

	Attitude	consumer acquisition	consumer relationship management	economic benefits	evaluation	Selection	societal benefits	Sponsorship	value enhancement
Attitude	1.000								
consumer acquisition	0.337	1.000							
consumer relationship management	0.208	0.451	1.000						
economic benefits	0.228	0.465	0.452	1.000					
Evaluation	0.286	0.579	0.309	0.447	1.000				
Selection	0.481	0.537	0.443	0.280	0.572	1.000			
societal benefits	0.387	0.383	0.316	0.261	0.207	0.362	1.000		
Sponsorship	0.443	0.393	0.385	0.263	0.319	0.383	0.279	1.000	
value enhancement	0.273	0.430	0.407	0.258	0.567	0.548	0.097	0.401	1.000

shows that attitude (1.00) attitude with customer acquisition (0.337) attitude and customer relationship (0.208). The table 5.14 Also shown the attitude with economic benefits (0.228) attitude with evaluation (0.286), attitude with ,attitude with societal benefits (0.387) attitude and sponsorship (0.443) attitude with value enhancement (0.273). the customer acquisition (1.00) customer acquisition with customer relationship (0.451). The table 5.14 Also shown the) customer acquisition with economic benefits (0.465) customer acquisition with evaluation (0.579) customer acquisition with selection (0.537) customer acquisition with societal benefits (0.383) customer acquisition and sponsorship (0.393)) customer acquisition with value enhancement (0.430) the customer relationship management (1.00) customer relationship management with economic benefits (0.452). The table 5.14 Also shown customer relationship management with evaluation (0.309) customer relationship management with selection (0.443) customer relationship management with societal benefits (0.316) customer relationship

management and sponsorship (0.385) customer relationship management with value enhancement (0.407) the economic benefits (1.00) economic benefits with evaluation (0.447). The table 5.14 Also shown economic benefits with selection (0.280) economic benefits with societal benefits (0.261) economic benefits with sponsorship (0.263) economic benefits and value enhancement (0.258). the evaluation (1.00) evaluation with selection (0.572). The table 5.14 Also shown evaluation with societal benefits (0.207) evaluation with sponsorship (0.319)) evaluation and value enhancement (0.567) . the selection (1.00) selection with societal benefits (0.362) The table 5.14 Also shown selection with sponsorship (0.383) selection and value enhancement (0.548) the societal benefits (1.00) societal benefits with sponsorship (0.279) The table 5.14 Also shown societal benefits and value enhancement (0.097) . the sponsorship (1.00 the sponsorship with value enhancement (0.401) .

5.3.6 Reliability Analysis:

Reliability is an assessment of the degree of consistency between multiple measurements of variables (Hair et al., 2010). To test reliability this study used Cronbach's alpha as a diagnostic measure, which assesses the consistency of entire scale, since being the most widely used measure (Sharma, 2000). According to Hair et al., (2010), the lower limit for Cronbach's alpha is 0.70, although it may decrease to 0.60 in exploratory research. While Nunnally, (1978) considered Cronbach's alpha values greater than 0.60 are to be taken as reliable.

Table (5-16) : Reliability Analysis:

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.716	0.722	0.824	0.540
consumer acquisition	0.513	0.513	0.804	0.672
consumer relationship management	0.776	0.798	0.870	0.690
economic benefits	0.774	0.798	0.897	0.814
Evaluation	0.859	0.867	0.904	0.703
Selection	0.785	0.800	0.874	0.699
societal benefits	0.758	0.784	0.860	0.672
Sponsorship	0.578	0.585	0.825	0.703
value enhancement	0.614	0.617	0.838	0.721

Table (5-17) Model fit

	Saturated Model	Estimated Model
SRMR	0.082	0.201
d_ ULS	2.180	13.071
d_ G	1.183	1.489
Chi-Square	#####	#####
NFI	0.554	0.484

Table (5-18) Discriminate validity

	Attitude	consumer acquisition	consumer relationship management	economic benefits	evaluation	selection	societal benefits	sponsorship	value enhancement
Attitude	0.735								
consumer acquisition	0.337	0.820							
consumer relationship management	0.208	0.451	0.831						
economic benefits	0.228	0.465	0.452	0.902					
Evaluation	0.286	0.579	0.309	0.447	0.839				
Selection	0.481	0.537	0.443	0.280	0.572	0.836			
societal benefits	0.387	0.383	0.316	0.261	0.207	0.362	0.820		
Sponsorship	0.443	0.393	0.385	0.263	0.319	0.383	0.279	0.838	
value enhancement	0.273	0.430	0.407	0.258	0.567	0.548	0.097	0.401	0.849

Table (5-19) R square

	R Square	R Square Adjusted
Evaluation	0.501	0.478
Selection	0.513	0.491
Sponsorship	0.335	0.305

Hypotheses Testing:

This section discusses the results of hypotheses of the study Given that the new emerged variable after doing EFA and CFA .

Hypotheses:

Perceived value has appositve effect on selection:

- 1-Economic benefit has positive effect on selection event
- 2-Societal benefit has appositve effect on selection event
- 3-Customer acquisition has appositve effect on selection event
- 4-Customer relationship management has appositve effect on selection event
- 5-Value enhancement has appositve effect on selection

Perceived value has appositve effect on sponsorship:

- 1-the economic benefit has positive effect on sponsorship
- 2-the societal benefit has appositve effect on sponsorship
- 3-the customer acquisition has appositve effect on sponsorship
- 4-the customer relationship management has appositve effect on sponsorship
- 5-value enhancement has appositve effect on sponsorship

Perceived value has appositve effect on Evaluation:

- 1-Economic benefit has positive effect on evaluation
- 2-Societal benefit has appositve effect on evaluation
- 3-Customer acquisition has appositve effect on evaluation
- 4-Customer relationship management has appositve effect on evaluation
- 5-Value enhancement has appositve effect on evaluation

Attitude strengthens The positive effect between Perceived value and selection:

- 1-Attitude strengthens The positive effect between Economic and selection event
- 2- Attitude strengthens The positive effect between Societal and selection event
- 3- Attitude strengthens The positive effect between Customer and selection event
- 4- Attitude strengthens The positive effect between Customer relationship management and selection event
- 5- Attitude strengthens The positive effect between Value and selection

Attitude strengthens The positive effect between Perceived and sponsorship

- 1- Attitude strengthens The positive effect between economic benefit and sponsorship
- 2- Attitude strengthens The positive effect between societal benefit and sponsorship
- 3- Attitude strengthens The positive effect between customer acquisition and sponsorship
- 4- Attitude strengthens The positive effect between customer relationship management and sponsorship
- 5- Attitude strengthens The positive effect between value enhancement and sponsorship

Attitude strengthens the positive effect between Perceived and Evaluation

- 1- Attitude strengthens the positive effect between Economic and evaluation
- 2- Attitude strengthens the positive effect between Societal benefit and evaluation
- 3- Attitude strengthens the positive effect between Customer and evaluation
- 4- Attitude strengthens the positive effect between Customer relationship management and evaluation
- 5- Attitude strengthens the positive effect between Value and evaluation

Hypotheses one:

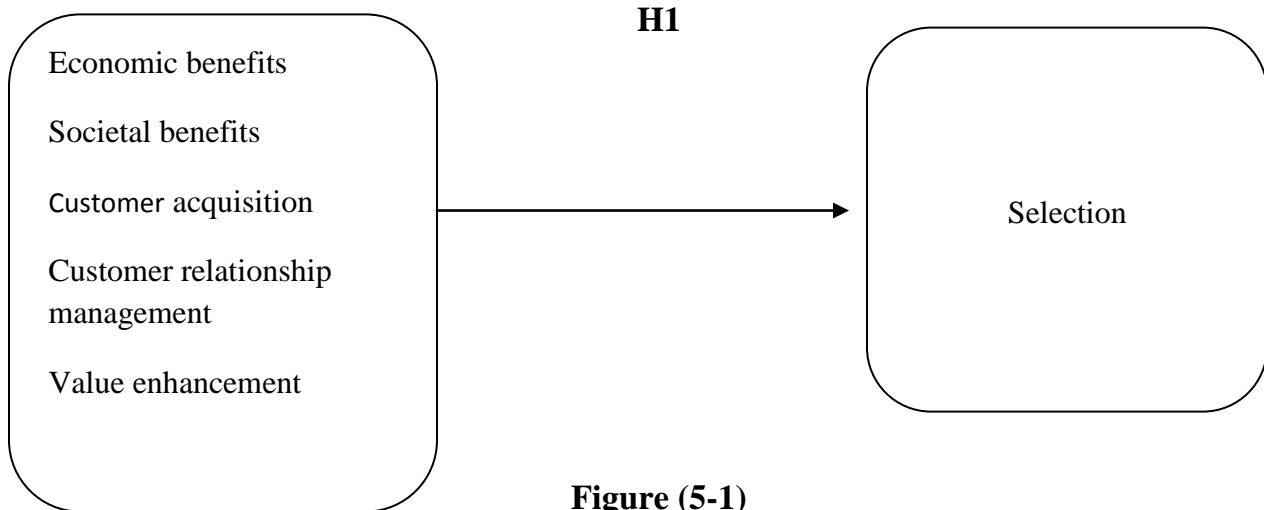


Figure (5-1)

The relationship between the Perceived value and selection

Path coefficients, which show the relationship between analyzed in the hypothetical structural model, were defined using maximum likelihood estimation methods, while the critical ratio (CR) was evaluated through the statistical significance of the parameters (based on a probability level of 0.05, the test statistic needs to be greater than (1.96). Analysis showed that, in the empirical model, the relationship between Perceived value and selection.

(5-20) Path analysis I : The Relationships between IV and selection :

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
customer acquisition -> selection	0.285	0.271	0.095	3.012	0.003
customer relationship management -> selection	0.130	0.133	0.073	1.782	0.075
economic benefits -> selection	-0.049	-0.026	0.096	0.505	0.614
societal benefits -> selection	0.181	0.184	0.088	2.065	0.039
value enhancement -> selection	0.378	0.371	0.118	3.199	0.001

The results showed that the hypothesis was supported, i.e. there is a positive relationship between customer acquisition and selection (0.003). the results also showed that relationship not supported between customer relationship management and selection (0.075), negative relationship between economic benefits and selection (0.614) and positive relationship between societal benefits and selection (0.039),also showed positive relationship between value enhancement and selection (0.001).

Evidence	Hypotheses
Not Supported	Economic benefit has positive effect on selection event
Supported	Societal benefit has appositive effect on selection event
Supported	Customer acquisition has appositive effect on selection event
Not Supported	Customer relationship management has appositive effect on selection event
Supported	Value enhancement has appositive effect on selection

Hypotheses Two:

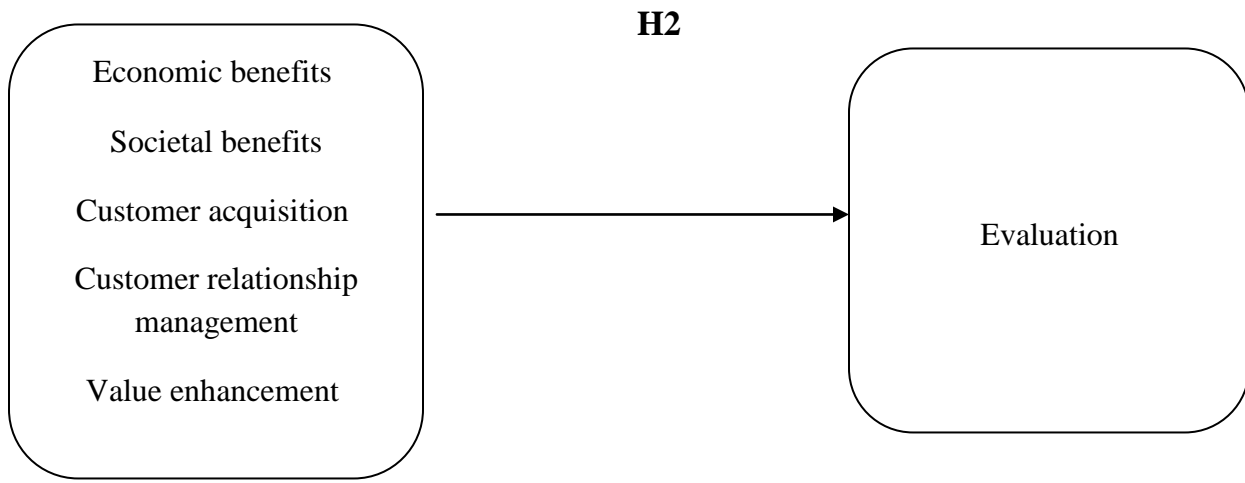


Figure (5-2)

The relationship between Perceived value and Evaluation.

Path coefficients, which show the relationship between analyzed in the hypothetical structural model, were defined using maximum likelihood estimation methods, while the critical ratio (CR) was evaluated through the statistical significance of the parameters (based on a probability level of 0.05, the test statistic needs to be greater than (1.96). Analysis showed that, in the empirical model, the relationship between Perceived value and selection.

Table (5-21) Path analysis II : The Relationships between IV and Evaluation:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
customer acquisition -> evaluation	0.335	0.325	0.086	3.884	0.000
customer relationship management -> evaluation	-0.117	-0.101	0.095	1.240	0.216
economic benefits -> evaluation	0.238	0.241	0.090	2.662	0.008
societal benefits -> evaluation	0.026	0.049	0.082	0.315	0.753
value enhancement -> evaluation	0.409	0.400	0.115	3.562	0.000

The results showed that the hypothesis was supported, i.e. there is a positive relationship between customer acquisition and evaluation (0.000).the results also showed negative relationship between customer relationship management and evaluation (0.216) that positive relationship between economic benefits and evaluation (0.008),and negative relationship between societal benefits and evaluation (0.753) ,also showed positive relationship between value enhancement and evaluation (0.000).

Evidence	Hypotheses
Supported	Economic benefit has positive effect on evaluation event
Not Supported	Societal benefit has appositive effect on evaluation event
Supported	Customer acquisition has appositive effect on evaluation event
Not Supported	Customer relationship management has appositive effect on evaluation event
Supported	Value enhancement has appositive effect on evaluation event

Hypotheses three:

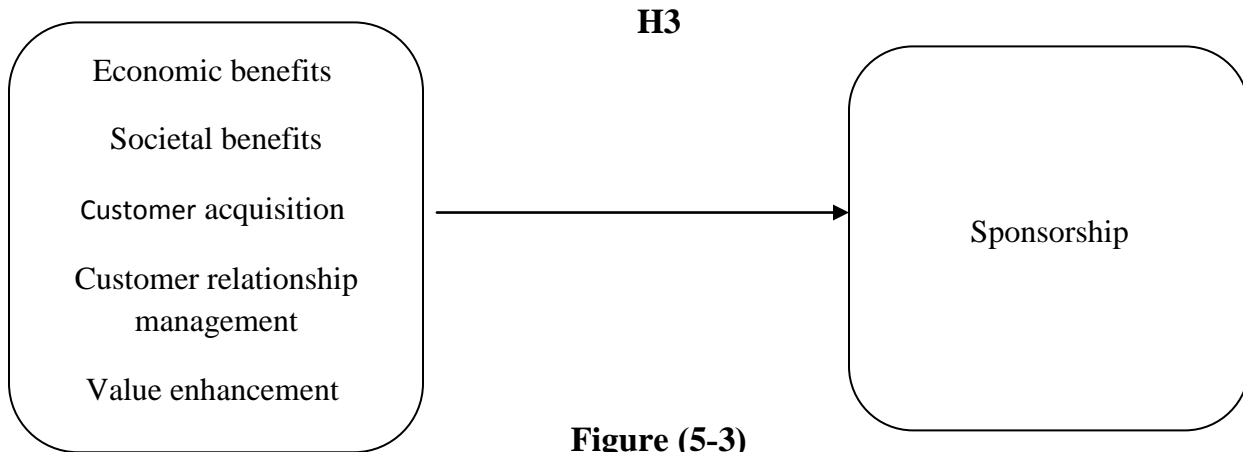


Figure (5-3)

The relationship between the Perceived value and sponsorship

Path coefficients, which show the relationship between analyzed in the hypothetical structural model, were defined using maximum likelihood estimation methods, while the critical ratio (CR) was evaluated through the statistical significance of the parameters (based on a probability level of 0.05, the test statistic needs to be greater than (1.96). Analysis showed that, in the empirical model, the relationship between Perceived value and selection

Table (5-22) Path analysis: The Relationships between iv and Evaluation:

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
customer acquisition -> evaluation	0.154	0.158	0.096	1.599	0.111
customer relationship management -> evaluation	0.175	0.180	0.091	1.914	0.056
economic benefits -> evaluation	0.009	0.009	0.106	0.086	0.931
societal benefits -> evaluation	0.146	0.161	0.091	1.604	0.109
value enhancement -> evaluation	0.251	0.258	0.085	2.935	0.003

The results showed that the hypothesis was supported. There are negative relationship between customer acquisition and sponsorship (0.111). The result showed the negative relationship between customer relationship management and sponsorship (0.056). the results also showed that negative relationship between economic benefits and sponsorship (0.931), and negative relationship between societal benefits and sponsorship (0.109) and positive relationship between value enhancement and sponsorship (0.003) Therefore, these results provide support for the assertion that the effort to become model study.

Evidence	Hypotheses
Not Supported	Economic benefit has positive effect on sponsorship event
Not Supported	Societal benefit has appositive effect on sponsorship event
Not Supported	Customer acquisition has appositive effect on evaluation event
Not Supported	Customer relationship management has appositive effect on sponsorship event
Supported	Value enhancement has appositive effect on sponsorship event

The Moderating Effects of attitude :I

The fourth hypothesis predicts the attitude moderate the relationship between Perceived value and evaluation.

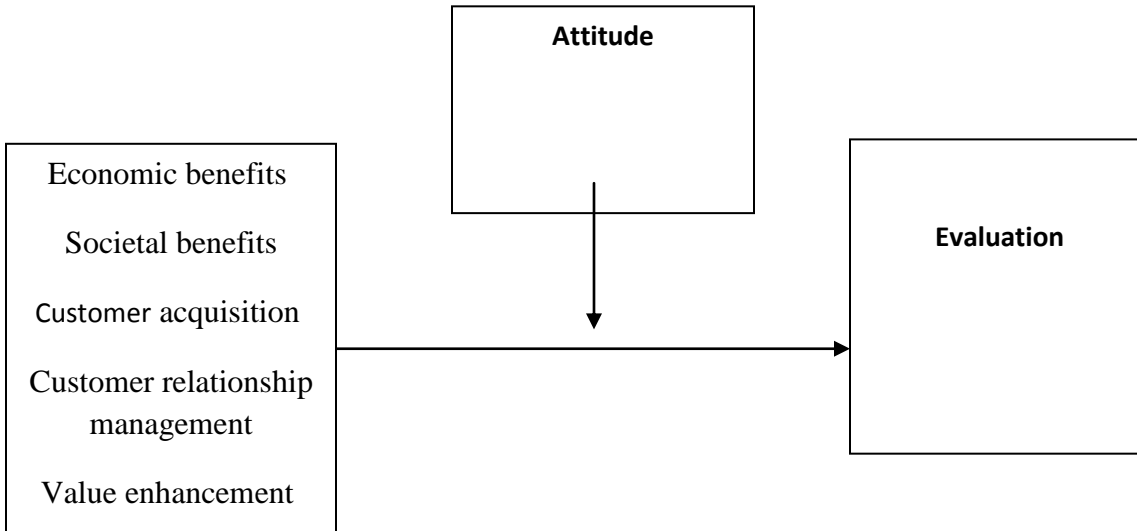


Figure (5-4)

Moderating Effect of attitude on the relationship between Perceived value and evaluation

To test these hypotheses a four-step hierarchical path analysis was conducted (Baron & Kenny, 1986; Sharma et al., 1981), moderating variable was entered into the path analysis to test its isolated effect on the criterion variable. the process requires the introduction of a multiplicative interaction term into the path analysis, four multiplicative interaction terms were created by multiplying the values of attitude by the values of hypothesized institutional context

To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. First, the final model is significant. Second, the F change is significant. Third multiplicative interaction term is also statistically significant. Additionally, in order to establish whether moderator is a pure or a quasi moderating this research applied the criteria mentioned by Sharma et al (1981).

If the coefficients of both the multiplicative interaction term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the multiplicative interaction term was significant and the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator.

Relationship between perceived value and evaluation (moderating role of attitude):

1- Attitude strengthens the positive effect between economic benefits and evaluation

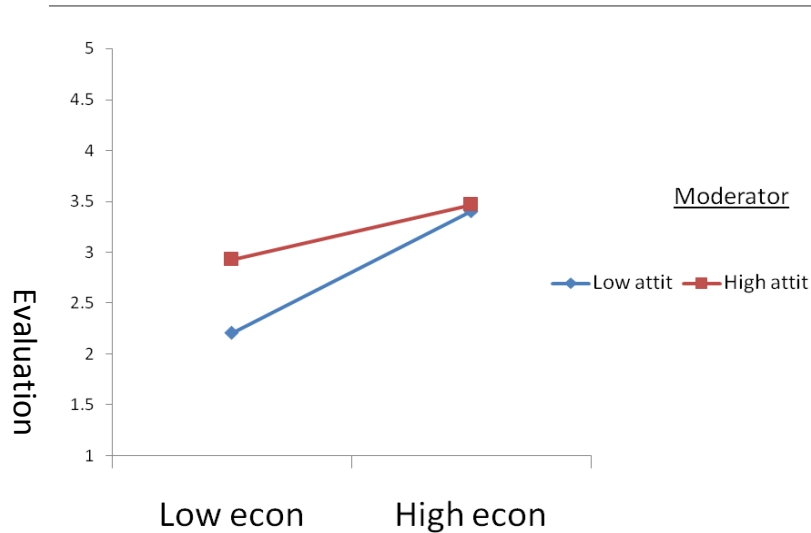


Figure (5-5) Evaluation 1

Attitude dampens the positive relationship between economic benefits and evaluation.

2-Attitude strengthens positive relationship between customer relationship management and evaluation

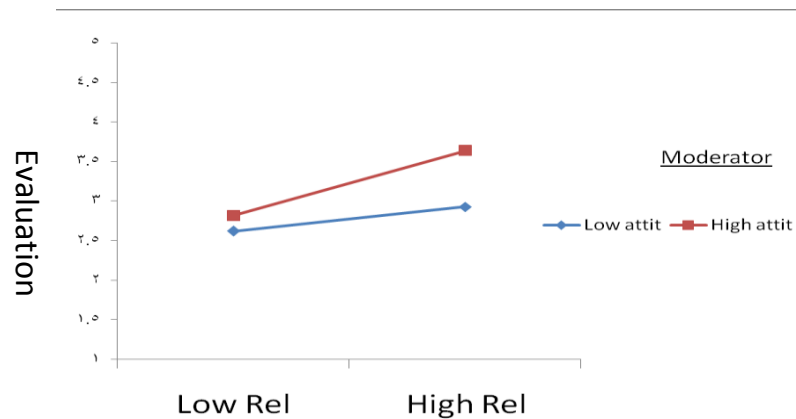


Figure (5-6) : Evaluation 2

Attitude strengthens the positive relationship between customer relationship management and evaluation.

3-Attitude strengthens negative relationship between value enhancement and evaluation

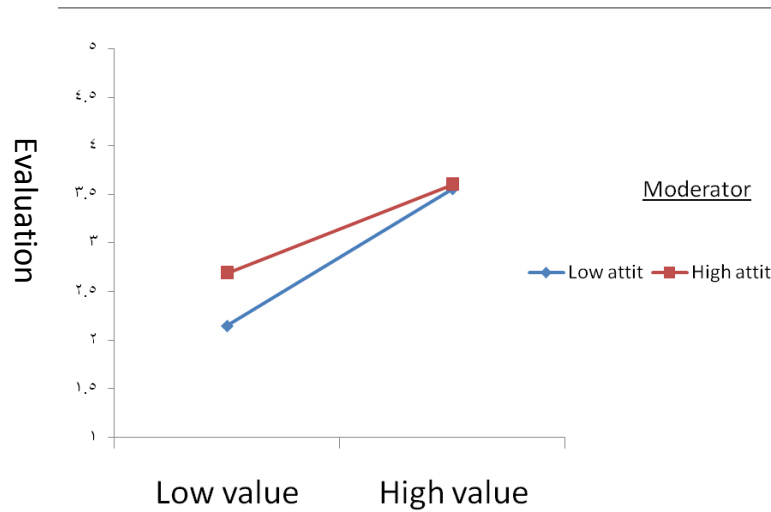


Figure (5-7) : Evaluation 3

Attitude dampens the positive relationship between value enhancement and evaluation

4- Attitude strengthens negative relationship between customer acquisition and evaluation

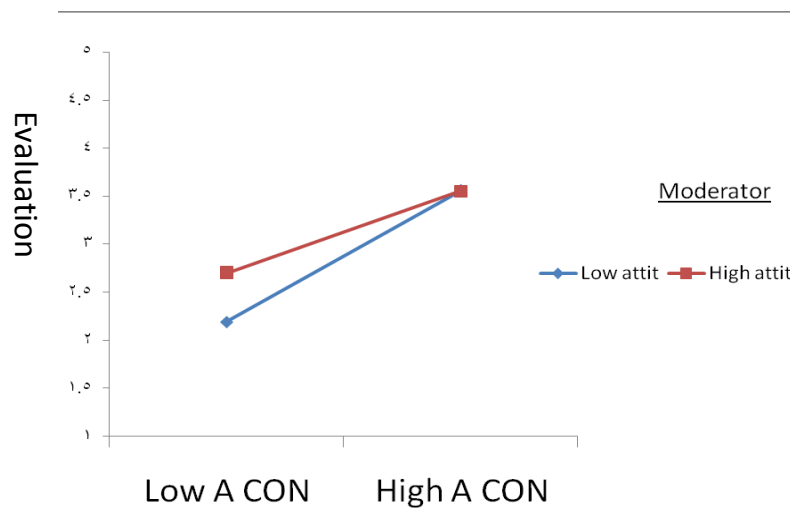


Figure (5-8) : Evaluation 4

attitude dampens the positive relationship between customer acquisition and evaluation.

5- Attitude strengthens negative relationship between societal and evaluation

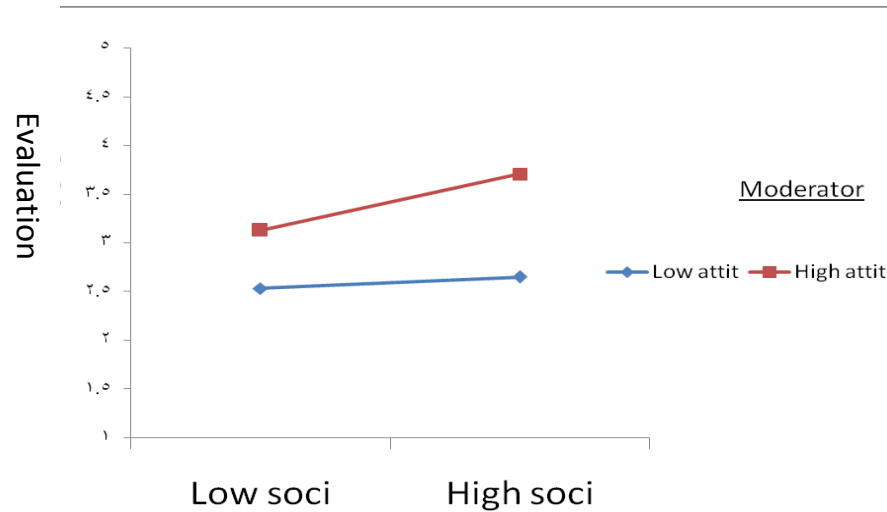


Figure (5-9) : Evaluation 5

Attitude strengthens the positive relationship between societal and evaluation

Evidence	Hypotheses
Not Supported	Attitude strengthens the positive relationship between Economic benefit and evaluation event
Supported	Attitude strengthens the positive relationship between Societal benefit and evaluation event
Not Supported	Attitude strengthens the positive relationship between Customer acquisition and evaluation event
Not Supported	Attitude strengthens the positive relationship between Customer relationship management and evaluation event
Supported	Attitude strengthens the positive relationship between Value enhancement and evaluation event

The Moderating Effects of attitude: II

The fourth hypothesis predicts the attitude moderate the relationship between Perceived value and sponsorship.

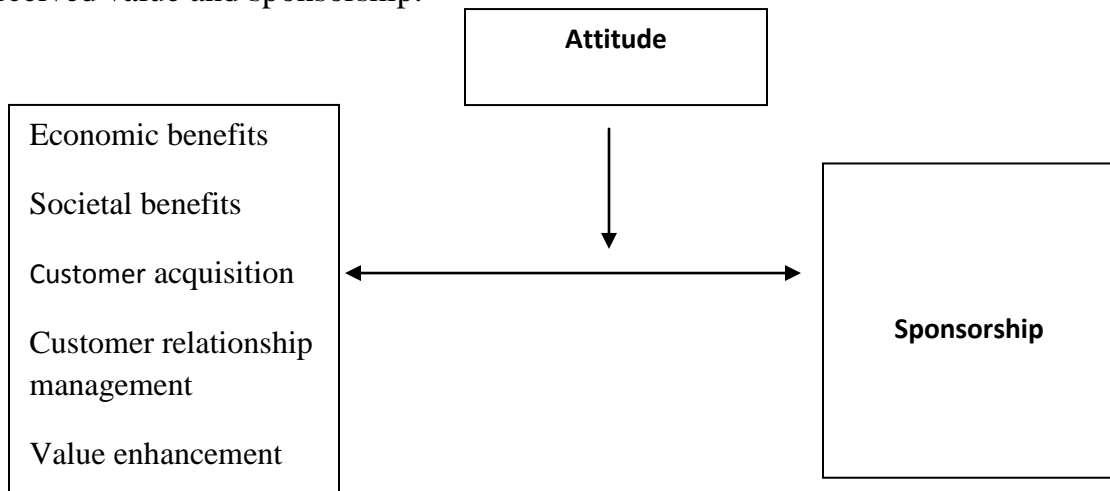


Figure 5.10: Moderating Effect of attitude on the relationship between Perceived value and sponsorship

To test these hypotheses a four-step hierarchical path analysis was conducted (Baron & Kenny, 1986; Sharma et al., 1981), moderating variable was entered into the path analysis to test its isolated effect on the criterion variable. the process requires the introduction of a multiplicative interaction term into the path analysis, four multiplicative interaction terms were created by multiplying the values of attitude by the values of hypothesized institutional context.

To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. First, the final model is significant. Second, the F change is significant. Third multiplicative interaction term is also statistically significant. Additionally, in order to establish whether moderator is a pure or a quasi moderating this research applied the criteria mentioned by Sharma et al (1981).

If the coefficients of both the multiplicative interaction term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the multiplicative interaction term was significant and the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator.

Relationship between perceived value and Sponsorship (moderating role of attitude):

1 - Attitude strengthens positive relationship between economic benefits and sponsorship.

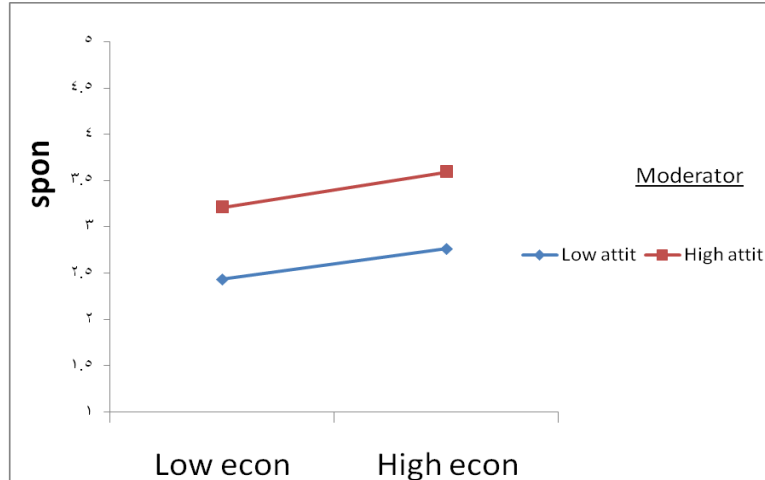


Figure (5-11) : sponsorship 1

Attitude strengthens the positive relationship between economic benefits and sponsorship.

2- Attitude strengthens negative relationship between customer acquisition and sponsorship

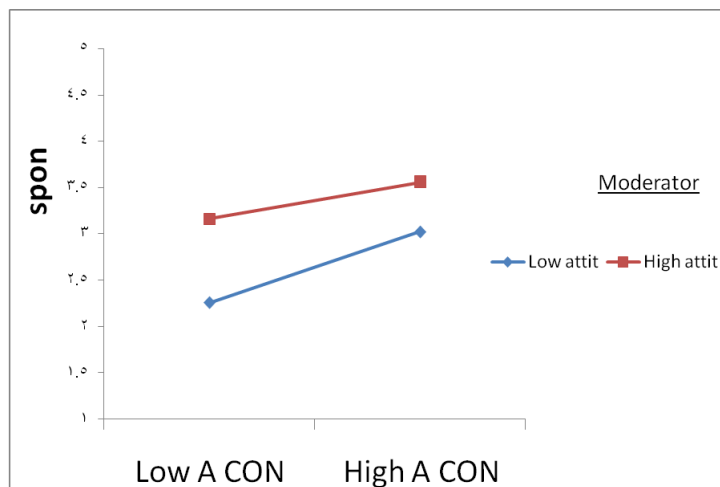


Figure (5-12) : sponsorship 2

attitude dampens the positive relationship between customer acquisition and sponsorship.

3-Attitude strengthens negative relationship between customer relationship management and sponsorship.

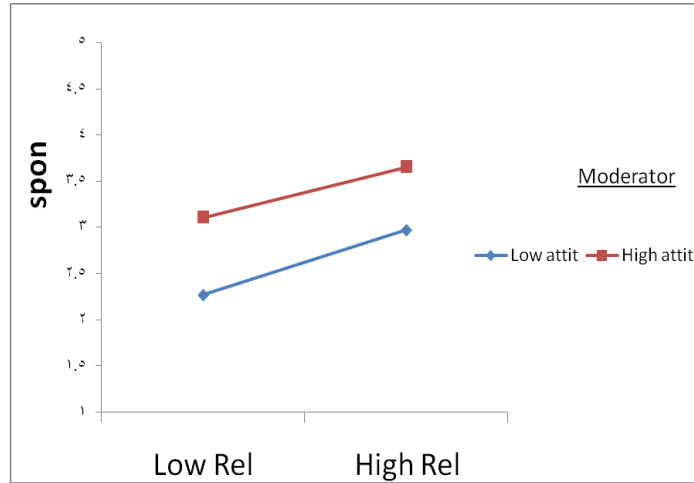


Figure (5-13) : sponsorship 3

attitude dampens the positive relationship between customer Relationship management and sponsorship.

4-Attitude strengthens negative relationship between value enhancement and sponsorship

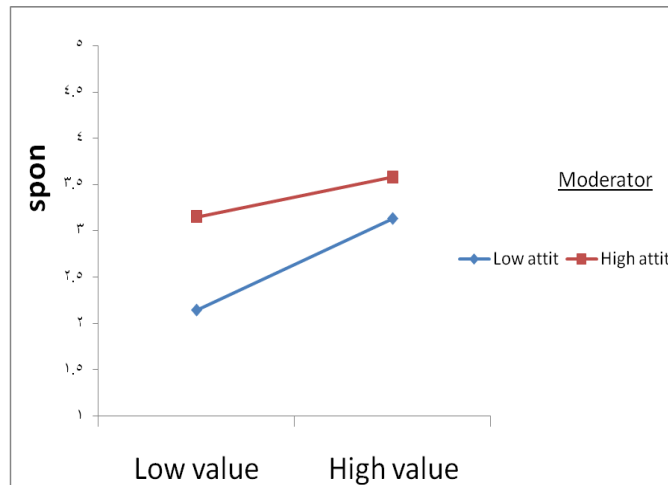


Figure (5-14) : sponsorship 4

Attitude dampens the positive relationship between value enhancement and sponsorship.

5-Attitude strengthens negative relationship societal and sponsorship

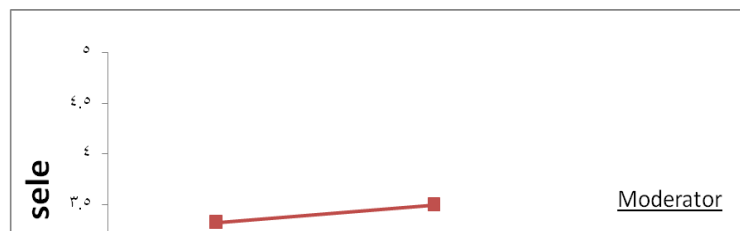


Figure (5-15) : sponsorship 5

Attitude dampens the positive relationship between societal benefits and sponsorship.

Evidence	Hypotheses
Supported	Attitude strengthens the positive relationship between Economic benefit and sponsorship event
Not Supported	Attitude strengthens the positive relationship between Societal benefit and sponsorship event
Not Supported	Attitude strengthens the positive relationship between Customer acquisition and sponsorship event
Not Supported	Attitude strengthens the positive relationship between Customer relationship management and sponsorship event
Not Supported	Attitude strengthens the positive relationship between Value enhancement and sponsorship event

The Moderating Effects of Attitude III

The fourth hypothesis predicts the attitude moderate the relationship between Perceived value and sponsorship.

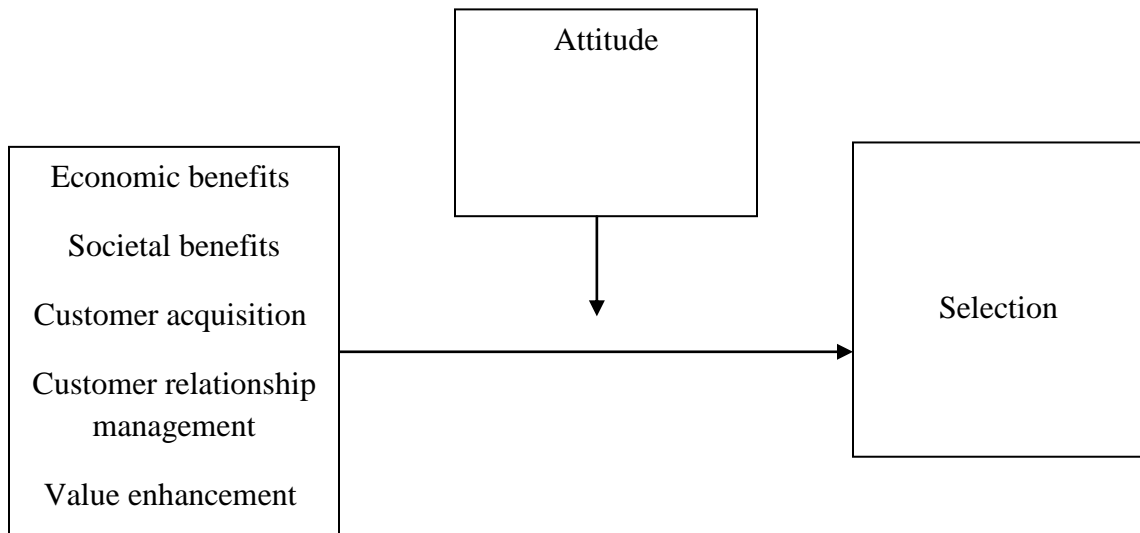


Figure 5.16: Moderating Effect of attitude on the relationship between Perceived value and Selection

To test these hypotheses a four-step hierarchical path analysis was conducted (Baron & Kenny, 1986; Sharma et al., 1981), moderating variable was entered into the path analysis to test its isolated effect on the criterion variable. the process requires the introduction of a multiplicative interaction term into the path analysis, four multiplicative interaction terms were created by multiplying the values of attitude by the values of hypothesized institutional context

To demonstrate if the moderator effect is present on the proposed relationship, three maximum conditions were used. First, the final model is significant. Second, the F change is significant. Third multiplicative interaction term is also statistically significant. Additionally, in order to establish whether moderator is a pure or a quasi moderating this research applied the criteria mentioned by Sharma et al (1981).

If the coefficients of both the multiplicative interaction term and the moderator variable are significant, the moderator is a quasi-moderator. However, if the coefficient of the multiplicative interaction term was significant and the coefficient of the moderator variable effect was not significant, the moderator is a pure moderator.

Relationship between perceived value and Selection (moderating role of attitude):

1-Attitude strengthens positive relationship between economic benefits and selection

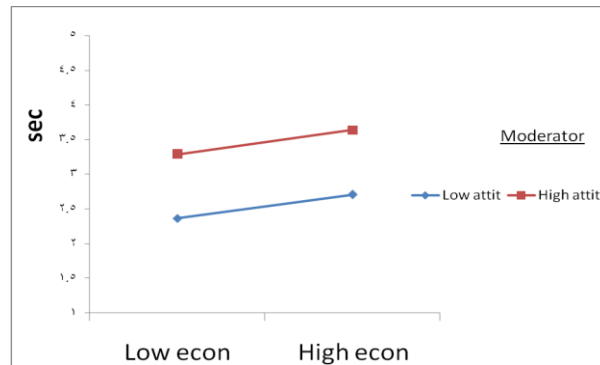


Figure (5-17) : selection 1

Attitude strengthens the positive relationship between economic benefits and selection.

2-Attitude strengthens positive relationship between customer acquisition and selection.

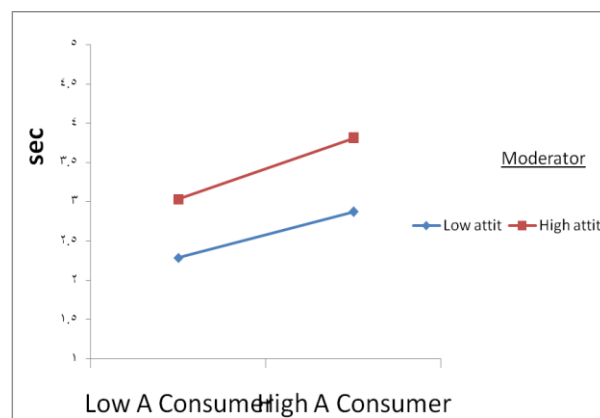


Figure (5-18) : selection 2

Attitude strengthens the positive relationship between Customer acquisition and selection.

3- Attitude strengthens positive relationship between customer relationship management and selection

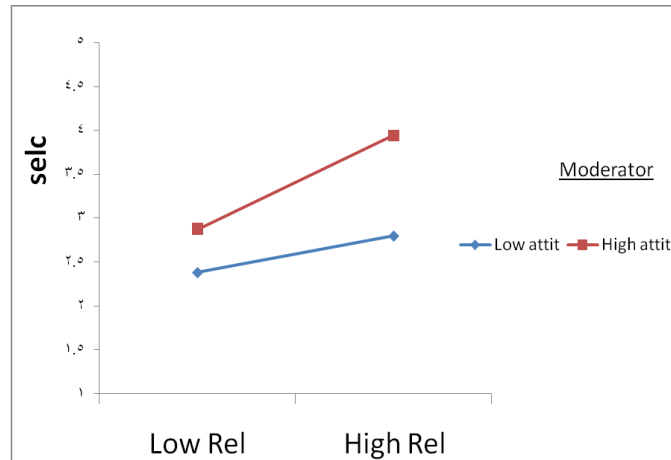


Figure (5-19) : selection 3

attitude strengthens the positive relationship between customer relationship management and selection.

4 - Attitude strengthens positive relationship between social benefits and selection

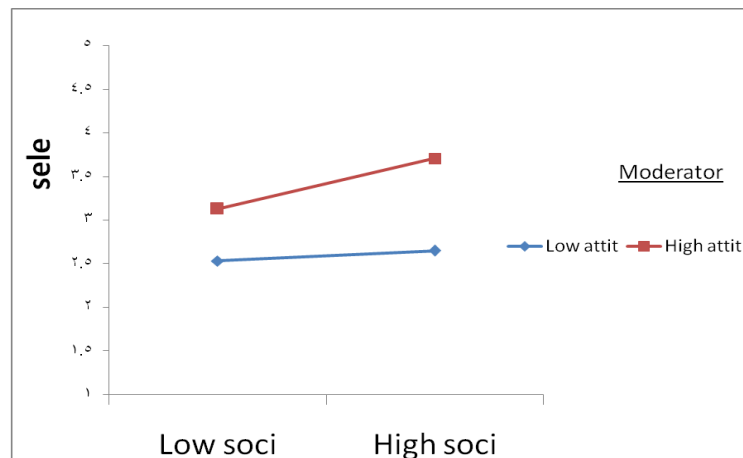


Figure (5-20) : selection 4

Attitude strengthens the positive relationship between social benefits and selection.

5- Attitude strengthens positive relationship between value and selection

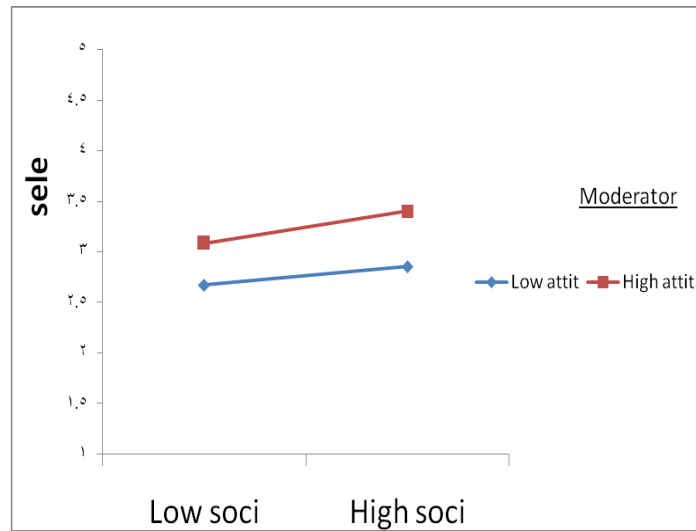


Figure (5-21) : selection 5

Attitude strengthens the positive relationship between value and selection .

Evidence	Hypotheses
Supported	Attitude strengthens the positive relationship between Economic benefit and selection event
Supported	Attitude strengthens the positive relationship between Societal benefit and selection event
Supported	Attitude strengthens the positive relationship between Customer acquisition and selection event
Supported	Attitude strengthens the positive relationship between Customer relationship management and selection event
Supported	Attitude strengthens the positive relationship between Value enhancement and selection event

CHAPTER SIX

DISCUSSION

This chapter contains the discussion of the results, implications theoretical and practical, limitation and suggestions for future research

The relationship between perceived value and adopting event marketing "evaluation":

1-There are positive relationship between benefits of customer acquisition and evaluation:

The results showed that there is a positive effect between the benefits of customer acquisition and evaluation of activities and Agreed with the study outcome (alian 1995).The branding effects were positively associated with attitude toward the sponsored event, which was partially determined by consumer's involvement and emotions.

2- There are negative effect between benefits of customer relationship management and evaluation ,

The results showed that there is a negative relationship between the benefits of customer relationship management and evaluation of activities and differed with the study outcome) borissnoj 2004) organizations should focus especially on those factors of perceived quality that are the most important to customers. In this research, There are two reasons for this – as we already know, perceived quality has a direct effect on perceived value and at the same time an indirect effect by reducing perceived risks.

3- There are positive relationship between economic benefits and evaluation

The results showed that there is a positive relationship between the economic benefits and evaluation of activities and agree with the study outcome (dogan and others 2003) Findings suggested that while the festival and special event organizers see festivals and special events as community events that contribute to community cohesiveness and create social incentives for the local community, they do not see them as major contributors to the local economy.

4- There are negative effect between social benefits and evaluation

The results showed that there is a negative impact of social benefits on evaluation of events this agree with the study outcome of(Gursoy D. 2003)

events will increase jobs and local income due to the construction projects leading up to the Games as well as from the infusion of spending from visitors during the Games. These studies consistently fail to find any positive economic impact of the particular mega-event examined

5- Value enhancement is positively effect on the evaluation of events

The results showed that there is a positive impact between value enhancement and evaluation of activities and agreed with the study outcome (Alexander leischnig 2011)The objective of this study is to develop and empirically test the impact of events on customers' attitudes toward the brand in a retailing context. the results show a positive relationship between customers' satisfaction with the event and their attitudes toward the retail brand.

The relationship between perceived value and adopting event marketing "selection":

1-customer acquisition benefits have positive impact on selection of events

The results showed that there is a positive relationship between the benefits of customer acquisition and selection of activities and agreed with the study outcome (judith 2013)The results of this research revealed that events experts feel that there are several areas that have been comprehensively researched and where further research is unlikely to provide any new

information. These include definitions and types of events, and events logistics and staging. Directions for future events and festivals research include the need for studies on the socio-cultural and environmental impacts of events along with a better understanding of the relationship between events and public policy agendas. This research has also highlighted a lack of research in the area of Indigenous events.

2- customer relationship management have negative impact on selection of events

The results showed that there is a negative impact between the benefits of customer relationship management and selection of activities and differed with the study outcome (yongjaeko2009) we need for developing customer relationship and can be sustained taking into consideration. also Attracting and keeping profitable customers for the organization.

3- There are negative relationship between economic benefits and selection

The results showed that there is a negative impact between the economic benefits and selection of activities and differ with the study outcome (Gursoy D. 2003)

4- Social benefits has positive effect on the selection of events

The results showed that there is a positive impact between the social benefits of and selection of activities and agreed with the study outcome (elizahixon 2014)

5- Value enhancement have positive impact on selection

The results showed that there is a positive impact between the value enhancement and evaluation of activities and agreed with the study our results reveal that events marketing strategies prior to the deal agreement by target firms are not always compensated in the M&A transactions. In fact, we find that the effects of marketing and advertising spending on deal premium are insignificant or even negative. the results are consistent with the institutional investors' cherry-picking hypothesis that active marketing actions lead to better deal performance only when these actions are combined with the increase in institutional ownership in the target. Our paper shows that is cherry-pick good targets with value-enhancing marketing activities. This result related to (TPB) theory.

The relationship between perceived value and adopting event marketing "sponsorship":

1-benefits of customer acquisition have negative impact on sponsorship

The results showed that benefits of customer acquisition is a negatively effect on sponsorship of activities this result agreed with the study outcome (Karin weber 2012) considers relationship marketing as an approach “that concerns attracting, developing, and retaining customer relationships”. The aim of the organization by implementing

Relationship Marketing is to develop and maintain long-term relationships with its customers and, thus, gains a competitive advantage, which is difficult to imitate by other competitors within the market. Certainly, other objectives can be taken into account by addressing RM: customer satisfaction, share of customer, customer retention, customer loyalty .

2- There are negative relationship between benefits of customer relationship management and sponsorship

The results showed that there is a negative relationship between the benefits of customer relationship management and sponsorship of events this results agreed with the study outcome (ance & moise 2013) (the direction towards applying an integrated communication step focused on the two components, sales force and event marketing, activities. Attracting the target customers to the organized events and persuading them through the activities performed by the sales force constitute specific marketing objectives. By combining these techniques and developing certain thematic events suitable to the target consumer profile, there can be developed long-term customer relationships.)

3- There are negative relationship between economic benefits and sponsorship

The results showed that there is a negative relationship between the economic benefits and sponsorship of events this results agreed with the study outcome of (Gursoy D. 2003)

4- There are negative relationship between social benefits and sponsorship

The results showed that there is a negative relationship between the social benefits of and sponsorship of activities and agreed with the study outcome (dogan and others 2003)

5- There are positive relationship between s value enhancement and sponsorship

The results showed that there is a positive relationship between the value enhancement and sponsorship of activities and agreed with the study outcome (JuyounRyooa, Jin Q. Jeona, *, Cheolwoo Lee 2015).

The relationship between perceived value and event selection "moderating role of attitude":

1- Attitude strengthens positive relationship between economic benefits and selection

The result showed the existence of positive effect of attitude in moderate the relationship between economic benefits and selection event and this result are consistent with study of Gunnar Mau, & others) Attitudinal Effects of Event-Marketing and Event-Sponsorship

2- Attitude strengthens positive relationship between customer acquisition and selection:

The result showed the existence of positive effect of attitude in moderate the relationship between customer acquisition and selection event and this result are consistent with study (The Influence of Sponsor-Event Congruence in Sponsorship of Music Festival) Gita Gayatri 2014)

3-Attitude strengthens positive relationship between customer relationship management and selection:

The result showed the existence of positive effect of attitude in moderate the relationship between customer relationship management and selection event, this result related to (TPB) theory.

4- Attitude strengthens positive relationship between societal benefits and selection

The result showed the existence of positive effect of attitude in moderate the relationship between societal benefits and selection event

5- Attitude strengthens positive relationship between value enhancement and selection.:

The result showed the existence of positive effect of attitude in moderate the relationship between value enhancement and selection event and this result are consistent with study Lance Kinney 1996).

The relationship between perceived value and event Evaluation "moderating role of attitude":

1-Attitude has negative effect on relationship between economic benefits and evaluation

The results showed that there is a positive relationship between the economic benefits and evaluation which agreed (Emma H. Wood) had a positive net impact on expenditure in the Blackburn area. festival despite this being the shorter duration event (the Fiesta was over four days)
Measuring the economic and social impacts of local authority events

2-Attitude strengthens positive relationship between customer relationship management and evaluation

, The results showed that there is a positive relationship between the benefits of customer relationship management and evaluation, which agreed with (krikl.wokefield) In terms of consumer behavior loyalty typically implies a commitment to repeat a purchases based upon an ongoing positive evaluation or attitude toward the brand or service provider (the pervasive effects of social influence on sporting event)

3-Attitude has negative effect on relationship between customer acquisition and evaluation

The result showed the existence of negative effect of attitude in moderate the relationship between customer acquisition and evaluation event and this result are consistent with study of **Kevin Mason (2005) How Corporate Sport Sponsorship Impacts Consumer Behavior**

4-Attitude has positive effect on relationship between societal and evaluation

The result showed the existence of positive effect of attitude in moderate the relationship between social benefit and evaluation event and this result are consistent with study Beata A. Kaczkowska 2008) which studied Attitudes Toward and Effectiveness of the Cause-Related Marketing Initiatives in the Polish Culture.

5-Attitude strengthens negative relationship between value enhancement and evaluation

The result showed the existence of negative effect of attitude in moderate the relationship between value enhancement and evaluation event. this result related to (TPB) theory.

The relationship between perceived value and event sponsorship "moderating role of attitude":

1-Attitude strengthens positive relationship between economic benefits and sponsorship.

The result showed the existence of positive effect of attitude in moderate the relationship between economic benefits and sponsorship event and this result are consistent with study (Tsotsou R. & Alexandris K. 2009)

2-Attitude has negative effect on relationship between customer acquisition and sponsorship

The results showed that there is a negative relationship between customer acquisition and sponsorship which defer with (RussellLacey a, , Angeline G. Close b, , R. Zachary Finney c,)

sponsors should leverage events as a way to enhance existing product knowledge with displays, marketing materials, and interaction with brand personalities or employees. Events enable sponsors to communicate with current and potential customers in ways that are more contemporary and personal than other forms of marketing communication.

(The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness)

3-Attitude has negative effect on relationship between customer relationship management and sponsorship

The results showed that there is a negative relationship between the customer relationship management and sponsorship, which agreed with (Kim Y., 2011)

he results show sport consumers who reported a higher level of relationship quality intended to purchase the sponsor's products

4-Attitude has negative effect on relationship between value enhancement and sponsorship

The results showed that there are a negative relationship between the value enhancement and sponsorship and defer to study of (Marc Mazodier & Dwight Merunka)

There are positive relationship between s value enhancement and sponsorship related to study of From a managerial standpoint, our findings indicate that sponsorship has a positive influence on brand trust and brand loyalty; these are key empirical findings, considering the importance of marketing budgets devoted to sponsorship Our research reveals changes in brand trust and brand loyalty before and after event sponsorship for two major brands in different categories (Adidas and Samsung).

5 -Attitude has negative effect on relationship societal and sponsorship

The results showed that there is a negative relationship between the social benefits and sponsorship which agreed with (RussellLacey a, , Angeline G. Close b, , R. Zachary Finney c,)

The study reveals how attendees use their existing product knowledge to form favorable associations about the event sponsor Product knowledge plays a pivotal role in favorably influencing event attendees' assessments of event sponsors' CSR initiatives

(The pivotal roles of product knowledge and corporate social responsibility in event sponsorship effectiveness)

Applied implications:

been reached through this study that the decision makers, companies that attention to the value perceived of marketing activities and its dimensions and the application of measurements that affect customer trends and care must be taken under the auspices of the adoption of activities because of its tangible benefits for companies and improve the company's image among its customers.

Theoretical implications:

Significance through knowledge of the role that contributes to perceived value in the adoption of vents marketing in the presence of the relationship Rate (attitudes) and to

identify the variables of the study, the results showed that the attitudes have an impact on the perceived value and embrace activities as they adjusted their relationship

Limitations

The study have some limitations that must be considered in future research

1-study was conducted within the commercial, industrial and service companies in Khartoum State

2 questionnaire was used to collect the sample data has been relying on the quality of the questions enclosed

3-Most questionnaire items taken from studies in designed in foreign countries maybe there was a deficiency in the translation.

2- The sample size also was limit.

Directions for Future Research

Conduct studies include different cities in Sudan, two wide-ranging study of three further studies is the use of other tools dealing with other variables Other dimensions of the perceived value and the adoption of marketing events .

development of a conceptual framework for event marketing . the frontiers of marketing communications extended from the traditional mix of advertising, sales promotion, direct marketing, personal selling and public relations to include event marketing and sponsorship in order to give them their legitimate status.

the immense potential of event management will spur research led by both academicians and practitioners. academicians will seek to understand the effects of event marketing and sponsorship on consumers and practitioners will seek to develop measurement models to justify their investments. It is clear that event marketing has promising horizons but it will be under scrutiny and be required to demonstrate its effectiveness in comparison with other promotional activities in attaining the marketing objectives.

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Appendix
Sudan University of Science and Technology
College of Business Studies
Marketing department

I have been selected to participate in the survey related to the study Bachelor degree in marketing, which mainly aims to study (the relationship between perceived value and the adoption of marketing Event: the moderating role of marketers Attitude).

Be thankful if you would often take the time to answer all of the questions in this questionnaire. If your participation in this study is voluntary just as your responses will not have any effect on the activities of your work and consider your cooperation in this study it is vital as the information you provide will be strictly confidential.

Please read the instructions carefully and answer as accurately as possible and do not hesitate to contact me. If you have any questions relating to this study. And your participation is definitely considered a significant contribution to this search. Thank you very much for your time and cooperation and the effort you have made.

Thank you for your help us

Researchers

This Questionnaire has Three Sections

Section One:

1-Industry characteristics:

Industrial service commercial

2-Natural of company:

Local industrial sector particularly foreign mixed

Government sector private sector

3-Enterprise size number of Employees:

Less than 50 50-100 more than 100

4 -The Company's Age:

Less than 5 5-10 10-15 15-20

more than 20

5- Markets:

Domestic markets international markets global +domestic

6 –Adopting event:

Always sometimes do not participate

7 Type of activities that are involved with the organization

Sports event cultural event social event

Industrial commercial event

Section Tow:

Social benefits

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
Participate in events to support social projects							
The institution is interested in participating in the same cultural character events							
Institution takes care of event that add value to the community							
Participation in the events portrayed harm the company towards society							

Economic benefits

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
Participation in events increase the job opportunities							
Our organization is cooperating with government agencies in different economic events							
The participation of our institution in the events enhances the value of economic activity							
Our organization is involved in events that increase the economic benefits							

Customers Acquisition benefit

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
Events of the foundation extends privileges to customer							
Through enterprise events provide new ideas and products							
Enhancing participation in the events of the relationships with the community							
Through the events offered at affordable price to customer							

Value enhancement

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
Events of the foundation extends privileges to customer							
Through enterprise events provide new ideas and products							
Enhancing participation in the events of the relationships with the community							
Through the events offered at affordable price to customer							

Customers Relationship Management

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
After participating in the events increase the proportion of repeat purchase							
Our organization maintains the loyalty of its customers through participation in activities							
Our organization is involved in the events as a way to connect with customers							
Increase customer loyalty in the case of participation in events							

Event Selection

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
Our organization aimed at specific events to choose from							
We have clear criteria to differentiate between events to participate							
We select the most effective means of communication in activities							
Define clear criteria for choosing between the events capable of reaching the targeted customers							

Event sponsorship

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
We consider participation in the events part of the marketing mix practices							
Our organization is involved in the care of various events							
There is integration between participating in events and marketing practices							
Participate in events and way more effective than the traditional means of connectivity							

Event Evaluation

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
We evaluate the events that we have participated							
Interested in assessing the effectiveness of the means of communication used in events							
Efficiently evaluate the outreach events to target customers							
Our organization is assessing perception customers after our participation in events							

Attitude

Measurement	Strongly agree	Agree	Somewhat Agree	neutral	disagree	Strongly Disagree	Strongly Disagree
We have a positive experience with participation in events							
The company has prepared the future of the brand at events							
Provision of adequate resources to participate in events							
Always committed to participate in events							

Section Three:

1-Gender

Male

Female

2-Age

Less than 30

30-40

40-50

more than 50

3-Qualification:

Under University

University

Postgraduate

4-Years of Experience

1-5

10-15

more than

15

5-Function

Marketing manager

Sales Manager

Executive Director

Other

If you'd like a free copy of the results of this study , please write your email address in the box below:

name	
E-mail	
Address	

Assertive factor:

