

Original Article

# Brand Image Mediates the Effect of Event Marketing and E-WOM on Purchase Intention

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**Abstract** - Purchase intention is a form of real thought from several brands that are available in a certain period. This study aims to determine the effect of event marketing and e-WOM on purchase intentions conveyed through brand image. The survey was conducted in the Sarbagita area (Denpasar, Badung, Gianyar, Tabanan) and OPPO. The number of samples was obtained from 160 interviewed consumers who had never used an OPPO smartphone, using a non-probabilistic sampling method, especially target sampling. Data collection was carried out by distributing questionnaires. The analysis technique used is SEM-PLS. The result shows that event marketing and e-WOM had a positive and significant effect on brand image and purchase intention; the brand image was able to mediate the relationship between event marketing messages and e-WOM on purchase intention of OPPO smartphones in Sarbagita.

**Keywords** - Event marketing, E-WOM, Brand image, Purchase intention.

## 1. Introduction

Nowadays, the development of technology is very rapid; one of the technological developments that the public can feel is the development of communication technology, one of which is the development of smartphones. A person's need for the use of a smartphone is very high; it can be said that at this time, a smartphone has become a primary need for humans. A smartphone is a communication tool that, from time to time, undergoes physical changes with increasingly sophisticated applications (Pelupessy *et al.*, 2017).

Based on Table 1., the number of smartphone users in Indonesia reached 170.4 million users, with smartphone user penetration in Indonesia reaching 61.7 percent, which means that more than half of the population in Indonesia already uses smartphones. Based on these data, it is not surprising that many smartphone companies are competing to be able to enter the Indonesian market because the market share is very

promising. One of the technology giants interested in the Indonesian market is PT. World Innovative Telecommunication, whose main product is the OPPO smartphone.

OPPO is a technology-based company originating from China whose leadership is currently under Tony Chen; where this company sells products in the form of smartphones. The company was founded in 2004, with its main product focus on the audio device market. In 2005, OPPO launched its first MP3 player; in 2008, it launched its first mobile phone, a special mobile device with a smiley face design on the back. The smartphone from OPPO was first launched in 2011 (Biliktekn.com, 2022). OPPO currently operates in more than 50 countries and regions worldwide, with more regions in the coming years. This company has a vision, which is always to strive to be a sustainable company that contributes to a better world (www.oppo.com, 2022).

Table 1. Data on the Countries with the Most Smartphone Users in the World (in Millions of People) in 2020

No	Country	Total Smartphone Users (Million People)	Smartphone User Penetration (%)
1	China	935.55	66
2	India	492.78	35,4
3	USA	273.76	82,2
4	Indonesia	170.4	61,7

Source: (Newzoo, 2020)



**Table 2. Smartphone Top Brand Index (TBI) Data**

Brand	2018		2019		2020		2021		2022 (Quarter I)	
	TBI (%)	TOP	TBI (%)	TOP	TBI (%)	TOP	TBI (%)	TOP	TBI (%)	TOP
Samsung	48,6	1	45,8	1	46,5	1	37,1	1	33	1
OPPO	11,2	2	16,6	2	17,7	2	19,3	2	20,6	2
Xiaomi	5,5	3	14,3	3	10,1	3	12,4	3	11,2	4
Vivo			4,5	4	7,9	4	7,9	5	9,7	5
Iphone							11	4	12	3

Source: (www.topbrand-award.com, 2022)

Table 2 shows that there is a very tight competition in the smartphone technology industry. Since 2018, OPPO has always experienced an increase in the percentage of TBI; from 2018, the amount of TBI OPPO was 11.2 percent and increased by 5.4 percent to 16.6 percent in 2019. The increase in OPPO TBI will continue until 2022, when TBI from OPPO itself reaches 20.6 percent, while Samsung as the market leader in this segment, continues to experience a decline in TBI from year to year; this is an opportunity and a good signal that OPPO can take advantage of to take as many opportunities as possible to achieve the goal of becoming a market leader in the smartphone segment in Indonesia. Top Brand Index (TBI) data shows that OPPO smartphones have an increase in consumer purchase intention, as seen from a constant increase in TBI from 2018 to 2022.

Purchase intentions are all activities, behaviors, and psychological processes that drive this behavior before buying (Arini and Sudiksa, 2018). The intention to buy is accompanied by a feeling of pleasure at seeing a stimulus from something, causing a coercive desire to benefit the individual (Chintia Pramesti and Rahanatha, 2018). Company incentives may drive consumers' willingness to buy. Each of these stimuli is intended to influence consumer buying behavior (Schiffman and Kanuk, 2015: 201). OPPO has a unique strategy to motivate consumers to buy by holding regular marketing events.

Event marketing is a form of brand promotion that awakens the brand in cultural, social, sports or other activities with a high level of community participation (Shimp, 2018). Event marketing should be a part of event organization to create more personal and special moments in the minds of individual consumers. Event marketing, if appropriately managed, can widen and deepen the relationship between sponsors, businesses, and consumers. All of this is inseparable from the progress of thinking about advertising media and various promotions. Research and combinations can produce promotional results that are considered rare, unique, and interest the public (Mujahadah and Suryawarjadini, 2018).

Table 3 shows several marketing events carried out by OPPO from 2021 to 2022, which will be held in the Sarbagita area. Seeing the many marketing events carried out by OPPO companies, especially in the Bali area, it is hoped that this will increase consumer purchase intentions. The events held by the OPPO company involve people from various backgrounds. Efforts in the form of events made by companies involving various groups aim to increase purchase intentions from potential customers who have not used OPPO products.

**Table 3. OPPO Bali Marketing Event Portfolio in the Sarbagita area**

Event Name	Date	Location
Providing material about smartphones to Jegeg Bagus Bali 2021	21-Nov-21	Jegeg Bagus Building Bali-Denpasar
Open Both GF Jegeg Bagus Bali 2021	05-Des-21	Ksirnawa Building Art Center-Denpasar
Open Both events Dance K-Pop	11-Des-21	Hotel 100 Sunset Road-Badung
Rainbow Quiz and Games	23-Des-21	Pelangi Ponsel-Tabanan
Paint your flagship performance	26-Des-21	BTC Cellular Teuku Umar-Denpasar
Boost Your Game Performance	27-Des-21	Siantar Ponsel-Gianyar
New Year's Gift Sharing	29-Des-21	Buka Sitik Jos-Monang Maning
Nutrition and food day events	23-Jan-22	Pelangi Ponsel-Tabanan
Eating food foto challenge	24-Jan-22	Felis Ponsel-Tabanan
OPPO Bali See Love Challenge Special Valentine Edition	14-Feb-22	Jerman (Kuta) and Denpasar Beach

Source: (https://Instagram.com/oppobali.official), 2022

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Junipriansa (2019) states that event marketing significantly influences purchase intention on the Kawasaki Ninja 250 motorbike, with a coefficient of determination between these variables of 74.6 percent. The remaining 25.4 percent is influenced by other variables not mentioned in the model, while according to Sulistiono (2020) states that event marketing does not affect the intention to study further, which in this context has the same meaning as consumer purchase intentions because the research conducted is related to a student's intention to study further. Apart from conducting event marketing, in the digital era like now, companies also choose to utilize e-WOM to increase consumer purchase intentions because the OPPO company itself is a technology-based company that is closely related to digital marketing and e-commerce. WOM (electronic word of mouth) is the most effective marketing technique in the 21st century (Haque, et al., 2020).

E-word-of-mouth marketing uses the internet to create word-of-mouth effects to support marketing efforts and objectives (Kotler & Keller, 2016). This e-WOM communication is usually carried out through electronic media, where consumers can obtain information about products or services and people in other areas who have tried these products or services (Eliza, 2017). Electronic word-of-mouth also facilitates the collection of information about desired products and services, increasing consumers' desire to buy (Tariq et al., 2017). On the other hand, the positive impact of e-WOM also has a negative impact on consumer purchase intentions. This includes many influencers and reviewers who express unrealistic opinions and encourage consumers to buy (Sari and Rastini, 2022).

Social media is used to disseminate information through popular electronic word of mouth. Social media allows you, as a user, to interact and share experiences with other social media users. In addition, the influence of social media, or electronic word-of-mouth, is also very useful in marketing products. The marketing strategy also plays a very important role in business success. This opportunity causes the dissemination of information through internet media to be very large (Hapsari, 2021).

According to Restanti (2018), electronic word-of-mouth has a significant impact on purchase intention, Elseidi and El-baz (2016) found that e-WOM has a very positive impact on consumer purchase intention. This statement is supported by Hapsari's research (2021), while research conducted by Heristya (2021) shows that electronic word-of-mouth has no significant effect on purchase intention.

Based on this research gap, a variable is needed that can mediate the influence between event marketing and e-WOM variables on purchase intentions. Sidhartha (2018) states that brand image significantly influences consumer purchase intentions for Porkball products. A study conducted by Johnny et al. (2020) found that a fluctuating brand image had a positive impact with a coefficient of determination of 0.382. That is, the effect of brand image on purchase intention is only 38.2%, with other external factors of 61.8%. Hapsari (2021) shows that a positive brand image of a product increases the desire to buy the product (Gita et al., 2020; Noviandini and Yasa, 2021; Sutrisna and Yasa, 2021) and promotes the product through an electronic word-of-mouth process.

Based on the research gap that exists in the influence of event marketing and e-WOM variables on purchase intentions and research that has been done previously, which makes brand image mediate between these variables, it is necessary to conduct further research on the effect of event marketing and e-WOM on purchase intention of OPPO smartphones mediated by brand image.

This study aims to examine and describe the impact of event marketing and e-WOM on purchase intentions conveyed by brand image. The results of this study are expected to add to empirical evidence in research that discusses the relationship between variables. It is hoped that with this survey, related companies can clearly understand the various things that need to be considered in running a business regarding the intention to buy an OPPO smartphone.

## 2. Materials and Methods

Research conducted by Putra and Priansa (2019) shows that event marketing messages significantly positively impact purchase intention. Likewise, Haerani's research (2021) shows that event marketing messages have a positive

and significant effect on purchase intentions. It means that the more companies spread their event marketing message, the more likely consumers will buy their products. This research is in line with research by Ningrum (2016) and Ratnawati (2019), but Sulistiono (2020) notes that event marketing does not affect interest in further research. The surveys conducted are relevant to students' interests for further research and thus are important as consumers' interest in buying.

H1: Event marketing messages have a positive and significant effect on purchase intentions

According to Restanti (2018), electronic word-of-mouth significantly positively affects purchase intention. According to Eriza (2017), there is empirical evidence that e-WOM has a significant positive impact on consumer purchase intentions. Helistya conducted this research on Bagus and Santika (2018), Candra and Suparna (2019), Subana and Yasa (2020), Heryana and Yasa (2020), and Wangsa et al. (2022). A study from Heristya (2021) found that electronic word-of-mouth did not significantly impact purchase intention, a statement supported by Torlak et al. (2014).

H2: e-WOM has a positive and significant effect on purchase intention

According to Wibowo and Fajrin (2018), event marketing is proven to have a significant positive impact on brand image. This statement is also supported by the research of Nellianingsih and Fandy (2020), which shows the same thing about event marketing which has a significant positive impact on brand image. This statement is also supported by Rohim (2020) and Sitorus (2021). A study conducted by Romadona (2018) found that event marketing variables affected brand image by 59%, while other variables influenced the rest.

H3: Event marketing messages have a positive and significant effect on brand image

The study of Adriyati and Indriani (2017) shows that e-WOM has a significant positive effect on brand image. The findings of this study supported by Dewi and Sukaatmaja (2022), Putra and Pramudana (2018), Temaja and Yasa (2019), Pratiwi and Yasa (2019), Asdiana and Yasa (2020), Ghesty and Monica (2022), Ardana and Rastini (2018) also revealed similar findings that e-WOM only had a positive impact on brand image.

H4: e-WOM has a positive and significant effect on brand image

Putra and Pramudana (2018), Prawira and Yasa (2014), and Yulianti et al. (2014) found that brand image variables have a large positive influence on consumer purchase intentions. These results indicate that the better the brand image that is formed in the minds of consumers for the

product, the higher the consumer's desire to buy. Agatha et al. (2019) also show that brand image has a large positive impact on purchase intention. This research is supported by Ardana and Rastini (2018), Prabandari et al. (2018), Kusuma et al. (2022), and Ghesty (2022), but different from the research by Arista and Astuti (2011). Arista and Astuti (2011) state that brand image has no significant effect on the terms of purchase intention variable.

H5: Brand image has a positive and significant effect on purchase intention

A study by Pratama et al. (2017) showed that brand image could significantly influence the effectiveness of event marketing messages in the form of sponsorship on purchase intentions, as well as research by Larasari et al. (2018) shows that brand image contributes to this. To mediate the relationship between event marketing and purchase intention, Akhtar et al. (2016) demonstrated a significant correlation between purchase intention, brand image, and event marketing messages conveyed through sponsorship offers.

H6: Brand image significantly mediates the effect of event marketing messages on purchase intention

Putra and Pramudana (2018) show that the brand image variable has a significant positive effect in mediating the partial effect of e-WOM on consumer purchase intentions. These results prove that brand image mediates e-WOM and increases consumer desire to buy. A study conducted by Ardana and Rastini (2018), Wedari and Yasa (2022), Bagus and Santika (2018), Ghesty and Monica (2022), and Eriza (2017) found that brand image mediates the effect of e-WOM on purchase intention.

H7: Brand image significantly mediates the effect of e-WOM on purchase intention

This study uses quantitative data types that are analyzed associatively. This study will analyze and explain the effect of event marketing messages and e-WOM on the purchase intention of OPPO smartphones mediated by brand image. The sampling technique was purposive sampling in the form of distributing questionnaires.

The research was conducted in the Sarbagita area (Denpasar, Badung, Gianyar and Tabanan). Researchers used Sarbagita as a research location because the majority of events undertaken by OPPO were carried out in these 4 regencies; besides that, the mobility of the people in the city was also quite high, and they were enthusiastic in witnessing the event carried out by the company was also very good. The researcher's time commitment for this research was carried out approximately 3 months from the date the research grant was awarded, 2 months for data collection, and 1 month for data processing.

The population of this study is all people who live in Sarbagita (Denpasar, Badung, Gianyar, and Tabanan) who have witnessed an event held by the OPPO company and have never used or owned an OPPO smartphone. Hence, the number of the population used is infinite because of the wide range of research. This study used 17 indicators, so the sample size ranged from 85 to 170. Based on these considerations, this survey's sample size was 160 respondents. In this study, the sample determination method used was non-probabilistic sampling with target sampling. The collection method is distributing online questionnaires using Google Forms in the form of variable statements in the questionnaire using a Likert scale which is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Hypothesis testing is done by comparing the t-table value with the t-statistic and the p-value at the 5% significance level. If the t-statistic is greater than the t-table value, it means that the hypothesis is supported or accepted. Path coefficients and overall effects can be obtained directly from the calculated results. This study uses the SmartPLS 3.0 application. Mediation testing is carried out through Variance Accounted For (VAF). The formula for calculating Variance Accounted For (VAF) is as follows:

$$VAF = \frac{\text{Indirect Effect}}{\text{Total Indirect Effect}}$$

Table 4. Characteristics of Respondents

No	Characteristics of Respondents	Total (people)	Percentage (%)
1	<b>Based on Domicile</b>		
	Denpasar City	40	25
	Badung Regency	40	25
	Gianyar Regency	40	25
	Tabanan Regency	40	25
	<b>Total</b>	160	100
2	<b>Based on Gender</b>		
	Male	83	51,9
	Female	77	48,1
	<b>Total</b>	160	100
3	<b>Based on Age</b>		
	18-29 years old	21	13,1
	29-39 years old	111	69,4
	40-50 years old	20	12,5
	51-61 years old	4	2,5
	>61 years old	4	2,5
<b>Total</b>	160		
4	<b>Based on Latest Education</b>		
	Senior High School	57	35,6
	D III	7	4,4
	D IV/S1	90	56,3
	Postgraduate	6	3,8
	<b>Total</b>	160	100
5	<b>Based on Job</b>		
	Student	36	22,5
	Private employees	73	45,6
	Entrepreneurs	30	18,8
	Government employees	10	6,3
	Others	11	6,9
<b>Total</b>	160	100	

Source: (Primary Data, 2022)

### 3. Results and Discussion

The respondents were 160 consumers who have never owned an OPPO smartphone who live in the Sarbagita area. The respondents used in this study had several different characteristics, as follows.

Based on Table 4., shows that respondents came from 4 regencies/cities, with a distribution of 40 respondents or 25 percent for each regency/city. Based on gender, the male respondents were 51.9 percent, and the female respondents were 48.1 percent. It shows that most respondents who do not have an OPPO smartphone but have attended or witnessed events organized by OPPO are male. Based on age, respondents aged 29 to 39 years dominated by 69.4 percent. This data shows that most research respondents came from the millennial generation. Millennials are the generation between the ages of 20 and 40, born between

1980 and 2000. Millennials are at their most productive age when they can contribute the most to the economy, respond quickly to the latest technological developments, and are generally early adopters who are comfortable using the latest technology. This makes millennials a suitable target for the OPPO smartphone market in Indonesia. Based on their last education, respondents were dominated by the D IV/S1 education level at 56.3 percent.

The purpose of testing the hypothesis is to determine how much influence the independent variables have on the dependent variable. Significance values can be obtained using the bootstrap method developed by Geisser and Stone. The statistical test used to test the hypothesis is the t-test. If the p-value < 1, the alternative hypothesis is accepted. Table 5 shows the direct effect of bootstrapping the PLS analysis.

**Table 5. Direct Effect Test Results**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
Brand Image (Y1) -> Purchase Intention (Y2)	0.246	0.239	0.092	2.662	0.008
Event Marketing Messages (X1) -> Brand Image (Y1)	0.320	0.322	0.080	4.004	0.000
Event Marketing Messages (X1) -> Purchase Intention (Y2)	0.288	0.285	0.110	2.618	0.009
e-WOM (X2) -> Brand Image (Y1)	0.473	0.469	0.074	6.398	0.000
e-WOM (X2) -> Purchase Intention (Y2)	0.243	0.248	0.087	2.782	0.006

Source: (Primary Data Processed, 2022)

**Table 6. Indirect Effect Test Results**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
Event Marketing Messages (X1) -> Brand Image (Y1) -> Purchase Intention (Y2)	0.078	0.078	0.037	2.121	0.034
e-WOM (X2) -> Brand Image (Y1) -> Purchase Intention (Y2)	0.116	0.112	0.047	2.463	0.014

Source: (Primary Data Processed, 2022)

Examining the mediating role of brand image variables on the indirect effect of event marketing messages and e-WOM on purchase intentions will be examined.

The examination of the indirect effect can be seen in the explanation of the results of the analysis in Table 6 below.

### **3.1. The effect of Event Marketing Messages on Purchase Intention**

Based on the hypothesis test, the p-value is  $0.009 < 0.05$ , indicating H1 is accepted and H0 is rejected. This means that event marketing messages positively and significantly affect purchase intentions. The findings of this study corroborate Putra and Priansa's research (2019) which states that event marketing messages have a positive and significant effect on purchase intentions. Likewise, Haerani's research (2021) shows that event marketing messages have a positive and significant effect on purchase intentions. This means that the more companies spread their event marketing message, the more likely consumers will buy their products. This finding is also supported by Ningrum (2016) and Ratnawati (2019).

### **3.2. The Effect of E-WOM on Purchase Intention**

According to the hypothesis test, the p-value is 0.006, which is lower than 0.05, meaning H2 is accepted and H0 is rejected. E-WOM have a positive and significant effect on purchase intentions. The results of this study support Restanti's research (2018). According to Eriza (2017), empirical evidence shows that e-WOM has a very positive impact on consumer purchase intentions, as well as research by Bagus and Santika (2018) and Candra and Suparna (2019).

### **3.3. The Effect of Event Marketing Messages on Brand Image**

Based on the hypothesis test shows that the p-value is 0.000, which is lower than 0.05. It means H3 is accepted, and H0 is rejected. Event marketing messages have a positive and significant effect on brand image. This indicates that event marketing has a significant positive effect on brand image, according to research by Wibowo and Fajling (2018). This statement is also supported by the research of Nellianingsih and Fandy (2020), which shows the same thing about event marketing which has a significant positive impact on brand image. This statement is also supported by Rohim (2020) and Sitorus (2021).

### **3.4. The Effect of E-WOM on Brand Image**

The hypothesis test shows that the p-value is  $0.000 < 0.05$ , which means H4 is accepted, and H0 is rejected. It can be concluded that e-WOM messages positively and significantly affect brand image. The findings of this study corroborate research conducted by Adriati and Indriani (2017) which shows that e-WOM has a significant positive effect on brand image. The findings of this study are in line with Dewi and Sukaatmaja (2022), Putra and Pramudana

(2018), Ghesty and Monica (2022), and Ardana and Rastini (2018), which also show the same thing.

### **3.5. The Effect of Brand Image on Purchase Intention**

The hypothesis test shows that the p-value is  $0.008 < 0.05$ , indicating that H5 is accepted and H0 is rejected. It means that brand image messages have a positive and significant effect on purchase intentions. The results of this study support the findings of Putra and Pramudana (2018). Putra and Pramudana (2018) also found that brand image variables have a large positive impact on consumer purchase intentions. Agatha et al. (2019) also show that brand image has a large positive impact on purchase intention. This finding is also supported by Ardana and Rastini (2018) and Ghesty (2022).

### **3.6. The Effect of Brand Image in Mediating the Effect of Event Marketing Messages on Purchase Intention**

Based on the hypothesis test shows that the p-value is  $0.034 < 0.05$ , which means that H6 is accepted and H0 is rejected. It shows that brand image can mediate the event marketing message variable with purchase intention. Research from Pratama et al. (2017) shows that brand image can mediate the effect of event marketing messages in the form of sponsorship significantly on purchase intention; this study is also supported by research from Larasari et al. (2018), which reveals that brand image can mediate the relationship between event marketing and purchase intention.

### **3.7. The Effect of Brand Image in Mediating the Effect of E-Wom on Purchase Intention**

Based on the hypothesis test, the p-value is  $0.014 < 0.05$ . The results indicate that H7 is accepted and H0 is rejected. It means that brand image is able to mediate the e-WOM variable with purchase intention. The results of this study support the findings of Putra and Pramudana (2018). This study shows that the brand image variable has a positive and significant effect and partially mediates the effect of e-WOM on consumer purchase intentions. These results prove that brand image mediates e-WOM and increases consumer desire to buy. A study by Ardana and Rastini (2018) found that brand image positively communicated the impact of e-WOM on purchase intention. The others study by Bagus and Santika (2018) and Ghesty and Monica (2022) also support the result of this study.

## **4. Conclusion**

This study aims to examine and describe the impact of event marketing and e-WOM messages on purchase intentions conveyed by brand image. Several conclusions have been drawn based on experimental testing and discussion results. Event marketing messages have a positive impact on purchase intentions for OPPO smartphones. In other words, the better the marketing events, the more positive the effect on consumer purchase intentions. E-WOM has a positive impact on the purchase intention of OPPO

smartphones. It means that the more positive e-WOM generated, the greater the effect on increasing consumer willingness to buy. The event marketing messages had a great positive impact on the OPPO smartphone brand image. Marketing events that take place significantly impact the company's brand image. E-WOM has had a great positive impact on the OPPO smartphone brand image. This means that the resulting e-WOM will have a better impact on your company's brand image. Brand image has a positive impact on the purchase intention of OPPO smartphones. In other words, the more positive a company's brand image, the more it influences consumers' desire to buy. Brand image

positively and meaningfully communicates the relationship between event marketing messages and OPPO smartphone purchase intentions. The analysis shows that brand image can positively and meaningfully communicate the relationship between event marketing messages and OPPO smartphone purchase intentions. Brand image positively and meaningfully speaks about the relationship between e-WOM and OPPO smartphone purchase intention. The analysis results show that brand image is positive and can significantly convey the relationship between e-WOM and the purchase intention of the OPPO smartphone in the Sarbagita area.

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