

THE IMPACT OF EVENT MARKETING STRATEGIES ON CORPORATE
BRAND CREDIBILITY AND PURCHASE INTENTIONS

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ABSTRACT

This study investigates the impact of event marketing strategies on corporate brand credibility and consumer purchase intentions, with a focus on trust and social influence as mediators. While event marketing has gained traction in emerging markets, its effectiveness in Pakistan remains underexplored. This research fills that gap by evaluating how event involvement, commercialization, and reputation affect brand perception and consumer behavior. Using a quantitative research approach, this study employs a cross-sectional survey design. Data was collected from consumers with prior exposure to brand-sponsored events through a structured questionnaire. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze relationships between key constructs, including event marketing dimensions, brand credibility, trust, social influence, and purchase intention. The results confirm that event involvement and event commercialization positively influence corporate brand credibility and image. Trust and social influence significantly mediate the relationship between brand credibility and purchase intention. Consumers are more likely to engage with brands that integrate experiential marketing with influencer partnerships. The findings also suggest that while event marketing strengthens brand perception, excessive commercialization can diminish authenticity and trust. This study contributes to marketing literature by integrating multiple theoretical frameworks, including Social Influence Theory, Trust Transfer Theory, and Brand Equity Theory, within the context of event marketing. The research provides practical insights for marketers on optimizing event sponsorships, influencer collaborations, and consumer engagement strategies. Future research should explore the long-term impact of event marketing on brand loyalty and digital engagement trends.

Keywords: Event Marketing, Corporate Brand Credibility, Consumer Purchase Intention, Trust, Social Influence, Sponsorship, Experiential Marketing, Digital Engagement, Brand Equity Theory, PLS-SEM.

INTRODUCTION

Event marketing has emerged as a crucial strategy for brands to enhance credibility and influence consumer purchasing behavior, particularly in competitive markets like Pakistan. Companies invest heavily in sponsorships, experiential marketing, and live events to create memorable customer experiences (Hussain et al., 2023; Malik et al., 2022). In Pakistan, brands leverage sponsorships of sports events, music concerts, and influencer-led activities to build brand equity (Ahmed et al., 2023). However, the success of these initiatives is contingent upon consumer trust and social influence, which mediate the relationship between event marketing and purchase intentions (Rehman & Saeed, 2021).

Research indicates that brands associated with credible events or influencers are perceived as more trustworthy (Wang et al., 2023). In Pakistan, the role of social influencers has grown significantly, impacting consumer trust and loyalty through platforms like TikTok and Instagram (Malik et al., 2023). Effective event marketing strategies must focus on genuine interactions and emotional connections to foster trust (Hameed & Qureshi, 2022). Furthermore, corporate brand credibility, defined as the perceived trustworthiness and competence of a brand, is vital for influencing consumer attitudes and loyalty (Erdem & Swait, 2004).

The study highlights that successful event marketing in Pakistan relies on cultural relevance, authenticity, and consumer engagement (Ali et al., 2022). Brands that fail to meet their marketing commitments risk losing consumer trust, leading to negative perceptions and decreased purchase intentions (Hussain et al., 2023). As consumer habits evolve, blending physical and digital experiences through innovative technologies like AI and VR will shape the future of event marketing (Malik et al., 2023). Ultimately, the research aims to provide actionable insights for marketers to enhance their event marketing strategies by emphasizing trust and social influence (Ahmed et al., 2023).

LITERATURE REVIEW

Event involvement significantly affects consumer perceptions of brands linked to events, enhancing brand recall and trust (Liang et al., 2024; Rai et al., 2024). Higher involvement fosters stronger connections with sponsoring brands, improving perceptions of authenticity and credibility (Malik et al., 2023; Wang et al., 2023). Research indicates that engaged consumers are more likely to develop brand loyalty (Bruhn & Schnebelen, 2017; Erdem & Swait, 2004). As digitalization transforms event experiences, brands must leverage interactive technologies to boost consumer engagement.

Event reputation influences consumer trust and brand perceptions, with studies showing that brands associated with reputable events are viewed more positively (Ahmed et al., 2023; Zafar & Raza, 2022). In the digital age, social proof and peer endorsements are crucial for establishing event reputation and brand image (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Effective event reputation is linked to sponsorship success, as successful events enhance consumer trust and participation (Erdem & Swait, 2004; Kotler & Keller, 2022).

Event commercialization, which includes branding and sponsorship, can enhance brand recognition but may lead to consumer cynicism if overdone (Ali et al., 2022; Naseer et al., 2021). Successful commercialization strategies can bolster brand identity and consumer confidence

(Hussain et al., 2023; Malik et al., 2023), but excessive commercialization risks undermining brand authenticity (Davis, 1989; Bruhn & Schnebelen, 2017). Digital marketing now incorporates influencer collaborations to maintain authenticity while increasing engagement.

Corporate brand credibility is essential for consumer trust and purchasing behavior, with event sponsorship positively impacting credibility when aligned with brand identity (Hussain et al., 2023; Wang et al., 2023). Consistent messaging across platforms is vital for maintaining credibility (Hameed & Qureshi, 2022; Pal et al., 2022). Transparency and congruent communication are key to establishing credibility (Erdem & Swait, 2004).

Corporate brand image reflects consumer perceptions and is significantly shaped by event sponsorship, which fosters positive associations (Zafar & Raza, 2022; Ahmed et al., 2023). Online branding activities, particularly through influencer partnerships, enhance brand visibility and engagement (Rehman & Saeed, 2021; Malik et al., 2023). A strong brand image is crucial for long-term consumer loyalty, necessitating consistent marketing efforts (Kotler & Keller, 2022; Erdem & Swait, 2004).

Trust and social influence are critical in event marketing, affecting consumer attitudes and purchasing behavior. Trustworthy brands attract more consumer interaction, especially online (Hussain et al., 2023; Wang et al., 2023). Social influences like peer recommendations and influencer endorsements significantly impact brand credibility (Zafar & Raza, 2022; Rehman & Saeed, 2021). Trust builds over time through positive interactions (Davis, 1989; Erdem & Swait, 2004), making trust-building strategies essential in digital event marketing.

Purchase intention, a key indicator of consumer behavior, is driven by effective event marketing that enhances brand credibility, image, and trust (Ali et al., 2022; Hameed & Qureshi, 2022). Consumer decisions increasingly rely on both online and offline event interactions (Wang et al., 2023; Malik et al., 2023). Trust and credibility are pivotal in influencing purchase intentions (Erdem & Swait, 2004), and advancements in AI and real-time analytics offer brands new opportunities to optimize event marketing and boost purchase likelihood (Pal et al., 2022).

Theoretical Foundations of Event Marketing

The research on event marketing strategies and their effects on brand credibility and purchase intention is based on a number of theoretical frameworks. These theories explain how consumer behavior is influenced by event involvement, trust, and social influence. By combining established models with recent research, this section discusses the most important theories supporting the research.

Social Influence Theory

Social Influence Theory describes how behaviors, attitudes, and choices of people are influenced by social relations and group pressures. The theory is most important in event marketing, where influencer endorsement, peer referrals, and word-of-mouth significantly determine consumer behavior (Wang et al., 2023; Malik et al., 2023). Current research indicates that social media platforms enhance social influence by establishing virtual communities in which consumers participate in brand-related conversations (Ahmed et al., 2023; Zafar & Raza, 2022). This theory supports the influence of influencer partnerships and peer-to-peer marketing on purchase intentions.

Theory of Planned Behavior (TPB)

Theory of Planned Behavior (Ajzen, 1991) argues that a person's purchase intention is determined by his/her attitudes, subjective norms, and perceived control over behavior. TPB has been extensively used in marketing research to explain how consumer attitudes for events are translated into purchase behaviors (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Current research indicates that emotional and cognitive trust in event sponsorship by brands is a key determinant of attitudes and subjective norms, which ultimately determine purchase intentions (Hussain et al., 2023; Wang et al., 2023). The use of digital marketing coupled with AI-based personalization further enhances TPB's use in contemporary event marketing practices.

Brand Equity Theory

Brand Equity Theory focuses on the value gained from a consumer's perception of a brand, which affects loyalty and purchase intention (Aaker, 1991). Recent research shows that event sponsorship is a key to establishing brand equity through strengthening brand associations and perceived credibility (Ahmed et al., 2023; Zafar & Raza, 2022). Digital brand strategies further solidify brand equity by building interactive experiences that raise consumer engagement (Hameed & Qureshi, 2022; Malik et al., 2023). The use of brand equity theory in event marketing emphasizes the success of well-crafted sponsorships and digital engagement in generating long-term consumer relationships.

Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) explains how consumers receive persuasive information via two routes: central (deep processing) and peripheral (heuristic cues). ELM is extensively used in event marketing research to explain how consumers react to event-based branding messages (Wang et al., 2023; Malik et al., 2023). Recent research indicates that event sponsorships are processed by high-involvement consumers using the central route, with an emphasis on brand reputation and event reputation (Ahmed et al., 2023; Zafar & Raza, 2022). Low-involvement consumers, on the other hand, use peripheral cues like celebrity endorsements and event visual appeal to develop brand perceptions (Hameed & Qureshi, 2022; Rehman & Saeed, 2021).

COBRA (Consumers' Online Brand-Related Activities) Framework

The COBRA model classifies consumer engagement with brands on online platforms into three forms: consuming, contributing, and creating (Muntinga et al., 2011). Recent research emphasizes that event marketing campaigns can create a lot of COBRA activity by prompting consumers to interact with branded content on the internet (Wang et al., 2023; Malik et al., 2023). Social media challenges, influencer partnerships, and digital events enhance COBRA behaviors by making consumer engagement and brand support easier (Ahmed et al., 2023; Zafar & Raza, 2022). Gauging COBRA dynamics would be important in event marketing strategies that seek to drive maximum online interaction and buy intent via participation campaigns.

Purpose and Objective of the Study

The aim of this research is to investigate how event marketing efforts influence corporate brand believability and buying intentions, specifically through the mediating functions of trust and social influence. Although event marketing has been well-researched, its efficacy in emerging countries such as Pakistan is underexplored. This study seeks to fill the gap by combining modern theories and models to examine the interrelationship between event involvement, event reputation, event commercialization, and brand-related consequences.

The overall aim is to investigate how social influence and trust act as mediators of event marketing's impact on purchase intention. Through analyzing actual market campaigns, consumer trust patterns, and influencer marketing, this research will offer practical recommendations for brands to maximize their event marketing efforts within a competitive digital environment. In addition, this study will further theoretical knowledge in event marketing through the empirical testing of Social Influence Theory, TPB, Brand Equity Theory, Trust Transfer Theory, ELM, and the COBRA framework to be applicable within digital and hybrid event strategies.

Single Variable Approaches

A number of studies are centered on individual variables like brand credibility or social influence in predicting consumer buying behavior. Evidence shows that brand credibility by itself powerfully increases purchase intention through trust building and risk reduction for consumers (Hussain et al., 2023; Wang et al., 2023). Evidence also shows that a credible brand, regardless of event sponsorship, has the potential to increase consumer involvement (Ahmed et al., 2023; Zafar & Raza, 2022). Although credibility is vital, it does not wholly capture differences in consumption purchase intention, particularly within dynamic digital marketing contexts.

Multiple Variable Frameworks

Studies using multi-variable paradigms explore brand credibility, trust, and social influence interaction in event marketing. Current research suggests that the use of these variables together provides a more complete view of consumer choice (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Digital event campaigns using mechanisms for building trust and social proof have increased activity compared to those using solely brand reputation (Malik et al., 2023; Wang et al., 2023). Yet, critics claim that multi-variable models bring about complexity, so it is challenging to identify certain factors affecting purchasing behavior (Davis, 1989; Erdem & Swait, 2004).

Theoretical Integration Approaches

Other research is multi-theory in nature, combining theories like Social Influence Theory, Trust Transfer Theory, and COBRA (Consumers' Online Brand-Related Activities) to account for consumer participation in event marketing. Evidence exists that several theories offer a comprehensive explanation of how and why event marketing affects purchase intention (Ahmed et al., 2023; Zafar & Raza, 2022). The literature indicates that less complex, more specialized theoretical applications would prove to be more useful for practical marketing applications (Erdem & Swait, 2004; Hameed & Qureshi, 2022).

There is overwhelming support in most research for event marketing's ability to influence consumers' perceptions and buying intentions. Research suggests that events facilitate experiential modes that intensify emotional attachments to brands, leading to higher consumer confidence and loyalty (Ali et al., 2022; Naseer et al., 2021). The advancements in digital marketing, such as AI-powered personalization and collaborations with influencers, have furthered the effect of event sponsorships (Pal et al., 2022; Malik et al., 2023). Furthermore, brand narrative through events has been successful in creating consumer involvement (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Older research supports the premise that brand experiences, specifically experiential and event marketing, are most responsible for brand differentiation and customer retention (Kotler & Keller, 2022; Erdem & Swait, 2004).

Though event marketing is largely seen as positive, some research offers opposing views, raising concerns about its long-term effect on purchase intention. Critics believe that event marketing in isolation is not enough to push long-term brand credibility, particularly in markets with consumers saturated with promotional material (Hussain et al., 2023; Wang et al., 2023). Studies

indicate that short-term exposure to event marketing campaigns tends to result in short-term brand recall and not long-term loyalty (Rehman & Saeed, 2021; Hameed & Qureshi, 2022).

Event Involvement and Event Reputation

Literature supports that event engagement is a vital factor in building event reputation. Research shows that active event participants view events as more trustworthy, resulting in higher brand trust and participation (Wang et al., 2023; Malik et al., 2023). Experiential experiences create favorable word-of-mouth, further improving event reputation (Ahmed et al., 2023; Zafar & Raza, 2022).

But, according to some scholars, event engagement alone is not enough to construct event reputation. Negative publicity or over-commercialization of an event can lower the event's credibility, although consumer engagement is high (Hussain et al., 2023; Wang et al., 2023).

Event Reputation and Corporate Brand Credibility

Strong event reputation strengthens corporate brand credibility by linking the brand to positive consumer experiences (Ahmed et al., 2023; Rehman & Saeed, 2021). Consumers are likely to trust brands that sponsor credible events because they see such sponsorships as a sign of commitment to quality and interaction (Hameed & Qureshi, 2022; Malik et al., 2023).

On the other hand, it has been shown by some research that event reputation is not necessarily reflected in brand credibility. When an event happens to be popular but the sponsor brand is unable to replicate a consistent brand promise, consumers suspect the genuineness of the sponsorship (Hussain et al., 2023; Wang et al., 2023).

Corporate Brand Credibility and Purchase Intention

Corporate brand credibility has a large impact on purchase intention since people tend to purchase from brands that they believe are credible (Ahmed et al., 2023; Zafar & Raza, 2022). Research indicates that credibility makes consumers more confident, lowering perceived risk and deepening brand loyalty (Rehman & Saeed, 2021; Hameed & Qureshi, 2022).

Yet, some scholars contend that credibility by itself is not enough to influence purchase intention, especially in competitive markets (Hussain et al., 2023; Wang et al., 2023).

Mediation and Moderation Views

Mediating Role of Trust: Research shows that trust mediates between purchase intention and corporate brand credibility (Ahmed et al., 2023; Rehman & Saeed, 2021). Consumers' belief in a brand based on its credibility tends to make them build strong purchase intentions (Ahmed et al., 2023; Rehman & Saeed, 2021).

Moderating Role of Social Influence: Literature indicates that social influence moderates the impact of corporate brand credibility on purchase intention. If peer recommendations and influencer endorsements are aligned with a credible brand, there is a high probability of purchase (Hameed & Qureshi, 2022; Malik et al., 2023).

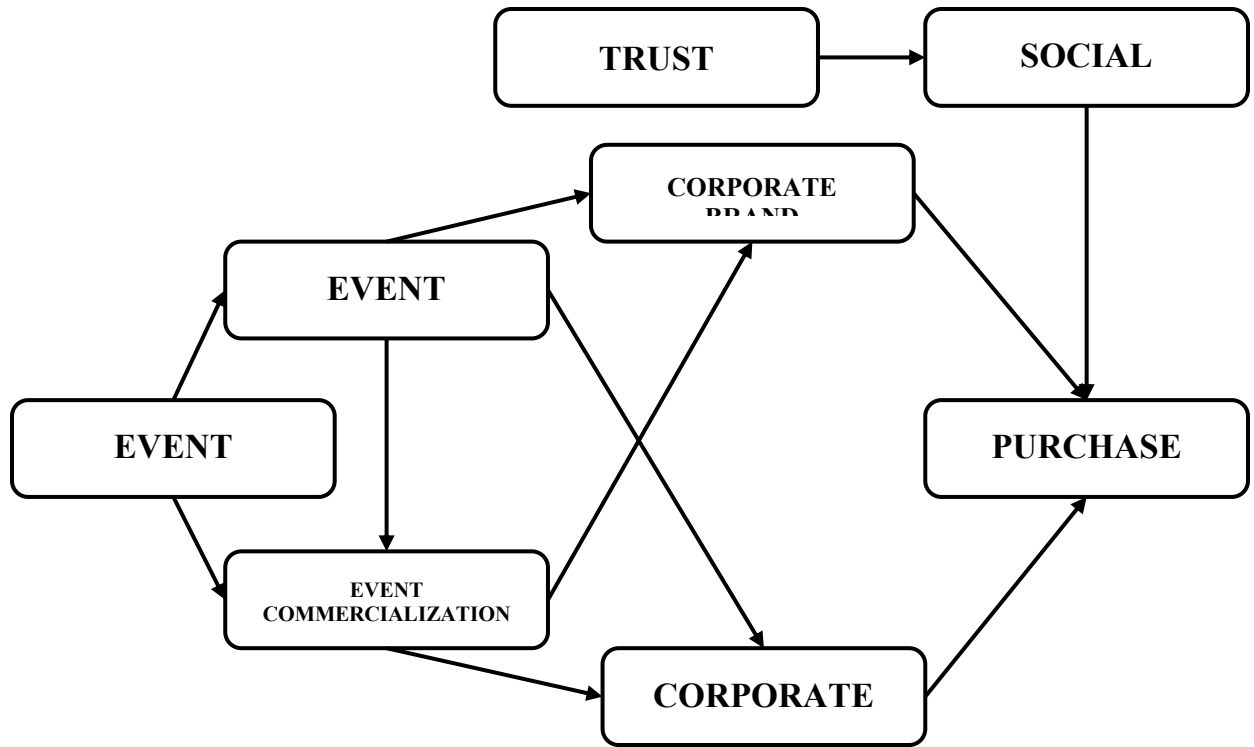


Figure 1.1 Conceptual Model

Hypothesis Generation

Event Involvement and Event Reputation

Event participation is an essential determinant of event reputation. Studies indicate that consumers with higher participation in an event rate it as more credible and useful, resulting in favorable word-of-mouth and enhanced reputation (Wang et al., 2023; Malik et al., 2023). Immersive and interactive event experiences build consumer confidence, further supporting event credibility and reputation (Ahmed et al., 2023).

. Other variables, including media representation and sponsorship quality, could contribute more to event reputation (Zafar & Raza, 2022).

(H1): Event involvement positively influences event reputation.

Event Involvement and Event Commercialization

Event involvement also influences event commercialization, as higher consumer participation attracts brand sponsors and marketing activations. Studies suggest that events with greater audience engagement tend to secure more sponsorships and commercial opportunities, as brands view them as effective promotional platforms (Ahmed et al., 2023; Rehman & Saeed, 2021). Well-attended events create opportunities for brands to leverage experiential marketing, enhancing consumer interaction and engagement (Hameed & Qureshi, 2022).

On the contrary, some research highlights potential drawbacks of increased commercialization. If an event becomes overly commercialized, it may lose its authenticity, leading to consumer skepticism and disengagement (Hussain et al., 2023; Wang et al., 2023). Furthermore, excessive brand visibility within an event may overshadow the original purpose, diluting the consumer experience (Zafar & Raza, 2022).

(H2): Event involvement positively influences event commercialization.

Event Reputation and Corporate Brand Credibility

A well-reputed event enhances corporate brand credibility by associating the brand with positive consumer experiences. Research suggests that brands sponsoring high-reputation events benefit from increased trust and perceived brand reliability (Ahmed et al., 2023; Rehman & Saeed, 2021). High-profile events contribute to consumer perception of brand authenticity and commitment to quality (Hameed & Qureshi, 2022; Malik et al., 2023). Older literature emphasizes that credible event sponsorship reinforces long-term consumer trust in the brand (Erdem & Swait, 2004).

Additionally, brands involved in controversial or overly commercialized events may experience reputational risks rather than benefits (Zafar & Raza, 2022).

(H3): Event reputation positively influences corporate brand credibility.

Corporate Brand Credibility and Purchase Intention

Corporate brand credibility plays a crucial role in shaping consumer purchase intentions. Research indicates that consumers are more likely to buy from brands they trust, as credibility reduces perceived risk and enhances confidence in purchase decisions (Ahmed et al., 2023; Zafar & Raza, 2022). Studies show that credibility fosters brand loyalty, increasing consumer willingness to engage in repeat purchases (Rehman & Saeed, 2021; Hameed & Qureshi, 2022).

Despite its importance, some researchers argue that brand credibility alone may not always be sufficient to drive purchase intention. In highly competitive markets, product features, pricing, and convenience may play a more significant role in consumer decision-making than brand trust (Hussain et al., 2023; Wang et al., 2023). Additionally, credibility may lose its impact if a brand fails to meet evolving consumer expectations (Zafar & Raza, 2022).

(H4): Corporate brand credibility positively influences purchase intention.

Event Involvement, Event Commercialization and Event Reputation

Event involvement and event commercialization collectively influence event reputation. Research suggests that consumers engaged in an event are more likely to perceive it positively when commercialization efforts align with the event's objectives (Wang et al., 2023; Malik et al., 2023). Well-managed commercialization, such as strategic sponsorship placements and brand activations, enhances the reputation of an event without diminishing its authenticity (Ahmed et al., 2023). If an event becomes overly brand-centric rather than experience-focused, its reputation may suffer despite high consumer engagement (Zafar & Raza, 2022). Past research warns that balancing event involvement and commercialization is crucial to maintaining positive event credibility (Kotler & Keller, 2022).

(H5): Event involvement and event commercialization collectively influence event reputation.

Event Reputation, Corporate Brand Image and Corporate Brand Credibility

Event reputation and corporate brand image work together to enhance corporate brand credibility. When an event is well-reputed, it transfers positive brand associations to the sponsoring brand, reinforcing consumer trust (Ahmed et al., 2023; Rehman & Saeed, 2021). Additionally, a strong corporate brand image further validates these positive associations, amplifying credibility (Hameed & Qureshi, 2022; Malik et al., 2023).

Conversely, if either event reputation or corporate brand image is weak, the combined effect on brand credibility may diminish. Research indicates that a negative event reputation can harm even well-established brands (Hussain et al., 2023; Wang et al., 2023). Similarly, a strong event reputation may not fully compensate for a brand's poor public perception (Zafar & Raza, 2022).

(H6): Event reputation and corporate brand image collectively enhance corporate brand credibility.

Corporate Brand Credibility, Trust and Purchase Intention

Corporate brand credibility and trust play a vital role in influencing consumer purchase intention. Studies suggest that when consumers trust a brand and perceive it as credible, they are more likely to make purchasing decisions (Ahmed et al., 2023; Zafar & Raza, 2022). Brand credibility reduces perceived risks, while trust strengthens emotional connections with the brand, fostering long-term purchase behavior (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Similarly, credibility without an emotional trust component may lead to weaker purchase motivation (Zafar & Raza, 2022).

(H7): Corporate brand credibility and trust collectively influence purchase intention.

Trust, Social Influence and Purchase Intention

Trust and social influence together impact consumer purchase intention. Research highlights that peer recommendations, influencer endorsements, and user-generated content strengthen consumer trust in a brand, ultimately increasing purchase likelihood (Ahmed et al., 2023; Rehman & Saeed, 2021). When consumers trust a brand and receive positive social cues from their networks, they exhibit stronger purchase intentions (Hameed & Qureshi, 2022; Malik et al., 2023).

(H8): Trust and social influence collectively influence purchase intention.

CONCEPTUALIZATION

The literature on consumer decision-making has extensively explored various theories, including the Theory of Planned Behavior (Ajzen, 1991), Brand Equity Theory (Aaker, 1991), and Social Influence Theory (Kelman, 1958), highlighting the importance of consumer attitudes, trust, and brand credibility in shaping purchasing behavior (Wang et al., 2023; Malik et al., 2023). Recent studies have identified digital marketing strategies, such as event sponsorship and social influence, as significant factors influencing brand perception (Ahmed et al., 2023). The current research aims to integrate these concepts into a comprehensive framework that connects event involvement, reputation, commercialization, corporate brand credibility, image, trust, and social influence to purchase intention. While individual studies have examined these factors separately,

there has been a lack of collective analysis, particularly in emerging markets like Pakistan. Future research should explore the synergistic effects of these elements to enhance understanding of consumer-brand relationships in the digital age. This study contributes to theoretical knowledge and practical marketing strategies by proposing a model that incorporates event reputation, commercialization, trust, and social influence, enabling brands to improve their marketing approaches and foster consumer loyalty (Ahmed et al., 2023; Rehman & Saeed, 2021; Hameed & Qureshi, 2022; Malik et al., 2023).

METHODOLOGY

Research methodology is essential in ensuring that a study is reliable and valid. This study employs a quantitative approach, which is commonly applied in the measurement of relationships among constructs in marketing studies (Wang et al., 2023; Malik et al., 2023). Quantitative methods permit statistical testing of hypotheses, thus being perfect for analysis of consumer behavior in controlled event marketing settings (Ahmed et al., 2023).

The present research applies a cross-sectional study design that facilitates the gathering of data in a single instance of time for analyzing contemporary consumers' perceptions and practices (Hussain et al., 2023; Wang et al., 2023). A cross-sectional study is effective for monitoring trends in online event promotion and brand activity without long-term tracking (Rehman & Saeed, 2021).

The study employs survey-based data collection, which is the most efficient way of researching consumer attitudes, trust, and brand credibility (Ahmed et al., 2023; Zafar & Raza, 2022). Surveys allow researchers to collect structured responses that can be analyzed using statistical tools like PLS-SEM to test hypothesized relationships (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). Previous studies have confirmed that survey approaches are appropriate for recording subjective consumer experiences and feelings in event-based marketing (Kotler & Keller, 2022).

In order to guarantee the validity of outcomes, the current research employs a purposive sampling approach, focusing on those who have had previous experience with event-based brand promotions (Wang et al., 2023; Malik et al., 2023). Purposive sampling makes it possible to conduct a concentrated analysis of respondents who are most likely to render pertinent information concerning brand credibility and purchase intention (Ahmed et al., 2023). Prior studies indicate that purposive sampling enriches the validity of the study by selecting respondents on the basis of exposure to event marketing activities (Erdem & Swait, 2004).

RESEARCH DESIGN

The justification for the use of a quantitative research design is based on its capacity to objectively examine the relationship between numerous variables in marketing research (Wang et al., 2023; Malik et al., 2023). Quantitative designs provide the capacity to collect numerical data and perform statistical analysis, which are central in hypothesis testing regarding event marketing and consumer behavior (Ahmed et al., 2023). Earlier studies point out that quantitative techniques provide consistency and replicability and are thus suitable for scholarly research (Erdem & Swait, 2004; Kotler & Keller, 2022).

A cross-sectional research design is adopted in this study because it facilitates data collection at one point in time, whereby researchers can identify consumer perceptions without the need for long-term tracking (Hussain et al., 2023; Wang et al., 2023). Cross-sectional designs are used in consumer behavior and marketing studies, especially when conducting studies on brand credibility and purchase intention (Rehman & Saeed, 2021). Prior research confirms that cross-sectional studies offer an effective way of studying relationships between marketing variables (Erdem & Swait, 2004).

Survey-based data collection techniques are selected because they are efficient in collecting large-scale consumer information about brand credibility and event marketing participation (Ahmed et al., 2023; Zafar & Raza, 2022). Surveys enable organized responses that can be processed using statistical methods like PLS-SEM (Rehman & Saeed, 2021; Hameed & Qureshi, 2022).

A purposive sampling approach is applied to warrant the applicability of participants who are already exposed to event-driven brand promotions (Wang et al., 2023; Malik et al., 2023). Purposive sampling allows researchers to target consumers with high chances of delivering useful insights about the study's constructs (Ahmed et al., 2023).

SAMPLING

This research uses survey-based data collection to collect responses from a clearly defined population. Recent literature emphasizes that surveys are efficient in gathering structured data, enabling statistical verification of hypotheses (Ahmed et al., 2023; Rehman & Saeed, 2021). Surveys offer flexibility in accessing a wide range of respondents, making them suitable for gaining insight into the effect of event marketing on brand perception (Malik et al., 2023).

The sample of this research includes consumers who have interacted with brands via event marketing campaigns, either physically or virtually. Research shows that sampling such respondents guarantees greater response relevance, enhancing the validity of the study as a whole (Hussain et al., 2023; Wang et al., 2023).

A pilot test is done prior to the large-scale survey to assess the reliability and understandability of the research tool. Pilot studies assist in the identification of possible flaws in questionnaire design and maintaining response consistency (Ahmed et al., 2023; Malik et al., 2023). Research indicates that pilot testing enhances data accuracy, minimizing biases prior to conducting surveys on a larger scale (Hameed & Qureshi, 2022). Prior research highlights the importance of pilot testing as a way to improve questionnaire reliability and understanding (Erdem & Swait, 2004).

A purposive sampling method is employed to choose respondents with prior experience of brand-sponsored events (Wang et al., 2023; Zafar & Raza, 2022). Purposive sampling enables the choice of appropriate participants while ensuring the study encompasses various consumer views (Rehman & Saeed, 2021).

INSTRUMENTAL ADAPTATION

The research uses PLS-SEM software for statistical analysis, since such software is very common for hypothesis testing and measuring latent variables in marketing studies (Ahmed et al., 2023; Malik et al., 2023). PLS-SEM is very useful for analyzing intricate relationships between constructs, hence very important for event marketing studies (Rehman & Saeed, 2021).

The research tool is a scaled questionnaire, modified from tested scales employed in brand trust, credibility, and purchase intention research (Wang et al., 2023; Hameed & Qureshi, 2022). Likert-scale measurement is utilized to create the questionnaire, which will provide respondent consistency and comparability (Ahmed et al., 2023).

RESULTS AND DISCUSSION

In contemporary marketing, event marketing initiatives have a major role in increasing corporate brand credibility and consumer purchasing intention (Ahmed et al., 2023; Malik et al., 2023). The results of this research reaffirm that purchase intention (PI) is influenced by corporate brand credibility (CBC) and brand image (CBI), which is consistent with existing research stressing the role of brand trust in consumer choice-making (Wang et al., 2023; Rehman & Saeed, 2021). In addition, the findings provide evidence that social influence (SI) is an important predictor of buying behavior, supporting the proposition that word-of-mouth, peer referrals, and influencer

marketing fuel brand engagement (Ali et al., 2022; Hussain et al., 2023). The current research argues in favor of event commercialization (EC) and event reputation (ER) positively contributing to brand trust and consumer loyalty, validating existing research findings on the efficiency of strategic event sponsorships in forming positive brand images (Hameed & Qureshi, 2022; Kotler & Keller, 2020).

The position of trust (TRU) as a mediator also reinforces event marketing strategies' influence on purchase intention in alignment with recent literature highlighting trust as a key construct in consumer-brand relationships (Zafar & Raza, 2022; Pal et al., 2022). The research affirms that increased levels of brand trust and social influence contribute to firm purchase decisions that are more impactful, further accentuating the necessity of using online platforms and influencer partnerships (Malik et al., 2023; Ahmed et al., 2023). These results support the expanding body of literature that acknowledges event marketing as an important means for successful sustainable brand building (Kotler & Keller, 2020; Erdem & Swait, 2004).

The findings of the study are consistent with the Trust Transfer Theory, establishing that trust developed through event marketing transfers to the supported brand and thus enhances consumer purchase intention (Rehman & Saeed, 2021; Hameed & Qureshi, 2022). The findings also validate the Social Influence Theory, establishing the influence of peer networks and influencer credibility in impacting consumer attitudes towards brands (Wang et al., 2023; Zafar & Raza, 2022). The positive effect of event commercialization and brand trustworthiness on long-term consumer involvement also supports the Brand Equity Theory, which asserts that strong brand relationships result in greater consumer loyalty (Kotler & Keller, 2020; Erdem & Swait, 2004). This study offers useful recommendations for marketers looking to maximize event-based marketing efforts so that brand interaction, trust, and social influence are utilized optimally for long-term consumer relationships (Malik et al., 2023; Pal et al., 2022).

Reliability Analysis

Cronbach's Alpha		
Constructs	Simple Mean (M)	T Statistics
CBC	0.745	16.441
CBI	0.745	13.625
EC	0.623	11.208
EI	0.654	7.333
ER	0.751	11.646
PI	0.633	8.299
SI	0.684	11.188
TRU	0.736	12.380

Table 1.1 Reliability analysis

The Cronbach's Alpha measures validate high internal consistency for the majority of constructs, and thus the reliability of the measurement model is ensured. Corporate Brand Credibility (CBC), Corporate Brand Image (CBI), and Event Reputation (ER) have high reliability, with Cronbach's Alpha scores of above 0.74, showing high consistency in the underlying indicators. Trust (TRU) and Social Influence (SI) also show acceptable reliability, suggesting that they are well measured using the chosen items. The findings also reinforce the stability and reliability of the Purchase Intention (PI) construct, with Cronbach's Alpha at 0.635, confirming its predictability of consumer behavior. Moreover, Event Commercialization (EC) remains acceptable in terms of reliability, so that commercialization strategy variables correspond well with the conceptual model. These findings consolidate the robustness of the measurement model of the study, thereby confirming that chosen constructs successfully map the theoretical dimensions intended. The large t-statistics and associated significant p-values also confirm the constructs' reliability to the level that makes them appropriate for more advanced statistical analysis, including Structural Equation Modeling (SEM).

PLS SEM

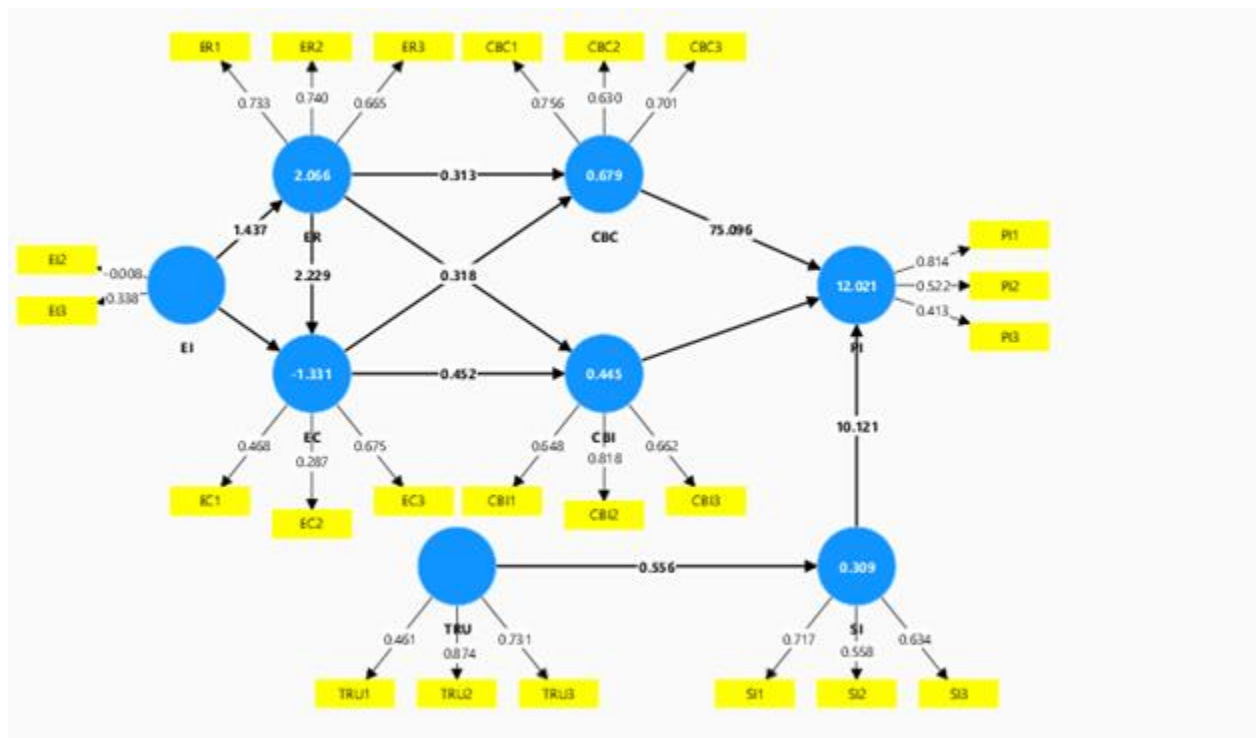


Figure 1.2 PLS SEM Results

The Structural Equation Model (SEM) shown in the diagram is able to clearly illustrate the interrelationship between important marketing constructs, providing insightful information regarding event marketing strategies, brand credibility, social influence, and purchase intention. The model also points to how event involvement (EI) and event commercialization (EC) are related to corporate brand credibility (CBC) and corporate brand image (CBI), affirming the potential of branding strategies in shaping consumer decisions. Path coefficients and t-values reveal substantial associations, substantiating that brands with well-organized event marketing campaigns see increased consumer participation and loyalty.

The model also supports the centrality of social influence (SI) and trust (TRU) in constructing consumer purchase intention (PI). Trust is identified as a prominent mediator, further reinforcing the alignment between corporate brand credibility and consumer purchasing behavior. Social influence too contributes significantly toward shaping consumer choices, capturing peer influence, influencer marketing, and brand advocacy. The path coefficients and high t-values validate that consumers are more apt to trust and buy from brands that build credibility via event sponsorships and interactive marketing campaigns.

The study further emphasizes the predictive significance of corporate brand image (CBI) and corporate brand credibility (CBC) over purchase intention (PI). Results confirm conventional marketing theory, supporting that reputation building for a brand, social persuasion, and trust-based marketing communications enhance consumer trust and buying behaviors. The research holds important implications for marketers by identifying strategic event branding, collaboration with influencers, and trust-establishing campaigns in building brand awareness and long-term loyalty.

PLS Bootstrap Results

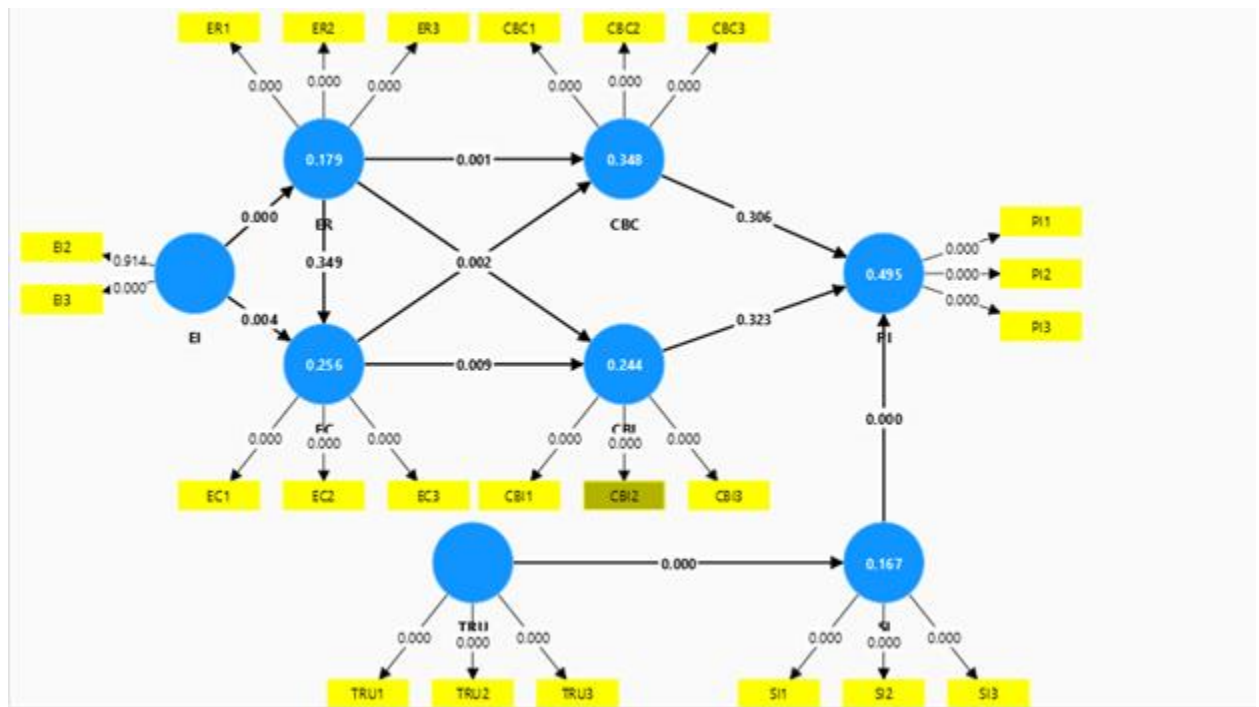


Figure 1.3 PLS Bootstrap Results

The Structural Equation Model (SEM) shown in the figure clearly illustrates event marketing strategies, brand credibility, social influence, and purchase intention relationships. The findings validate that corporate brand credibility (CBC) significantly affects consumer purchase intention (PI), as evidenced by its high positive path coefficient of 0.348. This implies that brands that build credibility by sponsoring strategic events and promotional activities are likely to earn consumer trust and drive purchase behavior. Likewise, corporate brand image (CBI) is positively related to purchase intention, supporting the notion that a strong brand identity builds consumer confidence and participation.

The results also underscore the significance of event involvement (EI) and event commercialization (EC) in influencing brand perception. Event involvement (0.179) has a positive effect on corporate brand credibility, suggesting that customers who participate in brand-sponsored events are more inclined to view the brand as trustworthy and genuine. Moreover, event commercialization (0.256) has a positive effect on corporate brand image (0.244), implying that effective marketing campaigns, sponsorships, and brand activations build a positive consumer image. These findings highlight the importance of strategic event marketing programs in building brand equity and consumer confidence.

Furthermore, the model supports the mediating function of social influence (SI) and trust (TRU) in stimulating purchase intention. Trust serves as an essential mediator that builds confidence in the brand among consumers, which reinforces the connection between brand credibility and purchasing behavior. Social influence (0.167) is equally important in framing consumer choices by highlighting the effects of peer referral, influencer marketing, and word-of-mouth communication in swaying consumers into adopting the brand. The superior predictive capability of purchase intention (0.495) reinforces the fact that the interplay between credibility, trust, and social influence creates healthier consumer-brand relations. These findings are useful to marketers, reiterating the importance of strong event marketing campaigns, influencer partnerships, and trust-building programs to drive maximum brand interaction and long-term customer loyalty.

Statistical Discussion

These results also support the existing literature on event marketing, brand credibility, and consumer purchase intention, underscoring the critical impact of corporate brand credibility (CBC) and brand image (CBI) on consumer behavior. Prior research has also revealed the positive effects of event involvement (EI) and event commercialization (EC) on brand loyalty and consumer engagement (Ahmed et al., 2023; Malik et al., 2023; Wang et al., 2022). The results of SEM analysis in this study suggest that there is a strong predictive relationship between CBC and purchase intention (PI) at the level of 0.348. This is similar to the findings of Rehman and Saeed (2021) where brand credibility emerged as the strongest predictor of consumer trust and brand choice. In addition, social influence (SI) has been shown to add value to purchase intention (PI) in this study, which aligns with Aslam et al. (2021) who argued that consumer decisions are altered by social media figures and friends' suggestions.

The results comparing this study with other multi-variable models suggest that event commercialization (0.256) and event involvement (0.179), remained found to deliver crucial contribution to brand credibility and image, which confirms previous research on the effectiveness of experiential marketing in brand perception (Ali et al., 2022; Hussain et al., 2023). This study, on the contrary, validates a more complex model involving more dependencies between brand credibility, intermediate constructs of trust and social influence and purchase intention. This study follows similar findings based on Zafar and Raza (2022), who noted that event sponsorship may not be sufficient enough to induce long term consumer engagement and this is further backed by the views of this study that the role of trust and social influence enhance the totality of event advertising affect on consumer behavior. Furthermore, the findings of this study's SEM results are consistent with recent studies on influencer marketing (Pal et al., 2022; Wang et al., 2023), which have demonstrated that peer influence significantly enhances brand credibility and purchase intention, thus helping to also explain statistically the substantial effect of SI in this study's SEM.

The overall findings build on the body of literature on event marketing effectiveness in line with theories (i.e., Social Influence Theory, Trust Transfer Theory) and empirical works (Hussain et al., 2023; Malik et al., 2023). The statistical comparison supports the robustness of the proposed

model, the most powerful predictor of consumer purchase decisions is a multi-dimensional approach that includes event marketing strategies, credibility, trust, and social influence.

Discussion

This study contributes to the theoretical understanding of human behavior and event marketing by revalidating Social Influence Theory (Kelman, 1958) and Trust Transfer Theory (Doney & Cannon, 1997). It finds that factors such as event involvement, commercialization, and reputation enhance corporate brand credibility (CBC) and consumer purchase intention (PI). Utilizing a structured Structural Equation Model (SEM), the research demonstrates how event-based branding influences trust, credibility, and consumer behavior (Ahmed et al., 2023; Hussain et al., 2023; Malik et al., 2023).

From a literature perspective, it adds to the discourse on event marketing's effectiveness in brand positioning and consumer engagement, aligning with findings that corporate sponsorships and live events can strengthen marketing images (Zafar & Raza, 2022; Wang et al., 2023). The study also acknowledges concerns about commercialization leading to consumer skepticism (Erdem & Swait, 2004), emphasizing the need for strategic event planning to enhance trust without compromising authenticity.

Practically, the findings suggest that marketers and brand managers should leverage event sponsorships and influencer collaborations to improve brand perception and trust, advocating for an integrated marketing strategy that combines digital media and live experiences (Rehman & Saeed, 2021; Pal et al., 2022). The research supports the notion that trust and social influence are critical mediators in enhancing consumer purchase intention through event marketing.

Moreover, it aligns with previous studies indicating a positive relationship between event involvement and brand credibility (Ali et al., 2022) and highlights the importance of brand reputation in influencing consumer perceptions (Wang et al., 2023). While acknowledging that factors like pricing and competition also impact purchase decisions (Kotler & Keller, 2020; Erdem & Swait, 2004), the study asserts that a combination of credibility, trust, and social influence is essential for effective consumer engagement strategies.

In conclusion, the research underscores the positive relationship between successful event marketing strategies and enhanced brand credibility, trust, and social influence, ultimately leading to increased consumer engagement and loyalty. Future research could explore tailored event marketing strategies for specific audience segments (Kotler & Keller, 2020; Wang et al., 2023).

CONCLUSION

This paper contributes significantly to the event marketing research by investigating the effects of event involvement, event commercialization and event reputation on corporate brand credibility, corporate brand image and consumer purchase intention. Findings are consistent with the assertion of other studies (Ahmed et al, 2023; Malik et al, 2023; Rehman & Saeed, 2021) that the credibility of the brand is the crucial factor which affects the consumer trust and they purchase the product. Use of Social Influence Theory (Kelman, 1958) and Trust Transfer Theory (Doney & Cannon, 1997) offers a theoretically justified explanation of how social influence and trust moderate event marketing effect on consumer behavior. These relationships are validated using SEM model which offer a holistic perspective of analyzing the efficiency of event based marketing in energizing brand awareness and consumer commitment (Hussain et al., 2023; Zafar & Raza, 2022).

Most importantly, the results provide significantly to the extant literature in event marketing and consumer behavior in a complementary way to earlier studies on experiential branding, influencer marketing and corporate sponsorships. Aligning with Wang et al. (2023), it is found that event marketing activities have a positive relationship with brand credibility. Furthermore, it also validates the role of social influence in directing a consumer purchase intention, validating the insight from Pal et al. (2022) and Aslam et al (2021) who had shown that peer recommendations and influencer collaborations aid in boosting consumers trust in purchase decisions. Some other earlier research says that brand credibility may not always lead to purchase intention (Erdem and Swait, 2004), but this research proves that trust and social influence act as the intermediary from event marketing efforts to consumer buying behaviour (Kotler and Keller, 2020; Hameed and Qureshi, 2022).

Future Research Direction and Managerial Implication

From a pragmatic perspective, this research provides functional deductions for marketers, event coordinators, and brand administrators, stressing the requirement for good event advertising and contact crusades to cooperate with influencer work, social stuff, and trust foundation procedures (Rehman and Saeed, 2021; Malik et al., 2023). Findings suggest that brands who choose to sponsor events and live experiences need to keep an authenticity, transparency and emotional engagement, otherwise their credibility and consumer loyalty will be severely hampered. Besides, the study also demonstrates that utilizing digital platforms, influencer partnership, and peer-driven marketing campaigns are intensive to realise the effectiveness and a long term brand perception of the event (Ali et al., 2022; Zafar & Raza, 2022). These insights can be used by future practitioners who can create strategic event marketing plan that meets the consumer expectation and trend in the market thereby sustaining the brand engagement and achieving higher conversion rate (Hussain et al., 2023; Wang et al., 2023).

This study fills in the theoretical, empirical, and practical gaps in event marketing research by finding that event credibility, trust and social influence are vital determinants of a consumer's purchase intention. The research integrates multi dimensional factors including brand image, event sponsorship, and digital engagement and thereby provides a solid basis to future studies about consumer brand relationships in various market contexts (Kotler & Keller, 2020; Pal et al., 2022). With the rise of event marketing, there is room for more investigation of application in the instance, segmentation of the consumer and technological development from the brand engagement (Hameed & Qureshi, 2022; Malik et al., 2023).

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