# The Effectiveness of Event Promotion by Using Social Networking Site (SNS)

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## ABSTRACT

The evolution of the era showed people had changed their living style. To conduct their regular chores, people today need technological gadgets like tablets, smartphones, and PCs. While the majority of individuals now consider having access to the Internet and different social media platforms to be a norm and part of their everyday lives. It indicates the importance of the Internet and social media in people's daily lives nowadays and the widespread use of social media as a promotional tool by the majority of businesses. However, is there effective in promoting the events and reliable to promote the event? In order to determine the efficiency of event advertising, this study will look at the Social Networking Site (SNS) channel. This study involved 200 surveys among event participants using simple random sampling in Kuching City, Sarawak. The results of the descriptive study indicate that the SNS channels are the factors that can affect how well an event is promoted.

**Contribution/Originality:** This study is one of very few studies which have investigated in using Social Network Site (SNS) as event promotional strategy. Some of the previous empirical studies just focused on event promotion as a whole while this study focus on effectiveness of using SNS as a platform of promotional strategy.

## 1. Introduction

Electronic devices are now a need for everyone as we live in the twenty-first century. People's lifestyles had changed as a result of the era's evolution. To conduct their regular tasks, people today need technological gadgets like tablets, smartphones, and PCs. While

most people's "daily lifestyles" now include access to the Internet and different forms of social media. The use of these services is crucial in industries including medicine, business, economics, and the organization of the arts. Dincer and Dincer (2012) said that statistics showed that more than 60% of businesses use social media as a promotional tool, and the numbers are continually rising. It indicates both the importance of the Internet and social media in people's daily lives nowadays and the widespread use of social media as a promotional tool by the majority of businesses.

The world has altered since the Internet was invented, allowing individuals to develop their own websites and information (Balakrishnan et al., 2014). People who are looking for information, amusement, or a career opportunity will profit greatly from these improvements. However, it can also assist users in reducing costs associated with advertising their goods or services as well as special occasions. Comparing social media advertising to traditional advertising over the past century, it has been found to be more affordable and convenient. In addition, millions of people use social media inadvertently every day (Zhong et al., 2011). This is so that users can interact with one another, meet new people, learn knowledge, and conduct business. Social media acts as a platform for this. Social networking sites (SNS) came into existence, changing the way people interacted in the past and making them a crucial medium for interactive communication.

Due to social media's evolution, the design and usability have improved along with business-related interactions and also offer a more cozy platform for communication (Buono, 2013). Social media platforms' evolution is erratic, and it may occasionally undergo updates. However, is there effective in promoting the events and reliable to promote the event? This study aims to determine the efficiency of event advertising by examining the Social Networking Site (SNS) channel employed.

## 2. Literature Review

One of the independent variables that frequently influences the dependent variables is the SNS channel utilized to promote events. Concerts, meetings, conferences, seminars, and fundraising events are among the occasions that are frequently advertised via social media. Depending on the sort of event, different social networking sites have been utilized to market it, claim (Moise & Cruceru, 2014). For instance, to promote events like workshops, conferences, and seminars, an average of 88% of people utilized LinkedIn, 79% of people used Google+, and 89% of people used Twitter. While 84% of people used Facebook and 94% of people used YouTube to advertise events like the debut of new products, concerts, and exhibitions. YouTube is the best platform for posting videos because it frequently uses promotional videos to advertise an organization's events and enlighten potential customers. When a short film is inventive and interesting, potential customers will be drawn to it. When viewers find the video appealing, it may also have the potential to draw the attention of viewers who previously had no interest in it.

In addition, Moise and Cruceru (2014) discovered that Facebook is the social media network with the most subscribers. Potential customers likely follow and pay close attention to events that interest them on social media networks in addition to the events they want to attend. Social media had developed for the time being and had taken over as the primary information source for consumers looking to participate in events or services (Buono, 2013). More than 200 million people are on Facebook, and the majority of event companies use it to advertise their events, with a 60% user penetration rate.

While 55% of users promote their content on Twitter, 52% do so on LinkedIn, and 20% do so on other social networking platforms. Every social media network has a unique technique of promoting itself to its intended audience.

Additionally, according to Cizmeci and Ercan (2015), effective information can be sent to potential customers using SMS and email promotions. SMS marketing has a tendency to efficiently contact the target consumer because modern society cannot function without mobile phones. In addition, according to Cizmeci and Ercan (2015), Twitter is used less frequently to promote events compared to other social media platforms. This is due to the 140 character limit on the number of words that can be typed. Although Twitter can only post 140 characters per tweet, a study by Jothi et al. (2011) found contrary results, showing that it can draw in new users by making tweets more intriguing. By offering free tickets on Twitter, the Boston Bruins, for instance, were successful in raising awareness of the event (Rogan, 2013). This is one of the original ways to thank the audience and to inspire or motivate them to take part in the event once more. According to a research by Lim (2010), Fortune Global 100 firms favored Twitter over Facebook, YouTube, or corporate blogs as a marketing tool. This demonstrates that Twitter is a very popular platform and that businesses frequently use it as a promotional tool.

Additionally, according to Koroma (2012), LinkedIn, Twitter, and YouTube are the social media platforms that the corporation used to promote its events and products. Due to its function that works like Google search and makes it simple for potential customers to contact them, LinkedIn comes highly recommended. While tweeting about the event and including links to the company's main website, Twitter plays a significant part in advertising. Customers can view product demonstrations and brief descriptions of events on YouTube thanks to promotional videos and animations.

According Paul and Ali Amaran (2023) may go into further detail on the implementation of hybrid events during the discussion because there are several platforms and techniques for streaming events, and it is a cost-effective way to expand the number of participants. Furthermore, event organisers are concentrating on ways to improve this year's music event for audiences in Kuching, Sarawak. The influence of attending a physical music event remains strong since it gives a greater experience than a virtual music event. There are also several studies related to the promoting event strategy. Ali Amaran and Lau (2018) study the effectiveness of using several social network site to promoting the events. Hence, some of the study also used different approach in analyzing promoting the event (Ali Amaran et al., 2020).

In Ali Amaran (2016) book stated that the use of social media is very important in order to promote the events and any programme which coordinating by the organizer. This is also stated in the Ali Amaran (2018) book, in the context of understanding the marketing strategy in the creative arts industry and event management.

## 3. Methodology

The respondents who participated in the study are those who attended the event. The survey's sample size is 200 respondents drawn from the Boulevard, The Spring, and Summer shopping malls in Kuching City, Sarawak, which participated in the event. Simple random sampling, which aims to minimize bias, was the sampling technique utilized in this study. This method is the simplest and guarantees that each participant has an equal probability of being chosen.

To make sure that the respondents are aware of the questionnaire's flow, the researcher has given them a briefing (Ali Amaran et al., 2022). In order to examine the results from the questionnaires, quantitative approaches have been applied in this study. Reliability, descriptive analysis, frequency, multiple replies, cross-tabulation, and mean comparison are the types of analysis that were employed in this study Survey method was used in this study to obtain a clearer and more reliable response (Ali Amaran & Hamzah, 2021). According to Chua (2016) quantitative method is very significant in analyzing the findings accurately, therefore this study uses a quantitative approach in producing research findings.

## 4. Findings

### 4.1. Respondents Background

Table 1 reveals that there were a total of 200 responses to this poll. According to the study, 35.5 percent of answers from men and 64.50 percent from women. Out of 200 respondents, 87 percent of those who participated in the study were between the ages of 15 and 24. Only 1% of people are under the age of 14 and 1% are above the age of 65, while 11% of people are between the ages of 25 and 64. Chinese responders make up 46.50 percent of the total. Malay people make up 32.5% of the population, while other ethnic groups make up 16.5%. While only 4.5 percent of people are of Indian descent.

Table 1: Respondents Demographic Background

| Demographic Background | | Frequency | Percentage (%) |
|---|---|---|---|
| Gender | Man | 71 | 35.5 |
| | Women | 129 | 64.5 |
| Age | Below 14 years old | 2 | 1 |
| | 15 - 24 years old | 174 | 87 |
| | 25 – 64 years old | 22 | 11 |
| | More than 65 years old | 2 | 1 |
| Ethnicity | Malay | 65 | 32.5 |
| | Chinese | 93 | 46.5 |
| | Indian | 9 | 4.5 |
| | Others | 33 | 16.5 |
| Social Network Usage | More than twice a day | 164 | 82 |
| | Once a day | 18 | 9 |
| | More than twice a week | 6 | 3 |
| | Once a week | 2 | 1 |
| | More than twice a month | 10 | 5 |
| Number of Respondents | | 200 | 100 |

The number of times respondents think they use social media was asked for. A whopping 82 percent of respondents said they use social media an average of more than twice every day. However, 5 percent of respondents access social media more than twice a week, 3 percent only visit social media more than twice a month, and 9 percent claim to only visit social media once a day. Only 1% of people, according to the results, visit social media once a week.

## 4.2. Reliability Analysis

Table 2 demonstrates the dependent variable's and independent variables' reliability statistics. The dependent variable's B4 and B5 items each have a Cronbach's alpha value of 0.611. Three questions from categories B1, B2, and B3 make up the variable for the SNS channel, which measures why users frequent social media websites. The independent variable for the SNS channel has a Cronbach's alpha value of 0.642. According to Chua (2016), Cronbach's alpha values below 0.5 are considered undesirable, between 0.5 and 0.6 are considered poor, between 0.6 and 0.7 are considered doubtful, between 0.7 and 0.8 are considered acceptable, between 0.8 and 0.9 are considered good, and above 0.9 is considered great. Therefore, all items for each variable are considered reliable.

Table 2: Reliability Analysis

| Variables | Items | Cronbach's Alpha |
|---|---|---|
| Effectiveness of event promotion | Purposely to join the event. Join the event coincidentally | *0.611* |
| Reason of surf the Channel of SNS | Design Information. Easy access | *0.642* |

## 4.3. Effectiveness of using Channel of SNS to Promote Events

One of the elements that affects how well an event is promoted is the SNS channel. Table 3 showed out of 200 respondents, 55.5 percent concur that they utilize social media because of its layout.

Table 3: Effectiveness of using Channel of SNS to Promote Events

| Indicator of Effectiveness | | Frequency | Percentage (%) |
|---|---|---|---|
| Design | Strongly Disagree | 11 | 5.5 |
| | Disagree | 54 | 27 |
| | Agree | 111 | 55.5 |
| | Strongly Agree | 24 | 12 |
| Information | Disagree | 12 | 6 |
| | Agree | 98 | 49 |
| | Strongly Agree | 90 | 45 |
| Easy Access | Strongly Disagree | 3 | 1.5 |
| | Disagree | 9 | 4.5 |
| | Agree | 97 | 48.5 |
| | Strongly Agree | 91 | 45.5 |
| Joining the Event with Purpose | Strongly Disagree | 23 | 11.5 |
| | Disagree | 58 | 29 |
| | Agree | 82 | 41 |
| | Strongly Agree | 37 | 18.5 |
| Joining the Event Coincidence | Strongly Disagree | 25 | 12.5 |
| | Disagree | 81 | 40.5 |
| | Agree | 74 | 37 |
| | Strongly Agree | 20 | 10 |
| Number of Respondents | | 200 | 100 |

While 27% of respondents disagree with this statement and 5.5% strongly disagree, many people utilize social media because of its interface. 49 percent of respondents, who are in favour, concur that they utilize social media to access information. Only 6% of respondents disagreed, and 45% strongly agreed that they utilize social media because of the information it provides. Only 1.5 percent of the 200 respondents strongly disagree that people use social media because of its accessibility, compared to 48.5% who strongly agree and 45.5% who strongly disagree. 41 percent of those surveyed concur that they went to the mall on purpose to attend the event. While 11.5 percent of respondents strongly disagree with the claim that they travelled to the mall on purpose to attend the event, 29 percent of respondents do not agree. Respondents' disagreement that they attend the event coincidentally is at 40.5%. However, 37% of respondents concur, and 10% strongly concur, that they attend the event by coincidence.

### 4.4. Compare mean between Effectiveness of event promotion with Channel of SNS

Table 4 showed that 2.665 indicates that the majority of respondents attended the event with a goal. Most people utilize social media as an SNS channel because of its information (3.390), followed by its accessibility (3.380) and its aesthetics (2.740). This indicates that the majority of users of social networking websites do so because they are filled with information, with little or no influence from the websites' designs.

Table 4: Compare Mean Analysis

| Items | Mean | Standard Deviation |
|---|---|---|
| Effectiveness of event promotion: | | |
| Purposely to join the event. | 2.665 | 0.9094 |
| Join the event coincidentally | 2.445 | 0.8370 |
| Reason of surf the Channel of SNS: | | |
| Design | 2.740 | 0.7383 |
| Information. | 3.390 | 0.5998 |
| Easy access | 3.380 | 0.6463 |

### 4.5. Correlation between Effectiveness of event promotion with Channel of SNS

Table 5 shows that the r-value of 0.501, which is likewise a moderate association between the variables, demonstrates that there is a considerable relationship between the SNS channel and effectiveness of event promotion.

Table 5: Correlation Analysis

| Items | | Effectiveness | Channel of SNS |
|---|---|---|---|
| **Effectiveness** | Pearson Correlation | 1 | 0.501** |
| | Sig. (2-tailed) | | 0.000 |
| | N | 200 | 200 |
| **Channel of SNS** | Pearson Correlation | 0.501** | 1 |
| | Sig. (2-tailed) | 0.000 | |
| | N | 200 | 200 |

## 5. Conclusion

The majority of respondents concur that they visit these social networking sites due of their usability, information, and design. The outcome demonstrates that a website's designation tends to influence a consumer's decision to browse or not. In addition, one factor that influences a potential customer's decision to attend the event is the information posted on social media. Additionally, social media websites that are simple to use and have quick access can influence users' SNS browsing. As a result, it will have an impact on how well an event is promoted on that specific social media platform. The efficiency of social media event promotion is moderately correlated with the SNS channel. The SNS channel has a tendency to influence a consumer's choice of whether to attend a specific event or not. As a result, event promotion's effectiveness will be impacted.

The findings demonstrate the critical impact that social media information credibility plays in the success of event promotion campaigns. One of the key factors influencing consumer decisions is the veracity of the information. As a result, organizations have taken some effort to strengthen the trustworthiness of information in order to persuade their potential customers by reinforcing social media policies, such as network security. In order to stop viruses from infecting or disrupting an organization's operations, network security is crucial. As a result, the majority of large businesses and organizations have set up an IT department particularly to oversee technological security. They are the qualified personnel in charge of maintaining the network's security so that data and electronic documents are always safe and secure.

## 6. Recommendation

Increasing the use of social networking sites is crucial to ensuring that the social media can properly operate and assist organizations in promoting and disseminating information about their events to the public in a morally and effectively manner. In order to efficiently raise public knowledge of their event or product without wasting resources or spending needless money, advertisers or marketers should select the appropriate social networking platforms. Additionally, it is strongly advised that businesses, particularly those in the event management industries, continue to advertise their events on social media platforms. Social media can improve the interaction and communication between marketers and their potential clients. There will be more employment opportunities as a result.

Many businesses now use social media advertising as part of their marketing plans. The evolution was causing the trend to change. Due to the fact that technology was less advanced back then, traditional advertising was more common to raise public awareness of an event or promotion. Even if traditional forms of advertising are still used for some promotions, online advertising still has a significant amount of influence. Although social media advertising has many advantages, it also has drawbacks. As a result, social media policies have been implemented to ensure that they are used in an ethical manner. Companies that opt to employ social media marketing should use up-to-date photos and keep their websites updated. This is done to make sure that their customers or clients are always aware of their promotion offer. As a result, it was advised that the company should stay current with both their current website and any promotional information posted on social media.

In order to guarantee that the information shared with social media users is reliable, social media policies need to be strictly implemented and closely monitored. For instance, a company's social media policy, which includes data protection and monitoring, is crucial in preventing social media abuse. Intentionally, an employer must discover a different technique to monitor their employee's use of social media.

**Ethics Approval and Consent to Participate**

The researchers used the research ethics provided by the Research Ethics Committee of Universiti Malaysia Sarawak. All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee. Informed consent was obtained from all participants.

**Conflict of Interests**

The authors declare no conflict of interest in this study.

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