

anchored on post event evaluation. The existing conceptual model of effects of event marketing deals especially on the on-the spot assessment of an event particularly sporting event (Close et al, 2006) Drengner et al 2008; Martensen and Gronholdt, 2008). Further insights have been provided into the hierarchy of effect in marketing communication studies. This depicts the interrelationships among the variables studied such as positive emotions, positive event attitude, buying intentions, level of involvement, brand image/patronage and event consistency. These interrelationships are shown in figure 2 which is the modified or expanded conceptual model of effect of event marketing based on 'post event evaluations'.

8. Conclusion

Nigerian firms are not left out of the 'new wind of change in marketing their brand outside the use of the traditional media. The events studied have shown that, consumers can respond either positively or negatively to the communication intents of events. The essence of event marketing is to constantly retain consumers loyalty and patronage of firms' products in such a way that is novel compared to other widely used promotional activities (e.g.) advertising, sales promotion, etc). Event marketing has been proved here to be a potent element in their entire marketing communication strategy of firms. It deals with the changing consumer demand and challenges of traditional media scene.

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