



# **CREATING BRAND LOYALTY BY ENGAGING BRAND COMMUNITIES THROUGH EVENT MARKETING**

**SURIYATI SAID**

**2010488008**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS SABAH**

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# ***Abstract***

As the market landscape keeps evolving with blistering pace and traditional marketing approaches are no longer effective in delivering competitive advantage there is a need for new marketing strategies to be implemented. The concept of brand communities has been attracting increasing attention as it provides a platform upon which various kinds of strong relationship centered around a band can be established, providing a multitude positive outcomes for brands. The purpose of this study to investigate whether event marketing have impact in the development of brand communities and to identify the relation of brand communities in building brand loyalty.

The focus of this study was placed on the event marketing used by the marketers to achieve their marketing objectives. The chosen methodology is quantitative as the primary data for this study was collected through self completion questionnaire and interview with the attendees as the respondents.

This research revealed a number of significant findings that add to previous literature and contribute managerial practice as well. Based on the findings of primary research a number of managerial recommendations were also made to enhance the effectiveness of event marketing in developing the brand communities and achieve marketing objectives.