

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.

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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.