

Bibliometric Analysis in Event Sponsorship Marketing Strategy in Increasing Brand Exposure

Dimas Jayamahe Susanto^{1*}, Ahmad², Lucy Friska Astutiningsih³,

^{1,2} *Department of Master Management, Universitas Sarjanawiyata Tamansiswa, Indonesia*

³ *The Berlin School of Economics and Law, Germany*

Abstract

Purpose – This paper aims to provide a general overview of brand exposure for a brand in sponsorship marketing methods. Special attention is paid to articles directly related to Marketing, Brand Exposure, and Sponsorship

Methodology – Bibliometric analysis was carried out on 68 documents extracted from the WOS database, using VOS viewer software.

Findings – This literature has achieved great development and implemented different research lines. A special analysis of the academic literature on Brand Exposure in the field of Marketing and Sponsorship has been carried out in Brand Exposure.

Implication – The development of scientific knowledge about Brand Exposure has made this the center of business management studies regarding the focus on marketing sponsorship of a brand at an event.

Originality – Several previous studies have provided a systematic review of the literature using different approaches, but did not explain in detail the structure of the effect of brands on sponsorship itself dictating the need for further development.

Conclusion – The relationship between Brand Exposure and Sponsorship. Sponsorship carried out by a brand can increase brand awareness, visibility, and brand recognition. By supporting a popular event or cause, sponsors can expand their brand's reach and create an emotional connection with consumers

Keywords: Bibliometric Analysis, VOS viewer, Sponsorship, Brand Exposure Leadership

Introduction

A brand is a name, term, symbol, design, or a combination thereof, that is intended to identify goods or services from one seller or group of sellers and differentiate them from competitors (Kotler and Keller, 2009:258). Not only that, brands are also considered to have the same value as reputation. Showing the advantages of a brand that can differentiate it from competitors will make the products or services offered by the company stick in the minds of consumers. Not only that, brands can

also be a company's most valuable asset, and can even be used to predict a company's survival. Next, the question is how the brand can be conveyed correctly so that it sticks in consumers' memories.

This shows that companies use sponsorship as a marketing communication tool, to further strengthen their brand to the public. Bennet stated in Nickel (2011) that sponsorship is an effective means for a company to differentiate itself from competitors to gain profits in the market. Not only that, sponsorship activities are often carried out to increase brand awareness or the brand image of a company. This statement is supported by Gwinner & Eaton in February (2012) who state that there are two important objectives of sponsorship, namely to increase brand exposure and to build, strengthen, and change brand image.

In marketing communications, sponsorship is included in the Marketing Communication Mix component. Kotler and Keller (2006) mention several components that are included in the Marketing Communication Mix, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, and finally personal selling. Based on these six components regarding various marketing communication mixes, Sponsorship is included in the event and experience component. Event and Experience mentioned by Kotler and Keller (2006), is a promotional activity carried out by a company either in the form of sponsorship of an event or creating a program designed to create an ordinary brand or a special brand based on the goals the company wants to convey. So, in other words, sponsorship is included in the Marketing Communication mix section which is included in the events and experience section.

Every company certainly wants the products they sell to have a strong brand in the minds of the public. Of course, this will not happen if a company does not have high brand awareness. Especially in this current era, all companies compete with each other to introduce their brands, trying to be different so that the brands they sell can be known by a wide audience. With so many companies having products in the same category 5, companies have to compete with each other to create awareness in the minds of the public about the products they have. Brand awareness or Brand Awareness is the ability that comes from a potential buyer to recognize and recall or remember that a brand is part of a category (Aaker in February 2012).

Durianto, et al (2004) added that Brand Awareness is the key to brand asset, or can be said to be the key to being able to enter other elements. So, if brand awareness of a product is low, it is certain that brand equity is also low. Simamora in Iriani (2011) explains that brand equity is a brand value that provides an overview of the overall strength of the brand. Therefore, brand awareness is a very important element for a brand. Competition for products is currently increasingly widespread, of course, if a product does not have strong brand awareness, certainly, consumers will not necessarily choose products from that brand. When a consumer

does not know and is aware of the brand, then how can a consumer easily believe in choosing a product from the brand in question. Usually, a consumer certainly has confidence in a brand that they already know, so consumers will easily choose a brand that they already know. This is also reinforced by Durianto, et al (2004) 6 that consumers tend to buy brands that they already know, because by buying products from a brand that is already known, consumers feel safe, avoiding various risks of use, with the assumption that a brand that is already known is better. reliable.

In marketing communications, sponsorship is included in the Marketing Communication Mix component. Kotler and Keller (2006) mention several components that are included in the Marketing Communication Mix, namely advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, and finally personal selling. Based on these six components regarding various marketing communication mixes, Sponsorship is included in the event and experience component. Event and Experience mentioned by Kotler and Keller (2006), is a promotional activity carried out by a company either in the form of sponsorship of an event or creating a program designed to create an ordinary brand or a special brand based on the goals the company wants to convey. So, in other words, sponsorship is included in the Marketing Communication mix section which is included in the events and experience section

Companies choose to use sponsorship in carrying out marketing communications activities by spending large investments of course because they have clear goals. Sponsorship is considered to fulfill various objectives simultaneously. According to Tom Duncan (2008:391) the goals to be achieved by a company through a sponsorship strategy: First, increase brand awareness. Through sponsorship through an event, a company can transfer the brand from the company itself to the event so that it can increase brand awareness among consumers. Second, build a brand image. It can help to reposition or strengthen the company's brand or image through certain activities by carrying out a sponsorship strategy.

The sponsorship program is designed in a way that makes the sponsor's brand image similar to the brand image of the event they sponsor. Third, improve or maintain relationships. Sponsorship makes it possible to maintain relationships within an organization, be it among consumers or employees. Relationship marketing is an important issue in marketing communications because it helps to build consumer loyalty. In addition, events can be used as entertainment opportunities for employees, reward them, and allow informal interaction between employees at various levels in an organization or company. Fourth, increase sales. By becoming a sponsor of an event, the brand will be displayed at the event and one of the goals of sponsorship is to increase sales of the company brand at the event. Fifth, carry out promotions. Through an event, the sponsor also aims to carry out promotions by not holding the event itself but rather being part of a certain event at the time.

Methods

The method used in this research is a literature review with a bibliometric approach. Literature reviews should be conducted using systematic, explicit, and reproducible methods (Fink, 2005; Garza Reyes, 2015), or mind-mapping methods that emphasize the limits of knowledge (Tranfield et al., 2003). Bibliometric analysis is an approach to examining the evolution of a research domain, including topics and authors, based on the social, intellectual, and conceptual structures of scientific disciplines resulting from this process. References from articles that seem important meet the requirements.

Results

Research findings show that of the many existing communication strategies, in the end, the company will choose the one that is considered the most effective and efficient. One of the most popular recently implemented by many companies is sponsorship. Sponsorship can be defined as a marketing activity in which an organization obtains the right to use a company, product, or brand name and logo with a contract to provide monetary and other support to the organization (Lamb et al., 2004: 446). More clearly, D'Astous and Bitz (1995:6) define sponsorship by connecting it with the communication process and its objectives, namely, sponsorship is part of the communication tools where companies provide support in the form of finances to sports, music, social, and other activities so that these activities can carry out its activities well and at the same time the company will gain benefits in the form of awareness and image from its consumers.

Table 1. Top Articles Identified by PoP (Unrefined Search)

Writer	Title	Cited by
T Araujo, JR Copulsky, JL Hayes, SJ Kim	From purchasing exposure to fostering engagement: Brand-consumer experiences in the emerging computational advertising landscape	55
B Kelly, E Boyland, L King, A Bauman	Children's exposure to television food advertising contributes to strong brand attachments	40
F Rahman, PKM Soesilo	The effect of information exposure of contract manufacturing practice on consumers' perceived risk, perceived quality, and intention to purchase private label brands	38

J Norman, B Kelly, AT McMahon, E Boyland	Remember Me? Exposure to unfamiliar food brands in television advertising and online advergames drives children's brand recognition, attitudes, and desire to eat	37
AR Johnson, VS Folkes, J Wang.	When one bad apple spoils consumers' judgment of the brand: Exposure to an employee's non-workplace transformation and potential remedies	16
MJ Masanet, I Márquez, F Pires	Self-exposure in social media: Teenagers' transmedia practices and skills for the construction of a personal brand	16
PK Wardhani, MG Alif	The effect of advertising exposure on attitudes toward the advertising and the brand and purchase intention in Instagram	11
R Pieters, M Wedel	Heads up: Head movements during ad exposure respond to consumer goals and predict brand memory	11
L Pomalaa, YT Mursityo	Factor analysis of brand awareness, brand exposure, customer engagement, and electronic word-of-mouth in marketing via social media at the Body Shop	10
AT Gabriella	The Influence Of Brand Exposure By Brand Ambassador On Scarlett Whitening's Brand Loyalty	10

Table 2. Comparison Matrix

Data Matrix	<i>Initial Search</i>	<i>Refinement Search</i>
Keywords	Brand Exposure	Brand Exposure effects on business
Source	Google Scholar	Google Scholar
Article	68	32
Citations	305	43
CitesPer year	61.00	4.30
CitesPerarticle	305	96.03
Article Writer	2.32	41.98
<i>Cities</i> Perarticle	305	96.03
Artikel Writer	2.32	41.98

Data Analysis

This paper presents a bibliometric analysis for the keyword "Brand Exposure" to then narrow the search to the field 'Business and Management' from the Google Scholar database. Bibliometric analysis in this paper used the PoP application and obtained 68 articles from the initial search with 305 citations (305 citations/year). Refining the search results based on predetermined categories left 32 articles (74.4% reduction); Data regarding citations also experienced changes, namely 43 citations and 43 citations/year.

With a total of 13 quotes on research trends in the field of Brand Exposure in the business and management fields. The second most cited article is F Rahman's article with the same title which has a total of 38 citations.

After accounting for citation frequency and other metrics, we analyzed the output from the Publish or Perish (PoP) application into the VOS viewer application to determine what keywords appeared frequently. The VOS viewer application is used to visualize bibliometric maps in three different visualizations, namely network visualization, overlay visualization, and density visualization.

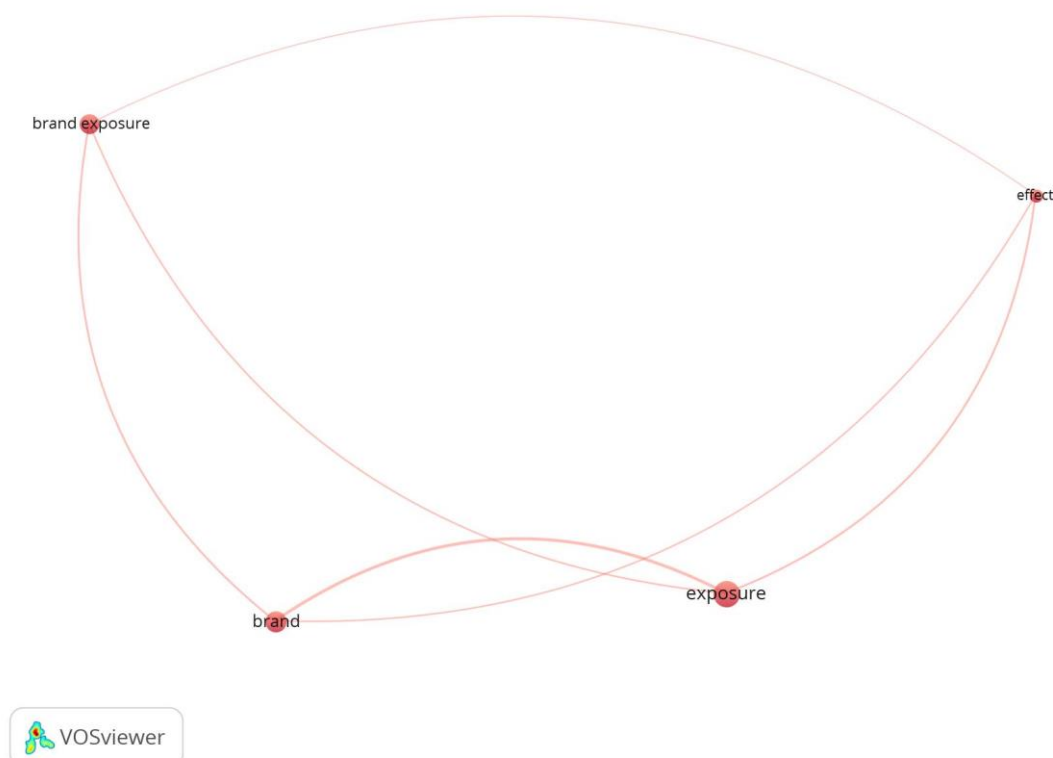


Figure 1. Visualization of Research Trend Map

The full calculation on the PoP application produces general words such as carried out with the number of events that are objectives, studies,

results, and research. 4 keywords. The first cluster is a brand with an occurrence value of 30. The second cluster is exposure with a value of 47. The third cluster is brand exposure with a value of 26. The economic slowdown and the effect have an occurrence value of 13.

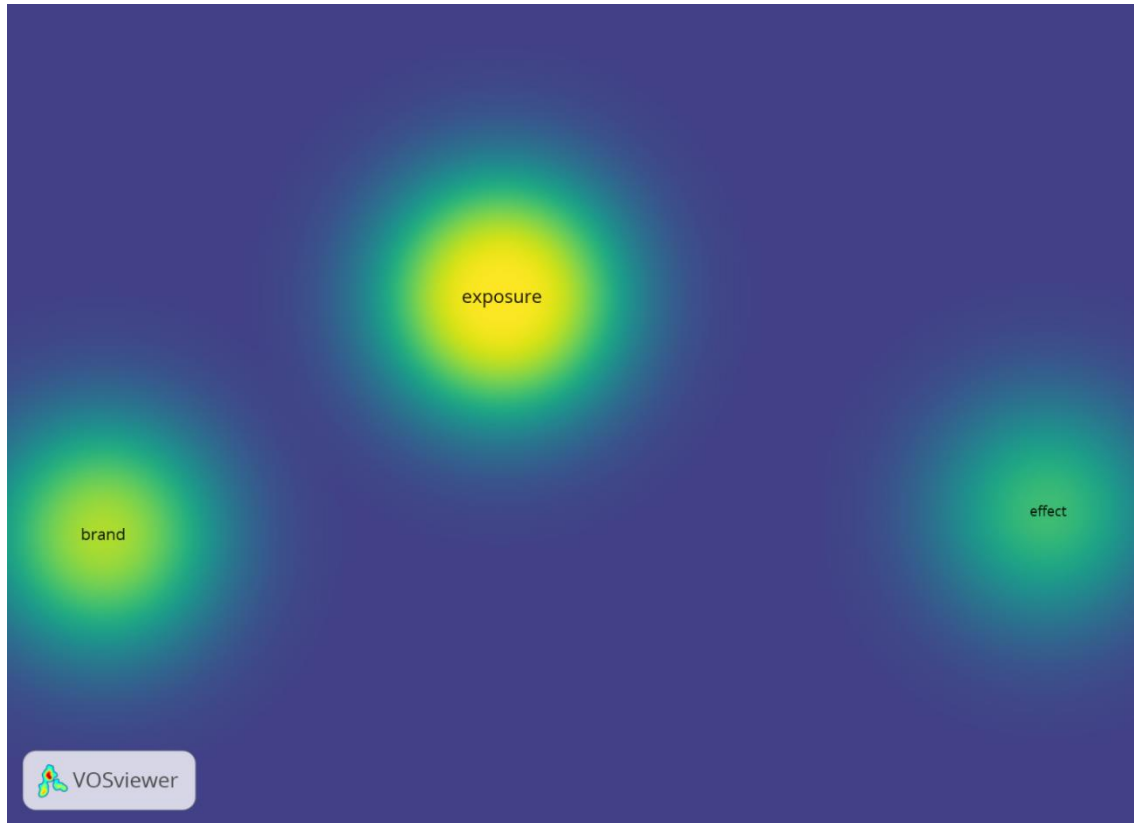


Figure 2. Visualization of research trend depth (Density).

Relationship between research variables. This research tries to fill several existing research gaps, namely regarding research results and the relationship between research variables. The results of previous studies show that there is a relationship between brand exposure, brand experience, and brand recall. Apart from that, the results of previous studies also show that there is a relationship between brand exposure, brand experience, and brand trust. Therefore, this research tries to fill this gap by examining the effect of sponsorship at a Vape store grand opening event on brand exposure. The depth visualization shows that Exposure has 65 occurrences, while the brand has 30 occurrences, and effect occurrences 13.

This form of sponsorship carried out by a brand has the function of spreading information about the offering of a product, idea, or service. The existence of a good or service is known to consumers through support during the event. During the event, we also try to provide information about the advantages, advantages, benefits, and characteristics of the goods, services, or ideas intended or recommended. On the other hand, it is a persuasion tool to get consumers to buy or use the goods, services, or

ideas. In contrast to news in newspapers, advertising does not just convey information about an object or service but has the characteristic of "encouraging" and "persuading" people to like, choose, and then buy it.

Brand exposure consists of individual brands and company brand names. Brand Name Exposure is considered important because it aims to gain brand awareness. - Positive Uniqueness Effective sponsorship must be able to create positive associations. Sponsorship must first be effective, then creative. it will be in vain if it is just creative but ineffective and creates wrong associations in the minds of the target. The brand's activities are also to promote its products to reach the old and new markets it will reach.

Discussion

The relationship between Brand Exposure and Sponsorship. Sponsorship carried out by a brand can increase brand awareness, visibility, and brand recognition. By supporting a popular event or cause, sponsors can expand their brand's reach and create an emotional connection with consumers. On the positive side, those who hold an event can reduce costs, because the brand can provide support, namely in the form of various kinds of merchandise, product giveaways for consumers, and fresh money as additional support for the event. Sponsorship can also help sponsors improve their brand image by being part of activities or events that are considered positive and beneficial to consumers. Sponsorship can help strengthen relationships with consumers through brand involvement in events or activities that consumers like.

Sponsorship activities carried out by a brand can also appear superior compared to other brands. while competitors still promote traditionally or via social media. Meanwhile, if a brand provides sponsorship for an event, it will be more prominent so that it will be better known by the wider community. Through sponsorship activities, it will certainly attract mass media, it could be said that local mass media are also interested in covering grand opening activities or products from the brand itself. On the other hand, the placement of a brand's logo can also be said to be very profitable as a brand exposure goal. The results of this activity also benefit a brand, because indirectly the brand can be better known by retail vape stores in the vicinity.

1. Marketing Mix

In sponsorship of a brand, researchers also see that several brands
Products (Product)

The first concept of the marketing mix is the product. Product is the core of the marketing mix. Products can be goods or services offered by companies to consumers. In making a product, it is very important to carry out market research so that it suits the intended consumer target.

Price (Price)

Price is the exchange rate given by consumers to obtain the products offered by the company. The price must be by the value of the product and be able to compete with the prices of similar products on the market. Pricing must also consider factors such as production costs, profit margins, and marketing strategies.

Place (Place)

This includes sales location strategies, distribution channels, product storage, and delivery policies. Companies must ensure that products can be reached by consumers easily and effectively. It's the same if you have a website to market products.

Promotion (Promotion)

Promotion is all activities carried out by a company to promote its products, such as product advertising, sales promotions, public relations, and direct marketing. The goal of promotions is to attract consumer attention, increase brand awareness, and encourage purchases.

People (Person)

People are everyone involved in the business, including employees and customers. Companies must ensure that everyone involved in the business such as employees has sufficient skills and knowledge to provide a good experience to consumers.

Process (Process)

In the marketing mix, systems, and processes play an important role in building and providing the best service to consumers. Processes include all procedures and policies that a company implements in running its business. Good processes can help companies improve efficiency and service quality, as well as increase consumer satisfaction.

Physical Evidence (Physical Evidence)

Physical evidence includes all physical evidence that can help consumers understand the products or services offered by the company, including physical facilities, branding, packaging design, and others. Companies must ensure that all physical evidence provided shows good quality and professionalism.

In implementing the marketing mix, companies must consider all the 7P elements so that they are balanced and strategic. Each element is related to each other also use the mix method, namely

2. The relationship between sponsorship frequency and brand exposure

Kaloh (in Hastuti, 2000) states that frequency is the level of frequency with which a person carries out a particular activity based on a feeling of pleasure with the activity being carried out. Chaplin (in Kartono, 1997) believes that frequency is a quantitative characteristic of a sense, which is related to the intensity of the stimulus. Verkuyl (in Effendi, 2004) states that the frequency or frequency with which individuals carry out certain behaviors is based on a person's intention to carry out that behavior.

Kaloh (in Bintarti, 1997) states that the frequency of a person's activities has a close relationship with feelings. Feelings of pleasure about the activity that will be carried out can encourage the person concerned to carry out the activity.

In general, consumers tend to buy products with brands they already know based on considerations of comfort, safety, and so on. However, a brand that we already know prevents us from the risk of using it on the assumption that a well-known brand is reliable (Durianto et al., 2004: 29).

Limitations

The current study has at least two limitations. First, this study is based on a limited set of keywords and is also potentially limited by the database.

Reference

- Alba, JW, and Hutchinson JW, 1987. Dimensions of Consumer Expertise. *J. Consum. Res.* 13(4), 411–454.
- Baron, RM, and Kenny, DA 1986. The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Batra, R., and Ray, M.L., 1986. Affective Responses Mediating Acceptance of Advertising. *J. Consum. Res.* 13(2), 234– 249
- Baumann, C., 2015. How Brand Exposure and Brand Experience Impact Brand Recall. Accessed on October 18, 2015, <http://www.cmo.com.au/blog/marketing-science/2015/01/22/how-brandexposure-and-experience-impact-brandrecall/>
- Baumann, C., Hamin, and Chong, A., 2015. The Role of Brand Exposure and Experience on Brand Recall – Product Durability vis-avis FMCG. *Journal of Retailing and Consumer Services* 23, 21-31.
- Chaudhuri, A., and Holbrook, MB, 2001. The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *J Mark.* 65(2), 81–93.
- Delgado-Ballester, E., and Munuera-Alemán, J.L., 2001. Brand Trust in the Context of Consumer Loyalty. *Eur. J Mark.* 35 (11/12), 1238–1258.

- Jensen, JA, Walsh, P., Cobbs, J., and Turner, B.A., 2015. The Effects of Second Screen Use on Sponsor Brand Awareness: A Dual Coding Theory Perspective. *Journal of Consumer Marketing*, Vol. 32 Iss 2.
- Keller, KL, 2008. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*: New Jersey: Prentice Hall.
- Keller, KL, 2009. Building Strong Brands in Modern Marketing Communications Environment. *J Mark. Commun.* 15(2-3), 139-155.
- Mohammad, 2012. The Effect of Brand Trust and Perceived Value in Building Brand Loyalty. *International Research of Journal of Finance and Economics*.
- Peter, JP, and Olson, JC, 2000. *Consumer Behavior, Consumer Behavior and Marketing Strategy*; translation, Sihombing, Damos. Jakarta: Erlangga Publishing Company, Boston Massachusetts, USA.
- Sahin, A., Zehir, C., and Kitapci, H., 2011. The Effect of Brand Experiences, trust and Satisfaction on Building Brand Loyalty: An Empirical Research on Global Brands. *J Mark.* 24, 1288-1301.
- Warlop, L., Ratneshwar, S., and van Osselaer, SMJ, 2005. Distinctive Brand Cues and Memory for Product Consumption Experiences. *Int. J. Res. Mark.* 22(1), 27– 44.
- Zehir, C., Sahin, A., and Ozsahin, M., 2011. The Effects of Brand Communication and Service Quality in Building Brand Loyalty through Brand Trust: The Empirical Research on Global Brands. *J Mark.* 24, 1218-1231.