



FACULTAD DE COMERCIO

TRABAJO FIN DE MÁSTER EN COMERCIO EXTERIOR

**“The Impact of Event and Digital Communication
on Consumer Buying Behavior”**

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TRABAJO FIN DE MÁSTER

**“The Impact of Event and Digital Communication on
Consumer Buying Behavior”**

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SUMMARY

Currently, digital has disrupted the strategies implemented in large companies, including trends in marketing and communication.

Several issues are at stake, on the one hand for brands and companies and on the other hand for connected consumers.

Information today has become accessible to everyone, the mastery and control of this information becomes more complicated than before. Any brand or company nowadays, must have its presence on the internet, and not only the presence but rather the management of social networks

Communication strategies have been adapted to this digital revolution. Several digital tools and mechanisms have facilitated this management, so it has become mandatory to adapt to these new trends in digital communication and events, in order to manage its presence.

The consumer's behavior is then impacted by digital and event communication. It is therefore quite clear that event and digital communication is very important in any kind of entity, but especially for large structures. Because, in the end, we notice that today, companies are facing an increased competition and a very complex environment, when it comes to studying the consumers' behavior, which remains a decisive element to distinguish themselves from other structures.

This research has three main objectives: to study and identify the different tools and mechanisms of digital and event communication, and then the description of a good communication strategy whether on the web or on the ground and finally the real impact of digital and event communication on the consumer's buying behavior.

Key words: Digital marketing, digital communication strategy, event communication, consumer behavior, social networks.

RESUMEN

Actualmente, lo digital ha perturbado las estrategias implementadas en grandes empresas, incluyendo las tendencias en marketing y comunicación. Varias cuestiones están en juego, por un lado para las marcas y empresas y por otro lado para los consumidores conectados.

La información hoy en día se ha vuelto accesible para todos, el dominio y control de esta información se vuelve más complicado que antes. Cualquier marca o empresa en la actualidad debe tener presencia en Internet, y no solo presencia, sino también la gestión de las redes sociales.

Las estrategias de comunicación se han adaptado a esta revolución digital. Varias herramientas y mecanismos digitales han facilitado esta gestión, por lo que se ha vuelto obligatorio adaptarse a estas nuevas tendencias en comunicación digital y eventos, con el fin de gestionar su presencia.

El comportamiento del consumidor se ve afectado por la comunicación digital y de eventos. Por lo tanto, es bastante claro que la comunicación de eventos y digitales es muy importante en cualquier tipo de entidad, pero especialmente para las estructuras grandes. Porque, al final, observamos que hoy en día, las empresas se enfrentan a una competencia intensificada y un entorno muy complejo, cuando se trata de estudiar el comportamiento de los consumidores, que sigue siendo un elemento decisivo para distinguirse de otras estructuras.

Esta investigación tiene tres objetivos principales: estudiar e identificar las diferentes herramientas y mecanismos de comunicación digital y de eventos, y luego la descripción de una buena estrategia de comunicación ya sea en la web o en el terreno, y finalmente el impacto real de la comunicación digital y de eventos en el comportamiento de compra del consumidor.

Palabras clave: Marketing digital, estrategia de comunicación digital, comunicación de eventos, comportamiento del consumidor, redes sociales.



INTRODUCCIÓN

The ultimate goal of any business, regardless of its legal status, is to generate revenue, with a primary focus on the development of its brand equity. To achieve this, the organization must put forth significant efforts in terms of public visibility to become known and to promote its services, which is a prerequisite for any marketing strategy.

Technically, it is necessary to develop a sound communication strategy to attract a broad audience and convert them from potential consumers to loyal customers. In other words, the goal is to influence their behavior.

It is evident that event and digital communication play a crucial role in all types of organizations, especially in larger ones. In today's competitive and complex business environment, understanding consumer behavior is a decisive factor in distinguishing one entity from another.

Event and digital communication involve presenting consumers with a glimpse of what businesses offer, aiming to create awareness and generate interest in their products and services through various communication actions designed to enhance the company's image.

Numerous works by different authors from various periods provide relevant techniques for successful event and digital communication and for influencing consumer buying behavior. For example, Christine Aubrée's book "Les métiers de la communication" in 2015, delves into various communication professions, notably the field of events, emphasizing the importance of maximum anticipation.

This field should not be taken lightly, and communication specialists suggest minimizing outsourcing in this type of marketing. However, this does not necessarily guarantee a quality outcome. Other authors, such as Eric Bizot in his 2016 book



"Communication," view event and digital communication as a trending field, though professionals struggle to precisely define the term. This approach is often used in conjunction

with other communication techniques, including public relations, sponsorship, and patronage. As with any marketing strategy, careful preparation is crucial since even small details can affect the success of an event.

It is undeniable, with supporting evidence, that event and digital communication are of great importance. This topic has long been a source of research and theoretical advancements.

Each research study is unique, influenced by the author's contributions and perspective, as well as the specific context and conditions. It is important to acknowledge the value of each theory and definition.

By bridging personal inquiries with theoretical elements in preliminary research, it was possible to refine the research question: How do event and digital communication impact online consumer buying behavior regarding brands?

This research question is relevant because a company's revenue is primarily generated through its customer base. It depends on the visibility of the entity and its brands. In other words, event and digital communication serve as a direct means to both acquire new consumers and retain existing ones. The latter is closely related to the company's communication strategy and thus contributes to overall business development. Additionally, the research question is specific to a managerial context.

The plan for addressing the research question is outlined as follows: The first section will cover the conceptual treatment of our research question, including various explanations and definitions from published authors, enhancing the understanding of the key concepts related to our research question.



The second section will present the practical framework of our research and the methodology employed in addressing the issue.

The final section will conclude with the results and discussions, highlighting the findings used to address the research question and providing insights into the theoretical and strategic contributions related to our study.

Each chapter will be introduced and concluded to provide a comprehensive summary of the work. A general conclusion will be presented that outlines both the limitations and avenues for future research.



Part 1: Conceptual and Theoretical Framework

. To initiate our research question, it is essential to frame our topic, providing clarifications for each concept used. To achieve this, we will examine the question under study in the light of the existing literature, with a focus on the contributions of researchers.

This section will be structured to distinguish two chapters. The first chapter will be dedicated to theorizing all the key concepts of our research question, which, as a reminder, is: "How do event and digital communication impact consumer buying behavior?"

This chapter will enable us to position ourselves in relation to the existing literature and enhance our level of understanding of these concepts, as ultimately we cannot arrive at an answer to our research question in the absence of this theoretical framework.

In the second chapter, we will connect the different key concepts of our research question, as explained in the first chapter, which will be the subject of the first section. Subsequently, we will establish a clear theoretical positioning of our research question in the second section of this chapter.



Chapter I: Event and Digital Communication, Consumer Buying Behavior in Theory

In this chapter, the aim is to elucidate all the notions and concepts that will be used to address the research question, providing a better understanding of the depth and significance of theory in this field. The research question contains very important keywords that should be analyzed and explained, and this is what will be covered in this section. The analysis will be conducted objectively to treat the theory and its content as they have been used in their context and as they have been discussed by various authors. To achieve this, the various concepts will be examined in the context of their historical evolution.

As a reminder, the research question deals with event communication and its impact on consumer buying behavior. It is essential, therefore, to define event communication and explain it to frame the project, as well as to define consumer buying behavior, a vital concept for addressing the research question.

As mentioned, we will strive to reach the most operational definitions for event communication and buying behavior by addressing their historical developments theoretically.

We will also provide brief definitions for communication in general and events as a field before delving into the explanation of the different concepts. This chapter will be presented in two sections. The first will be dedicated to defining the key concepts of our research question, namely, communication, event and digital communication, and consumer buying behavior. A summary will be presented in the form of a table after each concept.

The second section will address the evolution of these concepts by explicating the differences in various perspectives.

1 Definition of Key Concepts

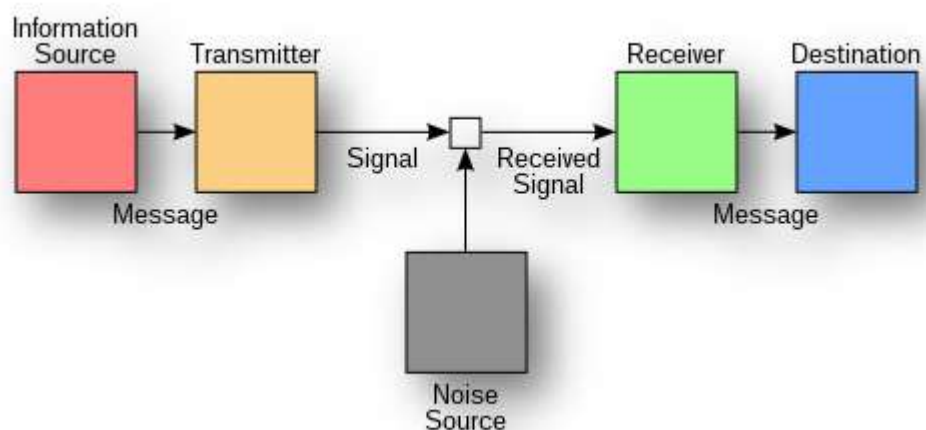
Before defining event and digital communication, we will first begin by giving a brief definition of communication. This is essential because, ultimately, the two concepts we will develop are branches or forms of communication, according to various authors, as we will see later. It is important to situate this concept in relation to our research question and make it explicit to untangle the other concepts related to our topic.

We will start by defining communication and then proceed to develop the two other concepts, namely event and digital communication, and finally, consumer buying behavior. The latter is also considered a key concept of our research question. We will provide a summary at the end of each concept to provide a comprehensive overview.

1.1 Communication:

To develop this concept, we will refer to the author Claude Shannon (1948) and his first communication model, which he called the theory of information. This model takes into account the different actors in the communication process, considering a message between the sender and receiver and involving various mathematical calculations that render the message less abstract, as illustrated in the figure below:

Figure I: Shannon's information theory



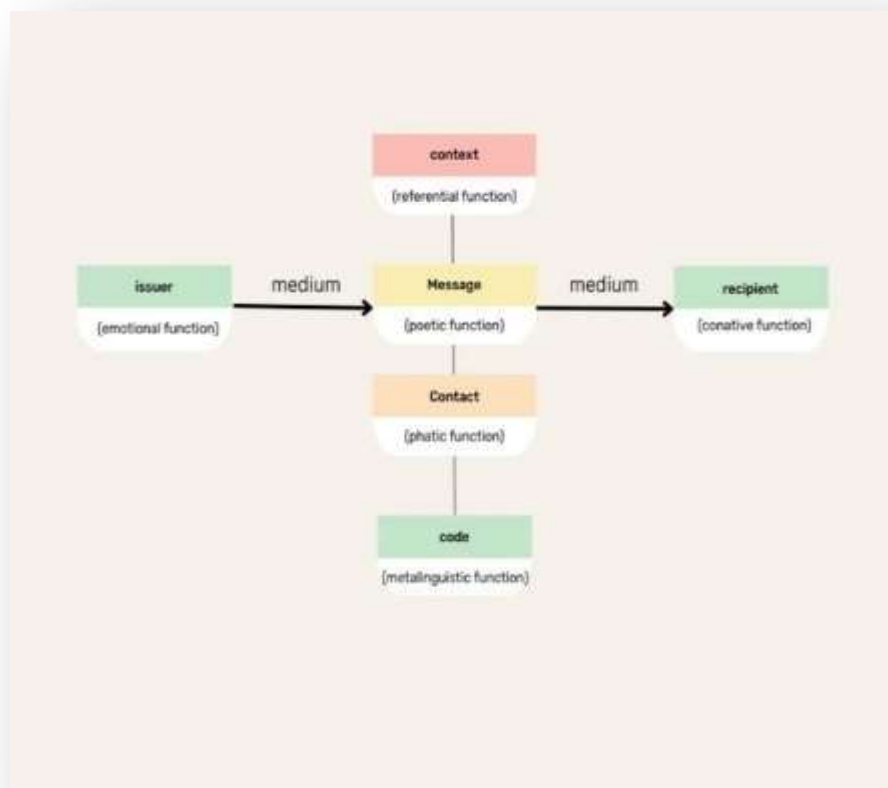
Source: ((Shannon, 1948))

Following the schematic representation of the communication process, other authors have refined it to link it to various communication domains, which remain relevant to our reflection, as ultimately our research question will be the culmination of various communication models.

In the book by Guy Masterman and Emma H. Wood (2005), the authors connect communication with events as an indispensable tool for any manager. Indeed, the book considers communication as an innovative approach not to be overlooked because it presents an exemplary facet of a customer-centric approach. To achieve marketing objectives, it is necessary to combine communication with the respective tool harmoniously and seamlessly.

Roman Jakobson (2010), on the other hand, draws inspiration from Shannon's model but provides a more modern perspective. According to him, these models, which can be considered simple or even outdated, serve as a milestone in history and a foundation from which we adopt our perspective without conflicting effects. For Roman Jakobson, it is essential to consider vital aspects of communication, such as the evolution of media, relationships, and media practices, which make things less straightforward.

The author also alludes to the phatic function of language, which pertains to contact and must be decisive for effective communication, as this function aims to connect all the participants in the language process. It must also ensure that this contact is well-preserved. In the age of social networks, viral communication, and smartphones, managing contact has become a "communicative" obsession. The author presents his reflection as a functional communication schema in the following form:

Figure II: Jakobson's block diagram (2010)

Source: ((Shannon, 1948))

With the expansion of the communication schema, several other authors have attempted to simplify the process to the utmost.

In the eyes of specialists Arnaud de Baynast and Jacques Lendrevie (2014), communication simply follows a classic pattern where it is assumed to be a system connecting the sender, which is usually the company in question, to the receiver, who is the customer, a specific target conveying a message, code, or emotions, all through a communicational transmission channel.



To adapt to current trends, Eric Bizot (2016) in his work emphasizes what communication represents today and what it is based on. According to the author, it is essential to adjust the vocabulary of each concept to the context used, a logical approach as he addresses overall communication in his work to define it.

Communication is thus a process that ensures message consistency, which, of course, must be accompanied by a refined approach so that each statement is an opportunity to convey the essential message.

With the concept of communication being explicit, we recognize its importance for resolving the research question. We will now delve into the concept of event communication, which is closely related to our subject.

To ensure coherence in our approach and gain visibility into the range of definitions, it is interesting to group them together to understand the evolution of the concept over time and to have an idea of the points of divergence among different authors.

We propose a summary table of definitions according to each author:

Table I: Summary of Communication Definitions

Author and Publication Date	Proposed Definitions
Communication	
Claude Shannon (1948) The Theory of Information	This model takes into account the various actors in the communication process, considering a message between the sender and receiver but involving various mathematical calculations, making the message less abstract
Guy Masterman and Emma Wood(2005)	They link communication to events as a very important tool for any manager in the field. Indeed, the work considers communication as an innovative approach not to be overlooked because it presents an exemplary aspect of approaching consumers
Roman Jakobson (2010) The functional diagram	According to Roman Jakobson, it's essential to consider various crucial aspects related to communication, such as the evolution of media, relationships, and media practices, which make things less straightforward. There is, of course, the phatic function of language, which ultimately emphasizes the importance of contact in communication. In the era of social media «viral» communication, and smartphones, managing contact has become a «communicative» obsession.
Arnaud de Baynast and Jacques Lendrevie (2014)	Communication relies on a classic model where it is assumed to be a system connecting a sender, usually the company in question, to a receiver, who is the client, a specific target, transmitting a message, code, or emotions through a communication channel.
Eric Bizot (2016)	Communication is, therefore, a process that ensures the consistency of messages, which must be accompanied by a refined approach so that each statement becomes an opportunity to convey the essential message.

1.2 Event Communication:

Anthony Babkine and Adrien Rosier (2011), two specialists in event communication, believe that this type of strategy promotes human contact. Event communication becomes a decisive vector for reaching consumers and leaving a unique experience in their minds. It distinguishes itself from other forms of communication by creating a zone of exchange, a real point of contact with the client, and is multisensory.

This is a means for companies to communicate their positioning and, most importantly, to enhance consumer memorization, whether it's about the brand or the communicated event. For event communication, the definition that closely aligns with the context at hand is that of Anthony Babkine and Adrien Rosier. It touches on various aspects of our research question, such as referencing positioning at the consumer touchpoint as a means of memorization, making it the most operational way to understand the concept of event communication.

This book, considering its publication date, takes into account various realities due to significant changes in the business environment. With a bit more perspective, and in a market less exposed to competition-related turbulence, these definitions might not be too different from one another. In the current context, each definition holds its merit and complements the others, but for the sake of operationalizing this strategy, we will use this definition to provide clarity and directly address the research question.

Mathias Lucien Rapeaud (2016) points out that historically, event communication was considered a non-media communication tool. However, with technological advancements, it may no longer be the case. It began as a part of advertising strategy but has evolved into a legitimate pretext for the brand or company to have its say. Over time, companies have adopted this concept more readily, and technology has now become the cornerstone of all event communication.

Before delving into the details, it is necessary to look at the overall evolution of the concept of event communication. According to Quentin Joachimiak (2016), event

communication has ancient roots, such as the festivities of Nero in Rome or Louis XIV. In the 1950s, there was the Tour de France, an event followed by nearly a thousand people. After that success, it became common to organize fairs, exhibitions, and other formal meetings. In the 1970s, communication and event agencies emerged due to fierce competition and the challenges of an increasingly consumer-driven society.

Therefore, we agree that event communication has always existed, even before the advent of successful advertising. This is due to the significant evolution in society and competition. In the 1990s, companies recognized the critical role of event communication as a decisive vector for marketing strategy. As a result, they communicated through event communication, using specialized agencies to differentiate themselves and deliver specific messages to selected target audiences. There was a need to "sell dreams to consumers" rather than communicate in a straightforward manner.

Aside from the classic promotional methods that we all know, such as TV advertising, flyers, and media, it is common for companies to use event communication for product launches and consumer loyalty.

Christophe Pascal (2017) focuses his work on event communication, considering it a profession or practice that requires reflection and strategy. According to the author, event communication has always existed it is the way it has been used that differs.

The event communication market is part of the MICE industry (Meetings, Incentives, Congress, and Events). This market encompasses all event initiatives, whether through communication agencies or various companies practicing this concept. The author emphasizes the real importance of event communication, placing it among the most stressful professions. After all, it is a significant effort that relies on a tool that cannot be used indiscriminately event communication. It is a tool of communication, as opposed to a simple tourism project.

Additionally, the digital revolution has provided a completely different perspective on event communication. It is worth noting, according to the author, that digital has not put an end

to event communication instead, it has enriched it with new tools. Social media has become an integral part of all event communication because it is no longer just about reaching a customer at a specific moment but about extending the experience and expanding the audience online. This allows for continued interaction and dialogue with consumers who may not have attended the event.

Of course, there are various forms of event communication based on each company's objectives and needs. The author distinguishes six of them:

- **Conventions:** These are events where companies address their employees, collaborators, suppliers, and sales teams to express gratitude, build loyalty, and present information. This form of communication is more institutional and less festive compared to others.
- **Evening Events:** These serve as a means to communicate messages to a larger audience and are typically directed towards bloggers and opinion leaders. They aim to enhance the company's visibility and brand it as up-to-date with the latest trends.
- **Product Presentations:** These events are designed to promote new products or existing offers. Companies use them to raise awareness about their offerings and expand their customer base.
- **Public Events:** These events, as the name suggests, are open to the general public. They can be organized for product launches, commemorations, and other purposes, and can take various forms such as exhibitions, fashion shows, performances, or pop-up stores.
- **Sporting Events:** Companies can leverage sporting events as part of their communication strategy. They may even participate as sponsors to add value to the event.



- **Luxury and Event Communication:** This category stands out in terms of its ambition and requirements, including budget and target audience.

The author defines event communication as a tool and communication technique based on creating events, with variations from one company to another. The objective of this communication is to leave a lasting impression on consumers and encourage them to revisit the offering or product. This definition aligns with our context and the current demands of companies in terms of effort and target audience. Therefore, we will retain this definition for the rest of our project. However, it is methodical to synthesize these definitions into a table to observe the evolution of these concepts:

Table II: Summary of Event Communication Definitions

Author and Publication Date	Proposed Definitions
Event Communication	
<p>Anthony Babkine and Adrien Rosier - To succeed in organizing an event (2011)</p>	<p>They believe that this kind of strategy promotes human contact. Event communication thus becomes a crucial tool for engaging consumers and leaving a lasting impression by providing them with a unique experience. It stands out from other forms of communication by offering the possibility to create a zone of interaction, a real point of contact with the customer, making it multi-sensory.</p>
<p>Event Communication from Strategy to Practice - Mathias Lucien Rapeaud (2016)</p>	<p>In the book "Event Communication from Strategy to Practice" by Mathias Lucien Rapeaud (2016), it is mentioned that historically, event communication was considered a non-media communication tool. However, with technological advancements, it may no longer hold that status today. It used to be just one element of an advertising strategy. What has changed is that event communication has evolved into a legitimate pretext for the brand or company to speak.</p>
<p>Quentin Joachimiak's work "Historical and Sociological Approach to the Event Industry" (2016)</p>	<p>These companies communicate through event marketing by engaging specialized agencies in the field to set themselves apart. It becomes a means to convey specific messages and reach well-defined targets. There is a need to "sell a dream to consumers" rather than taking a simple and concrete communication approach. In addition to traditional promotional methods such as TV advertising, flyers, and media, it is common for companies to utilize event marketing for product launches and customer loyalty initiatives.</p>

Christophe Pascal - Event Marketing (2017)	The author has defined event marketing as a tool and communication technique based on the creation of events, which vary from one company to another. The goal of this communication is to leave a lasting impression on consumers, encouraging them to revisit the offer or product. This definition aligns with our context and meets the current requirements of businesses in terms of effort and target audience.
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1.3 Digital Communication and Digital Communication Tools:

A. Digital Communication:

According to Oualidi Habib (2013), digital communication is defined as follows : "Digital communication is a new discipline in communication as well as marketing. The term refers to all actions (both communication and marketing) aimed at promoting products and services through a digital medium or channel, with the goal of reaching consumers in a personal, highly targeted, and interactive manner."

According to this definition, today's ultimate goal for companies is to target prospects and consumers not only on the web but also on digital media. Digital communication is part of the strategy through which communication and brand management actions are carried out on the web and social networks. The question for a company today is not about its presence on the internet but rather how it is present and how it can effectively combine traditional and digital communication.

Before venturing onto the web, it is essential to define a digital strategy as well as SMART objectives. Without objectives and targeting, it is difficult to know which path to take and what techniques and means to implement. Having a strategy with objectives allows you to select the best digital communication tools and channels (social media, online advertising, display campaigns, email campaigns, affiliate marketing, etc.) to reach the desired target.

B. Digital Communication Tools:

The Inescapable Equation SEM = SEO + SEA + SMO:

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Search Engine Marketing (SEM), or "Search Engine Marketing," is essential in any web marketing strategy because search engines, especially Google, are the primary tool for accessing web content. These search engines are used to find information about products and services, learn about company values, and keep up with current news.

So, it is crucial not only to be present in search engines but also to have a strong position in search engine results to generate website visits. This is the challenge of SEM. Therefore, developing and implementing an SEM strategy based on the technical and editorial optimization of your website, or the purchase of commercial links (Google Ads), or a strong presence on social networks, will allow you to, among other things, according to a logical sequence:

- Achieve a strong position in the top results offered by search engines.
- Increase visibility.
- Generate traffic to your website.
- Enhance brand awareness and visibility.
- Grow your business.
- SEO, SEA, and SMO represent three levers for optimizing performance in web marketing.

SEO (Search Engine Optimization):

SEO, or Search Engine Optimization, is the so-called "organic" referencing². It encompasses all techniques aimed at improving a website's position in a search engine, such as Google, for example. The main focus of SEO work involves optimizing the site's content and working on incoming links (backlinks) (Hervé Rioch, Yohann Sorine, 2019).

The effectiveness of SEO relies on three main pillars: technical mastery, content, and popularity.

Technical Mastery: This involves everything related to the site's performance, such as the Content Management System (CMS), server and programming language used, page loading time, site accessibility, and page URLs. These elements may not be visible to the user but influence how Google evaluates the website. For instance, a website with slow-

loading pages, all other factors being equal, will be less well-referenced by Google because it provides a poor user experience.

Content: This refers to the visible part of the website, including text, images, videos, and how this content is described and presented to users. It involves the website's ergonomics, information architecture, proper filling of tags and titles, internal links between pages (internal linking), and the choice of keywords for each page. High-quality web content should be coherent, creative, authentic, suitable for the site's domain, original, comprehensive, enriched, and regularly updated. The idea is to please Google by offering the best possible browsing experience to users.

The popularity: refers notably to all incoming links received by a website, meaning all the links that third-party sites create to link to a website. A site with interesting and shared content obtains numerous relevant incoming links and is therefore perceived as a high-quality site. (Hervé Rioch, Yohann Sorine, 2019)

C. Consumer Buying Behavior:

According to the author Abdelmajid Amine (1999) in the work "Consumer Behavior in the Face of Marketing Action Variables," several interacting and impacting factors on buying behavior are highlighted. Without exploring all the factors, we will directly explain the definition provided by the work.

For the author, buying behavior is a concept that results from the combination of several factors, and these factors influence the consumer's psychology without them necessarily being aware of it. These factors are closely related to the environment and arise from a specific situation.

To explain his point of view, the author relies on the Belk R. W model:

Figure III: Role of the Situation in Consumer Behavior

Source: (Belk R.W (1975))

The idea is that purchasing behavior is ultimately the result of a product situation and a set of characteristics demonstrated by consumers. There is certainly a variable that comes into play and remains a major challenge for companies looking to impact consumer purchasing behavior, and that is the degree of involvement of these individuals in the deployed marketing efforts.

For the author Cécile Bozzo (2004), it is time to finally distinguish between two very diverse buying behaviors, one justified by positive attitudes and the other specific to a single habit. This distinction is important because it highlights several types of consumers:

- The loyal ones: justified by positive attitudes
- The inert ones: not responsive to offers
- The detached ones: showing a single and unique buying habit, without repetitiveness

Companies have become aware of the importance of understanding consumer buying behavior due to fierce competition they face. This is even why a more updated definition is highlighted.

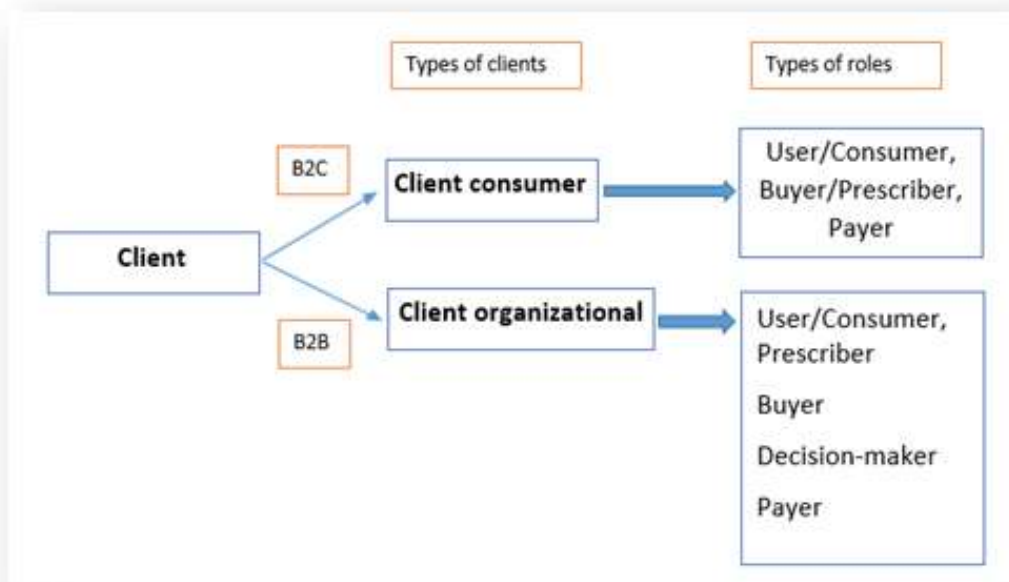
Ultimately, for Jean-Jacques Lambin and Chantal de Moerloose (2008), consumer buying behavior encompasses all activities that precede, accompany, and follow purchasing decisions, during which the organization actively intervenes and not randomly³.

It is important to add this distinction to different definitions because the customer makes certain choices and decisions throughout the mentioned process.

Considering buying behavior at the very moment the customer makes a choice is a managerial mistake. In any case, this is what the authors argue. They emphasize the need to take into account the different phases the customer goes through to act accordingly.

According to the authors, the customer plays a role in making these decisions. They rely on the model of Howard and Sheth (1969), which considers buying behavior as an activity aimed at solving a problem:

Figure IV: Types of Roles Played by the Client



Source: Howard and Sheth (1969)

The definition provided by Jean-Jacques Lambin and Chantal de Moerloose seemed more suitable for our subject because contextually it aligns better with how to address the research question. The profile or roles played by consumers matter in defining the impact with which the latter becomes involved. Ultimately, customer behavior varies when faced with a changing context, and considering the difference in target audiences addressed by our research question, it is important to take this distinction into account. However, it is essential to consider the current context to develop this concept.

According to the book "Marketing" by Marie-Christine Ferrandi and Jean-Marc (2014), understanding the consumer involves analyzing the processes engaged by individuals or groups when seeking to satisfy a need or desire during the acquisition or use of a product or service. This analysis of processes helps identify variables that explain consumer behaviors.

Numerous explanatory variables come into play in this analysis, such as personality, age, gender, social class, level of expertise, etc. Marketing managers must hierarchize the impact of these variables to understand and nuancedly interpret consumer behavior in order to develop and implement the most effective marketing strategies.

The authors of this book explain the evolution of consumer approaches by considering various changes that lead to shifts in consumer analysis frameworks. In this approach, the link between the buyer and the organization is ephemeral, as once the transaction is completed, the customer becomes anonymous. The purpose of this approach is therefore to generate the highest sales volumes. However, in today's context, consumers are becoming more aware of the marketing techniques employed by companies, and consequently, the traditional approach is beginning to show its limitations.

As a result, manufacturers and distributors have, in turn, modified their perceptions of the consumer and developed a unique approach in which the company seeks to provide several intangible benefits accompanying the product and aims to build a lasting relationship with the customer. In the store, the goal is to create a shopping experience that is a service enriching access to the product and is defined as a memorable, enjoyable, and meaningful moment.



Following the shopping experience, marketing analysts seek to answer several questions through which the company is less concerned with identifying demand in advance than with evaluating consumer reactions to an internally designed offer (prototype testing in real usage situations).

According to Joël Brée's book (2017), consumers are vital agents for the company because they constitute the essential guarantee of its profit. Therefore, understanding consumers is a crucial element that must be first grasped in order to truly address their expressed needs. To survive in a highly competitive environment, an organization must know how to provide the target it aims for with a perceived value greater than that of competitors. Consumer value can be defined as the difference between all perceived benefits provided by a product and the cost (in money, time, and effort) necessary to acquire and fully enjoy it.

Having elucidated the concept of consumer buying behavior, we will now synthesize the definitions in a table to highlight the evolution of the concept over time:

Table III: Synthesis of Definitions of Buying Behavior

<p>Marie-Christine, Ferrandi, Jean-Marc (2014)</p>	<p>Understanding the consumer involves analyzing the processes engaged by individuals or groups when they seek to satisfy a need or desire during the acquisition or use of a product or service. This analysis of processes helps identify the variables that explain consumer behaviors. Numerous explanatory variables come into play in this analysis, such as personality, age, gender, social class, level of expertise, etc. Marketing managers must hierarchize the impact of these variables to understand and nuancedly interpret consumer behavior in order to develop and implement the most effective marketing strategies.</p>
<p>Joël Brée - Consumer Behavior (2017)</p>	<p>Consumers are vital agents for the company because they constitute the essential guarantee of its profit. Therefore, understanding consumers is a crucial element that must be first grasped to truly address their expressed needs. To survive in a highly competitive environment, an organization must know how to provide the target it aims for with a perceived value greater than that of competitors. Consumer value can be defined as the difference between all perceived benefits provided by a product and the cost (in money, time, and effort) necessary to acquire it and fully enjoy its benefits.</p>

2 Evolution of Various Key Concepts

After defining the various key concepts of our research question by presenting the definitions provided by the authors, we will provide a temporal overview. In this section, we aim to demonstrate the evolution of the concepts over time to understand the different changes the concept has undergone, and especially to gain insight into what would be more operational regarding our research question. Our research question revolves around four key concepts crucial to the resolution of our topic, each of them perceived differently depending on the context in which it is employed. In this section, we will proceed concept by concept to highlight their evolution over time.

2.1 Evolution of Communication:

In relation to communication, we observe a significant evolution linked to considerable changes in context and usage. Technological advancements have played a crucial role in disrupting communication. This is why we have chosen to begin with the oldest definition to illustrate the real gap between the early explanations given by authors and the more recent ones. Let's start with Claude Shannon's definition (1948), which laid the basic foundation of communication through modeling its actors, considering a sender and a receiver of a transmitted message. However, this definition quickly became commonplace due to the complexity of these actors and the predominantly implicit nature of the message. Communication cannot be ultimately reduced to a simple diagram, but it provides a fundamental basis. The author employs calculations to try to decode the message from the sender to the receiver, contributing significantly to deciphering it but not equipping them with complete communication tools.

While the contribution of the author is considerable, especially in the information processing field at the time, another definition emerges with Guy Masterman and Emma H. Wood (2005), who manage to link communication to other areas such as events. These authors view communication as a crucial tool for any business manager. For them, communication remains a pillar and an innovative approach that allows approaching more consumers with much less effort, although this is certainly not automatic and depends on several factors.

2.2 Evolution of Event Communication:

The concept of event communication was introduced by two specialists, Anthony Babkine and Adrien Rosier, in 2011, highlighting the social and, above all, human aspect. They consider this communication as a vector for various entities, a decisive vector for establishing an image that is crucial in the minds of consumers.

During this period, there was a notable emphasis on human contact before any deployment of the event communication concept. The authors focused on the experience lived by consumers. Event communication, for them, is a means to get closer to their targets and provide consumers with a unique experience. It is essential to note that the authors developed their definition in 2011 when they did not have enough tools to face a turbulent environment or strong competition in the field.

Anthony Babkine and Adrien Rosier stress the importance of human contact by giving the example of two different companies launching a new offer through an event. The first merely communicates digitally or through advertising spots. The second invites its clientele to test the offer on-site and win various gifts. The one that provided users with this experience can rely on a loyal customer base that will not forget this experience, while the other may see its sales increase but for a relatively short period. The former increased customer loyalty to the entity and brand, while the latter focused on loyalty to its offer.

The concept quickly evolved with technological advancements, leading Mathias Lucien Rapeaud in 2016 to focus on this facet when addressing event communication. The author considered it a reflection or even a means of speaking out for companies. However, event communication cannot be approached without considering the technological context, considered a cornerstone of the field.

It is noticeable that we transitioned from a definition in 2011 favoring human contact to another in 2016, much more oriented towards technology and the channel used for successful event communication.

This prompts us to elucidate the evolution of concepts to demonstrate the added value of each because historically, the initial attempts serve as a foundation for all subsequent explanations. It's a matter of addition based on the period when the definition was developed.

Quentin Joachimiak (2016) focuses on the evolution of the concept before defining it. According to the author, event communication dates back to antiquity through various events organized at that time. It was in the 1990s that companies became aware of this and began using it as a sales strategy. The author defines it as a means of conveying a specific message to reach specific or mass targets at times. He even uses the expression "selling dreams to consumers" instead of communicating in a conventional way, helping companies differentiate themselves from others. This shows a certain sociological inclination by the author, trying to profile to adapt the message to the target, which now becomes much more complicated than broadcasting a simple message to a mass audience.

The last definition provided by Christophe Pascal (2017) is much more operational for the simple reason that he considers event communication as a tool and communication technique based on creating events, which vary from one company to another. This communication aims to leave a lasting impression on consumers, enticing them to reconsider the offered product or service. This definition aligns with our context and especially with the current demands of companies in terms of efforts to approach their targets.

The author also emphasizes that digital has not put an end to events but has enriched them by providing new tools. Social media has become an integral part of all event communication and, therefore, any marketing action related to the field. According to Christophe Pascal (2017), it is no longer about reaching a customer at a specific moment but extending this experience and expanding the audience online, continuing a meeting or even a dialogue with consumers who may not have attended the event.

2.3 Evolution of Digital Communication:

The digital revolution has disrupted everyone's daily lives. Similarly, the revolution of digital technologies has had a significant impact on events. Events have not disappeared due to the digital revolution; instead, they have been enhanced, gaining more significance and extending their lifespan. We no longer organize events in the same way as before. Social media, like catering, venue, and decor, has become an essential component of any

event. It is no longer just about capturing an audience live at a specific moment but expanding the audience online, prolonging a meeting and dialogue with those who do not have access to attend the event in person. Depending on the type of event and its audience, whether internal or external, an event develops a tailored digital aspect before, during, and after the event itself.

Today's events are interconnected and interactive, enhancing participants' experiences. Event organization now involves the use of digital tools. We think not only in terms of "live" but also in terms of both "live" and "digital."

Even today, some events take place without a live audience what matters is the recording of the event and its dissemination on the internet. The Silent Ride concept by Nissan Europe in 2014 for its Nissan Leaf, a 100% electric car, is a notable example. The brand aimed to highlight the benefits of its new model, described as "silent and environmentally friendly, responsive and enjoyable." For this, a Nissan Leaf race was organized at night in one of the quietest small towns in France. Cameras were placed among residents (under the guise of a sleep study), while the cars sped through the deserted and silent village. The challenge was successful, and no one was caught off guard. On a dedicated website, a video exclusively broadcast on the Internet "proves" the challenge and allows users to learn more about the race, behind-the-scenes, and the automobile. The report indicates "460,000 impressions on Twitter in the first week and 1.6 million overall views in three weeks." Whether the initiative is "fake" or staged, it generated publicity and increased the desirability of the product for potential buyers.

2.4 Evolution of Consumer Buying Behavior:

The first definition, by Abdelmajid Amine (1999), summarizes consumer buying behavior as a concept resulting from the arrangement of several interacting factors. The author also incorporates psychology to explain the influence on consumers, emphasizing a situation, a product, and a set of characteristics demonstrated by consumers. One crucial variable that plays a major role for companies aiming to impact consumer buying behavior is the level of involvement of consumers in response to marketing efforts.

Following that, Cécile Bozzo (2004) distinguishes between two diverse buying behaviors, one justified by positive attitudes and the other specific to a single habit. This distinction is important as it highlights several types of consumers:

- ❖ Loyal customers: justified by positive attitudes
- ❖ Inert customers: not responsive to offers
- ❖ Detached customers: demonstrating a single and unique buying habit, without repetitiveness

This initiative is important to say that ultimately, we are not dealing with a single type of consumer but several, prompting companies to tailor their offers to each target and various attitudes.

Jean-Jacques Lambin and Chantal de Moerloose (2008) propose that consumer buying behavior covers all activities preceding, accompanying, and following purchase decisions during which the organization actively intervenes, not randomly. It is important to add this distinction to the various definitions, as the client is involved in making choices and decisions throughout the entire process mentioned before. For the authors, buying behavior is not only considered at the moment the customer makes a choice but throughout the entire process of contact with the customer. It is no longer just about building loyalty at a specific moment but building a solid relationship.

In 2014, Marie-Christine and Ferrandi, Jean-Marc, focus on understanding consumers and analyzing the processes involved when groups seek to satisfy a need. This process allows identifying variables explaining consumer behaviors. According to the authors, numerous explanatory variables come into play, such as personality, age, gender, social class, level of expertise, etc. Marketing managers must prioritize the impact of these variables to understand and nuance consumer behavior favorably to develop and implement the most effective marketing strategies. This means understanding customer behavior before engaging in any marketing action and analyzing the process that outlines this relationship.

For our research theme, we will focus on the definition by Joel Brée (2017), which differs from any other definition by considering consumers as vital agents, comparing them to an engine ensuring the company's longevity or, conversely, its loss. Understanding the behavior of these consumers is equivalent to guaranteeing profits and a word-of-mouth, highlighting the name or brand. The only element allowing the company to differentiate itself is its human capital, an opportunity to impress consumers, especially in this era of continuous technological development. This is why the definition we choose for our subject is this one, placing the customer at the center of all managerial concerns and, above all, making an effort to add value.

We then presented the approach of Roman Jakobson (2010), who emphasized technological advances in relation to communication as indispensable tools for achieving the objectives of each company. A significant contextualization is observed, which can, however, change the course of the communication process and modify the model presented by Shannon (1948). He even describes these new trends as a communicative obsession, whether for business owners or individuals. This is the period when companies began to present their offers by adopting communication rules related to social networks and using them on various existing platforms.

Next, the turn comes for the two authors Arnaud de Baynast and Jacques Lendrevie (2014) to present their definition of communication, reiterating the classic communication diagram and diversifying the types of transmitted messages, introducing emotions as messages as well. However, the authors do not take into account the influence of the communication actors' environment and the evolution of different technologies, despite presenting this definition in 2014. We then pushed the reflection further to arrive at Eric Bizot's definition (2016), who defines communication as an unparalleled technique to introduce into any strategic thinking.

For the author, it is a matter of adapting the vocabulary to the context in which we use each concept, which is quite logical in the end. This is why, in his work, he talks about global communication to define the latter and goes beyond that, multiplying its forms to show that each context requires a different vision. Communication, for Eric Bizot, is a process that ensures the coherence of messages, which must be accompanied by a



refined approach so that each statement is an opportunity to convey the essential message. This definition is the most suitable for our research question, as it temporally considers the various changes that the field has undergone and, more importantly, adapts each form of communication to its framework, which is important given the diversity of communication forms used in the research question.



Conclusion of the Chapter:

To conclude this chapter, it is necessary to recall that this section of the report was dedicated to the theoretical aspect and, therefore, the definitions of key concepts and their perception in various books and articles. The selected concepts are those closely related to the research question and are crucial to elucidate.

It should be noted that the research question focused on key concepts: event communication, digital communication, and consumer purchasing behavior. We began by briefly explaining the concept of communication before delving into the definition of event communication, providing a brief overview of events, digital communication, and finally consumer purchasing behavior. All these concepts directly impact the research question and are of significant importance for its resolution.

We followed a logical and historical approach, selecting definitions that are most exploitable and suitable for the context of the research question. We demonstrated the rationale behind choosing a particular problem or another.

This chapter is essential for the rest of the project, as the second chapter will involve providing theoretical answers to the research question, and this cannot be done without explaining the key concepts that will be addressed.



Chapter II: Event Communication, Digital Communication, and Purchasing Behavior - Theoretical Foundations

After defining the key concepts necessary to address the research question, it is now important to demonstrate the various links to better understand our subject. In this chapter, we will explicitly show the different connections between the key concepts, starting with a section that illustrates the links between the concepts. Subsequently, we will provide a theoretical response to the research question in another section.

Regarding the link between the different concepts, we will employ a funnel technique, moving from the general to the specific. We will begin with communication in the broader sense, then elaborate on the two types relevant to the research question event communication and digital communication.

The subsequent focus will be on demonstrating the impact of these types of communication on consumer purchasing behavior, which constitutes the second part of the research question. Furthermore, we will explore the specific nature of this impact and the manner in which it occurs in another section dedicated to the theoretical response to our research question, aiming to precisely understand and grasp its meaning.

Before delving into this chapter, it is evident that the concepts are closely interconnected and follow a clear sequence. Hence, it is essential to illustrate the extent and scope of these connections. This chapter will consist of two sections: the first one will highlight the key concepts defined in a previous chapter, and the second will provide a theoretical response to our research question based on sources.

1 Links and Perspectives:

This section aims to present the connections between the key concepts of our research question for a better understanding of the subject and a continuous line of thought. These key concepts were previously explained in the last chapter. We first focused on communication as a foundation for other concepts, then defined event communication and digital communication, and finally, consumer purchasing behavior.

The link that interests us and forms the basis for our research question is the connection between event communication and digital communication and consumer purchasing behavior to verify whether there is an impact or not. We are still in a purely theoretical framework, which means that the connections we will try to demonstrate are part of the literature and clarified by professionals in the field. Indeed, this section is part of a chapter intended to provide a theoretical response to our research question by dividing the work into two sections. The first, as we have just seen, aims to present the existing links between the key concepts, while the other relies on these links to provide a concrete answer to our question. We will begin by highlighting the connections between the key concepts.

1.2 Communication and Purchasing Behavior:

Communication, in general, is directly linked to consumers it is a mirror that reflects the internal organization of each company directly. This makes it the pillar that ensures the sustainability of companies. Even more so with the current context that pushes companies to differentiate themselves in one way or another. However, this can only be done with the traditional means we all know. Technologies certainly continue to develop every day, which can be a blessing or a curse for some. It's another way of seeing things and, more importantly, understanding them a marketing perspective viewed differently.

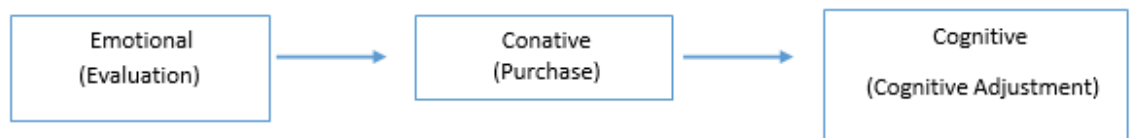
Communication is directly related to the purchasing behavior of the customer, regardless of its type. This is what we will try to demonstrate in this section. In Abdelmajid Amine's book, "Consumer Behavior in the Face of Marketing Action Variables," he highlights consumer purchasing behavior with various marketing actions, including event communication.

The author clearly states that any marketing action aimed at attracting a target influences consumer behavior and their orientations, as with event communication. By enhancing the consumer's purchasing experience within a store or brand, this leads to changing their attitudes and implications towards that brand.

Without going into details, as the impact will be more explicit in the second section, which will theoretically address the research question.

For the author, the link is evident because all marketing actions play on three aspects, which he illustrates as follows:

Figure V: Impact on Buying Behavior



Source: (Abdelmajid Amine, 1999)

Other authors, from fairly recent publications, have also established the link between communication and purchasing behavior in all its forms. Amélie Guichard, Nathalie Riché, Caroline (2016) view the consumer as an actor who, depending on the situation, can play the role of a user of a good or service. Additionally, they can successively or sometimes simultaneously take on roles such as a buyer or payer of the product or service, user, influencer, prescriber, decision-maker, supplier, or information gleaner.

It can be said that a single decision can involve a significant number of participants. We start with this to highlight the various facets that the company must take into account before launching any communication action.

The science of consumer behavior derives its complexity primarily from its transversality but also from the multitude of actors present in the same environment. Understanding purchasing behavior involves knowing individuals, their beliefs, their past, their satisfactions, their disappointments, their environmental factors, as well as their individual characteristics.

The exercise of behavioral understanding must be based primarily on the explanatory factors of this behavior, which the authors have divided into internal and external influences. To refocus our thinking, it is important to understand that to act on consumer purchasing behavior, it is necessary to know the sources of influence on these individuals in order to exploit them.

- **Internal Influences or Psychological Factors:**

We discuss here three different concepts that modify the purchasing behavior of consumers, namely, needs, motivations, and attitudes. It is essential to distinguish and understand their extent. As for needs, they are defined as a requirement arising from nature or social life.

Each individual feels the need at a given moment to make a purchase, except that in the current context, companies no longer wait for consumers to express a need on the contrary, they trigger it through marketing communication actions, modifying this behavior in favor of these structures.

Needs and motivations are linked in that the need (lack) is the fundamental source of motivation (seeking to fulfill this lack).

Indeed, motivations and barriers can be classified into several categories:

- ❖ Hedonistic motivations, which translate into the pleasure of consumption or the purchase of a product.
- ❖ Rational and utilitarian motivations: (Product utility) purchasing fuel, health concerns (search for natural products, etc.), buying electric batteries (product longevity).
- ❖ Ethical motivations (feelings of duty or obligation) : Parents purchase a yogurt enriched with calcium, like Petit Suisse, to promote their child's growth.

- ❖ Latent and active motivations aimed at arousing desire (signal or stimulus advertising): Pastry shop window displays, banners on websites.

Therefore, it is up to the authors to detect these motivations and try to develop arguments based on them to awaken this instinct and adapt to different consumers. Barriers are also important to understand the real reasons and to ensure improvement in both directions.

Attitudes, on the other hand, are developed towards religion, politics, clothing, music, food, and other aspects. Attitudes give rise to predispositions, more or less favorable, depending on the context in which they are found. It is the predisposition of individuals to evaluate a product or a brand positively or negatively.

The authors also relied on the three elements of attitude, as we have seen with the author Abdelmajid Amine, but with several additions depending on the current context.

The three elements of attitude are:

- **Cognitive Component:** This refers to the beliefs and knowledge that consumers develop about an object. These are derived from external information (advertising, OBA...) and the consumer's experiences. Different structures must ultimately be aware of these issues and communicate in a way that provides a consistent offer and meets certain requirements set by the consumers themselves. Customer experience is an essential element in this reflection. It allows consumers to position the brand or company on a satisfaction scale, resulting from the arrangement of several factors. These factors are related to the previously explained elements, linked to needs, motivations, and attitudes. This helps to materialize the act of purchase, or conversely, not to trust the entity.

- **Affective Component:** This refers to the overall judgment and evaluation of a brand through the feelings and emotions that the consumer has towards it. The goal is to directly impact the customer to change their buying behavior, convey messages that make sense and communicate facts. Consumers can identify themselves in these messages and be at the heart of the matter. Touching emotions is not an easy task, as it ultimately involves taking a risk. However, it is necessary to think about the messages to convey

and, above all, to remain consistent with the values of the company. Otherwise, it creates confusion in the minds of consumers, who can no longer identify with the offered product or service.

- **Conative Component:** This concerns the attitude developed after the actual purchase. The individual develops attitudes towards products, services, brands, but also towards advertising. It is, in a way, the result of the effort deployed on both levels. It is a positioning that the customer takes regarding the offered product or service.

External influences or sociological and cultural factors:

➤ Sociological Factors:

- Family, Gender, and Age

The family has a significant influence on consumer behavior as it is the place of socialization that shapes individuals' opinions and values. Several studies have demonstrated that belonging to one of the two genders has a significant impact on consumption behavior.

Gender helps determine who will make purchasing decisions and, in turn, determines the target to influence. The roles of women and men vary according to cultures and lifestyles. Consumer buying behavior also varies with the consumer's age. We can distinguish between real age and cognitive age.

- Real Age (Biological): Biological changes are associated with modifications in consumption, values, and symbols.

- Cognitive Age (Self-attributed): It relies on four components the age one feels internally, the age one appears (physical appearance), the age reflected through the person's actions, and the age corresponding to the person's interests. All of this significantly impacts the decisions that the company wants to make because, in a sense, it must take into account the influence of these factors to deploy appropriate communication. Consumer behavior remains complex and requires careful consideration.



- Reference Groups: reference groups are groups that serve as a reference in determining an individual's beliefs, attitudes, and behavior. The influence of these groups can come from cultural pressure, fear of deviance, involvement in the group, or the power of the group. Positive reference groups are those whose values and behaviors are approved, while negative reference groups are those whose behaviors are rejected.

- Social Class: social class refers to groups that are relatively homogeneous, ordered, and whose members share the same interests, lifestyles, and behaviors.

- Cultural Factors: consumers' choices cannot be understood outside the cultural context in which they are made culture is the prism through which people evaluate products or services. The impact of culture on consumer behavior is so powerful that its importance is often difficult to grasp. Membership in a community within society affects consumers' lifestyles. These groups are called subcultures, and their members share common beliefs and experiences that distinguish them from others.

2 The Impact of Event and Digital Communication on Buying Behavior

To theoretically address the research question, we will rely on the book "Marketing Management" by Kotler & Dubois. Ultimately, for them, event and digital communication is a reliable means of retaining consumers and increasing their attachment to the brand in question. Since our case deals with the impact of event communication on the purchasing behavior of Mall consumers, specifically regarding the brands Banana Republic, Armani Exchange, and GAP, we will focus on these brands.

For Kotler, customer satisfaction with the brand is built over time. He starts from the principle that the organization should begin by changing its perspective. He propose a model that reinvents the perception of companies and consumers.

Figure VI: Traditional and Modern Views of the Company



Source : Plane Jean-Michel. Paris, Dunod, « Management Sup »



In his work, he presents this model in the form of an inverted pyramid to illustrate the increasing importance consumers now hold, placing them at the top of the pyramid. He then depicts the personnel in contact with them, and so on, as shown in the figure.

Now that the entity in question is reassessing its priorities, this is where it can adapt its communication to its target audience to maintain this relationship of trust, which, once established, is difficult to break.

With event communication, the customer experiences a sense of attachment to the brand, ultimately providing satisfaction. For Kotler, this choice creates an expectation regarding the brand, thanks to the on-site experience.

This is where the role of event communication truly becomes apparent, directing consumers' vision and behavior towards the brand. Digital operations are more focused on acquiring new customers than retaining existing ones. However, Kotler considers digital operations to have a shorter lifespan compared to event communication since customers are primarily attracted by discounts and may leave once the offer expires. In contrast, event communication provides a unique shopping experience that customers are unlikely to forget.

Thus, we already have the hypothesis that event and digital communication positively impact consumer purchasing behavior and guide them toward the brand in question. However, the author also emphasizes the importance of considering certain variables when examining changes in customer buying behavior.

These variables can either result in positive outcomes if the customer is satisfied with the experience related to the brand or pose risks, such as excessive communication without delivering promised offerings. Kotler also mentions the risk associated with changes in consumer expectations over time, highlighting a growing paradox that should not be overlooked.



To explore another aspect of the topic, we turn to the book "Consumer Behavior" by Philippe Mouillot, which delves into the science of behavior as a critical concern for all businesses in the current context.

According to the author, claiming to know consumer expectations is a managerial mistake since consumers' reflexes are influenced by various variables. To make event and digital communication effective, the focus should not solely be on preliminary studies to influence consumer behavior but on developing spontaneous mechanisms.

When discussing the digital aspect, creating messages adapted to the target audience is simpler, but for physical contact, impressing the customer involves changing the experience within the concerned brand. Philippe Mouillot acknowledges an impact on purchasing behavior, but it remains debatable concerning the actual act of purchase and its procedural unfolding. Two possible hypotheses are considered based on the customer's profile and degree of involvement with the brand.

Returning to an interesting work addressing the impact of consumer behavior on marketing actions by Amine Abdelmajid, previously used for key concept definitions, the author asserts that marketing actions such as event and digital communication significantly impact consumer purchasing behavior. However, the author emphasizes the importance of considering the consumer's situation, as an isolated customer may not be influenced in the same way as a group. The impact on behavior is not entirely generalizable, as each individual perceives and evaluates a situation differently based on their lived experience, something that companies cannot predict.

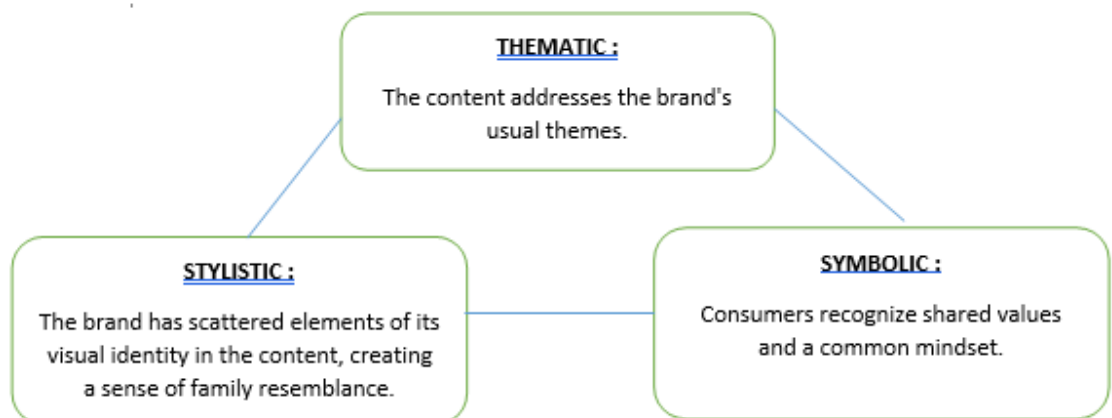
In another book titled "How Brands Transform into Media" by Matthieu Guével, the author discusses event and digital communication as a transformation in the world of communication. It is a culture to adopt, not just a conveyed message. Before determining whether these variables impact consumer behavior, he stresses the importance of content since customers attach themselves to a message and an image more than a name.

The author explains that there is a certain logic wherein some consumers are more attached than others, and a concept needs to be realized. Certain links exist that brands do not explicitly articulate or generally know about. The author refers to this as the "Triangle of the Winner," consisting of three elements: a theme, a stylistic element, and a symbolic element.

Each of these elements represents the level or degree of relationship between the brand and the customer. If these degrees, even the most implicit ones, are managed effectively, it can lead to increased connection and closeness to consumers, ensuring an influence on purchasing behavior.

The author illustrates them as follows:

Figure VII: Three levels of consumer affinity

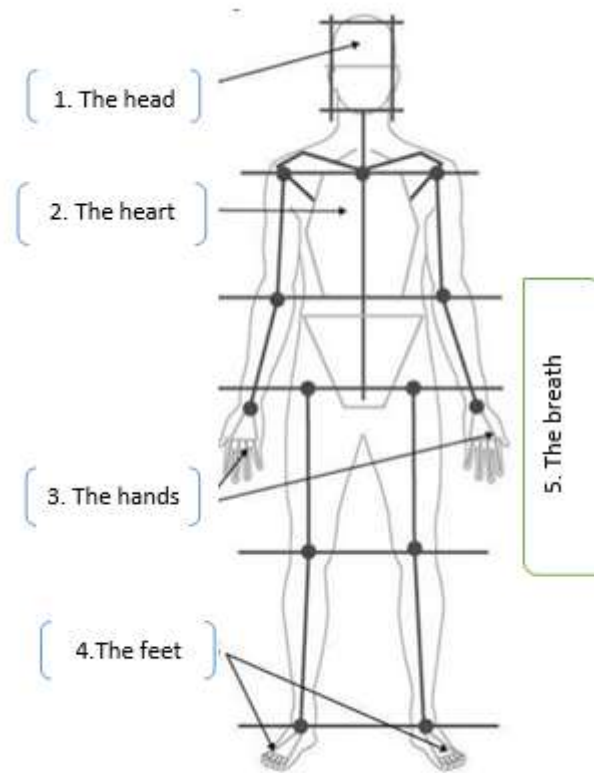


Source: (Lambin Jean-Jacques 1995)

The first level corresponds to the most elementary level in terms of customer contact, the setting, context, etc. The second level, the stylistic, is more about developing codes between the brand and the customer in question. Finally, the symbolic level denotes the deepest and most abstract level, which must be well understood to be managed effectively. According to the author, it is about understanding and refining connections with consumers to act accordingly and develop tailored marketing actions. As long as the brand knows its audience, influencing their purchasing orientation should not be difficult.

According to Christian Barbaray (2016), there is another perspective for understanding the impact of different types of communication on purchasing behavior, which is customer experience. This concept is the focal point of his work "Satisfaction, Loyalty, and Customer Experience." The author explains that customer experience is a crucial solution for any company aspiring to be a pioneer in the market. In the end, it is a positioning that the customer will remember, unless a miraculous event occurs that changes their mind. Regarding our topic, he zooms in on each part of the human body, suggesting that attention should be given to each of these parts to modify consumer purchasing behavior resulting from a unique customer experience. To be clearer, and as shown in the illustration below, companies must consider the communication project as a living being:

- **The head:** Communicate in a way that establishes a positioning and develops an offer centered on consumers.
- **The heart:** Motivate and inspire consumers by conveying messages that resonate with them.
- **The hands:** Make our offer accessible and ensure continuous contact.
- **The feet:** Conduct a meticulous study of the customer journey to act based on their preferences and communicate about them.
- **The breath:** Change the culture, create a "customer-first" attitude to adapt the atmosphere to consumers, especially if the communication is physical.



Source: Christian Barbaray (2016)

Nicolas Riou (2017) offers an approach that differs from other authors, focusing on event and digital communication. In the current context, it is essential to multiply touchpoints with consumers to reach the maximum number of people, especially different target audiences. In his work, "Le Consommateur Digital" (The Digital Consumer), he explores various aspects of digital communication and its impact on consumer behavior.

This aligns perfectly with our research question, transitioning from physical event and digital communication to digital-only.

A quote from his book summarizes the current situation of businesses facing fierce competition, jeopardizing the life and reputation of the company "In the new world, it's not the big fish that eats the small one it's the fast one that eats the slow one." (Nicolas Riou, 2017, page 76). The author explains this by emphasizing the crucial importance of adapting to new changes and emerging methods. Otherwise, structures quickly become outdated and lose their weight against the competition. Digital communication in all its



forms is changing consumers' lives and shaping a new generation of consumers, automatically affecting their behavior. The author introduces the concept of the "augmented consumer" who uses new technologies to improve and simplify their daily lives. Brands must reevaluate and evolve their marketing approaches to adapt to these new consumers.

According to the author, the consumer has become an active participant in their consumption. In all previous stages of the consumer society, they were in a passive position, which is no longer the case. Consumers are now aware of their choices and end up choosing the brand that speaks the loudest, with a presence in their minds and notoriety that outshines competitors. This voice is amplified through tailored and adapted event communication. Riou challenges traditional marketing approaches to revolutionize them with new communication trends, namely digital, as the only means to approach consumers and, more importantly, modify their purchasing behavior towards brands.

Conclusion of the Chapter:

After dissecting our research question into a number of important key concepts and defining them while elucidating their evolutions, it was necessary to link these concepts. This is the very objective of this chapter, which we presented in two parts.

The first section aimed to theoretically link concepts, namely event and digital communication with consumer purchasing behavior. This was done to facilitate the understanding of the research question and provide possible answers.

The second section aimed to provide theoretical answers to our research question, drawing from various sources in the literature. Clarifications were provided for each source, approaching the research question from multiple perspectives, and highlighting contradictions to be further explained in the upcoming chapters.

Equipped with the necessary knowledge and theoretical tools to address the research question precisely, it is interesting to provide a clear overview of the entity under study to bridge the theoretical and practical aspects.

This will be the focus of the next section, which will delve into the real-world framework of our research question.



Part 2: Empirical Framework

Having detailed the theoretical framework of our research question, it is now necessary to translate our theme into practice. The empirical part of our topic pertains to the real-world context of our study. The title of this current chapter will revolve around the methodological choices implemented for this research, which we will describe in the following lines.

Literature suggests various approaches and paradigms suitable for each study context, with the goal being to justify the methodological choices made within this study framework. To achieve this the present chapter will first include the epistemological positioning of our research, which is the positivist paradigm with a hypothetico-deductive approach. Then in a second section, we will focus on the study context, as well as the quantitative method for data collection, deemed appropriate for our context. We will also examine the choice of measurement instruments used in the development of the questionnaire.

1 Epistemological Positioning of the Research

The epistemological positioning is at the heart of research design. Research in social science has marked three central paradigms, namely positivism, interpretivism, and constructivism. Positivism, often known as the "Churchill paradigm," garnered interest in several marketing research studies, positing that reality can be observed. This paradigm develops its own quantitative methods of operationalization, following a deductive approach based on conceptual modeling.

From the 1950s onward, the Churchill paradigm has been questioned, giving rise to new research perspectives, namely constructivism and interpretivism, which share common principles. These paradigms are founded on the postulate that there is no single reality everything depends on the context and the subject (researcher). Additionally, researchers cannot apprehend reality merely by observing it they must adopt an immersion posture to understand contested facts. In other words, knowledge of reality results from an interaction between the subject, the object, and the context.

These paradigms, in turn, have developed operationalization approaches and analysis methods unique to them, including case studies, action research, ethnography, and others.

Table IV: Approach to Reality and Research Objects

	Positivism:	Constructivism (ConsY/" Interpretivism (Inter)
Status of Knowledge:	Realist Hypothesis/Own Essence	Relativist Hypothesis Essence cannot be reached (Moderate Cons and Inter) Essence does not exist (Radical Cons)
Nature of Reality:	<ul style="list-style-type: none"> • Independence Subject/Objet • Deterministic Hypothesis • The world is made of necessity 	Dependency Subject/Object Intentionalist Hypothesis The world is made of possibilities
Path to Knowledge:	Explanation	Understanding (Inter) Construction (Cons)
Value and Validity of Knowledge:	<ul style="list-style-type: none"> • Verifiability • Confirmability • Refutability 	Idiography (Inter) Adequacy (Cons)

Source: (Thietart, R. A. , 2014)

Researchers in the field declare that there is no one perspective more relevant than the other. All approaches are effective if they are well-suited to the research context. It is, therefore, up to the researcher to choose the most appropriate approach for their research issue and study context in order to reap the benefits of these perspectives and obtain relevant results.

As a result, the objective of this section is to explore the main methodological choices considered appropriate for our research. To achieve this, we will first address the epistemological positioning of the research. We will then examine the deductive approach employed in formulating our hypotheses, and finally, we will discuss the chosen quantitative method for operationalizing our conceptual framework.

1.1 The Positivism Paradigm:

"With the scientific revolution, knowledge is no longer derived from previous texts but rather produced through the observation of the world by the senses."

As mentioned in the introduction, the evolution of knowledge has given rise to different research paradigms, among which positivism stands out. Positivism adopts a mindset that posits that reality is knowable and singular as observed. Man is now at the center of knowledge in other words, the subject (researcher) can apprehend reality through an observational posture.

The deterministic principle is predominant in this paradigm. Positivism defends the idea that phenomena are produced by laws that the researcher can unveil through observation and describe with neutrality. The empiricist paradigm thus develops analytical instruments from the field of statistics to verify hypotheses and control the laws describing the phenomenon.

Research suggests that the rise of positivism has revealed certain ambiguities in knowledge domains, triggering criticisms that argue the simplistic observation alone cannot grasp knowledge given the complexity and evolution of societies.

However, it cannot be denied that positivism remains a rigid foundation of scientificity, particularly in social science. As mentioned earlier, positivism postulates the objectivity of knowledge about reality based on the concept of modeling facts to understand the nature of the relationships between the components of the studied phenomenon.

To achieve this, the initiators of this paradigm developed purely quantitative research methods based on statistical analyses to test the modeling of the studied concepts. Since the positivist approach relies on relationships examined previously in other contexts, literature review is now crucial for research within this approach.

Our research aligns with the positivism paradigm, seeking to address our research problem. The choice of the positivist approach is justified by its adaptation to our context, meaning the ability of positivism to provide answers to "what" and to determine the relationship between variables appeared suitable for addressing our research problem, which aims to identify the impact of social networks on event promotion. Additionally, our proficiency in and mastery of the operationalization methods developed by the positivist approach is now another criterion justifying our choice.

1.2 Deductive Approach:

Since the emergence of the empiricist paradigm, research following its mindset adopts an inductive approach, which involves observational efforts to explore the nature of relationships between laws describing the studied phenomenon.

"Our knowledge proceeds by conjectures and refutations, by 'trials and errors': the mind formulates hypotheses about reality, and the scientific approach consists of getting closer to the truth by attempting to refute these hypotheses through empirical observation."

In other words, the deductive approach is carried out by referring to already formulated theories, with the goal being to empirically test them for validation in different contexts.

This inductive approach has faced several criticisms because it focuses only on observed facts and neglects previous contextual concepts that can serve as a powerful lever for understanding reality and comparing the studied phenomenon in different contexts.

Over time, proponents of positivism have reconsidered the inductive approach in their research. Hence, the emergence of a new approach called hypothetico-deductive, which relies on principles contradictory to those of the empirico-inductive approach. Figure 14 illustrates a comparison between the two approaches.

Figure VIII: Comparison between Deductive and Inductive Approaches

	Deductive Approach	Inductive Approach
Logic	In a deductive inference, when the premises are true, the conclusion must also be true	In an inductive inference, known premises are used to generate untested conclusions
Generalizability	Generalising from the general to the specific	Generalising from the specific to the general
Use of data	Data collection is used to evaluate propositions or hypotheses related to an existing theory	Data collection is used to explore a phenomenon identify themes and patterns and create a conceptual framework
Theory	Theory falsification or verification	Theory generation and building

Source: (Erkan, I., & Evans, C., 2016)

Indeed, the deductive approach to research is based on the funnel principle (it moves from general to specific). The researcher deduces their research question by drawing on previously developed studies suggested by the literature, unlike the inductive approach that explores conclusions through observation.

Adherents of the deductive approach deduce hypotheses from existing theories to address their research issues, employing quantitative methods to test established research hypotheses in their study context by confirming or rejecting them, thus declaring the findings concluded from their research experiences.

In contrast to the inductive approach, which moves from the field to the theory, deductive research begins with hypotheses derived from theory, triggering empirical studies to apprehend reality. Therefore, the findings of the theory form the basis for the field study.

Given the availability of a strong literature review base addressing our research topic, we have chosen the deductive approach. We examined the main findings declared concerning our subject, and our research hypotheses are deduced from previous scientific works to test them in the Spanish context

1.3 Quantitative Method:

The emergence of research paradigms and approaches has led to the development of analytical methods. Indeed, each approach adopts analytical methods to comprehend reality.

According to (Galan, J. P., 2011), the choice of one analytical method over another is not only a matter of researchers' preferences but also the effectiveness of the methodology that will better address their research question. In other words, factors such as the study context, the research objective (whether seeking to understand facts, describe, or predict), the research purpose (whether aiming to forecast new findings or test already established hypotheses), the researcher's capabilities, and specific analysis instruments for each approach should all be considered and evaluated.

All these considerations should be taken into account when choosing a methodology for analysis.

Table V: Qualitative Analysis vs. Quantitative Analysis

Qualitative Analysis	Quantitative Analysis
✓ Quantifying the relationships between different factors	✓ Understanding a given situation in depth
✓ Measuring phenomena	✓ Collecting complex perceptions
✓ Large number of individuals (≥ 100)	✓ Small number of individuals (< 100)
✓ Structured data (Spreadsheet...)	✓ Unstructured data (Interviews...)

The two empirical approaches that have emerged throughout the evolution of the social sciences are qualitative and quantitative approaches. Each of them positions itself in a well- defined context and relies on specific techniques for its development.

As illustrated in the above table, the qualitative approach is based on a principle of in-depth and detailed analysis, seeking to understand a phenomenon thoroughly to draw unique conclusions. The qualitative approach employs specific analytical instruments such as interviews, case studies, action research, ethnography, etc. The study sample in this approach is typically small, and the collected data is diverse and unstructured due to the nature of the collection techniques that allow respondents the freedom of expression. This reflects the level of complexity in analysis adopted in this approach.

On the contrary, the quantitative method, highly dominant in the social sciences, relies on tools for the collection and statistical processing of data, enabling the analysis of a significant amount of data. The nature of the data is now structured, derived from a large sample, with the goal being to draw generalized conclusions rather than examining individual cases.

The use of this analytical method refers to research that aims to test modeled concepts in different contexts, deducing confirmatory or disconfirmatory findings for pre-established hypotheses. The quantitative method tends to appear simpler than qualitative and does not require an in-depth analysis effort. However, this is not always the case; the success of a quantitative approach demands a good mastery of statistical tools and considerable interpretation skills. As mentioned earlier, the choice between qualitative and quantitative depends on the context, research objectives, and the researcher's skills.

For our case, to conduct our research effectively, we favor a quantitative analytical method. Specifically, we will opt for the online self-administered questionnaire technique for data collection, and for processing the collected data, we will use the statistical analysis tool SPSS.

Our choice is justified because quantitative analysis remains the most suitable for research based on the principle of modeling concepts derived from the literature, which is our case.

Additionally, our proficiency in the mentioned data collection and processing tools, as well as the feasibility of the analysis technique in our context, are supporting factors that defend our choice for the quantitative method.

The deductive approach is often associated with quantitative operationalization techniques, where the researcher seeks to empirically validate or invalidate their conceptual model deduced from the literature review phase. The results obtained undergo a detailed analysis that will lead to findings clarifying theoretical ambiguities and may even reveal new research directions.

Methodological choices serve as a lever for the success of any academic research. The success of one approach or mindset over another depends on the context and the research's ultimate goal. The researcher's mission to choose the most appropriate approach for their research remains a delicate task that will subsequently impact their obtained results. Methodological choices are crucial for the smooth progression of research, and the implementation of chosen research paths becomes even more critical to ensure the research's successful trajectory.

2 Study Context and Questionnaire Processing

2.1 Exploratory Study (Quantitative Survey):

In order to validate the findings from the literature review phase and gather additional information related to the concepts of our research question, "How do event communication and digital channels impact online consumer purchasing behavior towards brands?" After defining the hypotheses from the literature review and identifying the variables to be studied, we will utilize these results in the quantitative phase, which will form the basis of a questionnaire.

Resentation of the Questionnaire and Study Methodology

a) Study Objectives:

This questionnaire will address, on the one hand, the variables we intend to analyze, and on the other hand, the effectiveness of event communication on consumer behavior in order to measure its impact. However, it is first necessary to choose the measurement scales most suitable for our research model to determine the impact of event communication on consumer behavior. After a detailed analysis of the collected data, we will confirm or refute the hypotheses outlined in the theoretical part.

b) Survey Methodology:

The survey is conducted in the form of a questionnaire distributed via various social networks such as Facebook, Instagram, and LinkedIn, given the conditions of lockdown that prevent direct contact. This questionnaire will allow us to measure and determine the perception of internet users regarding online advertising for events and their frequency of using these digital communication tools.

c) Presentation of the Questionnaire:



Online advertising is one of the digital communication tools used by brands. Today, the web is saturated with display ads, adapted in a responsive version for mobile devices. As internet users can now see over 500 advertising messages per day, questions arise: How can a brand position itself through online advertising? And what are the characteristics of the most memorable advertisements?

↳ Target Audience: Internet users aged 18 to over 40 years old.

↳ Survey Tool: Sphinx.

↳ Questionnaire Administration: Conducted online.

↳ Questionnaire Themes:

- Internet usage.
- Usage of social media and web media sites.
- Consumer perception regarding events and digital communication.

↳ Data Analysis Tools:

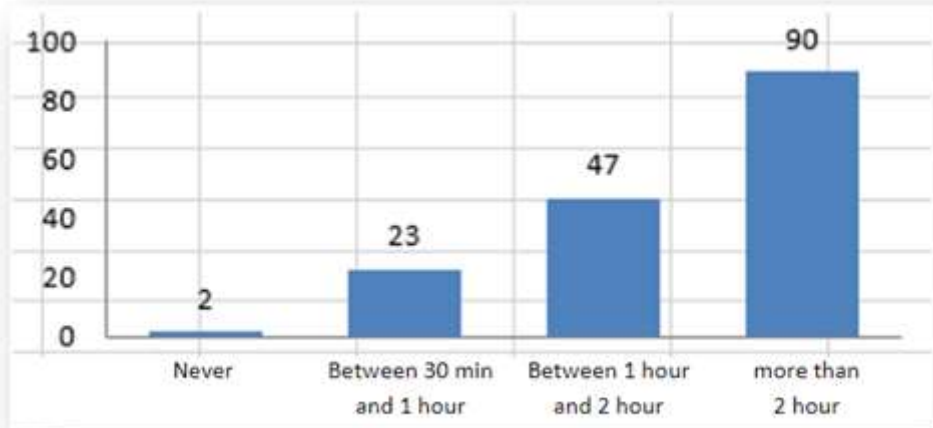
- Sphinx declic software.
- SPSS (Statistical Package for the Social Sciences).

Data Analysis and Cross-Tabulation of Variables using (Sphinx declic) and (SPSS)

After collecting responses (162 responses) from internet users, we proceed to analyze the variables to measure the impact of event and digital communication on consumer behavior. The analysis is conducted using the data analysis software SPHINX DECLIC and SPSS.

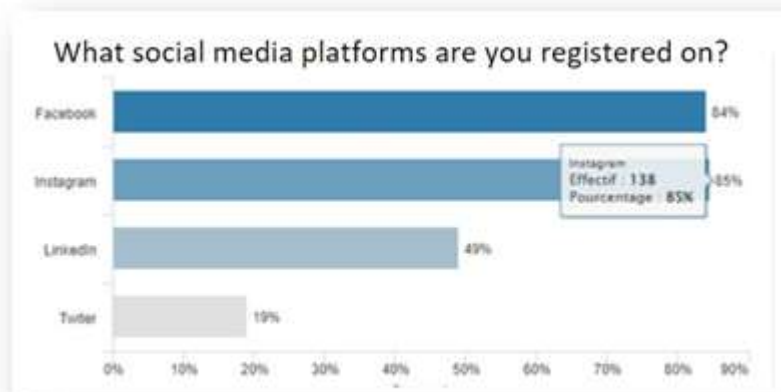
Analysis of the collected data:

Question 1 : Non-professional internet usage duration

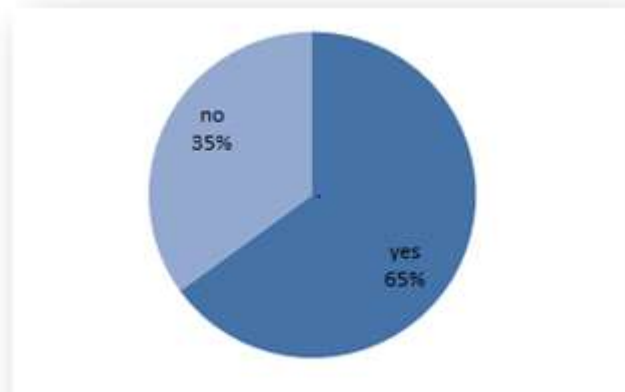


- ❖ The primary objective of the first question was to determine the average time internet users spend online for non-professional purposes.
- ❖ This indicates that Spaniards spend a considerable amount of time each day surfing the internet. Therefore, we can observe that the internet plays a significant role in the lives of young people (18 to 40).
- ❖ To understand how the internet is used and identify the platforms most visited by this demographic, we will survey internet users regarding two communication channels commonly used for online advertising social networks and web media sites.

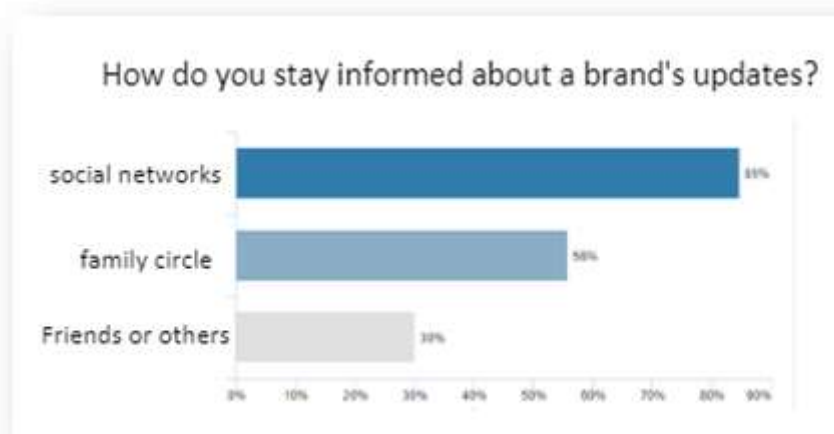
Question 2: Most used social media platforms



- ✓ The most used social media platforms by young internet users are Facebook at 84%, followed by Instagram at 85%, and LinkedIn in third place with 49%.
- ✓ Facebook and Instagram are widely used by Spanish internet users, demonstrating the high social media usage rate in Spain with a percentage of 49% of the Spanish population.
- ✓ Facebook and Instagram primarily rely on images and videos. Therefore, the most visible content generating a high visibility rate is mainly images and videos.
- ✓ LinkedIn has also become highly utilized in recent years, serving as an effective tool for professionals and young individuals starting their careers.
- ✓ Social media platforms, therefore, represent a highly profitable advertising space that can enhance brand visibility and facilitate interaction with internet users in real-time.
- ✓ Additionally, it is worth noting that these social media platforms offer highly developed targeting tools.

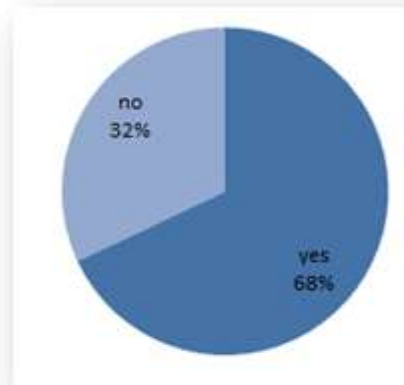
Question 3: Does the consumer attend events in a store for a brand?

- ✓ 65% of responses were positive, the majority of consumers tend to attend events in a brand's store.

Question 4: The methods used by the internet user to stay informed about a brand's updates.

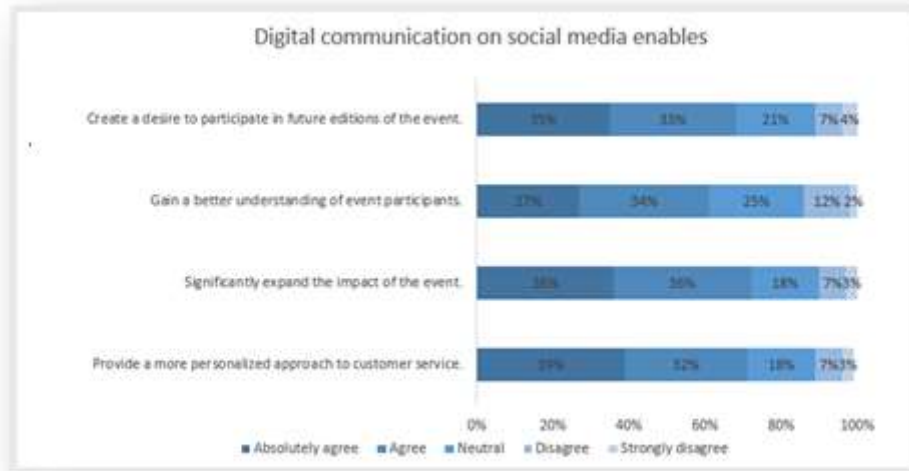
- ✓ 85% of respondents gather information about a brand's updates through social media, while 56% rely on family circles.
- ✓ This indicates that being present on social media, cultivating a community, and specifically focusing on digital communication will be advantageous for the brand.

Question 5: Representation of participants who react to event postings on social media



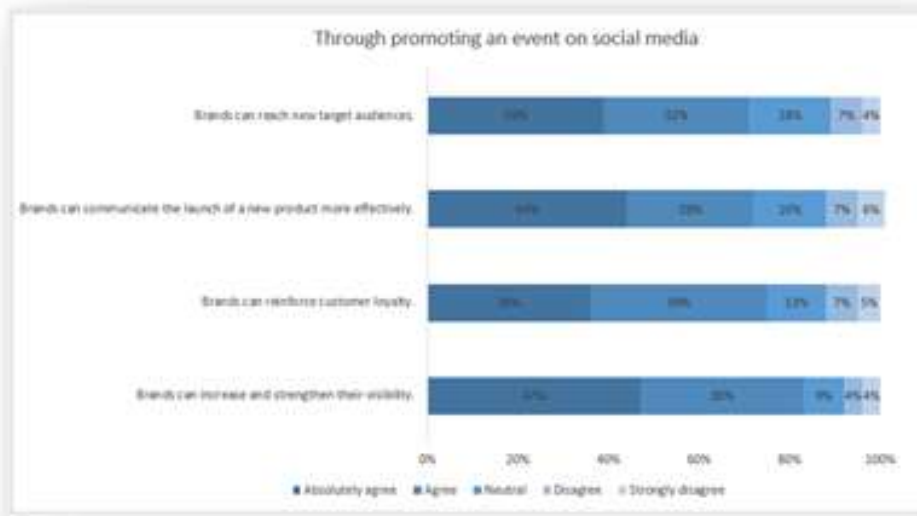
- ✓ The results are positive, with 68% of the responses indicating that 68% of our sample has already reacted to event postings on social media.

Question 7: The user's perception of digital communication



- ✓ For the next four questions, we observe that the majority of respondents agree with the statements.
- ✓ Generally, opinions are positive regarding digital communication, with very interesting percentages. For instance, 39% of internet users agree that digital communication on social media allows for a more personalized approach to customer service. This can influence the user's purchasing decision or impact their buying behavior.

Question 8: Promoting an event on social media

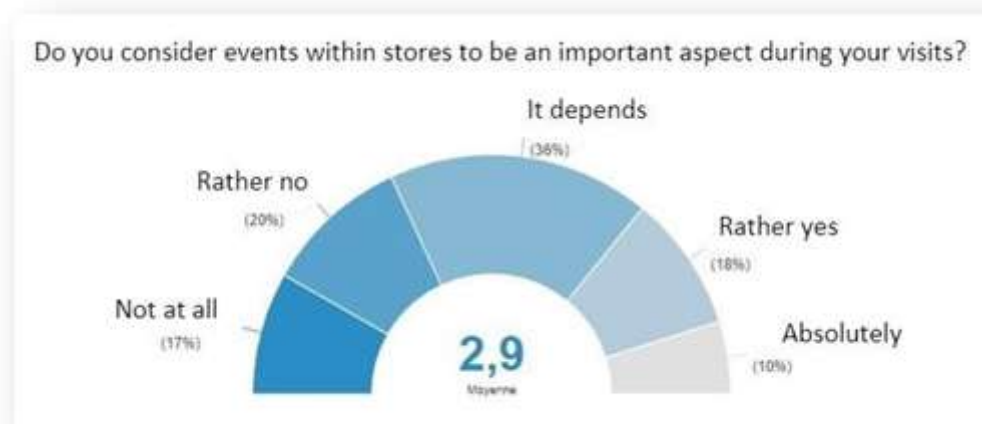


- ✓ Q11: Through promoting an event on social media, brands can increase and strengthen their visibility.
- ✓ Q12: Through promoting an event on social media, brands can enhance consumer loyalty.
- ✓ Q13: Through promoting an event on social media, brands can effectively communicate the launch of a new product.
- ✓ Q14: Through promoting an event on social media, brands can reach new target audiences.

All respondents agree with the four questions, indicating that event and digital communication can have a significant impact on consumer purchasing behavior.

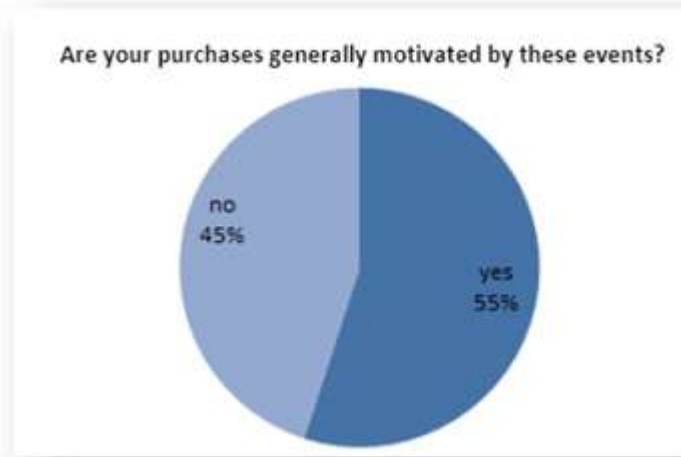
Question 15: The perception of events within stores by visitors

- ❖ This question was asked to determine if visitors are interested in events and if these events have an impact on their behavior.
- ❖ 36% of respondents answered 'it depends,' and 20% feel that events are not important during their visits, while 18% of responses are positive.

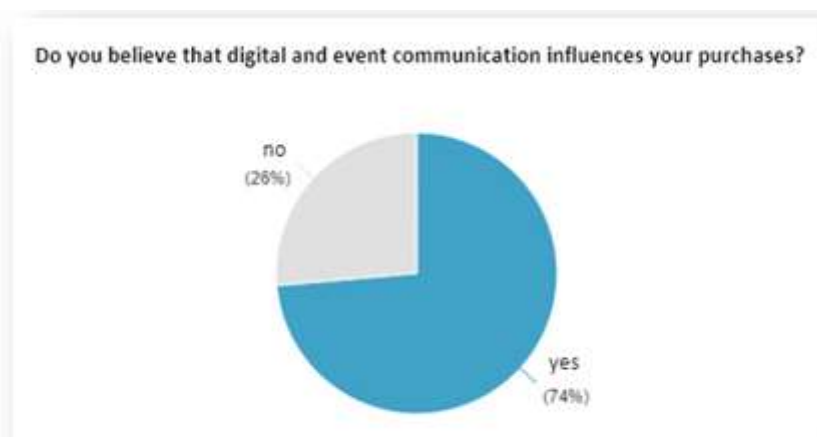


- Question 16-17-18: The link between event and digital communication and purchasing behavior.
- ❖ In connection with our research question, which connects purchasing behavior to event and digital communication, it was indeed important to emphasize these three questions.
- ❖ It was important to first determine if respondents had attended an event and then understand if event communication was significant for their purchases.

- ❖ We have consolidated the findings of the three questions related to events organized at the store level, concluding that for our respondents, event communication is decisive for their purchases, regardless of the brand in question.



- ❖ The objective of this question is to assess whether the purchases of visitors are motivated by a brand's events.
- ❖ 55% of the responses were positive, indicating that the purchases of Spanish visitors or consumers are often motivated by these events.
- ❖ Meanwhile, 45% state that their purchases are not motivated by these events.





- ❖ The objective of this question is to gauge the respondents' perception of event and digital communication.
- ❖ The results were generally positive, with a rate of 74%, indicating that digital and event communication are considered motivating factors for a visitor to purchase products from a specific brand.

b. Cross-Variable Analysis: Tests Conducted by the SPSS Program

To measure the correlation between variables and to test the hypotheses of this study, we will cross-reference the variables we want to examine and see if there is a correspondence between the responses to the two crossed questions.

To do this, we will use the Chi-square test to determine if there is a positive significance rate between the variables. $*(p) = 0.1\%$ represents the probable error and must be less than 1% for there to be a significant rate between the variables.

Table 1: Cross-Tabulation of Variables

Cross-Tabulation Table

		tendency to attend ...		Total
		No	Yes	
CD Sxe	women	36	44	80
	man	21	61	82
Total		57	105	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	6,676^a	1	,010		
Correction for Continuity	5,853	1	,016		
Likelihood Ratio	6,734	1	,009		
Fisher's Exact Test				,013	,008
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

The relationship between these two variables is not significant, with a Chi-Square value of 6.676 and a significance level of 0.01, which is higher than 0.05. Therefore, it can be concluded that there is no significant relationship between these two variables.

Table 2: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		generally motivated by...		Total
		No	Yes	
CD Sxe	women	41	39	80
	man	33	49	82
Total		74	88	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	1,977 ^a	1	,160		
Correction for Continuity	1,558	1	,212		
Likelihood Ratio	1,981	1	,159		
Fisher's Exact Test				,207	,106
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

The relationship between these two variables is significant, demonstrating a link between event communication and consumer purchasing behavior.

Table 3: Cross-Tabulation of Variables

Cross-Tabulation Table

		share or react to...		Total
		No	Yes	
CD Sxe	women	29	51	80
	man	23	59	82
Total		52	110	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	1,250 ^a	1	,264		
Correction for Continuity	,902	1	,342		
Likelihood Ratio	1,251	1	,263		
Fisher's Exact Test				,313	,171
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

According to the analysis of the questionnaire data, consumers' reactions on social media were generally positive.

Table 4: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		generally in		Total
		No	Yes	
CD Sxe	women	40	40	80
	man	36	46	82
Total		76	86	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	,605 ^a	1	,437		
Correction for Continuity	,384	1	,535		
Likelihood Ratio	,605	1	,437		
Fisher's Exact Test				,529	,268
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.
 b. Calculated only for a 2x2 table.

To measure the effectiveness of digital communication, specifically on social media, we crossed the reactions of internet users with the gender surveyed. Therefore, we can observe that digital communication motivates individuals.

Table 5: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		share or react to ...		Total
		No	Yes	
CD Sxe	employee or	37	78	115
	student	15	32	47
Total		52	110	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	,001 ^a	1	,974		
Correction for Continuity	0,000	1	1,000		
Likelihood Ratio	,001	1	,974		
Fisher's Exact Test				1,000	,564
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

According to the analysis of the questionnaire data, consumers' reactions on social media were generally positive. The majority are employees and civil servants, constituting 78%. The intersection of these two variables allows us to identify the category of individuals who reacted the most to events created by a brand through social media.

Table 6: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		generally in		Total
		No	Yes	
CD Sxe	employee or	43	72	115
	student	33	14	47
Total		76	86	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	14,432 ^b	1	,000		
Correction for Continuity	13,144	1	,000		
Likelihood Ratio	14,680	1	,000		
Fisher's Exact Test				,000	,000
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

The relationship is not significant, there is no link between these two variables.

Table 7: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		digital communication and ..		Total
		No	Yes	
CD Sxe	employee or	30	85	115
	student	13	34	47
Total		43	119	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	,042 ^b	1	,837		
Correction for Continuity	,000	1	,992		
Likelihood Ratio	,042	1	,837		
Fisher's Exact Test				,846	,491
Number of Valid Observations	162				

a. 0 cells (0.0%) have a theoretical frequency less than 5. The minimum theoretical frequency.

b. Calculated only for a 2x2 table.

To measure the effectiveness of digital communication on social media, we asked four questions. The first one concerns the level of personalization of consumer services through digital communication, significantly extending the impact of events before and after they occur, gaining a better understanding of event participants, and creating interest in participating in future editions of events. The results are positive, and the intersection of these two variables is significant, indicating a link between digital communication and the social category of the respondents.

Table 8: Cross-Tabulation of Variables

Cross-Tabulation Table

effective		cd new releases of a brand's		Total
		social media	friends and family	
CD Sxe	woman	67	13	80
	man	71	11	82
Total		138	24	162

Chi-Square Tests

	Value	ddl	Asymptotic Significance (Two-tailed)	Exact Significance (Two-tailed)	Exact Significance (One-tailed)
Chi-Square by Pearson	,258 ^a	1	,612		
Correction for Continuity	,082	1	,774		
Likelihood Ratio	,258	1	,611		
Fisher's Exact Test				,663	,387
linear association by linear	,256	1	,613		
number of valid observations	162				

Social media has a total of 138, and the relationship between gender and a brand's novelty is significant. We can conclude that digital communication is very important for brands, as it can have a positive impact on consumers.

a. Hypothesis Testing:

Based on the analysis of data and results, we observe a significant relationship between several variables. These analyses will help us confirm or refute the hypotheses of our study.

❖ **Hypothesis 1:**

According to the chi-square test, the cross-relationship between the tendency to attend events at a brand's store and gender is not significant.

- **Variables studied:** tendency to attend events / gender

❖ **Hypothesis 2:**

According to the chi-square test, the correlation between event communication and consumer purchasing behavior showed a significant relationship of 0.016 with a significance level $\alpha=0.05$. That is, $p=0.1 < 0.5$.

- **Variables studied:** event communication / consumer purchasing behavior

❖ **Hypothesis 3:**

According to the chi-square test, the cross-relation between internet users' reactions and gender shows that digital communication motivates consumers.

- **Variables studied:** internet users' reactions / gender

❖ **Hypothesis 4:**

According to the chi-square test, the correlation between gender and a brand's novelty is significant. We can conclude that digital communication is very important for brands as it can positively impact consumers.

- **Variables studied:** brand novelty / gender.



b. Synthesis and Recommendations (Theoretical and Practical Confrontation):

The quantitative study was able to prove the relationship between several variables defined in the literature review. Here is a synthesis that relates what was mentioned in the literature review to the recorded data in the quantitative study.

The consumer has become an active participant in their consumption. In all previous stages of the consumer society, they were in a passive position, which is no longer the case. They are now aware of their choices and ultimately choose the brand that has spoken the loudest, with presence in mind and notoriety overshadowing its competitors. This voice rises through tailored and personalized event communication. This challenges traditional marketing approaches to revolutionize with new communication trends, namely digital. It serves as the only means to approach consumers and, more importantly, modify their purchasing behavior towards brands.

General Conclusion

Through the theoretical part, we presented the main theoretical concepts of event communication, digital communication tools, and the relationship that exists between them. The conclusion drawn is that the implementation of an event and digital communication strategy significantly impacts consumer behavior.

We observed that several factors constitute a successful digital communication, including targeting, the type of content, and the chosen platform. This strategy follows a process that requires advanced knowledge in terms of digital tools, especially in natural (SEO) and paid (SEA) search engine optimization, analyzing data collected on user behavior through Google Analytics to build a database for targeting. Not to mention digital communication techniques on social networks.

Consumers today need to be very precise when it comes to purchasing online advertising spaces for any affiliate action. Investing in spaces that do not match the criteria of the target audience is considered a waste of both money and time.

This digital revolution places importance on data and information available on the web, forming the basis for analyses to understand visitor behavior. To measure this impact, we conducted an exploratory study with the creation of a questionnaire distributed on social networks according to the appropriate targeting for the calculated sample.

For hypothesis testing, it was proven that a strong correlation exists between event and digital communication and consumer behavior. This research will lead us to rethink the marketing strategies implemented to adapt them to new communication trends and, most importantly, to the audience.

Conclusión General

A través de la parte teórica, presentamos los conceptos teóricos principales de la comunicación de eventos, las herramientas de comunicación digital y la relación que existe entre ellas. La conclusión extraída es que la implementación de una estrategia de comunicación de eventos y digitales impacta significativamente en el comportamiento del consumidor.

Observamos que varios factores constituyen una comunicación digital exitosa, incluyendo el enfoque, el tipo de contenido y la plataforma elegida. Esta estrategia sigue un proceso que requiere conocimientos avanzados en términos de herramientas digitales, especialmente en la optimización de motores de búsqueda natural (SEO) y pagada (SEA), analizando datos recopilados sobre el comportamiento del usuario a través de Google Analytics para construir una base de datos para el enfoque. Sin olvidar las técnicas de comunicación digital en las redes sociales.

Los consumidores de hoy deben ser muy precisos al comprar espacios publicitarios en línea para cualquier acción de afiliación. Invertir en espacios que no cumplan con los criterios del público objetivo se considera una pérdida de dinero y tiempo.

Esta revolución digital destaca la importancia de los datos y la información disponibles en la web, formando la base para análisis que comprendan el comportamiento del visitante. Para medir este impacto, llevamos a cabo un estudio exploratorio con la creación de un cuestionario distribuido en redes sociales según el enfoque adecuado para la muestra calculada.



Para las pruebas de hipótesis, se demostró que existe una fuerte correlación entre la comunicación de eventos y digitales y el comportamiento del consumidor. Esta investigación nos llevará a replantear las estrategias de marketing implementadas para adaptarlas a las nuevas tendencias de comunicación y, lo más importante, a la audiencia.

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