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EVENT COMMUNICATION, SATISFACTION, AND BRAND EQUITY: AN INTEGRATED APPROACH

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ABSTRACT

This study examines the influence of event communication on customer satisfaction and brand equity, focusing on two key experiential dimensions: sensory experience and staff interactivity. Based on a quantitative survey conducted during the Emploitic Connect 2025 job fair in Algiers, results show that both dimensions positively affect brand awareness, loyalty, perceived quality, and satisfaction. Staff interactivity has a stronger impact on awareness and loyalty, while sensory experience enhances perceived quality and satisfaction. The findings highlight the strategic importance of event communication as a driver of brand value and customer engagement in the Algerian context.

Key words : Event communication; Brand equity; Customer satisfaction; Sensory experience; Staff interactivity

JEL Classification : D30, M11

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1.INTRODUCTION

In a competitive environment characterized by advertising saturation and increasingly demanding consumers, companies strive to design communication strategies that are more immersive and engaging. Among these strategies, event communication stands out for its ability to create memorable experiences and foster an emotional and lasting relationship between the brand and its audiences (Schmitt, 2013).

In Algeria, brands are multiplying event-based initiatives—such as trade shows, fairs, festivals, and sponsorship activities—to increase their visibility, enhance their image, and strengthen proximity with consumers. However, the actual effects of these actions on consumer satisfaction and the various dimensions of brand equity remain underexplored, particularly in the local context.

This article aims to propose a conceptual model highlighting the impact of event communication on two essential dimensions of consumer behavior: satisfaction, viewed as both an affective and cognitive evaluation of the experience, and brand equity, understood through its main components, namely brand awareness, loyalty, and perceived quality.

2.RESEARCH QUESTION

To what extent does event communication influence consumer satisfaction and the enhancement of brand equity?

3.LITERATURE REVIEW

3.1 EVENT COMMUNICATION

Event communication encompasses all actions involving the creation, organization, or sponsorship of events designed to establish a direct, experiential, and emotional connection between a brand and its audiences (Gwinner et al., 1999). It differs from traditional forms of communication through its interactive nature, experiential dimension, and strong emotional engagement potential (Derbaix & Lardinoit, 2001).

According to several authors, event communication goes beyond mere exposure to a message — it represents a comprehensive brand experience that combines cognitive, affective, and behavioral components (Close, Finney, Lacey & Sneath, 2006).

Table 1: Dimensions of Event Communication Identified in the Literature

Author(s)	Year	Identified Dimensions	Description / Theoretical Contribution
Derbaix & Lardinoit	2001	Emotional involvement	The event elicits emotions that influence brand perception and memorization.
Gwinner	1997	Brand–event congruence	The consistency between the nature of the event and the brand's values determines perceived effectiveness.
Close et al.	2006	Social interaction and participation	The degree of active audience involvement in the event strengthens the connection with the brand.
Drengner, Gaus & Jahn	2008	Brand experience / immersion	The event enables multisensory immersion, fostering lasting memories and positive attitudes.
Bitner	1990	Staff–customer interaction	Direct exchanges with staff contribute to satisfaction and trust toward the brand.
Zarantonello & Schmitt	2013	Experiential engagement	The combination of sensory, affective, and behavioral dimensions creates a holistic brand experience.

Source: Prepared by the authors based on the literature review

Among these various approaches, this research focuses on two main dimensions of event communication: sensory experience and staff interactivity.

These two dimensions were selected for three main reasons:

- **Empirical relevance:** they constitute the primary experiential levers through which an event influences consumers' perceptions and attitudes (Schmitt, 1999; Holbrook & Hirschman, 1982).
- **Capacity to generate strong emotional and relational impact:** sensory stimuli evoke memorable emotions, while personalized interactions with staff foster closeness and trust (Bitner, 1990).
- **Adaptability to the Algerian context:** locally organized events rely more on sensory staging (booths, tastings, demonstrations) and direct human contact — key elements in a cultural context that values relationships and conviviality.

Thus, sensory experience and staff interactivity represent the two components most likely to explain how event communication influences customer satisfaction and brand equity.

3.2. BRAND EQUITY

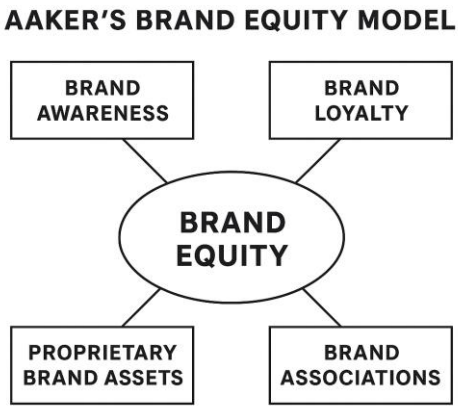
The concept of brand equity is one of the major pillars of strategic and relational marketing. It refers to the added value that a brand confers upon a product or service, beyond its functional characteristics.

According to Aaker (1991), brand equity is defined as *"a set of assets and liabilities linked to a brand, its name, and its symbol, that add to or subtract from the value provided by a product or service."* These assets include brand awareness, loyalty, perceived quality, brand associations, and other proprietary elements (such as patents, design, and exclusivity).

In turn, Keller (1993) adopts a consumer-based perspective, defining brand equity as *"the differential effect of brand knowledge on consumer response to marketing activities."* In other words, a strong brand alters how consumers perceive, evaluate, and react to marketing stimuli.

More broadly, brand equity is viewed as a strategic intangible resource capable of ensuring a sustainable competitive advantage (Simon & Sullivan, 1993). It influences brand preference, resistance to brand switching, ability to charge premium prices, and ultimately the financial performance of the firm (Yoo & Donthu, 2001).

Figure 1. Aaker's Brand Equity Model



Source: Adapted by the authors from Aaker (1991), *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, Free Press.

As previously mentioned, brand equity has been conceptualized through different approaches, particularly those proposed by Aaker (1991) and Keller (1993).
Aaker identifies five dimensions of brand equity: brand awareness, brand loyalty, perceived quality, brand associations, and other proprietary brand assets (such as patents or relationships).

However, several researchers (Yoo & Donthu, 2001; Netemeyer et al., 2004; Buil, De Chernatony & Martínez, 2013) emphasize that not all dimensions carry the same weight in shaping consumer-perceived brand equity.

In this study, we retained three main dimensions:

Table2. Criteria for Selecting Brand Equity Dimensions

Criterion	Justification
Empirical relevance	These dimensions are the most frequently used in brand equity measurement models (Yoo & Donthu, 2001; Buil et al., 2013). They demonstrate confirmed psychometric validity across various cultural contexts.
Consistency with the study context	In an event communication context, elements such as brand image or symbolic associations are often secondary compared to visibility (awareness), the perceived quality of the experience, and the loyalty it can generate.
Analytical simplicity and clarity	Focusing on three dimensions ensures a more reliable and less redundant measurement of brand equity, while maintaining consistency with the existing literature.
Managerial orientation	These dimensions are directly applicable for marketing managers seeking to evaluate the effectiveness of their brand communication activities.

Source: Developed by the authors based on the literature review (Yoo & Donthu, 2001; Buil et al., 2013).

3.3. CONSUMER SATISFACTION

Consumer satisfaction is a central concept in marketing, regarded as one of the main determinants of loyalty, positive word-of-mouth, and long-term business performance. It reflects the degree of pleasure or contentment felt by the consumer following a purchase or consumption experience.

According to Oliver (1997), satisfaction is defined as "the consumer's emotional response resulting from an evaluation process between initial expectations and the perceived performance of the product or service." This approach is based on the expectation-disconfirmation paradigm, in which satisfaction results from comparing what the consumer expected with what they actually perceived.

Other scholars, such as Holbrook & Hirschman (1982), adopt an experiential perspective, viewing satisfaction not only as a cognitive judgment but also as an affective and sensory response arising from the brand experience. Finally, Fornell (1992) and Anderson & Srinivasan (2003) emphasize its strategic role as an indicator of overall perceived quality and relational performance between the company and the consumer.

4. DEVELOPMENT OF HYPOTHESES

Based on the literature review, this study proposes to analyze the impact of event communication—through its two dimensions (sensory experience and staff interactivity)—on the main components of brand equity and consumer satisfaction.

4.1. EVENT COMMUNICATION AND BRAND AWARENESS

Brand awareness constitutes the first step in the process of building brand equity (Keller, 1993). A well-known brand enjoys a competitive advantage, as it facilitates recognition, reduces perceived risk, and positively influences purchase decisions (Aaker, 1991).

Event communication enhances brand awareness through the visibility generated by events and the memorable nature of the experience. Dolge and Marmbrandt (2012) show that advertising and sponsorship during major events increase brand recognition, while Kuperas (2023) highlights the role of events as "powerful catalysts" in strengthening awareness.

Indeed, events offer a multisensory experience that creates lasting memories and strengthens brand recall (Schmitt, 2013). Moreover, direct interaction with staff and brand ambassadors establishes a human connection that facilitates both cognitive and emotional brand anchoring in the consumer's memory (Bitner, 1990).

Hypotheses:
H1: Event communication has a positive impact on brand awareness.
H1a: Sensory experience during an event positively impacts brand awareness.
H1b: Staff interactivity during an event positively impacts brand awareness.

4.2. EVENT COMMUNICATION AND BRAND LOYALTY

Brand loyalty is defined as the consumer's enduring attachment to a brand, manifested through repeat purchase and recommendation behavior (Oliver, 1997). It is a strategic dimension of brand equity, as it contributes to long-term profitability.

Events help create an emotional bond between the brand and its customers. According to Perlstein and Piquet (1985), the proximity generated during an event strengthens audience loyalty. Wood (2009) adds that one of the primary objectives of event marketing is to generate lasting attraction and strengthen positive brand intentions.

Furthermore, immersive and positive sensory experiences during an event create emotional memories that encourage consumers to repeat their experience with the brand (Holbrook & Hirschman, 1982). Staff interactivity fosters trust and relational satisfaction, both recognized as key antecedents of loyalty (Morgan & Hunt, 1994).

Hypotheses:
H2: Event communication contributes to strengthening customer loyalty toward the brand.
H2a: Sensory experience contributes to strengthening customer loyalty toward the brand.
H2b: Staff interactivity contributes to strengthening customer loyalty toward the brand.

4.3. EVENT COMMUNICATION AND PERCEIVED QUALITY

Perceived quality refers to the consumer's subjective evaluation of a product's or service's superiority or excellence (Zeithaml, 1988). It plays a decisive role in brand choice and directly influences satisfaction and loyalty (Aaker, 1991).

Event communication can enhance perceived quality through positive and engaging experiences. Saoussany and Mazouz (2019) emphasize that participating in an event adds an affective dimension to the brand relationship, which positively influences quality perception. Similarly, Corones (1991) demonstrates that sponsorship and partnership activities enhance the company's credibility and image, improving the consumer's perceived quality.

Moreover, sensory experience reinforces quality perception by highlighting product features and fostering emotional engagement. Staff interactivity, on the other hand, allows direct responses to customer needs and expectations, strengthening perceptions of professionalism and thus perceived quality.

Hypotheses:
H3: Event communication strengthens perceived brand quality.
H3a: Sensory experience strengthens perceived brand quality.
H3b: Staff interactivity strengthens perceived brand quality.

4.4. EVENT COMMUNICATION AND CUSTOMER SATISFACTION

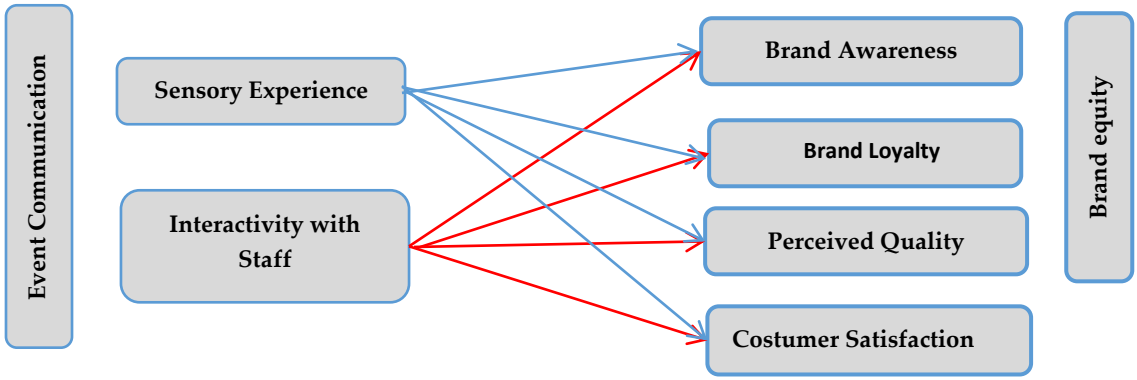
Customer satisfaction results from the comparison between initial expectations and the actual experience (Oliver, 1997). It is a key indicator of marketing performance, as a satisfied customer is more likely to become loyal and recommend the brand (Kotler & Keller, 2016).

Event communication can generate high satisfaction by creating engaging and memorable experiences. Marist et al. (2014) show that brand activation events positively influence trust, satisfaction, and loyalty.

Sensory experience contributes to satisfaction by offering unique and enjoyable moments that sometimes exceed consumers' expectations (Schmitt, 2013). Staff interactivity also plays a crucial role: warm greetings, availability, and personalized interactions significantly increase satisfaction levels and encourage positive word-of-mouth (Bitner, 1990).

Hypotheses:
H4: Event communication has a positive effect on customer satisfaction.
H4a: Sensory experience has a positive effect on customer satisfaction.
H4b: Staff interactivity has a positive effect on customer satisfaction.

Figure 2: Conceptual Model of the Impact of Event Communication on Brand equity and costumer satisfaction.



Source: Developed by the authors based on the literature review.

5. RESEARCH METHODOLOGY

◆ Methodological Choice

To verify the hypotheses formulated in this study, we opted for a quantitative approach (Quivy & Van Campenhoudt, 2011).
This method allows for the measurement and quantification of variables using standardized instruments, followed by statistical analysis of the collected data in order to identify the relationships between them.

6. CONSTRUCTION OF MEASUREMENT SCALES

The construction of the measurement scales is based on a literature review and the adaptation of validated items from previous research to the specific context of event communication.
The objective is to capture the studied constructs in a comprehensive and relevant manner.

A) MEASUREMENT OF EVENT COMMUNICATION

Event communication was measured through two main dimensions:

Sensory Experience:
The items were developed based on the works of Brakus et al. (2009) on brand experience and Krishna (2012) on sensory marketing, adapted to the event context.

Interactions with Staff:
The items were derived from the service quality dimensions proposed by Parasuraman and al. (1988) and Bitner (1990), adapted to the event communication setting.

B) MEASUREMENT OF BRAND EQUITY

Brand equity was divided into three dimensions:

Brand Awareness:
Items were adapted from the works of Yoo & Donthu (2001), Walraven and al. (2014), and Pappu and al. (2006).

Brand Loyalty:
Items were inspired by Yoo & Donthu (2001) and Pappu & Quester (2006), adapted to the event context.

Perceived Quality:
Items were constructed from the same references (Yoo & Donthu, 2001; Pappu & Quester, 2006), adapted to the event experience.

C) MEASUREMENT OF CUSTOMER SATISFACTION

Customer satisfaction was measured based on the works of Oliver (1980) , who define satisfaction as the result of a comparison between expectations and actual experience — here adapted to the event communication context.

7. PRESENTATION OF THE EMPLOITIC CONNECT EVENT

- **General Context of the Event**

The 13th edition of the Emploitic Connect 2025 Job Fair was held on January 25–26, 2025, at the Palais des Expositions (Safex), Pavilion S, in Algiers.
A key event in the Algerian job market, this fair serves as a privileged meeting space between recruiting companies, recent graduates, job seekers, and institutional actors involved in promoting employability.

Organized by Emploitic.com, Algeria's leading online recruitment platform, the fair aims to facilitate direct connections between talents and recruiters while supporting skills development through conferences, workshops, and thematic sessions.

Beyond its economic scope, Emploitic Connect also positions itself as a communication event, engaging participating brands in strategies of visibility, experience creation, and employer branding enhancement.

- **Emploitic Connect 2025 in Figures**

The 2025 edition achieved record participation, reflecting its growing appeal:

More than 100 companies from various sectors (industry, services, banking, retail, ICT, etc.) participated.

Over 10,000 visitors attended the two-day event.

3,000 job opportunities were offered, covering a wide range of profiles and skills.

12 interactive workshops were conducted, led by experts in human resources and employability.

These results confirm Emploitic Connect's central role in the Algerian recruitment and professional training landscape, as well as its function as a platform for communication, experience sharing, and brand engagement.

- **Target Population and Sampling**

In this study, the target population consists of visitors to the Emploitic Connect 2025 fair — individuals who attended the event, including students, recent graduates, job seekers, and professionals in career transition.

The choice of this sample is justified by the relevance of the event context:
visitors were directly exposed to communication experiences and interactive activities provided by the participating brands and companies.
Their perceptions therefore constitute valuable data for evaluating the impact of event communication on satisfaction and brand equity.

8. DATA COLLECTION METHODS

The data were collected using a self-administered online questionnaire, designed based on measurement scales drawn from the literature (Aaker, 1991; Keller, 1993; Derbaix & Lardinoit, 2001; Holbrook & Hirschman, 1982).

The questionnaire was created using Google Forms and distributed through several digital channels to ensure broad representativeness:

By email, sent to subscribers in Emploitic's database; Through social media such as Facebook, Instagram, and LinkedIn, to reach a diverse and connected audience; Via participant sharing after their visit to the fair, encouraging viral dissemination.

The data collection period lasted for 15 days, resulting in 295 responses.
After a preliminary statistical cleaning (duplicate check, response consistency, and removal of incomplete questionnaires), 113 valid responses were retained for final analysis.

This data cleaning process ensures the reliability and internal validity of the data while maintaining representativeness of the sample in relation to the target population.

9. RESULTS ANALYSIS

The analysis of the sociodemographic characteristics of respondents who visited the Techno Stationery booth during the Emploitic Connect 2025 fair reveals a relatively balanced gender distribution, with a slight female predominance (approximately 55% women versus 45% men).
The results also show a strong presence of young adults aged 20 to 35, representing nearly three-quarters of participants.

Professionally, students form the largest group, followed by employees and job seekers, while retirees make up only a marginal portion of the sample.
These observations are consistent with the very purpose of Emploitic Connect, which aims to facilitate meetings between young talents and recruiting companies.
Overall, the results describe a young, mixed, and employment-oriented sample.

9.1. RELIABILITY TEST

To assess the reliability of the measurement scales used in this study on the Techno Stationery brand, an internal consistency test was performed using Cronbach's alpha coefficient.
This test verifies the correlation among items of the same variable to ensure they measure a single construct.

All obtained values exceed the 0.6 threshold, indicating good to excellent scale reliability.

For event communication, both dimensions show satisfactory internal consistency:

Sensory experience: $\alpha = 0.763$, indicating good homogeneity among items. Interactivity with staff: $\alpha = 0.936$, reflecting excellent reliability. Regarding brand equity, all three dimensions also demonstrate high reliability:

Brand awareness ($\alpha = 0.817$), Brand loyalty ($\alpha = 0.847$), Perceived quality ($\alpha = 0.784$).

These results confirm the robustness of the scales used to measure each dimension.

Similarly, customer satisfaction shows a Cronbach's alpha of 0.872, confirming very high internal consistency among its items.

Moreover, inter-item correlations across all dimensions reveal moderate to strong links, showing that items within each scale are well connected.
The highest correlations were found for interactivity with staff and customer satisfaction, demonstrating excellent homogeneity.

Overall, these findings demonstrate the reliability and internal validity of the measurement instruments, ensuring the quality of data used to analyze the relationship between event communication, satisfaction, and brand equity.

9.2. HYPOTHESIS TESTING

A multiple linear regression analysis was conducted to examine the impact of event communication—through its two main dimensions, sensory experience and interactivity with staff—on key components of brand equity, namely brand awareness, brand loyalty, perceived quality, and customer satisfaction.

The analysis of brand awareness reveals that the model is statistically significant, as indicated by the ANOVA test ($F = 103.630$, $p < 0.001$), confirming the robustness of the relationships studied. The coefficient of determination ($R^2 = 0.653$) shows that approximately 65.3% of the variation in brand awareness is explained by the two dimensions of event communication. The correlation coefficient ($R = 0.808$) indicates a strong association between sensory experience, interactivity, and awareness. More specifically, staff interactivity exerts a strong and positive effect on brand awareness ($\beta = 0.571$, $b = 0.488$, $p < 0.001$), while sensory experience also has a positive but slightly smaller impact ($\beta = 0.346$, $b = 0.316$, $p < 0.001$). These results underline the importance of human contact and the immersive experience in reinforcing the memorability of the brand during the event. The regression equation can thus be expressed as: **Awareness = 0.887 + 0.316 (Sensory Experience) + 0.488 (Staff Interactivity).**

Similarly, the regression model assessing brand loyalty is significant ($F = 32.390$, $p < 0.001$), with an R^2 of 0.371, meaning that 37.1% of the variation in loyalty is explained by event communication factors. The correlation coefficient ($R = 0.609$) suggests a moderate but meaningful relationship between sensory experience, interactivity, and loyalty. Both dimensions have a positive and significant influence: sensory experience ($b = 0.340$, $p < 0.001$) and staff interactivity ($b = 0.286$, $p < 0.001$). This confirms that participants who experience engaging and interactive events tend to develop stronger emotional bonds and repeat behaviors toward the brand. The equation for this model is: **Loyalty = 1.131 + 0.340 (Sensory Experience) + 0.286 (Staff Interactivity).**

Regarding perceived quality, the model also proves statistically significant ($F = 32.958$, $p < 0.001$), with an R^2 of 0.375 and $R = 0.612$, indicating that 37.5% of the perceived quality variance is explained by the two experiential factors. Both sensory experience ($b = 0.297$, $p < 0.001$) and interactivity with staff ($b = 0.314$, $p < 0.001$) positively affect the perception of quality. This demonstrates that the sensory dimension—such as visuals, ambiance, and the overall event environment—combined with staff responsiveness, enhances the audience's perception of the brand's reliability and professionalism. The regression equation is: **Perceived Quality = 1.435 + 0.297 (Sensory Experience) + 0.314 (Staff Interactivity).**

When considering overall brand equity, the results confirm that both sensory experience and interactivity significantly and positively contribute to strengthening the brand's value ($b = 0.318$ and $b = 0.362$ respectively, both $p < 0.001$). This indicates that a well-designed event communication strategy fosters stronger brand associations, emotional attachment, and long-term brand strength. The derived equation is: **Brand Equity = 1.151 + 0.318 (Sensory Experience) + 0.362 (Staff Interactivity).**

The results concerning customer satisfaction reveal a strong and significant relationship ($F = 44.153$, $p < 0.001$). The model explains 44.5% of the variance ($R^2 = 0.445$), with a moderate correlation coefficient ($R = 0.667$). Both sensory experience ($b = 0.409$, $\beta = 0.402$, $p < 0.001$) and interactivity with staff ($b = 0.343$, $\beta = 0.361$, $p < 0.001$) significantly and positively influence satisfaction levels. Notably, the sensory component appears slightly more determinant than interpersonal interaction, highlighting the importance of atmosphere, visual identity, and multisensory engagement in shaping visitors' satisfaction. The corresponding equation is: **Customer Satisfaction = 1.062 + 0.402 (Sensory Experience) + 0.343 (Staff Interactivity).**

In summary, the regression results demonstrate that event communication significantly enhances brand equity and customer satisfaction, by positively influencing consumer perceptions and behaviors.

10. SYNTHESIS AND DISCUSSION OF RESULTS

The results of this study clearly and significantly confirm the positive influence of event communication on brand equity and customer satisfaction.

The research conducted among visitors of Emploitic Connect 2025, particularly at the Techno Stationery

booth, shows that brand events represent a powerful lever for brand enhancement and differentiation in the Algerian market.

The two retained dimensions of event communication—sensory experience and interactivity with staff—proved decisive in shaping participants' perceptions and attitudes.
Interactivity with staff had a particularly strong effect on brand awareness and loyalty, highlighting the importance of human contact, listening, and personalization in strengthening the brand relationship.
Conversely, sensory experience contributed more to satisfaction and perceived quality, promoting emotional immersion and stronger memory retention of the event.

These results are consistent with previous studies (Derbaix & Lardinoit, 2001; Gwinner et al., 1999; Holbrook & Hirschman, 1982), which argue that event experiences, by eliciting emotion and engagement, strengthen positive brand attitudes.
In the Algerian context—where competition is intensifying and local brands strive to build strong identities—event communication emerges as an effective strategy to create a differentiating experience and generate lasting perceived value.

Moreover, customer satisfaction plays a mediating role between event communication and brand equity. In other words, a well-designed event that combines sensory stimulation and human interaction fosters a pleasant experience, leading to enhanced brand perception and greater loyalty.
These results confirm that satisfaction is not merely an immediate outcome of communication, but a strategic lever for strengthening the overall performance of the firm.

11. GENERAL CONCLUSION

This study demonstrates that event communication represents a strategic marketing tool essential for strengthening brand equity and improving marketing performance.
Sensory experience and interactivity with staff are two major drivers that, when combined, enhance brand awareness, loyalty, perceived quality, and customer satisfaction.

These findings highlight that the effectiveness of an event action lies not only in visibility or attendance numbers, but above all in the quality of the lived experience.
In the case of Techno Stationery, participation in a fair such as Emploitic Connect allows for direct interaction with consumers, strengthening proximity and anchoring the brand in collective memory.

From a managerial perspective, this research underlines the need for Algerian companies to integrate event marketing into their global communication strategy, not as a one-time action, but as a long-term brand-building and loyalty tool.

From a scientific perspective, this study provides an empirical contribution to the field of experiential marketing in the Algerian context, confirming that event communication acts as a catalyst for perceived value and satisfaction, and serves as a key determinant of contemporary marketing performance.

12. LIMITATIONS AND FUTURE RESEARCH PERSPECTIVES

Like any empirical research, this study presents certain limitations that open avenues for future exploration.

The first limitation concerns the sample size and representativeness.
The data were collected exclusively from visitors to the Techno Stationery booth at Emploitic Connect 2025.
Although this event provides a relevant setting to observe the effects of event communication, the findings cannot be generalized to all consumers or other event contexts.
A comparative study involving multiple brands or event types (cultural, sports, institutional) would enrich the conclusions.

The second limitation relates to the data collection method, based on a self-administered online questionnaire.
This approach may introduce biases linked to question interpretation or social desirability.

Complementary methods such as qualitative interviews or in-situ observation could help capture participants' emotions, perceptions, and behaviors more deeply.

Furthermore, the proposed model focuses on three brand equity dimensions (awareness, loyalty, and perceived quality) and customer satisfaction as a mediating variable.
While theoretically justified, other dimensions—such as brand associations or brand image—could be included in future studies for a more comprehensive understanding of the value creation process.

Finally, this research is anchored in the Algerian context, still underexplored in international studies on experiential marketing and event communication.
This offers a valuable opportunity to develop models tailored to the cultural and behavioral specificities of local consumers.

Future research could therefore explore cross-cultural comparative approaches, longitudinal analyses of event communication effects over time, or the digital impact of hybrid events combining physical and online experiences.
Such studies would strengthen our understanding of the strategic role of event communication in building brand equity and optimizing marketing performance.

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