The Impact of Sponsor Artist-Fit on Purchase Intention: The Mediating Role of Brand Image and Attitude towards Sponsor on the Beauty Workshop Event in Indonesia

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ABSTRACT

One of the main components in reaching out to the audience is engagement through marketing. The term engagement marketing also described as "experiential marketing", "event marketing", "loyalty marketing", or "special events" focuses on delivering experiences to consumers by encouraging them to participate in the event. The study specifically focuses on exploring the impact of sponsor artist-fit on the purchase intention in beauty workshop events that are mediated by brand image and attitude towards sponsors. The study adopted a purposive sampling method to obtain the opinions and experiences which involve distributing an online questionnaire to 71 participants who have paid and attended the beauty workshop event. Then, the gathered data is examined by using PLS-SEM software. The results indicate that both Attitudes Toward Sponsor and Brand Image does not play a mediating role. Lastly, there are soluble implications explained which fully support the results of this research.

Introduction

As time goes by, numerous organisations are trying their best to engage with a variety of audiences to achieve their business objectives. In which, one of the main components in reaching out to the audience is through engagement marketing. The term engagement refers to the form of communication by making resourceful content to engage people and create meaningful relationships over time. Many companies adopted this method to convey messages regarding their products as well as the brands to customers, by creating experiences for consumers that could influence them to purchase. One of the examples in promoting products and/or services is through sponsorship. Sponsorship as a promotional tool can be very powerful in reaching specified business goals. Various organisations these days use sponsorship support to offer more exciting events, to reduce costs as well as to enhance their marketing performance. Believed to be "one of the most powerful media", sponsorship is used to communicate and to form a relation between stakeholders and their target markets (Bowdin et al.) Moreover, according to Alexandris and Tsiotsou (2012), sponsorship can be a more effective communication strategy than conventional advertising.

In this situation, experiential marketing is where the sponsor supports the attendees to engage in on-site communication which includes all activities that take place in the sponsored event itself. This sort of communication will stimulate the event sponsorship in which there will be a higher possibility for attendees to interact with the sponsoring company. This opportunity can help the company sponsoring the event to build and develop interactions with the attendees of the event.

Sponsorship has been growing rapidly, in which, one of the examples in the previous study of Gayatri & Hutabarat (2014) showed several variables impacted the purchase intention of a music festival. The variables used were sponsorship-event congruence, attitude towards sponsor, and brand image in the music industry. The result shows that there is a positive impact of sponsor-event congruence toward brand image and attitudes toward the brand sponsor. The brand image also positively impacted the purchase intention. Additionally, the attitudes toward the brand did not have a positive impact on purchase intention. According to these, to enhance the efficiency of sponsorship, the role of congruency plays a substantial role in the sponsorship event. Also, as stated in the research of Biscaia et al. (2013), which investigates the relationships between attitudinal and behavioural loyalty with sponsorship awareness, attitude toward both actual sponsors, and purchase intentions. The result shows that sponsorship awareness is influenced by behavioural loyalty and impacts differently on the attitude and purchase intentions toward each sponsor. Furthermore, the attitude toward two actual sponsors is significantly influenced by sponsorship awareness. Surprisingly, the only substantial candidate for purchase intention was the attitude toward sponsors. These discoveries focused on the importance of considering the original sponsors and how to create heaps of new activation ideas to enhance sponsorship value.

The International Events Group (IEG) estimated the worldwide sponsorship market was at $48.6 billion in 2011, with nearly 68% of the total money spent on sports properties, which made it to be a crucial marketing tool for the company to provide a valuable revenue stream (Bühler et al., 2007; IEG, 2012). Regarding the growth of sponsorship, there is little to no research studies regarding

the impact of sponsor-artist fit toward purchase intention in the beauty industry, more specifically the beauty industry in Indonesia. Whereas, the current growth of Indonesia's beauty industry shows that Indonesia continued to drive success in 2016 at 10.6% (%value growth US$ fixed 2016).

Figure 1. Source: Euromonitor International - 2017 Reimagining Growth in the Global Beauty Industry

Figure 2. Source: In-Cosmetics Asia Presentation Summary by Sunny Um, a Research Analyst at Euromonitor International

The increase in demand for beauty products opens a way for beauty companies to promote and expand their market share. This opened up a way for brands to enter the market and resulted in many beauty companies competing to be the "top-of-mind" in Indonesia's beauty industry. Throughout 2017, Indonesia's cosmetics sector performed strongly, and this is in line with the country's growing middle to the upper class. The growth of the beauty market in Indonesia is influenced by many factors, such as:

1. The increase in Internet usage and hence creates a high internet penetration.
2. Cosmetic is progressively becoming an essential part of everyday lifestyles, especially women.
3. The increase in well-being awareness as many Indonesian men are starting to buy and wear cosmetic and skincare products.
4. The rising number of mid-income consumers due to the growth in per capita GDP in its country.
5. Even when in times of economic decline, Indonesian women continue to buy beauty products.

Several beauty companies are now doing sponsorship to raise their marketing performance. The literature on sponsorship pinpoints that various researchers (Keller, 2013;

Picton & Broderick, 2005) emphasised the importance of sponsorship on customer behaviour, especially in today's marketplace. This makes sponsorship an integral part of how to accomplish a favourable competitive advantage in an extremely aggressive market. Moreover, the purchase intention becomes a crucial element in consumer behaviour that might be affected by both internal and external factors.

Hence, this study focuses on examining those variables in a different context which is the beauty industry in Indonesia. A little modification is made on the theoretical research framework in which the variable of sponsor-event congruence becomes sponsor-artist fit based on the theoretical framework of Bruhn & Holzer (2015). Specifically, this study aims to determine which variable has a greater impact on purchase intention; whether sponsor-artist fit can directly impact the purchase intention or sponsor-artist fit needs to be mediated by brand image and attitude toward the sponsor to impact purchase intention. In this study, the purchase intention of the attendees is the dependent variable, whereas, the brand image and attitude toward sponsors act as a mediating variable. The independent variable is sponsor-artist fit.

Based on those speculations, this research is done to identify the determinants that influence the purchase intention of beauty products. This study focuses on exploring the impact of sponsor artist-fit on the purchase intention in beauty workshop events mediated by both brand image and attitude towards sponsors.

Literature Review

The term sponsorship as defined by the International Events Group in 1982, is cash or in-kind payment to any property (entertainment, sports, organisation, or non-profit event,) in return the other party gets a commercial potential related to that property (IEG Lexicon and Glossary, 2012). Another study stated to consider sponsorship as a tool of marketing purposes in which a corporation gives the resources or funds to support all or some part of the costs of a project or event. This also has some requirements to deal with the related project or event such as, in turn, both parties have to attach the logos, name of the brands, and displaying the products (Fill and Hughes, 2008). Sponsorship is also a cost-effective way to substitute exposure cost by targeting a certain market to avoid noise and give them some particular messages directly.

To achieve several marketing objectives, marketers are willing to make a lot of investments in sponsorship activities. The marketing purposes are increasing consumer awareness by creating strong relations between the sponsored object and the sponsoring brand. Sponsorship is making the consumer to be targeted with a distinctive message that would affect the company stakeholders, such as their employees and customers. Most of this research is related to a sponsorship with an actual positive fit that impacts the consumer response towards sponsors. Those include image transfer, attitude toward sponsor, and also the growth of intention to purchase the sponsored brand. (Gayatri & Hutabarat, 2014; Meenaghan, 1998; Picton & Broderick, 2015)

Sponsor-Artist Fit - The sponsor-object fit has the same meaning as congruence, relatedness, or fit. There are few

actors of sponsor-event fit. It could be the sponsor, or the event organiser, the sponsored-artist. The consumer's perspective is primarily perceived by one of the sponsored-objects, such as is the artist or the brand. This will lead to the positive or negative impact of fit to examine the general associations that are linked with the sponsor. For instance, a positive impact on attitude toward the sponsor or the brand image. (Bruhn & Holzer, 2015; Cornwell et al., 2006; Fleck & Quester, 2007; Gayatri & Hutabarat, 2014; Olson & Thjomoe 2009; Rifon et al., 2004)

Moreover, Based on Becker-Olsen and Simmons's (2002) study, a good fit between sponsor and object impact on higher attitudes toward sponsorship and the sponsorship brand. There are levels of fit that impact consumer response. The higher the fit level, the higher the positive impact towards the sponsor will get. In this case, the main attention is sponsor-artist, which becomes the main attention of this research.

H1: Sponsor-artist fit has a positive impact on brand image.

H2: Sponsor-artist fit has a positive impact on attitude toward the sponsor.

Attitude Towards Sponsor - Previous research of sponsorship stated the most appropriate factor to examine sponsorship effectiveness by using the variable of attitude toward the sponsor. The attitude was formed by direct experiences with a hint of entity and exposure to knowledge and messages then create an individual whole assessment which defines the emotions, the feelings, and affective responses of the particular sponsored object or sponsored activities through the marketing communication tools, whether the result will be favorable or unfavorable toward the sponsor. And according to (Javalgi et al., 1994; Sicilia, 2006; Albaraccin et al., 2005; Keller 2003; Meenaghan 2001; Stipp & Schiavone, 1996; Machleit & Wilson, 1988).

Also, the previous research (Koo et al., 2006; Speed & Thompson 2000) supports purchase intention as an important predictor of the attitude toward the sponsor. Because a consumer who has a positive attitude towards a sponsor, will make a consideration and be curious about the sponsored object, then it will trigger their behavioural intentions to purchase the sponsored object. Thus, this study concludes those past research statements into this third hypothesis :

H3: Attitude toward the sponsor has a positive impact on purchase intention.

Brand Image - Brand image is about the feelings, the thoughts, and the expectations by the people towards the brand. A previous study explained that brand image is developed from time to time, mostly it developed through marketing communication tools, for instance, sponsorship. (Syed Alwi, 2009).Meanwhile, sponsorship activities for a company have been an effective tool and strategy to improve the brand image. The sponsorship does the image transfer to the company's brand, its associations to the sponsored activity to the sponsoring brand will do the image transferred from an event to a brand or sponsor. Whether the image transferred to the consumer's perspective stimulates a new image or strengthens the existing image (Gwinner, 1997; Gwinner & Eaton, 1999). Meenaghan's (2001) research paper also supported the following statement of Gwinner's (1997), which stated that different categories of

sponsorship transfer different values to the image of the sponsor.

The objective of the brand image is to improve the positive feelings that connect a brand sponsor to an event that is highly valued by the audience. And the previous study by Gilaninia & Abbaszadeh (2011), stated that the variable of brand image has a positive impact on the purchase intention variable. Furthermore, the research by Pope & Voges (2000) shows the results of the brand image create a positive impact on purchase intention. Also, those statements created the following hypothesis:

H4: Brand image has a positive impact on purchase intention.

Purchase Intention - Purchase intention is defined as when the customer desires to make a transaction for a specific item or product in a distinct situation. It is usually related to the behaviour, impression, and attitudes of the consumers. Purchase intention is decision-making that collects a lot of reasons why they want to buy a particular brand. From the insight of sponsorship, the most useful measurement of sponsorship effectiveness whether it would impact the sponsored brand's future sales or not is using the purchase intention variable (Shah et al. 2012; Crompton, 2004).

According to Yong Jae et al. (2008), there has been a limited amount of studies about sponsorship which tested the consumer's future purchase intention, which eventually becomes the main goal for the brand. In this paper, the fit for the sponsorship brand and the sponsored-artist could immediately affect the purchase intention, based on the De Souza et al. (2005) study which stated the influence of the fit variable towards the purchase intention variable.

H5: The sponsor-artist fit has a positive impact on purchase intention.

According to Gayatri & Hutabarat (2014), Speed & Thompson (2000) stated that one of the factors that influence a response about sponsorship is the event-sponsor fit variable. It is a measurement of both consumer's attitudes and intentions.

H6: The attitude towards sponsor mediates the sponsor-artist fit and purchase intention.

The previous study from Tomalieh (2016) focuses on the impact of sponsorship events on the purchase intention, in which the brand image plays a mediating role. For this paper, the event attendee's purchase intention is being formed as a dependent variable and brand image as the mediating variable. And one of the independent variables is the event-sponsor fit. Moreover, the brand image only mediates the brand awareness, attitude towards the event, and the purchase intention. Thus, this current study concludes this hypothesis: H7. The brand image mediates between the sponsor-artist fit and purchase intention. Previous studies stated that the fit between a sponsor and an object such as an event would have a positive impact on attitudes toward the brand directly (Rifon & Choi, 2004). In the concept of sponsorship which has been already discussed in the past studies, the different approach of this paper is about the impact of a sponsor-artist fit to the brand image, attitudes toward the sponsor, and purchase intention. According to Poon & Prendergast (2006) and Tseng & Lee (2011), there is a relationship between the Brand image and attitudes towards the brand. Brand image and attitudes show the effect of purchase intention (Dees et al., 2008; Gilaninia

et al, 2011). This study has designed the research of the variables into the following framework:
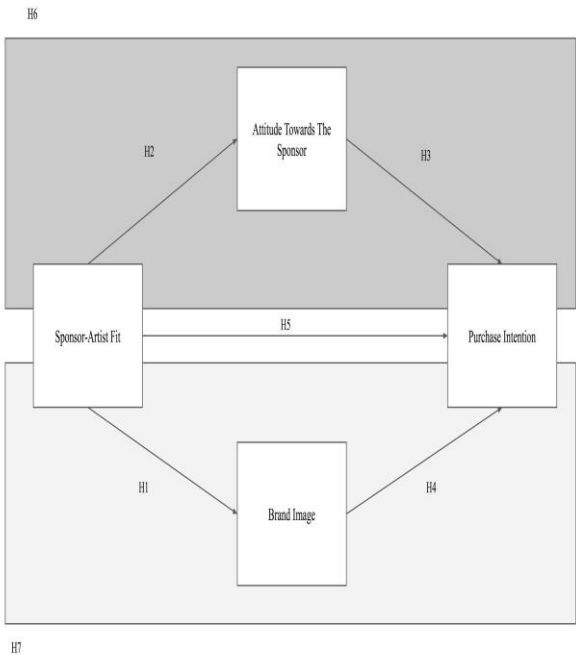
Research Methodology

Research Design Approach

This research study is a cross-sectional, constructed design. Using the strategy to collect the data by doing surveys from particular respondents who must fill all the questionnaires in a specific time frame (Malhotra, 2009). The lookup study placing is non-contrive; the natural environment where work generally proceeds with the population to be studied as a unit of analysis individually (Sekaran & Bougie, 2016). This study adopted a purposive sampling to obtain the opinions and experiences, which involves distributing an online questionnaire to 71 respondents who have paid and attended the beauty workshop event in Indonesia 2019, with the characteristics target of the respondents consisting of females; ranging from 18 to 35 years old, and the upper-middle class.

The data collected is categorised as primary data in which it was directly collected from respondents using a questionnaire. The questionnaire consists of online questions that must be answered by respondents before the event ends. The researchers were then able to identify their answers based on the related variables, which are, sponsor-artist fit as the independent variable, both attitude toward sponsor and brand image as the mediating variable, and the purchase intention as the dependent variable at the beauty workshop event.

Data Collection Method

The level of measurement refers to the ordinal scale in the form of a questionnaire as the data collection method. All the questionnaires were selected from other literature to fit this research study. The questionnaire includes two elements that contain demographic factors and the mindset of the

attendee's per assertion bearing on every variable of the research.

For sponsor-artist fit, this study adopted the measurements from Speed & Thompson (2000), and as for the attitude toward the sponsor, Speed & Thompson (2000) and Chandon et al., (2000) measures were assumed. Keller (1993) used the brand image and purchase intention adopted from Madrigal (2000) and Tomalieh (2016). The questionnaire uses a Likert scale in which the respondents need to pick only one choice out of five items. The items include 1: Strongly Agree 2: Agree 3: Neutral 4: Strongly Disagree, and 5: Disagree.

Limitation in the collection of data is formed where this study solely acquires a sample of 71 attendees from a total of 4 (four) cities in Indonesia, where the beauty workshop takes place. The event attendees must be someone who has paid and attended a sponsored beauty workshop once or more.

Data Analysis Technique

The analysis technique in this study focused on the application of quantitative methods to review the data. The data analysis technique includes descriptive statistics and corroborative information examination. PLS is a product application to SEM without any suppositions about the information dissemination (Esposito et al., 2010). When the following conditions are encountered, PLS-SEM becomes an appropriate alternative to CB-SEM (Hwang et al., 2010): small test size, little accessibility of hypothesis applications, prescient exactness is fundamentally significant, correct model detail can not be guaranteed.

Result and Discussion

Data Analysis

Respondent profile results from a definitive exploration taken from 71 participants who attended the beauty workshop event, in which the entirety of the sample respondents is female. As shown in Table 1, the average age is dominated by the age of 21-25 years old (38.0%). The profession is dominated by College Students (31.0%) and Employee (31.0%). The income of the respondents is between IDR 1 million - 4.999 million (29.6%). And the last domicile dominated by Medan (28.2%).

Table 1. Demographic Characteristics of Respondents

Characteristics	Items	Number	Percent
Age	Below 20	11	15.5
	21 - 25	27	38.0
	26-30	20	28.2
	Above 30	13	18.3
	Student	2	2.8
	College Student	22	31.0

Profession	Employee	22	31.0
	Housewife	7	9.9
	Entrepreneur	9	12.7
	Doctor	5	7.0
	Yoga Instructions	1	1.4
	Makeup Artist	3	4.2
Average Monthly Income (past three months)	Less than IDR 1 million	15	21.1
	IDR 1 millions - IDR 4,999 millions	21	29.6
	IDR 5 millions - IDR 10 millions	20	28.2
	More than IDR 10 million	15	21.1
Domicile of the Event	Medan	20	28.2
	Surabaya	19	26.8
	Bandung	15	21.1
	Jakarta	17	23.9
Domicile of Event Participants	Bandung	13	18.3
	Cianjur	1	1.4
	Gresik	1	1.4
	Bekasi	1	1.4
	Depok	2	2.8
	Jakarta	14	19.7
	Jambi	1	1.4
	Lumajang	1	1.4
	Malang	1	1.4
	Medan	18	25.4
	Pematang Siantar	1	1.4
	Surabaya	17	23.9

The data collected is examined through a validity test analysis in SEM. Tests run with a marker of T-value > 1.96 and a normalised stacking figure with the regard cut off ≥ 0.5 (Evanschitzky et al., 2006). But the actuality of this case, the acceptable standardised factor loading of all the things

ranges was over the edge restrain of 0.6 and above corresponding to the study of ChinChin et al. (1997) and Evanschitzky et al. (2006). As for the reliability test analysis in SEM, the value of construct reliability (CR) cut off to $\geq$ 0.70 and average variance extracted (AVE) $\geq$ 0.5 from blunder fluctuations and standardised stacking figure values. The respondents' data will analyse through precise test data.

Table 2. Convergent Validity and Reliability

Variable	Item	Factor loading	AVE	CR
(SAF) Sponsor-Artist Fit	SAF 3	0.796	0.696	0.821
	SAF 4	0.871		
(ATS) Attitude Toward Sponsor	ATS 1	0.574	0.671	0.854
	ATS 2	0.898		
	ATS 3	0.936		
(BI) Brand Image	BI 1	0.829	0.619	0.890
	BI 2	0.813		
	BI 3	0.814		
	BI 4	0.769		
	BI 5	0.705		
(PI) Purchase Intention	PI 2	0.721	0.694	0.871
	PI 3	0.852		
	PI 4	0.915		

Table 3. Discriminant Validity

Variables	ATS	BI	PI	SAF
ATS	0.920			
BI	0.676	0.787		
PI	0.560	0.644	0.833	
SAF	0.323	0.649	0.600	0.834

Lastly, using the Structural Equation Model (SEM) procedure to analyse the data. This model is a solid strategy that breaks down a marker variable, a static variable, and an estimation mistake (Imam, 2008). Table 4 describes the structural model that has been constructed. The hypothesis can be accepted if the coefficient value is positive and the P-value < 0.05 or T-stat > 1.96.

Table 4. Hypotheses Result

Hypotheses	Path	Coefficient	T-Stat	P-Values	Conclusion
HI	SAF-BI	0.649	9.544	0.000	Supported
H2	SAF-ATS	0.309	2.880	0.004	Supported
H3	ATS-PI	0.286	2.347	0.019	Supported
H4	BI-PI	0.211	1.026	0.305	Not Supported
H5	SAG-PI	0.375	2.264	0.024	Supported
H6	SAF-ATS-PI	0.088	1.564	0.118	Not Supported
H7	SAF-BI-PI	0.137	1.002	0.316	Not Supported

Table 4 describes the structural model that has been made. The hypotheses can be accepted if the coefficient value is positive and the P-value ≤ 0.05 or T-stat ≥ 1.96. From the test results, it can be concluded that Hypothesis 1, 2, 3, and 5 can be accepted because of the value of the positive coefficient, T-stat value > 1.96, or the P-value < 0.05. Meanwhile, hypothesis 4, 6 and 7 is rejected because of the P-value > 0.05 or T-stat < 1.96. The following are the results of calculation recapitulation Antania et al., (2020).

By looking at the indirect effects (mediation) through Attitude towards Sponsor, the result shows that it is not significant since P-value for H6 is 0.118 > 0.005 and T-stat 1.564 < 1.96 and thus, H6 is not supported. Additionally, the indirect effects through Brand Image have P-value 0.316 > 0.005, and T-stat is 1.002 < 1.96, which is not significant, and thus, H7 is also not supported.

Discussion

In line with the research of Priskila & Tambunan (2019), personal factors indeed have a massive influence on purchase intention. Additionally, the indicators of individual elements, according to Ramya & Ali (2016) are income and lifestyle. The ticket price for the beauty workshop event was at the range from IDR 750.000 - IDR 1.250.000. For instance, this fee is quite expensive. The maximum quota for each city was only 20 seats. The attendees who participated in the event were females which 71 of them became the sample of this study.

In this case, income is an essential element of purchasing resources. The data showed 78.9% of the respondents have a monthly payment of more than IDR 1.000.000 per month, which is a very reasonable personal factor if they decided to take part in such an expensive event. An individual's income level is a factor that can influence the formation of their consumption patterns. Also, everyone has a different way of buying based on different income levels. A previous study Wee et al. (2014) started by a prior study that higher monthly income significantly influences the prospect of customer's purchase intention.

Surprisingly, this study discovers that these respondents have the same interests and activities. They love beauty communities, especially on social media. They are active users in following the beauty latest trend from most of the Key Opinion Leaders (KOL) on their social media. Those lifestyle patterns expressed their similar activities, interests, and opinions. Supported by the research of Basha et al., (2015), said that lifestyle influences the purchase intention of prospective consumers, where it is following the results of the research found. Another factor supporting purchase intention is the participation of artists and items from sponsors with a value of more than IDR 1.500.000. This has been tested for truth in Table 4. Hypothesis 1, Hypothesis 2, Hypothesis 3, and Hypothesis 5 were accepted. Meanwhile, Hypothesis 4, Hypothesis 6, and Hypothesis 7 were rejected. The framework of Gayatri & Hutabarat (2014) is the same as this study. The difference is from the variable fit. Gayatri & Hutabarat (2014)) fit referred to strive for accuracy between event and sponsors while this study examines accuracy between event and artist. Due to the different dimensions of fit Bruhn & Holzer (2012). According to the results from Gayatri & Hutabarat (2014), some are the same as H1, H2, H5. But there are two different hypotheses. In this study, H3 has a positive effect, but in Gayatri & Hutabarat (2014), it negatively affects. Also, H4 in the Gayatri & Hutabarat (2014) study was positively impacted, but it was negative in this study. This can happen because research is indeed conducted in different types of events.

This study discusses beauty events, while Gayatri & Hutabarat (2014) discuss music festivals. Gayatri & Hutabarat (2014), Speed & Thompson (2000) implied that fit is indeed a factor to influence attitude and intention. However, this study proved that Hypothesis 6 is rejected, because attitude and intention influence directly one by one, but not using the mediating attitude variables. This study also showed Hypothesis 7 was rejected, which supports the findings of Tomalieh (2016) that the brand image variable does not play a mediating role.

Most likely, Hypothesis 4, the Brand Image variable did not positively impact the Purchase Intention, especially in this beauty workshop event. Perhaps, some of these sponsors are indie or new brands that do not have a well-known brand image yet. Meanwhile, the brand is supported by H3 in which Attitude towards the sponsor positively impacted Purchase Intention. Indeed, experience with a brand should be the right approach to persuade participants to make a

purchase intention, particularly if the goods are from indie brands, new brands, or brand-new series of products.

In this case, the artist is good at boosting the brand image and convincing people to try so that they have good experience in trying products. Especially people who are afraid of purchasing the wrong products and worried about the products do not suit them because they are not well informed. Due to this beauty event, participants are encouraged to try new products, which is supported by both Hypothesis 1 and Hypothesis 2. Since the artist acts as a beauty instructor in the workshop, this helps the participants to understand more about the use of good and right products which minimises unpleasant impressions on the brand.

However, in this case, the main reason people will purchase these products is independent of the help from the artist. This resulted in both brand image and attitude towards the sponsor as mediating variables do not have a positive impact, where it is supported by Hypotheses 6 and 7.

The artist has a direct positive impact on influencing participants to buy products, supported by Hypothesis 5, despite the brands that are sponsoring the event. There are two possibilities, perhaps because the participating brands do not match the artist's image or they have been given free goodie bags containing various products. So, in another way, they don't need to buy the products anytime soon. All the participants are the followers of the Artist on Social Media. The artist helps the participants to decide on what products they can purchase.

The artist engagement made the participant willing to attend the event even though they are outside the event's domicile. It can be identified from the data attached in Table 1. Some participants went from their hometown to the actual place of the event; for instance, they travelled from Malang to Surabaya or from Jakarta to Bandung to attend the event. Moreover, Table 1 shows 21.1% of participants are willing to participate in events that are classified as expensive as this beauty workshop, even though they have less than IDR 1.000.000.

Conclusion

This study concluded that in order to reduce the marketing cost, consumers' attitudes towards the sponsor will significantly help to evaluate the brand. For instance, consumers can decide whether the overall experience is good or not after evaluating its product. The evaluation will be a more effective tool to influence consumers' later purchase intentions. In conclusion, the only reliable way to generate consumers' purchase intention is to optimise the brand performance itself. Supported by this study that shows the artist encourages the consumer to make a purchase intention, but the effect is insignificant (as shown in Table 4). It will be a different case if the artist's image fits in with the brand image.

Implications

These findings provide crucial implications, especially for the academic and business sectors. Firstly, this study contributes to creating the concept of experiential marketing for services and leisure, specifically in the beauty industry in Indonesia. Secondly, this study suggests more insights for

brands when promoting their products and organising a beauty workshop event in business terms. Rather than endorsing the artist, since it is insignificant, brands can just hold an event where the brand can be more interactive with the attendees. Because in reality, brand image is not enough to create purchase intentions.

Therefore, events such as workshops, exhibitions, roadshows, booth activations, the supply of goodie bags, or other beauty classes will be more effective in creating purchase intentions. These things lead to overall speculations on the product, or commonly referred to as attitude toward the sponsor. Furthermore, instead of just increasing brand awareness, holding events such as talk shows are not enough, especially for brand newcomers.

Suggestions

Several limitations can be addressed in future research. Based on the research results, it is recommended for academic purposes with similar topics to discover more variables, theory, and case study and examine things that have weak influence in this study, especially in Indonesia's beauty industry. The sample size can be expanded to outside of Java Island since this study is focusing on only several cities.

Moreover, there is an opportunity for the next researchers to broaden and to develop experiential marketing in different regions. And finally, this study suggests the brands maintain their brand image and make their brands better. Brands can research consumer behaviour to increase their marketing activity so that they can approach the untouchable market.

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Appendix

Questionnaire	
Sponsor-Artist Fit (SAF)	
SAF 1	I attended this event because of the beauty influencer.
SAF 2	By attending this event will increase my knowledge about beauty products that were introduced by the beauty influencer.
SAF 3	Beauty influencers in this event influenced my buying intentions for beauty products used at the event.
SAF 4	Sponsors of this beauty event fit the image of the beauty influencer
Brand Image (BI)	
BI 1	I attended this event because these beauty product brands have the right image in the beauty industry.
BI 2	The beauty brands that sponsored the event are very compatible with the image of the beauty influencer
BI 3	I like the quality of beauty products from the sponsors of this event
BI 4	The beauty products brands in this event have a special meaning for me
BI 5	The brands of beauty products used at this event are one of the best brands in the beauty industry
Attitude Towards Sponsor (ATS)	
ATS 1	I love attending beauty events
ATS 2	I participate this beauty event because I am interested in the beauty product brands that sponsored this event
ATS 3	The event, which was sponsored by beauty product brands, was very fun to follow
Purchase Intention (PI)	
PI 1	I intend to buy this beauty product based on product quality
PI 2	I plan to buy beauty products based on the beauty influencers' recommendations from this event
PI 3	Sponsorship at this event makes me want to buy beauty products that used on the event
PI 4	After this event, I will buy beauty products used at this event