




# Analysis of Key Success Factors of Event Marketing in Knowledge-Based Companies Active in the Medicinal Plants and Natural Products Market

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## ABSTRACT

Given the increasing competition in the health-oriented and knowledge-based product market, event marketing has emerged as an effective tool for creating interaction, trust, and customer experience, playing an increasingly significant role in the success of companies operating in the medicinal plants and natural products sector. The present study aimed to analyze the key success factors of event marketing in knowledge-based companies active in this market. In terms of purpose, the research was applied, and regarding methodological nature, it was conducted using a quantitative approach. Based on the results of the preliminary stage, a researcher-developed questionnaire was designed. The statistical population consisted of 434 experts and managers of knowledge-based companies operating in the medicinal plants sector in Tehran, Iran, who were selected through convenience sampling. Data were collected through field research using an online questionnaire. The validity of the measurement instrument was confirmed through construct validity and factor analysis, and its reliability was verified using Cronbach's alpha coefficient. Structural equation modeling (SEM) was employed for data analysis. The findings indicated that environmental and contextual factors, organizational and managerial factors, and strategic and operational event marketing factors had a positive and significant effect on event marketing success in knowledge-based companies. Furthermore, the results demonstrated that successful event marketing leads to increased customer awareness and trust, improved brand image, enhanced stakeholder engagement, and improved market performance. Ultimately, the proposed research model can serve as a practical framework for managers of knowledge-based companies and health-sector policymakers in designing and implementing effective marketing events.

**Keywords:** Event marketing; Key success factors; Knowledge-based companies; Medicinal plants; Natural products.

## 1. Introduction

The rapid transformation of global markets toward knowledge-based economies has fundamentally altered the competitive landscape for firms operating in health-oriented and innovation-driven industries (Bustard & Ghisoiu, 2025; Chaudhary et al., 2025; Mandeep et al., 2024). Among these industries, the medicinal plants and natural products sector has experienced remarkable growth due to increasing consumer awareness of preventive healthcare, sustainability concerns, and the global demand for natural therapeutic alternatives. Medicinal plants represent not only a biological resource but also a strategic economic asset capable of fostering regional development, technological innovation, and entrepreneurial expansion (Putri & Pasrizal, 2025; Shah et al., 2025). The commercialization of these products requires sophisticated marketing approaches capable of bridging scientific innovation with market acceptance and consumer trust (Afshar et al., 2023; Sun & Shahrajabian, 2023).

Knowledge-based companies play a pivotal role in transforming scientific discoveries into marketable solutions. These firms rely heavily on intellectual capital, innovation capability, and dynamic knowledge integration to sustain competitiveness. Research has emphasized that knowledge-seeking behaviors within innovation teams significantly influence new product development success and organizational learning processes, particularly in knowledge-intensive environments (Zhang et al., 2023). Similarly, studies on technology-oriented enterprises demonstrate that alignment between team competencies, technological maturity, and growth-stage readiness is essential for ensuring long-term success in knowledge-based firms (Sokhdari & Kamal, 2023). In emerging innovation ecosystems, managerial capability, institutional support, and knowledge management practices collectively shape organizational performance trajectories.

Marketing strategies in knowledge-based environments have also undergone substantial evolution. Traditional promotional tools are increasingly insufficient for communicating complex value propositions associated with innovative products such as medicinal plant derivatives. Modern marketing approaches must create experiential engagement and emotional connections with consumers while translating scientific credibility into accessible narratives. Event marketing has therefore emerged as a strategic mechanism enabling organizations to simultaneously communicate knowledge, demonstrate

product functionality, and build stakeholder relationships (Ihnatenko, 2022). Event-based interactions allow firms to present innovations directly to audiences, facilitating trust formation and enhancing perceived authenticity.

Event marketing has been widely recognized as a creative marketing solution capable of strengthening brand positioning and entrepreneurial development. Empirical evidence indicates that event marketing contributes to firm growth by stimulating networking opportunities, encouraging collaborative innovation, and enhancing market visibility (Mpuon et al., 2021). Unlike mass advertising, event marketing emphasizes co-creation of value through interactive experiences, which is particularly beneficial for knowledge-based products requiring explanation, demonstration, and professional validation. Such experiential mechanisms support deeper customer engagement and strengthen relational marketing outcomes.

The expansion of digital technologies has further reshaped event marketing practices. Virtual events, hybrid exhibitions, and immersive digital platforms enable organizations to transcend geographical limitations while maintaining interactive communication with stakeholders. Virtual event marketing has demonstrated significant potential in increasing accessibility, reducing operational costs, and enabling data-driven personalization of customer experiences (Kęprowska, 2022). Moreover, advances in virtual reality and emotionally oriented digital design have introduced new possibilities for experiential marketing environments that enhance emotional engagement and brand memorability (Sui & Cho, 2022).

The emergence of digital ecosystems such as the metaverse represents an even deeper transformation of marketing paradigms. Marketing activities increasingly occur within immersive digital environments where consumers interact with brands through avatars, simulations, and virtual experiences. These developments indicate a fundamental shift from transactional marketing toward experience-centered engagement models, requiring organizations to integrate technological innovation with strategic communication capabilities (Rosenberg, 2022). For knowledge-based companies, such environments offer unprecedented opportunities to showcase innovation, conduct live demonstrations, and cultivate global brand communities.

Despite these opportunities, firms operating in emerging markets face structural challenges affecting marketing effectiveness. Environmental constraints, regulatory complexity, and institutional barriers may limit the

commercialization of domestic products. Research highlights that obstacles related to marketing management, infrastructure limitations, and policy inconsistencies can significantly hinder market development, especially within industries aligned with national economic resilience strategies (Yarahmadi & Jaber, 2023). Therefore, successful marketing strategies must consider contextual factors such as governmental support, regulatory frameworks, and socio-economic conditions.

From a knowledge management perspective, organizational performance increasingly depends on dynamic capabilities that enable firms to sense opportunities, integrate knowledge resources, and adapt to environmental changes. Knowledge-based dynamic capabilities enhance employee productivity and innovation outcomes when supported by an adaptive organizational culture (Khaksar et al., 2023). Similarly, the micro-foundations of knowledge-based capabilities—including learning routines, collaborative problem solving, and knowledge sharing—play a crucial role in enabling social-purpose and innovation-driven organizations to achieve sustainable competitive advantages (Bhardwaj et al., 2023). These insights suggest that marketing success is not merely a communication outcome but a manifestation of organizational knowledge integration.

Service architecture and knowledge-based system design also contribute to effective marketing implementation. Digital platforms that structure knowledge exchange and decision-making processes allow organizations to coordinate complex activities, develop customized offerings, and enhance stakeholder interaction (Castano et al., 2023). Such architectures are particularly relevant for event marketing initiatives where coordination among partners, experts, regulators, and consumers is essential. Knowledge-based infrastructures therefore serve as enabling mechanisms linking innovation processes with market communication strategies.

Another critical dimension influencing marketing success relates to energy efficiency, sustainability, and responsible production practices. Manufacturing and innovation systems increasingly integrate sustainability considerations as part of strategic positioning. Knowledge-based frameworks emphasizing efficiency, environmental responsibility, and technological optimization enhance organizational legitimacy and align marketing narratives with societal expectations (Batouta et al., 2023). In the medicinal plants sector, sustainability messaging plays a central role in

attracting environmentally conscious consumers and strengthening brand credibility.

Marketing effectiveness also depends on interpersonal and cognitive processes occurring within organizational and customer interactions. Sensemaking theory highlights how intuitive judgments and adaptive selling behaviors shape customer perceptions and influence purchasing decisions. Sales and marketing professionals must interpret complex market signals and adapt communication strategies to diverse audiences, particularly when promoting innovative or unfamiliar products (Locander et al., 2020). Event marketing environments provide ideal contexts for such adaptive interactions by enabling direct dialogue between firms and consumers.

The persuasive power of marketing communication further underscores the importance of ethical and responsible marketing practices. Studies examining persuasive marketing techniques reveal that communication strategies significantly shape consumer attitudes and behavioral outcomes, emphasizing the need for transparency and evidence-based messaging (Santana et al., 2020). For medicinal plant products—where health claims and scientific credibility are crucial—event marketing offers a controlled environment in which accurate information can be conveyed responsibly.

Brand-consumer relationships constitute another fundamental driver of marketing success. Strong relational bonds between consumers and brands foster loyalty, increase perceived value, and strengthen long-term engagement. Research demonstrates that brand value creation mediates the relationship between consumer interaction and loyalty outcomes, while community characteristics moderate these effects (Alizadeh & Nazarpour Kashani, 2022). Event marketing contributes directly to such relational processes by facilitating community formation and emotional attachment through shared experiences.

Knowledge-based companies also operate within broader governance and institutional ecosystems that influence strategic decision-making. Auditing frameworks and policy oversight mechanisms can enhance accountability and efficiency in organizations receiving innovation support or governmental incentives (Fazeli et al., 2020). Effective marketing strategies must therefore align with institutional expectations, ensuring transparency, compliance, and strategic coherence within national innovation systems.

Urban digitalization and smart city development further expand opportunities for innovative marketing practices. Smart environments integrate data analytics, digital

infrastructure, and resilient management systems that enable dynamic communication between organizations and stakeholders (Rothkrantz, 2023). Event marketing conducted within smart urban ecosystems benefits from real-time data collection, enhanced audience targeting, and improved logistical coordination, thereby increasing campaign effectiveness.

Global perspectives on marketing evolution also emphasize the necessity of adapting marketing research and practice to regional socio-cultural contexts. Future marketing paradigms must incorporate local knowledge systems, cultural diversity, and emerging market realities to remain relevant in rapidly changing economic environments (Wood, 2022). This insight is particularly applicable to the medicinal plants industry, where cultural traditions, indigenous knowledge, and regional consumer preferences significantly influence market acceptance.

Knowledge-based business models continue to evolve across industries, including hospitality, food services, and health-related markets. A knowledge-based perspective highlights the importance of integrating supply-side capabilities, innovation processes, and experiential value creation to support emerging business models (Vu et al., 2023). Event marketing functions as a bridge connecting these components by transforming organizational knowledge into tangible customer experiences.

Collectively, prior research demonstrates that successful marketing outcomes in knowledge-based industries depend on the interaction of multiple dimensions: environmental context, organizational capabilities, technological infrastructure, relational engagement, and experiential communication strategies. Despite growing scholarly attention to event marketing and knowledge-based enterprises, limited empirical research has systematically examined the integrated factors influencing event marketing success specifically within knowledge-based companies active in the medicinal plants and natural products market. Addressing this gap is essential because these firms operate at the intersection of science, health, sustainability, and entrepreneurship, where effective marketing strategies are critical for translating innovation into societal and economic value.

Therefore, the aim of this study is to analyze the key success factors influencing event marketing effectiveness in knowledge-based companies operating in the medicinal plants and natural products market.

## 2. Methods and Materials

Data collection in the qualitative phase was conducted using a library-based method. In this study, a questionnaire was employed as the primary data collection instrument. The statistical population consisted of 434 experts and managers of knowledge-based companies active in the medicinal plants sector in Tehran, Iran, selected through convenience sampling.

In the quantitative phase, field data collection was performed based on criteria extracted from the qualitative stage, and a researcher-developed questionnaire was designed accordingly. The questionnaire was used to evaluate the research variables and collect empirical data. It was constructed according to the indicators identified from influential characteristics and was distributed online among participants.

After establishing validity (construct validity assessed through factor analysis) and reliability (calculated using Cronbach's alpha coefficient), the questionnaire was administered to respondents, who were invited to complete it voluntarily based on their willingness and interest.

## 3. Findings and Results

In the quantitative phase, considering maximum variance and a 5% error level, more than 500 electronic questionnaires were distributed to increase the response rate and facilitate the research process. Among them, 434 completed questionnaires were returned and used as the basis for data analysis and hypothesis testing.

In this study, the selected variables were examined based on a conceptual model. Data normality was assessed using skewness and kurtosis indices. The sample consisted of 434 respondents. Construct validity and reliability were evaluated through the measurement model and hypothesis testing procedures, and model fit was assessed using covariance-based structural equation modeling (SEM) with SPSS (Version 20) and SmartPLS (Version 3) software packages.

The use of structural equation modeling provided a more accurate representation of latent variables and conceptual relationships. As noted by Mittal et al., the partial least squares approach assumes that individual variables covary one-to-one with other variables in the model, while model-fit indicators are controlled within the measurement model. Moreover, this method calculates autonomous standard errors and generates approximate t-values for testing the

significance of structural paths. Therefore, as shown in Table 1, all variables were found to be in a desirable condition.

To assess questionnaire reliability, both Cronbach’s alpha and composite reliability were used. Reliability results for all variables exceeded the threshold value of 0.70, indicating acceptable internal consistency. Convergent and

discriminant validity were employed to assess validity. Table 1 presents convergent validity findings, showing that the Average Variance Extracted (AVE) values for all latent variables were higher than 0.50, confirming satisfactory convergent validity of the measurement models.

**Table 1**

*Results of Construct Validity and Reliability Assessment*

Main Category	Indicator	Factor Loading (>0.60)	Cronbach’s Alpha (>0.70)	Composite Reliability (>0.70)	Convergent Validity (AVE >0.50)
Market Demand	1	0.880	0.724	0.861	0.559
	2	0.925			
	3	0.911			
	4	0.943			
	5	0.841			
	6	0.787			
	7	0.905			
Scientific and Technological Advances	8	0.747	0.910	0.840	0.715
	9	0.887			
	10	0.782			
	11	0.784			
	12	0.857			
	13	0.717			
	14	0.755			
	15	0.763			
Government Support	16	0.909	0.810	0.888	0.725
	17	0.886			
	18	0.787			
	19	0.785			
	20	0.887			
	21	0.797			
	22	0.813			
	23	0.865			
	24	0.909			
Professional Networks and Collaborations	25	0.788	0.812	0.769	0.872
	26	0.857			
	27	0.687			
	28	0.837			
	29	0.827			
	30	0.757			
	31	0.925			
Economic Environment	32	0.787	0.792	0.868	0.612
	33	0.911			
	34	0.853			
	35	0.932			
	36	0.909			
	37–46	0.737–0.967			
47–54	0.787–0.930	0.801	0.877	0.651	
55–61	0.787–0.943	0.768	0.968	0.757	
62–76	0.723–0.967	0.748	0.896	0.587	

Innovation and R&D	77–85	0.777–0.909	0.753	0.890	0.802
Marketing and Advertising	86–94	0.635–0.924	0.783	0.880	0.875
Strategic Networking and Collaboration	95–103	0.817–0.924	0.743	0.790	0.872
Product Diversification	104–109	0.777–0.922	—	—	—
Market Development and Internationalization	110–118	0.774–0.939	0.743	0.790	0.872
Digital Marketing and Technology Use	119–127	0.774–0.908	0.807	0.887	0.724
Quality Enhancement and Standards	128–135	0.657–0.987	0.807	0.887	0.724
Market Share Growth	136–146	0.714–0.863	0.723	0.756	0.663
Customer Satisfaction Improvement	147–153	0.787–0.831	0.787	0.889	0.724
Brand Image and Reputation Improvement	154–161	0.812–0.987	0.896	0.888	0.724
Productivity Increase and Cost Reduction	162–169	0.846–0.939	0.837	0.877	0.763
Technological Changes	170–176	0.774–0.856	0.807	0.887	0.724
Economic Transformations	177–184	0.774–0.908	0.887	0.963	0.725
Socio-Cultural Transformations	185–191	0.813–0.912	0.836	0.967	0.824
Legal and Regulatory Transformations	192–198	0.774–0.912	0.987	0.893	0.896

The Goodness-of-Fit (GOF) index is used to integrate the measurement model and the structural model in structural equation modeling (SEM) and reflects the extent to which variations in each dependent variable are explained by the independent variables. A critical point is that the coefficient of determination ( $R^2$ ) is calculated only for endogenous (dependent) constructs, while its value for exogenous constructs equals zero. Higher  $R^2$  values for endogenous constructs indicate better model fit.

Chin (1998) proposed three threshold values of 0.19, 0.33, and 0.67 to represent weak, moderate, and substantial explanatory power, respectively. Similarly, Henseler (2009) and Hair et al. (2011) introduced benchmark values of 0.25, 0.50, and 0.75 as criteria for weak, moderate, and strong structural model fit based on the coefficient of determination. According to the results presented in Figure 1, the  $R^2$  values of the endogenous constructs in the research model are satisfactory. The coefficient of determination indicates that approximately 45% of the variance in the dependent components is explained by the combined effects

of independent and mediating variables, which demonstrates a strongly acceptable level of explanatory power.

The second category of findings focused on testing the structural model. After confirming validity and reliability, the structural research model was evaluated. This model enabled examination of the relationships proposed in the research framework. Figure 1 presents the results obtained from the SMARTPLS.4 software output. According to the model results, factor loadings were significant at the 95% confidence level, and all  $t$ -statistics fell outside the critical range of  $-1.96$  to  $+1.96$ , indicating statistical significance.

Furthermore, structural equation modeling combined with the bootstrapping technique was employed to analyze relationships among constructs and test research hypotheses. Bootstrapping, as a nonparametric method, allows estimation of path coefficient stability and structural relationship significance without requiring data normality. Therefore, it is considered a reliable and appropriate analytical technique for complex models in marketing and management research, particularly when working with moderate sample sizes.



In the quantitative phase, the research model was analyzed using SmartPLS software. The analysis included identified variables, relationships among them, and comparison with previous studies. The results indicated that all factor loadings and path coefficients were statistically significant at the 95% confidence level. Specifically, all *t*-statistics associated with model paths were outside the critical interval of  $-1.96$  to  $+1.96$ , confirming significant relationships among latent variables at a 5% error level.

After assessing reliability and convergent validity, discriminant validity was evaluated using the Fornell–

Larcker criterion. This criterion states that each construct must share more variance with its own indicators than with other latent constructs. Statistically, the Average Variance Extracted (AVE) of each latent variable should be greater than the squared correlations between that construct and other constructs. To simplify calculations, the square root of AVE is compared directly with inter-construct correlations. The results of the Fornell–Larcker criterion are presented in Table 2.

**Table 2**

*Results of Hypothesis Testing Based on the Fornell–Larcker Criterion*

Constructs	Causal Category	Contextual Category	Intervening Category	Core Category	Strategic Category	Outcome Category
Causal Category	1					
Contextual Category	0.854	1				
Intervening Category	0.571	0.785	1			
Core Category	0.573	0.775	0.599	1		
Strategic Category	0.846	0.766	0.522	0.823	1	
Outcome Category	0.841	0.863	0.774	0.657	0.814	1

In this study, 500 bootstrap resamples were generated to calculate *t*-values for each structural path coefficient. The *t*-statistic served as the primary indicator for assessing relationship significance within the structural model. Values greater than 1.64, 1.96, and 2.57 indicated statistical significance at confidence levels of 90%, 95%, and 99%, respectively. Accordingly, hypotheses with *t*-statistics exceeding these critical thresholds were confirmed.

The results derived from bootstrapping analysis and *t*-statistics demonstrate that the structural model possesses satisfactory explanatory capability and that relationships among the key constructs of event marketing in knowledge-based companies receive significant empirical support. These findings enable precise evaluation of how different managerial, knowledge-based, and marketing factors influence the success of event marketing strategies and illustrate how the integration of these elements contributes to improved organizational performance.

Overall, the structural modeling and bootstrapping analyses provide a valid framework for hypothesis testing. The findings offer practical implications for managerial decision-making in knowledge-based companies and for policymaking aimed at developing event marketing practices within the medicinal plants and natural products industry.

#### 4. Discussion and Conclusion

The present study aimed to identify and analyze the key success factors influencing event marketing effectiveness in knowledge-based companies operating in the medicinal plants and natural products market. The findings revealed that environmental and contextual conditions, organizational and managerial capabilities, and strategic and operational marketing factors jointly contribute to the success of event marketing initiatives. Moreover, successful implementation of event marketing was found to significantly enhance customer awareness, brand credibility, stakeholder engagement, and overall market performance. These results highlight the multidimensional nature of marketing effectiveness in knowledge-intensive industries, where organizational knowledge, innovation capability, and experiential communication converge.

One of the most important findings of this research concerns the strong influence of environmental and contextual factors on event marketing success. Market demand, technological advances, regulatory frameworks, and socio-cultural conditions were shown to shape marketing outcomes significantly. This finding aligns with prior studies emphasizing that marketing performance is highly dependent on external institutional and environmental readiness. Research examining domestic

marketing management barriers demonstrates that environmental challenges such as regulatory complexity and market infrastructure limitations directly affect firms' marketing success (Yarahmadi & Jaber, 2023). In the medicinal plants industry, where scientific legitimacy and regulatory compliance are essential, environmental alignment becomes particularly critical. Similarly, studies on smart urban systems emphasize that technological and environmental readiness enhances organizational resilience and improves the effectiveness of innovation-based initiatives (Rothkrantz, 2023).

The results also indicate that scientific and technological development plays a decisive role in strengthening event marketing outcomes. Knowledge-based companies rely heavily on innovation-driven differentiation, and event marketing provides a platform for demonstrating technological capabilities and product authenticity. Previous research has shown that knowledge-seeking behavior within innovation teams significantly improves new product development performance, which subsequently enhances marketing effectiveness (Zhang et al., 2023). Furthermore, the therapeutic and health-oriented nature of medicinal plant products requires scientific validation and knowledge dissemination, reinforcing the importance of technology-driven marketing communication (Sun & Shahrajabian, 2023). Event marketing therefore functions not only as a promotional activity but also as a knowledge transfer mechanism connecting research outputs with market expectations.

Another significant finding relates to the role of organizational and managerial factors, including government support, professional networks, and collaborative ecosystems. The results confirm that institutional support structures enhance the effectiveness of marketing strategies. Knowledge-based enterprises often depend on policy incentives, financial support, and governance frameworks that facilitate innovation commercialization. Evidence from auditing and policy evaluation studies indicates that structured oversight mechanisms improve operational efficiency and resource allocation within knowledge-based firms (Fazeli et al., 2020). In addition, networking and collaboration were found to positively influence marketing performance, supporting research demonstrating that event marketing stimulates entrepreneurial development through partnership formation and knowledge exchange (Mpuon et al., 2021).

The findings further highlight the importance of knowledge-based dynamic capabilities and organizational

culture in enabling successful marketing initiatives. Firms capable of integrating knowledge resources, adapting to market change, and fostering collaborative learning environments achieved superior event marketing outcomes. Prior studies confirm that dynamic capabilities enhance employee productivity and organizational innovation, particularly in professional service and knowledge-intensive firms (Khaksar et al., 2023). Likewise, the micro-foundations of knowledge-based capabilities—including learning routines and shared expertise—have been identified as essential drivers of organizational adaptability and competitive advantage (Bhardwaj et al., 2023). The present findings reinforce the notion that effective marketing is deeply rooted in organizational knowledge management rather than isolated promotional activities.

Strategic marketing factors such as innovation, product quality, marketing communication, and digital marketing were also found to significantly influence event marketing success. These results are consistent with contemporary marketing literature emphasizing experiential and creative marketing solutions. Event marketing provides immersive environments that allow customers to experience products directly, strengthening emotional engagement and brand perception (Ihnatenko, 2022). Furthermore, virtual and hybrid event formats have expanded marketing opportunities by enabling broader audience participation and enhancing interaction efficiency (Kęprowska, 2022). The increasing integration of digital technologies and immersive platforms supports findings suggesting that marketing is transitioning toward experience-based and technologically mediated engagement models (Rosenberg, 2022).

Digital marketing and technology utilization emerged as particularly influential drivers of marketing effectiveness. The findings indicate that technology-enabled communication enhances audience reach and improves stakeholder interaction. Research on virtual reality marketing design demonstrates that emotionally engaging digital environments significantly influence customer experience and brand memorability (Sui & Cho, 2022). Similarly, knowledge-based service architectures enable firms to structure information delivery and customize marketing interactions, thereby improving customer engagement outcomes (Castano et al., 2023). These insights confirm that technological integration is no longer optional but rather a central requirement for effective marketing in knowledge-based industries.

Product-related factors, including product quality, innovation capability, and diversification strategies, were

also shown to contribute strongly to event marketing success. Knowledge-based firms must translate scientific innovation into perceived consumer value, and event marketing offers opportunities for demonstration, education, and trust-building. Studies examining knowledge-based business models emphasize that value creation emerges when innovation processes are effectively communicated to markets through experiential channels (Vu et al., 2023). Additionally, sustainable production practices and energy-efficient innovation frameworks enhance organizational legitimacy and strengthen market positioning (Batouta et al., 2023). The medicinal plants sector, characterized by strong health and sustainability narratives, particularly benefits from such value-based communication strategies.

The study's results further demonstrate that successful event marketing leads to positive organizational outcomes, including increased market share, improved customer satisfaction, enhanced brand image, and greater productivity. These outcomes correspond with relationship marketing theory, which posits that customer engagement and emotional connection drive long-term loyalty and brand equity. Empirical research confirms that strong brand-consumer relationships foster loyalty through value creation and community interaction mechanisms (Alizadeh & Nazarpour Kashani, 2022). Event marketing environments facilitate such relational engagement by enabling direct interaction and experiential participation.

Improved customer satisfaction and brand perception observed in the present study can also be interpreted through adaptive selling and sensemaking perspectives. Marketing professionals operating in interactive environments must interpret consumer feedback dynamically and adjust communication strategies accordingly. Prior research indicates that intuitive judgment and adaptive interaction significantly influence marketing effectiveness and customer decision-making processes (Locander et al., 2020). Event marketing contexts provide real-time feedback mechanisms that enhance these adaptive capabilities.

The persuasive nature of marketing communication was another dimension reflected in the findings. Marketing events allow firms to convey complex information responsibly while influencing consumer attitudes. Studies analyzing persuasive marketing practices demonstrate that communication strategies strongly shape consumer perception and behavioral intention (Santana et al., 2020). In industries associated with health and wellness products, ethical and transparent communication becomes particularly

important, reinforcing the role of educational and experiential marketing events.

Furthermore, the findings confirm the importance of aligning marketing strategies with regional and cultural contexts. Marketing effectiveness depends on recognizing local traditions, consumer values, and market expectations. Scholars have emphasized that future marketing paradigms must integrate regional knowledge systems and culturally responsive strategies to remain effective in diverse markets (Wood, 2022). The medicinal plants industry inherently reflects cultural heritage and traditional knowledge, making contextual adaptation essential for marketing success.

Overall, the results suggest that event marketing success in knowledge-based companies emerges from the interaction of environmental readiness, organizational capability, technological integration, and strategic marketing implementation. The study extends existing literature by providing an integrated framework demonstrating how knowledge-based resources translate into measurable marketing outcomes. The findings support the view that event marketing operates as a strategic platform for knowledge dissemination, stakeholder collaboration, and experiential value creation within innovation-driven industries.

Despite providing valuable insights, this study has several limitations that should be acknowledged. First, the research was conducted within knowledge-based companies operating in a single metropolitan context, which may limit the generalizability of findings to other regions or industries. Differences in institutional structures, cultural environments, and market maturity may influence event marketing effectiveness in other settings. Second, data collection relied on self-reported questionnaires, which may introduce response bias or subjective evaluation of organizational performance. Third, the cross-sectional research design prevents examination of causal relationships over time and limits understanding of how event marketing success evolves dynamically. Finally, the study focused primarily on managerial perceptions rather than incorporating customer or stakeholder perspectives directly, which may restrict a comprehensive evaluation of marketing outcomes.

Future research could expand the geographical scope of analysis by examining knowledge-based companies across multiple regions or countries to compare contextual influences on event marketing effectiveness. Longitudinal studies are recommended to explore how event marketing strategies influence organizational performance over time

and to capture dynamic learning processes within firms. Researchers may also incorporate mixed-method approaches combining quantitative modeling with qualitative interviews to obtain deeper insights into managerial decision-making and customer experience. Another promising direction involves investigating the role of emerging technologies such as artificial intelligence, immersive reality environments, and data analytics in shaping next-generation event marketing strategies. Additionally, future studies could analyze consumer behavioral responses directly to better understand how experiential marketing influences trust formation, purchase intention, and long-term loyalty.

Managers of knowledge-based companies should view event marketing as a strategic investment rather than a promotional activity. Designing interactive, knowledge-centered events that communicate scientific credibility and product value can significantly strengthen customer trust and brand differentiation. Organizations should integrate digital technologies and hybrid event formats to expand audience reach and enhance engagement efficiency. Strengthening collaboration networks with research institutions, policymakers, and industry partners can further improve marketing effectiveness and innovation commercialization. Firms are also encouraged to align marketing strategies with sustainability narratives and cultural values to enhance authenticity and market acceptance. Finally, continuous organizational learning, employee capability development, and data-driven decision-making should be prioritized to ensure that event marketing initiatives contribute sustainably to long-term competitive performance.

### Authors' Contributions

Authors contributed equally to this article.

### Declaration

In order to correct and improve the academic writing of our paper, we have used the language model ChatGPT.

### Transparency Statement

Data are available for research purposes upon reasonable request to the corresponding author.

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### Declaration of Interest

The authors report no conflict of interest.

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### Ethics Considerations

In this research, ethical standards including obtaining informed consent, ensuring privacy and confidentiality were considered.

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