

understanding the dynamics of FOMO is essential to develop sustainable consumer habits that align with young people's values.

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ART SPACE “PESOCHNITSA” AS AN EVENT MARKETING FACILITY OF BUILDING CUSTOMER LOYALTY

In modern realities, in pursuit of a client, companies are trying to form a concept of doing business that will attract new customers and maintain the loyalty of existing customers. Hence, organizations are increasingly resorting to event marketing. Event marketing is marketing through events, where marketing is seen as central and the event is considered the actual marketing tool. The objective of the event marketing is to create memorable experiences for the attendees of the event and establish a connection between the brand and its audience serving as a basis for building customer loyalty [1].

The overall aim of the research was to highlight the reasons for the popularity growth of the art space “Pesochnitsa” in Minsk in terms of the event marketing strategies implementation.

The art space “Pesochnitsa” is a pioneering street food venue in Minsk established in 2018. Located in the courtyard of a former factory, it activates industrial heritage through gastronomy, art, and social interaction, which makes it a well-known destination for both locals and visitors [2].

In accordance with the aforementioned research aim, the following objectives were formulated: (1) to review and summarize literature on the topics of event marketing and art space “Pesochnitsa”; (2) to develop a questionnaire, the aim of which is to investigate the influence of the event-marketing strategies applied within the art space “Pesochnitsa” on the market / society / environment; (3) to work out practical recommendations for increasing customer loyalty across the art space “Pesochnitsa”.

A total of 46 people participated in the survey. The following part of this paper presents the participants' answers to the survey questions.

Do people know about the art space “Pesochnitsa”? How often do they attend it?

Firstly, a considerable number of the survey participants (64.4%) both know about and visit “Pesochmitsa”, while 6 individuals (13.3%) have not heard about the place and have not been there respectively. In fact, the venue operates on a seasonal schedule that is divided into the summer season (late April through September) and the winter season (during the New Year holiday). According to the answers from the questionnaire, most of the people (67.6%) attend the venue 3 or less times per season.

The statistics reveal an interesting dynamic: while the art space enjoys high visibility and positive word-of-mouth, visitation rates remain relatively modest. This suggests an opportunity to strengthen customer loyalty by encouraging more regular visits.

What is the target audience of the art space “Pesochmitsa” in terms of age?

The respondents are of different ages (from 17 years old to 47 years old). Most of the interviewees are of 18 years old (43.5%). It confirms the fact that the art space “Pesochmitsa” covers the significant segment of the population, yet remains the spot of interest to a young audience predominantly.

We asked people whether they purchase anything while being at the art space “Pesochmitsa”. Actually, the “Pesochmitsa” comprises about fifteen independent food points, offering frequently updated fixed-price sets. Moreover, there are outlets selling clothes and accessories. The consistency of the food-court cultivate loyalty for the 48.6% of the respondents, 10.8% of the participants tend to obtain fancy articles as well. Thus, “Pesochmitsa” proves to be known as a food venue where every person can find a preferred menu at an affordable price.

Another question concerns the people’s awareness about event marketing and its correlation with customer loyalty to the art space “Pesochmitsa”.

47.7% of the respondents are knowledgeable about the approach and consider it necessary to implement event marketing strategies into the venue due to its interrelation with the popularity growth of the space. As a matter of fact, several types of event marketing exist, including conferences, trade shows, concerts, festivals, and other events. The “Pesochmitsa” functions as more than just a place to eat. Throughout the year, it hosts a range of events and activities including live music concerts, dance lessons, outdoor moving screenings. Most of the respondents (79.5%) would like to receive information about further events to be arranged there. Besides, “Pesochmitsa” demonstrates its industrial character – brick walls, concrete, factory structures – enhanced by graffiti, string lights, and wooden seating. As a result, people pinpoint music, decorations, training courses, food, concerts as a distinctive feature of this place, influencing audience engagement as well as building customer loyalty.

Regarding the social networks, the minority of the respondents (20.9%) are subscribed to the social media (Instagram primarily), while 41.9% do not even know about its existence and another 41.9% are aware of it, yet are not subscribed. Therefore, it makes it advisable that the organizers should analyze the strategy of “Pesochmitsa” promotion in the socials.

In conclusion, it should be highlighted that event marketing is clearly a fruitful approach applied within the art space “Pesochmitsa”. It fosters customer loyalty, cultivating emotional attachment and long-term engagement. Event marketing is an

object of different studies; this makes it interesting for scientists and, more importantly, for the audience, who are the main consumers of marketing content.

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EVENT MANAGEMENT AS A STRATEGIC MARKETING TOOL IN THE EXPERIENCE ECONOMY

Despite the proliferation of digital advertising, traditional marketing methods increasingly suffer from "advertising blindness" – the inability of audiences to engage with promotional content. This phenomenon underscores the growing need for alternative approaches that foster authentic engagement and emotional connection. Event management has emerged as a distinctive strategic tool capable of delivering immersive, multisensory experiences that traditional media cannot replicate.

This study aims to develop a theoretical framework for understanding event management as a strategic marketing tool. Specifically, it will examine the conceptual evolution of events from tactical activities to strategic instruments. It will also identify their strategic functions, analyse the mechanisms through which they create value and propose approaches for measuring effectiveness within contemporary international organisations [1].

The analysis is based on a survey of 23 respondents. It is designed to evaluate how event experiences influence brand perception, trust formation, and purchase behaviour. The sample includes consumers with varying levels of engagement with brand events, allowing for assessment of psychological drivers and strategic implications.

In the context of brand trust, empirical evidence reveals a strong preference for experiential communication: 43.5% of respondents "fully agree" and 34.8% "somewhat agree" that events generate more trust than online advertisements. Significantly, no participant expressed disagreement, with 78.3% affirming that live interaction serves as a superior trust-building pillar compared to digital channels.

Regarding the psychological drivers of positive brand attitudes, respondents identified a hierarchy of factors. Quality of organisation and comfort emerged as the dominant factor (73.9%), underscoring that operational excellence forms the foundation of experiential value. Emotional atmosphere and creative concept followed (43.5%), reflecting the core premise of the experience economy – that memorability and personal