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EVENT ARCHITECTURE AS A TOOL FOR BUILDING SUSTAINABLE COMPETITIVE ADVANTAGES OF A MODERN SERVICE ENTERPRISE

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Introduction. In the contemporary competitive environment, effective marketing management acquires strategic importance, as it determines an enterprise's ability to achieve sustainable competitive advantages. Event architecture (EA) serves as a key instrument by shaping an emotional connection with consumers and supporting brand loyalty. The core problem lies in the insufficient utilization of the potential of events, since many companies continue to rely on traditional promotional methods, thereby limiting the effectiveness of communications and the ability to build long-term relationships with customers.

The relevance of this study is driven by the need to implement modern approaches to event organization that align with consumer expectations and market requirements, taking into account the growing importance of brand experience. The practical value of the research consists in developing recommendations for integrating event architecture into marketing activities, which involves thoughtful planning, the use of modern technologies, and the personalization of events. This approach enhances communication effectiveness and contributes to the creation of sustainable competitive advantages.

Thus, the study of event architecture is essential for understanding the mechanisms of customer interaction and for fostering business development in the context of a dynamic market.

Literature Review. Consumers increasingly value not only products but also the experiences they gain through interaction with a brand. For this reason, event architecture becomes an important tool for forming an emotional connection between an enterprise and its customers, which, in turn, may lead to increased loyalty and competitiveness. Recent studies in the field of marketing confirm the significance of innovative approaches to building competitive advantages.

Garafonova, Dvorskyi, Ponomarenko, and Verkhusha (2025) note that the implementation of innovative marketing based on digitalization and analytical technologies enables enterprises to adapt effectively to changing market conditions. They emphasize that personalized communication approaches contribute to higher

consumer loyalty, which is critically important for service enterprises. In turn, Shapovalova (2025) focuses on the role of information resources and organizational flexibility in achieving competitive advantages. The researcher points out that a personalized customer experience, along with responsible practices in the use of artificial intelligence, strengthens trust in the brand and supports its leadership positions in the market.

Despite the significant contributions of these scholars, certain gaps remain in the study of event architecture as a marketing tool. First, insufficient attention is paid to the specific aspects of integrating events into the overall marketing communications strategy of service enterprises. Second, there is a need for a more detailed analysis of the impact of event marketing on the formation of consumer loyalty, particularly in the context of various cultural and social factors.

Thus, the research focuses on examining the role of event architecture as a marketing tool for building sustainable competitive advantages of a modern service enterprise. The proposed study aims to address the identified gaps by concentrating on theoretical approaches to event architecture and its place within the system of marketing communications. The development of practical recommendations for applying event architecture in the activities of service enterprises will provide a new perspective on the use of event marketing to enhance consumer loyalty and strengthen competitive positions. This research will not only expand the scientific understanding of the topic but also offer practical tools for business in the context of contemporary competition.

The purpose of the study is to examine the role of event architecture as a marketing tool in the formation of sustainable competitive advantages of a modern service enterprise and to substantiate directions for its effective use under conditions of market competition.

Objectives of the study:

To analyze theoretical approaches to the concept of event architecture and its place within the marketing communications system of a service enterprise.

To investigate the impact of event marketing and event architecture on the formation of consumer loyalty and the competitive advantages of an enterprise.

To develop practical recommendations for the application of event architecture in the marketing activities of a modern service enterprise.

Results. Event architecture serves as an effective tool for building sustainable competitive advantages of a modern service enterprise, as it ensures a systematic approach to the planning and organization of event activities within marketing communications. It integrates strategic planning, the event concept, customer experience, and interaction with digital and traditional promotion channels, which makes it possible to create unique value for consumers. A well-designed event architecture contributes to the formation of an emotional connection with the brand, increases the level of customer loyalty, and strengthens the positive image of the enterprise, ensuring its differentiation among competitors and supporting long-term competitiveness in a dynamic market environment.

Within the framework of studying event architecture in marketing communications, several theoretical approaches can be identified that reveal different aspects of this phenomenon. Event marketing considers event architecture as an integrated system for planning and organizing activities aimed at creating a positive consumer experience, which ensures emotional interaction and customer engagement and makes it an important element of integrated marketing communications (Muntian et al., 2021).

Experiential marketing proposes focusing on the formation of consumer experience through specially designed events and service scenarios, in which unique impressions and brand values perform the function of differentiation and loyalty enhancement (Samchuk, 2022, p. 118).

The brand-oriented approach views event architecture as a channel for transmitting brand identity that strengthens brand recognition and reinforces the connection with the target audience. In turn, the communication approach emphasizes two-way interaction between the enterprise and consumers, where the event platform serves as a tool for dialogue and feedback, helping to achieve a deeper understanding of audience needs (Larina & Dichenko, 2024, p. 87).

Finally, the service-oriented approach highlights that event architecture is an integral part of the service process and the customer journey, in which service quality and a positive customer experience act as the key success factors (Vynohradova et al., 2021, p. 17).

Thus, different theoretical approaches to event architecture in marketing communications demonstrate the multidimensional nature of this concept and its importance for the successful functioning of service enterprises. Each approach complements the others, creating a comprehensive perspective that helps to understand the role of events in shaping a marketing communications strategy.

Let us analyze the impact of event marketing and event architecture on the formation of consumer loyalty and the strengthening of an enterprise's competitive advantages based on the data presented in Table 1. It illustrates the key elements of event architecture and their interrelationships with consumer behavior and the strategic positions of the enterprise in the market.

Table 1. Impact of Event Marketing and Event Architecture on Consumer Loyalty and Competitive Advantages of a Service Enterprise

Event Architecture Element		Characteristics of Impact	Impact on Consumer Loyalty	Impact on the Enterprise's Competitive Advantages
Event (offline, hybrid)	format online,	Selection of the format in accordance with the target audience	Increased convenience and accessibility of interaction	Expansion of market reach
Event and concept	scenario	Logical sequence of activities and alignment with brand values	Formation of an emotional connection with the brand	Differentiation from competitors

Continuation of Table 1

Interactivity and engagement	Use of interactive activities and personalization	Growth of consumer engagement and trust	Strengthening of customer orientation
Service quality during the event	Level of service and communication with customers	Increased satisfaction and repeat interactions	Formation of a positive reputation
Integration with marketing channels	Combination of the event with advertising, SMM, and PR	Support of long-term relationships with customers	Synergy of marketing tools
Post-event communication	Feedback, follow-up activities, and loyalty programs	Consolidation of positive experience	Sustainability of competitive positions

Source: developed by the author based on sources (Tatarinov, Buhaichuk, & Shcherbyna, 2024; Ma'arif & Putri, 2025, p. 305; Sochynska-Sybirtseva, Dorenska, & Tushevskaya, 2025, p. 151).

The analysis of the impact of event marketing and event architecture on consumer loyalty and the competitive advantages of an enterprise, as presented in Table 1, shows that these elements create a comprehensive effect through the combination of organizational, communication, and service-related solutions. The choice of event format determines the level of accessibility and convenience of interaction with the audience, which stimulates active consumer participation and strengthens their attachment to the brand. At the same time, the use of various formats ensures an expansion of market reach and reinforces the enterprise's competitive positions (Tatarinov et al., 2024).

The event scenario and concept ensure the integrity of the event and its alignment with brand values, forming an emotional connection with consumers that increases trust and promotes long-term loyalty. Simultaneously, the originality of the concept makes it possible to stand out among competitors and create a unique value proposition in the service market (Ma'arif & Putri, 2025, p. 305). Interactivity and engagement, achieved through personalized activities and two-way communication, deepen the positive brand experience and foster a sense of involvement, which serves as the foundation of sustainable loyalty.

At the same time, a high level of service during events determines the overall perception of the brand, stimulates repeat interactions, and contributes to the formation of a positive corporate reputation, thereby strengthening competitive advantages (Sochynska-Sybirtseva et al., 2025, p. 151). The integration of events with digital and traditional marketing channels ensures the consistency of communications and supports continuous contact with customers, facilitating the development of long-term relationships and increasing the effectiveness of the overall marketing strategy. Post-event communication consolidates the positive experience gained and stimulates repeated interaction, transforming satisfied customers into carriers of a positive brand image.

Thus, event architecture functions as an interconnected system of elements whose combined impact is aimed at strengthening consumer loyalty and forming long-term competitive advantages of a modern service enterprise.

For the effective application of event architecture in the marketing activities of a service enterprise, it is important to combine strategic planning with practical tools for customer interaction. Planning an event calendar with regard to target segments and the use of CRM systems makes it possible to gain a deeper understanding of audience needs and to build an effective communication strategy. Event concepts based on brand values and customer experience create an emotional connection with consumers and increase company recognition, while interactive activities and modern technologies, including personalization, enhance audience engagement and loyalty. The integration of offline events with online promotion creates channel synergy and expands reach, and post-event communication reinforces the positive experience and stimulates repeat interactions. Performance evaluation through KPIs, cooperation with partners, and cross-marketing activities enable cost optimization and the strengthening of competitive positions. Thus, a systematic approach to event architecture increases communication effectiveness, customer engagement, and the strategic advantages of the enterprise.

Conclusions. The study provides a comprehensive analysis of theoretical approaches to event architecture and its role within the marketing communications system of a service enterprise, particularly through the lenses of event marketing, experiential marketing, brand-oriented, and service-oriented approaches. The impact of individual elements of event architecture on the formation of consumer loyalty and the competitive advantages of an enterprise has been examined, confirming the importance of interactivity, personalization, service quality, integration with marketing channels, and post-event communication. Practical recommendations for the application of event architecture in the marketing activities of a modern service enterprise have been developed, including event planning, event concepts, interactive activities, personalization, digital integration, performance evaluation, and partnership collaborations.

The scientific novelty of the study lies in the integrated combination of theoretical models and practical tools of event architecture for the formation of sustainable competitive advantages in the service sector, as well as in the systematization of event marketing elements as key factors of loyalty and brand differentiation.

The practical prospects of the research include the implementation of the proposed recommendations in enterprise activities, which makes it possible to increase the effectiveness of marketing communications, strengthen emotional connections with consumers, and ensure long-term strategic leadership in the market.

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