

Event Quality of Meet and Greet and Intention to Purchase Exclusive Merchandise: Evidence from P-pop Filipino Fans

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ABSTRACT: This study examines how event quality in meet-and-greet events influences Filipino fans' intention to purchase exclusive merchandise. The respondents consisted of 385 P-pop fans from fan groups of BINI, BGYO, and SB19 residing in selected cities in Metro Manila. The study utilized a quantitative descriptive-correlational research design to analyze relationships between variables. Findings revealed that event quality dimensions—venue quality, access and logistics, content and performance, and meet-and-greet structure—positively influence purchase intention. Among these, emotionally engaging content and structured fan interactions showed the strongest impact on purchasing behavior. Overall, the study concludes that higher perceived event quality leads to stronger intention to purchase merchandise. It is recommended that event organizers enhance experiential elements and exclusivity to strengthen fan engagement and increase merchandise sales.

Keywords – Exclusive Merchandise, Meet and greet, P-Pop, Purchasing Behavior, Purchase Intention

1. INTRODUCTION

The rapid growth of the Philippine pop (P-pop) industry has significantly transformed the way fans engage with artists, particularly through experiential events such as meet-and-greet sessions. These events provide fans with opportunities to interact personally with their idols, creating emotional connections that go beyond traditional music consumption. Prior studies have shown that event quality plays a crucial role in shaping consumer satisfaction and behavioral intentions. For instance, highlights that venue aesthetics, environmental cues, and overall event design significantly influence emotional responses, which in turn affect purchasing behavior. Similarly, research by Yoshida et al. (2014) and Wu et al. (2016) suggests that efficient logistics and accessibility contribute to positive experiences and increased likelihood of consumer spending. While these studies provide valuable insights, most are conducted in foreign contexts such as K-pop and Western entertainment industries, leaving a gap in understanding how these factors operate within the Philippine P-pop setting. Moreover, existing literature emphasizes the importance of emotional engagement and artist-fan interaction in driving purchase behavior. Studies by Prentice and Kadan (2019) and Kim et al. (2021) demonstrate that high-quality performances and authentic interactions significantly influence fans' willingness to purchase merchandise. Additionally, Jin and Ryu (2020) found that structured meet-and-greet interactions enhance emotional closeness, which directly impacts purchasing decisions. Despite these findings, there remains limited localized research that integrates event quality dimensions with purchase intention among Filipino P-pop fans. This gap is particularly significant given the unique cultural context of the Philippines, where fandom is often community-driven and emotionally expressive (Lou, 2024). Thus, this study is motivated by the need to explore how event

quality influences purchase intention within the P-pop industry, specifically focusing on Filipino fans. This study aims to determine the influence of event quality on the intention to purchase exclusive merchandise among Filipino P-pop fans. Specifically, it seeks to address the following research problems: First, the study aims to assess the respondents' evaluation of event quality in terms of venue quality, access and logistics, content and performance, and meet-and-greet structure. Understanding these dimensions is essential in identifying which aspects of the event experience contribute most to fan satisfaction and engagement. Second, the study seeks to determine the level of respondents' intention to purchase exclusive merchandise related to P-pop groups. This will provide insight into how fans translate their event experiences into actual consumer behavior, particularly in purchasing symbolic and experiential products. Finally, the study aims to examine whether there is a significant relationship between event quality and purchase intention. By analyzing this relationship, the research intends to validate whether improvements in event quality can directly influence fans' purchasing decisions, thereby contributing to both academic literature and practical strategies for event organizers and talent agencies.

2. RESEARCH METHODOLOGY

This study employed a quantitative descriptive-correlational research design. Descriptive research was used to describe the respondents' demographic profile and their assessment of event quality, while correlational research was utilized to determine the relationship between event quality and purchase intention. This design is appropriate because it allows the researchers to analyze patterns and relationships among variables without manipulating them. The respondents of the study consisted of 385 Filipino P-pop fans from BINI, BGYO, and SB19 fan communities. Participants were selected using purposive sampling, a non-probability sampling technique where respondents are chosen based on specific criteria. In this study, respondents must have attended at least one meet-and-greet event within the past 12 months. This method ensures that participants have relevant experience and can provide accurate insights related to the research. The researchers used a self-administered questionnaire divided into three parts: Demographic profile (analyzed using frequency and percentage), Event quality dimensions (analyzed using weighted mean), Purchase intention (analyzed using weighted mean). The questionnaire utilized a 4-point Likert scale ranging from strongly disagree to strongly agree. The survey was distributed through online platforms and face-to-face, and all 385 questionnaires were successfully retrieved, resulting in a 100% retrieval rate. The researchers first secured approval from their adviser before distributing the questionnaire. The survey was disseminated through online platforms such as Google Forms and through direct distribution to qualified respondents. Data collection was conducted within a specified period, ensuring that respondents met the criteria of having attended meet-and-greet events. In addition to primary data, the study also utilized secondary sources such as books, scholarly journals, and previous research studies related to event marketing, service quality, and consumer behavior. These sources supported the theoretical and conceptual framework of the study

3. PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

Table 1. Distribution of the respondents according to Age

Age	Frequency (f)	Percentage (%)
18-24 years old	291	76%
25-34 years old	75	19%
35 years old and above	19	5%
Total	385	100%

The findings on respondents' age distribution indicate that the majority of participants belong to the 18 to 24 years old age group, accounting for 291 respondents (76%) of the total sample. This is followed by respondents aged 25 to 34 years old, with 75 participants (19%), while only 19 respondents (5%) belong to the 35 years old

and above category. These results suggest that younger individuals make up most of the participants in this study, indicating that engagement in P-pop meet-and-greet events appears to be more common among young adults. This age group is often more active in entertainment consumption, fandom participation, and merchandise purchasing, which may explain their stronger representation in the study.

Table 2. Distribution of the respondents according to Gender

Gender	Frequency (f)	Percentage (%)
Male	99	26%
Female	214	56%
LGBTQIA+	59	15%
Prefer not to say	13	3%
Total	385	100%

The distribution of respondents based on gender shows that the majority of participants are female, with 214 respondents (56%) out of the total sample. This is followed by 99 respondents (26%) who identified as male. Meanwhile, 59 respondents (15%) identified as LGBTQ+, while 13 respondents (3%) chose not to disclose their gender identity. These findings suggest that female fans make up a larger portion of the respondents in this study, indicating stronger participation in P-pop meet-and-greet events among this group. At the same time, the presence of respondents from different gender identities reflects the inclusive and diverse nature of P-pop fandom communities.

Table 3. Distribution of the respondents according to Location

Location	Frequency (f)	Percentage (%)
Taguig City	90	23%
Mandaluyong City	75	19%
Makati City	61	16%
Pasig City	51	13%
Quezon City	108	28%
Total	385	100%

The distribution of respondents according to location shows that the largest proportion of participants came from Quezon City, with 108 respondents (28%). This is followed by respondents from Taguig City with 90 respondents (23%), Mandaluyong City with 75 respondents (19%), Makati City with 61 respondents (16%), and Pasig City with 51 respondents (13%). These findings indicate that respondents were fairly distributed across the selected areas, with a higher concentration coming from Quezon City. This may suggest stronger accessibility to entertainment venues, larger fan communities, or greater participation in P-pop-related activities within these urban locations.

Table 4. Distribution of the respondents according to Highest Educational Attainment

Gender	Frequency (f)	Percentage (%)
Highschool Level	38	10%
Vocational/Technical Course	10	3%
College Undergraduate	230	60%
College Graduate	100	26%
Postgraduate	7	2%
Total	385	100%

The respondents' distribution in terms of highest educational attainment shows that the majority are college undergraduates, comprising 230 respondents (60%) of the total sample. This is followed by 100 respondents (26%) who have completed a college degree. Meanwhile, 38 respondents (10%) reported having reached the high school level, 10 respondents (3%) have completed vocational or technical education, and only 7 respondents (2%) have pursued postgraduate studies. These findings suggest that most participants in the study are individuals who are currently pursuing higher education or are within the college-age demographic, which aligns with the strong representation of young adult fans in P-pop fandom communities.

Table 5. Distribution of the respondents according to Employment Status

Employment Status	Frequency (f)	Percentage (%)
Employed	121	31%
Unemployed	41	11%
Student	223	58%
Total	385	100%

The distribution of respondents according to employment status shows that the majority of participants are students, accounting for 223 respondents (58%) of the total sample. This is followed by 121 respondents (31%) who reported being employed, while 41 respondents (11%) identified as unemployed. These findings suggest that a large portion of the respondents are still in the academic stage of their lives, which is consistent with the age and educational profile of the participants. This may also indicate that younger individuals, particularly students, are more actively involved in P-pop fandom activities, including participation in meet-and-greet events and interest in artist-related merchandise.

Table 6. Distribution of the respondents according to Monthly Income / Allowance

Monthly Income / Allowance	Frequency (f)	Percentage (%)
Below ₱12,030	220	57%
₱12,030 – ₱24,060	87	23%
₱24,060 – ₱48,120	46	12%
₱48,120 – ₱84,210	18	5%
₱84,210 – ₱144,360	8	2%
₱144,360 – ₱240,600	3	1%
₱240,600 and above	3	1%
Total	385	100%

Presents the respondents' monthly income or allowance. The data show that the majority of respondents, totaling 220 or 57%, reported having a monthly income or allowance below ₱12,030. This was followed by 87 respondents (23%) who fell within the ₱12,030 to ₱24,060 range, while 46 respondents (12%) reported receiving between ₱24,060 and ₱48,120. Meanwhile, only a small number of respondents belonged to the higher income brackets, with 18 respondents (5%) earning between ₱48,120 and ₱84,210, 8 respondents (2%) within the ₱84,210 to ₱144,360 range, and 3 respondents (1%) each reporting incomes between ₱144,360 and ₱240,600, and ₱240,600 and above.

Table 7. Distribution of the respondents according to Frequency of attending P-Pop Meet and Greet for the past 12 months

	rho-value	Remarks	p-value	Remarks
Hyflex Class Delivery Readiness VS Learning Competencies	0.303	Moderate	0.000	Significant

Presents the respondents' frequency of attending P-Pop Meet and Greet events during the past 12 months. The findings indicate that most respondents, or 271 (70%), attended these events one to two times within the year. Meanwhile, 59 respondents (15%) reported attending three to four times, while 55 respondents (14%) shared that they had participated in five or more events.

Table 8. Distribution of the respondents according to last attendances in P-Pop Meet and Greet

Gender	Frequency (f)	Percentage (%)
1 to 3 months ago	194	50%
4 to 6 months ago	94	24%
7 to 12 months ago	97	25%
Total	385	100%

Shows the respondents' distribution based on when they most recently attended a P-Pop Meet and Greet event. The results indicate that half of the respondents, or 194 (50%), had attended within the past 1 to 3 months. Meanwhile, 97 respondents (25%) reported that their most recent attendance was 7 to 12 months ago, while 94 respondents (24%) shared that they had attended 4 to 6 months prior.

Table 9. Respondents' assessment towards the event quality of meet and greet of P-pop groups in terms of Venue Quality

Indicator	Weighted Mean	Std. Dev.	Interpretation
The meet-and-greet venue was clean and well maintained.	3.48	0.57	Agree
The sound and lighting systems at the venue were high quality.	3.46	0.59	Agree
The seating and overall comfort of the venue met my expectations.	3.33	0.67	Agree
The venue facilities (e.g., restrooms, waiting areas) were adequate and comfortable.	3.29	0.69	Agree
The venue environment contributed positively to the meet-and-greet experience.	3.48	0.60	Agree

The temperature and ventilation in the venue were comfortable throughout the event.	3.39	0.68	Agree
The lighting and decoration of the venue enhanced the overall vibe of the event.	3.51	0.58	Strongly Agree
Overall	3.42		Agree

Note: 1.00 to 1.49 – Strongly Disagree; 1.50 to 2.49 – Disagree; 2.50 to 3.49 – Agree; and 3.50 to 4.00 – Strongly Agree

Presenters' evaluation of the event quality of P-Pop meet-and-greet events in terms of venue quality. Among the indicators, the statement "The lighting and decoration of the venue enhanced the overall vibe of the event" received the highest weighted mean of 3.51, interpreted as Strongly Agree. This indicates that respondents had a highly positive perception of the venue's overall atmosphere and visual appeal. In contrast, the statement "The venue facilities (e.g., restrooms, waiting areas) were adequate and comfortable" obtained the lowest mean score of 3.29, interpreted as Agree, suggesting that while respondents were generally satisfied, there were still areas for improvement in terms of facility comfort and convenience. Overall, venue quality obtained a composite weighted mean of 3.42, interpreted as Agree, indicating that respondents were generally satisfied with the venue quality of P-Pop meet-and-greet events. These findings are supported by the study of Hans Uhrich and Martin Benkenstein (2012), which found that physical environmental factors such as ambiance, layout, and visual elements significantly influence attendees' emotional responses and purchasing behavior. Similarly, Jin Su Lee and Sunghyup Sean Hyun (2016) emphasized that event setup and booth arrangement play a significant role in shaping attendee satisfaction, supporting the high rating given to lighting and decoration. Moreover, the findings of Nicholas D. Theodorakis et al. (2013) suggest that inadequate venue maintenance and facility conditions may reduce attendees' willingness to return and spend in future events, which aligns with the relatively lower rating given to venue facilities in this study.

Table 9. Respondents' assessment towards the event quality of meet and greet of P-pop groups in terms of Access and Logistics

Indicator	Weighted Mean	Std. Dev.	Interpretation
Finding and entering the venue was easy and well-organized.	3.37	0.64	Agree
The event schedule (start time, breaks) was clearly communicated and adhered to.	3.28	0.66	Agree
The staff and volunteers provided helpful directions and assistance during the event.	3.38	0.61	Agree
The entry and check-in process at the venue was smooth and efficient.	3.30	0.68	Agree
There were minimal delays or long waits during the event (e.g., at entrances or activities).	3.18	0.71	Agree

The temperature and ventilation in the venue were comfortable throughout the event.	3.29	0.68	Agree
The queuing and crowd management outside the venue were handled efficiently.	3.30	0.69	Agree
Overall	3.30		Agree

Note: 1.00 to 1.49 – Strongly Disagree; 1.50 to 2.49 – Disagree; 2.50 to 3.49 – Agree; and 3.50 to 4.00 – Strongly Agree

Presents the respondents' evaluation of the event quality of P-Pop meet-and-greet events in terms of access and logistics. Among the indicators, the statement "The staff and volunteers provided helpful directions and assistance during the event" obtained the highest weighted mean of 3.38, interpreted as Agree. This suggests that the support and guidance provided by staff and volunteers positively contributed to the respondents' overall event experience. In contrast, the statement "There were minimal delays or long waits during the event (e.g., at entrances or activities)" received the lowest weighted mean of 3.18, also interpreted as Agree, indicating that some respondents experienced delays or waiting times during certain parts of the event. Overall, access and logistics obtained a composite weighted mean of 3.30, interpreted as Agree, showing that respondents were generally satisfied with the event's access and logistical arrangements. These findings are supported by the study of Minoru Yoshida et al. (2014), which highlighted that smooth entry procedures and efficient crowd management significantly influence event satisfaction and future behavioral intentions. Similarly, Hong Wu, Chun Ai, and Cheng (2016) found that efficient logistical operations help reduce customer frustration and can positively influence purchasing behavior. Furthermore, the study of Jihye Park, Heesup Han, and Lee (2021) showed that improved access systems, such as digital queuing and event applications, enhance attendees' perceived behavioral control, which may also strengthen their purchase intentions during events.

Table 10. Respondents' assessment towards the event quality of meet and greet of P-pop groups in terms of Content and Performance

Indicator	Weighted Mean	Std. Dev.	Interpretation
The performances by P-Pop groups (e.g., BINI, BGYO, SB19) were entertaining and engaging.	3.70	0.49	Strongly Agree
The variety of performances (songs, dances, interactions) kept the event interesting.	3.65	0.51	Strongly Agree
The content of the meet-and-greet (e.g., performances, Q&A, games) was well-planned and enjoyable.	3.59	0.52	Strongly Agree
The pacing and duration of performances were appropriate (not too long or too short).	3.46	0.61	Agree
The performers (e.g., BINI, BGYO, SB19) effectively interacted with the audience throughout the event.	3.62	0.53	Strongly Agree

The activities during the event felt thoughtfully planned and fan-oriented.	3.54	0.58	Strongly Agree
I found the mix of entertainment and interaction during the program to be well-balanced.	3.57	0.54	Strongly Agree
Overall	3.59		Agree

Note: 1.00 to 1.49 – Strongly Disagree; 1.50 to 2.49 – Disagree; 2.50 to 3.49 – Agree; and 3.50 to 4.00 – Strongly Agree

Presents the respondents' assessment of the event quality in terms of content and performance during P-Pop meet-and-greet events. Among the indicators, the statement "The performances by P-Pop groups (e.g., BINI, BGYO, SB19) were entertaining and engaging" obtained the highest weighted mean of 3.70, interpreted as Strongly Agree. This indicates that the live performances were the most positively received aspect of the event. In contrast, the statement "The pacing and duration of performances were appropriate (not too long or too short)" received the lowest mean score of 3.46, interpreted as Agree, suggesting that while respondents were generally satisfied, there were slight concerns regarding the timing and flow of the performances.

Overall, the content and performance dimension obtained a composite weighted mean of 3.59, interpreted as Strongly Agree, reflecting a high level of satisfaction among respondents with the program content and live performances. These findings are consistent with the work of Richard Prentice and Daniel Kadan (2019), who found that emotionally engaging performances strongly influence fans' motivation to purchase event-related merchandise. Similarly, Christian Derbaix and Vanhamme (2019) emphasized that peak emotional experiences during live events often lead to post-event purchasing as a way for fans to preserve those memories. In addition, Heesup Kim, Jinsoo Kim, and Yoon Heo (2021) noted that perceived authenticity and meaningfulness of idol performances increase fans' likelihood of purchasing merchandise. Lastly, the "peak-end rule" proposed by Daniel Kahneman and Barbara Fredrickson (as applied in experience research) helps explain why pacing received a slightly lower rating, as the timing and ending of an experience can shape overall recall even when the performance itself is highly enjoyable.

Table 11. Respondents' assessment towards the event quality of meet and greet of P-pop groups in terms of Meet and Greet Structures

Indicator	Weighted Mean	Std. Dev.	Interpretation
The amount of time allocated for each fan during the meet-and-greet was sufficient.	3.33	0.66	Agree
The process for the meet-and-greet (e.g., lining up, queuing) was organized and fair.	3.33	0.64	Agree
The meet-and-greet session allowed for meaningful interaction (photos, autographs, conversation) with P-pop groups (e.g., BINI, BGYO, SB19).	3.42	0.59	Agree
The staff managing the meet-and-greet were friendly and helpful.	3.41	0.61	Agree

The rules and procedures of the meet-and-greet were clearly communicated to attendees.	3.42	0.61	Agree
The process of meeting a P-pop group (e.g., BINI, BGYO, SB19) was smooth and respectful to all attendees.	3.45	0.57	Agree
The interaction format (e.g., group or individual) matched my expectations as a fan.	3.48	0.55	Agree
Overall	3.40		Agree

Note: 1.00 to 1.49 – Strongly Disagree; 1.50 to 2.49 – Disagree; 2.50 to 3.49 – Agree; and 3.50 to 4.00 – Strongly Agree

Presents the respondents' evaluation of the meet-and-greet structure during P-Pop events. Among the indicators, the statement "The interaction format (e.g., group or individual) matched my expectations as a fan" received the highest weighted mean of 3.48, interpreted as Agree. This suggests that respondents were generally satisfied with how the fan interactions were organized and delivered. Meanwhile, the lowest weighted mean of 3.33, also interpreted as Agree, was recorded in two indicators: "The amount of time allocated for each fan during the meet-and-greet was sufficient" and "The process for the meet-and-greet (e.g., lining up, queuing) was organized and fair." These findings indicate that although respondents had a positive overall experience, some perceived limitations in terms of time allocation and fairness in the event process. Overall, the meet-and-greet structure obtained a composite weighted mean of 3.40, interpreted as Agree, showing that respondents were generally satisfied with this aspect of the event, while still recognizing areas that could be improved. These findings are supported by the study of Jin and Ryu (2020), which found that personalized and exclusive fan interactions help strengthen emotional connection, although limited interaction time can reduce the perceived value of the experience. Similarly, Bae and Lee (2021) showed that well-structured fan sessions, including clear interaction formats and guidelines, encourage stronger fan engagement and higher merchandise spending. In addition, Chen and Lin (2021) found that clearly communicated rules and organized event processes enhance fans' sense of control and positively influence their purchasing behavior. These results also support the findings of Dellova (2023), which emphasized that Filipino fans highly value exclusivity, fairness, and respectful treatment during fan events, highlighting the importance of clearer event structures and sufficient interaction time.

Table 11. Respondents' assessment towards their intention to purchase exclusive merchandise of P-pop groups

Indicator	Weighted Mean	Std. Dev.	Interpretation
I intend to purchase exclusive merchandise in the near future	3.31	0.67	Agree
I am likely to buy official merchandise at upcoming events or from official sources.	3.31	0.66	Agree
Many of my friends and fellow fans plan to purchase exclusive merchandise, which makes me more likely to buy as well.	3.29	0.71	Agree

I have the resources (e.g., money, access) to purchase official merchandise if I want to.	3.26	0.70	Agree
Buying official merchandise is necessary to me as a fan.	3.06	0.82	Agree
I feel a strong personal desire to collect exclusive merchandise as part of my fan identity.	3.21	0.78	Agree
I am more likely to purchase merchandise when it is only available through fan events or limited-time offers.	3.24	0.73	Agree
Overall	3.24		Agree

Note: 1.00 to 1.49 – Strongly Disagree; 1.50 to 2.49 – Disagree; 2.50 to 3.49 – Agree; and 3.50 to 4.00 – Strongly Agree

Presents the respondents' assessment of their intention to purchase exclusive merchandise from P-Pop groups. Among the indicators, the statements "I intend to purchase exclusive merchandise in the near future" and "I am likely to buy official merchandise at upcoming events or from official sources" both received the highest weighted mean of 3.31, interpreted as Agree. This suggests that respondents generally showed a positive intention to purchase official merchandise, especially when it is readily available during events or through authorized channels. Meanwhile, the statement "Buying official merchandise is necessary to me as a fan" obtained the lowest weighted mean of 3.06, also interpreted as Agree. This indicates that although respondents are open to purchasing merchandise, many do not view it as a necessary part of being a fan.

Overall, the dimension obtained a composite weighted mean of 3.24, interpreted as Agree, indicating that respondents expressed a moderate intention to purchase exclusive merchandise. This reflects a generally favorable attitude toward merchandise purchasing, though the desire to buy is not strongly driven by obligation or necessity. These findings are consistent with the study of Tsai and Men (2013), who found that fans often purchase merchandise as a symbolic way of expressing support and emotional attachment rather than out of necessity. Similarly, Dal Yong Jin and Joe Phua (2014) observed that parasocial relationships with idols can influence merchandise purchasing, particularly when exclusive or limited-edition items are available. In addition, Russell Belk (2013) explained this through the concept of the extended self, where products such as merchandise become a way for individuals to express their identity and personal connections. Furthermore, Huettermann and Kunkel (2021) found that emotional involvement is a significant predictor of merchandise purchasing behavior, which supports the generally positive but non-compulsory purchase intention observed in this study.

Table 12. Relationship between the assessment of the participants towards the event quality of meet and greet and their intention to purchase exclusive merchandise

Variables Correlated	Test Statistic Value	Interpretation	P-Value	Decision	Remarks
Intention to Purchase & Venue Quality (Tangibility)	0.483**	Positively Moderate	0.000	Reject Ho	Significant Correlation
Purchase & Access and Logistics (Reliability and Responsiveness)	0.498**	Positively Moderate	0.000	Reject Ho	Significant Correlation

Intention to Purchase & Content and Performances (Empathy)	0.416**	Positively Moderate	0.000	Reject Ho	Significant Correlation
Intention to Purchase & Meet and Greet Structure (Assurance)	0.492**	Positively Moderate	0.000	Reject Ho	Significant Correlation

Note: Significant at 0.01 and 0.05 alpha level**

Presents the correlation between respondents' assessment of P-Pop meet-and-greet event quality and their intention to purchase exclusive merchandise using Pearson's *r*. The findings show that all dimensions of event quality have a positive and moderate relationship with purchase intention, indicating that better perceived event experiences are associated with a higher likelihood of buying merchandise. Among the variables, Access and Logistics (Reliability and Responsiveness) recorded the highest correlation with purchase intention ($r = 0.498$, $p = 0.000$), which is statistically significant. This suggests that when respondents experienced smooth, efficient, and well-managed access and logistics during the event, their intention to purchase exclusive merchandise increased. Similarly, Meet and Greet Structure (Assurance) also showed a moderate positive and significant relationship ($r = 0.492$, $p = 0.000$), indicating that well-organized interaction formats and clear procedures during the event were linked to stronger purchasing intentions. Venue Quality (Tangibility) likewise demonstrated a moderate positive correlation with purchase intention ($r = 0.483$, $p = 0.000$), implying that the physical environment of the event plays an important role in shaping fans' willingness to buy official merchandise. On the other hand, Content and Performances (Empathy) showed the lowest but still moderate correlation ($r = 0.416$, $p = 0.000$), suggesting that while performances are highly appreciated, they have a slightly weaker direct influence on merchandise purchasing compared to other event factors. Since all *p*-values are below 0.05, the null hypothesis is rejected for all variables. This means there is a significant relationship between all dimensions of event quality and the respondents' intention to purchase exclusive merchandise. These results are supported by the study of Jihye Park et al. (2021), which found that improved access systems enhance perceived behavioral control, ultimately increasing purchase intention. Likewise, Minoru Yoshida and Ryu (2020), as well as Bae and Lee (2021), emphasized that structured and well-managed fan interactions significantly boost fan spending behavior. Meanwhile, the slightly lower correlation between performance quality and purchase intention is consistent with the findings of Richard Prentice and Daniel Kadan (2019), who noted that while performances create strong emotional peaks, they do not always directly translate into purchasing behavior unless paired with structured opportunities to buy merchandise.

4. CONCLUSION

The study found that P-pop meet-and-greet events mainly attract young adults, particularly those between 18 and 24 years old. Most of the respondents were students, many of whom had limited financial capacity, which reflects the strong presence of young consumers in the P-pop fan community. Female and LGBTQ+ fans also made up a notable portion of the respondents, showing the diversity and inclusivity within P-pop fandoms. In addition, most respondents were college undergraduates, suggesting that P-pop fan culture is especially prominent among students. Overall, the findings show that P-pop meet-and-greet events appeal mostly to a young and diverse audience.

The results also showed that respondents were generally satisfied with the quality of P-pop meet-and-greet events. Venue design, lighting, and decorations were among the most appreciated aspects, while live performances and program content received the highest overall ratings. However, some concerns were raised regarding logistical delays, crowd flow, venue facilities, and time allocation during fan interactions. These

findings suggest that while the events are effective in delivering enjoyable experiences, there is still room for improvement in event organization and operational management.

The study further revealed that respondents have a positive but moderate intention to purchase exclusive P-pop merchandise. Fans showed interest in buying official merchandise, especially when items were available during events or through official channels. However, purchasing merchandise was not seen as something essential to being a fan. This suggests that merchandise buying is influenced more by emotional connection, accessibility, and exclusivity rather than obligation. To strengthen purchase intention, organizers and P-pop groups may benefit from offering more unique and meaningful merchandise options.

Lastly, the findings confirmed that the quality of P-pop meet-and-greet events has a significant influence on fans' intention to purchase exclusive merchandise. Better event logistics, organized interaction structures, and a well-prepared venue were all linked to stronger purchase intentions. Although performances created strong fan engagement, logistical and structural aspects showed a greater influence on buying behavior. This highlights the importance of delivering not only entertaining performances but also a smooth and well-organized event experience, as these factors directly shape fans' purchasing decisions.

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