



A STUDY ON CUSTOMER PREFERENCE & FACTOR INFLUENCING TOWARDS EVENT MANAGEMENT WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Event booking and management system is a convenient method to book and view events in and around the user's interests and in the desired time. These events maybe of any type including concerts, stand-up comedy, art showcases, fests, musicals, dramas etc... This project enables the users to access all the details regarding the event and make bookings. The proposed invention relates to an event management system, comprising: a user platform installed in the system for displaying map consisting detail information about the activities, a registration module installed in the system that inputs authentication information of users, a data selection module associated with the registration module for selecting identification information of the users and creating events, a data storage module connected to the notification module for storing information regarding activities.

1. INTRODUCTION

Event management is the application of project management to the creation and development of large or small scale events such as festivals, conferences, ceremonies, formal parties, concerts, or conventions. The last few years have seen a rapid growth in the event management industry. Considering the existing system problems related to event management we are developing an android application for event management. This application will be accessible only for android. Application will mainly focus on birthday party, marriage functions and social events. The application will be developed using Android studio and back end will be managed in SQL database.

2. STATEMENT OF THE PROBLEM

Overspending or not having enough money to spend ,Not considering little things which means those last minutes tasks and details that fall in between at the end moment and Selecting the perfect venue that suits the event are some of the common problems faced by the people in event management. Uncooperative weather is an instant epidemic which can totally break the event within a few seconds.

3. OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the respondents
- To analyse the customer preference towards event management
- To understand the factor influences customer to take services from event management
- To offer valuable suggestion

4. SCOPE OF THE STUDY

This study helps in knowing how far the event management are been familiar to the surroundings and how far the people in the city are using this and how familiar is they are about its specifications ,services, options and its functions . This again helps the unknown people that how to apply for the event management and their services, varieties of options to choose on and its functions too. This also helps in giving suggestions to the researchers or to the organisations that what they wanted to change in their services and how far they want to increase its promotion to be known by the end customer in the world and this help us to learn many things about the services provided by the event management

5. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify ,select, process, and analyze information about a topic.

SOURCE OF DATA

Primary Data

The primary data has been collected through questionnaires filled by 100 respondents using electric bikes.

Secondary Data

The secondary data have been chosen from various journals and websites.

Sampling Design

For the present study purpose , simple convenient random sampling has been selected. This particular survey was directed at only in Coimbatore city



Sampling Size

Sample size taken in this study is 120 respondents.

Area Of the Study

The area of the research in Coimbatore city

Tools Used

- Simple percentage method
- Weighted average method
- Rank analysis method

6. REVIEW OF LITERATURE

Celuch, K. (2021)

His research provides a bibliometric review of the state-of-the-art information and communication technologies (ICTs) in the context of events, and maps out an agenda for future directions on how innovations in the technological realm can help fostering sustainability in the events industry.

Mair, J., & Smith, A. (2021)

The special issue dedicated to events and sustainability is introduced here. We provide synopses of the papers, preceded by an introductory essay that examines how event studies has approached the relationship between events and sustainable development. Existing work too often assumes that sustainability means reducing negative environmental impacts with other aspects of the sustainability paradigm neglected. And whilst social issues have risen to prominence in events research generally, this work is usually considered outwith

sustainability debates, and without considering environmental and economic interrelationships.

Richards, G. (2021)

This paper comments on the analysis by Leung and Thomas (2021) on the role of specialist event journals in shaping the field of event management research. It agrees with their analysis of the distribution of papers, particularly in terms of the dominance of the English language, although it argues that a wider analysis of the literature reveals a wealth of non-English sources as well. It offers some thoughts on the driving forces behind the distribution of event management publications, including journal ranking systems, economic power and the advent of new information technologies. It argues that journals should act as curators and leaders in the field, helping to open new avenues for research.

Biaett, V., & Richards, G. (2020)

This paper provides an introduction to Special Issue on ‘Event Experiences: Measurement and Meaning’. It reviews the research conducted by the ATLAS Event Group over the past decade, and highlights the interplay between qualitative and quantitative research on events during this period. Major research themes related to the event experience are analysed, including the social dimension of events, event design, visitor engagement, eventful cities and event networks and platforms. The different quantitative and qualitative contributions to the issue are introduced and compared.

7. ANALYSIS AND RESULT

7.1 Percentage Analysis

Table 1 : Demographic Variable of the respondents

Factors	Options	No. of Respondents	Percentage(%)
Gender	Male	79	66%
	Female	41	34%
Age group	18-21	9	7%
	22-30	32	27%
	31-40	48	40%
	41-50	19	16%
	More then 50	12	10%
Occupation	Employee	41	34%
	Business	29	24%
	Professional works	43	36%
	Unemployed	7	6%
Annual income	Below 1,00,000	15	13 %
	1,00,000 – 2,00,000	42	35 %
	2,00,000 – 3,00,000	36	30 %
	Above 3,00,000	27	22 %
Marital status	Married	61	51 %
	Unmarried	59	49 %
Source of income	Self	43	36 %
	Parents	46	38 %
	Guardian	31	26 %
Area of residents	Urban	38	32 %
	Rural	82	68 %



Experience	Once	29	24 %
	More then once	57	48 %
	Never	34	28 %

Table 2: Respondents behavior toward various function of Event management

Factors	Options	No.of Respondents	Percentage(%)
Mode of Application	Direct visit	33	27 %
	Online	87	73 %
Inflencer	Relatives	20	17 %
	Friends	41	34 %
	Advertisement	36	30 %
Preference	Self	23	19 %
	To Reduce the work	18	15 %
	To Save the time	65	54 %
	To Reduce the stress	15	13 %
Prefer the event	To Have a quality of work	22	18. %
	Traditional	26	22 %
	Modern	94	78 %
	Desired output	Yes, of course	40
Attract	Not much	50	42 %
	No idea	30	25 %
	3D Camera	17	14 %
Budget	Event Diagramming and designing floor plan	30	25 %
	DJ setup	22	18 %
	Live streaming	36	30 %
	Drone	15	13 %
Affordability	Rs.1,00,000 -2,00,000	15	12 %
	Rs.2,00,000 -3,00,000	34	28 %
	Rs.3,00,000 -4,00,000	26	22 %
Compliments	More then 5,00,000	45	38 %
	Expensive	30	25 %
	Moderate	56	47 %
Suggest	Cheap	34	28 %

Table 3 Respondents behavior toward various function of Event management

Factors	Option	Respondents	Percentage (%)
Better than own management	Yes	90	75 %
	No	30	25 %
Reduces the burden	Catering service	12	10 %
	Photography & videography	48	40 %
	Makeup artist and designer	12	10 %
	All the above	48	40 %
Complets the work	Earlier	19	16 %
	On time	86	72 %
	At last movement	15	12 %
Comfortable	Yes, always	24	20 %
	Yes, sometimes	60	50 %
Suggest	Never	36	30 %
	Always	26	22 %
	Sometimes	73	61 %
Suggest	Never	21	17 %



Percentage analysis deals with the demographic factors, respondent's behavior towards various features of the health drinks and advertisement. It can be inferred from the above Table 1 shows the The Majority of the respondents are Male (66 %), The Most of the respondents are 31-40 years of age is (40%), The Most of the respondent's in occupation are Professional is (36%), The Most of the respondent's income is between Rs.1,00,000 to 2,00,000 is (35 %), The Majority of the respondents are married is (51%), The Most of source of income spend on the event management is by parents is (38 %), The Majority of respondents are from rural is (68 %), The Most of the respondents are experienced with the event management more than once is (48 %),

Table 2 shows that Majority of the respondents preference for online mode of application is (73 %),The Most of the people who influenced the respondents to the event management is friends (34 %),The Majority of the respondents preferring event management is to save the time is (54 %),The Majority of the respondents preferring their event to be in the way of tradition

7.2 Weighted average method

Table 4: Showing satisfaction level of the event management

PARTICULARS	5	4	3	2	1	TOTAL	WEIGHTED RATE	RANK
REGISTRATION	140	188	102	18	2	450	3.75	I
OVERALL PERFORMANCE	80	224	108	6	9	427	3.56	IV
EXPECTATION	105	196	108	14	7	430	3.58	III
ARRANGEMENT IN TIME	100	196	81	28	10	415	3.46	V
PLANNING OF THE EVENT	105	224	108	8	3	448	3.73	II

Table 4 shows that on the specification of registration , the score is 450 with 3.75 rate and ranked in first among the 4 specifications like overall performance is 427 with 3.56 rate and rank fourth and expectation the score is 430 with 3.58 and

7.3 Ranking analysis

Table 5: Showing ranking on event management

PARTICULARS	I	II	III	IV	V	TOTAL	RANK
SERVICES	11 (5) 55	13 (4) 52	34 (3) 102	41 (2) 82	21 (1) 21	312	III
CLEANLINESS	2 (5) 10	14 (4) 56	34 (3) 102	38 (2) 76	32 (1) 32	276	V
CREATIVITIES	3 (5) 15	9 (4) 36	35 (3) 105	33 (2) 66	40 (1) 40	262	VII
MANAGEMENT OF THE EVENT	2 (5) 10	14 (4) 56	26 (3) 78	33 (2) 66	45 (1) 45	255	IX
COMMUNICATION	4 (5)	14 (4)	32 (3)	34 (2)	36 (1)	276	V

is (87 %), The Majority of the respondents feeling they did not get much desired output from their ideas is (56 %),The Most of the service that attracts the people the most is live streaming is (32 %), The Most of the respondent's budget allocation to the event of more than 5 lakhs is (39 %),The Majority of the respondent's feeling that the event management is moderate to afford is (56 %),

Table 3 shows that Majority of the respondents preferring event management over the personal management is (75 %),The Most of the respondents feeling that photography & videography and all of the services reduces their burden a lot is both (41 %), The Majority of the respondent's feeling that event management completes their work on time is (72 %),The Most of the respondents feeling comfortable working with the event management sometimes is (50 %), The Majority of the respondents suggesting the event management to their friends, family and relatives sometimes is (61 %),The Most of the respondents in weighted average method is Registration (450), The Most of the respondents ranked Equipment (431).

ranked third and arrangement in time is 415 with 3.46 rate and rank fifth and planning of the event is 448 with 3.73 rate and ranked second.



	20	56	96	68	36		
TIMING	4 (5) 20	11 (4) 44	26 (3) 78	37 (2) 74	42 (1) 42	258	VIII
PRICE	5 (5) 25	16 (4) 64	22 (3) 66	40 (2) 80	37 (1) 37	272	VI
DECORATION	4 (5) 20	20 (4) 80	40 (3) 120	21 (2) 42	35 (1) 35	297	IV
EQUIPMENT	8 (5) 40	35 (4) 140	32 (3) 96	20 (2) 40	25 (1) 25	341	I
ORGANISING	7 (5) 35	27 (4) 108	40 (3) 120	14 (2) 28	32 (1) 32	323	II

Table 5 shows the service score with 312 and rank with third, cleanliness score with 276 and rank with fifth, creativities score with 262 and rank with seventh, management of the event score with 255 and rank with ninth, communication score with 276 and rank with fifth, timing score with 258 and eighth, price score with 272 and rank with sixth, decoration score with 297 and rank with fourth, equipment score with 341 and rank with one, organising score with 323 and rank with second

9. SUMMARY OF FINDINGS

- ❖ On the application of the percentage analysis, the following results were obtained
 - The Most of the respondents are 31-40 years of age is (40%)
 - The Majority of the respondents are Male (66 %)
 - The Majority of the respondent’s in occupation are Professional is (36%) .
 - The Most of the respondent’s income is between Rs.1,00,000 to Rs 2,00,000 is (35 %).
 - The Majority of the respondents are married is (51%).
 - The Most of source of income spend on the event management is by parents is (38 %).
 - The Majority of respondents are from rural is (68 %).
 - The Most of the respondents are experienced with the event management more than once is (48 %).
 - The Majority of the respondents preference for online mode of application is (73 %).
 - The Most of the people who influenced the respondents to the event management is friends (34 %).
 - The Majority of the respondents preferring event management is to save the time is (54 %).
 - The Majority of the respondents preferring their event to be in the way of tradition is (87 %).
 - The Majority of the respondents feeling they did not get much desired output from their ideas is (56 %).
 - The Most of the service that attracts the people the most is live streaming is (32 %.)
 - The Most of the respondent’s budget allocation to the event of more than 5 lakhs is (39 %).

- The Majority of the respondent’s feeling that the event management is moderate to afford is (56 %).
- The Majority of the respondents preferring event management over the personal management is (75 %).
- The Most of the respondents feeling that photography & videography and all of the services reduces their burden a lot is both (41 %).
- The Majority of the respondent’s feeling that event management completes their work on time is (72 %).
- The Most of the respondents feeling comfortable working with the event management sometimes is (50 %).
- The Majority of the respondents suggesting the event management to their friends, family and relatives sometimes is (60.83 %).
- ❖ On the basis of weighted average method ,the following result is obtained
 - The Most of the respondents in weighted average method is Registration (450)
- ❖ On the basis of ranking analysis, the following result is obtained
 - The Most of the respondents ranked Equipment (431)

10. SUGGESTIONS

Event management reduces the burden of the people in organizing an event. The event management services is that they can take on most of the stressful tasks, leaving the customers with very few worries about the event. When an unexpected problem arises, the event management companies make sure that this has a minimal impact on the entire event and that it is fixed quickly. They help reduce the work of the customers and give us a quality results. Customers of the event management are happy with the services provided by the event management. Event managements holds every services that a customer needs and it is very helpful where we get everything at one place. Every services are provided by professionals with variety of options to choose from. Event management companies saves you the time and money. They give creative



ideas and proven event formats that will work for the customers.

11. CONCLUSION

Event management is a glamorous and exciting profession which demands a lot of hardwork and dynamism. As the name suggests, it means conceptualizing planning, organizing and finally executing an event. The event could be of any type musical show concert,exhibition, product launching etc.

Event management is a rising profession and since americans are getting more organized in what we do,we need event planners to help us get organized and coordinated in all occasions like weddings,meeting,conferences, spring and winter games,and all other professional and personal events.This industry is just eight years old in India,but holds a lot of promise for expansion.It offers enormous scope for ambitious young people

The main goal of this study is to determine the needs and wants of the targeted consumers,as well as their preferences for event management .it discussed a variety of topics that will have an impact on consumer perception of event management .the study's conclusion might serve as a starting point for new businesses entering the market.according to the findings , most of the respondents are from rural areas.

The aim of the study was to identify the facilities/services provided ,accessibility of the event , how far people are using it etc.. From the study it is exposed that consumers are aware of event management and it is accessible in rural areas.the consumers are mostly willing to use traditional patterns than modern ones.and majority of the respondents are preferring event management over personal management for various reasons.

12. REFERENCES

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