

A Study on Event Management Services and Audience Perception towards Entertainment Industry in Modern Chennai City

Ms. Nishat Parveen, Mr. Mohamed Meeran Muawin .k

MEASI Institute of Management, Chennai-600014

Abstract: Event Management Industry has grown by leaps and bounds in the recent past and most of the experts in the industry strongly believe that this is just the beginning of a new era. According to the survey done by some leading Research agencies, the organized Event Industry in India is poised to grow by at least by 25% annually and is estimated to reach INR 5500 cores by 2017–19. The scope of Events has been widening day by day and the Events & Entertainment Industry today encompasses events like Fashion & Celebrity shows, Film awards, Celebrity promotions, Road shows, Musical concerts, Bollywood-shows, T.V. Reality shows Company conferences, Banqueting facilities, Tourist attractions, Sports, Culture, Corporate seminars, Workshops, Exhibitions, Wedding celebrations, Birthday parties, Theme parties & Product launch. The continuous rise in the number and the scale of all such events has emerged as the main growth drivers in the sector Events are playing an increasingly important role in the Marketing and Communications mix for all companies. Event management requires strong organizational communication, negotiation, budgeting and creative skills. Business Event Management is the practice of incorporating business logic into labeling events, communicating events and managing events. It requires a profound interaction and cooperation among business stake holders, customers, as well as IT and management professionals when designing, implementing and maintaining processes. The objective of the research paper is to identify the usage of prominent services among the Audience and the factors influencing their perception towards event management services in modern Chennai City.

Keywords: Strategic partnership, Customer Acquisition, Planning Management, Organizational Communication.

I. INTRODUCTION

The Indian Event management & Entertainment Industry is one of the fastest growing industries in the country and have grown significantly over the past few years. The Industry grew at an impressive annual rate of 10% from 2011 to 2017, fuelled by increased propensity of consumption and spending on leisure and entertainment on account of significant rise in disposable incomes. Event Management is a multi-crore industry with mega shows and events hosted regularly. In India personal functions like marriages and birthday parties have become important social matters, and have to be professionally managed. The growth of sophisticated and mega companies have brought forth a spurt of meetings, seminars, exhibitions, conferences, product launches with everything being a matter of class and style. Then comes the innumerable celebrity shows, international artists shows, shows for a cause, road shows, competitions, that India has seen of late. According to the survey done by some leading Research agencies, the organized Event Industry in India is poised to grow by at least by 25% annually and is estimated to reach INR 5500 cores by 2014–15. The scope of Events has been widening day by day and the Events & Entertainment Industry today encompasses events like Fashion & Celebrity

shows, Film awards, Celebrity promotions, Road shows, Musical concerts, Bollywood-shows, T.V. Reality shows Company conferences, Banqueting facilities, Tourist attractions, Sports, Culture, Corporate seminars, Workshops etc.. The continuous rise in the number and the scale of all such events has emerged as the main growth drivers in the sector Events are playing an increasingly important role in the Marketing and Communications mix for all companies. The aim of the research paper is to evaluate the Audience perception towards event management services organized by Companies in Chennai city.

II. LITERATURE REVIEW

Baker & Crompton (2016) investigated the claim that conceptualized perception measure of performance with five domains to represent quality of performance (generic features, specific entertainments, information sources and comfort amenities). The study showed that performance quality has significant direct effect on satisfaction. All four indicators predicted attendees' satisfaction. Games atmosphere strongly predicted games satisfaction. Similarly, stadium employees, stadium facility and access were the major predictors of service satisfaction. They confirmed the claim that festival quality as independent variable predicts satisfaction.

Specially, professionalism and environment were found to predict satisfaction. Core serviced not predict satisfaction. They empirically identified relationship of visitor satisfaction with service quality dimensions and future intentions by analyzing secondary data from the Regional visitor Authority. Festival entertainment features were stronger predictor of behavioral intentions than general festival features and specific event and comfort amenities. They found that out of the three dimensions that significantly influence satisfaction, food dimension was the most important factor for satisfaction. Souvenir, staff and informational adequacy did not affect visitors' satisfaction.

Bowdin, McPherson, and Flinn (2017) point out that event management comprises of many industries, and increasingly as data are gathered and scientific tests conducted, it becomes more apparent that event management represents a unique body of knowledge. But the issue for concern here is in regard to the manner of managing events, ensuring its success as well as knowing the reasons of failure in order to prevent it. These are some basic disputes that emerge at the very beginning of any discussion on events. Event management covers all aspects of concept design, planning, and marketing, human resource management, handling risk issues and staging the event to the post event operations of wrapping up everything with the minimum or no adverse effects. Likewise, he throws light on the field with special focus on what he refers to as 'event studies' and the concern for planning, operations, communication, resources management, health, research and evaluation.

Dowson and Bassett (2018) The author has identified that there is a variety of event planning models that one may wish to use as a framework for the successful planning of an event. Event managers utilize event-planning models in order to plan the success of an event. They devised a similar model mirroring the divide to create a four-sectioned model. Furthermore, the titles of each section are similar to the ones illustrated. However, it is the more in depth process that differs. The reason for utilizing titles from model is due to their prevalence. The model is 'circular' (this informs us that the process is continual). It shows a "framework for the systematic identification and deconstruction of four major stages of event development". They have also compiled a model for successful event planning – they have copied the first two stages and the last stage is due to the effectiveness of these stages. This therefore creates a margin of error as monitoring progress of contingency plans and the shutting down process have not been reviewed in enough detail to ensure successful running.

III. NEED FOR THE STUDY

Events are essentially experiences and so they are subject to magnificence measure. This necessitates events expertise and professionalism. Though there is an evident rise in the number of events in the state, there is no specific account of the present position of events in this region or any measure of the quality of work taking place. A study undertaken on event

management like this will help to comprehend the current status of events. It would also help to find out the means to hold on to the event management business opportunities for the local entrepreneurs. It will further help to understand the phenomena of managing events along with understanding the issue of professionalism in it. Identification of the specific criteria of professionalism would facilitate the nurturing of the field on that ideology thereby generating better growth prospects for itself. How people describe event experiences as they occur, and talk about them afterwards, remains a large literature gap therefore a potential research topic. This study will highlight all those issues that create obstruction to the success of an event and provide solutions to those problems as well giving a great contribution to research in Chennai city.

IV. STATEMENT OF THE PROBLEM

Event management is a fast growing professional field that brings understanding how research can contribute to events' success. In addition to commonly targeted topics such as the events logistics, staging and marketing-driven approaches, there is a growing stream of research focusing on the social perspective of events. Studying the social dimension of events helps in the understanding of issues such as how to market events more effectively by emphasizing the social benefits to attendees, as well as a means of understanding how to control crowds and increase event spending. Place theory has also contributed to event studies. The role of space and place could be applied when examining settings for social encounters. The aim is to connect people with an idea of a place using image and design associations. All these aspects play a crucial role in events studies. Therefore comprehensive understanding of all three features will contribute to the making of an event regardless of its purpose. Events provide extraordinary experiences and therefore event goers perceive an event as "a space set apart to which they come seeking an extraordinary experience". This research undertaken is also investigating the positive and negative experiences of the audience after attending an event in order to determine how the design of the event could be used to influence those experiences and potentially, the behavior of the audience.

V. OBJECTIVE OF THE STUDY

- To evaluate the Audience perception towards event management services organized by the group in modern Chennai city.
- To measure the Audience satisfaction towards the various aspects of event management services.
- To identify the usage of prominent services among the Audience and the factors influencing their perception towards event management services.
- To study the Audience attitude towards the integrated factor of Event Management.

VI. SCOPE OF THE STUDY

The study has been conducted on the subject of event management professionalism within the state of Chennai city.

This research has focused upon experience assessment, there are some fundamental issues that require addressing. Firstly, the research investigating audience experience to a range of events use predefined quantitative assessment techniques as tools. These tools limit the ability of respondents to indicate the diversity of personal opinions that they may experience. This study would be significant in terms of reflecting the existing conditions in the field of event management, the factors demanding it and the dynamics supporting it. Further, an attempt of this nature would facilitate the creation of base level information, the absence of which has led to the poor identification and respect to the event management sector, thereby enabling it to win the much deserved recognition and honor.

VII. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is purely and simply the framework or plan for a study that guides the collection and analysis of data. It is a blue print that is followed in completing a study. The major purpose of Descriptive research is description of state of affairs, as it exists at present.

SAMPLING METHODOLOGY

Population

The study of various characteristics relating to items \ individual belong to a particular group is called as population. The population of the study consists of the different Audience like corporate, professional services firm, charity and private association. A total of 77 respondents were chosen for the study. In this research, we have taken E-survey from Audience who make an Event for their own benefit of various choices was consider in Chennai City.

Sampling Method

The sampling technique used was non-probability sampling method is adopted in this study. It refers to the technique where the probability of each cases being selected from the total population is known. The sampling technique used was Judgment sampling in which samples are drawn from particular Audience s.

Data Collection Method

The present study has employed both the primary and secondary data. Data was collected only through primary source. Primary data are generated by a study specifically designed to accommodate the needs of the problem at hand. The methods used were direct survey from Audience who opt for having an Event.

DATA ANALYSIS

RELIABILITY TEST Case Processing Summary

		N	%
Cases	Valid	10	100.0
	Excluded ^a	0	.0
	Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.869	35

The Cronbach's alpha coefficient for 35 items is 0.869 suggesting that the items have high level of internal consistency.

CHI SQUARE ANALYSIS

Null hypothesis (H₀): There is no association between the rating of overall service of event and size of the firm.

Alternate hypothesis (H₁): There is association between the rating of overall service of event and size of the firm.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.390 ^a	6	.000
Likelihood Ratio	60.947	6	.000

Linear-by-Linear Association	34.104	1	.000
N of Valid Cases	77		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .83.

Inference:

The Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between the rating of overall service of event and size of the firm.

Null hypothesis (H₀): There is no significant difference between the Audience satisfaction towards the various aspects of event management service and type of the organization.

Alternate hypothesis (H₁): There is significant difference between the Audience satisfaction towards the various aspects of event management service and type of the organization.

KRUSKAL-WALLIS TEST

Test Statistics^{a,b}

	Level of aspect
Chi-Square	28.813
df	3
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable: Type of your organization

Inference:

Since $p\text{-value} = 0.000 \leq 0.05 = \alpha$, we reject the null hypothesis. At the $\alpha = 0.05$ level of significance, there exists enough evidence to conclude that there is significant difference between the Audience satisfaction towards the various aspects of event management service and type of the organization.

Null hypothesis (H₀): There is no significant difference between size of the firm and the Audience perception towards the factor influencing the event management service.

Alternate hypothesis (H₁): There is significant difference between size of the firm and the Audience perception towards the factor influencing the event management service

ONE WAY ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Satisfied with the Amusement Rides and attraction	Between Groups	24.582	3	8.194	11.437	.000
	Within Groups	52.301	73	.716		
	Total	76.883	76			
Changes to be made in services offered	Between Groups	17.498	3	5.833	16.911	.000
	Within Groups	25.177	73	.345		
	Total	42.675	76			
Fireworks and pyrotechnics in CANAAN GROUPS is satisfiable	Between Groups	47.977	3	15.992	57.263	.000
	Within Groups	20.387	73	.279		
	Total	68.364	76			

Location of CANAAN GROUPS is easily reachable.	Between Groups	88.676	3	29.559	20.213	.000
	Within Groups	106.753	73	1.462		
	Total	195.429	76			

Inference:

Here p values is lesser than 0.05. Hence reject null hypothesis. There is significant difference between size of the firm and the Audience perception towards the factor influencing the event management service.

VIII. FINDINGS OF THE STUDY

- The Cronbach's alpha coefficient for 35 items is 0.869 suggesting that the items have high level of internal consistency.
- Using the Pearson chi square significant value is 0.000 which is less than 0.05. Hence Reject Null hypothesis. There is association between the rating of overall service event and size of the firm.
- Using the Kruskal-Wallis Test Since p -value = 0.000 $\leq 0.05 = \alpha$, we reject the null hypothesis. At the $\alpha = 0.05$ level of significance, there exists enough evidence to conclude that there is significant difference between the Audience satisfaction towards the various aspects of event management service and type of the organization.
- Using the one way ANOVA it reveals that the p values is lesser than 0.05. Hence reject null hypothesis. There is significant difference between size of the firm and the Audience perception towards the factor influencing the event management service.

IX. SUGGESTIONS AND RECOMMENDATIONS

After analyzing the findings, the following suggestions have been made to the group and great care has been taken in making these suggestions for improvement of Audience response to Audience perception through different choices

- It is suggested that more infrastructural development is required in terms of venues for entertainment events. Fully equipped convention halls and exhibition centers with adequate parking space and updated technological support would encourage more and more events within the state.
- It is crucial for festival marketers and organizers to appreciate visitors' perceptions and events. This will help events managers to position their festivals better thereby encouraging repeat visitation which is cardinal to the sustainability and viability of festivals and events. All this can be achieved only if the Audience are satisfied with the service quality of their previous experience.
- It is suggested that Events Managers should formalize the process of feedback generation. Getting the opinion of attendees to an event or that of the

Audience is a very difficult job. But this is very important since such an attempt would enable the early identification of relevant issues to a particular event. Further it will provide a means of record keeping for review and appraisal of the firm and its activities. Electronic mails or forms need to be designed in a manner that would elicit the required feedback on the crucial aspects of the service.

- It is also suggested that Event managers plan, organize and are responsible for the food and beverage services of the organizations and businesses, while meeting Audience expectations, food and hygiene standards and financial targets.

X. CONCLUSION

An event is a multimedia package carried out with a preconceived concept, customized or modified to achieve the Audience's objective of reaching out and suitably influencing the sharply defined and specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction. Event management is an application of project management to the creation development and execution of events. It is the planning and management of an event or activity. It involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the moralities of the proposed event. Event management requires strong organizational communication, negotiation, budgeting and creative skills. An event planner with expertise and experience in this field can bring an event alive with difference. Successful event organization entails not only the knowledge of some practical aspects but also lots of creativity. Proper execution of an event requires an event planner to be excellent in cost planning, decoration art, cuisine, hospitality and aestheticism. Event management is a glamorous and exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing, planning, organizing and finally executing etc. This industry is just new in Chennai, but holds a lots of promise for expansion. It offers enormous scope for ambitious young people. Event is the planning and implementation of events, large and small that meet the marketing goals of an organization. Event management is an area that is growing rapidly, and is expected to have a better growth rate in the next decade. Typical events organized by professional event managers include product launches, parties, sponsored events, sporting events, competitions, concerts and festivals, fundraisers, trade shows, corporate open days, seminars and tours. Event management

sector have greater potentiality and scope to develop and can contribute for employment as well as economical

XI. REFERENCES

- [1]. Bowdin, McPherson, and Flinn (2016). Service quality perception and satisfaction in a New Zealand Festivals cape : Buying Behavioral Effect's. *Tourism Analysis*, 18(1), 61.
- [2]. Dowson and Bassett (2018) "Toward a typology of events venues", *International Journal of Event and Festival Management*, Vol. 2 Iss: 2, pp.106 – 116.
- [3]. Bowdin, McPherson, and Flinn (2017). Customer satisfaction and customer characteristic in festival activity: A case of 2006 Kenting Wind Chime Festival. *International journal of culture, tourism and hospitality research*, 2 (3):234-249.
- [4]. Philip, G. & Hazlett, S. A. 1996. The measurement of service quality: a new P-C.P. attributes model. *International Journal of quality and reliability management*, 14(3): 260-288.