

Perception of general public about event management companies

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ABSTRACT

Event managements in India are getting incipient yearly as people fire up to approach event planners for every occasion. Predominantly in the field of sports, reality shows, government marketing initiatives and digital activation the event industry has been materializing in the country. When it comes to global point of view, event industry has been well established and created trendsetting over the years. This study attempts to address the perception of general public on Event Management Companies (EMCs). EMCs entered into every field and even people began to prefer event industry. Its contribution towards the country's economy has been massive over the years and even investors are looking forward to endow in event industries. There are no key players in the global standard as there prevails a huge competition among the event players and their services are differentiated into various segments. Results argue EMCs are not spending much for publicity.

1. Introduction

Event management is an embryonic notion in all the countries. This works in favour of their customers on behalf of them in their role. Its main function is to reduce the work pressure of the people and complete the task in a suitable manner for which they get paid from the customers. Event Management Companies (EMCs) approach the people and take up the task which includes family functions or business events, from the beginning till the end these companies will work in and around to make sure the healthy completion of the event. Their tasks embraces planning, budgeting, scheduling, arrangements, receiving the customers, maintaining a good decorum, understanding the people wish and to persuade their needs in the on-going event, to safeguard the safety and security throughout the event, quality of service.

It is tough to handle guest and the arrangements simultaneously during a family function or a corporate even. For that reason, the event management team look after the arrangements and all other issues on behalf of the people. This will help them to enjoy and spend time with their guests. If a person has no proposal of what to do with an upcoming event then these companies will assist them with different set of ideas for the finishing point of the event. EMCs will follow some strategies to attract people like last minute engagement campaigns, personalized strategy, unique communication, budget and goals, unique and systematic content creation, personalized offers, these are some of the strategies adopted by the EMCs.

2. Review of Literature

Backman (2018) stated that events play an imperative role in the history. This study focuses on the prospect of event management as well as the outlook of it in the upcoming 30 years. The findings clearly depict that the event management occupy a dominant position in the academic field in addition to the tourism industry.

Barron and Ali-Knight (2017) examined the perspirations of the candidates who are actually interested in taking event management as their career. The data has been collected from 92 universities located in Scotland. A mixture of respondents were selected which includes alumni of event management courses. The results are that the candidates perceive a positive attitude towards the career opportunities regarding event management.

Thomas and Thomas (2013) tested the requirements for professionalism in the event management. The evaluation was done using three models. It is believed that the corporate professionalism is a promise. This is an empirical research done in four organizations. The verdict shows that there is a prospect for implementation of professionalism in UK event management industry.

Yuan et al. (2017) developed a conceptual framework for administering the risk of various tremendous events under climatic modifications. The specific vulnerability is compared with their meanings and the measurements. The uncertainty towards this is argued. This is done with respect in the direction of its sources and solutions.

Ahmad et al. (2012) declared that the success of each and every event lies in the hands of the time management. It is a test for the event organizer to properly schedule and also strictly follow it. The utmost goal of this study is to analyze the relationship between the performance of jobs and the time management in EMCs.

Stone et al. (2017) determined the factors that will influence the decisions of the under graduate students to commence their career in event management. Some of the factors that are responsible are pleasant environment, pleasure of working, enjoyable and also exciting job.

Daniel et al. (2012) assured that as the mankind is developed, the events are also getting developed

simultaneously. Therefore the events are considered to be a part of tertiary sector. Also it is illustrated that the events are non standard services that varies with respect to commitment, behaviour and knowledge.

Todd et al. (2017) did a research in hallmark. It is said that the primary stakeholders of event tourism enact different roles. This is observed over time. This should be clearly understood by the destination managers. This study clearly depicts about the importance of stakeholders management in event tourism.

Wang et al. (2018) highlight the four aspects that are required for a mega event. These greening practices include governance, environmental, social and economic. Many efforts have been took place in order to make a green ecosystem. The greening of visitors, solid waste reduction and eco-procurement are achieved because of hospitality management.

Wahab et al. (2014) stated that the leadership adopted by the managers of the event decides the success of that particular event. The data has been collected from 112 event companies. The findings clearly depict that there is a strong relationship between the leadership and the decision making style of the event managers with respect to event success.

Toledano and Riches (2014) regarded event management as an appealing and effectual public relation function. It is used in social marketing campaigns and health promotion. The nonprofit organizations that promote social causes have to usually protect the brand and also the credibility.

Arno et al. (2016) discussed about the security systems used in event management. The study also highlights the need for a proper security system. This should be done in order to avoid the attacks. Therefore, the security systems have to be enhanced for the purpose of effective usage.

Nawaz et al. (2018) described about a model that utilizes an event-driven approach. It specifies a clear cut idea about the agreement of the compliance. The study explains about the Bayesian networks. This is done to determine the future state of the uncertain events.

3. Perception about EMCs

Perception about EMCs has been measured using primary data. Data have been obtained from 120 respondents through well drafted questionnaire with two sections. It includes demographic profile and perception about EMCs. The profile of the respondents has been displayed in Table 1.

Table 1: Profile of the Respondents

Gender	Frequency	Percent
Male	59	49.2
Female	61	50.8
Total	120	100.0
Age	Frequency	Percent
< 25 Years	30	25.0
25-35 Years	45	37.5
36-45 Years	43	35.8
> 45 Years	2	1.7
Total	120	100.0

Table 1 has value of frequency and its percentage. Majority of the respondents are female with age of maximum 45 years. Their perceptions have been grabbed through 12 different variables in a Likert's five point scale. Mean analysis is performed to view the level of perceptions of respondents on EMCs. The results of mean analysis are shown in Table 2.

Table 2: Perception about EMCs

S. No.	Perception about EMCs	Mean	Rank
1.	EMCs are providing customised offers (Offers)	3.03	7
2.	EMCs provide advanced services (Advanced Services)	2.74	12
3.	EMCs undertake multiple events at a time (Multiple Events)	2.83	11
4.	It takes care of all types of events (All Types)	3.03	7
5.	EMCs involve in brand building activities (Brand)	3.13	5
6.	Service not differs from corporate to individual clients (Service)	2.95	10
7.	Special services are provided to overseas clients (Special Services)	3.05	6
8.	EMCs help in management of time and value (Time & Value)	3.24	4
9.	Payment mode is made easy (Payment Mode)	3.28	3
10.	EMCs treat their employees at the right sense (Treat)	3.03	7
11.	EMCs provide safety and security throughout the events (Safety)	3.32	2
12.	EMCs are not spending much on promotional activities (Promotions)	3.76	1

Mean and its rank scores in Table 2 clearly show that promotions has the highest mean score of 3.76 followed by safety (3.32), payment mode (3.28), time & value (3.24) and so on. It is also clear that advanced services has the lowest mean score of 2.74. Respondents believe that EMCs are not spending much on promotional activities. Moreover, they presume that EMCs are not providing advanced services. All the variables are taken to measure the level of perceptions. But there is a possibility of similarities among variables in the set. Hence, factor analysis is performed to find out the relationship among all the variables. The results are shown in Table 3 and 4.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy		0.655
Bartlett's Test of Sphericity	Approx. Chi-Square	254.513
	Sig.	0.000

Data sufficiency for performing factor analysis is measured using KMO and Bartlett's test. KMO value is greater than 0.6 and significant value is 0.000. It concludes that data is adequate for performing factor analysis.

Table 4: Factor Loadings

Perception about EMCs	Factor 1	Factor 2	Factor 3
Payment Mode	0.769		
Time and Value	0.691		

Services	0.689		
Treat	0.661		
Special Services	0.641		
Advanced Services		0.711	
Offers		0.671	
All Types		0.570	
Multiple Events		0.548	
Safety		0.441	
Promotions			0.708
Brands			0.493

All the 12 variables are been grouped under 3 factors. Variables such as payment mode, time and value, services, treat and special services have been loaded in factor 1. Items namely advanced services, offers, all types, multiple events and safety have grouped in factor 2. Factor 3 includes promotions and brands. Based on the nature of variables in

each factors, factor 1, 2 and 3 are named as "Values", "Varieties" and "Advertising" respectively.

4. Conclusion

The latest drift with event planners in event management have high security conservation throughout the event which is very much requisite. Event planners are ensured to engage people all the way through the event which make them to carry contemplations home about the events. For this they study customers' tastes and trail measures like immersing the participants with the smell of the products, more hands on displays to inspire sense of touch, multi-sensory recreation between sessions. Customization creates personalized events and this becomes new trend in the field of event management. In future virtual reality, crowd shaping, artificial intelligence and chatbots will play a big role in conducting an event. Through these advancements event managements will be more effective to serve and satisfy their customers.

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