

A STUDY ON CUSTOMER EXPECTATION TOWARDS EVENT MANAGEMENT PROGRAMME WITH REFERENCE TO SALEM

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Abstract— *Event management is the application of project management to the creation and development of small and/or large-scale personal or corporate events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, devising the event concept, and coordinating the technical aspects before actually launching the event. The events industry now includes events of all sizes from the Olympics down to business breakfast meetings. Many industries, celebrities, charitable organizations, and interest groups hold events in order to market their label, build business relationships, raise money, or celebrate achievement. The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering, coordinating with third-party vendors, and emergency plans. Each event is different in its nature so process of planning & execution of each event differs on basis of the type of event.*

INTRODUCTION

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STATEMENT OF THE STUDY

It's a reality that far too many event planners are familiar with. Event budget cuts take the cake when it comes to the biggest challenges, year after year. An investment worth taking a further look into, upgrading technology can ultimately be an inevitable part of holding tenure as a successful member of the meeting and events community. There's no affording being left behind as technology continues to develop in our industry. That moment when you're banking on a certain dollar amount to come through after a previously successful sponsorship engagement, and it doesn't. More events might mean more fluctuation when it comes to working with sponsors. Be prepared for some negotiation. Keeping pace with the constantly changing world of technology is something event professionals certainly aren't immune to. Luckily, many technologies available in the events industry offer sophisticated, timely on boarding classes so you never feel out of the loop.

OBJECTIVES OF THE STUDY

- To understand the of event management and its importance in event industry.
- Evaluate the quality control process of the event industry.
- Determine the relationship between customer perception and scope of project of the event industry.
- To understand the concept of event management

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- To evaluate the various factor influencing the Event management programme.
- To investigate the event management classify to the customer preference level.

SCOPE OF THE STUDY

- The present research study has a very wide scope. It covers various aspects which is useful in several ways.
- The project work entitled “A study on scope for event management in new normal life in industries”
- The scope of the study is very wide since event management of various employees have greater impact over the growth of the textile industry.
- It is to find out the opinion of respondents regarding event management system in the organization.
- It helps to improve the quality of employees as well as the concern.

LIMITATIONS OF THE STUDY

- People are hesitate to express their problems about the appraisal system as they feel that event management system is a management issue and is not ready to give opinion against management is the biggest limitation for the study.
- Most of the employees are overload with work and don't find time to spend in filling up the questionnaire.
- Due to lack of time interview schedules could not be used to collect data.

RESEARCH METHODOLOGY

MEANING

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

DEFINITION

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. If research does not work systematically on problem, there would be less possibility to find out the final result. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology.

RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as “A careful investigation or enquire especially through search for new facts in any branch of knowledge”. To give more additional to the old research new ones are conducted.

POPULATION

The aggregate elementary units in the survey are referred to as the population. Here it covers the survey on customers and advertisement of event management.

SAMPLING TECHNIQUES

A disproportionate stratified random sampling technique has been used in sampling due to the following reasons:

It provides information about parts of the all the area.

It provides help in gaining a study on scope for event management in new normal life in industries.

SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment.

DATA COLLECION

The following techniques were adopted for data collection.

Primary data

Primary data was collected through face to face interviews while filling up questionnaires

Secondary data

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

STATISTICAL TOOLS

- Percentage analysis

- Chi-square
- Correlation
- ANOVA

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST

NULL HYPOTHESIS

H₀: There is no significance relationship between Experience and Event management classify to the customer preference level.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between Experience and Event management classify to the customer preference level.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Experience * Event management classify to the customer preference level	120	100.0%	0	0.0%	120	100.0%

Experience * Event management classify to the customer preference level Cross tabulation						
Count						
		Event management classify to the customer preference level				
		Size, Type and Context				
Experience	Below 2 years	45	0	0	0	45
	2 – 3 years	17	28	0	0	45
	3 – 5 years	0	5	15	0	20
	Above 5 years	0	0	1	9	10
Total		62	33	16	9	120

Chi-Square Tests			
			Asymp. Sig. (2-sided)
Pearson Chi-Square	240.551 ^a	9	.000
Likelihood Ratio	189.529	9	.000
Linear-by-Linear Association	99.082	1	.000
N of Valid Cases	120		
a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .75.			

RESULT

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between Experience and Event management classify to the customer preference level.

CORRELATION

The table shows the relationship between Income and Major role of Account Planner.

Correlations			
			Major role of Account Planner
Income	Pearson Correlation	1	.923 ^{**}
	Sig. (2-tailed)		.000
	N	120	120
Major role of Account Planner	Pearson Correlation	.923 ^{**}	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

NONPARAMETRIC CORRELATIONS

Correlations				
				Major role of Account Planner
Kendall's tau_b	Income	Correlation Coefficient	1.000	.886**
		Sig. (2-tailed)	.	.000
		N	120	120
	Major role of Account Planner	Correlation Coefficient	.886**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120
Spearman's rho	Income	Correlation Coefficient	1.000	.925**
		Sig. (2-tailed)	.	.000
		N	120	120
	Major role of Account Planner	Correlation Coefficient	.925**	1.000
		Sig. (2-tailed)	.000	.
		N	120	120

** . Correlation is significant at the 0.01 level (2-tailed).

RESULT

This is positive correlation. There is relationship between Income and Major role of Account Planner.

FINDINGS

- Majority 80.8% of the respondents are male.
- Majority 48.3% of the respondents age are below 25 years.
- Majority 53.3% of the respondents qualification are diploma.
- Majority 37.5% of the respondents experience are below 2 years and 2-3 years.
- Majority 30.8% of the respondents income are Rs.20,000 – Rs 25,000.
- Majority 48.3% of the respondents are excellent in organised even management.
- Majority 51.7% of the respondents are Past events held by the group meeting planner can determine.
- Majority 43.3% of the respondents are a movie making event programme consider in the firm.
- Majority 51.7% of the respondents are size, type and context classify to the customer preference level event management.
- Majority 43.3% of the respondents are marketing and communication tool consider event management strategy.
- Majority 39.2% of the respondents are Programme coordination department responsible for the publicity of the event.
- Majority 43.3% of the respondents are creating long term relationship with the client major role of account planner.
- Majority 51.7% of the respondents are event planner team sticks to the budget of the event.
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- Majority 35.0% of the respondents are disagree with the event management performance and programme.
- Majority 47.5% of the respondents are project schedule gantt chart illustrates.
- Majority 39.2% of the respondents are management skills most important for event industry.
- Majority 35.0% of the respondents are highly satisfied in bulk transportation of event programme.
- Majority 35.0% of the respondents are a good factor influencing the event management programme.
- Majority 40.8% of the respondents are visit the venue to further determine its suitability.

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- Majority 43.3% of the respondents are catering sales area of expertise before becoming a special event consultant.
- Majority 43.3% of the respondents are convention center most popular type of event site used.
- Majority 62.5% of the respondents are strongly agree in media key elements of event management.

CHI-SQUARE TEST

Hence the value is less than 0.05, we accept null hypothesis and reject alternate hypothesis. So there is no significant relationship between Experience and Event management classify to the customer preference level.

CORRELATION

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ANOVA

From the above analysis, we find that calculated value of the F-value is a positive 455.320 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between Age and Most important skill for event industry. The results are significant at 5% level.

SUGGESSTIONS OF THE STUDY

- Our event management is said to be preferred the most but would be more rectified.
- Satisfaction lacks as per every individuals so it is to be analysed and to be rectified and should be well implemented
- The manner our event structured is reaching out more likely to event management customers satisfaction but still to be developed
- Our time management is met closely to customers yet our services are implemented to the unsatisfied customers
- Event pricing is in various forms that according to the expectation of the customers which is to be made cheaper with additional organizations ideas and we would be suggested on finding new cheaper schemes that the expected level of customers which is most likely to be profitable.

CONCLUSION

Marketing is an important activity in the context of event management. It is not a luxury, but is an essential activity. It is not something to be done only for membership promotion. It ensures good use of the services and event management and it identifies those products and services which deserve phasing out. Marketing ensures good returns on the investments made by the event management. Though event management professionals are committed to promote the use of event management services, a professional approach in event management marketing calls for systematic training in this area and this is noticeable by its absence in India. Essence of event management marketing lies in the provision of reading materials of appropriate subjects and quality which the customers need. Any amount of promotional effort will be futile unless the core of event management marketing. This fact remains true even now in spite of increasing competition the event management face from other media e.g. television and electronic information/online sources.

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