



## “Investigating The Variables Impacting Event Management Practices”

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### ABSTRACT

The importance of event management cannot be overstated in today's dynamic world. Many people who are managing events they usually do not accept the importance of possesses a proper Event Management Planning. The present study was undertaken with a view to study various factors directly and indirectly affecting Event Management practices. A structured questionnaires were developed for Event Visitors Point of view and Event Organizers point of view, Non-Probability – Convenience sampling method was used to collect the data from organizers and visitors. In which aged 16 years to 45 living in Ernakulam region of Kerala State were included for Event Visitors. Almost 50 event visitors and 30 event organizers responses have been considered for a data analysis. The primary findings from the collected data shows that; out of 30 event organisers majority (20) organizers have organized social events, and remaining has done corporate, musical and small events too. Among them majority (55.4%) uses social media as a marketing tool and identified factors directly and indirectly affecting Event Management Practices. Event management practices factors like Products & services, Infrastructure, Employee characteristics & service climate, Employee attitude, Hygiene & safety, and Traffic Information have significant effect on Customer Satisfaction.

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### I. INTRODUCTION

#### Background of the Study:

Event management has burst on the academic and applied fields in the last 30 years as an independent entity, although the event product has existed for approximately as long as mankind has existed. Certainly, from recorded time, events have taken a major role in history as part of celebration, religion, community, and even revolution events that have been focal points of importance to residents, regions, and nations.

According to Browdin (2006), event is defined as any activities like performing traditional activities, memorable arts, or celebrations, which are well strategized, developed, and executed for various events and occasions to reach any goals and objectives related to social, cultural, or corporate entity. For fostering all the abovementioned activities, event planning become an important consideration for the people and various business organizations. Whenever activities are planned carefully, it provides more interaction with people, and gives lifelong experience among the attendees. Event planning defined as identification of programme activities, budgeting, and program development with the coordination of various activities. Because once the event started, there are no turning back. According to Allen (2000), organizers can build and execute, unexpected things for the customers, but this still not provide any guarantee of successful outcome.

A successful event planning requires lots of coordination with consideration of minor details. The main consideration of event planning is to identify the goal of the event, budget allocations, food & beverages, promotional activities, and entertainment of guests. The final step is evaluation of the completed event for the betterment of next event and also for future planning, and improvements.

#### Problem Discussion:

Majority of the event planning organisations are in their initial phase because of that many times the events are handled inadequately, and the undesired results have been witnessed. In India, marriages are the big occasion, companies want to lure new customers, marketers want to promote their products and service. In this climate, any person, family, business etc., who have a function should prepare the events with consideration to attendees, speakers, employees, food and beverage, ambience, decoration and many other factors, became a

tedious task for the organizers. Rather enjoying the event, it is hectic and time-consuming task for the organizers. This makes a new path for the development of the event management companies.

This research will give solutions with exploration of what are the various parameters which influences the performance of event management firms and also to find out which are the factors which customers consider evaluating the event organized by the event management companies. This study therefore focuses on the finding of what are the factors which influences the performance of event management companies with respect to customers as well as event management companies.

**Objectives of the study:**

With consideration to above, the existing research work focused on to find out what are the factors which influences the performance of event management companies with respect to customers as well as event management companies.

- To identify various factors which affect the performance of event management company.
- To identify various factors which affect the customer experience.
- To identify effect of event management dimensions of performance of event Management Company.
- To identify effect of event management dimensions on customer experience.

## **II. LITERATURE REVIEW**

**Event:**

Event is a broadly concept which is used by people residing in various countries by their own concepts and myths. Many researchers tried to fill the gap by discussion and other ways to describe event and make a proper definition. But despite of so many efforts, there are only few researchers who have used the same definition in their different research work.

According to The Accepted Practices Exchange Industry Glossary of TERMS (APEX, 2005), event is: “An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions.”

Goldblatt (2005) defined definition for the special event. According to him, the special event is: “A unique moment in time, celebrated with ceremony and ritual to satisfy specific needs.”

Getz (2008) concluded that spatial (temporal phenomena) is the terminology which helps to identify or define events. Study also concluded that all events are unique as they are providing proper system, well planned management, meeting and interactions chances to the various people, with consideration of including a theme-based designs and elements for the specific event or program. The major outcome of the study is that all events are different and have different appeal among the visitors. The proper audience or visitors must be there who can take advantage of all this and enjoy at the fullest. Getz (2008) gave two popular definitions of events based on the visitors as well as event planner perspectives, which are given as below:

- A special event is the event which is not organized earlier
- Event which is planned for various social, entertainment, and other than official purpose. Bowdin (2006) concluded that — “event” has been used — “to describe specific rituals, presentations, performances or celebrations that are consciously planned and created to mark special occasions and/or to achieve particular social, cultural or corporate goals and objectives.” Jago and Shaw (1998) identified following 06 key attributes used in events: 1. Grab attention of maximum visitors, 2. Available or happening for confined time duration, 3. Uniquely designed, 4. Help to create awareness of organizers, place, 5. Provide opportunity for social gathering and discussion, and 6. Mind blowing ideas and serving to visitors.

**Characteristics of Events:**

The characteristics of events will be dealt under the following headings: A platform for interaction and networking;

- A Platform for Interaction and Networking

Events play a significant role in bringing people together for specific purposes such as brand building, charity, fund raising, ceremonial activities, rituals, image building and much more. Consumers of goods seldom get a chance to meet people who produce the goods in manufacturing units. Events are the best platform where the target audience or the consumers get a chance to meet the producers of products. The products are brought to the end user through innovative methods and interaction.

- Creating Live Experiences

Human life is filled with experiences. Events aim to provide memorable experiences. They create experiences for attendees of events like weddings, sports events, festivals, road shows and so on. Events activate brands, businesses and customers. When we read the newspaper or watch television, we are simply ‘seeing,’ or ‘seeing and listening.’ When we play the radio, we only ‘listen.’

- Uniqueness and Perishability

Every event is unique in its own way as every event is a different experience to the audience. No two events are the same. Even if two weddings were to be held by the same organizer on the same day, in the same city, they would differ in terms of timings, number of people visiting, the way people interact etc., hence the two weddings would be radically different.

Just as events are regarded as unique, they are also considered tremendously perishable. No event can be repeated the same way. Events like workshops, seminars and brand building, though mostly organised by Event Management Companies (EMCs) in a particular way will be different on every occasion, while being brief and time-bound. Perishability also relates to the use of facilities for events. Let us suppose we have a banqueting room for weddings.

- Entertainment, Ceremonies and Rituals

Entertainment is the essence of most events. For some events entertainment is central, for others it is peripheral i.e. secondary in importance. Entertainment when used in any event should serve its purpose. The needs of the event audience must be carefully considered when making this decision. While the sole purpose of some events is only entertainment, such as festivals, carnivals and musical concerts, entertainment is used as a strategy to create momentum and enhance the beauty of events like fairs, weddings and charity shows.

- Labour Intensiveness, Networking with Vendors, and Team Work

Depending on the scale of event, the event is planned and staged. The more complex and more unique an event is, the more likely it is to be labour intensive, both in terms of organisation and operation. Right from complicated planning for efficient service delivery of a good event (events may be outsourced to caterers or other suppliers), to the operational level where high levels of staffing are required for proper delivery of the event, most events are labour intensive.

- Fixed Time Scale

Events have a fixed time scale and are not like routine activities that can be carried out indefinitely. In short, events do not go on forever. The timescale could be very short, such as for the opening ceremony for a new road, or very long, as with the Olympics or Commonwealth Games, where the planning phase took about five years or more. The timing of the event determines the kind of event that will be held. If it is an evening event, the kind of lighting, decor, stage set up, the colour of backdrop, seating arrangements, flower arrangement etc. will be different as compared to these arrangements as per day requirements.

- Financial Planning

Financial planning is very important for the event. It depends upon how big the event is going to be and the number of visitors attending it. It also depends on what it will cost to hold the event and whether it has to be profitable. This is why accurate and well-thought of budget should be negotiated and finalised by the EMC with the client before the start of any activity. It is a crucial factor in controlling costs within budget and ensuring efficient resource utilisation.

- Ambience

Ambience is that very essential characteristic that seeks to ensure whether the event is a success or a failure. At a personal event, such as a birthday party, the ambience may be simply created by the people who are there, without the need for anything else - good company amongst friends can make an excellent event. A well organised event can lighten up the moods of guests who have had a busy day or have travelled long distances to reach the venue

- Creative Edge and the ‘Wow Factor’

The greatest skill for the event manager is to use creativity in providing an event. Ideation and creativity are the key strengths of the event industry today. A wedding planner will use a colour theme to emphasize the mood or symbolism of the event. Once the event concept is finalised with the client, the very first step begins when the creative conceptualiser works on ‘the brief’ with the creative team. A brief is a detailed list of input and specific instructions from the client for the event.

### **Factors affecting performance of Event management:**

Below are the some of the factors which affects events and events management practices.

- Operational plan:

Time is the most important factor in the event, if every minor details and activities are planned and executed successfully then it will enhance the chances for great event (Shone & Parry 2004). This suggest that there must be professional approach among the organizers to divide their time in all the activities for necessary planning and execution. For this the companies as well as organisers should look all the operational resources like supply, logistics, staff and supporting person, schedules, etc.

- Staffing:

All the people like managers, contractors, designers, volunteers, suppliers, logistic partners, etc., are considered as staff in the event (Getz, 2007). Lynn Van Der Wagen (2001) identified that staff in events should be classified based on the organizations' hierarchical base or based on the job descriptions designed for them.

- Volunteer management:

As mentioned above, event volunteers are always an important workforce in event planning. It is paramount to ascertain that the number of event volunteers does not exceed than needed and that the right event volunteers are chosen. Volunteer management for event does require a good command of human resources and event strategies (Getz 2007).

### **Classification & Categories of Events:**

There are different criteria for classification of events. Lampel and Meyer (2008) in their study derived 06 important evaluation parameters for events:

- People gathered by giving consent to the organization having different demographical conditions
- Happened for limited period of time
- Provide opportunities to personal interactions
- Traditional events and activities
- Platform for information transferring and enjoyment
- Create data of people having different demographics and also create the future customers

Since, these outcomes are purely applied on the organized events. The outcome and scope of the study is further expanded by many researchers to classify the events. The outcome also helped to develop changes in management, strategies, instruments used, technologies used are the key focusing factors whenever any new events has been planned.

The description of events based on duration is listed below:

#### **1. MEGA EVENTS:**

Mega events are considered as those events which spread across the different countries across the globe and have participants and visitors from major countries across the globe. These kinds of events provide good view of various cultural development. The mega events also helped to develop the local or domestic geographics and also helps the country to have economic benefits.

#### **2. HALLMARK EVENT:**

Hallmark events are those events which have high quality and focused on awareness and branding of the destination as well as promote the community. The place or location or destination used in the hallmark events became famous and achieved the highest level of awareness and recognition among the visitors, and various participants. Fort Kochi Carnivals, Thrissur Pooram, AaramullaVallamkalli and others are such kind of hallmark events which happened regular intervals and attracts participants and visitors from various areas and also mesmerized them with the culture and tradition.

#### **3. MAJOR EVENTS:**

Major events are those events which attracts visitors from different locations and countries and help the domestic countries to have enhanced economic results during the event timing. Formula One Grand Prix or trade show like Delhi Auto expo are such kind of mega events which back up by the leading companies as well as various corporate house.

#### **4. LOCAL EVENTS:**

Local events are those events which was specifically arranged for the local people who live in particular geographical areas. The local events provide platform to show local traditions, culture, and facilities of local region to various visitors. Events like exhibitions, launching of new films/products are some of the examples of the local events.

## **III. RESEARCH METHODOLOGY**

### **Research approach & Design:**

The current work focused on two approaches; one is called as Qualitative and other is called as Quantitative. Qualitative research used exploratory research design with the help of various grounded theories, pictures, descriptions, narratives, and words to identify exploration of new things. Qualitative research is useful when less knowledge available about the problem or development of new scales.

The present study has identified clear research questions, structure of research process, predefined hypothesis based on literature review, and also examining relationship between variables with the quantitative data analysis methods. This leads that the study follows conclusive research design. Thus, it is concluded that the existing research work will use descriptive method and quantitative approach.

**Sample Design:**

**Focus Group:**

The target population for the present study includes all event visitors aged 16 years to 45 years living in the Ernakulam region of Kerala and major event organizers of Ernakulam.

**Sampling frame:**

The sampling frame for the present study is the event organizers of Kerala and young generation up to 45 years who live in Ernakulam region of Kerala.

**Sampling Method:**

For the present study, Non-Probability – Convenience sampling method was used to collect the data from organizers as well as visitors. Almost 50 event visitors and 30 event organizers responses have been considered for a data analysis.

**DATA ANALYSIS AND INTERPRETATIONS:**

**1. Event organized or part of any event management activity**

**Table 1: Event organized or part of any Event Management Activity**

RESPONSE	FREQUENCY	PERCENTAGE
YES	30	100
NO	0	0
TOTAL	30	100

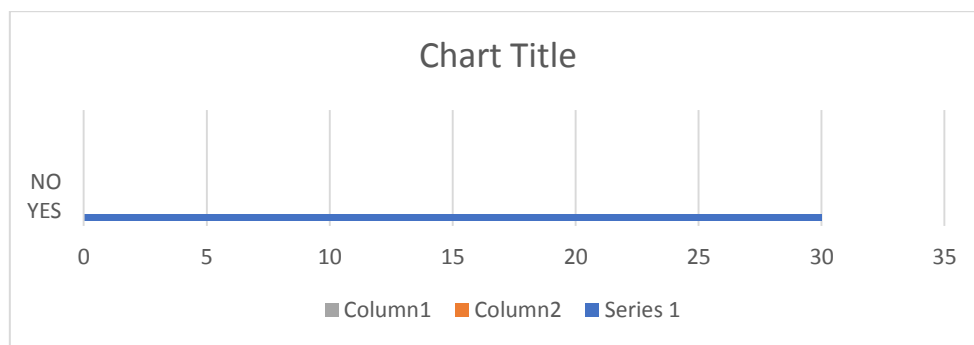


Table reveals that all the organizers have either organized or were part of any event management companies.

**2. Classification of Events:**

**Table 2: Classification of events**

EVENTS	FREQUENCY	PERCENTAGE
Corporate Events	5	16.67
Social Events (Wedding/ Birthday/ Anniversaries)	19	63.33
Small Events (Live Shows, Fresher Party Etc.)	3	10
Musical Events (Concerts and Shows)	2	6.67
Sports Events	1	3.33
Total	30	100

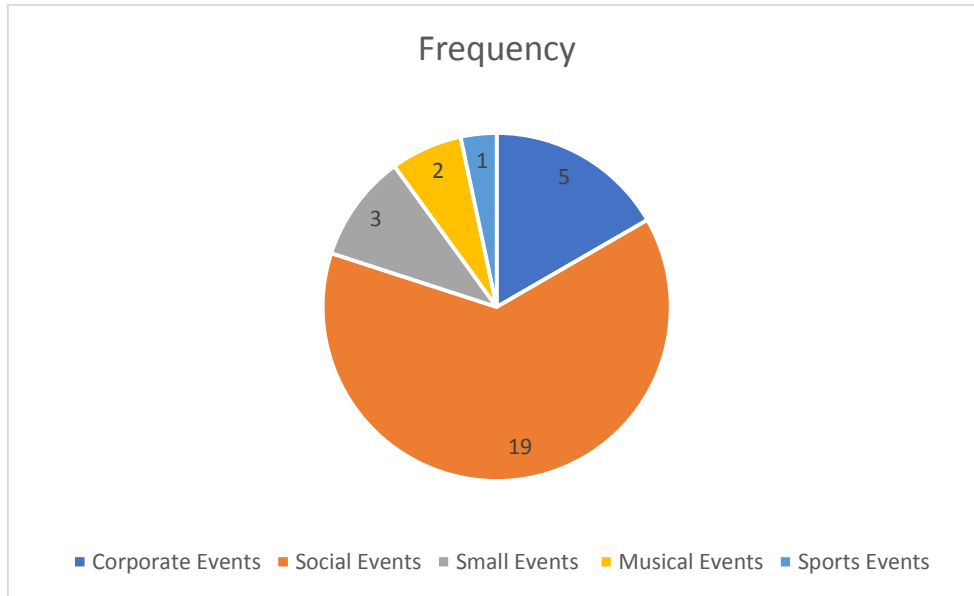


Table reveals the various events which are covered by the organizers. Out of 30 organizers, 5 (16.67%) organizers covered corporate events, 19 (63.33%) organizers covered social events like wedding, ring ceremony, birthday, anniversaries, 3 (10%) organizers cover small events like live shows, fresher party, 2 (6.67%) organizers covered musical events like concert, shows and only 1 (3.33%) organizer cover sports related events.

**3. Events covered by the organizers:**

Table 3: Number of events organized per month

PARTICULARS	FREQUENCY	PERCENTAGE
LESS THAN 5	10	33.33
5-10	15	50
MORE THAN 10	5	16.67
TOTAL	30	100

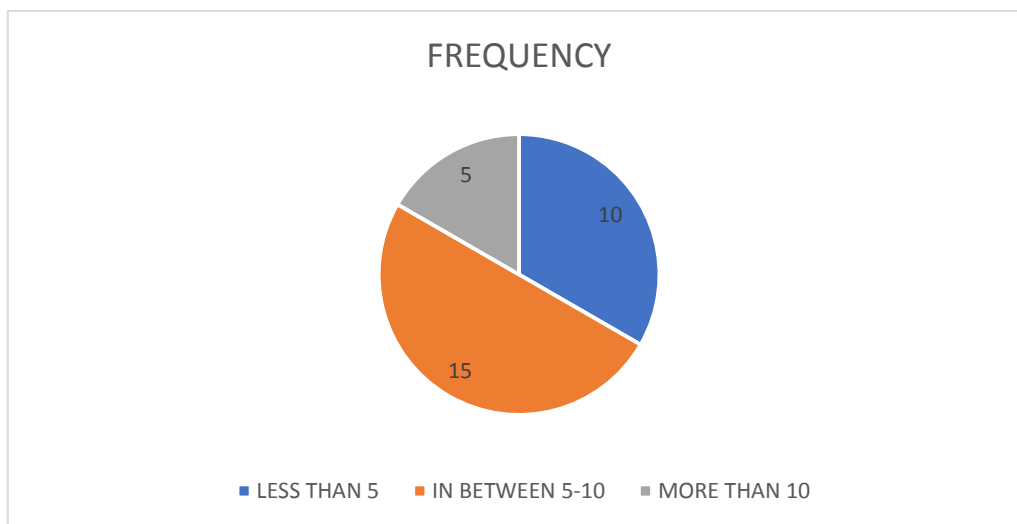


Table reveals that 10 (33.33%) respondents organized less than five events per month, 15 (50%) respondents organized five to ten events per month, and 5 (16.67%) respondents organized more than ten events per month.

**4. Medium for event promotion:**

Table 4: Type of medium for Event Promotion

	FREQUENCY	PERCENTAGE
Print Media	2	6.67
Hoardings and Banner	3	10
Social media	16	53.33
Leaflets and Brochures	3	10

Word of Mouth	4	13.33
Television	2	6.67
Total	30	100

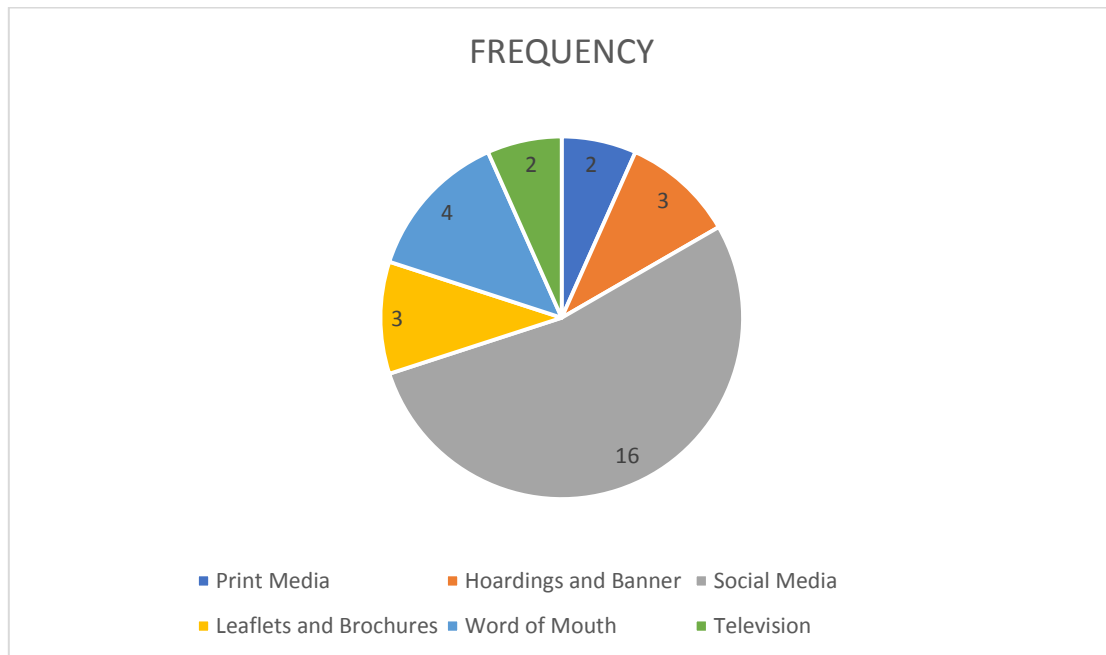


Table reveals the various medium used by the event organizers to advertise or promote their events. 2 (6.67%) respondents' use print media, 3 (10%) respondents use hoardings and banner, 16 (53.33%) respondents' use social media, 3 (10%) respondents' use leaflets and brochures, 4 (13.33%) respondents' use word of mouth publicity, and 2 (6.67%) respondents' use television as their source for their event promotion.

**5. Event budget:**

Table 5: Average event budget (cost in Rs.) that you work with when organizing an event

	FREQUENCY	PERCENTAGE
Up to 50,000	4	13.33
50,000-1,00,000	15	50
1,00,000-2,00,000	4	13.33
2,00,000-5,00,000	5	16.67
5,00,000 and above	2	6.67
Total	30	100

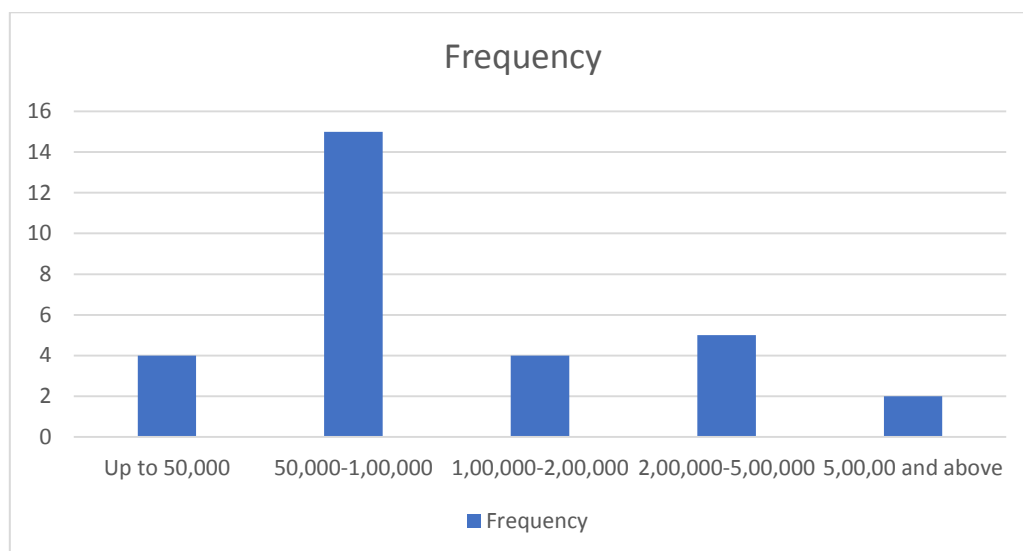


Table reveals the budget requirement of various organizers while organizing an event. 4 (13.33%) respondents organize event when the budget is Up to 50,000, 15 (50%) respondents organize event when the budget is 50,000 to 1,00,000, 4 (13.33%) respondents organize event when the budget is 1,00,000 to 2,00,000. 516.67%) respondents organize event when the budget is 2,00,000 to 5,00,000 and 2 (6.67%) respondents organize event when the budget is 5,00,000 and above.

**6. Venues used for organization of events:**

Table 6: Venues used for organization of events

	FREQUENCY	PERCENTAGE
Hotels/Resorts	14	46.66
Party Plots/Open Space	8	26.66
Conference centers	3	10
Exhibition centers	2	6.67
Tourist place	2	6.67
Unusual venues (theatre, museum, historical places, galleries, University grounds etc.)	1	3.34
Total	30	100

Table reveals various venues used by the various organizers for organizing their various events. 14 (46.66%) respondents organise event in hotels or resorts, 8 (26.66%) respondents organize the events in either party plots or open space, 3 (10%) respondents organize their events in conference centres, 2 (6.67%) respondents organize their events in various exhibition centres, 2 (6.67%) respondents organize their events in various tourist place and 1 (3.34%) respondents organize their event in various unusual venues like Theatre, museum, historical places, galleries, and university grounds.

**IV. FINDINGS:**

- Table reveals that all the organizers have either organized or were part of any event management companies.
- Table reveals the various events which are covered by the organizers. Out of 30 organizers, 5 (16.67%) organizers covered corporate events, 19 (63.33%) organizers covered social events like wedding, ring ceremony, birthday, anniversaries, 3 (10%) organizers cover small events like live shows, fresher party, 2 (6.67%) organizers covered musical events like concert, shows and only 1 (3.33%) organizer cover sports related events.
- Table reveals that 10 (33.33%) respondents organized less than five events per month, 15 (50%) respondents organized five to ten events per month, and 5 (16.67%) respondents organized more than ten events per month.
- Table reveals the various medium used by the event organizers to advertise or promote their events. 2 (6.67%) respondents’ use print media, 3 (10%) respondents use hoardings and banner, 16 (53.33%) respondents’ use social media, 3 (10%) respondents’ use leaflets and brochures, 4 (13.33%) respondents’ use word of mouth publicity, and 2 (6.67%) respondents’ use television as their source for their event promotion.
- Table reveals the budget requirement of various organizers while organizing an event. 4 (13.33%) respondents organize event when the budget is Up to 50,000, 15 (50%) respondents organize event when the budget is 50,000 to 1,00,000, 4 (13.33%) respondents organize event when the budget is 1,00,000 to 2,00,000. 5 16.67%) respondents organize event when the budget is 2,00,000 to 5,00,000 and 2 (6.67%) respondents organize event when the budget is 5,00,000 and above.
- Table reveals various venues used by the various organizers for organizing their various events. 14 (46.66 %) respondents organise event in hotels or resorts, 8 (26.66%) respondents organize the events in either party plots or open space, 3 (10%) respondents organize their events in conference centres, 2 (6.67%) respondents organize their events in various exhibition centres, 2 (6.67%) respondents organize their events in various tourist place and 1 (3.34%) respondents organize their event in various unusual venues like Theatre, museum, historical places, galleries, and university grounds.

**V. CONCLUSION:**

Event management has shown that management is a complex function in practice. It is a process of commands and influences on associates and executives with the aim of achieving the goals of the event.

A primary concern of an event manager or host organization is whether an event is within planned budget and, hopefully, results in a surplus or profit. One of the most important impacts is the revenue generated by an event. This expenditure can have a considerable impact as it circulates through the local



economy. Satisfaction, from a customer point of view, is a personal feeling of satisfaction or dissatisfaction that come over as a result of comparison between perceived performance of the event and expectations.

The research is aimed at analysing the factors affecting customer satisfaction with the event. The factor analysis generated six factors: products & services infrastructure, employee characteristics & service climate, employee attitude, hygiene & safety, and traffic information and for organization related eight factors have been generated: Strategic planning, Credit planning, past experience, pre-event planning, operational management, food & beverages, employee characteristics & service climate, and technology. This study has compared the importance and performance of the factors, as perceived by the event visitors.

Both event organizers and event sponsored person should improve the offerings and overall services during the event, to facilitate raising the competitiveness and quality of the events at higher level. Similarly, stronger cooperation and communication with the employees, staffs and visitors should be achieved through organisation of public discussions, and consultations that would aid the local visitors to attract towards the event planning.

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