



A Study on Event Management with Reference to Wedding Company (E-Factor)

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ABSTRACT

This research paper gives analysis and changes of the current situation of event industry. Its my interest and I want to learn how to manage big events and gain knowledge about different events. Secondly its important part of my study and I want to organise the events on my own in future and start my career in this field. I wanted to know more about event management that's why I choose to do this study. Second if I want to open my own event company so I can apply this study in my business.

1. Introduction

A wedding planner is a professional who assists with the design, planning and management of a client's wedding. Weddings are significant events in people's lives and such, couples are often willing to spend considerable amount of money ensure that their weddings are well-organized. Wedding planners are often used by couples who work long hours and have little spare time available for sourcing and managing wedding venues and wedding suppliers. Professional wedding planners are based worldwide but the industry is the largest in the USA, India, Western Europe, and China.

The services wedding planner includes: 1. Interview the couple and parents to identify their needs. 2. Preparation of the budget. 3. Design and style of the event. 4. Scouting locations. 5. Photoshoots. 6. Planning a detailed checklist. 7. Preparation of the list of participants. 8. Identification of venues for events. 9. Identification and contracting of wedding professionals and service providers and contract preparation and execution. 9. Acquisition of custom decorations, such as a travel map. 10. Coordination of deliveries/services on the wedding day. 11. Have a back-up plan in the event of a disaster. 12. Manages programming, often with software. 13. Help and prepare legal documentation and translations-especially for destination weddings. 14. Event layout indicating the location of the dance floor, buffet points, etc. 15. Event briefing for all suppliers

E-Factor came into existence in 2000-2001. Its a company known for its larger than life, awe-inspiring set ups and formats, and completely personalized service to the client. Their corporate offices are in New Delhi & Jaipur and their footprint extends to the Middle East, Southeast and Europe, giving their work and thought process a global perspective.

Founder of the company is Samit Garg. E factor has joined hands with Up Tourism to annually organize the Taj balloon festival in Agra to showcase the breath-taking memorial everyday by the thousands.

2. Literature Review

1. **Giovanna Bertella (2015):** did the research on "celebrating the family aboard: the wedding tourism experience". This paper utilizes an experiential approach and uses the concepts of authenticity and co-creation to investigate the case of wedding tourism in Tuscany (Italy). The findings confirm the centrality of the emotional bonds that constitute the family, and suggest the coexistence of the participants' desire for togetherness and individualism. The couples and wedding professionals meticulously plan and stage the weddings, but creativity and spontaneity are not completely excluded. The collaboration between the couples and the wedding professionals has a central role of creating the events as symbolically and existentially authentic.
2. **Fulvio Fortezza (2013):** did the research on "wedding-based tourism development: an exploratory analysis in the context of Italy". Over the past 2 decades, there has been increasing scholarly interest and scientific research on an event being a relevant motivator of tourism, and figuring prominently in the enhancement of both the appeal and attractiveness of a destination. Wedding can be considered as belonging to the category of religious and/or civil and private events. Destination wedding can be defined as a wedding ceremony that is celebrated outside of the bride and groom's hometown. According with Johnston "the destination wedding entwines sexuality with a sensory appreciation of landscape", thus representing a mean by which consumers shape and experience the destination identify. Wedding-based tourism can be defined as those tourist flows that arise from the participation to a destination wedding that is held in a place that is different from where both the bride and grooms, or just one of them, live. Costs of travelling and the rising number of the worldwide wedding

ceremonies and receptions. On the other hand, destination weddings can be more affordable, exotic, intimate, unique and able to allow couples to escape any social and family obligation.

3. **Sharon Boden (2003):** did the research on “consumerism, romance and the wedding experience”. The researcher considers the changing social and cultural significance of the wedding in Britain. The book focuses upon a number of issues including the commercialization of the event, the dynamics of heterosexual partnerships, and the influence of romance. The new commercial wedding is further explored in relation to broader socio-structural transformations and the modernization of marriage law. This book draws upon the experiences of marrying couples as well as media evidence.
4. **Vijayendra Rao, Francis Bloch, Sonalde Desai (2004):** did the research on “wedding celebrations as conspicuous consumption signalling social status in rural India”. The determinants of expenditures on wedding celebrations by rural Indian families. We develop a status signalling model of wedding celebrations where the size of the celebration signals the quality of the new groom’s family and, thus, the enhanced social status of the bride’s family. Predictions from the model are tested with survey data from South India using a natural experiment derived from variations in norms of village exogamy-when daughters have to marry grooms from another village-to identify the availability of information on the groom’s family to the bride’s village. The econometric results are consistent with a status signaling interpretation.
5. **A Case Study of Ahemdabad City:** the study is conducted on “views about hiring a wedding planner for a euphoric event of life-‘wedding’”. Slowly and gradually the concept of hiring wedding planers has entered into Indian mindsets. This cultural change brought an idea to know the views of people of Ahemdabad about this new change. The purpose of the study was to know what majority of the people of Ahemdabad are aware about the wedding planners, how much amount of people are ready to spend on the marriage function, where do they seek information about arranging the different programs related to wedding, why people want to hand over the entire wedding program to wedding planners.
6. **Avery Ruonala:** did a study on “an assessment of future trends in wedding planning”. The purpose of the study was to assess the future trends in wedding planning among selected California wedding planners. It was found that all regions in California had similar future wedding trends responses related to “glamorous”, “1920s”, or “vintage” themes.
7. **Lilach Rosenberg – Friedman (2012):** did a study on “wedding ceremony, religion and tradition: the shertok family debate, 1922”. The family dispute surrounding the issue of the marriage ceremony and the diverse opinions presented in it are the focus of the article. This debate is a starting point for a broader discussion on the question of the complex attitude of the Yishuv to religion and tradition in the early 1920s.
8. **Sravani Gullapalli, Aparna Raju Sagi (2009):** conducted a study on “Indian wedding traditions”. The article is a humble effort to give a glimpse into a colourful and cultural extravaganza – the Indian wedding.
9. **Ravi Kumar Arya (2020):** conducted a study on “how covid-19 brought Indian wedding industry to a halt?” Indian wedding industry was one of the most progressive industries in the world but covid-19 has brought it to its heels. Lockdown due to covid-19 has restricted major public functions and wedding industry has to follow these guidelines too. In this research, the author take exhaustive study showing social and economic impacts of covid-19 on Indian wedding industry.
10. **Aman Singh (2020):** conducted a study on “Thailand as a destination for Indian wedding”. This research investigates factors that forced Indian couples to select Thailand as their wedding destination. The results propose in this paper are similar to few research work done in this field but those work are done on particular area but not on Thailand as whole for Indian wedding. Overall finding of this paper show the factor which forced Indian couple to select Thailand as their wedding destination are information sources, affordability, prestige, to be different from other, affordable jewellery, safe and secure, positive experience in Thailand, escaping daily routine, accessibility, limitation of number of guests. The result also indicated that the strengths of Thailand are the beautiful landscape, Indian wedding expertise, etc.
11. **Supichaya Luanrojn (2002):** conducted a study on “wedding ceremony online”. From this research, it is found that many people do not know e-ceremony web site, but they are interested to visit and to buy package from web site. The partner behaviours are prompt to be changing every time. It is necessary to educate and created awareness about e-ceremony among the people.
12. **MH Cunningham, SF Taylor (1995):** conducted a study on “event marketing: state of the industry and research agenda”. This agenda focuses on 4 area that are in need of further research: categorization of event sponsorship; an understanding of the impact of event marketing on consumers, employees and the trade; the need for measures of event marketing effectiveness; and a better understanding of the multistakeholder interaction in the sponsorship process

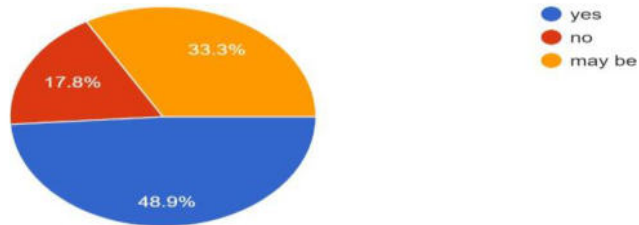
3. Research Methodology

The sample size for this research paper is limited to 45 respondents. For this study, the respondents are the under age of 30. The study is based mainly on secondary data. All the secondary data are collected from other researcher’s research paper. For this research paper, data collection methods are questionnaire and old research paper. The target audience for the research paper are consisting of the individuals and families. This study is based on analytical nature and covers a period of years from 1995 to 2020.

4.Data Analysis & Interpretation

Question no. 1 is about hiring for wedding planner. In given options 48.9% is yes answer in blue column, 17.8% is no answer in red column and 33.3% is may be answer in yellow column

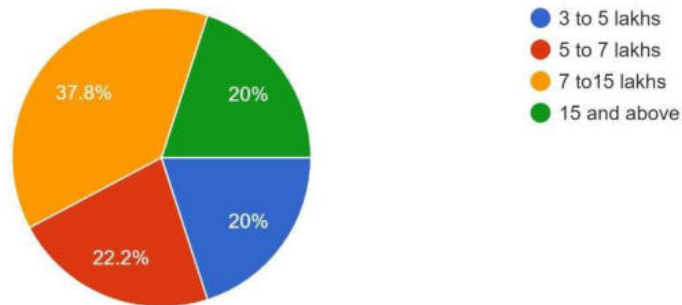
Do you hire a wedding planner for your wedding?
45 responses



Question 2 is for budget of wedding and the answer in blue column is 20% , in red is 22.2%, in yellow is 37.8% and in green column is 20%

whats your budget for wedding ?

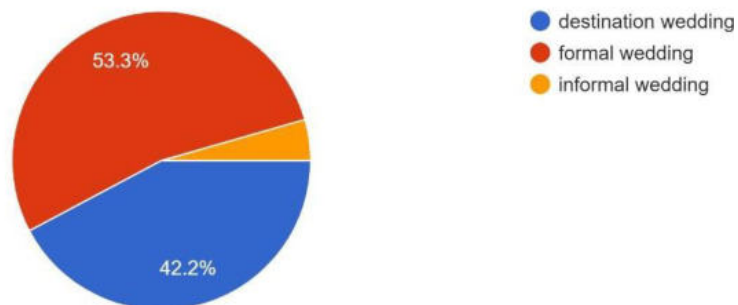
45 responses



Question no. 3 is about for farewell and the option is in yes and no. In blue column 73.3% answer is yes and in red column 26.7% is no answer.

what types of wedding do you like

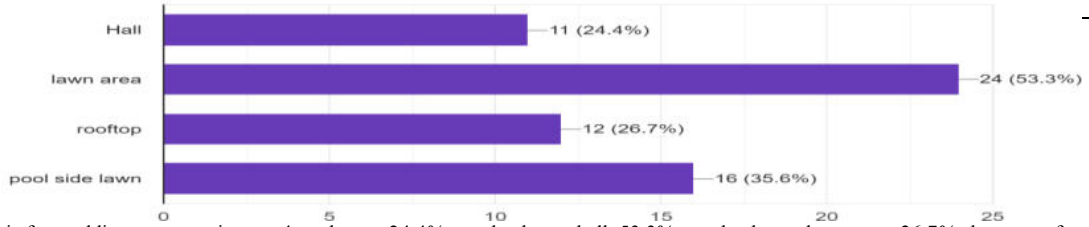
45 responses



Question no. 4 is about types of wedding. In blue column 42.2% is destination wedding, in red column 53.3% is formal wedding, and 4.5% is yellow column of informal wedding.

which themes do you like for wedding venue?

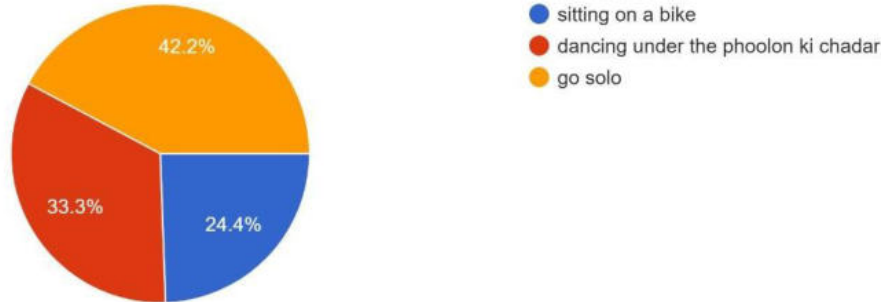
45 responses



Question no. 5 is for wedding venue option are 4 to choose. 24.4% people choose hall, 53.3% people choose lawn area, 26.7% choose rooftop, and 35.6% choose pool side lawn.

which type of entry do you like

45 responses



Question no. 6 is for entry theme. In blue column 24.4% wants to make entry while sitting on a bike, in red column 33.3% wants to make entry while dancing under the flower chadar, and 42.2% people wants to make entry in solo.

which type of food do you like to have in wedding day

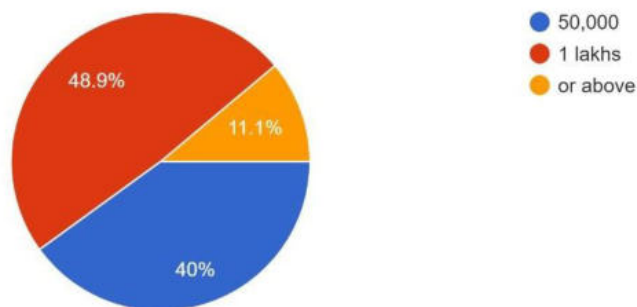
45 responses



Question 7 is for the types of food in wedding. For fast food 46.7% in blue column, for non-vegetarian food is 11.1% in red column, for chaats 8.9% in yellow column and for main course is 33.3% in green column.

what's your budget for wedding photography

45 responses



Budget for wedding photography. For option of rupees 50,000 is 40% in blue column, 1 lakh is 48.9% in red column or for more budget is 11.1% in yellow.

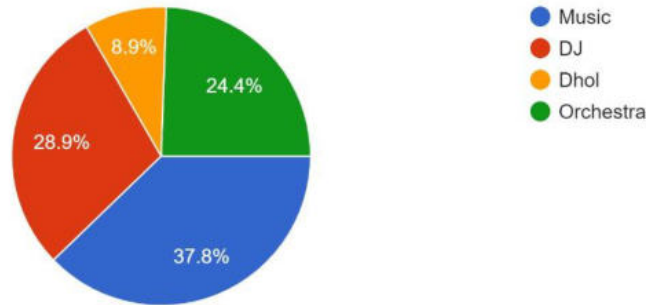
How many guest do you like to invite ?

45 responses



Question is about guest invitation. 20% in blue column wants to invite 100-200 guest, 26.7% in red column wants to invite 200-500 guest, 33.3% in yellow column wants to invite guest from 500-1000, and 20% in green column wants to invite guest from 1000 and above.

what atmosphere or tone would you like to set?
45 responses



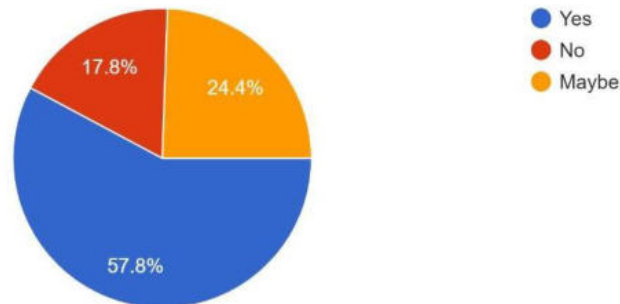
Question no. 7 is about atmosphere or tone set. For music is 37.8% in blue column, DJ is 28.9% in red column, for dhol is 8.9% in yellow column and dor orchestra is 24.4% in green column.

What types of wedding stage decoration do you like ?
45 responses



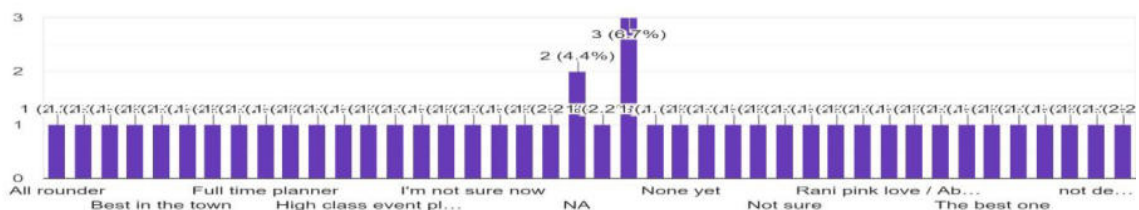
Question no. 8 is for stage decoration and the answer for flowers decoration is 51.1% in blue column, for colourful lamps is 15.6% in red column, for contemporary style is 20% in yellow column and for candles or diya is 13.3% in green column.

Do you like to do reception ceremony ?
45 responses



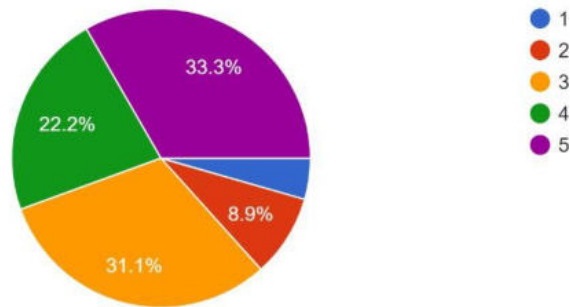
Question no 9 is about reception the options in yes or no or may be and for yes 57.8% in blue column, for no are 17.8% in red column, and for may be are 24.4% in yellow column.

Which wedding planner do you hire for your wedding event ?
45 responses



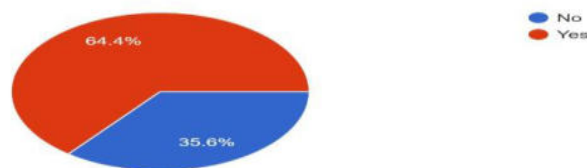
Question 10 is about wedding planner and answer is of name of wedding planner in words or sentences.

How many function do you celebrate in your wedding ?
45 responses



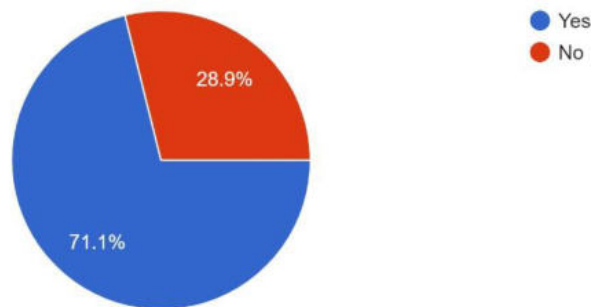
Question is about number of functions to celebrate in there wedding. Answer is in 1,2,3,4 and 5 numbers, For 1 are 4.5 is the lowest percentage to do 1 day function. 8.9% choosed 2 day function in red column, for 3 day function is choosed by 31.1% in yellow column, 22.2% choosed for 4 days function in green column and 33.3% choose for 5 days function in purple column.

Do you want to celebrate every function with both families together (groom and bride family)?
45 responses



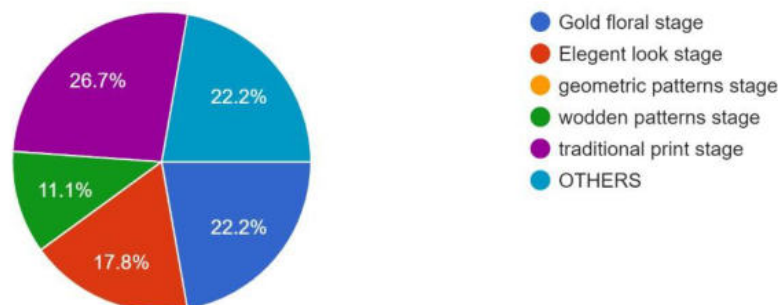
Question no 12 is about celebration with both groom family and bride family and the answer is in yes and no. 35.65 choose no, while 64.4% choose yes

Do you want to do called musician for your wedding ?
45 responses



Question no 13 is about to have musician in the wedding or not. 71.1% people said yes and 28.9% people said no.

which type of theme do you like for your wedding stage ?
45 responses



Question no 14 is about theme for wedding stage. 22.2% people in dark blue column for gold floral stage, 17.8% people in red column for elegant look stage, for geometric pattern stage is zero. 11.1% is for wodden patterns stage in green column, 26.7% is for traditional print stage and for others 22.2% people wants to select in light blue column.

Conclusion

The research identifies the factor influencing more on wedding quality and indeed very useful to understand the mindset of the customers. The study has explored wedding industry all over India. Further study can be used as base for those who want to explore their career in event management

industry or as a wedding planner professional.

References

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