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## Consumer Perception towards Event Management in Gujarat” With Special Reference to The Big Day and Lallooji and Sons

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### ABSTRACT

The main purpose of this project is to study the Consumer perception towards Event Management in Gujarat.

This Includes: -

- Identify the scope in terms of the service provided by them to consumers.
- Size of the industry in Gujarat.
- Study the problems faced by the event management companies.
- Study the type of events which are taking place.

The secondary objective of the research is to find the image of the event companies in minds of consumer & how the company is working for entertainment source among the customers.

**Keywords:** Event Management, Gujarat, Employment Commitment, Customer Satisfaction

### 1. Introduction

Event management is growing at a rate of three times that of traditional advertising. Though relatively small compared to the major components of the marketing communications mix-advertising, sales promotions and P-O-P communications expenditures on event sponsorship are increasing. Corporate sponsorships in India in 2001 were estimated at \$3.9 billion-with 65% of this total going to sports events and most of the remainder spent on sponsoring entertainment tours or festival and fairs. Thousands of companies invest in some form of event sponsorship.

Event management generally means conceptualizing, meticulous planning, organizing and finally executing an event It is a set plan involving networking of a multimedia package, thereby achieving the clients' objectives and justifying their needs for associating with events. Events can bring community together for purpose of fundraising, change a town or city's image, expand its trade, stimulate its economy, help companies to market and introduce its product and also for the entertainment of society. Not only do events enhance the quality of our life, they can provide significant economic benefits. Events require a high degree of planning, a range of skills, a lot of energy and funds.

Customer Perception is an important component of an organization's relationship with their customers. Customer satisfaction is a mental state which results from the customers comparison of expectations prior to a purchase with performance perception after a purchase. Strong customer service helps an organization to reach up to customers' expectations.

Customer Perception on Service: Customer Service is the service provided in support of a company's core products. Customer

Service most often includes answering questions, taking orders, dealing with billing issues, handling complaints, and perhaps scheduling maintenance or repairs. Customer Service can occur on site, or it can occur over the phone or via the internet. Many companies operate customer service call centres, often staffed around the clock. Typically, there is no charge for customer service. Quality customer service is essential to building customer relationships. It should not, however, be confused with the services provided for sale by a company. Services tend to be more intangible than manufactured products. There is a growing market for services and increasing dominance of services in economies worldwide. There are generally two types of customer expectations. The highest can be termed as desired service: the level of service the customer hopes to receive. The threshold level of acceptable service which the customers will accept is adequate service. Yet there is hard evidence that consumers perceive lower quality of service overall and are less satisfied.

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## 2. Review Papers

Davidson (2003) wrote that the service climate has a positive influence on customer satisfaction. The service climate encompasses how well the staff understands the regulations, practices, and operations of a business. Success in this area is dependent on a company's fundamental attitudes about staff management including resources, cultivation, managerial processes, and employee hiring. (Schneider et al., 1998). Bagozzi (1994) proposed that service climate has a psychological value and is more likely to affect customers' thoughts and activity. Three relevant factors are inherent in the service climate: customer orientation, managerial support, and work facilitation (He, 2010). Managerial support could be a manager who has a system to reward high-quality service. Work facilitation would be facilitating the working factors that promote high-quality service (He, 2010). Customer orientation is the most important of these and means that customer feedback and experience is central and motivates managerial support and work facilitation (Sharma, 2003). He and Li (2011) demonstrated that positive customer satisfaction comes from a customer orientation that is readily apparent. Customer orientation is always more visible in a business than the other two factors. The authors also divided this term into value-based and action-based customer orientation. A value-based customer orientation strengthens the extent to which the staff comprehends and fulfils a customer's demands and requirements. An action-based customer orientation concentrates on customer feedback so that businesses can enhance the service process (Narver, 1999).

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## 3. Research Methodology

Primary research detailed discussions with event management firms and customers attending corporate events. Subsequent additions were made to the interview schedule to suit the specific events under study. The secondary information was gathered from various websites and articles on event management, sales promotions and publicity. The information gathered was studied and analyzed. It revealed certain issues in event management which need further attention and some suggestions have been given to make this industry more effective in order to utilize its full potential and be mutually beneficial for the Event Management agency. The methodology followed for the research: Primary data is a data that is collected for the first time in the processing of the analysis. We have adopted the contact questionnaire for the purpose of collecting Primary data. Apart from this, information gathered was by personal interactions for the purpose of analyzing the awareness of Event Management Companies in Gujarat

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## 4. Conclusion:

- Low awareness among the people.
- Conservative mentality doesn't allow people to accept major changes.
- Lack of proper marketing and advertising by existing companies.
- Proper security measures not available.
- Performance of existing companies is doubtful, that is the reason, localities that organize events, hire event management companies from Ahmedabad, Vadodara and Gujarat.
- Cost factor influences people to take partial services from event management companies.
- Due to poor response and lack of cooperation from public the companies are not interested in expansion.
- Economies of scale not available to companies, therefore big players are not interested to enter this city.

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### 5.Suggestion:

- Companies need to focus on some particular kind of events that they will organize, this will help them gain proficiency in their field, ultimately leading to cost saving.
- People should be made aware about the concept through proper media coverage telling them about the successful events and the benefits. People should be made aware about the fact that hiring an event management company would help them save time, efforts and cost.
- Rather than looking at the press people as their competitor they must join hand with them to share the cost and benefits also. Press people can get better exposure and provide the companies advertisements on a lesser cost.
- Due to innovative marketing tools the traditional marketing tools are redundant so Gujarat's business class must also know that it's time to switch over to the new tools like trade fares and road shows rather than press advertising.
- The charges for complete services should be reduced. As an example, for catering services the general market price is around Rs.150 per plate, but generally, companies are charging around Rs.350 per plate. Similarly, the other services' charges must also be reduced up to a viable extent

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- Other sites such as Search engine of Google
  - [www.eventmanagement.in](http://www.eventmanagement.in)
  - [www.yahoo.com](http://www.yahoo.com) & other sites