

# The Prospect of Consumer towards Event Management Companies in India

Tisha Bharodiya, Hani B. Lalruatkimi, Krunal Rathod  
MBA Parul University, Vadodara

*Abstract: The Indian event management industry has witnessed significant growth in recent years, driven by evolving consumer preferences, technological advancements, and the increasing importance of experiential events. This paper explores the emerging trends in consumer behaviour, expectations, and the evolving role of event management companies in India. By analysing consumer demands, challenges faced by service providers, and opportunities for growth, the research identifies key strategies that can enhance customer satisfaction and promote industry expansion. The study highlights the increasing demand for personalization, technology integration, and sustainability, providing insights into the future direction of the Indian event management industry.*

*Keywords: Consumer Behaviour, Event Management India, Industry Growth Technology, Market Trends, Sustainability*

## INTRODUCTION

Event management in India has evolved from a traditional service to a highly specialised sector that is essential for organising weddings, corporate events, festivals, and personal celebrations. Increased disposable money, urbanisation, and the growth of a youth-centric society have substantially transformed consumer expectations, opening up new potential for event management firms. As the demand for customised, technology-driven, and experiential events increases, event planners must adapt to fast shifting consumer tastes.

This article investigates the shifting landscape of consumer perceptions towards event management businesses in India. This study investigates the industry's challenges and potential by examining consumer behaviour, market trends, and the effect of technical improvements. The study also offers useful insights for event managers who want to align their tactics with changing customer needs.

Customer perception is a crucial part of an organization's connection with its customers.

Customer contentment is a mental state that occurs when a customer compares their expectations before making a purchase to their assessment of performance after making the transaction. Strong customer service enables an organisation to meet its consumers' 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.

According to Davidson (2003), the service atmosphere positively influences customer satisfaction. The service atmosphere refers to how well employees understand a company's policies, methods, and processes. Success in this area is determined by a company's core attitudes towards staff management, which includes resources, cultivation, managerial practices, and personnel hiring. Schneider et al. (1998). Bagozzi (1994) claimed that service climate has psychological significance and is more likely to influence customer

ideas and behaviour. The service climate includes three important factors: client orientation, managerial support, and work facilitation (He, 2010).

Managerial support could be provided by a manager who has implemented a system to reward high-quality service. Work facilitation entails facilitating the working conditions that encourage high-quality service (He, 2010). Customer orientation is the most significant of these, as it emphasises customer feedback and experience, which inspires managerial support and job facilitation (Sharma, 2003). He and Li (2011) revealed that a clear customer orientation leads to increased customer satisfaction. Customer orientation is always more obvious in a firm than the other two elements. The writers further differentiated this concept between value-based and action-based client orientation. A value-based customer orientation improves the extent to which employees understand and meet a client's needs and expectations. An action-based customer orientation focusses on customer feedback to help organisations improve their service process (Narver, 1999).

#### LITERATURE REVIEW

Singh and Mehta (2021) performed research to investigate how consumer attitudes towards virtual events have altered in the aftermath of the COVID-19 outbreak. The goal of their research was to determine how customers interact with virtual event forms and their preferences. The survey aimed to analyse overall satisfaction with virtual events and uncover customer preferences for the format. Their research demonstrated that many consumers enjoy the accessibility and convenience that virtual events provide, which was highlighted even more following the pandemic. Based on these findings, the authors proposed that event organisers prioritise upgrading and adjusting their virtual services to better correspond with guests' evolving preferences in the post-pandemic period.

The event management sector has been intensively researched across many global markets, with a growing body of literature on customer expectations and behaviour (Lee & Jang, 2020; Kim et al., 2019). In India, studies have shown a move from generic event services to highly personalised offers (Rai & Singh, 2018). Furthermore, technology innovations such as virtual events, hybrid event formats, and social media integration have been demonstrated to

have a substantial impact on consumer choices (Choudhury and Singh, 2021).

Joshi and Kumar (2023) conducted a study to examine the impact of cultural factors on consumer choices regarding events. The goal of their research was to identify how cultural influences shape consumer preferences when selecting events. The study's findings revealed that cultural relevance is a crucial factor in determining whether individuals choose to participate in an event.

Verma and Rao (2023) looked into how customer perceptions of safety influenced event management in the post-COVID-19 era. Their research sought to explore how safety concerns influence attendees' decisions to attend events. The study identified numerous crucial safety criteria that affect consumer confidence. The findings highlighted the importance of strong safety measures when consumers choose to attend events. In light of these findings, the authors recommended that event organisers implement extensive safety practices to foster confidence and make participants feel comfortable.

The growing emphasis on sustainability in the event management industry has been recognised as an emerging trend, with consumers becoming more environmentally concerned and favouring service providers who follow green practices (Shaun & Yadav, 2020). While there has been much discussion about the potential for expansion, there has been little research on the direct relationship between consumer behaviour and event management companies in India, particularly in light of changing societal dynamics and technology innovation.

According to Keita et al. (2018) and Awara et al. (2022), service quality is an important marketing concept that describes how well a service meets the needs and expectations of the customer. It evaluates how successfully a service meets or exceeds the client's expectations. In event planning, service quality refers to the entire level of excellence and enjoyment that clients or event attendees have with the services they receive.

Service quality encompasses all of the aspects that contribute to making an event memorable and pleasurable. To attract and retain customers, firms must implement efforts to increase the quality of their

services (Awara et al., 2022). There are several techniques to assess the quality of services.

Bassett, Dowson (2023) According to the author, there are a variety of event planning models that can be used as the foundation for successful event planning.

Event managers utilise event-planning models to ensure the success of their events. They built a four-sectioned model by replicating the divide in a similar way.

Furthermore, each section's title corresponds to the ones that are drawn. What varies is the more extensive technique. Model titles are popular, therefore their use makes sense. The "circular" aspect of the paradigm indicates that the process is ongoing. This approach systematically identifies and deconstructs the four major stages of event development.

## DISCUSSIONS

### Personalization and Customization

The data show that personalisation has a substantial impact on customer decisions when selecting event management services. Joshi and Kumar (2023) found that respondents preferred personalised event experiences, which ranged from custom themes to specialised décor and entertainment. The trend towards bespoke events is particularly visible in weddings, business retreats, and luxury parties, where customers seek out unique and unforgettable experiences. Customers were most satisfied with event management businesses that offered flexible packages and highly customised services.

### Technological Integration

According to Verma and Rao (2023), consumers view the usage of technology as an integral component of modern events. This involves the utilisation of VR, AR, live streaming, and hybrid event forms that combine in-person and online involvement. The demand for seamless technology integration has increased, particularly after COVID, when virtual and hybrid models became popular. Consumers want event managers to use innovative technology to increase engagement and provide interactive experiences.

### Sustainability Practices

Sustainability has emerged as an important motivator in consumer decision-making, with respondents Bassett and Dowson (2023) indicating a preference for environmentally friendly event management approaches. This involves waste minimisation, the use of eco-friendly materials, and carbon offsets. Event management businesses that encourage sustainable methods are gaining popularity, especially among the younger, more environmentally conscious generation. However, there is a large gap in the industry's adoption of green practices, with many businesses failing to provide clear eco-friendly solutions.

## SUGGESTION

- Explore the demand for innovative event formats and concepts, such as festivals, activations, and experiences, and how these are changing the event management landscape in India.
- Investigate the relationship between event management and tourism in India, including the potential for events to drive tourism and economic development.
- the impact of government policies and regulations on the event management industry in India, including the effects on consumer behaviour and demand.
- Investigate the influence of social media on consumer behaviour and decision-making when it comes to event management in India.
- Conduct a comparative study of consumer preferences and expectations towards event management across different regions and cultures in India.
- Examine the importance of sustainability in event management from a consumer perspective, including the demand for eco-friendly events and the willingness to pay for sustainable event experiences
- Use a mixed-methods approach, combining both qualitative and quantitative methods, to provide a more comprehensive understanding of consumer behaviour and preferences.
- Conduct a comparative study of consumer behaviour and preferences across different regions, cultures, and demographics in India.

## CONCLUSION

The event management industry in India is poised for continued growth, driven by changing consumer

preferences, technological innovations, and a greater focus on sustainability. While challenges such as intense competition, logistical complexities, and price sensitivity remain, there are ample opportunities for companies that can adapt to these evolving demands. By focusing on personalization, technological integration, and sustainability, event management companies can position themselves to meet the future needs of Indian consumers and thrive in an increasingly competitive market.

#### REFERENCES

- [1] Choudhury, A., & Singh, V. (2021). *The Impact of Technology on the Indian Event Management Industry*. International Journal of Event Management Studies, 12(3), 45-62.
- [2] Kim, S., Lee, C., & Lee, J. (2019). *Consumer Preferences in Event Planning: A Comparative Study of Western and Eastern Markets*. Journal of Hospitality and Tourism Research, 43(6), 870-885.
- [3] Rai, P., & Singh, S. (2018). *Trends in the Indian Event Management Market: Personalization and Consumer Expectations*. Journal of Marketing Research, 15(2), 123-137.
- [4] Shaun, G., & Yadav, P. (2020). *Sustainability in Event Management: A Consumer Perspective*. Journal of Environmental Management, 25(1), 58-71.
- [5] Bhattacharya, S., & Kumar, V. (2018). Event management in India: An exploratory study. Journal of Event Management, 22(1), 34-48. doi: 10.3727/152599518X15186243481423
- [6] Chakraborty, S., & Das, S. (2020). Consumer behaviour in event management: A study on Indian festivals. Journal of Tourism and Hospitality Management, 8(1), 1-12. doi: 10.15640/jthm.
- [7] Kumar, S., & Singh, S. (2019). Event management education in India: A critical analysis. Journal of Hospitality and Tourism Education, 31(2), 53-64. doi: 10.1080/10963758.2019.1574945
- [8] Singh, R., & Kumar, S. (2020). Consumer behaviour towards event management services in India: An empirical study. Journal of Event Management, 24(1), 1-15. doi: 10.3727/152599520X15810246746116
- [9] Jain, S., & Singh, R. (2020). Event management and consumer behaviour: A study on Indian consumers. Journal of Tourism and Hospitality Management, 8(2), 1-12. doi: 10.15640/jthm.v8n2a1
- [10] Blanchard, R., & Galloway, R. (1994). Quality in retail banking, International Journal of Service Industry Management, 5 (4)
- [11] Kandampuyilly, J., Zhang, T. T., & Belgian, A. (2014). Customer loyalty: A review and future directions with a special focus on the hospitality industry, International Journal of Contemporary Hospitality Management, 27(3)
- [12] Ryu, K., & Han, H. (2010). Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioural Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price, Journal of Hospitality & Tourism Research, 34 (3)
- [13] Getz, D., Brown, S., & Walls tam, M. (2015). Event evaluation: definitions, concept and a state-of-the-art review, International Journal of Event and Festival Management, 6 (2)
- [14] Rajput, N.A. (2002). A multiple item scale for measuring tangible quality of food service industry, Journal of Food Service Business Research, 5 (2)
- [15] Celuch, K. (2021). Event technology for potential sustainable practices: A bibliometric review and research agenda. International Journal of Event and Festival Management, 12(3), 314–330. <https://doi.org/10.1108/IJEFM-08-2020-0051>
- [16] Mair, J., & Smith, A. (2021). Events and sustainability: Why making events more sustainable is not enough. Journal of Sustainable Tourism, 29(11-12), 1739–1755 <https://doi.org/10.1080/09669582.2021.1942480>
- [17] Richards, G. (2021). Pulling the long tail of event management research. Journal of Policy Research in Tourism, Leisure and Events, <https://doi.org/10.1080/19407963.2021.1890755>
- [18] Biaett, V., & Richards, G. (2020). Event experiences: Measurement and meaning. Journal of Policy Research in Tourism, Leisure and Events, 12(3), 277–292. <https://doi.org/10.1080/19407963.2020.1820146>