EVENT MANAGEMENT

A Study on Consumer Preferences and Expectations Towards Event Management Services in Navi Mumbai

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Abstract

The objective of this project is to find out various aspects which consumers may be looking for in an event management service provider. With growing demand for various occasions such as weddings, birthdays, functions, cultural events, parties to be arranged and managed by specialists, there is a wide variety of services offered. Consumers' level of awareness about such services, desired type of services and expenditure they would be willing to make, standards expected and other parameters based on which they would choose a company, are all aspects covered in this project. Various means such as social networking sites, opinions of others, and standards and quality of services, would also be studied as parameters affecting consumers. Responses to a set of questions on a Google Form would be obtained from a sample of people of all age groups and working professions. Percentages and graphs would be used for data analysis. Various parameters which the consumer may look for in providers of event management services and their importance to the consumer would be brought out.

Keywords: Events; consumer preferences and expectations; various events; level of satisfaction; quality of services; behaviour of consumers

1 Introduction

Events form an integral part of one's private, social as well as work life. A few examples include birthdays, weddings, anniversaries, business functions, displays, fests, various functions and programmes, all of which take place quite frequently. A number of aspects would need to be thought of and taken care of to conduct any function successfully, including efficient use of time, organisation, imagination and funds. Most people therefore wish various aspects of the function to be taken care of by others, in view of their fast pace of living and other exacting standards.

There is a wide range of facilities that may be availed of from various event managers, ranging from providing a suitable place, decor, food, photographers and musicians, cards, lights, speakers and other facilities, to managing all aspects of the event. Obviously all this goes a long way towards easing the customer's burden of work and ensuring satisfactory organisation of the function. There are many facets to this industry, reflecting varied requirements of the modern man, fashions and social media.

It would be expected that consumers would vary as to which aspects they would want to emphasise when choosing a provider of these services. While cost may be a major deciding factor with many, others may wish to have attractive and innovative decor, good and reliable services, efficient management of various aspects, and other features tailored to their requirements. They may be swayed by various considerations such as cost involved, confidence and trust, past experiences, comments by others, suggestions and repute.

With the popularity and wide spread use of various forms of social media, such as Instagram, Facebook, YouTube, it is now very easy to see photos of various functions and aspects of decor, listen to others' opinions, watch films, and so on. Hence there is greater impetus on event managers to advertise on such media.

The present study therefore tries to ascertain what consumers would expect of event managers, which facilities they would consider desirable, what various factors may impact upon their choice, the outlay they may be prepared to incur, and other aspects.

2 Literature review

Various determinants affecting consumers to opt for a wedding planner have been studied for a few cities in northern India. Trust, perception, motivation, attitudes and peer influence all have a bearing on their decision. Consumers would therefore be inclined to opt for the services of others, based on their level of trust in them and the repute they enjoy. The paper would be beneficial to determine the various considerations involved in deciding to avail event management services. **(Kashyap et al., 2020).**

Various aspects affecting the level of quality of service rendered in the events industry have been studied, with reference to various locations in Tamil Nadu. Aspects pertaining to the level of service rendered, and that desired and expected by customers, have been studied. A number of aspects affect the preference of customers, and subsequent decision to avail the services of an event manager. Thus the paper provides useful information about aspects desired by customers. **(Mohamed Ali and Ranjitha, 2023).**

The impact of various aspects of service quality on the level of satisfaction of customers, that is, MICE delegates at various five-star hotels and other convention centres in and around Delhi, was studied. 372 respondents responded to a set of questions. A number of aspects of service quality were found to significantly affect the overall satisfaction levels. Hence the paper underlines the desirability of good and efficient arrangements and various other services at events. **(Vaid and Vaid, 2020).**

Various aspects of service quality and their effect on customer satisfaction and loyalty, in relation to providers of wedding management, were studied. 420 past customers responded. Reliability, responsiveness, assurance, empathy and tangibility were considered. These all had a significant effect on satisfaction levels and loyalty. Hence, this paper provides insight into various aspects which customers would desire from event managers. **(Deshpande, 2025).**

The paper attempts to develop various scales to measure the overall experience of an event, with reference to various trade fairs held in India. Various aspects, namely emotional, thinking, physical and special or unique, are identified. It is argued that all stakeholders, that is, visitors and exhibitors, would desire various experiences in addition to adequate and satisfactory arrangements. Hence, this paper draws attention to the various experiences desired from events. **(Rai and Nayak, 2020).**

Event quality, and its relation to perceived value, satisfaction and subsequent behavioural intentions, were studied. Consumers would have a combination of affective as well as more objective experiences of an event. These in turn all affect satisfaction levels, and likelihood of recommending and revisiting. Hence the desirability of ensuring good overall experience of an event has been demonstrated. **(Armbrecht, 2021).**

Various aspects of the quality of service at exhibitions were identified, and their relationship with perceived value, affect, satisfaction and behavioural intentions, examined. Responses were obtained from 596 visitors to one international education fair held in Macau. All service quality scales were found to be positively related to increased satisfaction and future intentions. The paper therefore emphasises various elements of good service quality. **(Wu et al., 2016).**

Various factors which would affect the choice of provider of wedding management services by prospective bride and groom, were identified. In particular, various service qualities desired from the provider, and reasons for preferring one provider to another, were considered. A number of reasons were elicited, including personal aspects, facilities offered, known associations, tailored services and others. Thus, a number of individual considerations may play a part. **(Elischma et al., 2016).**

Various elements of service quality, and their effect on satisfaction levels and subsequent intentions, were studied, with reference to non-Indian participants in the 2016 International Marathon in Shanghai. The impact of varying levels of service provided was considered. The positive relationship between service quality and satisfaction levels, and intention to participate again, was demonstrated. The desirability of satisfactory arrangements and services has thus been demonstrated. **(Xiao et al., 2020).**

Event experience, satisfaction and subsequent loyalty were studied, with reference to event attendees. In particular, various aspects of brand experience and identification, satisfaction and trust were considered. The sample comprised visitors to the India International Trade Fair. Thus, good experience of the event would encourage repeat visits as well as recommending it to others. Useful insights into customer expectations are thus provided. **(Virmani and Tak, 2024).**

3 Methodology

This research is descriptive and exploratory, and all information required would ideally be obtained by means of a survey from consumers about their various expectations of event managers and related services. A Google Form will be constructed with appropriate questions to obtain responses from a range of ages, qualifications and professions. All respondents, whether they have availed the services of an event manager or not, are eligible to participate. Hence valuable information can be gathered from past clients and also from prospective clients.

All required information will be obtained as primary data via this questionnaire. Appropriate secondary data will be sourced from various papers and journals on the subject of events, consumers and standards of service, as well as information available on various websites. Percentages and suitable diagrams will be used to analyse the data received and draw conclusions regarding consumers' various preferences and expectations. As many volunteers as possible will be requested to complete the questionnaire (convenience sample).

3.1 Questionnaire

The researcher has constructed a suitable questionnaire comprising 17 questions, most being objective, some to be answered by ticking one or more boxes, with a final question inviting further comments. Information about general knowledge of event managers, types of events, costs, standards of service expected, and criteria used when choosing an event manager, would be useful. It would be completed by all persons, whether they have used an event management firm in the past or not.

3.2 Limitations

Results obtained would be reliant on individual views. A convenience sample has been taken, so responses cannot be assumed to be indicative of consumers as a whole. Many persons may not have ready access to, or be familiar with using, the internet. The total number of replies obtained and the time available to complete the project are further limitations. Preferences of consumers would vary widely, for example, according to geography, disposable income, age, nature and size of event required and so on.

4 Research design

4.1 Statement of the problem

Consumers' preferences and expectations with respect to various services provided by event managers, and the various parameters on the basis of which they may choose to avail the services of event management firms.

Aim: To find out consumers' various preferences and expectations with respect to services provided by event managers.

4.2 Objectives

- To find out the level of awareness and familiarity of consumers with the various services available from event managers.
- To know what types of functions consumers would wish to avail professional event management services for.
- To find out various parameters which play a role with consumers when deciding to hire an event management firm.
- To know various preferences of consumers in respect of services, decorations, and other arrangements.
- To know what budget consumers would be willing to spend to avail professional event management services.
- To determine to what extent social networks, online opinions, and word of mouth recommendations would affect consumers.
- To ascertain what consumers would expect from an event management firm in terms of standards of service.

4.3 Hypothesis

Various aspects such as preferences, standards of service, and budget available would be important in deciding whether to opt for the services of an event manager. Hence:

- Consumers' preferences and expectations would be a significant determining factor when deciding whether to use an event manager.
- Consumers' preferences and expectations would not be a significant determining factor when deciding whether to use an event manager.

5 Findings and observations

A set of 20 questions was formulated to elicit information about various aspects and preferences relating to events and event management. It included questions about the respondent's age, frequency of attending events, use of event management companies, types of services they may require for their event, amount they would expect to pay and other considerations. From this it was felt that the relative importance of quality, cost, originality, recommendations from others and use of social media could be established. Results from some salient questions are discussed and interpreted below.

The following is the questionnaire used for the study:

5.1 Question 1: Age

This question was designed to understand the age group of the respondents and identify the age category that shows the highest participation in the survey.

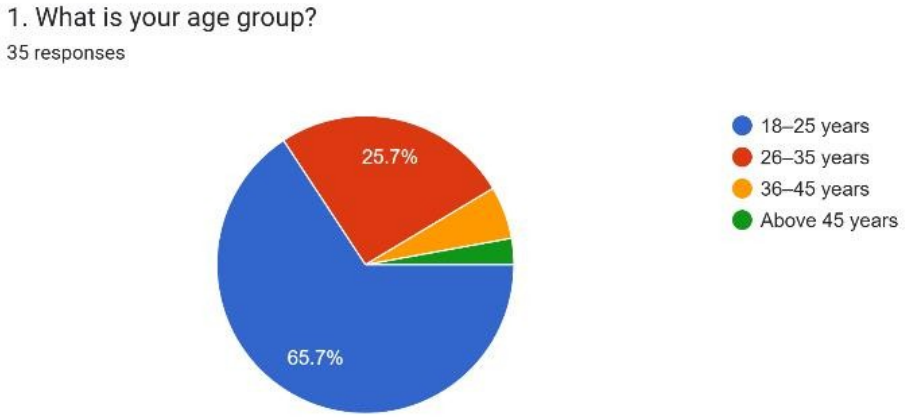


Figure 1. Age group of respondents.

The responses received were:

- 65.7% of the respondents belonged to the 18–25 years age group.
- 25.7% belonged to the 26–35 years age group.
- 5.7% belonged to the 36–45 years age group.
- 2.9% were above 45 years of age.

5.2 Question 2: Gender

This question was designed to understand the gender distribution of the respondents and ensure that opinions from different genders were included in the study.

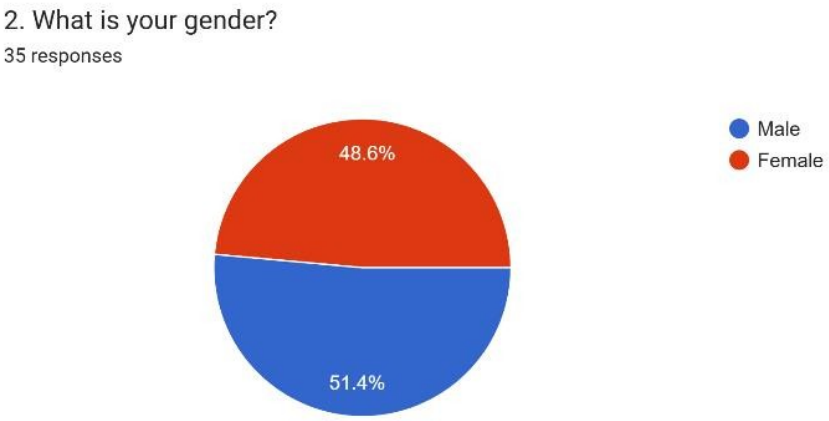


Figure 2. Gender of respondents.

The responses received were:

- 51.4% of the respondents were Male.
- 48.6% of the respondents were Female.

5.3 Question 3: Where do you currently reside?

This question was designed to understand the geographical background of the respondents and identify the areas from which they participated in the survey.

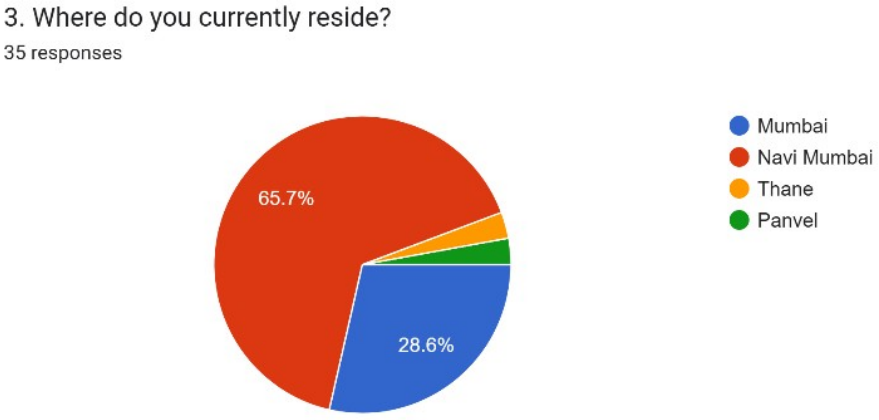


Figure 3. Place of residence of respondents.

The responses received were:

- 65.7% of the respondents were from Navi Mumbai.
- 28.6% were from Mumbai.
- 2.9% were from Panvel.
- 2.9% were from Thane.

5.4 Question 4: Which types of events do you usually attend?

This question was designed to understand the types of events that respondents usually attend and identify the most commonly attended events.

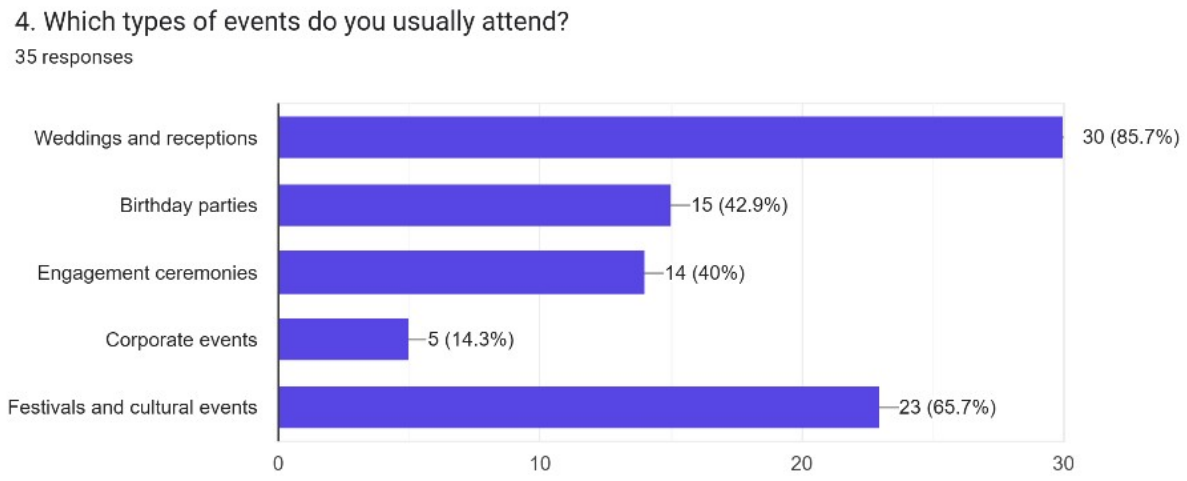


Figure 4. Types of events usually attended.

The responses received were:

- 85.7% of the respondents attended Weddings and Receptions.
- 65.7% attended Festivals and Cultural Events.
- 42.9% attended Birthday Parties.
- 40% attended Engagement Ceremonies.
- 14.3% attended Corporate Events.

5.5 Question 5: Have you ever organised or helped organise an event?

This question was designed to understand whether respondents had previous experience in organising or helping organise events.

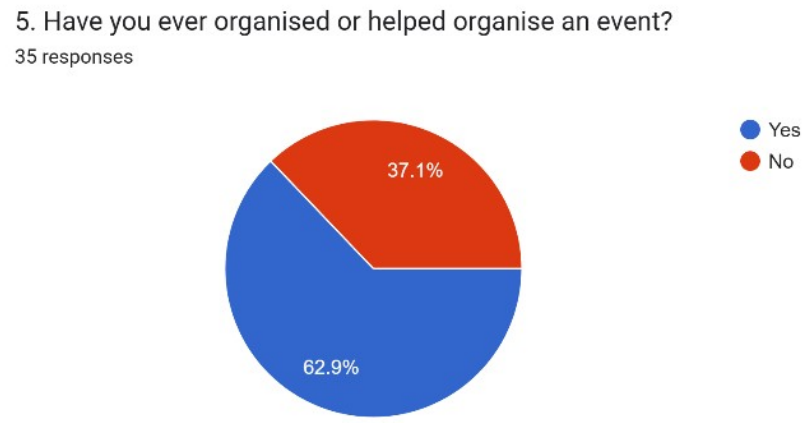


Figure 5. Experience of organising an event.

The responses received were:

- 62.9% of the respondents had organised or helped organise an event.
- 37.1% had never organised or helped organise an event.

5.6 Question 6: Have you ever hired a professional event management company?

This question was designed to identify whether respondents had previously hired a professional event management company and understand their experience with such services.



Figure 6. Previous hiring of a professional event management company.

The responses received were:

- 54.3% of the respondents had hired a professional event management company.
- 45.7% had never hired a professional event management company.

5.7 Question 7: Which type of event would you most likely hire an event management company for?

This question was designed to understand the types of events for which respondents would most likely prefer professional event management services.



Figure 7. Events for which an event management company would most likely be hired.

The responses received were:

- 57.1% of the respondents would hire an event management company for Weddings or Receptions.
- 17.1% preferred hiring services for Other Family Functions.
- 8.6% preferred Corporate Events.
- 8.6% preferred Engagement Ceremonies.
- 8.6% preferred organising events themselves.

5.8 Question 8: Which factor is most important to you when selecting an event management company?

This question was designed to identify the major factors that influence respondents when choosing an event management company.

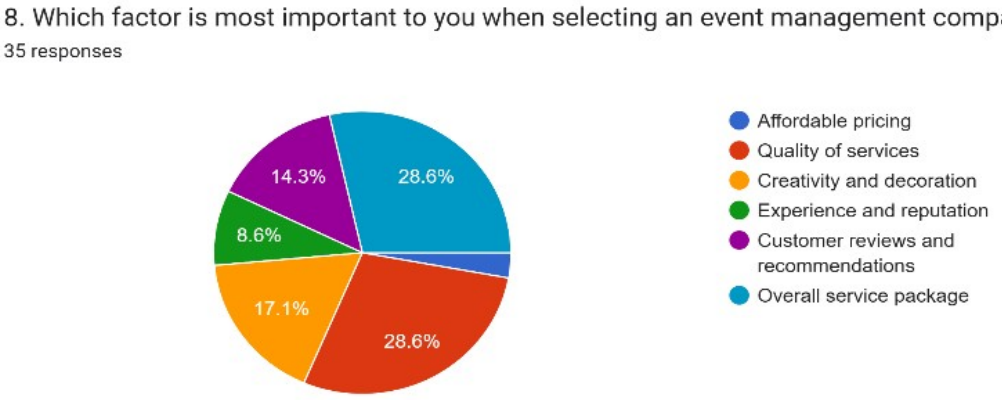


Figure 8. Most important factor when selecting an event management company.

The responses received were:

- 28.6% considered Overall Service Package as the most important factor.
- 28.6% considered Quality of Services as the most important factor.

- 17.1% preferred Creativity and Decoration.
- 14.3% considered Customer Reviews and Recommendations important.
- 8.6% considered Experience and Reputation important.
- 2.9% preferred Affordable Pricing.

5.9 Question 9: Which event service do you consider most important?

This question was designed to understand which event management service respondents consider most important while planning an event.

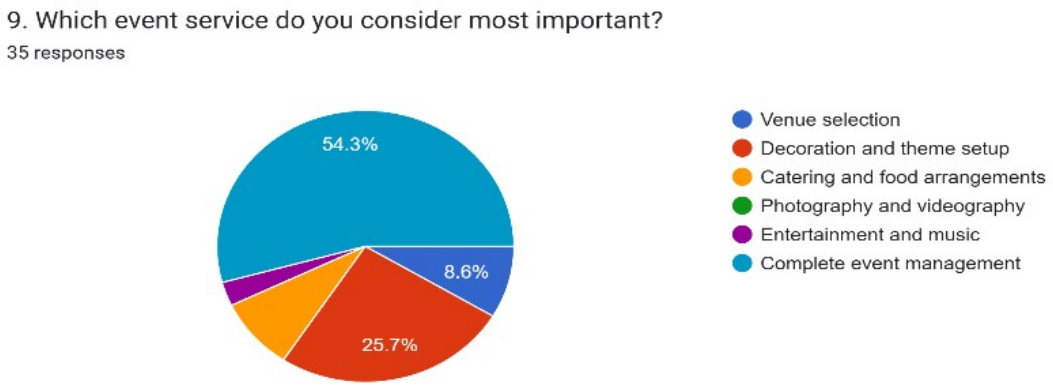


Figure 9. Most important event service.

The responses received were:

- 54.3% considered Complete Event Management as the most important service.
- 25.7% preferred Decoration and Theme Setup.
- 8.6% considered Venue Selection important.
- 8.6% preferred Catering and Food Arrangements.
- 2.9% considered Entertainment and Music important.

5.10 Question 10: Would you prefer hiring a professional event planner or managing the event yourself?

This question was designed to understand whether respondents prefer professional event planners, personal event management, or a combination of both.



Figure 10. Preference for a professional planner or self-management.

The responses received were:

- 45.7% preferred a Combination of Both.
- 28.6% said their preference depended on the Type and Size of the Event.
- 20% preferred Hiring a Professional Event Planner.
- 5.7% preferred Managing the Event Themselves.

5.11 Question 11: What type of event decoration do you prefer?

This question was designed to understand respondents' decoration preferences and identify the styles they find most attractive for different events.

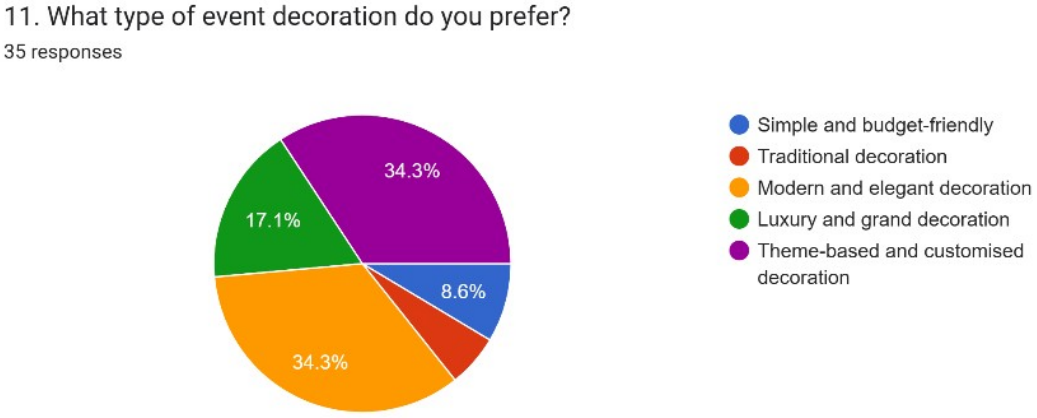


Figure 11. Preferred type of event decoration.

The responses received were:

- 34.3% preferred Modern and Elegant Decoration.
- 34.3% preferred Theme-Based and Customised Decoration.
- 17.1% preferred Luxury and Grand Decoration.
- 8.6% preferred Simple and Budget-Friendly Decoration.

- 5.7% preferred Traditional Decoration.

5.12 Question 12: What is your approximate preferred budget for event management services, excluding major venue and catering expenses?

This question was designed to understand the approximate budget respondents are willing to spend on event management services, excluding major venue and catering expenses.

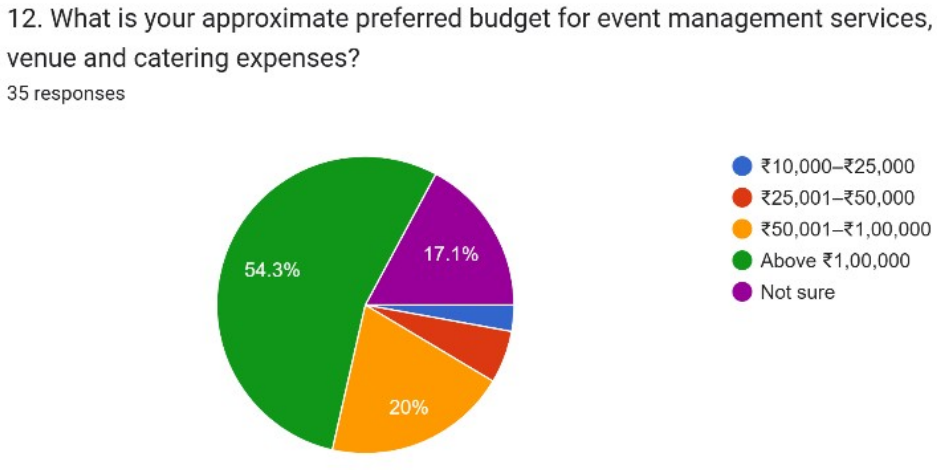


Figure 12. Preferred budget for event management services, excluding venue and catering.

The responses received were:

- 54.3% preferred a budget above ₹1,00,000.
- 20% preferred ₹50,001–₹1,00,000.
- 17.1% were Not Sure about their preferred budget.
- 5.7% preferred ₹25,001–₹50,000.
- 2.9% preferred ₹10,000–₹25,000.

5.13 Question 13: What would make you willing to pay more for event management services?

This question was designed to identify the additional services and qualities that could encourage respondents to spend more on professional event management services.

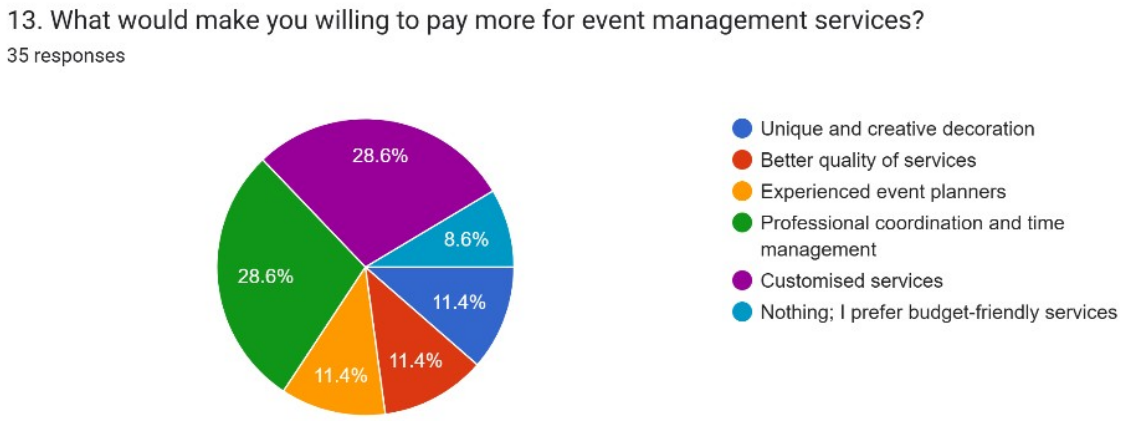


Figure 13. Factors that would make respondents willing to pay more.

The responses received were:

- 28.6% were willing to pay more for Professional Coordination and Time Management.
- 28.6% were willing to pay more for Customised Services.
- 11.4% preferred Better Quality of Services.
- 11.4% preferred Unique and Creative Decoration.
- 11.4% valued Experienced Event Planners.
- 8.6% preferred Budget-Friendly Services and were not willing to pay more.

5.14 Question 14: Does social media influence your choice of event decoration or event management services?

This question was designed to understand the role of social media in influencing respondents' choices regarding event decoration and event management services.

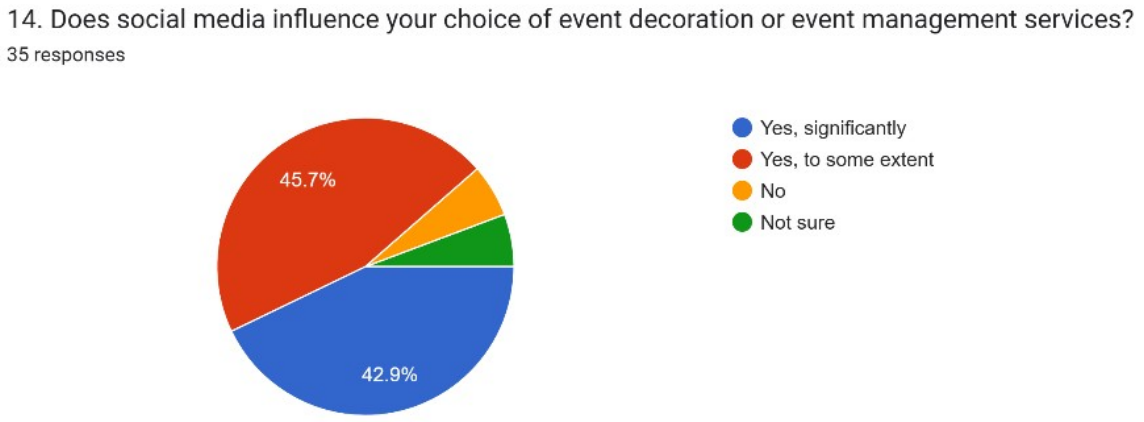


Figure 14. Influence of social media on the choice of event services.

The responses received were:

- 45.7% said social media influenced their choices to some extent.

- 42.9% said social media influenced their choices significantly.
- 5.7% said social media did not influence their choices.
- 5.7% were Not Sure about its influence.

5.15 Question 15: Which platform would you use to search for event management services?

This question was designed to identify the platforms respondents would use to search for professional event management services.

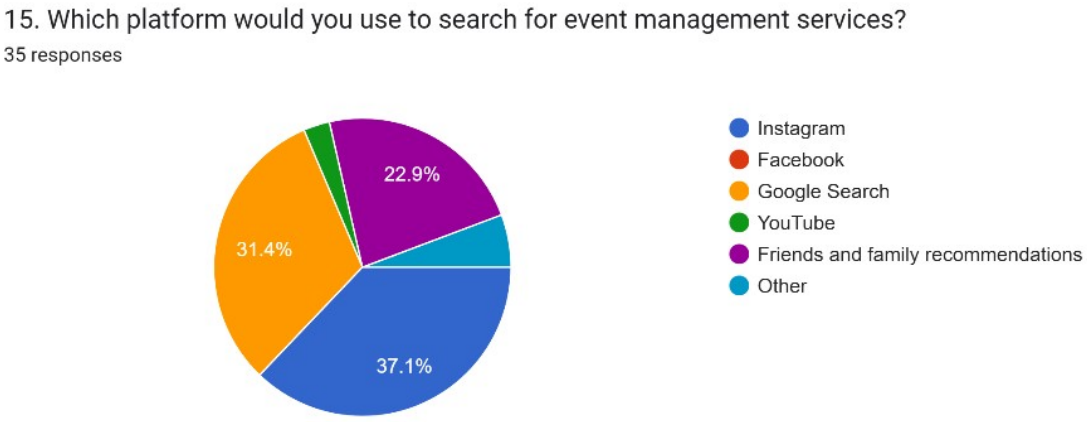


Figure 15. Platforms used to search for event management services.

The responses received were:

- 37.1% preferred Instagram for searching event management services.
- 31.4% preferred Google Search.
- 22.9% preferred Friends and Family Recommendations.
- 5.7% selected Other Platforms.
- 2.9% preferred YouTube.

5.16 Question 16: How important are customer reviews and recommendations when choosing an event management company?

This question was designed to understand how important customer reviews and recommendations are when respondents select an event management company.



Figure 16. Importance of customer reviews and recommendations.

The responses received were:

- 71.4% considered Customer Reviews and Recommendations Very Important.
- 17.1% considered them Important.
- 8.6% had a Neutral opinion.
- 2.9% considered them Slightly Important.

5.17 Question 17: Would you recommend a professional event management company to your friends or family if you were satisfied with its services?

This question was designed to understand whether respondents would recommend a professional event management company to their friends or family if they were satisfied with its services.

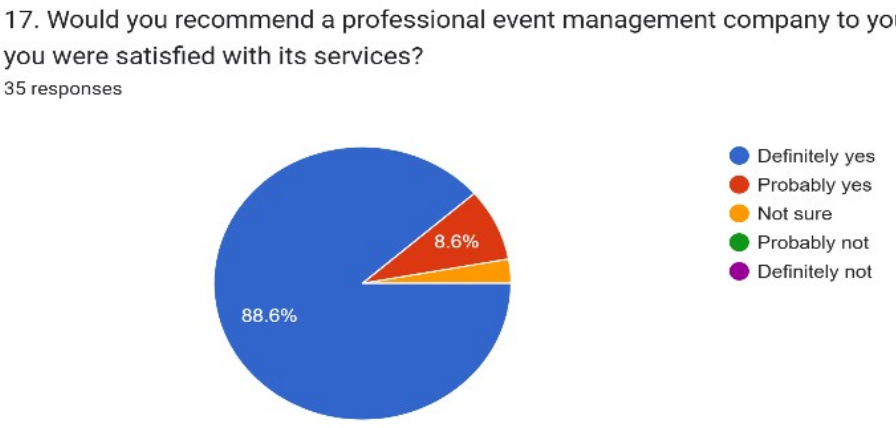


Figure 17. Willingness to recommend a satisfactory event management company.

The responses received were:

- 88.6% of the respondents said Definitely Yes.
- 8.6% said Probably Yes.

- 2.9% were Not Sure.

6 Conclusion and discussion

Summary: The survey results revealed that consumers have varied preferences and expectations towards professional event management services. The findings show that consumers give importance to complete event management, quality of services, creative decoration and professional coordination. Weddings and receptions were identified as the most preferred occasions for hiring event management companies. The survey also highlighted the growing influence of social media, especially Instagram, in helping consumers discover event management services. Furthermore, customer reviews and recommendations were found to play an important role in building trust and influencing consumer decisions.

Conclusion: Based on the findings from Question 8 regarding important selection factors, Question 9 regarding preferred event management services, Question 11 regarding decoration preferences, and Question 14 regarding social media influence, it can be concluded that consumer preferences and expectations play an important role in selecting professional event management services. The findings indicate that consumers look for quality, creativity, customised arrangements and proper coordination when choosing an event management company. Hence, the hypothesis 'Consumers' preferences and expectations would be a significant determining factor when deciding whether to use an event manager' is accepted. Accordingly, the hypothesis 'Consumers' preferences and expectations would not be a significant determining factor when deciding whether to use an event manager' is rejected.

6.1 Discussion

The survey revealed that weddings and receptions were the most preferred events for which respondents would consider hiring professional event management services. This indicates a higher demand for professional planning for important family occasions.

It was observed that consumers give importance to complete event management and overall service quality rather than depending on only one individual service. This shows that consumers prefer event management companies that can handle multiple arrangements together.

The findings indicated that modern, elegant and theme-based customised decorations were the most preferred styles. This suggests that consumers are interested in creative and personalised event experiences.

The survey showed that professional coordination and time management are important factors that encourage consumers to spend more on event management services. This highlights the value of convenience and proper organisation during events.

It was found that social media has a considerable influence on consumer preferences. Instagram emerged as the most preferred platform for searching for event management services, showing the importance of digital promotion and attractive event content.

The findings revealed that customer reviews and recommendations play an important role in the selection of event management companies. This indicates that consumers prefer service providers with positive feedback and a good reputation.

The survey showed that a large majority of respondents would recommend an event management company if they were satisfied with its services. This highlights the importance of customer satisfaction, service quality and positive word-of-mouth publicity.

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