



JOURNAL ON COMMUNICATIONS

ISSN:1000-436X

REGISTERED

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www.jocs.review

HIRING OF EVENT ORGANISING SERVICES (A STUDY WITH REFERENCE TO COIMBATORE CITY)

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Abstract

Indian culture offers huge opportunities to event organisers of organising events for various occasion right from baby shower, various seasonal celebration to conduct of big fat weddings. Satisfied customer experiences pays way and provide enormous of opportunities to the growth of event management services. This article aim to assess for what purpose, from where and what cost do clients hire event management services in tier II city like Coimbatore. A small sample of 60 service takers living in Coimbatore city were surveyed to understand the purpose for hiring event management services. The study findings stated that Coimbatoreans prefer to avail event organisers' services for conduct of luxurious and grand wedding, celebration of birthdays and personal parties. Across all segment of event services hirers it has been found that convenience, budget friendliness, opportunity to taste different cuisines, space for personal work and crowd management rated as more stated reasons or purpose of hiring event organisers services. The study concluded that there exists association between type of event organisers services availed by clients and nature of events service hired by them.

Key Words: Social Events, Event Management, Event Organiser, Service Hire

Introduction

In the past 20 years the business of event management have gained significant attention and Indian culture offers huge opportunities to event organisers for organising events to various occasions right from baby shower, various seasonal celebration to conduct of big fat weddings (Gajjar and Pamar, 2020). Event management business in India has grown from Rs.66.10 million in 2017-18 to Rs.100

million in 2020-21 (Sandhya, 2022).The scope for the growth of event management business in India is growing day-by-day. The scale of large social events like wedding, birthday parties, friend's get-together and family events are these days conducted with the support of event managers in big cities. Number of service marketing techniques are incorporated in organising and offering tailored event services (Rane, 2015).With the change in the demographic structure of the nation, both educated men and women have started working and the traditional family systems have vanished living space for nuclear families. As the result people find difficulties in organising events as they lack knowledge or experiences in organising events, hardly few members are there in the family to manage or overlook or organise the event related works, above all time is the prime concern for many (Arora, 2017). Satisfied customer experiences pays way and provide enormous of opportunities to the growth of event management services.

Purpose of the Paper

Right from planning of the events, organising various things related to the event like invitation design, deciding or suggestion given for event destination, arranging the banquets, layout of the stages, decorating the event hall and backdrop design, focusing on entertainment, organising return gift, arranging accommodation and conveyances for guest etc., are services rendered by the event managers (The Future of the Indian Event Management, 2021). This article aim to assess for what purpose, from where and what cost do clients hire event management services in tier II city like Coimbatore.

Aim of the Paper

- To study the demographic status of event hirers in Coimbatore city.
- To assess the purposes stated by the clients for hiring event management services and to identify the source of hiring the event management organizations.

Review of Literature

Literature knowledge gathered by the researcher is shared in this section. Event management is a form of project management that involves the creation, development and execution of processes for the promotion of different types of occasions (Arora, 2017). Event management process helps the organisation to identify its strength and

opportunities for improvement (Wahab et al., 2014). Well planned work co-ordination, quality of work and vibrancy are the major reasons for development of event management practices (Bowdin, 2012). Event management practices benefits business services, contribute society transformation and increase quality of life (Ahmad et al., 2013). Event management practices are new to Chennai the metro city in specific and to the Tamil Nadu. Their exists wide gap between clients' expectation and nature of service offered to them (Parveen and Muawin,2019).So far service takers in Tamil Nadu have appreciated the programme structure, smart planning of events, punctuality in event conduct and quick staff assistance(Rajeswaran, 2019).There is high scope for the promotion of business opportunities for event managers in metro cities in India. At the same time, though people are attracted by the social websites and media promotions of grand events. Yet the majority of the people avoid hiring even management services as they feel it as too expensive (costly) (Arora, 2011). From literature exploration it is understood that only creamy layer of people in the society avail event management services. There is severe dearth in literature or theories in this concept. Henceforth conduct of more studies in this area will benefit not only the research scholars, but is will be use to the community and the event organisers too.

Methodology

This study is purely descriptive in nature. Conceptual understanding were gathered with the support of literature assessment. A small sample of 60 service takers living in Coimbatore city were surveyed to understand the purpose for hiring event management services.

Results and Discussion

Life style changes always tend to change the culture of how people behave in a society and their easy acceptance to modern day innovative services. In this context this micro level survey attempted to explore study and understand the culture of availing event management services in near to metro city.

TABLE: 1
DEMOGRAPHIC PROFILE OF THE CUSTOMERS

Sl. No	Demographic Profile	No of Respondents	Percentage
Gender			
1.	Male	33	55.00

2.	Female	27	45.00
	Total	60	100
Marital Status			
1.	Married	42	70.00
2.	Single	18	30.00
	Total	60	100
Occupational Status			
1.	Self Employes/Business	18	30.00
2.	Government Employee	6	10.00
3.	Private Employee	12	20.00
4.	Home Maker	12	20.00
5.	Others	12	20.00
	Total	60	100
Family Type			
1.	Joint Family	54	90.00
2.	Nuclear Family	6	10.00
	Total	60	100

Source: Primary Data

A small survey conducted among 60 service beneficiaries, it was found that samples are equally distributed (55 per cent) as men and women (45 per cent). The data analysis declared that 70 per cent of the customers are married and 30 per cent of them are unmarried. Thirty per cent of the customers are self employes/business, 20 per cent are private employee, home maker, others and remaining 10 per cent are Government employee. Approximately 90 per cent of the service taker live in joint family and 10 per cent of them are nuclear family respectively.

H₁: There exists association between type of even organisers' services availed by clients and nature of events service hired by them.

TABLE: 2
ASSOCIATION BETWEEN TYPE OF EVEN
ORGANIZER SERVICES AND NATURE OF EVENTS SERVICES

Service	Local Event Organisers	Reputed (Branded) Event Organisers in the Region	Total
Wedding Event	18(30.00)	6(10.00)	24(40.00)
Birthday Parties	12(20.00)	0(0.00)	12(20.00)
Friends and Relatives Get Together	6(10.00)	0(0.00)	6(10.00)
Family Rituals (Naming Ceremony, Baby Shower, House Warming, Puberty Celebration etc..)	6(10.00)	0(0.00)	6(10.00)
Others	12(20.00)	0(0.00)	12(20.00)
Total	54(90.00)	6(10.00)	60(100)

Chi Square Value	8.142
Contingency Co-Efficient	.378
DF	4
Table Value	9.488

Level of Significance: 5 per cent

Social events are organized for different purposes. Sample had availed even managers/organisers services for: conduct of wedding event (40 per cent), birthday parties, others (20 per cent) and for friends and relatives get together or for conduct of family rituals (10 per cent) like (Naming Ceremony, Baby Shower, House Warming, Puberty Celebration etc.). Mushroom growth of services providers for social events offer multiple services like catering, stage decoration or clubbing altogether. Local/regional services providers are preferred by majority of clients i.e., 90 per cent and only 10 per cent of sample had hired reputed event service providers, cost of the services and large scale extravagance event organisers determines their service in take. The calculated chi-square value 8.142 is lesser than the table value 9.488 and hence hypothesis stands accepted it has been found that there exists association between type of even organisers services availed by clients and nature of events service hired by them.

TABLE: 3(A)
ASSOCIATION BETWEEN FUNCTION AVAIL EVENT ORGANISER'S SERVICE AND PURPOSE HIRING EVENT ORGANISER'S SERVICES

Variables	Wedding Event			Birthday Parties			Friends and Relatives Get Together		
	Sum	Mean	Rank	Sum	Mean	Rank	Sum	Mean	Rank
Convenience (As they Manage All Activities)	210	8.75	3	108	9.00	3	60	10.00	2
Budget Friendly	216	9.00	1	120	10.00	1	36	6.00	6
Time for Personal /Official Works	168	7.00	5	90	7.50	4	42	7.00	5
Personalised Service Design	216	9.00	1	90	7.50	4	64	10.66	1
Able to Conduct Celebrate Family Event without Stress	168	7.00	5	78	6.50	6	24	4.00	8
Aspiration of Designation Event Conduct is Fulfillment	150	6.25	7	54	4.50	8	48	8.00	4
Give a Feel of Luxury	126	5.25	8	66	5.50	7	18	3.00	9
Change to Taste Multi Cuisines	186	7.75	4	114	9.50	2	54	9.00	3
Time Management & Scheduling of Activities	96	4.00	9	30	2.50	9	36	6.00	6

Crowd Management	84	3.50	10	18	1.50	11	12	2.00	10
Others (Reception, Lighting, DJ, Games, Entertainments, Guest Pickup & Drops etc.,)	24	1.00	11	24	2.00	10	6	1.00	11

Source: Primary Data

TABLE: 3(B)
ASSOCIATION BETWEEN FUNCTION AVAIL EVENT ORGANISER'S SERVICE AND PURPOSE HIRING EVENT ORGANISER'S SERVICES

Variables	Family Rituals			Others		
	Sum	Mean	Rank	Sum	Mean	Rank
Convenience (As they Manage All Activities)	64	10.66	1	102	8.50	2
Budget Friendly	54	9.00	3	72	6.00	6
Time for Personal /Official Works	42	7.00	5	96	8.00	3
Personalised Service Design	36	6.00	6	96	8.00	3
Able to Conduct Celebrate Family Event without Stress	48	8.00	4	66	5.50	7
Aspiration of Designation Event Conduct is Fulfillment	24	4.00	8	30	2.50	10
Give a Feel of Luxury	30	5.00	7	54	4.50	9
Change to Taste Multi Cuisines	60	10.00	2	96	8.00	3
Time Management & Scheduling of Activities	18	3.00	9	66	5.50	7
Crowd Management	6	1.00	11	120	10.00	1
Others (Reception, Lighting, DJ, Games, Entertainments, Guest Pickup & Drops etc.,)	12	2.00	10	12	1.00	11

Source: Primary Data

On an average the reasons stated by the samples for hiring event organizes services are score and ranked as: convenience (as they manage all activities) (97.27 per cent), fulfilment aspiration of designation event conduct (72.73 per cent), able to conduct celebrate family event without stress (71.82 per cent), time for personal /official works (64.55 per cent) and budget friendly (62.73 per cent). Change to taste multi cuisines (50 per cent), crowd management (41.82 per cent), give a feel of luxury (38.18 per cent), personalised service design (33.64 per cent), time management & scheduling of activities (32.73 per cent) and others reasons (reception, lighting, DJ, games, entertainments, guest pickup & drops etc.,) (26.36 per cent).

Findings and Conclusion

Coimbatoreans prefer to avail event organisers' services for conduct of luxurious and grand wedding, celebration of birthdays and personal parties. Across all segment of event services hirers it has been found that convenience, budget friendliness opportunity to taste different cuisines, space for personal work and crowd management are rated as more stated reasons or purpose of hiring event organisers services. The study concluded that there exists association between type of even organisers services availed by clients and nature of events service hired by them. Event organising practices in Coimbatore is found to be very new and services of the local service providers are limited to few aspects like catering, decoration, provision of entertainment features. Beside these services there are number of innovative services local event organisers can provide to the event service hirers. There is lot of scope for inclusion of services like provision of conveniences, pre and post wedding photo/video shuts, provision of attractive destination features (like whispering stones, villas, resorts etc., the upcoming real estate development) and provision of various personalised service depending on the social class, religion and other factors.

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