



A STUDY ON THE WORKINGS OF EVENT MARKETING COMPANIES IN CUDDALORE DISTRICT

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Abstract

A study which explained the event marketing companies allows the audience is actively targeted, a company to break through the advertising clutter and target an audience by enhancing or creating an image through an association to a particular event. An event is a live multimedia package with a preconceived concept, customized or Modified to achieve the client's objective of reaching out and suitable influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two – way interaction.

Keywords: event marketing, marriage event, customer service, etc.,

Introduction

An event is a live multimedia package with a preconceived concept, customized or Modified to achieve the client's objective of reaching out and suitable influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two – way interaction

An event is a package so organized has to provide, reach and live interaction between the target audience and the client to achieve the desired impact.

Event marketing involves canvassing for client and arranging feedback for the creative concepts during and after the concept initiation so as to arrive at a customized package for the client keeping the brand value and target audience in mind marketing plays important role in pricing and negotiations as well as identifying opportunities to define and retain event properties by gathering marketing intelligence with regard to pricing timing etc.,

The few reasons for choosing events marketing

- To accelerate your product into new markets
- To judge your product against the competition.
- To launch new products / service.
- To make more sales calls in a shorter time cycle.
- To meet potential customers for new applications.
- To change or improve the perception of year product.
- To network with customers not normally called upon.
- To promote positive product trends.
- To present your products to buyers face to face.

Advantages offered by events

As is clear from the preceding section, use of events as a marketing communication tool not only take care of the problems associated with traditional media but also offer certain advantages because of which events are gaining importance over them. Some of the advantages are detailed below.

1. Events have the ability to bring together sharply defined participants since the capacity for a particular event is usually limited. A specific no of the target audience could be invited of enticed to buy tickets for a show especially created for a particular profile of target audience.
2. Since the audience is actively targeted, the option of control reach can be exercised and ideal audience for narrow – casting of information can be gathered this leads to lowering of the media networking budgets and focused communication with the specially invited invariably is an ideal audience.
3. An event carried out professionally and cleanly is in variably a memorable experience. The word of mouth publicity that this generates is an advantages that lingers on a long time after the event is actually been carried out this provides an advantage of higher brand recall to the client.



Size of Events

In terms of size, events may be categorized as follows:

- 1. Mega Events:** The largest events are called mega events, which are generally targeted at international markets. All such events have a specific yield in terms of increased tourism. Media coverage and economic impact.
Example : The Olympic Games, world cup soccer, super Bowl. Maha kumbh mela.
- 2. Regional Events:**
Regional events are designed to increase the appeal of a specific tourism destination or region.
Example : Delhi half marathon
- 3. Major Events:**
These events attract significant local interest and large number of participants as well as generating significant tourism revenue.
Example : Chinese NEW year celebrations
- 4. Minor Events:**
Most events fall into this category and it is here that most event managers gain their experience Annual events fall under this category. In addition to annual events, there are many one time events including historical, cultural, musical and dance performances meetings, parties, celebrations, conventions, award, ceremonies, exhibitions, sporting events and many other community and social event fit into this category.
Example : Annual trade fair organized in Delhi, Chandigarh Beach Festival

Types of Events

Sporting Events

Sporting events are held in all towns, cities, states and throughout the nation. They attract international sports Men & Women at the highest Levels.

Entertainment Arts and Culture

Entertainment events are well known for their ability to attract large audience. This includes, musical concerts, celebrity performances, movie releases and mahurats etc.

Commercial marketing and promotional event

Promotional events tend to have high budgets and high profiles. Most frequently they include product launches. Often for computer hardware and software, perfume. Alcohol or motor cars, the aim of promotional events is generally to differentiate the product from its competitors and to ensure that it is memorable. The audience for a promotional activity might be sales staff such as travel agents who would promote the tour of the clients or potential purchasers. The media is usually invited to these events so that both the impact and the risk are high success is vital.

Meeting & Exhibitions The Meeting & Convention industry is competitive. Many conventions attract thousands of people whereas some meetings include only a handful of high profile participants.

Festivals

Various forms of festivals are increasingly popular providing a particular region the opportunity to showcase its product. Wine and food festivals are the most common events falling under this category. Religious festivals fall into this category as well.

Family: Weddings, anniversaries, divorces and funerals. All provide opportunities for families. Together funerals are increasingly becoming big events with Nontraditional coffins. Speeches and even entertainment. It is important for the event manager to keep track of these changing social trends.

Fund Raising: Fairs, which are common in most communities, are frequently run by enthusiastic local committees. The effort in the organization required for these events are often underestimated. As their general aim is raising funds. It is important the rides and other such contracted activities contribute to this.

Miscellaneous: Some events defy categorization potatoes, walnuts wild flowers, roses, dogs, horses, teddy bears all provide the focus for an event organized in United States.

Enabling interactive mode of communication

Events generally provide an opportunity for buyers and sellers to intercut; they also provide a foundation for exchange and sharing of knowledge between professionals.

Example: bang! Linux 2000, Auto Expo



Unparalleled Footwear Company NIKE ensures that it sponsors those events which will give it a chance to create an emotional tie with the participants through on site brand usage and product presentation.

Important Event Marketing Enterprises In Cuddalore District

- V Decors and Event's
- Green point Event's
- Yazhini Event Management
- AUM Event and promotions India Pvt. Ltd.
- Namma Veetu kalyanam
- Maantraa Events
- Shalibhadra Brand solution.
- Events wala com solution
- Electra waves
- Ancher Rajat.

Objectives

- To know the profile of sample Event Marketing firms
- To know the Pattern of working of sample companies
- To assess the performance of the samples
- To assess the satisfaction of the sample customers.

Methodology Of The Study

Source of Data: Both primary and secondary data were collected for this study.

Primary Data

The objective of the study has been accomplished with help of primary data collected from 300 respondents. The pre-decided number of sample has been selected based on the convenience sample method. The selected samples are met in person and the required data have collected with the help of pre-tested questionnaire, which included the information like age, sex, occupation, income awareness about the advertisement medium, preference of the medium of advertisement, level of satisfaction, etc...

Secondary Data :Books on marketing management, journals magazines and websites, are the secondary source of information.

Tools and Techniques:The present research is based on primary data and secondary data to be collected by using well-constructed schedules. The collected data will be subjected to different statistical analysis such as factor analysis, regression analysis, chi-square test, ANOVA and descriptive statistics using SPSS and MINI TAB statistical software.

Limitations of the Study

- The study is Limited to the geographical area of cuddalore District
- The study is limited to five years from April 2011 – March 2016
- The survey includes all the limitations inherent in the questionnaire
- The conclusion derived from the study cannot be generalized, since the consumer trend would differ in different areas.

Review of literature

Assist. Prof. Khalil Pinjari, Khan Nur¹, (2016), conducted a study on “**Smart Event Management System**”. Now a day's, the events such as festivals, wedding etc. have become a core part of life which has resulted in event planning and Management Company to rise. With the customers and events increasing at larger rate, it is difficult to manage using traditional system using spreadsheets, traditional database and more. In order to overcome the drawbacks of traditional Event Managing System, a new Smart Event Management System has been introduced which uses the modern technology of .Net Framework for managing various tasks and planning for employees, customer, location, transport and more. With the help of this technology, the distance between customer and management team has reduced with the Smart Web.



S. Radikonyana², (2015), conducted a study on “ **A Strategic E-Marketing Framework For Sport Mega-Events**”. This article reports on a study that was conducted which aims to understand the optimal usage of e-marketing in sport mega-events with reference to the 2010 FIFA Soccer World Cup™ which was held in South Africa. A conceptual framework to optimally leverage e-marketing opportunities related to the hosting of sport mega-events was developed from the findings of this study. Building on an in-depth analysis of the contemporary literature on this very dynamic topic, as well as key lessons learned from an analysis of international case studies, primary research was conducted before and after the 2010 FIFA Soccer World Cup™, involving key stakeholders in the event and destination marketing sphere. Based on the preceding phases, the strategic framework that was conceptualised provides parameters and guidelines for the effective utilisation of e-marketing and e-marketing tools in future sport mega-events. Furthermore, 11 critical success factors (CSFs) were determined that should be considered when developing and implementing an e-marketing strategy for mega-events. In addition to adding value to the body of knowledge in this increasingly important sphere of tourism, recommendations regarding future research in this dynamic field of study are addressed.

Donald Getz³ (2012) conducted a study on “ **Hallmark Events: Definition, Goals And Planning Process**”. This paper defines and conceptualizes *hallmark events*, as there is neither clarity in the literature about what the term means nor the exact roles they should play within a community and tourism context. This generates a model for use by communities and other event-tourism developers. Our model is structured around three main outcome goals (attraction, image and branding, and the community) and three major process goals (sustainability, marketing, and organization and ownership). This paper is the first attempt to define and conceptualize a critical concept in both the event tourism and event management literature.

1. Assist. Prof. Khalil Pinjari, Khan Nur, *International Journal of Computer Science Trends and Technology (IJCST) – Volume 4 Issue 2, Mar - Apr 2016. Page 161.*
2. Paul S. Radikonyana, Ernie Heath, Felicité Fairer-Wessels, J.J. Prinsloo and Theuns G. Pelsler *The Journal of Applied Business Research – March/April 2015 Volume 31, Number 2. CC-BY 437.*
3. Donald Getz *International Journal of Event Management Research Volume 7, Number 1/2, 2012. Page 47.*

Analysis and Interpretation

Respondents have used this service of event marketing

Service of event marketing	Numbers of respondents	Percentage
Marriage	200	67
Reception	60	20
Festival	35	12
Any other	5	1
TOTAL	300	100

Source: Primary data

Table show that 67% of the respondents using the service of event in marriage, as the reception of respondent is 20% preferred, 12% of respondents used festival, 1% of the respondents used in any other service event. 67% of the respondents using the service of event in marriage.

People participate in the event functions

Participants in the event function	Numbers of respondents	Percentage
Less than 100 to 200	60	20
More than 200 to 400	50	17
More than 500 to 1000	120	40
More than 1000 and above	70	23
TOTAL	300	100

Source: Primary data

Table explain that 40% of the respondents to participate the events functions more than 500 to 1000 peoples, 23% of the respondents the participated more than 1000 and above people, 20 % of the respondents less than 100 to 200 people, 70 % of the respondents in the participated more than 200 to 400 people. 40% of the respondents to participate the events functions more than 500 to 1000 peoples.



Numbers of dates you have used the event services

Used dates services	Numbers of respondents	Percentage
One day	70	24
Two day	160	53
Three day	60	20
More than three days	10	3
TOTAL	300	100

Source: Primary data

Table indicates 53% of the respondents used the two days services of event functions, 24% of the respondents used one day of service in event functions, 20% of the respondents used in three days of event service, 3% of the respondents used in more than three days of event services. 53% of the respondents used the two days services of event functions.

Findings

- 67% of the respondents using the service of event in marriage.
- 40% of the respondents to participate the events functions more than 500 to 1000 peoples.
- 53% of the respondents used the two days services of event functions.

Suggestion

- Companies needs to focus on the 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 factor that hiring an event marketing company would help them save time, efforts and cost.

Conclusion

Event marketing companies allows a company to break through the advertising clutter and target an audience by enhancing or creating an image through an association to a particular event. Brand awareness reinforces the product or service and drives sales. Properly or event, also profit a financial partner, a supplemented adverting budget and added leverage. Event marketing also offers companies the flexibility to reach specific geographic and demographic audiences. It is a benefit that allows depth of exposes, as opposed to the breadth of exposure.

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