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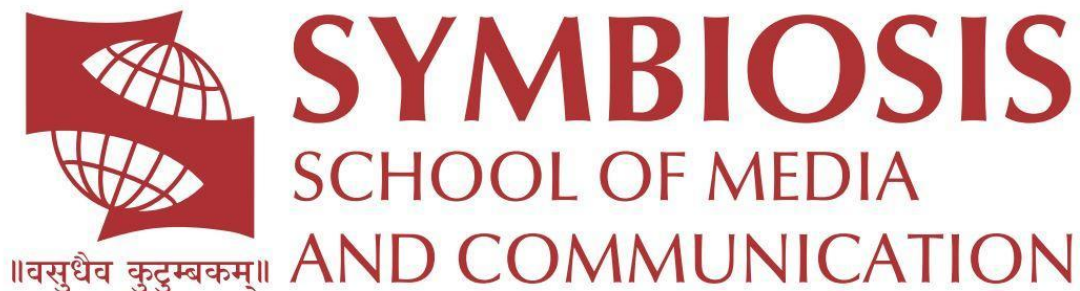
‘Will B2C Events Market Surge in Tier 2 & 3 Cities of India?’

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Symbiosis School of Media and Communication, Bengaluru

DECLARATION

I, **Rajdatta P. Bekanalkar**, student of MBA(CM), Symbiosis School of Media and Communication, Bengaluru, constituent of Symbiosis International (Deemed University), do hereby state that this dissertation titled **‘Will B2C Events Market Surge in Tier 2 & 3 Cities of India?’** is an independent work carried out by me in partial fulfillment of the above mentioned degree under the guidance of **Prof. Nikita G.**

Date and Place:

15th February, 2018
Bengaluru

Signature of student:

CERTIFICATE

This is to certify that **Mr. Rajdatta P. Beganalkar** is a bonafide student of MBA(CM), Symbiosis School of Media and Communication, Bengaluru, constituent of Symbiosis International University. This dissertation titled **‘Will B2C Events Market Surge in Tier 2 & 3 Cities of India?’** is carried out by him/her in partial fulfillment of the above mentioned degree under the guidance of **Prof. Nikita G.** While this is an independent work, to the best of my knowledge, the veracity of the content and attribution of sources is the sole responsibility of the

student. It is complete and ready for evaluation and is hence submitted to Symbiosis International University, Lavale.

Date and Place:

15th, February, 2018

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Signature & Name of Director

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School of Media & Communication, Bengaluru for providing me with this valuable opportunity.

Date and Place:

15th February, 2018

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Signature of student

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ABSTRACT

Events industry is ever growing with the passage of time, primarily classified into two types' viz. B2C & B2B, events are organized for varied purposes ranging from promotion of business, culture, sports, tourism, political, charity etc. The aim of this thesis is to study events industry as a whole, understand its market potency and the factors concerning the consumer behavior in tier 2 and 3 Indian cities. With events and experiential marketing industry in India standing at INR

6250 Cr of which the unorganized sector accounts for INR 2500 Cr, which is 41% of the market. A major chunk in the market share is predominantly acquired from tier 2 and 3 cities where the unorganized events industry is in play. Event professionals are eyeing a market shift of the industry from unorganized to organized in the coming period. The framework of the dissertation will comprise a prevue of the Indian events and activation industry, B2C events, changing trends in the industry, unorganized events market and factors concerning reluctance of customers in hiring event professionals or event management company in tier 2 & 3 Indian cities.

Chapter I

Introduction:

Events hold paramount significance in the social order. We cannot circumvent them since they touch all attributes of our existence, be it weddings, engagements, product launches, conferences,

or any social gatherings. Even in this digitally obsessed world one of the best ways to sell a product or service is to hold an event. People like events. Whether it's a party, free giveaway or just a novelty occasion, as long as it's impressive the event will live long in the memory.

Back to the times, when humans had not seen the democratic scenario and experienced freedom, events took place and have played a significant role in the entire course of the human race evolution. During the period of middle age, events and happenings used to take place on both small and bigger scale. From small events like family gatherings and weddings to bigger events like king's crowning ceremony, battle formations etc. were all held during this phase. It indicates that there had always been a demand for events. It is unquestionably true that they did not had all the technical equipment for their use as we possess, but humanity always had organizational and management skills. Coming to the very point of focus, how can we define an Event? There is a lack of distinct, all-embracing definition for events. A large portion of the definitions centers around the qualities of special events and reasons for them being organized. Nonetheless, these definitions are as yet insufficient to detail qualities to categorize and classify them as unique and others.

Many experts and academicians have tried to define the term events. "An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. An event is often composed of several different yet related functions" (Glenn Bowdin, 2006) "Events can be described as transient, and every event is a unique blending of its duration, setting, management and people" (Tassiopoulos, 2005). "Event: An occurrence at a given place and time; a special set of circumstances; a noteworthy occurrence" (Donald Getz, 2007). This is amongst the few of

many definitions that academic scholars, professors, and experts in this field have tried to give in their studies or books which have been publicized.

Events are produced to attain specific outcomes, including those connected to the economy, culture, society and environment. Prerequisite for an event can be as follows; an agenda along with a focused target group and effective planning is necessary to execute a successful event and achieve the desired results. The process of planning an event is referred as event planning in the industry it includes the design and enactment of themes, settings, consumables, services & programs that advocate, facilitate or restrain experiences for guests, visitors, spectators and other stakeholders. Every single event delivers an experience which is special and unique, resulting from the interactions of setting, program and the audience.

Events can be of diverse nature, focusing different target groups and having unlike agendas or expected outcomes. Based on the nature of the events, they are categorized into different sections. Although, events are generally classified into two types; B2C (business to consumer), where the message is directed to the end costumers, or it can be B2B (business to business) when the audience is a distributor or an intermediate, or any kind of business counterpart. Events in themselves can seem alike but are different in terms of Marketing. To be clearer, the main idea is that B2C is aimed to sell more products, while B2B comes to life in order to build or reinforce business relationship, therefore covering different objectives.

Events can be categorized based on its size, form and content. On the basis of these characteristics, events can be majorly divided into four types:

Social events include Wedding, Anniversaries, Birthday Parties, Social Gathering etc.

Corporate events include Seminars, Conferences, Conclaves, Training Programs, Award Functions etc.

Entertainment events include Musical concerts, Movie Promotions, Award Shows etc.

Educational Events which include Education Exhibitions, College Events, Excursion tour, Annual Sports etc.

Our focus herein this study is about B2C events specifically social events and the events market in tier 2 and 3 cities.

A purview of event management - Event management has opened a whole lot of opportunities for employment in the market. Future prospects for events industry looks promising, with many universities and colleges around the world increasing the number of event management courses available to students who are aspiring to become professional event planners or work in related industry fields and to those studying public relations, and communications who know the incredible value and competitive edge of being able to understand how to efficaciously execute and strategically use corporate events to the benefit of the companies they will be working for. So the question arises as to what does Event management means actually? The answer to that

would be - It is the application of project management to the creation and development of large-scale events such as festivals, conferences, ceremonies, weddings, formal parties, concerts, or conventions. It involves studying the brand, identifying its target audience, conceptualizing the event, and managing the technical aspects before actually launching the event. The process of planning and coordinating the event is generally referred to as event planning and which comprise budgeting, scheduling, site scouting, staffing, acquiring necessary authorizations, coordinating transportation and parking, event security, catering, coordinating with third-party vendors, arranging décor and all other sound and light equipment's and of course emergency plans in case of event fiasco . Occasions and events are a basic piece of our lives. Sometimes, there are occasions small or big like birthday festivities, engagements, weddings, business occasions, music concerts, awards, marathons are a couple of them. We can't ignore them.

Each event is different in its nature so the process of planning & execution of each event differs on the basis of the type of the event The events industry now includes events of all sizes from International sporting events such as Olympics, down to business breakfast meetings or tea/coffee networking. Many industries, organizations and interest groups hold events in order to market and brand themselves, build business relationships, raise money, or celebrate an achievement. Event management is looked upon as a sunrise industry in the service sector. The word 'Event' now needs to be redefined in view of the manifold growth of the various 'happenings' in the 'commercial' as well as in the non-commercial' world. Be it private happenings or public events; Live Entertainment shows, Corporate events, MICE (Meetings, Incentives, Conferences, Exhibitions) or life events (Birthdays, Weddings, Anniversaries, etc.) everything now is done on 'big scale'. 'Image' is the key word today.

We all have attended such events. The experts who buckle down and put in their endeavors to make these events successful and memorable are the Event Managers. A career in Event management has stand out to be one of the most profitable opportunity. There is an enormous growth in the number of companies and individuals organizing and hosting events in India. However, the supply of qualified event managers is inadequate compared to the growing demand. This offers to ascend to enormous extent of business and employment. Event management is a multi-million industry with events being organized almost daily. The size of this industry has grown at a startling rate in the past decade in the Indian economy. Experts from the industry firmly believe that this is just the beginning of a new era. As per the studies were done by driving Research organizations, the organized Event Industry in India is ready to grow by 20% every year and is evaluated to achieve INR 120000 crores. The working of Event Industry is getting very professional and organized with time. This industry caters to four broad categories: Leisure, Cultural, Personal and Organizational. With the rising family and corporate incomes, events are growing at a fast pace.

The world of events has grown, evolved and changed. Experts from this industry say that there are very few markets in the world that are as exciting and promising as India. But at the same time, the Indian landscape can be equally challenging and riddled with peculiarities. Price competitiveness is such one criterion that can have a serious impact on newer businesses. It is the burgeoning secondary markets in Tier II-III cities that will drive business growth in the coming years. In the last decade, the contours of 'urban India' have changed and blotted outside its well-known 'metro' cities. Businesses have opened their eyes to the fact that there is more to

India than Mumbai and Delhi! India is urbanizing swiftly and the evolving market paradigms indicate that there is a vast demand and supply gap in these new wave markets. While 23 of these cities represent 19% of the household income. Tier II- III cities are emerging as the most promising markets. Tier II cities such as Lucknow, Kanpur, Indore, Bhopal, Nagpur, populations have crossed 2 million, thus offering tremendous opportunities to grow in volumes. While in some other cities such as Vishakhapatnam, Chandigarh and Vadodara with per capita income of over .02mn is among the highest in the country. New businesses venturing into the Indian market have begun recognizing these new wave cities of India and are actively chalking appropriate strategies and communication tools to cater to them. The Government of India has introduced measures to create a favorable ecosystem by enabling collaboration between government, industry, and institutions, and addressing market concerns. These measures have activated the growth of incubators and accelerators in tier 2 and 3 cities, which offer cheap manpower, cheaper real estate, and more affordable amenities to budding companies with limited budgets. Tier 2 and 3 cities can be the new hubs for SME's like event management company by event professionals.

Identifying the apt opportunities in India can be challenging as well as rewarding at the same time. Wedding planning is such one segment of event management and planning that has garnered a lot of attention and is the new moneymaker in the town. India is a land steeped in culture and traditions, marriages in India are marked to be of significant importance in one's life. The wedding tradition in India is a manifestation of the rich cultural heritage and diversity of the country. With the boom of corporates jobs and fast-paced society, people are so busy, that they probably do not have time to take up the stress of planning their own affairs and look to the

details of it. That is where the role of a Wedding planner comes in. Wedding Planners are the one who assists couples in planning their wedding as per their requirements. A career as a wedding consultant or planner involves working with brides and grooms and their respective families to chalk out the entire wedding details and be available to the client throughout the wedding planning process. A wedding planner works on the design, planning, management, and execution of a client's wedding. The services of a wedding planner can include budgeting, booking venues, hiring expertise or staffing labor required and service providers including caterers, photographers, videographers, beautician, florist's, musicians etc. Wedding planners should be good at multitasking. The USP for a wedding planner to get up-and-coming is to deliver the best service for the clients at reasonable rates and to offer what competition does not offer!

Edward Cornish, editor of the *Futurist* magazine, believes that “on a day-to-day basis, the world changes so slowly that the best way to predict tomorrow is to say that it will be like today.” Although today's events may be used as a barograph to track developments and forecast trends, the professional event marketer/planner must also keep his or her eye attentive on the future needs,

wants, and desires of event guests. By anticipating future needs, the event marketer/planner can influence demand and fill those needs with the events that are needed to human productivity and well-being of the society. Thus being an event marketer/planner keeping an eye on the vast strata of tier 2&3 market is indispensable and must, as the numbers lie there! As Natural Salons and Spa, Cofounder C K Kumaravel rightly said in one of his lecture at Symbiosis College “People say, India is not ready- this particular city is not ready, but the fact is India is ready; Rural,

Semi-urban, tier 2&3 cities are ready, the service providers are the ones who are not ready!” India is also changing by the same token of world metamorphism as commented by Edward Cornish. Tier 2 & 3 cities are evolving, although at a slower pace, but possess great market potential. However, the event marketers are ignorant of the fact. Though certain companies like Only Much Louder (OML), Percept D Mark are infiltrating other cities apart from metro for their events. This was the refrain at NH7 Weekender as well, the festival organized by OML, which is growing in stature significantly with every single edition. What started in 2010 as a music fest in Pune rapidly grew into a multi-city event, with five cities hosting this event in 2017 to its mix of music, comedy, food and more. As more Indians tune in to international music and stand-up comedy, live events are turning cash cow for event planners. Vijay Nair, CEO and co-founder of OML says “Quite a few tier 1 cities like Mumbai and Bengaluru are getting saturated with events and we are starting to see interest and response from other cities,” Further on the disposable income of middle class family in tier 2 and tier 3 cities is on rise today, but its entertainment options have been limited to visiting malls or watching movies. People desire to attend events for entertainment that offer them a unique experience. From Jaipur, Indore to Guwahati and Bhubaneswar, there are enough takers for events tickets priced upwards of ₹1,000 for live shows or events.

In a country like India, understanding behavior of consumers can be baffling. Consumer behavior can be broadly classified as the decisions and actions that tend to influence the purchasing behavior of a consumer. When it comes to understanding consumer behavior while hiring an event professional, there are certain factors that play a key role in the Indian market scenario.

The study of consumer behavior comprehends the past as well as even anticipate what's to come. The below-underlined factors pertaining to the tendencies, attitude, and priorities of people must be given due importance to have a fairly good understanding of the purchasing patterns of consumers. Consumer behavior is affected by cultural, social, psychological and personal factors. In my personal opinion, when it comes to events or hiring an event professional, spending power, social class, group/peer influence, and personal preferences play a vital role. Although, individuals, corporate houses and the society of cosmopolitan metro cities have recognized the need for hiring event professionals, but the scenario in tier 2 & 3 cities in India appears unlike.

From my early childhood, events have never failed to amuse me. Watching shows on television like IIFA, Filmfare, Mirchi Music award show, Band Baaja Bride, The Big Fat Indian Wedding to growing up watching online sets of Tomorrowland, Ultra Miami, EDC valley and behind the scenes of this grand music fests to gradually attending live music concerts of artists like Martin Garixx, Lost Stories or events like Sunburn, everything is just so fascinating about 'events' as a whole. The stage setups, the ideas/concepts or themes for particular events, the execution, and the crews working tirelessly echoes an energy or vibe to me, that is captivating. The thoughtful planning and amount of hard work that goes behind an event is challenging as well as applaudable at the same time. The impetus to undertake this research was my inclination for events, the desire to gain more insights into the working of events industry and to embellish my professional knowledge in the long run.

Pursuing a degree in media and communication, majoring in public relations made me realize that 'Events' indeed is one of the strategic marketing and communication tools used by varied

companies when venturing into the Indian market. Events are playing an undeniably important role in the Marketing and Communications mix for all organizations. Today, Event Management has turned into an integral component of any Marketing plan. Extensive number of companies have already identified the benefits of Direct Marketing through events. Companies, organizations have started investing in experiential marketing heavily for branding and marketing their products. Whether a brand is big or small, holding live events is a brilliant way to raise a company's profile and connect with customers. From product launches to press conferences, companies create promotional events to help them communicate with prevalent and potential clients. With the proliferation of globalization and industrialization in tier 2 and 3 cities, as an imminent communication professional, I see an enormous potency in events sector. The market is experiencing a gradual shift of the unorganized events industry to an organized one, small events are bringing money to the table. However, still, the consumers in tier 2 and 3 cities are not very much looked into and depend on their friends or family for information. Focusing on these cities can enable brands to make life-long loyal customers, and influencers to establish brand advocacy who will in return bring new customers with word of mouth publicity. Targeting events in tier 2 & 3 cities can endow brands to be recognized by its logos, symbols, and colors. Also, brands tend to face lesser competition comparatively to those of metros, as not everyone has identified the true potential of targeting events in these cities. Markets in the metros have been exploited to a point, where identifying new opportunities have started to appear like a tedious task. With numerous players competing to be on top in various sectors, new businesses hoping to enter this space appear to experience considerable difficulties in surviving it over the long haul. On the other hand, due to lack of exposure in the events sector, tier 2 and 3 cities are

increasingly becoming noticed by emerging event management companies and few event professionals looking to venture into the business in a bid to create a successful business without worrying about the competition. These new markets are proving to be a boon for a few budding event management companies, enabling them to set themselves as prominent market leaders or pioneers when the time is just right. The researcher being an imminent communication professional, is able to see an enormous potency in the events sector of tier 2 and 3 cities, and is unable to form an opinion regarding, whether the industry or the people are reluctant towards the market in these cities, and whether any scope lies for growth in this sector.

The current state of the industry is reflecting growth for smaller exhibitions and organizers but for bigger exhibitions to advance, we need better arrangements. At present, in India, more than 800 exhibitions or shows are being organized and the number is ten times more in the unorganized sector. Exhibitor's revenue when they book stalls ranges from INR 900-1000 Cr. This is the size of the revenue of just a small segment of events industry i.e. exhibitions. Thus we can estimate the size and revenues generated by this whole industry, especially in that of unorganized sector. Following that, the primary objective of this thesis is to study the unorganized market of events, the steady shift of the events industry and understanding the factors concerning the reluctance of the individuals or society as a whole from tier 2 & 3 cities of India to hire event professionals. Thus the research question for the resulting dissertation study lies – **“Will B2C Events Market Surge in Tier 2 & 3 Cities of India?”**

The following thesis is divided into five different chapters. The first chapter is introduction which comprises a purview of the event and its types, event management, event planning, and the state of the events industry along with inclusion of problem statement and the research question. The second chapter includes review of literature which enlists review of the information pieces or write-ups that has helped in the better understanding of the subject of this study. The third chapter unveils the research methodology used for the study of this research. The fourth chapter is the main part and comprises data interpretation and analysis of the surveys, questionnaire, interview which helps to interpret a brief detailed study on the research topic as well as some graphs and statistics to establish certain arguments. The last chapter encompasses the conclusion part, which infers the final insights of the study and comes to an opinion on the research question of the dissertation along with the limitations encountered during the course of the dissertation.

Chapter II

Review of Literature:

Creating value from small events tapping the unorganized event industry in tier 2 & tier 3

(Medium - online publishing platform)

The write-up talks about the unorganized space of Indian market and the opportunities that lie within. What makes an event success? Creating an event experience that is memorable and unique. That's where this small event roundup comes in. With Indian market spread across 8,000 towns and over 6, 00,000 villages, the cities are classified as tier 1, 2, and 3 based on their population. Tier 2 & 3 cities have changed remarkably in the last few years. Small events are

mincing money. Event professionals see a huge potency in events industry in these cities. Religious events are a boon for the business sector. From Airlines to Hotels to Tour operators everyone's benefitting from this kind of events. Associated Chambers of Commerce and Industry of India (ASSOCHAM) claimed that the Maharashtra government generated over Rs. 10,000 crores (approx.) revenues in its coffers due to Kumbh Mela, scheduled after 12 years in Nashik. Whereas the Uttar Pradesh government has likely earned Rs 12,000 crore (approx.) revenue due to increase in tourism activities on account of Maha Kumbh Mela in Allahabad. Also, other events such as Pushkar Mela, Hornbill Festival, and various others hold more popularity and see a higher footfall as compared to music concerts or events that are organized in metro cities. Also then there are events such as college fests at the top notch institutes such as IIT Kanpur, IIT Kharagpur, IIM Ahmedabad that receive attention from the millennial generation across the country. Sporting events such as Kabaddi league, Pro-wrestling leagues, boxing leagues, are now being organized in tier 2 and tier 3 cities are garnering television viewers from across the nation. The experts from the industry are expressing their views about how the unorganized events market can be tapped in tier 2 and 3 Indian cities and value be created from it. Despite the tremendous marketing opportunities at such events, most of them are amazingly underutilized. The paramount reason for it is the unorganized nature of these events. Most brands are reluctant from targeting such events because of the dearth of information about the footfalls, demographics, significance, etc. Brands by not targeting these events are losing out on an underexplored promising business opportunity of making in-roads into tier 2 & 3 cities.

This write up is a brilliant work done by studying tier 2 & 3 cities and understanding the latent of small-scale events.

EY Making Experiences in India – EEMA Annual Report 2015

The report is published by Event and Entertainment Management association in 2015 and talks about the current state of the industry in India, event categories, future trends, technological advancements and tax reforms will alter the current scenario.

The organized events industry has grown swiftly. The market valuation of the industry has doubled approximately. Managed events remain the largest service offering, but IP's (Intellectual property) and digital events continue to grow at a faster rate. Events are described as leisure activities and work possibilities for people are immense in this industry. Events bring people together and make them have a good time. They enhance the quality of people's lives; they can provide significant economic benefits and can also provide revenue for special projects. Regardless of size, events require a high degree of planning, a range of skills and a lot of energy as with all services, this experiential “product” is produced and consumed simultaneously, is highly diverse and very difficult to control. According to Ashish Pherwani, media & entertainment advisory leader, EY India “Events & activation industry is expected to grow exponentially due to its ability to adapt and grow with innovative technology. With the focus on newer avenues such as sports leagues, rural expansion, digital activations, increased government marketing initiatives, we see industry surpassing overall growth rate of the M&E industry.”

Digital Integration has brought in a significant change in event marketing and reachability. One such trend that is on the rise is Experiential marketing with more and more companies opting for

it. The USP of such kind of events lies in engagement. One of the most prominent differences between experiential and event marketing is the manner by which each of these strategies connects with the gathering of people. Event marketing uses one-way communication where the brand is communicating directly to the consumer, but the consumer does not have the opportunity to respond, wherein in experiential marketing, the customers have the liberty to respond unlike the former. Another such emerging category of events is Intellectual properties. An Intellectual property is a kind of property that includes insubstantial creations of the human intellect and encompasses copyrights, patents, and trademarks for an event idea or format. Many event management companies own IP's and their worth is significant. IP's such as Sunburn of Percept or IIFA of Wizcraft have subjugated the respective category of events and are making a fortune out of it every year. Also, the thought process behind an event has altered. Forget the "Content is king" mantra for a moment. The scenario has changed now "The audience is king!" For the reason that they are investing their money and valuable time to attend your event. You have to deliver the kind of experience and value your customer will expect. Audience number are sitting pretty good today, but this also means the audience expects more than ever. Events must be tailored according to what the customer cares about. Considering these two things will make your event a success and create an everlasting experience "Who is going to attend and why?" and "How can you possibly exceed their expectations?" Furthermore, analyzing the audience's demographics and preferences is the key determinant for the holistic marketing of the event.

Event Management: The Way Forward – Martin Robertson

This e-journal by Martin Robertson, faculty at Bournemouth University is a good peek through in the events industry. Commenting on this piece Mayank Dixit, Account director of Fountainhead MKTG of the Dentsu Network said that the book is one of the best to give an overview of the events industry. In this e-journal, the author states that event management is a sunrise industry in the service sector and I could not agree more. Event management, the most profound form of advertising and marketing, is a glamorous and thrilling profession. It provides an opportunity for unleashing one's creative potential to a very high degree. It demands a lot of hard work and effort but at the same time offers enormous scope.

The e-book talks about Event management as a whole and the eclectic scope that it possesses. It is a process of organizing a professional and dedicated event, for a specific target audience. It involves conceptualizing, planning, budgeting, organizing and executing events such as fashion shows, musical concerts, corporate seminars or conferences, exhibitions, wedding celebrations, theme parties, product launching etc. It is a decent career option which does not require much investment and offers a lot of freedom and flexibility. If one has a passion for conducting events, having good organizing knack and appetite to work long hours, one can make a successful career in this field.

There are a numerous companies hosting and organizing events on a regular basis. These range from the small time private events to the large-scale international events. A good number of young people are inflowing in this field as they have realized the market potency and the demand and supply situation. The most profitable facet of this field, in fact, is the need for creativity, it is where the money lies. The management of events calls out for serious coordination. First thing

essential is to get the orders for the event. This process is generally referred as pitching for an event. Usually, whether it is for small time events like birthday parties and weddings, or for bigger ones assigned by companies like exhibitions and trade fairs, or international concerts like Tomorrowland, Ultra Music Fest, the event manager or the company is asked to produce a project report, with the finances involved. On the basis of this, the assignment or project is given to them.

Further on it gives a gestalt of media and entertainment, global events scenario, key competitors, challenges & opportunities in the events sector. Event management is the most profound form of advertising and marketing; it is a glamorous as well as exciting profession. It provides an opportunity for unbridling one's creative potential to a very high degree. It demands a lot of hard work and effort but offers colossal scope at the same time. The sky is the limit for one pursuing event management as his/her career.

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Event Industry Report 2017 – 3rd annual Pulse report

This is an annual report of Pulse which annually publishes reports of the happening changes in the events industry. This report talks about event's landscape in 2017, how the marketing of events has seen a significant change, and new age technologies are changing music, movies, and

events in an astounding way. From EDM concerts to animation technologies coming up and catching the attention ball, India is redefining experiences.

What is changing in today's scenario is the advancements in the technology. The Internet is the variable here. The latest advancements in tech and especially in social media has a profound impact on the way we make decisions and the factors in our decision-making process. Heading on further in the report, Sabbas Joseph, President, Event and Entertainment Management Association, and director of Wizcraft International Entertainment said "Event management has now transformed into experience creation with the amalgamation of technology, innovative ideas and creative content. The market size in India pales in front of the nearly \$12-billion live events economy in New York. Also, the Indian economy has undergone a lot of changes in the recent past and the events and activation industry has come out unscathed. This demonstrates the industry's strength and ability to get things done under any circumstances."

Most of the changes are certainly materializing, thanks to the innovation in the technology. The way of managing content will lead to impact the success of an event business. Media and Entertainment industry is faced with new opportunities and fresh risks. Awareness of where the target audience hangs out, knowing their social and tech preferences will turn most threats into competitive advantages. Some technology and platforms which were available exclusively to consumer products or FMCG industry are now becoming accessible for the events industry. Experts frequently talk about the shift that India will witness about event industry from unorganized to organized. The shift is happening here and now. As India develops, the opportunity will grow for every aspect of the Indian entertainment industry. The events industry has advanced over the years and has grown extensively both in size and stature. The

multiplication of TV channels and newspapers imply that advertisers have started to opt for experiential marketing (event management) instead. In expert's opinion, the live entertainment segment alone is about to grow at 20 percent in the coming few years. In this report, Jaideep Singh, Viacom18 Media's senior vice-president says "The Indian consumer is very aspirational. The rising disposable income and willingness to spend have made live events bigger in tier 2 and tier 3 cities. Sale of tickets has increased by 30-35 per cent in the last three years. While most of them are Bollywood-based, gradually many international events are also taking place there."

The report further states that despite a lot of news coverage and some terrible events in 2016, security is still surprisingly low on everyone's list of concerns, though it is increasingly on the radar for 'professional event organizers. In terms of marketing and technology, not much has changed over the last 12 months. Social media continues to grow in popularity, as do event apps; while VR/AR and big data, analytics are sidling towards wider adoption, and certainly much broader awareness amongst organizers. The marketing mix remains unchanged with email, free social media and referrals / WOM topping the list.

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Event Planning (Second Edition) – Judy Allen

This e-book by Judy Allen talks about how to successfully plan an event, how to keep your budget on target, event security, innovations in technology and how they can uplift or create an event fiasco etc. She is one of the world's driving experts on staging, events and lifestyle design and the best-selling writer of ten books for the professionals, business and buyer/consumer markets. Allen, an ace of creative design, has perfectly executed effective exceptional events for corporate, social, and celebrities for up to 2,000 visitors at a time in more than 30 countries around the globe. She has designed and produced memorable events, for example, Disney's worldwide theatrical opening-night gala for Beauty and the Beast, and the orchestration of Oscar-winning director Norman Jewison's 25th-anniversary celebration for Fiddler on the Roof. She mentions further that event planning is not simple as it looks, there are many things that go behind an event. Event Planning unravels behind the scenes action and takes you through every facet of organizing and executing a successful event. Planning stages from timing and logistics, budget preparation to operations on-site, the crews/staff in action, when everything is put down effectually, leads to a great event.

Changing Trends in Indian Consumer Behavior

This write-up talks about the changing trends in the behavior of Indian consumer. The thinking has changed a lot in the last decade. Starting with consumer behavior, what does it mean? **It is** the study of individuals, groups, or organizations and all the activities that are linked with the purchase, use and disposal of goods and services, as well as the consumer's emotional, mental and behavioral responses that precede or follow these activities. The study of consumer behavior

is concerned with all the facets of purchasing behavior, from the pre-purchase happenings to post-purchase consumption and evaluation. It is also concerned with all those involved, either directly or indirectly, in purchasing decisions and consumption activities plus brand influencers to opinion leaders. Research has led to the conclusion that consumer behavior is difficult to predict, even for the individuals possessing expertise in the respective field. Purchasing urban products/services is taking place in India at a great pace, influencing the consumer behavior in tier 2&3 cities. Also, factors like peer pressure or status quo are impelling individuals to do a certain thing. From bulk purchases from hyper stores to shopping online and hiring professionals for specific work, the Indian consumer is changing. The current urban middle and upper-class Indian consumer is seen to follow a trendy lifestyle, that reflects on the buying behavior of this consumer to a large extent which is due to enrooted western influence. There is a spike in the positive attitude of consumers towards western trends.

The Indian consumer has become much more open-minded and experimental in their perspective like never before. But said that, Indian consumer behavior is complex. A further challenge is of those consumer personalities which vary across cities and also between and within regions. From the market perspective, people of India include varied segments of consumers, based on class, status, and income. Shifting family structures, increasing incomes, evolving spending patterns are few of the factors that affect the market and are some important aspects of the dynamically changing behavior of Indian consumer. But certainly, there is a disparity in the spending habits of the population residing in the metros and tier 2,3 cities. Tier 2,3 cities and rural India holds the maximum market potential, but still is not exploited. The three-fourths population of India lives in rural areas, and comprise of one-third of the national income, so better not be avoided. Lastly,

producing value along with delivering joy to the customer is imperative. We live in the age of digital and thus need to keep up with new developments that are happening across the globe.

India's Growth Paradigm (How markets beyond metros have transformed)

This report by EY (Ernst & Young), which is amongst the top 4 business consulting firms in India talks about the world's fastest-growing economy; India. The economic landscape of India is evolving. Cities across the country have seen substantial changes in the course of the last 10-15 years on the back of the high financial development, infrastructure improvement and evolution of the services sectors. The six leading metros; New Delhi, Mumbai, Chennai, Kolkata, Hyderabad, and Bangalore witnessed the greater part of development in the first phase, the next phase will see the advent of sizeable jump in the economic happenings of tier 2 and 3 cities.

Marketers need to identify high potential hotspots and then accordingly improve strategies, resource allocation, and expansion plans. Business and market analysts believe that India is forging ahead as the world's fastest-growing major economy and urban and semi-urban clusters are those driving the growth. Tier II and III cities such as Lucknow, Jaipur, Chandigarh, Kochi, Patna are among the next business hubs in the country owing to increasing real estate rentals, saturation of the metro market as well as the high number of competitors in each and every sector. More consumers and more purchasing/buying power is rising past the metros, particularly in Tier II/III cities. India's eight traditional metros have long been the primary focus for India Inc., and these are the only cities that hold at least INR 800bn in household income today.

However, this is set to change with tier 2 cities like Jaipur and Surat doing economically good, and their boosting GDP is a sign of many more cities to join this group. Even the consumption of media has developed in these markets, and penetration of mediums like print, DTH and radio can even be higher than in metros. Progression in the country's market will be driven by those residing in tier 2 and 3 cities, as the aspirational class in non-metros acquires higher spending capacity, according to EY. With the country's economic and media landscape flattening, ample opportunities have arisen in this new set of cities. However, many companies or organization today endure defining their market, marketing, and investment plans through a restricted focal point on just the top handful of cities like Mumbai, Delhi, Bangalore etc. According to Chandrajit Banerjee, Director General, Confederation of Indian Industry (CII) "India's economic potential lies in the growth of smaller cities that have been witnessing transformation on all fronts – urban housing, infrastructure, offices and retail real estate. There is an opportunity in Tier 2 and 3 cities for the varied sector, a strong focus is required to build the necessary infrastructure and government support for the growth.

Through this report, EY aims to understand this opportunity across India's fifty largest utilization or consumption hubs, and map how companies/organizations today are drawing nearer singular hotspots.

Chapter III

Research Methodology:

The type of research that will be used in this study would be a concoction of qualitative and quantitative research. Qualitative research aims to gather an in-depth understanding of consumer behavior and the reasons that govern such behavior in tier 2 & 3 cities when it comes to hiring event professionals. This discipline will investigate the “why” and “how” of decision making. Besides this, questionnaires that will be given out to respondents from this targeted cities, interviews with the event professionals and experts in this field regarding the challenges they face as well as the opportunities they see in tier 2 & 3 cities.

Sampling method

The following research study would include two surveys, thus two sampling method will be used therein - random sampling and cluster sampling. The first sampling technique gives us the freedom to pick the respondents at random, whereas the second sampling technique gives us the liberty to pick up sample population of our interest which would help us get better results.

Sample size

As the research comprise of two surveys, the sample size for the first survey would be 20 and 11 for the second survey.

Respondents

The respondents for the first survey in this research will be coming from varied tier 2 & 3 cities such as Kolhapur, Lucknow, Kanpur, Coimbatore, Goa etc. The reason behind choosing these cities is because of the socio-economic conditions present in the area that is relevant to the study. The respondents for the second survey would be from working class background, primarily from the media and entertainment space.

Through this survey's, we would enquire about the factors when it comes to hiring event professionals and lack of acceptance or interest regarding it. For the other survey, opinion of experts will also be sought in this research to provide explanations regarding the respondent's behaviors and practices. Also two interviews would be conducted of professionals from event industry to get detailed insights about the industry functioning and the behavior of customers.

Questionnaire & Interview would be the tools to measure and analyze the factors if and when the B2C events market will surge in tier 2 & 3 Indian cities.

Chapter IV

Data Analysis & Interpretation

Events Industry in India:

The most recent decade of the Indian economy has witnessed an alarming development in the market of Event Management Industry. It has developed significantly in the recent past and a large portion of the experts in the business firmly believe that this is just the beginning of a new era.

The Event Industry in India has grown expeditiously. The Indian Events Industry is witnessing a lot of activity in the largely overlooked unorganized events segment since 2012. Regardless of the fledgling state of this sector as compared to the organized industry giants, the unorganized events space still remains to be untouched in tier 2 and 3 cities. Most experts or market analysts know about organized events sector picking up footing. Be that as it may, the fact of the matter is

people from tier 2 and 3 cities are inherent believers of word of mouth, owing to this organized giants in this sector are on back foot.

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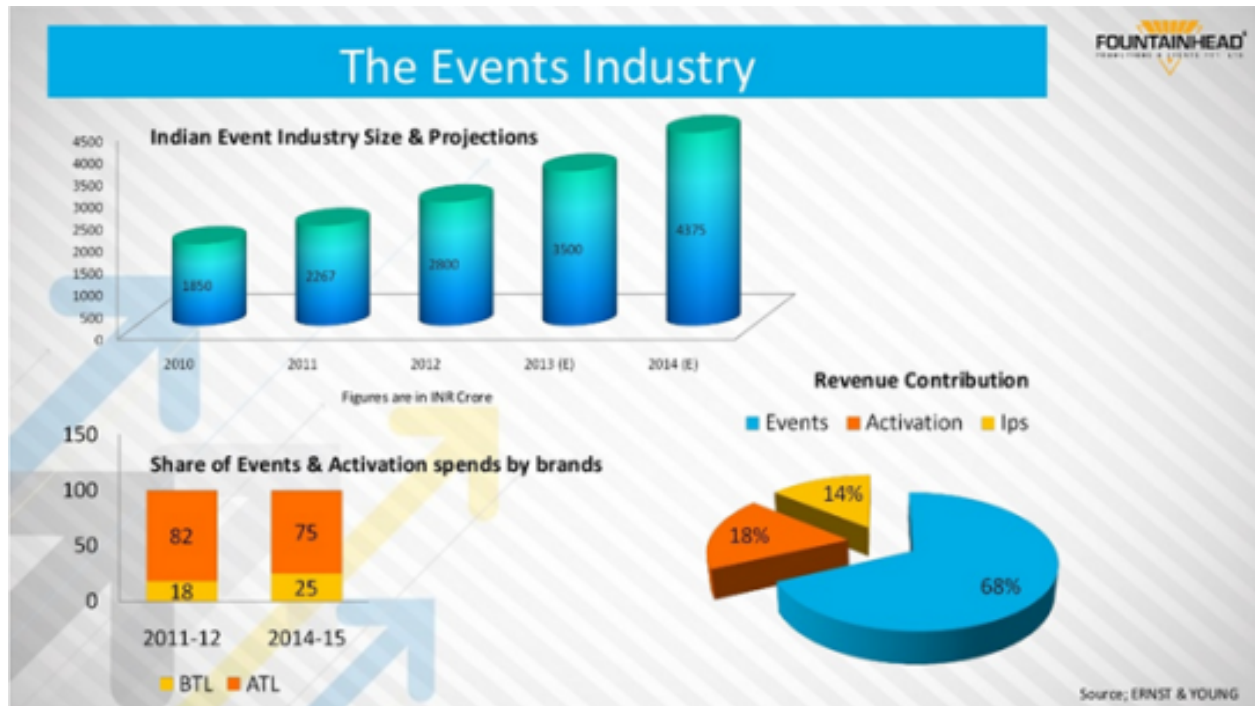
Growth of the Industry				
	Global	INDIA	USA	ASIA
Growth (in %)	6.2	13.1	6	20
Projected Growth (in %)	5.5	25	4.2	21

According to KPMG report on Indian Media and Entertainment Industry – “The industry grew from INR 728 billion in 2011 to INR 821 billion in 2012, registering an overall growth of 12.6 percent. The industry has achieved a growth of 11.8 percent in 2013 to touch INR 917 billion. The sector is projected to grow at a CAGR of 15.2 percent to reach INR 1,661 billion by 2017.”

The events industry is a perfect example of an industry experiencing significant change, enthused with advancement. Events are big-ticket investments, regardless of whether personal, social or commercial. On an expert front and being part of the industry, many professionals believe that the Indian Events Industry is on the cusp of an incredible phase. It is important to recognize the budding need to sustain and encourage proactive efforts to create an efficacious event. It is important to assume that everything is on a swift-paced and evolving mode, even the client's expectations. With the element of experiential marketing in trend, the focus of the clients lies not only on the ROI (Return on Investment) but also the ROE (Return on Engagement) of the event. The creativity and innovation encompassing these experiences will keep on evolving far into the next decade.

With top companies like 360 degrees, Percept, Wizcraft, DNA networks, Cox and King to name a few, are organizing more and more events with every preceding year. These companies have raised the bar of what events used to be in India. With the integration of technology and fresh creative ideas, experiential marketing was born and has laid down a stepping stone in the scenario of Indian events and activation industry. The increasing number of events state that there is certainly a growing market for events in India.

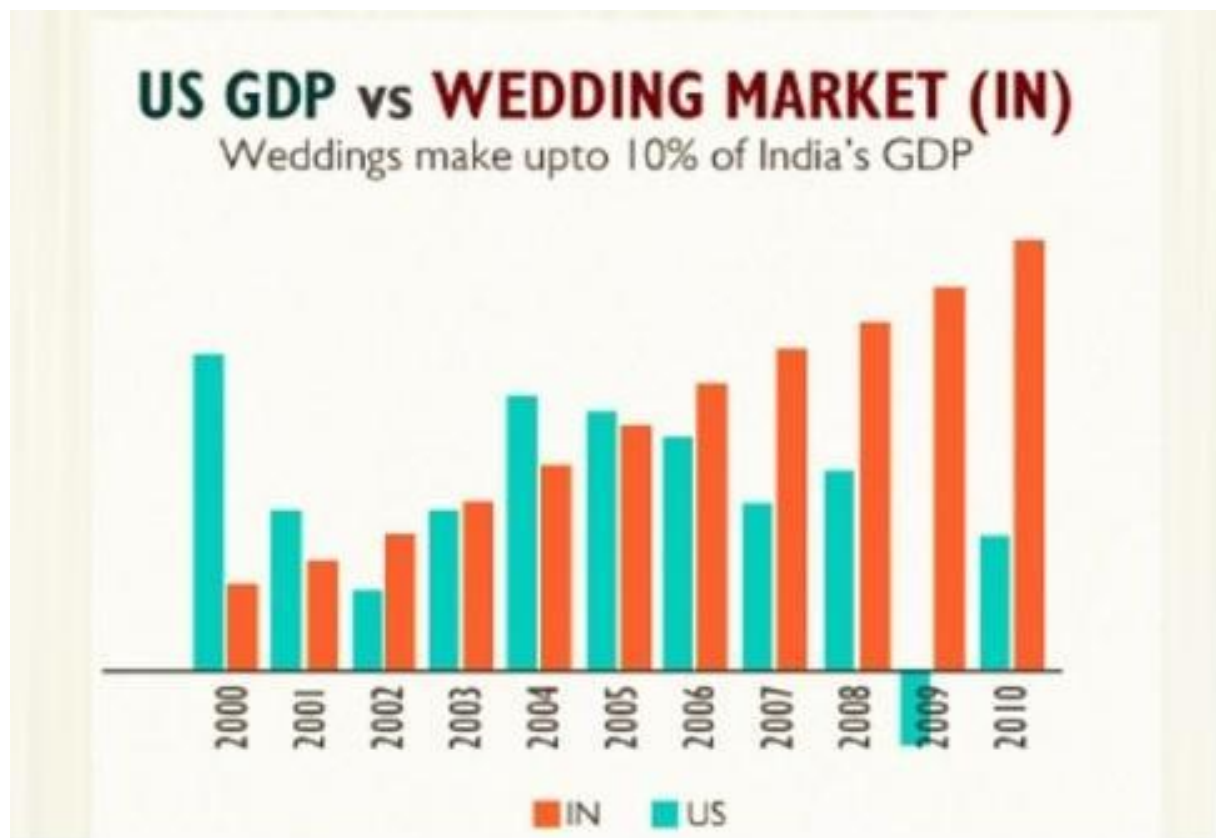
According to the survey done by a leading research agency; Ernst & Young (EY), the organized Events Industry in India was set to grow by at least by 25% annually and was estimated to reach INR 5500 crores by the year 2015.



The scope of Events has been flaring day by day and the Events & Entertainment Industry today covers events like Fashion shows, Film awards, Movie promotions, Roadshows, Musical concerts, T.V. Reality shows, Company conferences, Banqueting facilities, Tourist attractions, Sports and Cultural Festivals, Corporate Seminars, Workshops, Exhibitions, Tradeshow & Expos, Wedding celebrations, Birthday parties, Theme parties, Product launch and many more. The continuous ascent in the number and the size of every single such event has emerged as the main growth drivers in the sector.

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Wedding Planning – A Runaway Demand in India:



The above graph explains it all! Weddings are a huge affair in India, thus are expensive. A recent survey publicized mentioned that an average amount somewhere ranging from 10-20 lakhs is spent by an Indian for his/her wedding. The same survey had further also revealed that an average amount ranging somewhere between 8-10 lakhs is spent by a United States citizen for his/her wedding. The Indian wedding has witnessed a growth of 4.5 percent as compared to the previous year i.e. 2016. 1.2 million weddings take place only in Delhi each year i.e. 35 thousand in a single day. By looking at this numbers one can gauge at the mammoth size of this market across the country, and its growing every single day. As the 250 crores Indian wedding market continues to grow bigger in size, the brides, grooms and their respective families in India appears

to have embraced the spending frenzy with open arms. About ten years back, the most spoken about society weddings were by and large limited to familial lineages. Things, however, are changing now and anyone who has finances requisite can surely have an amazing or a grand wedding of their dreams.

India's centuries old but informal wedding industry has given birth to a first-hand offbeat career -Wedding planner. This industry flourishes to a great extent on the Indian idea of describing marriage as a singular high-point in one's life. In a bid to make one's wedding special, the wedding planning industry determines a sensible request attributable to their demonstrable skill professionalism and touch of precision to make the entire process smooth and flawless.

Rise in disposable family income followed with time constraints in this busy life that most of the people face have led to the growth of the wedding planning sector in our country.

Factors of a Successful Event:

There are certain factors that make an event successful, this factors are taken into account considering the consumer behavior towards services or product offering. Experts have studied this behavior pattern of consumers through various research tools and going through the literature pieces by various experts, it can be deduced that there are definite factors that lead to a successful event. Amongst the many factors that experts talk about, and after going through many literature pieces, based on my conscience, following four factors have been shortlisted as they inflict the maximum impact.

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Connect with the Five Senses

- Everything from the event's layout to the atmosphere/feel, to the taste, must create an ideal experience for the guests, to such an extent that it effectively immerses him/her and strikes a good connect with the event agenda. It unquestionably should capture the uniqueness that the event has and the experience they want to create for their guests/visitors

High Level of Personalization

- The practice has long been outdated when family members stood glued at the wedding gates with a jaw-breaking-smile on their faces throughout a wedding, acknowledging guests. Despite the fact that this denotes a high level of personal attention towards being hospitable, it obviously should be had been going down with more smart, less exhausting yet very personalized acts. Somewhere the time around early 2000's, the industry moved on to DJs to pull the crowd onto the dance floor and in the long run wound up offering comfort arrangements like visually appealing live bar counters etc.

Focus on Guests/Attendee List

- Delivering the ideal experience to the guests is a hot-catch subject this year in the weddings and social celebrations space as well as corporate events. Who's attending? It is important to consider your guests or attendees list while making decisions for an event. Focused event planning ensures that guests or visitors are felt valued.

Guest Engagement

- In this age of digital and web 2.0, the events world is also infused with it. From digital guest/attendee tracking, guest list manager to online RSVPs and so forth, everything has got a touch of modern technology. We tend to measure the success and failure of any event by the level of social media engagements and pre and post event activities online. Technological advancements have in actuality brought about a generally surprising level of guest engagement pre and post events, bringing about having the capacity to make a highly personalized and compelling event arrangement.

Decisive Steps to Attending an Event or Hiring an Event Professional:

The approach of attending events is changing. Deciding on whether to attend an event or not, is generally the result of a multifaceted process that includes multiple steps that possibly will lead to purchase of a ticket or hiring an event management company or event professional for some event. Apt marketing strategies account for all these courses of action. It assists the customers at every single stage of the process.

The traditional buyer decision-making process can be described in the following five stages based on the books available on understanding the consumer behavior.

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1. Problem/Need Recognition:

- First factor being, facing the problem or recognizing the need that leads to the desire of buying/purchasing any product or service.

2. Information Search

- After identifying the need or recognizing the problem, and creation of the desire to act, followed by the search for the products or services take place. Research to acquire information about the desired product or a service.

3. Evaluation of Alternatives

- After getting an adequate amount of information about the products or services desired, comparison starts, evaluating the better option amongst the available ones.

4. Purchase

- The Purchase is done after evaluating followed by finalizing the best possible option.

5. Post Purchase Behavior (After)

- The reaction or approach towards a particular product or a service comes in the post-purchase behavior. It comes after consumption or utilization of the formerly selected or desired product/service.

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By applying this phenomenon that to an event –

1. We may recognize the need to network for business development. We may desire to be entertained or possibly our life event may come up. Sometimes we don't even discern that our need is there.

Sometimes our need does not even exist, event marketers create it. This is when our attention is caught by an event so cool that attending is a no-brainer. This often occurs in the case of innovative event concepts.

2. Then we start searching. This used to be one of the toughest steps for consumers before the Internet came in. The search usually consists of benefits (how will the event satisfy my needs) and costs (price, travel etc.)

3. Evaluating the alternatives comes in the next phase. To look for other events that could possibly satisfy the need for greater perks and at a lower cost.

Also when evaluating events, higher costs are often perceived as an indicator of hidden benefits. On the other hand, lower costs or free events are looked upon as lower quality.

4. Making the decision to buy or hire a service. At this stage, peer influence, opinions, group/class standards can get an individual to decide.

5. After attending the event, one may decide that the experience did or did not satisfy their original need. If it did, it usually means they will attend next year or hire the services for the next event too.

Survey Interpretation:

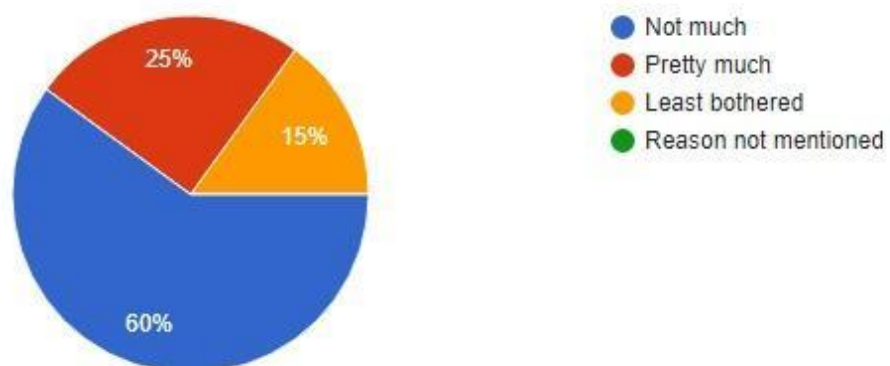
A country manifested with cultural diversity and varied religions like India possess great market potency. Experts say that there is no other market in the world that is as exciting as India, with colossal opportunities due to the numbers residing here but the challenges also lie equally owing to the peculiar behavior of Indian consumer. Experts are unable to identify the reasons that can make a product become a hit or go down-trodden in the market. Although many businesses or professions are hitting success in metro cities, but are not fully accepted in tier 2 and 3 cities. Event management is one such profession which has gathered eyeballs lately and is blooming in the metro cities, but the question lies – Why isn't it making big in other cities i.e. tier 2 & 3 cities? Despite the availability of the services in these cities, people are unsure to go for it. They are still not open to the thought of hiring event professionals for any occasions or functions. Why is it so? To find out the reasons behind this, the study is focused on customer-oriented events,

where the customers are on the receiving end of the business and the factors concerning them while it comes to hiring event professionals in these cities. To discover the factors resulting in this, and understanding the attitude or behavior of the consumers, the below survey is done by taking a sample size of 20 respondents by following the random sampling technique using the questionnaire as a tool. (Medium - Google Forms)

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How open are people from tier 2&3 cities to the thought of hiring Event professionals for their events?

20 responses

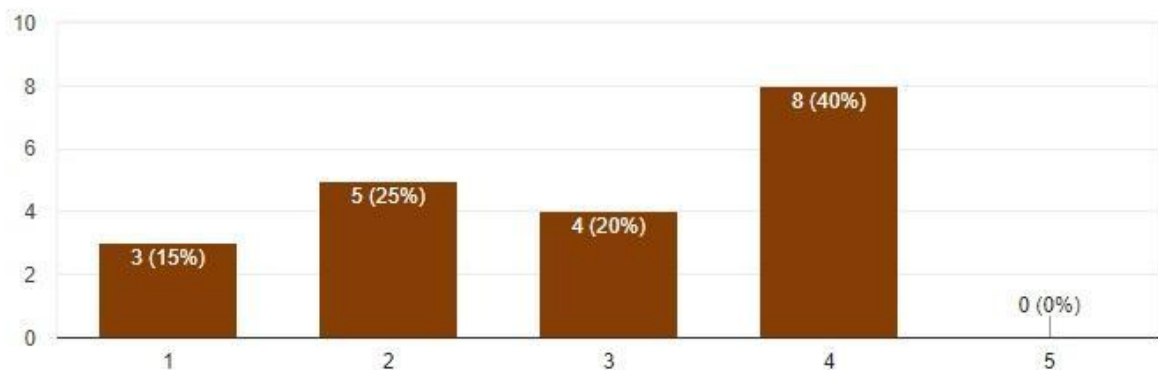


This question introspects the thought process of the consumer residing in tier 2 & 3 cities of India. After receiving mixed responses, analyzing them, it was observed that the maximum number of people were not open to the thought of hiring event professionals for their event. According to the responses that we received, 60 percent of the individuals which is the majority of the chunk does not believe in the thought of hiring event professionals for events. 25 percent

of the individuals are pretty much open to the thought of hiring event management company or event professionals when it comes to their events. Wherein 15 percent of the respondents were least bothered about hiring the expertise required and rather believed in the conventional old school way of arranging events. Least or no representation from the segment where individuals found that their reason was not mentioned. Looking at the pie chart, it can be concluded that the maximum number of respondents are unsure about the very thought that people residing in tier 2 and 3 cities will consider hiring an event professional or an event management company. Very few people may give a try for hiring an event professional for their event. While a minor segment is not bothered much about companies providing event management service or expertise for events and still believe in the old age traditional method of planning and managing the things on their own.

On the scale of 1-5, how likely are your parents/guardians/relatives to hire an event management company or an event professional for your life event like Wedding? (1 being least likely and 5 being most likely)

20 responses

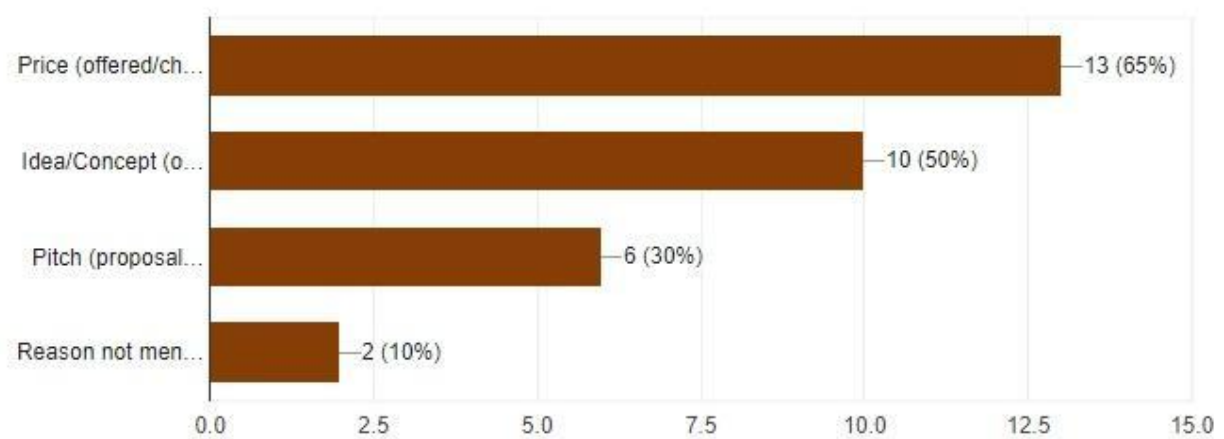


The following question reviews the attitude of the parents, guardians or relatives of the respondents for this survey concerning their thoughts about hiring an event professional or an event management company for any of the life events of the younger ones of their family. The maximum percentage of the respondents i.e. 40 percent think that their parents/guardians or relatives would be likely to hire an event management company or an event professional for their life event. Wherein the others did not feel so. Not a single respondent was sure about their parents/guardians or relatives are most likely to hire an event management company or event professional for their life event like a wedding.

This explains that the elderly generation which comprises parents/guardians or relatives are still reserved in their approach when it comes to hiring professionals for occasions such as life events of their younger ones.

What according to you influences/impacts the decision process of customer when it comes to hiring event professionals?

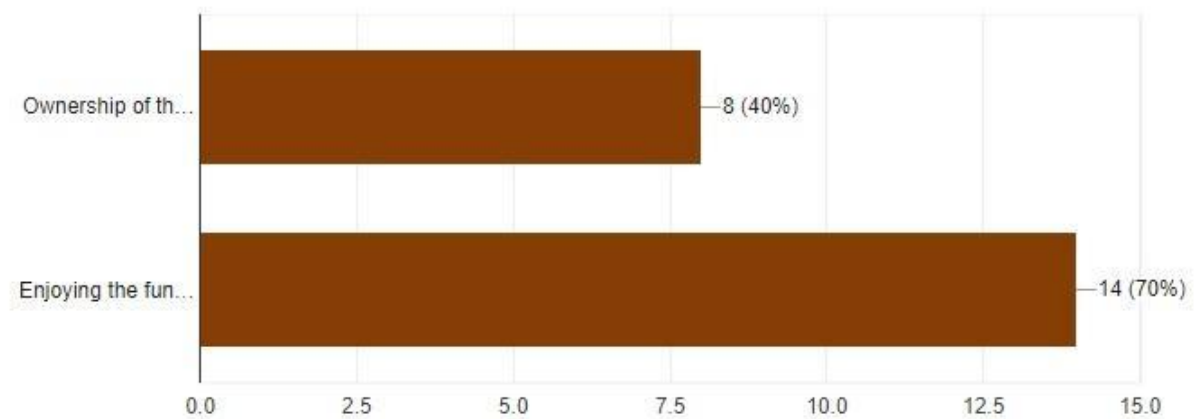
20 responses



The above question probes into the factors that influence or impact the decision process of a customer when it comes to hiring event professionals. It was observed that price was the ultimate deciding factor in this process. Looking at the responses received, the majority of respondents believed that pricing offered by the different event management companies or event professionals tend to influence their decision thus 65 percent of the respondents ticking price as the impelling factor. Wherein 50 percent believed that the idea or the concept proposed for an event is the influencing factor. Based on the survey findings, we can establish that, if two companies are approached for an event to be organized, the one proposing the better idea for that particular event is more likely to get the business. 30 percent of the respondents believed that pitch or the presentation by the event planner to the client is the deciding factor when it comes to hiring an event management company. 10 percent of the respondents felt that the factor decisive for them was not mentioned in the options given in the survey.

When it comes to your own function/event, which of the below is your ultimate priority?

20 responses

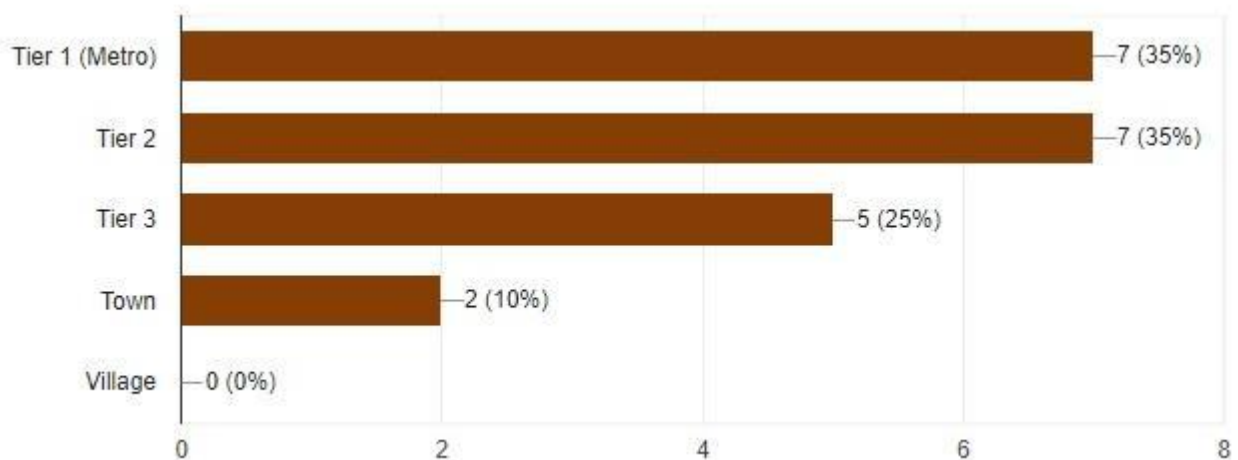


This question studies the thought process of the people in general. The samples chosen for the survey were picked randomly (random sampling technique) thus reflects the consensus of the general public. Herein the question asked to the respondents was, what was their ultimate priority when it comes to their own function or event, ownership of the work (looking after all the needs for the occasion) or enjoying the function or event (by vesting all the responsibilities on the event manager or the event management company)? The respondents here clearly indicated by submitting the response that enjoying the function is their utmost priority rather than being stuck with some or the other work. 70 percent of them believed in enjoying the function is much more important than owning up the workload in their own function or event. Wherein 40 percent of the respondents feel that ownership of the work is important for them when it comes to their own functions or events.

Knowing my Respondents

Which geographic segment do you fall into?

20 responses

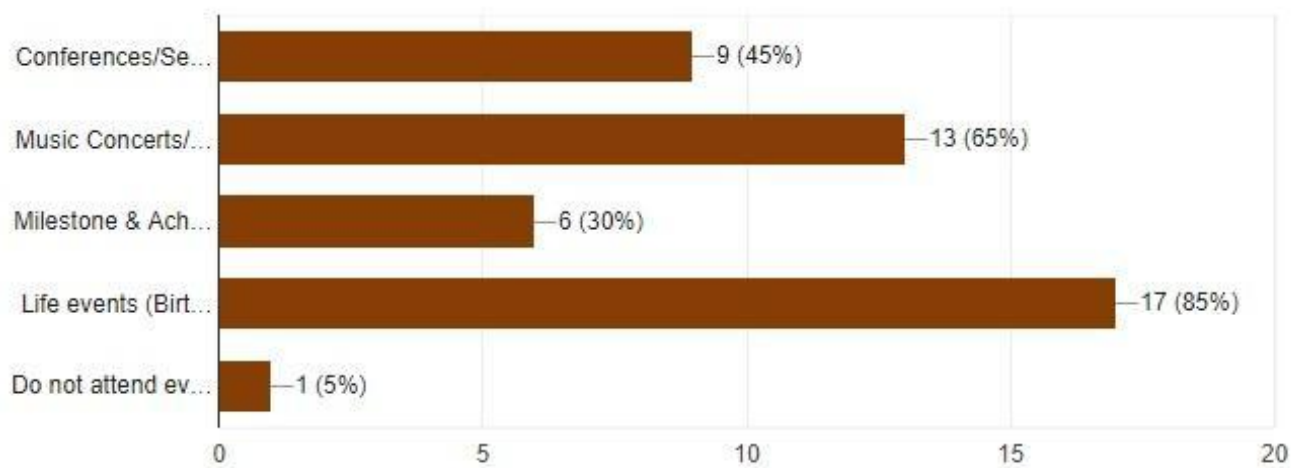


This section of the survey focused on knowing the respondents for the survey. The question asked them about their geographic segment in which they fall. The responses were mixed, with the respondents coming from the metro and tier 2 cities having an equal percentage. 35 percent of the respondents were from metros and further 35 percent more from tier 2 cities. Followed by 25 percent from tier 3 cities and merely 10 percent from township areas. Not a single individual was from village thus no representation from that region. Thus understanding that the

respondents are majorly residing in metro and tier 2 cities followed by tier 3 cities, furthermore helping in the given study as the focus is primarily on tier 2 and 3 cities.

What kinds of event do you attend?

20 responses

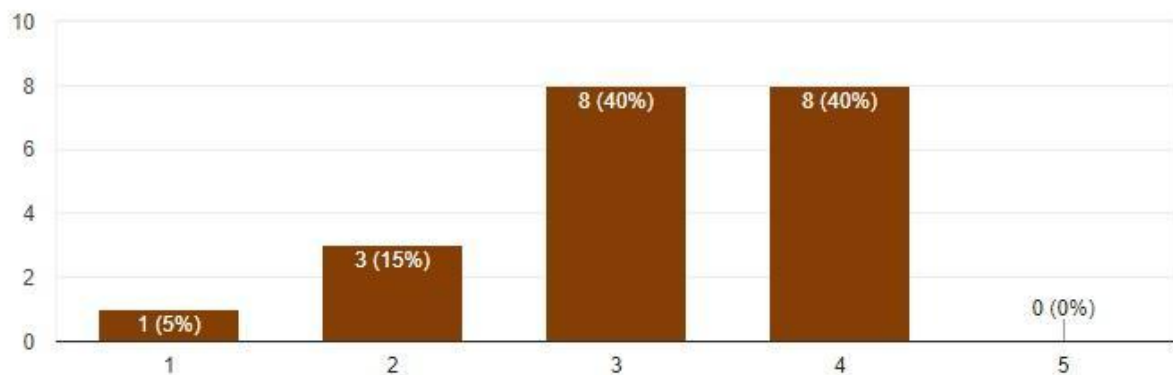


Furthermore, the respondents were enquired about the kinds of event that they attend. The options provided to them ranged from Music concerts to life events like weddings, birthdays etc. The answers received were anticipated, with 85% of the respondents attending social events such as weddings, birthdays, anniversaries etc. (life events) followed by 65 percent of the respondents attending music concerts or shows. 45 percent of respondents attend business events such as conferences, seminars etc. 30 percent of the respondents attend events relating to milestones,

achievement ceremonies etc. Lastly, there was also a minor representation of respondents constituting 5 percent who do not attend any kind of events due to one or the other reasons. With the majority of the respondents attending events particularly social events or life events, making it apposite looking at the subject of the study which is essentially focused on B2C events or customer oriented events.

How well are you aware about the events scenario/events market in India? (1 being not at all to 5 being very updated)

20 responses

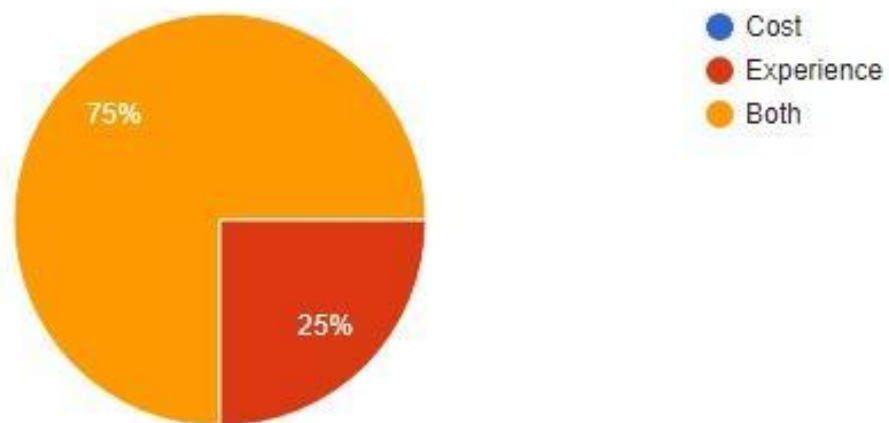


The following question is to get to know the respondents better, by knowing how aware are they about the events scenario in India. The bar chart displays the results derived from the responses submitted by the respondents. Most of the respondents are fairly updated about the event market and its happenings in India. Two segments of the respondents shared equal percentage; 40 percent of the respondents were well updated as well as another 40 percent of them were fairly updated. No representation in the highly updated section. Wherein 15 percent were lesser updated than the former two and 5 percent were not at all updated and did not know about the

happenings of the events industry in India. Looking at the results, the conclusion can be drawn that majority of the people are fairly updated about the events scenario in India, as mentioned earlier, the respondents reflect the consensus of the general public. Looking at the percentage of the people updated about the event landscape in India, it can be positively inferred that there is a market to be explored. This conclusion falls in line with the observation that was made in the previous question, people attend events and are informed or updated about it.

What would you choose when it comes to your life event?

20 responses

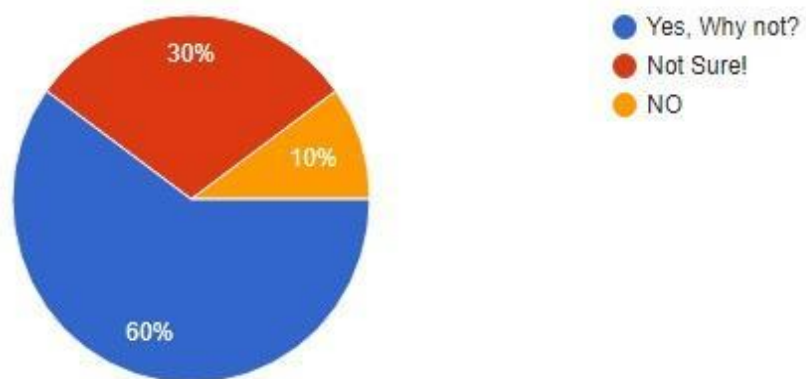


This question asked the respondents about their personal preference. What would they choose when it comes to their own life event, cost, experience or both? The results were as expected, it was observed that 75 percent of the people would consider cost and experience both when it comes to their life event. Wherein 25 percent of the respondents said they are not concerned with incurring costs for their event, but the experience is what they look for. By this, we can deduce that people are ready to spend money provided that they get a magnificent experience. No

representation in the cost segment establishes that people prefer experience over cost. Cheap price or lower cost which does not guarantee an ideal experience is not favored by most. Giving experience the utmost significance followed with apt pricing or cost is what people look for when it comes to hiring an event management company or an event professional for their life event.

Would you be willing to hire an event professional or an event company for any of your life events?

20 responses



The question herein looks into the personal choice of the respondents when it comes to their life events, whether they will hire an event professional or an event company or not. Keeping in view, the questionnaire has been administered to sample population who may or may not be

aware of the events industry or companies that offer event services and predominantly belong to tier 2 cities, the responses received were unanticipated. 60 percent of the respondents said 'Yes, why not?' consider hiring an event planner for their life event, 30 percent were 'Not sure' about it. Wherein only minor section comprising just 10 percent of the respondents said 'NO' for hiring an event professional or event management company and believed in the old age practices that are in use, that falls in the unorganized sector, where the decorators refer the caterers or the florist and vice versa. Looking at the responses received, it can be analyzed that people are open to considering hiring professionals for their life events. They believe the professionals or expertise are the ones who can deliver the finest and provide them with an ultimate experience, plus they do not want to worry about the arrangements during their function or occasion.

Any recent social event that caught your attention? If YES, then WHY?

20 responses

A family function: B'day celebration Nice conceptualization and carrying out.
No.
The well planned wedding event due to immaculate detailing given to the event and matching theme.
Inclov meet.
World Start Up Expo. It helped me to understand the relevance of a event management company
The wedding of my brother was organised by an event management company. The decorations, food n their management was too good and synchronized very well
Cousin's son's birthday party. He is in 3rd standard. The event was more like their school's annual day function. Many kids & few teachers. Magic show, good food, chota bheem drama, themed event. All this without an event planner. The dad handpicked & arranged evrything at optimum price & maximum experience !
Yes. Ideas for decor
A wedding function
Seminar back in Delhi because it was executed very professionally.

The final question was an open-ended one, which asked respondents about any social event that they recently attended caught their attention. The responses received were mostly detailed in nature and talked about the finesse by which the events were executed. Most of the respondents through their response gave a factual sneak peak of the events that caught their eye. While some just mentioned the name of the event, few said there were no such events attention worthy lately. One respondent has talked about a wedding that he/she had attended and pointed out the spellbinding theme for the wedding along with immaculate detailing therewithin. Another respondent has mentioned about her brother's wedding, which was organized by an event

management company was executed to perfection. He/she has further mentioned that the décor was exceptional, and the food was scrumptious, which made it even more perfect! Another respondent has described his cousin's son's birthday party who is now in the third standard. The celebration was grand in its nature, they had invited many people and the family members looked to it that everything was perfect. He/she added further that, everything was to the point and all this was carried out without an event planner. The father of the birthday boy had handpicked and arranged everything on his own at an optimum price and managed to pull out an amazing birthday celebration. After examining the responses, it can be inferred that perfect execution, stunning décor, and scrumptious food are the key components to make an event successful and grab eyeballs. If taken care of these key facets, will assuredly lead to guests or delegates attending the event have a delightful time, and we Indians are great patrons of word of mouth publicity, that is how an event's success is measured in India. Whether the people will like a particular event or not, is based on what others have to say about it!

One more thing that was noticed, many respondents mentioned about the wedding which they have attended and were taken aback. Thus, it aligns with the thought mentioned earlier in the chapter one i.e. introduction; that wedding planning blooming in India. From the responses received, every other respondent was mentioning some or the other wedding that they attended or was planned by an event management company. It can be construed from the following that, more and more people are approaching event planners for weddings or any other life events as such. Establishing the avowal that B2C events market in India is surging.

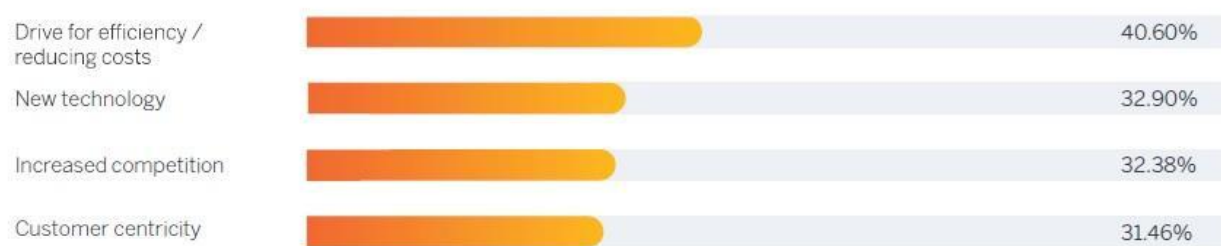
The next round of questionnaire was sent across to working people in the various sector and few professionals from the media and entertainment industry.

Sample size – 11

Sampling technique - Cluster

(Website used: free online survey)

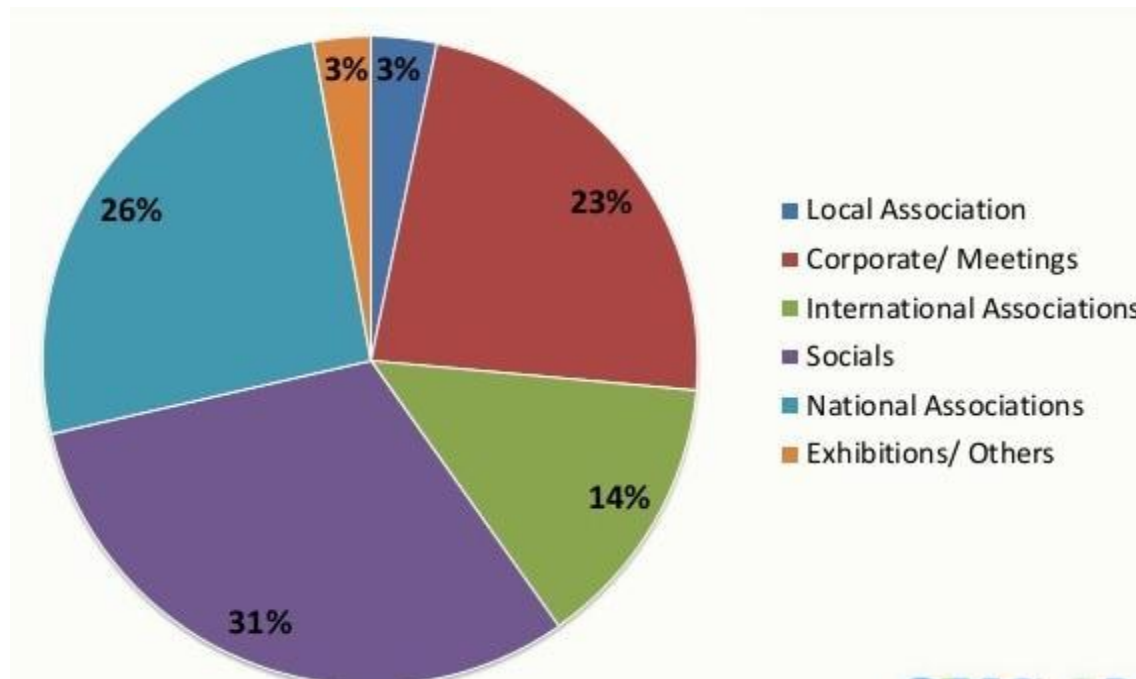
Which of these elements do you believe had the biggest impact on the events industry in 2017?



This questionnaire was targeted at the earning class as the sample was selected by following cluster sampling technique to get focused insights into the thoughts of those individuals working in varied sectors. The question here asked the respondents was, what are the factors that they think had the biggest impact on the events industry in 2017? 40 percent of the respondents believed that reduced costs and drive for efficiency impacted the industry as many event companies or event professionals were offering their services more efficiently and at a lower price. 32 percent of the respondents felt that new technologies coming in the market had a major impact on the events and activation industry. The exact percent of other respondents felt

increased competition due to the presence of many event management companies or event professionals in the market has impacted the industry. Wherein 31 percent of the respondents believed customer centricity had the major impact. With many event management companies or event professionals customizing events according to the customer's wish or idea/agenda charted with a high level of personalization.

What kind of events do you attend?

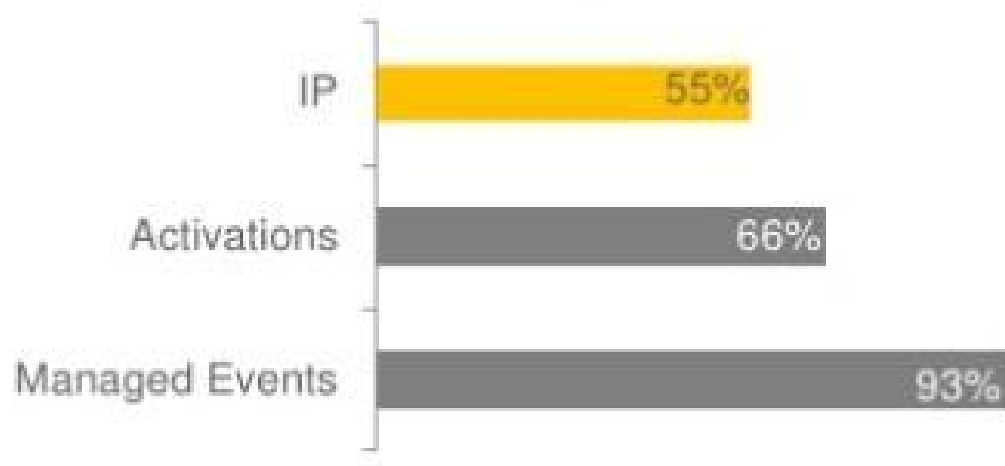


This question was asked to know about the respondent's preference of attending events. As the respondents belonged to the working sector, the options were tweaked. With the responses received, 31 percent of the respondents submitted the response saying that they attend social

events such as weddings, anniversaries, birthday parties etc. 26 percent of the respondents attend local association events like exhibitions of local associations e.g. agro expo etc. 23 percent of the respondents attend

corporate events like meetings or conferences etc. Wherein just 14 percent respondents attend international events such as World blockchain summit or Artificial intelligence seminars etc.

Which of the following will be the highest earner for the events industry; IP, Activations or Managed Events?



IP – Intellectual Property; e.g. IIFA, Filmfare

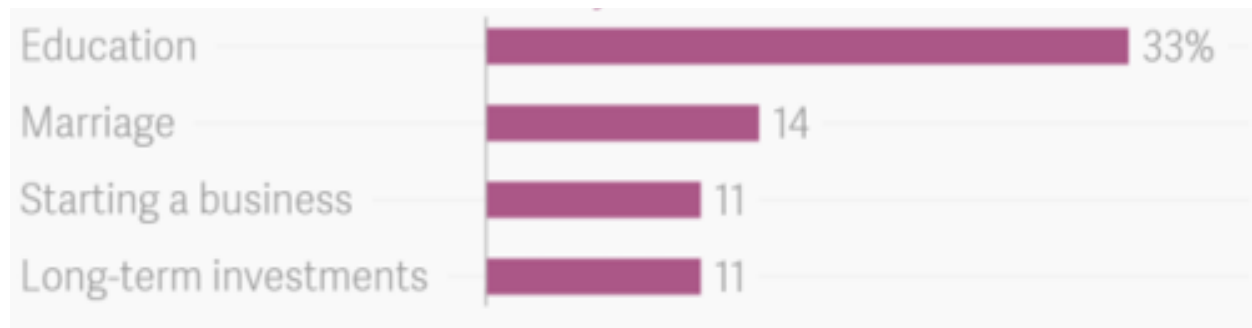
Activations – Brand activations; e.g. Sprite Shower

Managed events – General events; e.g. Conferences or Concerts

The respondents were provided with the elaboration of these event types. However, the responses recorded were surprising. The maximum number of the respondents i.e. 93 percent believe that

managed events will be the highest earner for the events industry, on the contrary experts believe otherwise. 66 percent of the respondents believe that Brand activation activities is where the money lies. And the rest i.e. 55 percent of the respondents believe that IP is the next big thing, which is what experts believe too. This infers that the respondents even if belonged to the working class are still unaware of the happenings in the events industry.

What will Indian parents ideally spend on?



The next question that was asked to the respondents was about the spending habits of Indian parents as the respondents to the survey chose were mostly married. The responses were as expected, with majority 33 percent of the respondents saying education of their children was their topmost priority. 14 percent respondents said spending money on the marriage of their son/daughter was the ultimate priority. Wherein 11 percent respondents ticked starting a business or long-term investments as their priority while it comes to spending money. This result depicts that Indian parents think besides education, marriage is an important event in their child's life as well as their life. Since most of the financial investment decisions are made by elders or by

parents, there is a dire need to educate the key stakeholders i.e. (parents or the elderly generation) of the benefits of hiring an event professional or an event management company for their children's life events.



As per the cluster sampling technique, the respondents fell into seven key categories with the below composition. Majority of the respondents i.e. 20 percent belonged to the IT/technology sector. 15 percent of the respondents worked in the operation/logistics sector. 15 percent of the respondents worked in the content/production domain. The remaining others perform varied job roles ranging from programming to customer service and event designing etc. The only reason behind selecting these respondents was their diverse job roles, which would help me in getting a purview of thoughts of other industry professionals.



The respondents for this survey predominantly belonged to the age group 26-35. They counted into 34 percent. The other major group of respondents was from 36-45 age group. 10 percent counted in for the age bracket 18-25. Wherein under 18 age group, there was little or negligible representation. This shows that majority of the respondents are in the later 20's and early 30's, mostly having work experience of 5-10 years. These individuals are the ones who are exposed to diverse markets, have seen the functioning of the market economy. The agenda behind roping in this set of respondents as the sample for this survey was to know the views/opinion of the working people.

Furthermore, the respondents who belonged to the event industry or in media and entertainment sector were interviewed. The Q&A session was conducted with two professionals from this domain. Owing to personal relations with them, it was easy to get hold of them and get to know about the state of the industry and how it is shaping up as well as the challenges faced by in this ever-evolving market.

The first respondent interviewed was, Edward Maben, Head – HR, Trescon (Leading Events company in Bangalore)

The second respondent interviewed was, Abdul Razaq Patel. Founder & COO, Big Moments (Leading Events Company in Maharashtra)

In conversation with Mr. Edward Maben (Head – HR, Trescon Events, Bengaluru)

(About the company - Trescon is a leading events company in Bengaluru. Specialized in B2B events, they have successfully organized many events such as World Startup Expo, World Block Chain Summit, Big Data Show etc. With a decade of experience in events sector and offices in India, Dubai, Prague, London, the trescon team is known for delivering the finest.)

1. What changes have come across in the field of work in the last 3- 5 years?

- India has grown in terms of having ready skilled workforce since the last couple of years. This has enabled company's access to a vast talent pool.
- New technologies & trends, ideas, have boosted productivity

2. What changes are foreseen in the field of events in the next 2- 3 years?

- India is an emerging market & the new government policies are a driving force making many multinational company's set shop in India. Although the IT industry possibly is seeing a new low, other industries are creating opportunities for the Indian market. Looking at the numbers of the events market size, this industry is growing every

single day with more and more companies and individuals opting this profession, sooner this industry will penetrate tier 3 cities.

3. Role of technology in this field of work so far and going further.

- Technology has made communication within the company and outside easy and quick. It has provided company's reach clients through digital media, advertising and has made internal communication quick.
- Branding and marketing have taken a new dimension.
- New CRM tools has made company's keep track of clients
- Lowered costs & High efficiency
- Increased competition
- Reduced mobility
- Human capital
- In future companies will be able to access artificial intelligence, robotics at workplace etc.

4. What are the revenue models that work and are operated in this field of work? Are they time based, assignment based, result based, or how are they?

- Result based

5. The comparison between a small event management agency and a large event management agency in this field of work.

- Large agencies have access to a vast creative pool of employees and clients, access to better technologies, but doesn't mean that smaller agencies have no opportunities to make it big.

6. The ideal market to work – Metro, (tier 2,3) Urban or semi-urban?

- Depends on the market & your ideas. I strongly believe that tier 2 and 3 cities possess the untapped money. The metros are getting saturated with many players in the market. However, the scenario is different in tier 2 and 3 cities, with the presence of fewer players in the market, one can be a giant player in a niche sector like events and own that space. Saying this we have opened a new office in Manipal recently because, as I said the market in metros like Delhi, Bangalore, Mumbai is getting saturated. We further plan on to open more offices in tier 2 cities where we can poach the number one spot in the events space owing to our expertise in this field.

7. Does the location of where you work from matter, if yes, how, if no, why not?

- Even though event management company or an event professional usually meet clients at their place to discuss for their event. However, having an effective address on the business card does matter. As there are first-time customers as well as repeat customers, the former ones will go by the looks of the office and where is it situated, while the later ones know about your work. Thus for attracting new customers/clients, it matters.

8. Can technology disrupt this field of the industry over a long period of time, if yes, how, if no, why not?

- No, not in this industry. Since this industry mostly relies on one to one customer engagement, at least at the initial stage.
- When it comes to managed event e.g. social events, only a human can connect and execute the event that can deliver the client with an ideal experience that he dreams of.

9. Is the Indian events market moving towards the Global market in terms of professional work, professional charges and target markets?

- It definitely is, however, we still have a long way to go and change our mindset to become truly global.
- It is difficult to convince people in tier 2 and tier 3 cities; sometimes highly educated individuals would be reluctant to the thought of hiring an event management company. We need to make them understand as to why they should hire us or our services. We have to explain and educate them about the benefits of hiring professionals for events. But said that, it is difficult, not impossible!
- And pricing is obviously a big obstacle, you cannot charge the same amount for the services that you offer in the metro in tier 2 and 3 cities as their spending habits and pattern differs. People in metros are willing to pay, provided that we deliver the best. At the end of the event, it is all about the experience that matters. If the client is happy with what we have delivered, he is not concerned about paying us decently. Wherein cities

apart from the metro, client/customers parameter for hiring/buying something is the price. Thus first we need to win their trust by proving them we are the ones delivering best in this price range, then the rest follows. Hence it is a highly price sensitive market.

10. What is the most faced challenge by event management company or event professionals?

- Often customers have extraordinarily high expectations with short deadlines, and this can be extremely difficult to handle. However, paying close attention to customers' needs or priorities and desires can help ensure that their vision is accomplished. Adding on to that, it is also important to organize/manage tasks and priorities to be sure that all deadlines are met no matter what the task is.
- The second challenge that we are most likely to face are those unanticipated ones. Some problem arises out of nowhere. At that time, we need to quickly take steps to solve the problem, think of a possible solution because the customer is no mood to listen to your sad story about what went wrong when it comes to their life events. Thus being quick on foot as well as on thoughts is what event planners need to incorporate in themselves.

On the basis of the interview, the key takeaways that can be deduced are as follows-

The market is growing in India with fresh talents and ideas pouring in the market. Technology is turning out to be a game changer in this industry. Paradigms of branding and market have evolved. There is no such thing as an ideal market for work, it depends solely on the idea and the execution of the same. Prime metro markets are getting saturated owing to a large number of

competitors. Tier 2 and 3 cities are the new business hub, although slight changes have to be made in the business mechanism to suit the market there. As mentioned earlier technological advancements are bringing in major changes, but also it cannot diminish the very existence of humans in this industry as the industry strives on human connect. Sooner or later, Indian events market will match the standards of the global market. The functioning of the events industry will change along with the approach of the customers or clients. Challenges commonly faced by the individuals working in the events industry is meeting deadlines and handling crisis or disaster, generally referred as event fiasco in the industry that occurs in the course of carrying out the event. Regardless of how well an event is planned beforehand with all the requisites on the place, and necessary measures being taken, executing the event day is always challenging. Event coordinator or manager should not rule out of any miscue happenings, thus an event professional should always be ready for making prompt changes in such a manner that it suits the event effectively.

In conversation with Mr. Abdul Razak Patel (Founder & COO – Big Moments, Kolhapur)

(About the company - Big Moments company was founded by Abdul Razak Patel, who was earlier the co-founder of Season Event Management Company based out of Pune, which is a big name when it comes to destination weddings. Big Moments was started in Mr. Abdul's hometown which is Kolhapur, with an aim to pool in the unorganized market of events under one umbrella. The very mission of this company to bring tier 2 cities like Kolhapur under organized sector is still running strong. With events like Sunburn Reload, Trance me, Mr. and Mrs.

Kolhapur and various theatrical plays across the state, Big Moments has managed to gather fame and is a brand in Maharashtra. It is considered to be amongst the top solely owned event management agencies in Maharashtra. From being the PR team for former Maharashtra's Chief Minister to current MLA's from the state. It serves both the audiences, with its primary focus on B2C events, it also provides services for product launches, branding etc. The following interview was a telephonic one, it has been encrypted for the purpose of this study.)

Q. How many events do you plan/arrange/mange per year?

A. It depends on the season, but usually more than hundred. The frequency varies though, most of the events are at the end of the year. That is when our team is super busy.

Q. What types of events do you plan? What is your company's USP?

A. As such we are not restricted to any specific kind of events. However, our major business comes from entertainment events such as musical concerts, orchestra, rock shows, drama, theatre plays etc. We also do a lot of branding activities for various companies. Besides that, brand activation in malls, product launches and seminars for few of our clients.

Q. How do you see the wedding market in India?

A. It is huge, but we do not cater to this events are we do not have the expertise required for this kind of events. We are more into other social and entertainment events. We are not wedding planners or bridal consultancy company.

Q. How do you assess the success of your event?

A. Obviously, the footfall for the event and then as every other business measures its success, revenue, and profits.

Q. Have you worked on multiple events at the same time?

A. It is a no-brainer! Yes, most of the time, we end up doing that. As an event management company we have to juggle multiple event projects at once and thus our team is skilled at multitasking.

Q. What is that one factor that makes an event success or fails in India?

A. Customer service is the key. Events should be planned keeping customers/visitors in mind. Gone are the days when the planners used to think the opposite. I will say 'Customer-centric' is that one factor that will make an event success or fail in India.

Q. How do you get in new customers/clients in a city like Kolhapur, where still the event scene is not fully established?

A. This is a tricky one because persuading clients for the value of your services is difficult not just in Kolhapur, but other tier 2 cities as well. It is challenging to get new clients/customers on board as the presence of unorganized events space is still strong in cities like Kolhapur. People here believe in word of mouth and most of the business that we get is through referrals.

Q. Do you believe that there is a steady shift of the unorganized events industry into an organized one?

A. Yes, certainly! Even when I say that there are a lot of independent third parties i.e. vendors who can arrange and manage an event with the help of their network. Few vendors are expanding their services e.g. A caterer providing décor materials as well as staff/labor required for an event.

Q. Coming to my research question, do you think that B2C events market will surge in tier 2 and 3 cities?

A. If you see the reports by various research agencies like EY, Pulse or KMPG, you will get your answers. The numbers of players are increasing along with the market size in India. Experts also comment that Events and activation industry is one of the top 10 industries which is going to rock in 2018. Coming to the question about tier 2 and 3 cities, surely it is surging as it is the nature of any business that has been witnessed in India so far, initially, it comes to the metros, then to tier 2 and 3 cities and ends up in rural areas. No doubt the market is going to surge.

Based on the telephonic interaction with Mr. Abdul, the key takeaways that were inferred are as follows-

The basic parameter for checking whether an event is successful or not is measuring the footfalls for the event and then the profits incurred. Some events can see more footfall but lesser revenues, these events cannot be termed fail as these events are done for branding purposes. Not in every case, the return on investment (ROI) is calculated on the basis of profits or revenue generated. Some clients wish footfall and are not concerned about the money, such kinds of events are

called brand activation events, it is done in order to inform, educate the customers or create a brand recall for a product or a service. Organizing customer oriented events, keeping 'customer as the king' in mind while planning and taking decisions for events. Gone are the days when the content was king for events and people used to attend that particular event due to the value that it is providing. People attend events because they are now customized according to them, making them feel that missing on that event is not even a choice. Getting clients in tier 2 and 3 cities can be challenging at times, but is worth the efforts, because if one agency or a professional is able to gain confidence and earn trust of this customers can go on to become the market giant in these cities owing to the presence of few or no players in the market. Thus word of mouth and referrals are majorly the means of getting clients in these cities. There is certainly a shift in the domain of events, particularly customer-oriented events or so-called B2C events. The industry is witnessing a gradual shift from the unorganized space into an organized one. With the increasing number of events held across the country and majority of the cities belonging to tier 2 and 3 strata, the market is ought to surge.

The Experts Talk:

“The Event Industry Is Completely Focused On ‘India’, and Ignorant of ‘Bharat’; tier 2 and 3 cities” – Anirban Das Blah

Based on the opportunity received to attend one of the awards show in Mumbai, working in the sound department hired for that particular event. It was a privilege to hear to one of the sessions from the genius of the media and entertainment industry - Anirban Das Blah, CEO and Founder of Kwan Talent Management and Entertainment Marketing Agency, considered to be one of the leading names in the Events and Bollywood industry.

In his session, he addressed the entire event industry about the burning need to focus on not simply urban hubs but rather tier 2 and tier 3 cities to conduct offline events. He made some relevant points along with highlighting a few challenges that an event planner can face in these cities. He further confessed that events are a ‘bloody tough business’ and therefore most of the event professionals or event management agencies are constrained with no other choice but to shut down their operations. Talking about his company, he mentioned that Kwan, today, partners with more than 3000 events per year and is a business of INR 100 Cr. He indicated that events back in the day were all about customers or clients asking who can give them the most at the lowest cost. Discussing the difficulties or challenges generally faced while organizing events of large stature is that of failed ticketing models, the dearth of good venues and the fact that there is

corruption at every stage involved which prompt the agencies bear the losses. Cut to the present scenario, however, the business is much more organized now, it has still not reached its maximum potential.

Indians, the ones who are residing in tier 2 and 3 cities or can be referred as semi-urban and also the rural regions are still stuck in the mindset of managing an event on their own, but they do not realize that what experts can bring to the table at the very same or a slightly higher cost. These markets need to be educated. However, the industry is still in the attitude of approaching brands and creating events. Professionals in this industry do not know about how they are going to compete effectively with the broader market and increase their revenue. There is a dire need for the industry to get together and think about tapping into the underutilized opportunities instead of wasting time dawdling on watching how changing the external factors would influence the same.

Citing a few examples, where the events or entertainment industry can work together and understand their maximum potential. Adding on that, Anirban revealed that of the 3000 events which his company Kwan is associated with, roughly 2500 happen outside the metros. Explaining to that, he said “In a city like Mumbai, there are around 30 events organized over the weekend which are forgotten the next Monday. The same can be considered for other metros as well. The event industry is completely focused on India and ignorant of Bharat; the tier 2 and 3 cities and the rural areas where the 90 percent of the population resides.” Likewise, it is also observed that clients those who want to promote or organize an event in tier 2 or 3 cities almost never come to event professionals or event management companies per se. It is shocking to think that almost never have our company been approached to do a Bollywood tour in cities like

Ludhiana, Amritsar, Jaipur or Patna. Metro cities are saturated markets. Forget every week, events happen almost every day in cities like Mumbai, Delhi, Bangalore. The former cities, which he refers to as 'Bharat', people residing there need such encounters, they lack this experience. He thinks that event marketers have a myopic view of what the market is, and as an industry, it does not challenge them to go beyond their comfort zones. The companies look at events very sequentially as what the market wants or needs is premium or unique experiences. While brands & agencies are selling 'one-night stands' to customers/consumers by means of events, they need to build a relationship or have an association with them which will incite them to come back for more. Lastly, he urged that the events fraternity should come together and work towards the common goal of expanding their horizons.

The takeaways that can be construed from this session are - huge market in tier 2 and 3 cities are left unexplored due to the reluctance of the event industry, as a majority of the events are organized primarily in few metro cities like Mumbai, Delhi or Bangalore. Although there is a market in other cities, event marketers are not open to take a challenging route and are restricted to their comfort zones. Kwan company itself does more than 70 percent of its event outside the metro cities and still keeps hitting success. The clients are the one to take their events outside metro events, but the problem that lies with the metro cities is that there are many events lined up in a month or a week. So people really do not remember the event that they attended last week as they are exposed to too many events. Wherein the picture in tier 2 and 3 cities is contrary to that of those metro cities. People will remember the event that they attend provided that the event was one worth remembering, thus a better market to create a brand experience or loyalty. Also

the other challenges that were spoken about in the session were of the hurdles or obstacles that an event professional or an event management company may possibly get stuck upon is the challenge to convince the people residing in tier 2 and 3 cities for hiring services of an event management company owing to the mentality or the mindset of the people, where people still believe in the ownership of work and look after an event or function's preparation all by themselves. They should be educated about the benefits of hiring expertise for specific occasions. The industry should not wait for the external factors to change the scenario of the event market in these cities, but rather themselves work together for bringing a change in the market, which possesses 90 percent of India's revenue.

Contd...

Chapter V

Conclusion & Limitations:

Conclusion:

Coming to the last part of this study, a brief summary of the key findings in the course of data collection and research is essential.

To begin with, the foremost finding in the research undertaken for the following dissertation study was the state of the ‘Indian event industry.’ Events industry in India, considering the numbers in the report listings by the top leading research companies globally, Ernst & Young (EY) and KPMG, it is unquestionably true that the events market in India is rapidly growing and will continue to grow even further according to the statistics backed by data findings by the researchers who conducted the research and highlighted the same in the report. According to KPMG report on Indian Media and Entertainment Industry – “The industry grew from INR 728

billion in 2011 to INR 821 billion in 2012, registering an overall growth of 12.6 percent. The industry has achieved a growth of 11.8 percent in 2013 to touch INR 917 billion. The sector is projected to grow at a CAGR of 15.2 percent to reach INR 1,661 billion by 2017.” Adding to this, also one leading research agency; Ernst & Young (EY) has earlier stated that the organized Events Industry in India was set to grow by at least by 25% annually and was estimated to reach INR 5500 crores by the year 2015. These findings are inevitably true owing to the fact that the research done for this reports is extensive, by following up with the market experts, business analysts and surveying people belonging to various sections ranging from demographics to psychographics etc. Fountainhead MKTG, a Dentsu Aegis Network company and one of the leading experiential marketing agency in India, also conducted a research on very similar lines of those what Ernst & Young and KPMG did, their findings were also similar to those reports published by the former companies.

The second imperative finding that was observed with the progression of the following study was the boom of ‘Wedding Planning Business.’ According to the graph finding and few numbers published in an article featured in Bangalore mirror by interviewing few of India's leading wedding planners, Divya and Vithika, who own a wedding planning business or bridal consulting agency as they refer it to, which is based out of Bangalore, that came across during the course of the study was that weddings made up to 10 percent of India's GDP in 2010 and the percentage number is increasing since then. The fact that grabbed attention was an average middle-class Indian spends somewhere around 10 to 20 lakhs for his/her wedding, whereas an American belonging to the middle-class economic section of the society spends somewhere around 8 to 10

lakhs for his/her wedding. These facts are startling, looking at the economic status of an Indian to that of an American who belongs to an affluent state of an economy as compared to India. The Indian wedding market is ginormous, with 1.2 million weddings happening each year only in Delhi i.e. 35 thousand weddings in a single day. Rising disposable income of families and time constraint have led to an increase in the growth of wedding planning business as families are spending heavily with open arms to make their life event experience unique.

Then the focus was shifted to the factors that lead to a successful event in India, and after studying facets of consumer behavior, and looking at numerous factors, the top four prominent factors that were observed to contribute to an event's success majorly are; connecting with the people's sense, extraordinary personalization, audience-focused or customer-centric events, and audience/guest engagement. Then the focus was narrowed further down to what makes an individual attend an event or hire an event management service, and it was observed that the same phenomena of a buyer's purchase funnel were reflected in this theory as well. An individual goes through the similar stages of – Need Recognition, Information Search, Evaluating Alternatives, Purchase. Thereinto explain it appropriately in the context of events; the first stage is recognizing the need to attend an event or hire a service of an event management company, second stage is action of information search like best events to attend this month or top event planners and their charges, third stage comes in with evaluating the choices/options i.e. comparing different events or event professional, where the value for money lies, benefits offered. Then comes the last stage i.e. the decision-making, wherein, the opinion is made and enacted, buying of the ticket for an event or paying for the services of an event professional or an

event management company followed with the post-purchase behavior observation i.e. after attending the event or function, whether the experience was good enough and satisfied their needs. This post-purchase behavior decides the future course of action of the customer as to whether he/she will attend the event or hire an event planner or services of an event management company in his/her near future.

Coming to the survey that was sent across, there were two surveys that were circulated, first comprising 20 respondents- who were students and came from various background stream and the respondents for the second survey belonged to the working class, mostly from the media and entertainment space.

The key findings which were observed after interpreting the first survey was:

(Respondents – Students | Sample Size – 20 | Sampling technique – Simple Random)

Majority of people are not open to the thought of hiring event professionals for their events. Said that it does not mean that they are closed to the option of hiring one, it is just that they need to be educated about the benefits ended to them. Respondents said that their parents are likely to hire event planners provided they give a good deal and promise an ideal experience. Adding to that, price quotation impacts the decision to a larger extent followed by idea/concept proposed for the event. Coming to the day of the event, the majority of the respondents said enjoying the event or function would be their ultimate priority rather than ownership of the work. Getting detailed insights of who our respondents are, it was observed that they belonged predominantly to tier 1

and 2 cities and they majorly attended social events like birthdays, weddings etc. They were pretty much updated the events scenario in India. Coming to the respondent's life event, they responded saying they will consider both offered price/cost and experience promised when it comes to their life events and are positive regarding hiring an event professional or event management company services if provided with a suitable deal. The last open-ended question was regarding an event that they have recently attended and has caught their attention, most of the respondents mentioned about their relatives wedding, anniversary or birthdays that they attended and were awe-struck by the beautiful décor, good food and perfect execution of the event carried out by the professionals or the event management company.

The key findings that were observed after interpreting the second survey was:

(Respondents - Working class | Sample Size – 11 | Sampling technique - Cluster)

The respondents for the following survey belonged to the working class people and mostly from the media and entertainment sector believed that reduced costs and drive for efficiency impacted the industry as many event companies or event professionals were offering their services more efficiently and at a lower price. Respondents have confidence that managed events will be the highest earner for the Indian event industry. As the majority of the respondents belonged to the age group of 26-35, thus married and mostly have a child. When asked them about what Indian parents ideally spend on, the majority of them answered education followed by marriage on the second spot.

The next tool that was used for the following research study after questionnaire (survey) was personal interviews from the professionals working in the events sector, which was conducted through by the means of email and telephone. After interviewing two people from the events fraternity; Mr. Edward Maben, who is the head of HR in trescon, a leading B2B events company in India and Mr. Abdul Razak Patel, who is the founder and COO of Big Moments, a leading B2C events company in Maharashtra.

The conclusion that was drawn after understanding the first interview with Mr. Edward Maben:

The event market is growing in India with fresh talents and ideas pouring every single day. Technological advancements are making dynamic changes in the industry. Branding and marketing dimensions have evolved with time. There is no such thing as an ideal market for any industry, it depends on the idea and strategies crafted considering the market audience. Prime metro markets like Mumbai, Delhi and Bangalore are getting saturated owing to a large number of competitors. Tier 2 and 3 cities are the new business hub, although slight changes have to be made in the approach of business to suit the market therein. As mentioned earlier technological advancements are bringing in major changes but said that, it cannot diminish the very existence of humans in this industry as the industry strives on human connect. Meeting deadlines and handling crisis/disaster are the major challenges that an event professional or event management company encounters. Regardless of how well an event is planned beforehand with all the requisites in place, and required measures being taken, executing the event day is always challenging.

The conclusion that was drawn after understanding the second interview with Mr. Abdul Patel:

In India, following the mantra - 'Customer is the king' is quintessential for creating a successful event. An event professional should have his target audience in mind while planning and taking decisions for events. People attend events if it promises them a high level of personalization. Analyzing the questions asked regarding tier 2 and 3 cities, it was concluded that getting clients in tier 2 and 3 cities can be challenging, but is worth the efforts, because if an agency or a professional is able to gain confidence and earn trust of the customers residing in these cities, it can go on to become the market giants owing to negligible presence or few players in the market. Word of mouth and Referrals are majorly the means of getting clients in these cities. There is undoubtedly a shift in the events sector, particularly customer-oriented events or so-called B2C events. The number of events organized across the country is increasing like never before and the major chunk of the cities on a country like India belongs to tier 2 and 3 strata, thus without a second thought, events market will rise in these cities.

Finally, the inferences that were made out of the session by Anirban Das Blah, Founder, and CEO of Kwan talent management and entertainment marketing agency are as follows:

Event business is a challenging one but generates significant revenue with high-profit margins. The people residing in tier 2 and tier 3 cities are still stuck with the mindset of managing an event on their own. These markets need to be educated about the benefits of hiring expertise from events sector for their events. There lies a vast opportunity in these cities but underutilized by the event marketers. Apart from metros, the remaining cities come under tier 2, tier 3 and tier 4 which comprises 90 percent of India. For a brand to create experience and loyalty, these cities are ideal as events occur sporadically here, unlike metro cities, where events are hosted every

alternate day. Events are organized in prime metros like Mumbai, Bangalore, Pune, Delhi and Chennai on every other weekend, the ones visiting the events tend to forget about it the next week. External factors would not change in tier 2 and 3 cities unless the Indian event industry works together to aware and educate the people and bring out workable changes in their functioning of the business.

To sum up, Indian event industry is growing at a steady pace and this year 2018 looks promising. Many experts believe that Indian event industry is going to upsurge with every single year with increasing population, rising disposable family incomes followed with busy scheduled lives that come with time constraints. Event management is also rated to be amongst top 10 growing fields across the globe. In India, the picture is similar to the global trends publicized. With more and more budding event management companies coming up as well as many individuals pursuing a career in events, Indian event market is surging. tier 2 and 3 cities becoming SME hubs, owing to the upper hand on metros in case of cheap human resource, low rental rates, low infrastructure cost etc. B2C events are doing good in India, specifically wedding planning business is blooming in India and the market is humongous. Looking at the staggering behavior of Indian consumer, tier 2 and 3 cities consumer is not any different. The market is challenging and can be tricky for event marketers. Event professionals need to adapt their business strategy according to their target audience and the market they are working in. What runs in a metro, the same business strategy may not run and thus cannot be useful in tier 2 and 3 cities. Consumers need to be educated about the benefits and should be convinced as these markets run on word of mouth and referrals largely. The tier 2 and tier 3 market is large and the event sector is expediting enough to

gasp the majority of India. Having said that, the one fact remains unchanged that when it comes to arranging events, the biggest challenge for event professionals is securing approvals from the various government departments like police, fire safety, municipality and other authorities. Anywhere between 6-16 permissions are required for each event in the majority of tier 2 and 3 cities. There is no single-window clearance and this process consumes time. Thus government support and aid are necessary for event industry to grow well in these cities. However, looking at the numbers of events being organized, it seems that the events industry is coming out unscathed even with all the hurdles lined in its way.

The culmination statement to conclude the following dissertation study would be - **“What becomes a regular fare in tier 1 then migrates to tier 2 cities and, from there, to tier 3 cities!”** Hence, without doubt, the B2C events market will surge in tier 2 and 3 cities in India.

Limitations:

Location & Travelling Constraint:

In-person interaction/interview not feasible owing to travelling and residing location constraint. Being stationed on the outskirts of Bengaluru, far away from the mainland of the city, it was practically inconvenient to travel distances to interview or interact with people according to their

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schedule. Also, lack of a personal vehicle to commute was one of the reasons, high cab fares make travelling places in Bengaluru difficult due to the dearth of apposite public transport.

Busy Academic Routine Schedule:

Unlikely to be a part of live events to capture deep insights considering the college schedule. Pursuing postgraduate degree with classes scheduled from morning till evening, it was difficult attending any live events or social events with respect to the timetable assigned to us.

Lack of Practical Experience:

Due to lack of practical experience, it was tricky to make logical assumptions as well as accurately predict the industry trends and events related consumer behavior trajectories. Coming from an education background that is poles apart to the research study. Having a negligible knowledge of public relations, events or media and entertainment industry, it was challenging to write a dissertation for almost eighty pages.

Access to Literature:

In the majority of the cases, the literature pieces consisting of e-books, e-journals or paperwork on similar lines are paid on the internet. Very few information and statistical data available regarding B2C or customer oriented events, unorganized events sector in India. This limitation might reflect on the detailed study results of the following subject.

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