



Journal Homepage: - www.journalijar.com

INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR)

Article DOI: 10.21474/IJAR01/14080
DOI URL: <http://dx.doi.org/10.21474/IJAR01/14080>



RESEARCH ARTICLE

A STUDY ON CONSUMERS ATTITUDE ON EVENT BASED MARKETING IN COIMBATORE CITY

Dr. S. Mahendran¹ and M. Renuga²

1. Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.
2. Ph.D. Research Scholar, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

Manuscript Info

Manuscript History

Received: 15 November 2021
Final Accepted: 18 December 2021
Published: January 2022

Key words:-

ANOVA, Consumers Attitude, Event Based Marketing, Percentage Analysis

Abstract

In world, event based marketing has been changing the consumer's attitude through more variety of products and services to the people with cost effective environment. These are factors influencing to purchase the products on event-based marketing place with more excitement. The consumers have been visiting the events for more availability of products and it provides more opportunities to humans. This article focuses the consumer's attitude on event-based marketing in Coimbatore city. Structured questionnaire have represented to collect the consumers responses. For analysis, the researcher utilized the percentage analysis and ANOVA to find out the attitude changes towards event based marketing in the study area. The study denotes the consumer's attitude and their attitude changes on event based marketing through the analysis results in Coimbatore city.

Copy Right, IJAR, 2022., All rights reserved.

Introduction:-

In recent days, events have been changing the life style and products purchasing methods through event based marketing concept. There are more wholesalers and retailers available in the marketplace. The event-based marketing helps to connect the consumers and sellers directly in events and it provides more endeavour to develop the business. It is an extra component used to characterize a procedure that uses mechanization to oversee event to wind up noticeably more compelling and proficient. It is a more personalized form of marketing and it can help to form personal connections with the customers. Event marketing is a form of marketing that identifies key events in the customer and business life cycle. It is very important for any successful business. The event based marketing firms conceptualize the event according to the specification of the customers. The event marketing is spreading to the urban centres as well to the semi urban and rural villages. The business of different persons and diverse durable goods has marketed by the small, medium and corporate levels of event marketing companies. The present study has concentrated on consumer's attitude on event-based marketing in Coimbatore city.

Overview of Event-Based Marketing

Event-based marketing is a strategy, that when combined with the relevant technical architecture, allows us to focus on elements that are often missing from traditional direct distribution approaches: behavioural changes and timeliness. When both of these concepts are used together, they form the core of what event-based marketing is all about. In short, Precision Marketing's event-based marketing strategy is designed to identify when a customer has a need tell us exactly when the customer has this need by monitoring their activity on a daily basis. Monitoring a

Corresponding Author:- Dr. S. Mahendran

Address:- Principal & Guide, Department of Commerce, Pioneer College of Arts and Science College, Coimbatore, India.

customer's activity on a daily basis allows us to pinpoint the exact time when a customer makes a decision, suggesting a change in their behaviour.

For event-based marketing campaigns, this knowledge results in a shift in the way we target customers – allowing us to move away from the more traditional approach of segmentation and modelling where we find customers to push our offers to, to instead identifying customers who have a need which matches our offer and marketing to them in a timely manner.

Review of Literature:-

The literature reviews are given below:

Ramli et.al (2018) has reviewed about the relationship between quality of event performance and attendees' satisfaction. The study found that all the extents have significant effects on attendees' satisfaction with informative event performance are the major influence on the satisfaction, followed by design event performance and hedonic event performance.

Rathnakar (2018) has revealed to understand the demand in the usage of social media in communication for establishing event marketing. The study concluded that marketing and branding through social media is a worthy investment which has constantly increased in value and thereby deliberated as a safe and secure investment.

Sunderaraj (2018) has made a research on impact of advertisement on buying behavior. A sample of 125 respondents was chosen using convenient sampling technique. The study concluded that the role of advertisement is important in inducing the buying behaviour of the consumers and it should be genuine, correct and serve the informational requirements of the consumers.

Bo Pu et.al (2019) has exhibited about the relationship between exhibition promotion and exhibition performance in China. The study found that there is a positive correlation between exhibition promotion and exhibition performance and positive impact of price promotions on customer relationship building is not significant. The study concluded that the promotion plays a crucial role in gratifying the participation target and contributes to succeeding development of enterprises.

Sakthivel & Nachimuthu (2019) aimed to measure the rural consumer satisfaction towards selective durable products in Erode District. The study concluded that the product attributes like durability and customer service have also been appreciated. It found that the customer satisfaction concept is an unpredictable one in any kind of marketing but this study has attempted its best to reveal the same.

Mohammed et.al. (2020) investigated the effectiveness of advertising in digital marketing towards customer satisfaction in Melaka, Malaysia. The results showed that all the factors had significantly influenced customer satisfaction toward advertising in digital marketing assurance was the most influencing factor and all the research objectives had achieved in this study.

Loxton et.al. (2020) utilized to analyze panic buying, herd mentality and altered patterns of consumer discretionary spending involved an analysis of consumer spending data, largely focused on Australian and American markets. The study concluded that the consumer behaviour during the COVID-19 crisis appears to align with behaviours exhibited during historic shock events.

Objectives of the Study:-

The objectives of the study are:

1. To study the socio-economic variables of consumers in this research work.
2. To measure the consumer's attitude on event-based marketing in Coimbatore city.
3. To discover the significant changes in consumers attitude on event-based marketing in the study.

Research Methodology:-

The research work is based on the primary data and the questionnaire used to measure the consumers attitude on event-based marketing in Coimbatore. The study covered 100 samples with the empirical research method. The

convenient sampling method adopted for the sample selection in the study. The collected data measured by the statistical tools like percentage analysis and ANOVA in the study.

Results and Discussions:-

The present study provides the analysis results of socio-economic variables consumer's attitude level as follows:

Table 1:- Socio-economic Variables of the Samples in the Present Study.

Variables	Particulars	No. of Samples	Percentage
Age	Below 25 years	16	16.0
	25-50 years	52	52.0
	Above 50 years	32	32.0
Gender	Male	52	52.0
	Female	48	48.0
Educational Qualification	Schooling level	53	53.0
	UG/ PG level	23	23.0
	Others	24	24.0
Marital Status	Single	18	18.0
	Married	82	82.0
Occupation Status	Employed	58	58.0
	Business	14	14.0
	Retired	14	14.0
	Professionals	14	14.0
Income	Upto Rs.20,000	7	7.0
	Rs20,001-Rs.40,000	24	24.0
	Above Rs.40,000	69	69.0
Total		100	100.0

Source: Computed

The above table revealed that the study contains 52.0% of the samples under the age of 25-50 years and 52% of the samples are males. Majority of the consumers have completed schooling level (53.00%) and 58 % of the persons are employed in the study. There are most of the respondents are married and having monthly income of above Rs.40,000 in the present study.

Table 2:- Consumers Attitude Level on Event-Based Marketing in Coimbatore.

Attitude Level	No.	Percentage
Poor	26	26.00
Fair	22	22.00
Good	52	52.00
Total	100	100.00

Source: Computed

The study delivered that the consumers have good attitude (52.00) at higher level on event-based marketing in the study. So, most of the consumers have good attitude on the event-based marketing in Coimbatore city.

Table 3:- ANOVA – Significant Changes in Consumers Attitude on Event-Based Marketing in the Study.

Attitude Level	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.658	5	2.332	4.374	.001
Within Groups	50.102	94	.533		
Total	61.760	99			

Source: Computed

The analysis result showed that the significant changes of consumer's attitude on event-based marketing in the study. The significant value is 0.001 and it is less than 0.05 at 5 percent significant level. Therefore, the hypothesis is rejected and there is a significant change in the consumer's attitude event-based marketing in the study.

Conclusion:-

Event based marketing has been changing the consumers purchasing concept through new techniques in the world. The research work has explored the consumer's attitude on event-based marketing in the study. The study contains 52 percent of the samples are males and 58 percent of the persons are employed in the study. There are most of the respondents are married and having monthly income of above Rs.40,000 in the present study. There is a significant change in the consumer's attitude event-based marketing in the study.

References:-

1. Rathnakar (2018). Impact Of Social Media On Event Marketing - An Analysis, *Journal on Management Studies*, Vol.no 4(3), pp.no 783-787.
2. Sunderaraj (2018). Impact of Advertisement on Buying Behaviour of Consumers in Sivakasi, *Journal on Management Studies*, Vol.no 4(3), pp.no 800-808.
3. Vikram Singh & Yogita Sharma (2018). A study on the impact of advertising on purchase of two wheelers by women in Panipat City, *Journal for Advanced Research in Applied Sciences*, Vol.no 5(1), pp.no 125-133.
4. Bo Pu, Ruilin Xiao & Fei Du (2019). Influence of Exhibition Promotion on Exhibition Performance: An Empirical Case of Exhibitors in China, *3rd International Conference on Informatization in Education, Management and Business*, pp.no 272-279.
5. Ramzan Sama (2019). Impact of Media Advertisements on Consumer Behaviour, *Journal of Creative Communication*, <https://doi.org/10.1177/0973258618822624>.
6. Tsu-Ming Yeh, Shun-Hsing Chen & Tsen-Fei Chen (2019). The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction—A Case Study of Tourism Factories in Taiwan, *Sustainability Journal*, Vol.no 11, pp.no 1-12.
7. Sakthivel G. & Nachimuthu K. (2019). A Study on Rural Consumers Satisfaction towards Durable Goods in Erode District. *International Journal of Business and Management Invention*, Volume 8, Issue 12, pp.1-7.
8. Mohammed Hariri Bakria, Nurul Syazwanie Zamli & Hartini Azmana (2020). The Effectiveness of Advertising in Digital Marketing towards Customer Satisfaction. *Journal of Technology Management and Technopreneurship*, Volume 8, pp.72-82.
9. Mary Loxton, Robert Truskett, Brigitte Scarf, Laura Sindone, George Baldry & Yinong Zhao (2020). Consumer Behaviour during Crises: Preliminary Research on How Coronavirus Has Manifested Consumer Panic Buying, Herd Mentality, Changing Discretionary Spending and the Role of the Media in Influencing Behaviour. *Journal of Risk and Financial Management*, Volume 13, pp.1-21.