

Creating customer value through event management as a platform

By

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A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
of the MBA degree



SPRING, 2015

Bahria University Karachi Campus

MBA Thesis

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SUBMISSION DATE	22-Dec-2014 04:54PM
SUBMISSION COUNT	1
FILE NAME	Qudsia_thesis_File_for...
FILE SIZE	217.15K
CHARACTER COUNT	32867
WORD COUNT	6142
PAGE COUNT	38
ORIGINALITY	
OVERALL	6%
INTERNET	3%
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CHAPTER ONE

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AKNOWLEDGMENT

First of all I would like to thank Allah the most Beneficent & Merciful who enabled me to work on this Thesis. Then, I would like to thank my supervisor Mr. Naveed Siddiqui for providing guidance in my work. Without his supervision and support the compilation of this thesis would not have been difficult.

I am also very thankful to my family and friends for their cooperation and encouragement during the period of my research.

Regards,

Qudsia Anwar

Abstract

Purpose- The main purpose of event management is to create customer value. Experts said that if such events are not formally planned and organized then it may have negative impact on customer value. The study is accomplished to find out the efficiency of event management on creating the customer value.

Methodology/sample-In this descriptive research the sample size of 200 is selected. Data is collected through the research questionnaire. The collected data has been analyzed through graphs

Findings-It is concluded that marketing events particularly our selected events of Dawn life Style and Women of Talent provide sense experience by displaying the physical product and showing the services, feel experience by having access to the product and services and act experience by allowing them to use the product before actual purchase. However such events are useful for the high value goods in which consumer want to put his attention before purchase. In marketing events consumer get a better chance to know about the product and services but their advantage is erode due to the large number of visitors. The products in the marketing events are mostly cheap prices than the market. People find marketing events to get a better chance to shift towards the new product. Thus with such finding we conclude over all that plat form of marketing events create customer value

Practical Implications- This study will be worthwhile for all organizations which are practicing event management as a platform for creating the customer value and also for those companies or brands which are intending to practice event management for gaining customer trust and value. This study will tell the reader that what factors make event management effective than traditional marketing and also if one has decided or practicing event management then what are the precautions in the event management for making desirable results from it.

Key Words-marketing events platform, customer value creation, event management, experiential marketing

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CHAPTER ONE

1. BACKGROUND OF THE SUBJECT/TOPIC AND STATEMENT OF THE PROBLEM

1.1 INTRODUCTION:

It has been seen that mostly all organizations have different missions and visions but one of the basic purpose of each organization, either it is government owned or private, is to make profit and to increase its sales. This world is not like a small town where everyone knows each other and their need and makes goods and services for the fulfillment of the need of other. There are millions of companies making billions of goods and people do not know them, neither these companies knows the people and their need. Then how come companies sell their goods to people... there comes the concept of market, market is the place where individual (buyers) and companies (seller) meet each other and sell their goods and make profit. Buyers are not limited, they are expanded over a wide range of areas and they all have their own needs. At initial stage there comes the concept of mass marketing. Organizations make one good for all. No individual need is analyzed. With the passage of competition, they started doing target marketing in which the need of group of individuals is analyzed and a product is made for the fulfillment of their need and then intimate them that there is a product that they need. Through various other mediums companies do marketing and sell their products and increase their profit.

Various methods of marketing have been used in the history, the list and methods is endless. It has been noticed that for the small value purchases these marketing tactic of advertisements etc. are workable because people can trust on the content of marketing ads but for the high value purchase people are more vigilant. At many counters we have listened the words of “trail” by the customers, which means that customer, want to try the product for that he/she is spending millions rupees or dollars. They want to get satisfied by their pre use or by physically seeing it. Here comes the chance of the companies to meet with the customers. In traditional marketing companies only advertise their product but do not meet with their customers. Customers visit a retailer or a website and make purchases.

Customers are bombarded with thousands of advertisement on TV, newspapers, emails, social websites, billboards, pamphlets etc. Many times that irritates a customer. In the research of Mr. Fredrik he concluded that such untargeted continuous advertisement has negative impact on the brand loyalty and likeness of prospective customers. Brands have then realized that to secure the life time value of customer they need to gain the brand loyalty of their customers, this though have revolutionized the relationship building between customers and brands. It has been witnessed that each day in our daily life we share our experience with others in either solicited or unsolicited to secure the interest of other fellows. Earlier prospective customer takes guidance and experience with other customer and then makes this purchase decision. It is a famous saying about customers that *“A satisfied customer share his experience with only one but a dis-satisfied customer shares his bad experience with 99”*. To control this experience sharing and to get those a real experience marketers have come up with experiential marketing. Experiential marketing is a two way communication at a real time between the brand owner and prospective customers. Experiential marketing provide life brand experience to the prospective customer so that they may get satisfied before their actual purchase. Event management is one of the types of experiential marketing in which AIDA (Attention, Interest, Desire and Action) take place at the real time. It is the most effective method of gaining the customer brand loyalty and to increase the customer life time value.

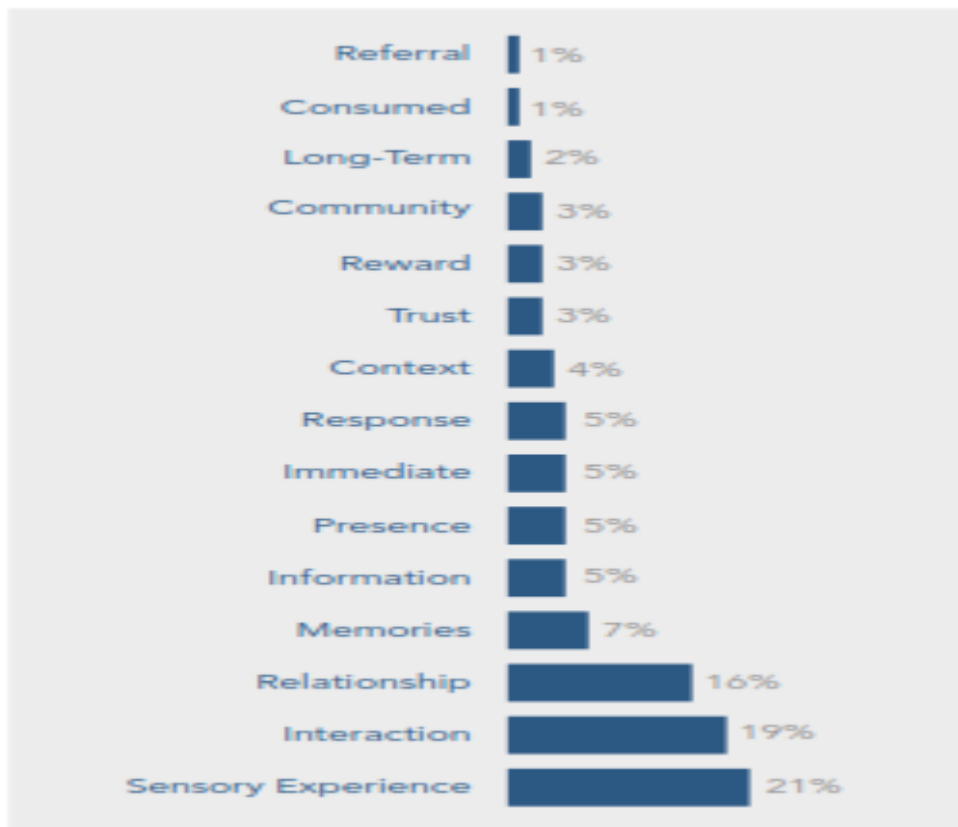


Figure 1: comparison of effectiveness of purchase decisions of various variables

In the light of Figure one, Event management is one of the most effective methods that include almost all elements that result in a high degree of purchase decision; it includes sensory experience, interaction, relationship building, memories, information, presence, immediate, trust and consumes experience.

1.2 STATEMENT OF PROBLEM:

Event management has many advantages that we have discussed in introduction, there is a marketers thought that event management has some disadvantages too which results in huge losses that it is advisable to not follow the practice of event management.

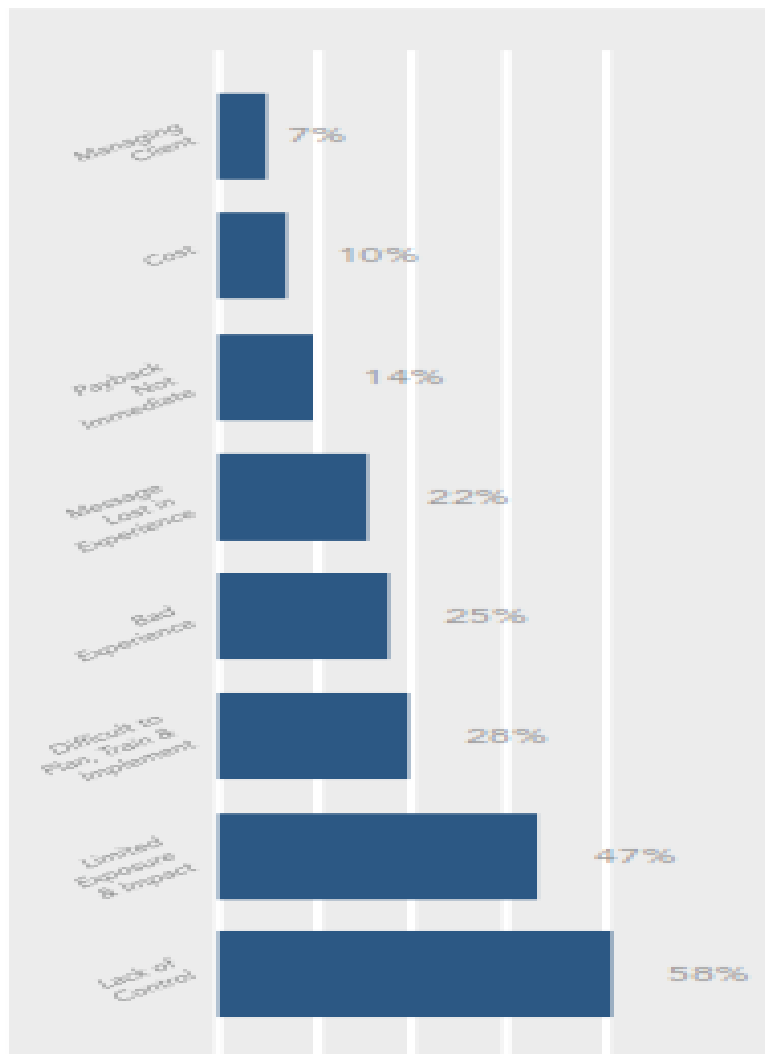


Figure 2: Risk variables of using Event management

The main purpose of event management is to create customer value. Experts said that if such events are not formally planned and organized then it may have negative impact on customer value.

1.3 SIGNIFICANCE OF STUDY:

The study is accomplished to find out the efficiency of event management on creating the customer value. This study will be worthwhile for all organizations which are practicing event management as a platform for creating the customer value and also for those companies or brands which are intending to practice event management for gaining customer trust and value. This study will tell the reader that what factors make event management effective than traditional marketing and also if one has decided or practicing event management then what are the precautions in the event management for making desirable results from it.

1.4 SCOPE:

- This research is performed in keeping in mind the culture and practices of marketers in Pakistan.
- This research is performed in keeping in mind the characteristics of customers located in Karachi.
- This research is mainly focused on the event management platforms of Dawn Life Style and Women of Talent.

1.5 ASSUMPTIONS:

- The information is gathered by the marketers, management and mostly visitors of dawn life style and women of talent, it is assumed that they have understood the purpose of this research and have given true information in good faith.
- The respondent selected are educated so we have assumed their responses are reflecting their true experience
- There is no change in the marketing tactics in dawn.
- The projection of response gathered by sample is the same as if we take response from the whole population. We have assumed that selected respondents are the full representation of the whole population.

1.6 DEFINITION OF KEY TERMS:

A. Experiential Marketing

Experiential marketing is a two way integrated approach of marketing, always engaging customer to give them information and real experience about the product and services so as to gain the customer brand trust and loyalty.

B. Prospective Customer

Prospective customer is those customers who have intentions to make the purchase that an organization is selling or offering

C. Mass marketing

Mass marketing is the production and selling of one good for all, keeping no concern in the individual need of individuals or group of individuals

CHAPTER TWO

**2. RESEARCH METHOD &
PROCEDURE**

2.1 RESEARCH DESIGN & METHODS:

The driver of this study is the research requirement by the Bahria University Karachi Campus for the Masters in Business Administration degree. As per the nature of the thesis topic i.e. creating customer value through event management as a platform, the research is mainly qualitative. In this research various literature reviews have been studied and variables will be identified from the literature review. On those variables the questionnaire is designed and tested for their acceptance or rejection in the current environment. In this approach, we initially select various variables through reading various articles on the similar topics and then we test those variables and reject if any fails.

Individual customers and brand partners of the events organized by dawn will be reached and interviewed for their input. We will understand their real experience about event management and the benefit they took from it. The interview length will depend upon the welcoming style of the interviewee.

Customers of dawn life style and women of talent will be selected and asked to fill questionnaire. The questionnaire will consist of both open ended and close ended to get the real impact of event management on creating customer value.

2.2 RESPONDENTS OF THE STUDY:

The respondents of this research paper will be following

- People visiting the events
- Marketers
- Brand partner representations
- Any other customer like teachers etc.

The main event selected for the research is Dawn life style and Women of Talent. We will reach to minimum 75 individuals for the both selected events. These individuals will be asked to fill the questionnaire and we will take interview of them too.

2.3 RESEARCH INSTRUMENT:

I intended to gather data mainly with the help of questionnaire that will be consisting of both open ended and close ended questions making us enable to test our selected variables and also to know about any other variable or factor. Thus questionnaires will enable us for the deductive approach of the testing. Questionnaires are assumed to be best when the respondents are matured and educated enough to understand and respond it correctly.

2.4 SOURCES OF DATA:

- 1) Primarily we will collect data using questionnaires and interviews.
- 2) Through secondary method, we will extract the information by evaluating the past articles regarding the creation of customer value through event management.

2.5 TREATMENT OF THE DATA:

The data gathered by questionnaire and interview i.e. primary source will be analyzed by the help of Microsoft Excel 2010. We will then give findings, conclusion and recommendation based on our analysis in descriptive form.

2.6 VARIABLES:

Dependent Variable:

Customer value creation

Independent Variable:

- Sense Experience
- Feel Experience
- Act Experience
- Purchase Value
- In-depth detail of products/services
- Price consideration

2.7 HYPOTHESIS:

Since it is a qualitative research, therefore we will be using the research question instead of hypothesis. Our research question is:

“Does platform of event management create customer value?”

CHAPTER THREE

**3 REVIEW OF RELATED
LITERATURE & STUDIES**

3.1 LITERATURE REVIEW:

In an article “practical guide to interactive brand experience” by Shaz Smilkey, he made a detail discussion about the practical guidance for the marketers who want to engage in experiential marketing and event management which gives interactive brand experience to marketers and customer as well. He first highlighted various marketing communication techniques and made analysis in descriptive session about the effectiveness of various channel on the marketing result. He concluded that most effective and controlled method is experiential marketing which is highly useful and beneficial for high value sale and where the company wants to maintain its good image in front of their customers. He then put lights on the experiential marketing, in which he also added to technological advancement methods in experiential marketing. He ended his session with a closing statement that event management is the face to face method which is highly control communication technique.

In an article “guidance to the event management” by Smith John, he said that in normal marketing technique AIDA-Attention Interest Desire and Action take place in separate instances and there is time lag in all 4 of AIDA. Event Management removes this time lag, customers are targeted in such a way that all the 4 process of AIDA take place at a same time thus most effective method of control communication of marketing is event management exercise.

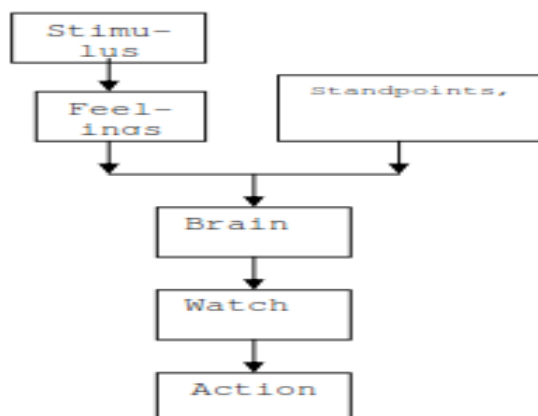


Figure 3: From Stimulus to Action

In a research paper title as “A study on the losing effectiveness of traditional approaches” by Miss Kenly presented facts that in traditional marketing customer is bombarded with lot of advertisement while seeing television, films, using internet, emails, sms etc. such communication at many times disturb the customer and it take negative impact on the customer loyalty with the brand as customer is forced to see them and this interrupt their daily routine task or enjoyment. Thus for keeping the worth of customers, marketers should take care of the emotional value of the customer so as to maintain the brand loyalty of them. Also she highlighted that the return on investment of traditional marketing approach is not as much as it is expected. She concluded in descriptive and through analysis that traditional approaches of marketing are now losing their effectiveness.

In a research paper by Mr. Suleman titled as “Appropriate marketing for B2B”, he said that in individual consumer purchase marketers are not so much considering for their satisfaction and rejection of the market offer. However, in business to business marketing, marketers have zero tolerant for any rejection or dissatisfaction, as the order size of business is extremely large as compared to individual and also because any one rejection or dissatisfied business customer spread his bad experience with other related business, thus a single dissatisfaction means dissatisfaction and bad image in the whole market. So markets are highly sensitive in business to business marketing strategies. The ideal business marketing strategy is the experiential marketing which involves the event management platform, in which business customers are invited and take their consideration of need and targeted communication take place to satisfy them and take business.

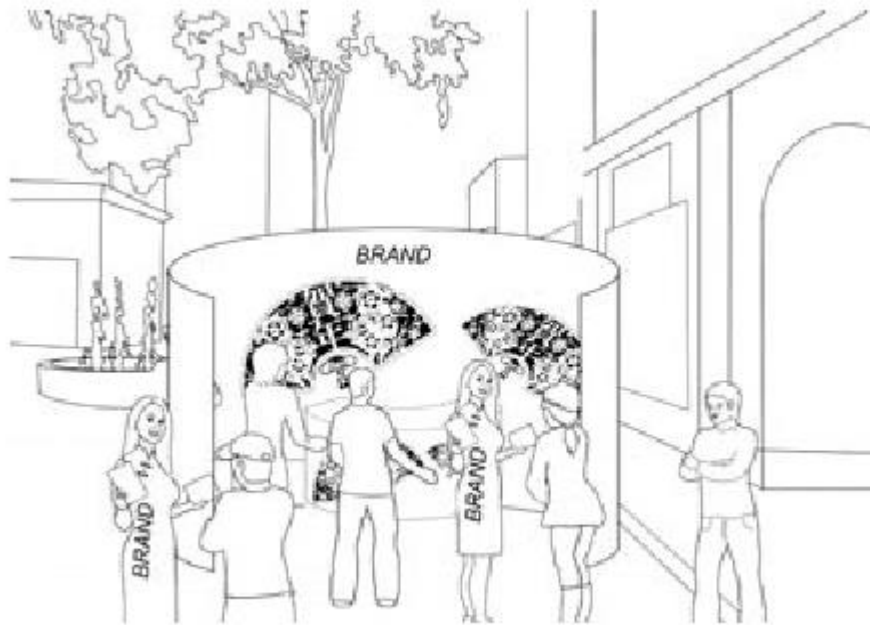


Figure 4: Brands interaction with customers in events

In a research article “Impact of event management on the customer satisfaction” by Khalid Alkayani in Malaysia, he concluded that the core characteristic of event management platforms are the few experiences which are Sense experience, feel experience, think experience, act experience and relate experience. He made analysis on these variables and took input of approx. 250 individuals and concluded that through event management customer satisfaction is created mainly by sense and feel experience. Thus it gives the edge on the traditional techniques of marketing.

In an article titled as “Effectiveness of event management by Miss Sarangpaul, she tested BETTER model in marketing event platforms. She found it effective model. In BETTER model B is the Brand Personality, E is the Emotional connection of the event and its message to the customer, T is the Targeted audience, T is the Two-way interaction, E is the Exponential element which is the triggering element for the customer to take place in the event and finally R is the Reach element. She concluded that although all elements are necessary for the planning of event management platform then proper sequencing is necessary to get the desired benefit. Following is the recommended sequencing.

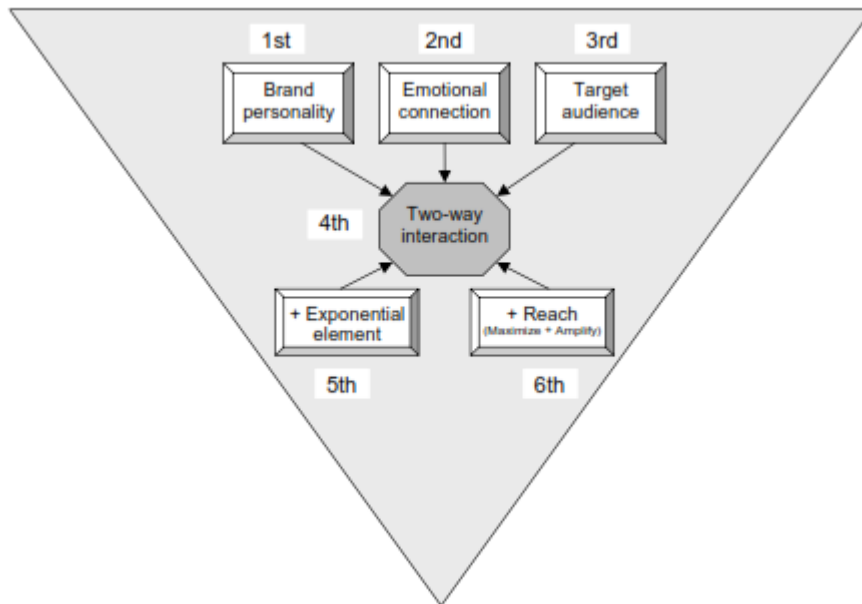


Figure5: sequencing summary of the BETTER model

In an article “Benefits of the marketing events” by Mr. Jame John said that marketing event platforms have various purposes but the core is to maintain a sound public image in the market. We satisfy many customers in order to maintain our client’s loyalty. We do many expenses in order to win the trust of various other companies or individuals. For example, if we are doing expenses on the education then our primary purpose is to maintain our image as the care taker for all. Meanwhile our brand partners are also our customer which actually gives us money for running the campaign. Our platforms are also used as a marketing tool for the brand partners because they got the right place and people for their marketing communication. Thus marketing events have multi-dimensional advantages for the brand partners and for us too. This become a platform for all to make their customer satisfied and make the prospective customer as your permanent customer

In the Dawn presentation of Spelling Bee made by the event planners of Dawn, they have highlighted that spelling bee is a learning channel for the students and teachers as well. This enables them to improve their correct spelling skills and thus improve their English skills. The dawn spelling bee takes place at school level first and then the winners of each school partake in the Regional/National inter-school spelling contest. Many brand partners like HBL, EFU, K&N etc. who want to target school going students and teachers, they become brand

partners and do their targeted marketing at the Dawn Spelling Bee Contest. Thus Dawn Spelling bee is a good platform for many markets to satisfy their customers and to make them their permanent customer by winning their trust.

In the literature from website and from the Dawn Presentation of Lifestyle, the marketers of dawn stated that Lifestyle is a great platform for many other marketers to come and sell their products while directly dealing with the customer. They give them an opportunity for the experiential marketing. Such face to face marketing at lifestyle help the markets to control their message and to win the customer trust. Thus increase in their sales revenue by using dawn platform of lifestyle.

As per the website of the women of talent, this event is designed for the talented women who are interested to launch their products particularly their hand made products. They are given the opportunity to place their stall in the event at a reasonable price. This event provide one on one attention between the business women and many local and foreign buyers who purchase the items and also place many future orders. This event is an annual event.

As per the article in internet, the writer has highlighted the event management exercise of Multinational Companies in host companies, there comes the chance of the misconception of the understanding of the cultural values and the events carried out without considering the PESTEL (Political, Environmental, Social, Technical, Environmental and Legal) environment came up with the adverse effect. He summarize the problems and their solution as follows

Potential PESTEL problem	Solution
Environmental problem: Unwanted environmental waste	● Build in a 'litter pick' at the end of each day
Social problem: Noise pollution and disturbance of local residents	● Ask residents' permission before holding a music-based experiential event in a nearby park
Legal problem: Injury of small children	● Ensure that the set is appropriately designed for small children and made from soft materials with no hard corners or edges. Also have a health and safety officer present

Figure: 6Summaries of PESTEL Problem and Solution

Creating customer value is the missing of every marketer. At initial stage customers are assumed as the end user for which the marketers responsibility is to either tell that their desired product is available or to create the need of a existing product. "Need" was the central element for every marketers task (Franklin 2005). With the emergence in the marketing customers are treated to be the biggest asset one company have to the purpose of marketers is changed from meeting their need to "satisfying" and later on to the "pleasure". Customer value is the term which includes a marketer's activity which do not only meet the exact need / wish of the customer but it also give them pleasure to use the product and the need to use the product again and again arises. Creating customer value is an art. There is no specific theory that standardizes the creation of customer value. There is no one fit to all solution for creating customer value like discounts, free delivery etc. For each product or service there could be different ways of creating customer value which may range from quality, promotions, creating prestige feelings, discounts, 24/7 availability, provision of return with full money .. the list may be endless. The marketers challenge is to identify the way through which the customer value could be created in the most effective way. Darin (2010) said that creating customer value have cost. The short term cost of creating customer value is usually high however, in the long term these expenses made for creating the customer value become the goodwill that generate you enormous profit. Event management is an efficient platform for creating the customer value. It is the place where the marketers and end user of a product or service meet. End user meets with the marketers where the one to one interaction between the two assists the marketers to better deliver to

the end user. Such platform not only assists in creating the customer value but also assist in the marketing promotion.

Dr. Iran Brooks (2013) in his article “6 steps in creating customer value” said that business is the activity having the purpose of creating value. If the value is not created after the sales of the company then the objective of the company do not meet. Researcher said that because of the value creation the business are paid for. He explained that customer do not want the specific company or brand product or services. Instead of it they are more interested in the offering what can fulfill their need / wish. Researcher suggests that there are 6 most effective ways of creating value at the eyes of customer. The first one is to focus on the value. Value are the benefits and the features / functionalities that a particular product or service do offer. The basic formula that the customer apply is $\text{value} = \text{benefit} - \text{cost}$. The customer applies this basic formula at their every purchase and usage of the product or service. If the benefit is more than the cost the customer value is created as the customer get pleasure from the service. The more the value the more will be the customer loyalty. Researcher said that creating superior customer value should be the core though at each part / level of the organization. The second is to compete on value not on the price. In the competitive market where there are homogenous companies offering same product to a specific companies, if they compete on the price like discounts this will not only decrease the profit of the company but also decrease the overall average profit of the industry. Price war usually results if the companies start competition on the price. Usually the price war ends with the compromise at the quality of the product in order to maintain a specific level of profit. Researcher concluded that in order to increase or create the customer value competition should be there but the focus of competition should be value. If the companies compete on value they will put their efforts on providing more and more value to the customer and the customer will prefer that product that generates more value to them. The competition on the value creates the win-win situation for both the marketer and the customer which was a win lose condition in price competition. The third way if to look everything from the eyes of customer. The successful leader tries to create the workplace as the world from the eyes of the customer. As each product is designed for the use of the customer, there should be thought for the each aspect that the customer wants. Researcher said that if the marketers are not the through user of their own product or either they do not understand their customer they are fail to create the customer value. There is a high risk

of creating the value that is not desired by the customer. Remember one solution do not fit for all in marketing. The fourth is to make your customer successful in the eyes of user. For this understanding the customer need is essential. The success is when the marketers anticipate the need of the customer and make solution for the customer. Researcher highlighted one of the greatest pitfalls in the marketing communication and strategies that they create too much expectation. If the product fails to satisfy the greater expectation then the customer get dissatisfy and even if the product fully satisfy the expectation then the customer is ok but not pleased as the product is just as to his / her expectation. Creating value is to provide something extra that the customer expect. The more the customer feels satisfaction after using the product the more the value is created. The fifth is to reduce the cost. With customer perspectives price is not only the element of the cost. There are three common cost element associated with the customer which are time, efforts and anxiety. Try to reduce each of these. The success is to make feel customer like king. With the least efforts the product gets into his / her range. The last but not the least is to give something extra to the customer as to what customer expect.

3.2 LIMITATIONS OF RESEARCH:

As this research is conducted on the study requirement only therefore our main limitation is the lack of resources and time. We have conducted this study in keeping in mind Dawn only. As Dawn is engaged in this platform actively so we will try to take their active and appropriate input to minimize our limitation. Also the sample size of 150 was initially decided however only 80 responses have been gathered as per the need of the research.

3.3 AREAS FOR FURTHER STUDIES:

My research is focused on the creating customer value through event management as a platform. Further I have tested this on the Dawn. Researcher can do the same research on the various other organizations to test the relatedness result; also they can perform the research on any other geographical location.

CHAPTER FOUR

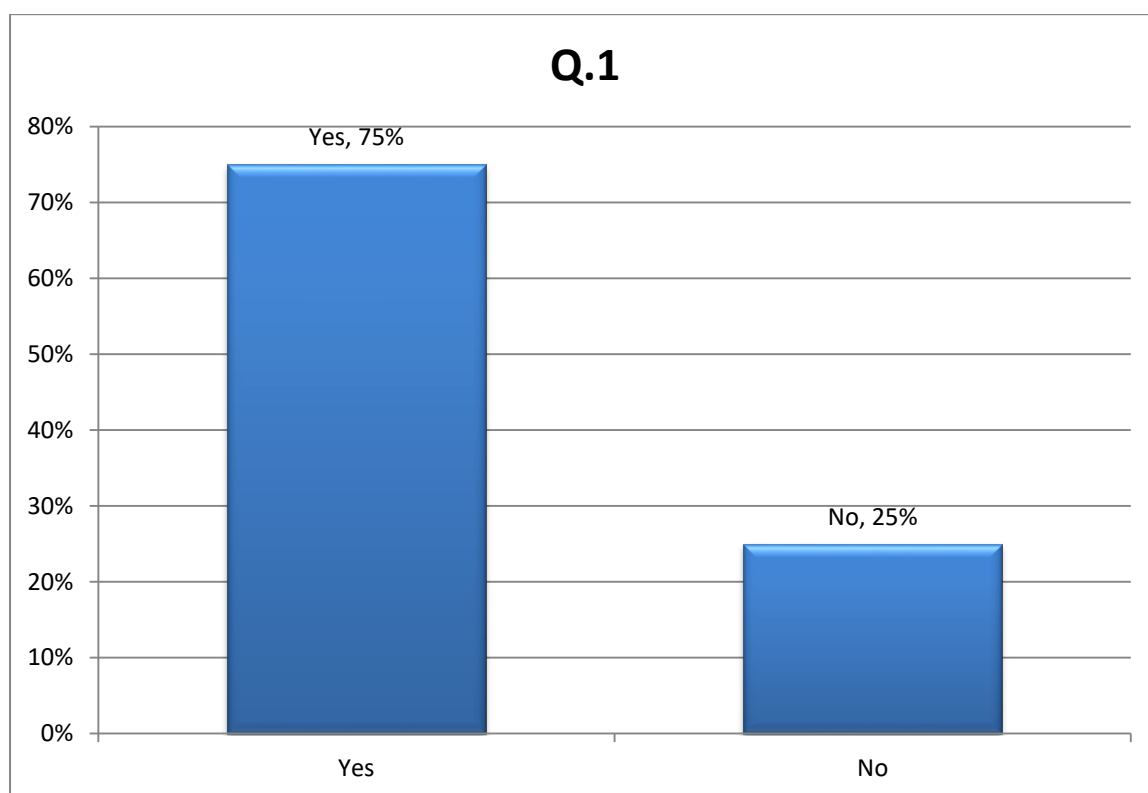
**4 PRESENTATION ANALYSIS
PRESENTATION OF DATA /
INFORMATION AND
ANALYSIS**

Q1. Do you visit marketing events occasional?

RESULT:

Yes	75%
No	25%

GRAPHICAL ANALYSIS:



ANALYSIS:

The majority of answers were Yes i.e. 75% of the total respondents are those who usually visit marketing events of the same nature of the household products. We conclude that such respondents are the serious respondents and we believe that the answers given by them are realistic in the correct manner. Few respondents were the occasional visitors for which we

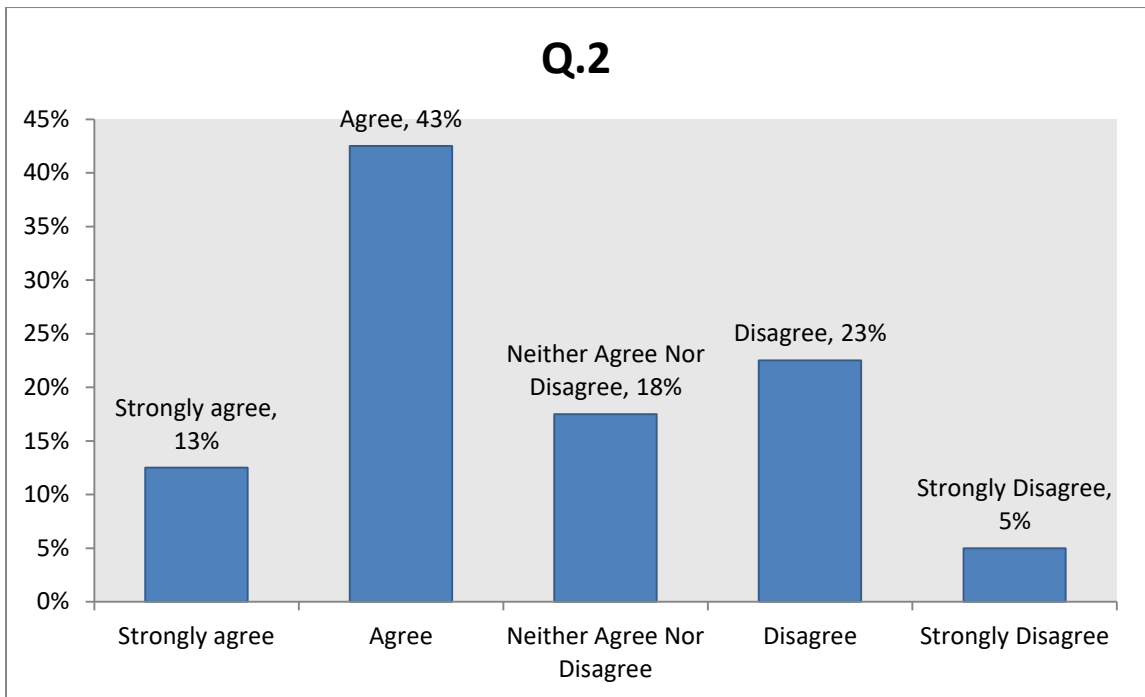
have analyzed their age maturity level are enough to believe that they were the serious visitors of the marketing event.

Q2. Marketing Events create Sense Experience of the products or offers that helps to differentiate products

RESULT:

Strongly Agree	13%
Agree	43%
Neutral	18%
Disagree	23%
Strongly Disagree	5%

GRAPHICAL ANALYSIS:



ANALYSIS:

Majority of the answer in favor (total 56%) of the asked question that marketing events helps in creating the sense experience that differentiate the products from other. The intensity of the favor in more towards second degree of agrees i.e. 43% Agree, which concludes that it helps in differentiating the products to much extent. However few respondents disagree from the statement i.e.approx. 28%, on asking questions few of them concluded that marketing events are quite crowded that's why they get less chance of differentiating the products from others of the same brands.

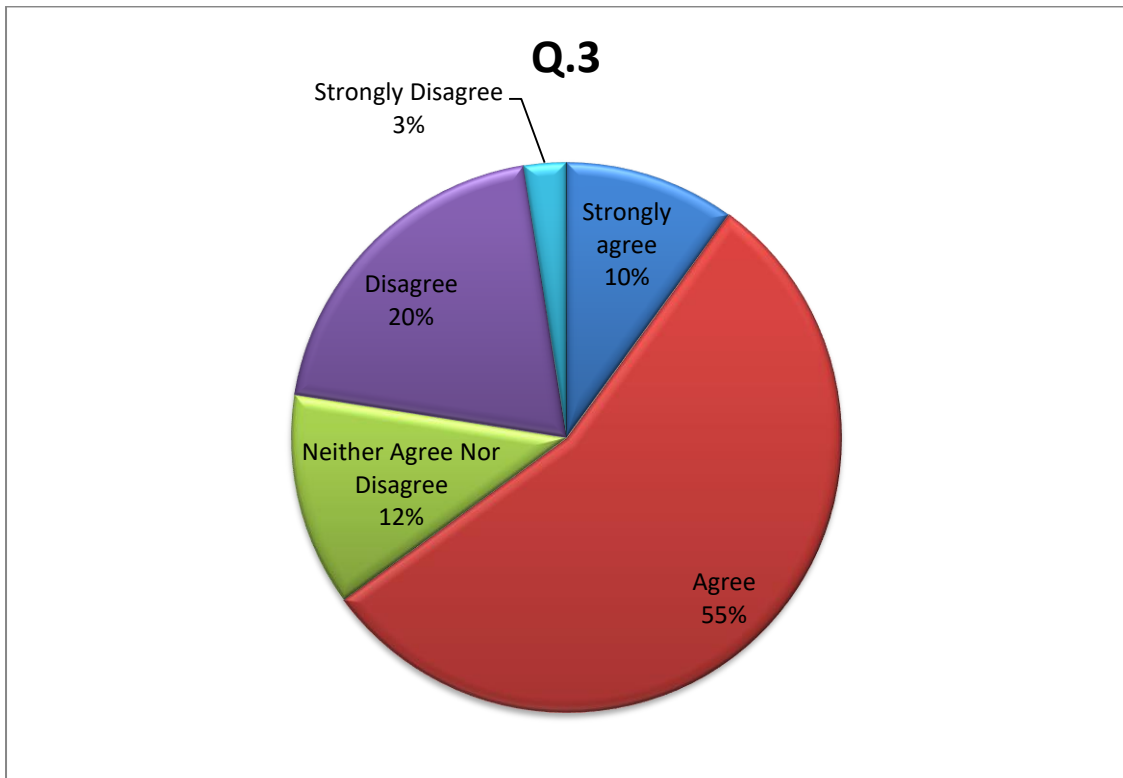
Q3. Marketing Events create Feel experience related to the usage of product or services

RESULT:

Strongly Agree	10%
----------------	-----

Agree	55%
Neutral	12%
Disagree	20%
Strongly Disagree	3%

GRAPHICAL ANALYSIS:



ANALYSIS:

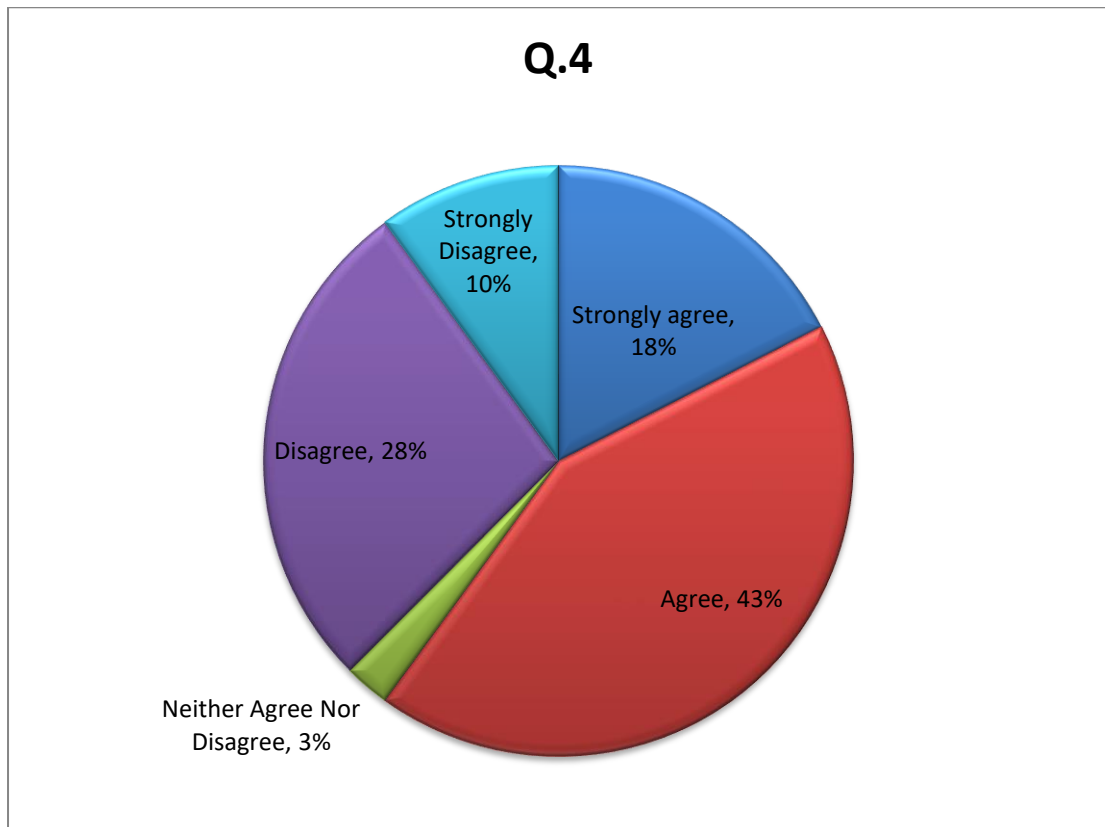
The majority of the answer in favor of the question that is; marketing events helps in creating feels experience relating to usage of the products and services. Few respondents disagree with the statement and which came to the same problem that marketing events are quite crowded to get the chance to use the products to get the feel experience.

Q4. Marketing Events create Act experience that creates sufficient usage experience before purchase.

RESULT:

Strongly Agree	18%
Agree	43%
Neutral	3%
Disagree	28%
Strongly Disagree	18%

GRAPHICAL ANALYSIS:



ANALYSIS:

The majority of the answer was in the favor of the question that marketing events create act experience by actually using the product from actual purchase. However, approx. 46% of the respondents were against of the question. The weight age of the negative answer were material, we have further inquired on the issue and came to know that few brands give proper chance to use the product before purchase, many of them show them on display to get the change to feel the product but not allow using the product. Thus we conclude that

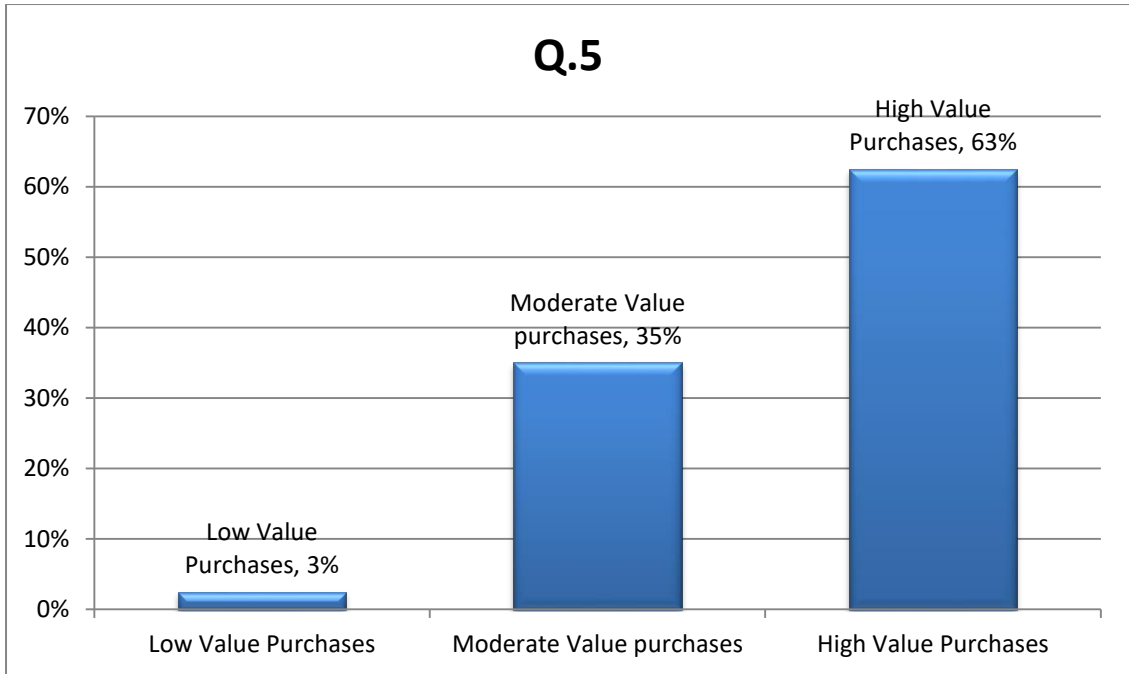
proper usage experience is not given in the marketing events which could lead to a satisfactory purchase. However in the women of talent exhibition, the respondents answer mere almost all in the favor of the question which means that in this event customer is allowed to have proper usage experience.

Q5. Marketing Events are useful for which kind of purchases

RESULT:

Low Value Purchases	3%
Moderate Value Purchases	35%
High Value Purchases	63%

GRAPHICAL ANALYSIS:



ANALYSIS:

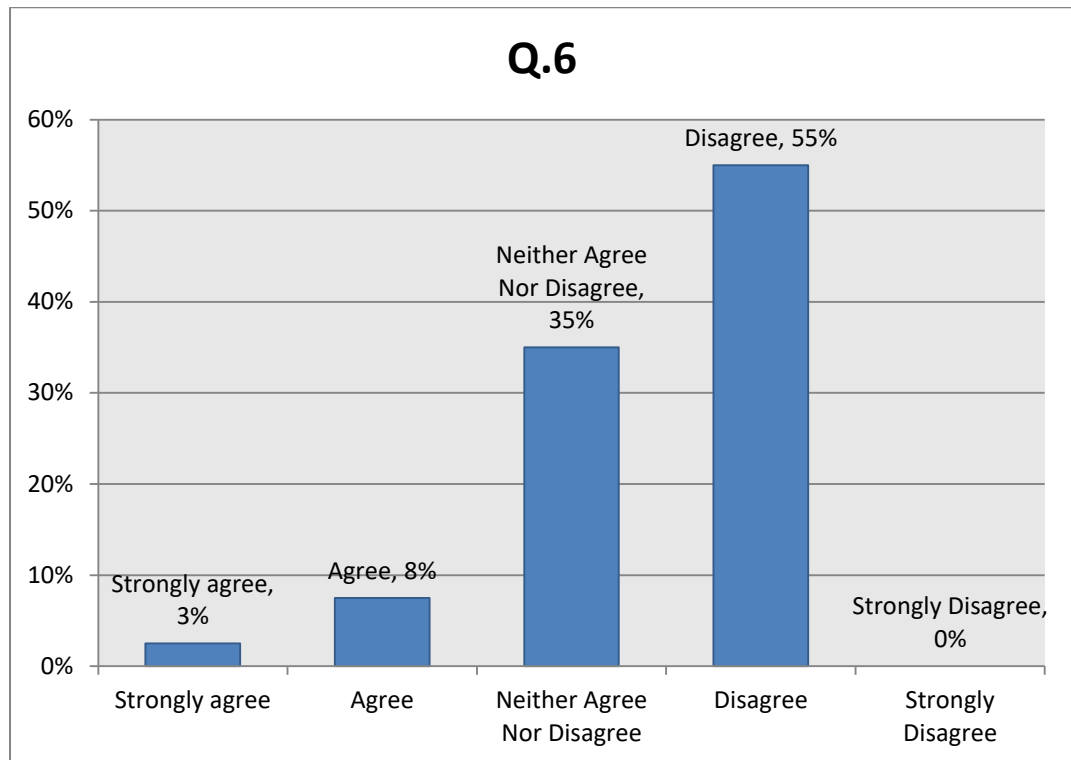
Majority of the answer are given for high value purchase and then for moderate value purchase. For low value purchase there is insignificant reply. Thus we conclude that marketing events are helpful for the high value purchase. We have inquired that due to the fact that the high value purchase required more attention and purchaser attention and marketing events are the good place to get the product experience before purchase that's why majority of the respondents visit marketing events for high value and moderate value purchase.

Q6. Marketing Event creates a platform for you to know about the product or services in detail

RESULT:

Strongly Agree	3%
Agree	8%
Neutral	35%
Disagree	55%
Strongly Disagree	0%

GRAPHICAL ANALYSIS:



ANALYSIS:

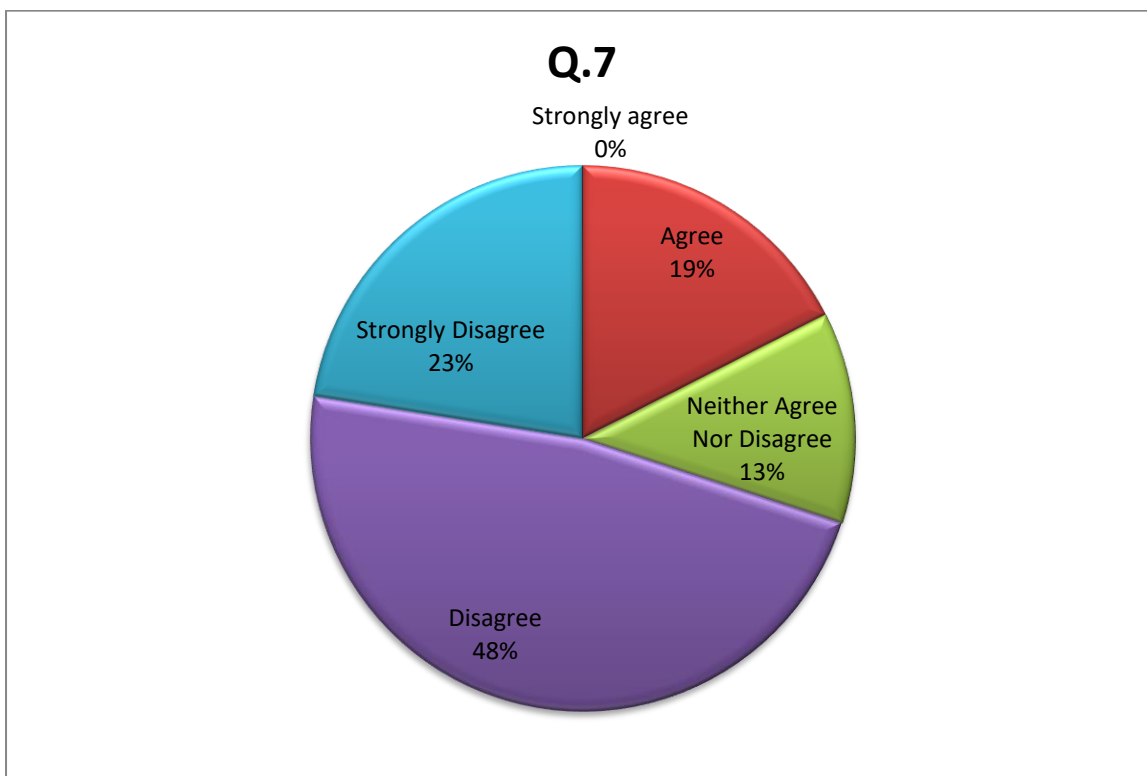
The majority of the answer was given against the statement. On inquiry we came to the conclusion that due to lot of people and also due to lack of the respondents at stalls each individual is unable to get the product knows in detail.

Q7. Marketing Events are only fun places for enjoyment

RESULT:

Strongly Agree	0%
Agree	17%
Neutral	13%
Disagree	47%
Strongly Disagree	23%

GRAPHICAL ANALYSIS:



ANALYSIS:

Mostly respondents were disagreeing with the statement that marketing events are only fun place. Which means that marketing events are useful for the consumer? Few respondents

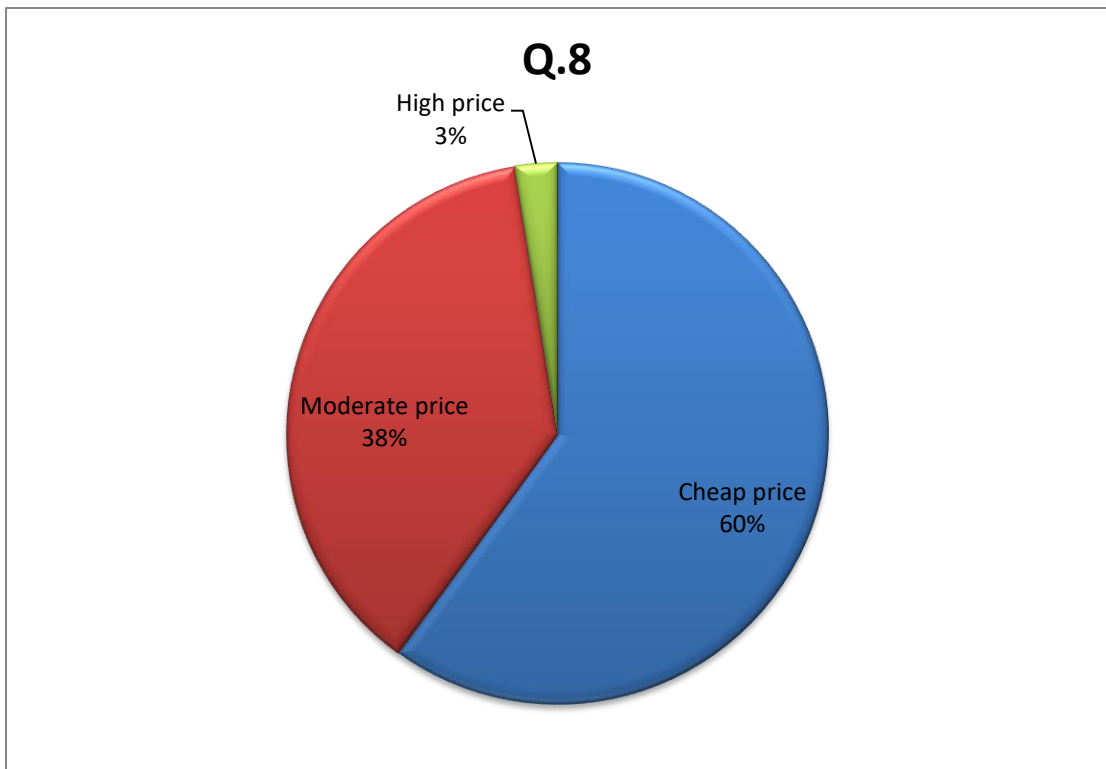
agree with the statement but the weightage of such respondents is quite low i.e. 17%, these were majority of the respondents that visit the marketing events quite less.

Q8. Products in marketing events are usually

RESULT:

Cheap price	60%
Moderate price	37%
High price	3%

GRAPHICAL ANALYSIS:



ANALYSIS:

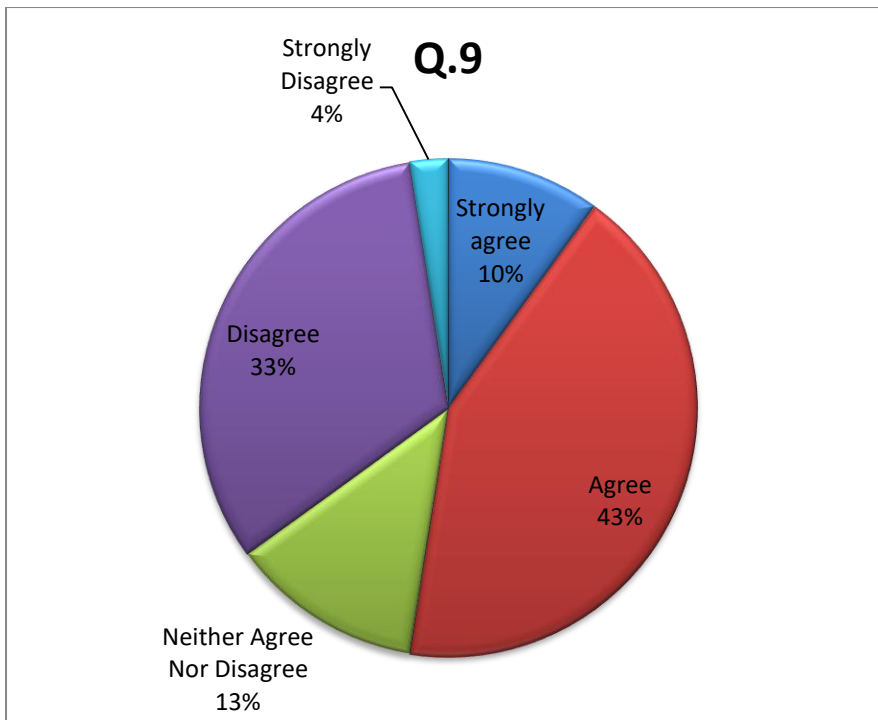
60% of the respondent said that in marketing events products are usually cheap prices. In their point of view the special discounts are usually given in marketing events with the free samples or complementary related products which make the cost of product less as compared to market. Few respondents were of the view that price is same as on the market and there is no significant cost benefit advantage to visit marketing events.

Q9. Marketing Events are place where you get chance to try to experience new products.

RESULT:

Strongly Agree	10%
Agree	42%
Neutral	12%
Disagree	33%
Strongly Disagree	3%

GRAPHICAL ANALYSIS:



ANALYSIS:

The majority of the answer was in the favor of the statement that marketing events gives a chance to try and shift towards new products. Few were of the against in view. Overall we conclude that such events provide a chance to try new products to quite extend but due to large number of visitor of such events one to one attention is not given that lack the user to use new products.

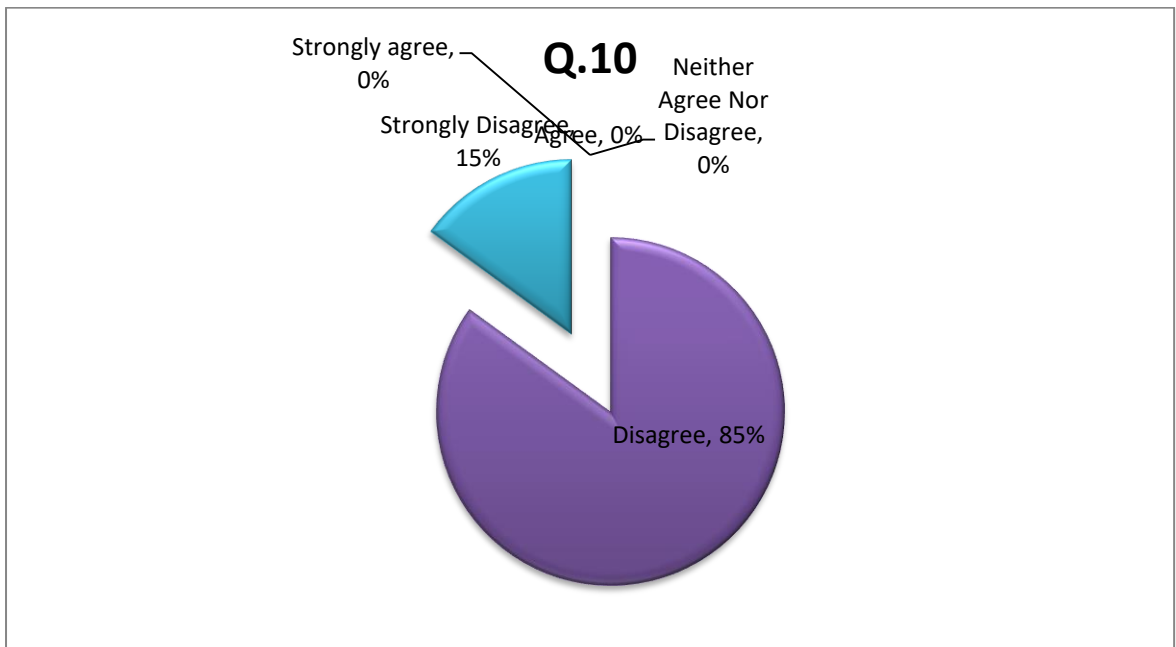
Q10. Marketing events do not create value addition to you in terms of benefits, awareness or new products

RESULT:

Strongly Agree	0%
Agree	0%

Neutral	0%
Disagree	85%
Strongly Disagree	15%

GRAPHICAL ANALYSIS:



ANALYSIS:

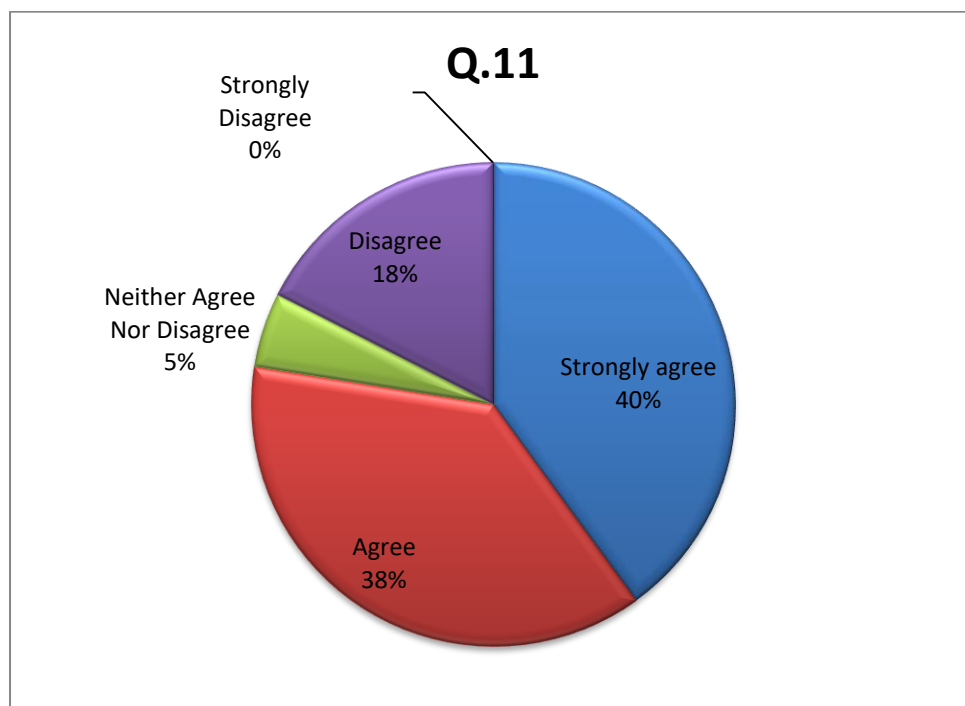
All the answer was given against the statement which means that marketing events do create value addition to visitor in terms of benefits, awareness or new product. This question was designed in the negative sentence so as to know the correctness of the answers of respondent. There is always a risk in filling questionnaire that respondent fill it without understanding or even actually reading it. Thus we conclude that all of the sample respondent have read the questionnaire and provided correct answer so to the best of them.

Q11. Marketing events are too crowded to get personal attention of marketer

RESULT:

Strongly Agree	40%
Agree	37%
Neutral	5%
Disagree	18%
Strongly Disagree	0%

GRAPHICAL ANALYSIS:



ANALYSIS:

As to many respondent i.e. approx. 77%, they were of the view that marketing events are too crowded to get the personal attention of the marketers. Few of the disagree of the statement, we observed that these respondent visited the event at its off peak time thus we conclude that in off peak time like in afternoon visitor get the personal attention of the marketers however in the other time it is quite difficult for the marketers to provide individual attention.

Q12. What are the main benefits of marketing events to you?

RESULTS AND ANALYSIS:

The response collected are the one place for all brands in events make the product purchase easy and comparable, also special discount, free samples, complementary products and other promotions are the main others benefit of the marketing events. Majority of the respondents have left the question. They were of the view that all covered in the questionnaire.

Q13. What can make marketing events more beneficial?

RESULTS AND ANALYSIS:

The majority of the answer was lead to conclusion to make such measure that can satisfy the need of personal attention of the marketer in events. Few said that prices should be conversably low than the market.

CHAPTER FIVE

**5 SUMMARY OF
FINDINGS,**

CONCLUSION & RECOMMENDATIONS

5.1 FINDINGS:

Results and conclusion have concluded that marketing events particularly our selected events of Dawn life Style and Women of Talent provide sense experience by displaying the physical product and showing the services, feel experience by having access to the product and services and act experience by allowing them to use the product before actual purchase. However such events are useful for the high value goods in which consumer want to put his attention before purchase. In marketing events consumer get a better chance to know about the product and services but their advantage is erode due to the large number of visitors.

The products in the marketing events are mostly cheap prices than the market. People find marketing events to get a better chance to shift towards the new product. Thus with such finding we conclude over all that plat form of marketing events create customer value through various ways so we reject our null hypothesis and accept the alternative hypothesis

5.2 CONCLUSIONS:

For the dawn life style our analysis concludes that it is a good platform for attraction of various brands with the consumers. This attraction lead to higher brand loyalty for the existing customer and give a better chance for brands to target the prospective consumer and make their permanent consumer by attracting them and giving them option to try the products and differentiate the products from the other products. Lifestyle also provides feedback to the companies that how their product is related to other products in the markets. The gaps and shortfalls are easily analyzed with the help of these events. For consumer this event is highly useful as they get satisfy first by using and seeing demonstration of the product and services before actual purchase which is normally not a feature of normal market. Over all we conclude that dawn life style is effective in its purpose of selling and changing the life style of consumer by proving them various new brands and by demonstrating the current brands however due to lot of public in dawn life style it is a challenge for the brand to give all proper attention and satisfy their needs.

For women of talent we conclude that this event is highly effective for branding the talent of our local women's who have the talent of making home goods. This event gives them chance to demonstrate and show their hand made products. The fee for participating in this event is also quite reasonable for the middle and low class women of the country which have high talent. For the visitors of women of talent, they get quite satisfy before actual purchase of the products as this event is a family based and usually serious customer visit this event. Thus one on one attention is given to majority of the visitor. This event provide the talented women many future business as here many local and foreign entrepreneurs are invited who give further orders to such women.

5.3 RECOMMENDATION:

The recommendation is only based on the research performed above along with my personal experience of event management. Following are my recommendations for the better event management in Pakistan

- The personality of brand should be increased particularly in Dawn life style so as to cater the individual need to serious buyers. Dawn life style is the best chance for one on one attention of the brands and consumers. This should be carefully planned and all queries of the visitors should be properly handled.
- The prices of the goods and services should either be available at considerably low than prevailing at the market. As if the prices are near same then consumer feel no difference to spend their time and money to earn little discount.
- The promotions at marketing events should be high as this is the best chance for the direct advertisement to individuals. Promotions should be carefully planned, activities should be lined up to enable one on one interaction which can also help us in getting the primary information/data from the prospective buyers.
- In Pakistani environment maintaining ethics in public place is essential. Youngster male should be carefully allowed to participate in such events because in majority of case these guys visit for fun purpose only and many a times that destroy the decorum of such events where many female visitors come.
- Brands should allow individuals to try the products to get them usage experience relating to the products.
- For the women of talent, their marketing is weak, they should market this useful event so that many serious visitor can join this event to make this more beneficial for the women's participating in the events

- The frequency of both dawn life style and particularly women of talent should be increased, I suggest this should be quarterly so as to get the maximum benefit of each seasonal products.

Appendix I: Thesis Questionnaire

“Creating customer value through event management as a platform”

This survey is aimed at understanding the event management platform for creating customer value. This survey is being conducted for my MBA Thesis and will be used only for research purpose. Kindly devote few minutes to answer the questions below. You are welcomed to share your views or know-hows other than asked. Thank you for being a part of this research by giving your valuable time and support. Your responses will be kept confidential.

Thanks & Regards,

Qudsia Anwar

MBA(W/E) , Bahria University, Karachi

Name: _____

Gender: Male _____; Female _____

Organization/University/Housewife: _____

Designation/Semester: _____

Age: 15-20 20-25 25-30 30 and above

1. Do you visit marketing events occasional?

- Yes
- No

2. Marketing Events create Sense Experience of the products or offers that helps to differentiate products

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3. Marketing Events create Feel experience related to the usage of product or services

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

4. Marketing Events create Act experience that creates sufficient usage experience before purchase.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. Marketing Events are useful for which kind of purchases

- Low Value Purchases
- Moderate Value purchases
- High Value Purchases

6. Marketing Event creates a platform for you to know about the product or services in detail

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Marketing Events are only fun places for enjoyment

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Products in marketing events are usually

- Cheap price
- Moderate price(same in market)
- High price

9. Marketing Events are place where you got chance to try to experience new products.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Marketing events do not create value addition to you in terms of benefits, awareness or new products

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Marketing events are too crowded to get personal attention of marketer

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12. What are the main benefits of marketing events to you?

13. What can make marketing events more beneficial?

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Appendix III

EXHIBITORS PROFILE OF DAWN LIFESTYLE

A. CONSUMER GOODS

- *Detergents*
- Toothpaste/Mouth wash
- Soaps and Shampoos
- *Tissue papers*

B. Food and Beverages

- *Biscuits*
- Candy makers
- *Canned food*
- *Coffee/ Tea*
- *Confectioneries*
- *Dairy food*
- *Frozen food*
- *Ice cream / Milk Products*
- Jams and Jellies
- *Mineral water*
- Packed Masalas
- Processed Savories
- *Soft drinks / Juices*
- Squashes
- Sweet Meat

C. Consumer Electronics

- *Cameras*
- Satellite Dish
- Music systems
- Television / Home Theatre
- VCR / VCD
- Video Camera
- Computers
- Fax
- Mobile phones

D. Property Dealers / Estate Agents Construction / Builders

- Building Materials
- Concept Kitchens
- Sanitary and Ceramics
- Furniture Designers
- Home Decorative Items (Tapestry, Curtains)
- Crockery / Cutlery
- Paint Industry

E. Travel and Tourism

- Airlines and Travel agencies/Tour companies
- Hotels
- Transport companies

F. Automobile Manufacturers

- Car manufacturers
- Heavy bikes
- CNG
- Security Systems

G. Media

- Production Houses
- Graphic Institutes
- Art Schools
- Foreign entertainment / news and information channels.

H. Leisure

- Boats and Fishing
- Deep sea diving/Water sports
- Bicycles / Speed bikes / Mountain bikes.
- Health Equipments.
- Books and Magazines
- Gardening

I. Restaurants and food franchises

J. Internet Services Providers

K. Domestic Appliances

- Air conditioners
- Deep freezers/ Refrigerators
- *Food factory (Blenders, Juicers, etc.)*
- Microwave ovens
- Toasters
- Washing machines

L. FINANCIAL SERVICES

- Banks
- Insurance
- *Leasing*

M. Miscellaneous

- Art and Antiques
- Fashion Designers