

“A STUDY ON CUSTOMERS PERSPECTIVE TOWARDS THE SERVICES PROVIDED BY BK EVENT AND ENTERTAINMENT, IMPHAL MANIPUR”

Submitted in partial fulfillment of the requirements for the award of
Bachelor of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BrandonRai(38280030)** who carried out the project entitled “**A study on customers perspective towards the services provided by B K Events and Entertainment, Imphal Manipur**” under our supervision from January 2021 to March 2021.

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DECLARATION

I Brandon Rai (Reg No. 38280030) hereby declare that the Project Report entitled “**A study on customers perspective towards the services provided by B K Events and Entertainment, Imphal Manipur**” done by me under the guidance of Rr. Mathan. N . submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree

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Brandon Rai

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Brandon Rai

ABSTRACT

Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the free thinking consumer.

Now-a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company. Direct contact generally occurs in the course of purchase, use, and service and is usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

Customer experience is became a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool organization can analyze its customer and understand their demand. If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy.

This study will help to understand customer, their consumption and their loyalty towards the organization.

Table of Contents

Chapter	Title	Page no.
	Abstract	5
	List of Tables	7
	List of Charts	8
1.	Introduction	9
	1.1)Introduction	9
	1.2)Industry Profile	9
	1.3)Company profile	10
2.	Research Methodology	11
	2.1)Need for Study	11
	2.2)Objectives of the Study	11
	2.3)Research Design	12
	2.4)Data collection method	12
3.	Review of literature	13
	3.1) Introduction	13
	3.2)List of reviews	13
	3.3)Conclusion	19
4.	Data analysis and interpretation	20
	4.1) Percentage analysis	20
5.	5.1)Findings	41
	5.2)Suggestions	42
6.	Conclusion	43
	APPENDIX	44

List of tables

<i>Table no.</i>	<i>Particulars</i>	<i>Page no.</i>
4.1.1	Gender of the respondents	20
4.1.2	Age of respondents	22
4.1.3	Type of event	23
4.1.4	Initial service/customer care	24
4.1.5	Satisfaction about planning with the company	25
4.1.6	Price point of the event	26
4.1.7	Theme of the decoration	27
4.1.8	Quality of decorations was according to standard	28
4.1.9	Quality of food	29
4.1.10	Type of cuisine	30
4.1.11	Lack of service	31
4.1.12	Customer care during the whole process	32
4.1.13	Tier of security	33
4.1.14	Proper Security during the event	34
4.1.15	Knowledge about the company	35
4.1.16	Proper planning and action taken for the event	36
4.1.17	Initial impression of the company	37
4.1.18	Impression of the company after service	38
4.1.19	Final rating of the company	39
4.1.20	Continuation of services in the future	40

List of Charts

<i>Chart no.</i>	<i>Particulars</i>	<i>Page no.</i>
4.1.1	Gender of the respondents	20
4.1.2	Age of respondents	22
4.1.3	Type of event	23
4.1.4	Initial service/customer care	24
4.1.5	Satisfaction about planning with the company	25
4.1.6	Price point of the event	26
4.1.7	Theme of the decoration	27
4.1.8	Quality of decorations was according to standard	28
4.1.9	Quality of food	29
4.1.10	Type of cuisine	30
4.1.11	Lack of service	31
4.1.12	Customer care during the whole process	32
4.1.13	Tier of security	33
4.1.14	Proper Security during the event	34
4.1.15	Knowledge about the company	35
4.1.16	Proper planning and action taken for the event	36
4.1.17	Initial impression of the company	37
4.1.18	Impression of the company after service	38
4.1.19	Final rating of the company	39
4.1.20	Continuation of services in the future	40

Chapter 1: INTRODUCTION

1.1) *Introduction on Event Management industry*

The study is aimed at the industry known as Event management. This is an underrated industry that has high potential to the public as a whole. The example taken today is the BK Events & Entertainment Groups. With the above company as an example we will now analyze about what the customer or client thinks about the group. Taking into consideration about how population increase has affected the world, we shall find out what possible means there are for this industry to flourish

1.2) *Industry profile*

The event management industry has been and will still be an integral part of our society. As we continue with the increase in population, the amount of space or lawn area of certain people have drastically decreased due to the creation of new homes.

Also in accordance to the lack of space, there comes a time where a person needs to have proper control and coordination with the decorations or things necessary for them during an event namely marriage, some corporate events etc.

1.3) *About the company(Company Profile)*

BK Events & Entertainment is a pioneer event management firm of the State serving since 2012 and having a team of young, enthusiastic, sincere and dynamic professionals. Their clients signature them as a high-quality, value-focused entity in the industry.

Website link: <http://www.bkeventsandentertainment.com/>

BK Events & Entertainment provides services in various events like **Corporate Events, Government Events, Political Events, Educational Events, Concerts, Fashion Shows, Beauty Pageants, Reality Shows, Festivals, Wedding Planning, Promotion Making, Advertising Concepts, AV Presentations, Music Video Albums, Documentation, Movie Post Production, Award Event, Competitions, Campaigns, Red Carpet events, VIPs Events and Mass events.** BK Group has other divisions like BK Production, BK Musicalise Jamming and Recording Studio, BK Catering Service, BK Institute of Music Technology. Sylvia Enterprise, and Memcha Store are also the sister firms of BK Group.

BK Events & Entertainment recently joined hands with different vendors of the State and all over northeast India to work together so that it becomes easier for the clients, companies, corporate and individuals and easier for us to give services in a combined manner. This has enabled them to provide everything on events and entertainment under one roof with **Sound system, Lighting, LED Giant Screens, Stage design and Decoration, event Management team, Catering Services and other Requirements.** The team at **BK Events & Entertainment**, believe in making their service one of the biggest service providers in the event and entertainment industry in the whole of Northeast India in the near future.

Chapter 3: REVIEW OF LITERATURE

3.1) Introduction:

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in Event Management Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey, the researcher wants to find out which are the important parameters of Customer experience in respect of BK Events and Entertainment.

3.2) List of Reviews:

Allen (2000): Event planning has become an important consideration for any entity wishing to promote its business. Promotional events are now necessary for any organization's marketing plan. Carefully planned events allow organizations a closer, more personal means of interacting with current or potential customers or supporters. The success or failure of a business can be determined, in large part, by the events it sponsors. Event planning can be defined as the coordination of all aspects of an event, including budgeting and program development. Designing and producing an event is analogous to a live stage production. Once the event begins, there is no turning back. There is no guarantee of a successful outcome; however, event organizers can plan, prepare, and be prepared for the unanticipated.

CARLSEN J(2000): The issue of service quality and standards has become increasingly prominent in events tourism, yet professional standards remain difficult to implement at the event operational level. O'Neill, Getz, and Carlsen (1999) found that there is a nexus between service quality at events and visitor satisfaction, which has implications for repeat visitation and

therefore viability of recurrent events. The management of service quality at events is a difficult task, due to the temporary and intangible nature of the event experience for visitors and the reliance on volunteers and subcontractors by event managers.

RITCHIE J.R.B(2000): The hosting of mega-events such as the Olympic Games provides a short period of intense excitement for residents and enhances the long-term awareness of the host destination in tourism markets. However, unless the event is carefully and strategically planned with destination and community development in mind, it can be difficult to justify the large investments required.

Andersson and Wesslau (2000): When using events, companies get the possibility to have their own-right to the consumer during the duration of the event. This means that if a company manages to get the consumer to attend the event, the distortion from the competitors will be gone or at least minimized during the duration of the event. Also, events contain tangible elements, such as food, beverages and other products sold or given away, but are essentially a service in that they consist of intangible experiences of finite duration within a temporary, managed atmosphere

Eriksson and Hjalmsen (2000): Being very trendy at the present, event marketing is however not a new phenomena. In the US and in the whole world, event marketing has existed as long as traditional marketing has been conducted. It is a natural part of the marketing mix, and now goes under the name special events.

Bhe et. al. (2004): The way in which an organization deals with events is known as event management. It may include the organization's objectives for managing events, assigned roles and responsibilities, ownership of tools and processes, critical success factors, standards, and event-handling procedures. The linkages between the various departments within the

organization required to handle events and the flow of this information between them is the focus of event management.

Arcodia and Reid (2005): Event management and event marketing have emerged over the past decade as a vibrant sector of the tourism and leisure industries. The number, diversity and popularity of events have also grown throughout this period. As the number of events increase, there is a growing realization about the continuing need to develop event management professionals who are able to create, organize, and manage events.

Argan(2007):The term event is used for describing different activities designed for different purposes. These activities can be art, sports, tourism and social activities, and can also be activities organized by giant organizers more professional and more formal.

Gianna Moscardo(2008): While tourism has a long history of use as a tool for regional development, events and festivals are a more recent policy option. In both cases the emphasis is often placed on the potential positive economic impacts.

Musgrave, J. (2011) find out the approaches towards managing events in a changing market environment and summarizes issues of responsibility, sustainability and quality management within events organizations. That means for managing a perfect Event, the event organizers must maintain quality standards whether quality related to food or beverages, fulfilling safety and security measures and try to have green Event or eco-friendly Event.

Etiosa, O. (2012): Event Tourism is a sector that has all the potentials of developing any tourism destination, or host community/ city. It is like a tool used in placing a destination at a level where other nationalities and nationals want to imagine with. Host community can have an impact on

hosting the events socio-culturally, environmentally, cost-effectively and politically. Furthermore, there has to be a lot of cooperation among the organizers, associations and interest groups concerned within the hosting of events in the community so that there could be more commitment, dedication and focus towards the goals, objectives of these events and therefore the aspirations of the people for which the events are meant.

Binney, L.L., Robertson, M. & Junek, O. (2013) all contributed in suggesting new directions and ideas that events study and its proponents can pursue in light of the rapidly changing global environment. It is through exploring new ideas and new ways of doing things, as events educators and researchers, can ensure that the students are well prepared for their careers in the events industry and that both academe and practitioners collaborate to professionalize the field and foster its credibility from within. They also states that Event management practitioners must embrace new knowledge domains and innovation in order to adapt to a rapidly changing business environment and fickle consumer demand.

Egresi, I. & Kara, F. (2014): They highlighted on the motives of tourist to attend the Events. Accordingly, there is the subsistence of Event motivations that are commonly valid. With some minor changes reflecting the nature of the festival or event or reflecting totally different geographical characteristics of the event place, this balance of motivations might then be simply transferred from one location to another, and it's valid for both largescale and small-scale events in developed and developing countries.

Tong, Wang, Takeuchi & George (2016) highlighted thematic Issue on Corporate Social Responsibility towards the society. The intricacy in “organizing and managing” CSR is exacerbated for multinational corporations. Increasingly, many countries and region have started to specify certain aspects of CSR for corporations operating in their territories. For example, there is a new rule in India of 2% that mandates corporations to spend 2% of net profits on charitable causes under the supervision of a board-level CSR subcommittee. The policy

mandates indicate government and societal expectations that businesses reallocate some of their profits toward social development causes as a norm rather than a voluntary choice.

Elke Schüßler(2017) In social sciences, events are researched typically as unplanned occurrences rather than as the outcome or target of deliberate management activities. Even though a number of streams of management research have examined how events influence organizations and organizational fields, the notion of event management is often equated with project management and mainly debated in professional publications.

Kenneth F. Backman(2017)Event management has burst on the academic and applied fields in the last 30 years as an independent entity, although the event product has existed for approximately as long as mankind has existed. Certainly, from recorded time, events have taken a major role in history as part of celebration, religion, community, and even revolution events that have been focal points of importance to residents, regions, and nations. Therefore, the direction of the present paper is to review what is happening in event management today and suggest the future direction that event management will likely take over the next 30 years.

Ashwin Honawar(2017) Occasions and events are an important part of human life. We cannot circumvent them since they touch all attributes of our social existence. Weddings, engagements, social gatherings and birthday celebrations are all events which we often celebrate at the personal level.

Debpriya De(2017) In the current global exposure, every individual wants to have all his or her memories turn into experience so that they can relish it when the event has already gone by. Every individual wants to celebrate the events that one has in his or her life starting from personal events to corporate events. Hence, it is very important for today's event managers to focus on making each event unique as the same clientele can be a part of two events and if they

do not find any uniqueness then the business might suffer as there would be no value addition for the client

Wilson Rodrigues(2020) Event management is essentially the organisation of various resources (goods & services) and creation of memorable experiences for attendees. The importance of event management has been recognised since time immemorial and in the present days no event big or small can be managed without the help of event managers, be it professional or home-grown.

Moina G(2020) The entire concept of event management is regarded as one of the most intense or significant form of advertising or marketing. The event management involves the whole steps of conducting an event right from the planning, financing, conceptualizing etc.

3.3) Conclusion:

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review, describe the relationship of each work to the others under consideration, identify new ways to interpret, and shed light on any gaps in previous research resolve conflicts amongst seemingly contradictory previous studies and point the way forward for further research.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

3.1.1 DESCRIPTIVE RESEARCH DESIGN

The research design undertaken for the study is descriptive one. The methodology involved in this design is mostly qualitative. It includes surveys through questionnaire.

3.2 SOURCE OF DATA

The study involved both primary and secondary data collected for making a meaningful influence on the topic of study.

3.2.1 PRIMARY DATA

Questionnaire given to 150 respondents.

3.2.2 SECONDARY DATA

Websites and online journals, Published reports & Review of literature from published articles.

3.3 STRUCTURE AND QUESTIONNAIRE

Questionnaire are divided into two sections. First part was designed to know the general information about customers and the second part contained the respondents opinion about customers experience.

3.4 SAMPLING TECHNIQUE

3.4.1 CONVENIENCE SANPLING METHOD

A convenience sampling method is one of the main types of non- probability sampling methods. A convenience sampling is made up of people who are easy to reach.

3.5 PERIOD OF STUDY

The duration of study is from December 2020 to March 2021 which is four months of study

3.6 ANALYTICAL TOOLS

Percentage of analysis

3.7 LIMITATION OF THE STUDY

- **The study focus just on more supermarkets and gives a comprehensive information and data regarding customers from supermarkets in the mentioned area in chennai.**
- **This study has shown the various determinants of customer perception and experience.**
- **It is assumed that the study would be very useful to researchers as it provides a clearer insight into the various contributors to a superior customer experience which in turn may create a deeper bond towards the retail outlet and will directly impact the purchase behaviour of the customer.**

2.8 Research design:

- **Type of research: Descriptive**
- **Sampling area: Imphal**
- **Sample Size : 153**
- **Sampling method: Convenience sampling**

3.9 Data collection method used for study:

- Primary data : Collected directly from the respondent with the help of a questionnaire
- Secondary data: journal, company websites, conference proceedings.(Already published data collected from authentic sources)
- Tools used for Analysis: Percentage analysis.

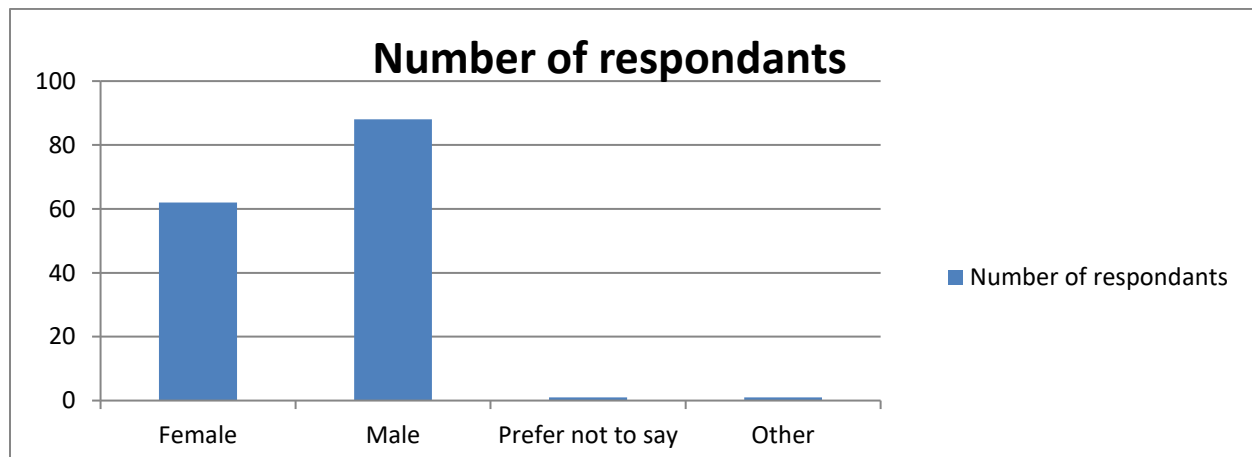
Chapter 4: DATA ANALYSIS AND INTERPRETATION

4.1) PERCENTAGE ANALYSIS:

Table 4.1.1: Gender of the respondents

Sl. no.	Particulars	No. of respondents	Percentage
1.	Female	63	41.18
2.	Male	88	57.52
3.	Prefer not to say	1	0.65
4.	Others	1	0.65
Total		153	100

Source: Primary data



Interpretation

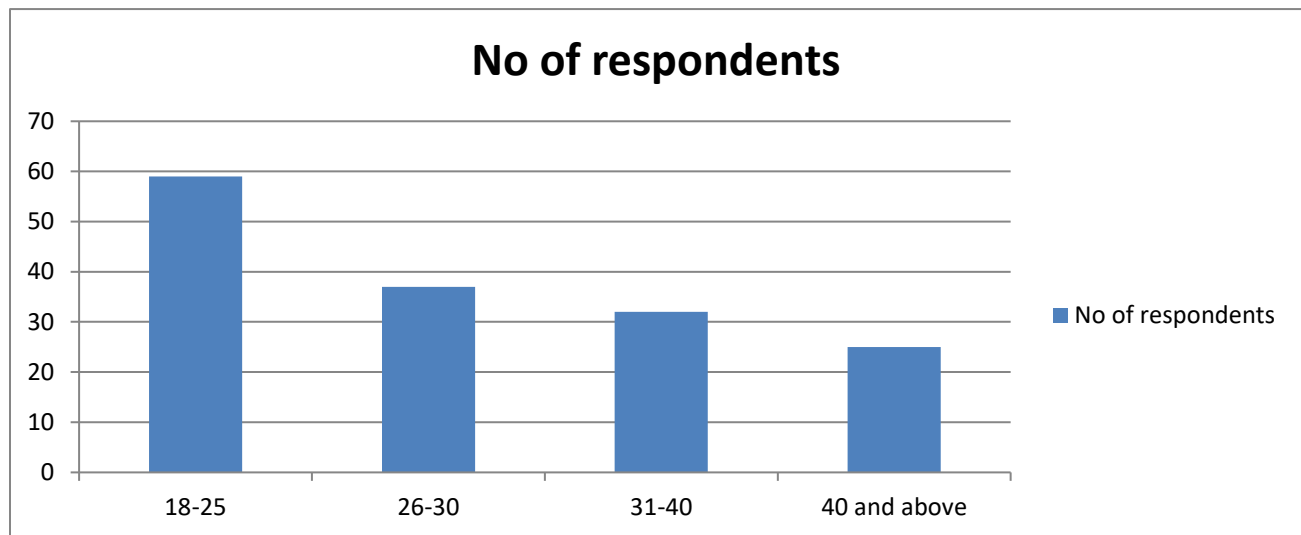
From the above table it is interpreted that the number of male respondent is 57.52% female respondent is 41.18% and prefer not to say and others count as 0.65% individually.

Inference

Majority (57.52%) of the respondents are Male.

Table 4.1.2: Age of respondents:

Sl. no.	Particulars	No. of respondents	Percentage
1	18-25	59	38.56
2	26-30	37	24.18
3	31-40	32	20.92
4	40 and above	25	16.34
Total		153	100



Source: Primary data

Chart 4.1.2: Age of respondents

Interpretation:

From the above table, it is interpreted that the number of respondents 18-25 are 38.56%, between 26-30 age of respondents are 24.18%, between 31-40 age of respondents are 20.92%, 40 and above of respondents are 16.34%.

Inference

Majority (38.56%) of the respondents are age between 18-25 years.

Table 4.1.3: Type of event:

Sl. No.	Particulars	No. of respondents	percentage
1.	Marriage	43	28.10
2.	Birthday	30	19.61
3.	Corporate Event	23	15.03
4.	Party	52	33.99
5.	Others	5	3.27
Total		153	100

Source: Primary data

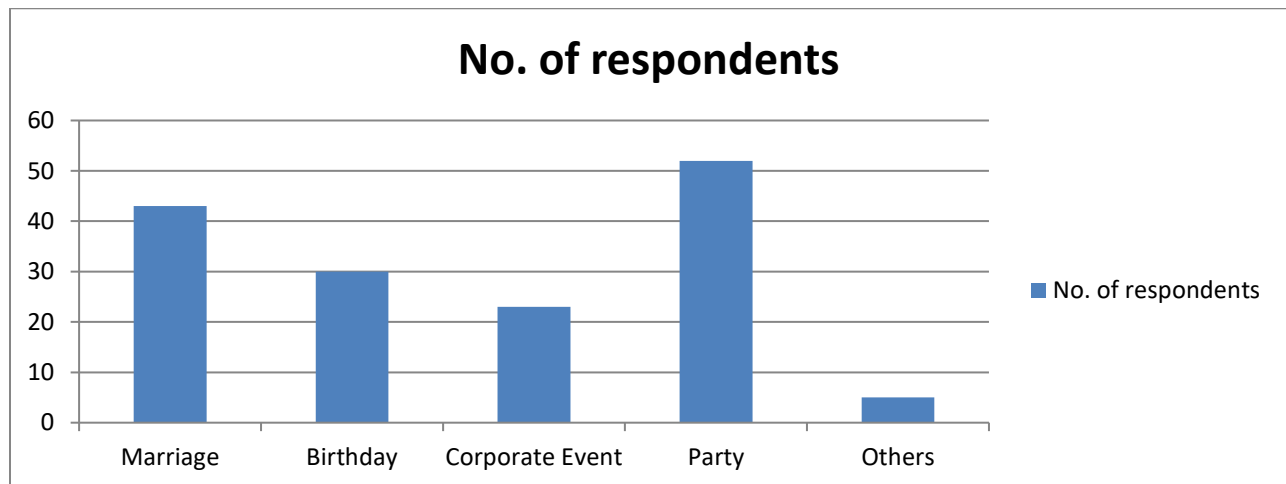


Chart 4.1.3: Type of event

Interpretation:

From the above table, it is interpreted that the number of respondents for marriage is 28.10%, Birthday is 19.61%, corporate event is 15.03%, party is 33.99% and others are 3.27%

Inference:

Majority (33.99%) of the respondents opted for Party

Table 4.1.4: Initial service/customer care

Sl. No.	Particulars	No. of respondents	percentage
1.	Very good	61	39.87
2.	Good	85	55.56
3.	Neutral	7	4.58
4.	Bad	0	0
5.	Very bad	0	0
Total		153	100

Source: Primary data

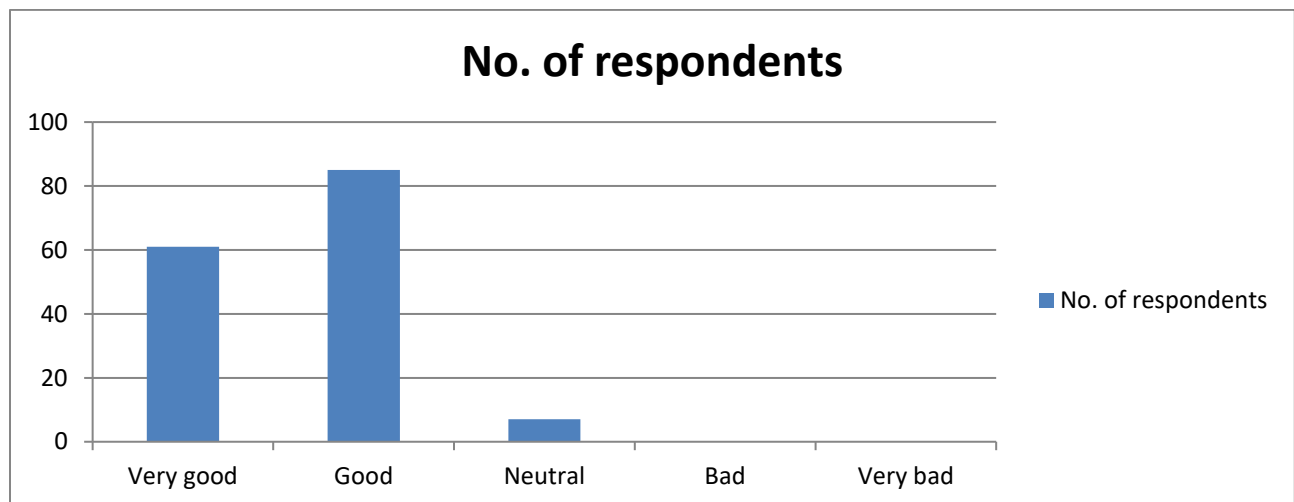


Chart 4.1.4: Initial service/ Customer care

Interpretation:

From the above table, it is interpreted that the number of respondents who selected very good are 39.87%, good are 55.56%, Neutral are 4.58% and bad and very bad are 0%

Inference:

Majority (55.56%) thought that the initial service/customer care was good.

Table 4.1.5: Satisfaction about planning with the company

Sl. No.	Particulars	No. of respondents	Percentage
1.	Very good	85	55.56
2.	Good	66	43.14
3.	Neutral	2	1.31
4.	Bad	0	0
5.	Very Bad	0	0
Total		153	100

Source: Primary data

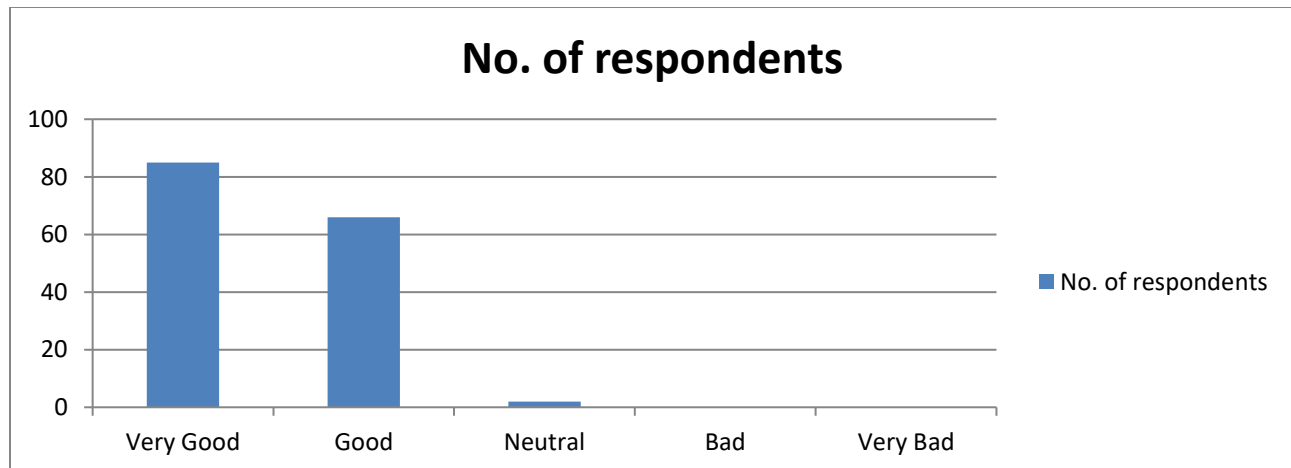


Chart 4.1.5: Satisfaction about planning with the company

Interpretation:

From the above table, it is interpreted that the number of respondents who thought that the process of planning with the company was very good was 55.56%, good was 43.14%, neutral was 1.31% and bad and very bad was 0%.

Inference:

Majority 55.56% thought that the process of planning with the company was very good.

Table 4.1.6: Price point of the event

Sl. No.	Particulars	No. of respondents	Percentage
1.	10000-40000	33	21.57
2.	40000-80000	45	29.41
3.	80000-100000	37	24.18
4.	100000-500000	28	18.30
5.	Above 500000	10	6.54
Total		153	100

Source: Primary data

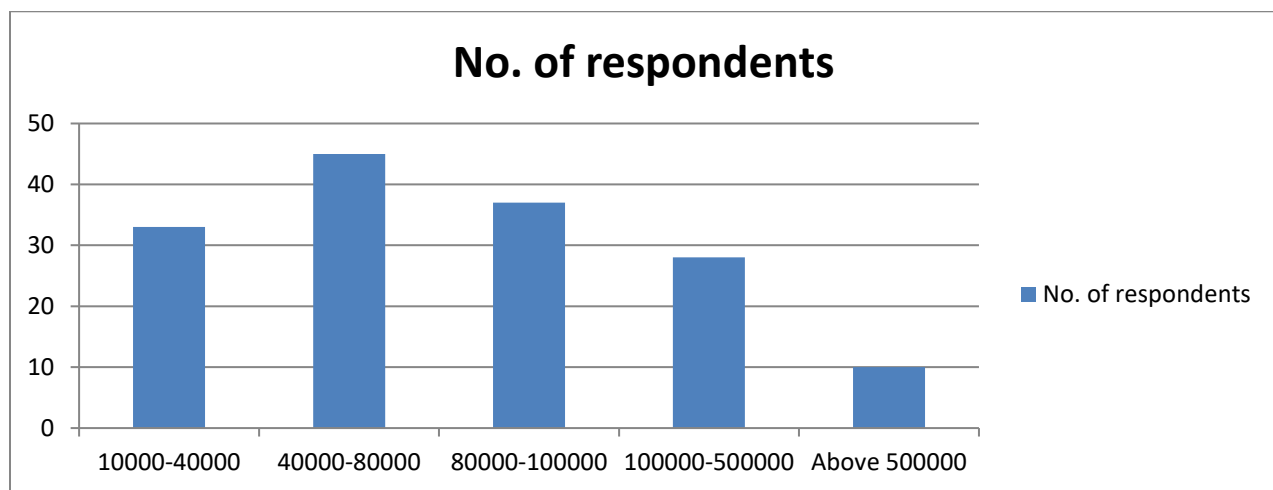


Chart 4.1.6: Price point of the event

Interpretation:

From the above table, it is interpreted that the number of respondents who chose the price point 10000-40000 were 21.57%, 40000-80000 were 29.41%, 80000-100000 were 24.18%,

Inference:

Majority (29.41%) chose the price point of 40000-80000.

Table 4.1.7: Theme of the decoration:

Sl. No.	Particulars	No. of respondents	Percentage
1.	Traditional	35	22.88
2.	Classic	24	15.69
3.	Theme based	42	27.45
4.	Modern	43	28.10
5.	Others	9	5.89
Total		153	100

Source: Primary data

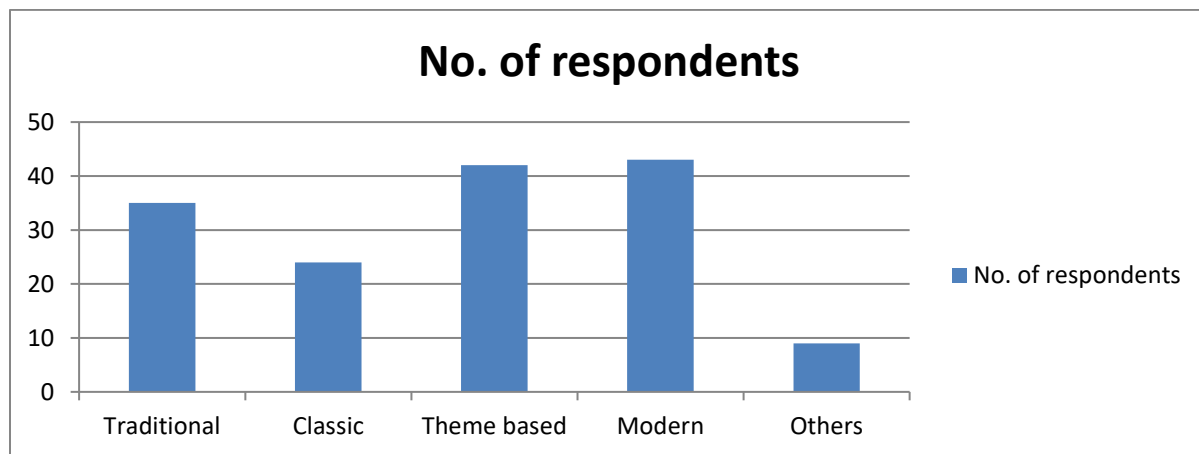


Chart 4.1.7: Theme of the decoration

Interpretation:

From the above table, it is interpreted that the number of respondents who chose traditional were 22.88%, classic were 15.69% Theme based were 27.45%, modern were 28.10% and others were 5.89%.

Inference:

Majority (28.10%) chose the modern theme for their event.

Table 4.1.8: Quality of decorations was according to standard:

Sl. No.	Particulars	No. of respondents	Percentage
1.	Strongly agree	75	49.02
2.	Agree	75	49.02
3.	Neutral	3	1.96
4.	Disagree	0	0
5.	Strongly Disagree	0	0
Total		153	100

Source: Primary data

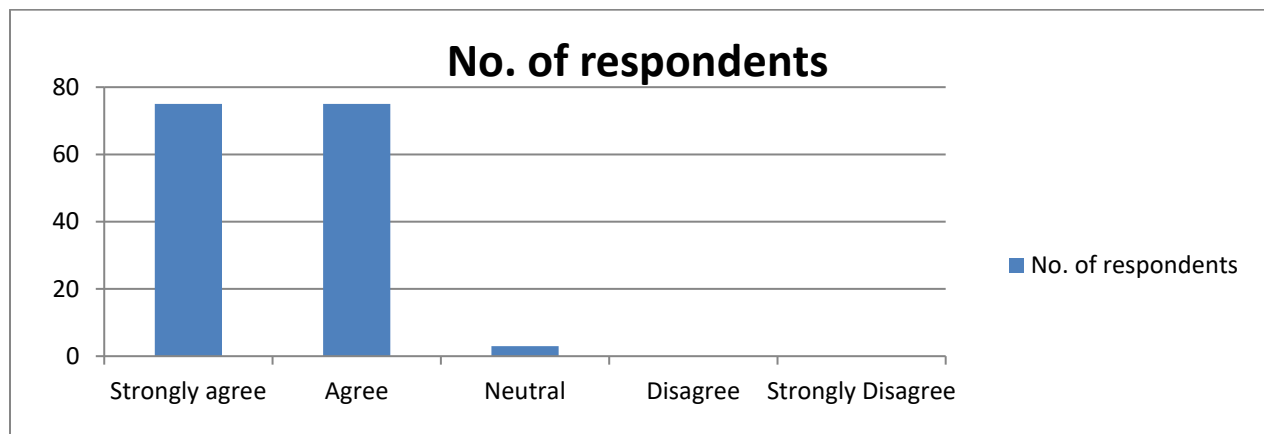


Chart 4.1.8: Quality of decorations was according to standard

Interpretation:

From the above table, it is interpreted that the number of respondents who strongly agree that the decorations were according to standard were 49.02% who agree were 49.02%, neutral were 1.96% and who disagree and strongly disagree were 0%

Inference:

Majority (49.02%) believe that the decoration was according to standard.

Table 4.1.9: Quality of food:

Sl. No.	Particulars	No. of respondents	Percentage
1.	Very good	88	57.52
2.	Good	62	40.52
3.	Neutral	3	1.96
4.	Bad	0	0
5.	Very Bad	0	0
Total		153	100

Source: Primary data

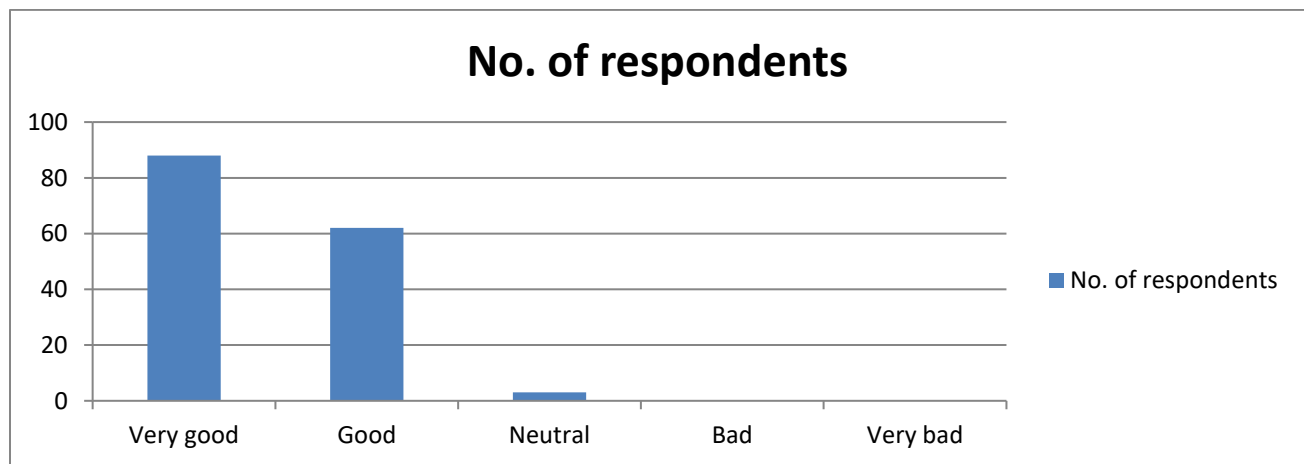


Chart 4.1.9: Quality of food

Interpretation:

From the above table, it is interpreted that the number of respondents who thought the quality of food was very good were 57.52%, good were 40.52%, neutral were 1.96% and bad and very bad were 0%

Inference:

Majority (57.52%) thought that the quality of the food was very good.

Table 4.1.10: Type of cuisine:

Sl. No.	Particulars	No. of respondents	Percentage
1.	Traditional	71	46.41
2.	North Indian	7	4.58
3.	South Indian	3	1.96
4.	Oriental	44	28.76
5.	Others	28	18.30
Total		153	100

Source: Primary data

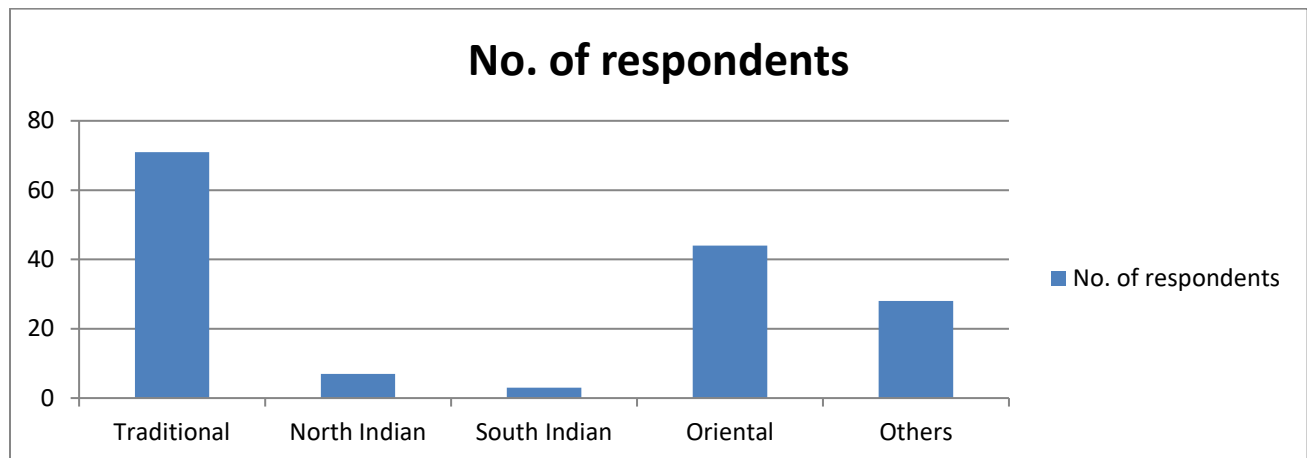


Chart 4.1.10: Type of cuisine

Interpretation:

From the above table, it is interpreted that the number of respondents who chose Traditional were 46.41%, North Indian were 4.58%, South Indian were 1.96%, oriental were 28.76% and other type of cuisine were 18.30%

Inference:

Majority (46.41%) of the respondents chose Traditional cuisine for their event.

Table: 4.1.11: Lack of service

Sl. No.	Particulars	No. of respondents	Percentage
1.	Strongly agree	12	7.84
2.	Agree	11	7.19
3.	Neutral	13	8.49
4.	Disagree	78	50.98
5.	Strongly disagree	39	25.49
Total		153	100

Source: Primary data

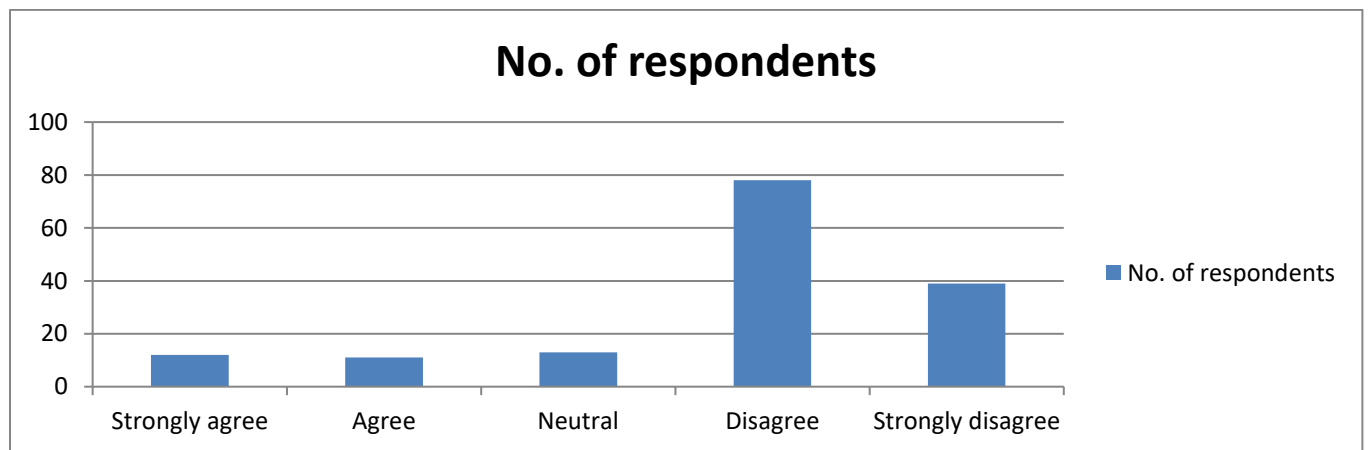


Chart 4.1.11: Lack of service

Interpretation:

From the above table, it is interpreted that the number of respondents who strongly agree about the lack of service were 7.84%, agree were 7.19% , neutral were 8.49% , disagree were 50.98% and strongly disagree were 25.49%

Inference:

Majority (50.98%) of the respondents disagreed that there was lack of service during the event.

Table 4.1.12: Customer care during the whole process

Sl. No.	Particulars	No. of respondents	Percentage
1.	Very good	71	46.41
2.	Good	77	50.33
3.	Neutral	5	3.27
4.	Bad	0	0
5.	Very bad	0	0
Total		153	100

Source: Primary data

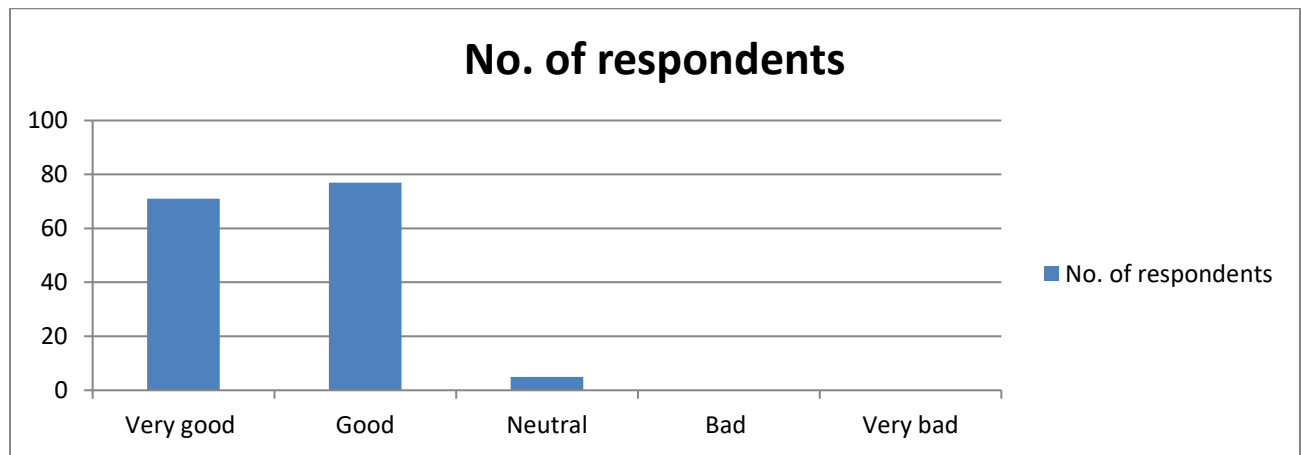


Chart 4.1.12: Customer care during the whole process

Interpretation:

From the above table, it is interpreted that the number of respondents who thought that the customer care was very good were 46.41%, good were 50.33% , neutral were 3.27% and bad and very bad was 0%

Inference:

Majority (50.33%) of the respondents thought that the customer care during the event was good.

Table 4.1.13: Tier of security

Sl. No.	Particulars	No. of respondents	Percentage
1.	Diamond	38	24.84
2.	Platinum	28	18.30
3.	Gold	57	37.25
4.	Silver	20	13.07
5.	Bronze	10	6.54
Total		153	100

Source: Primary data

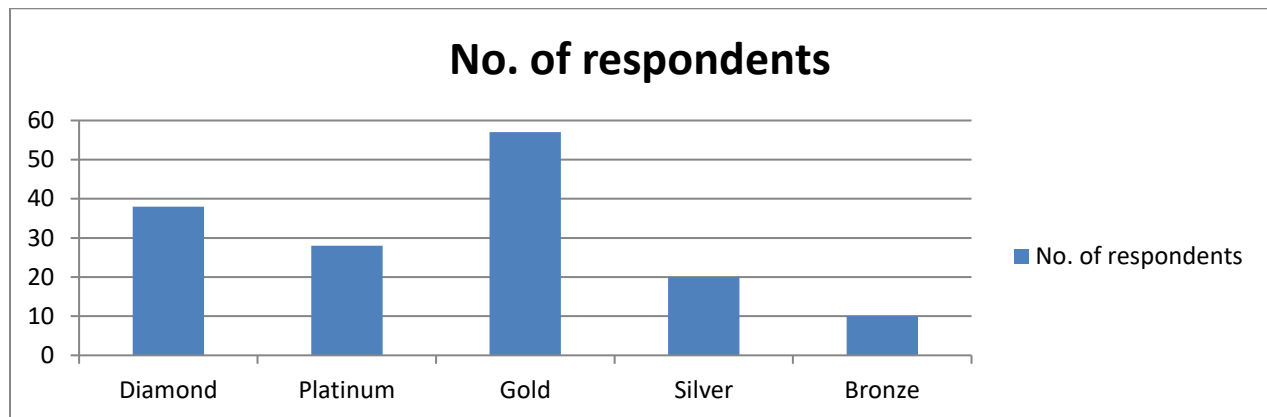


Chart 4.1.3: Tier of security

Interpretation:

From the above table, it is interpreted that the number of respondents who chose diamond tier were 24.84%, platinum were 18.30%, gold were 37.25%, silver were 13.07% and bronze were 6.54%.

Inference:

Majority (37.25%) of the respondents chose the gold tier of security.

Table 4.1.14: Proper Security during the event

Sl. No.	Particulars	No. of respondents	Percentage
1.	Strongly agree	67	43.79
2.	Agree	75	49.02
3.	Neutral	11	7.19
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		153	100

Source: Primary data

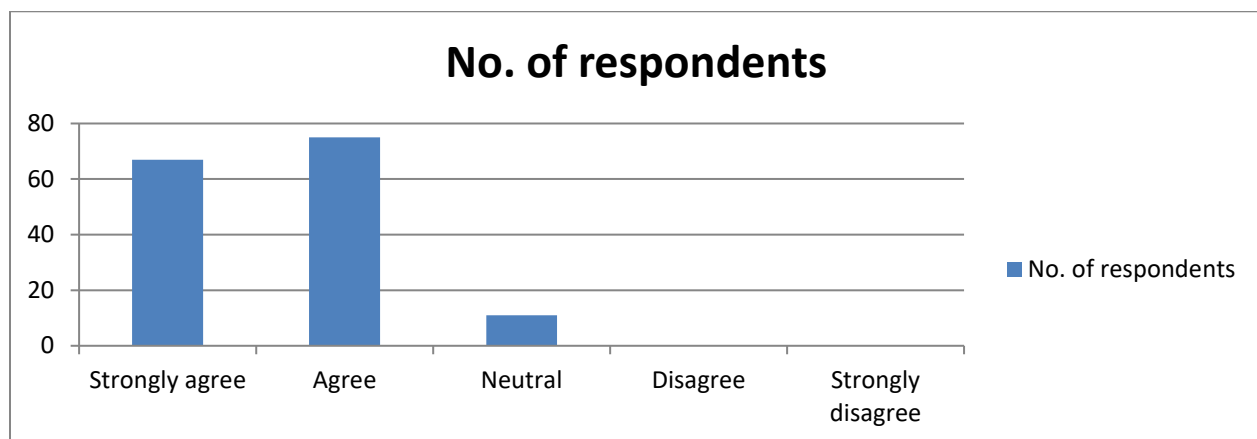


Chart 4.1.14: Proper Security during the event

Interpretation:

From the above table, it is interpreted that the number of respondents who strongly agree that there was proper security was 43.79%, agree was 49.02%, neutral were 7.19% and disagree and strongly disagree were 0%.

Inference:

Majority (49.02%) of the respondents agree that there was proper security during the event.

Table 4.1.15: Knowledge about the company

Sl. No.	Particulars	No. of respondents	Percentage
1.	Friends	63	41.18
2.	Family	47	30.72
3.	Neighbors	8	5.23
4.	Advertisements	26	16.99
5.	Others	9	5.89
Total		153	100

Source: Primary data

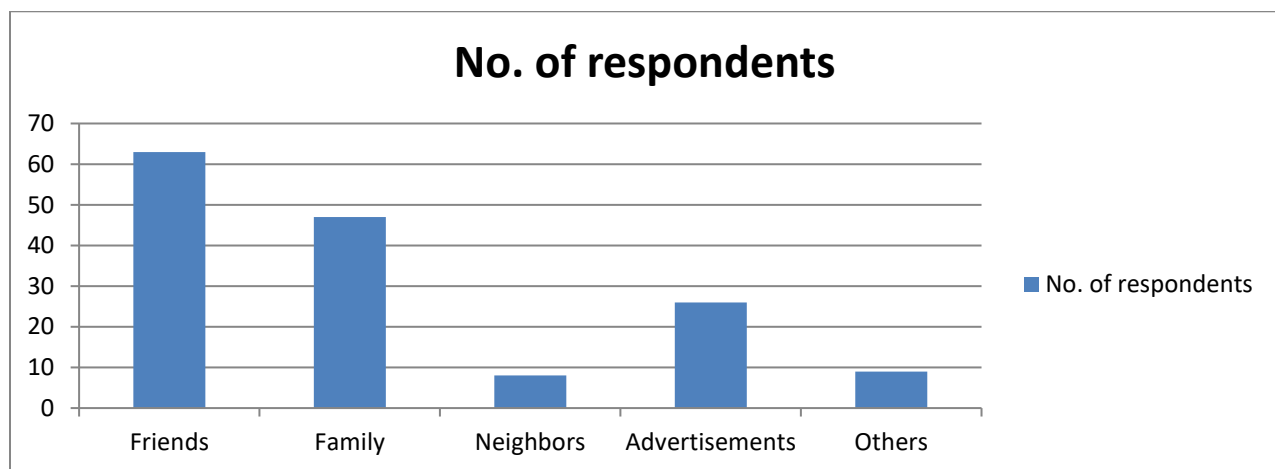


Chart 4.1.15: Knowledge about the company

Interpretation:

From the above table, it is interpreted that the number of respondents who came to know about the company from their friends were 41.18%, family were 30.72%, neighbors were 5.23%, advertisements were 16.99% and others were 5.89%.

Inference:

Majority (41.18%) of the respondents came to know about the company from their friends.

Table: 4.1.16: Proper planning and action taken for the event

Sl. No.	Particulars	No. of respondents	Percentage
1.	Strongly agree	69	45.10
2.	Agree	81	52.94
3.	Neutral	3	1.96
4.	Disagree	0	0
5.	Strongly disagree	0	0
Total		153	100

Source: Primary data

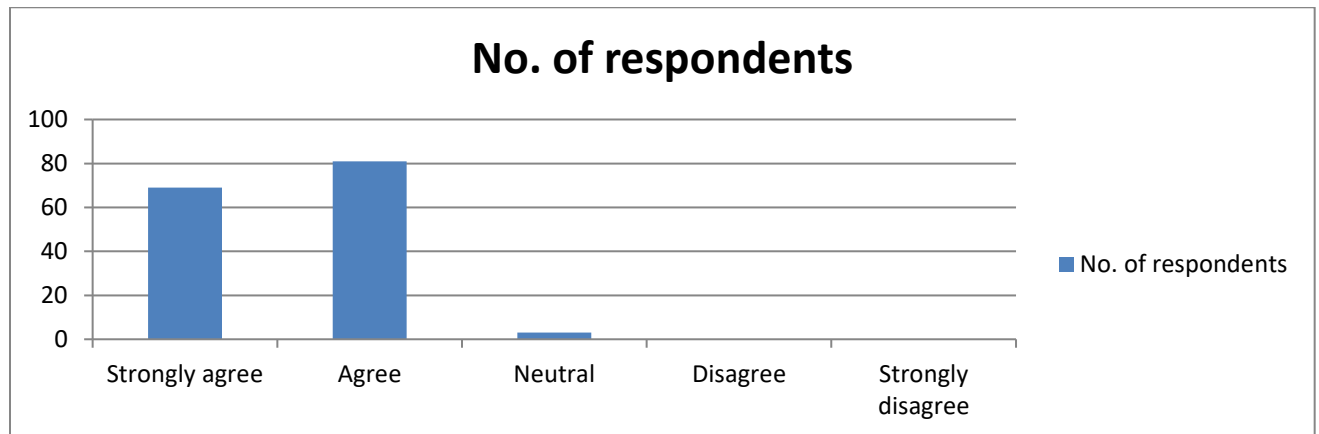


Chart 4.1.16: Proper planning and action taken for the event

Interpretation:

From the above table, it is interpreted that the number of respondents who strongly agree that there was proper planning and action taken for the event were 45.10%, who agree were 52.94% , who were neutral were 1.96% and who disagree and strongly disagree were 0%

Inference:

Majority (52.94%) of the respondents agree that there was proper planning and action taken for the event.

Table 4.1.17: Initial impression of the company

Sl. No.	Particulars	No. of respondents	Percentage
1.	Very good	39	25.49
2.	Good	74	48.37
3.	Neutral	40	26.15
4.	Bad	0	0
5.	Very bad	0	0
Total		153	100

Source: Primary data

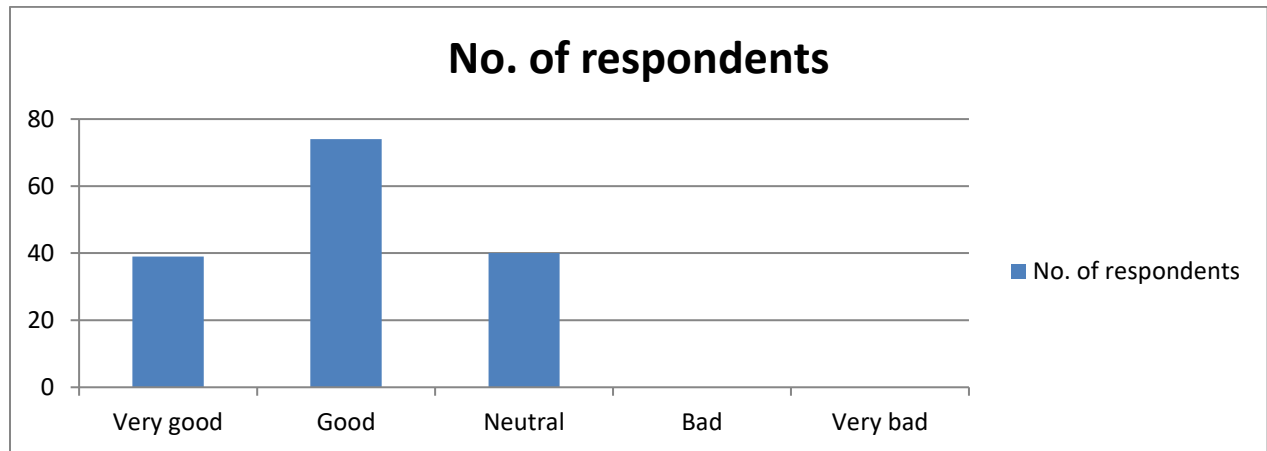


Chart 4.1.17: Initial impression of the company

Interpretation:

From the above table, it is interpreted that the number of respondents who had very good initial impression of the company were 25.49%, good were 48.37%, neutral were 26.15% and bad and very bad were 0%

Inference:

Majority (48.37%) of the respondents had good initial impressions of the company.

Table: 4.1.18: Impression of the company after service

Sl. No.	Particulars	No. of respondents	Percentage
1.	Very good	109	71.24
2.	Good	38	24.84
3.	Neutral	6	3.92
4.	Bad	0	0
5.	Very bad	0	0
Total		153	100

Source: Primary data

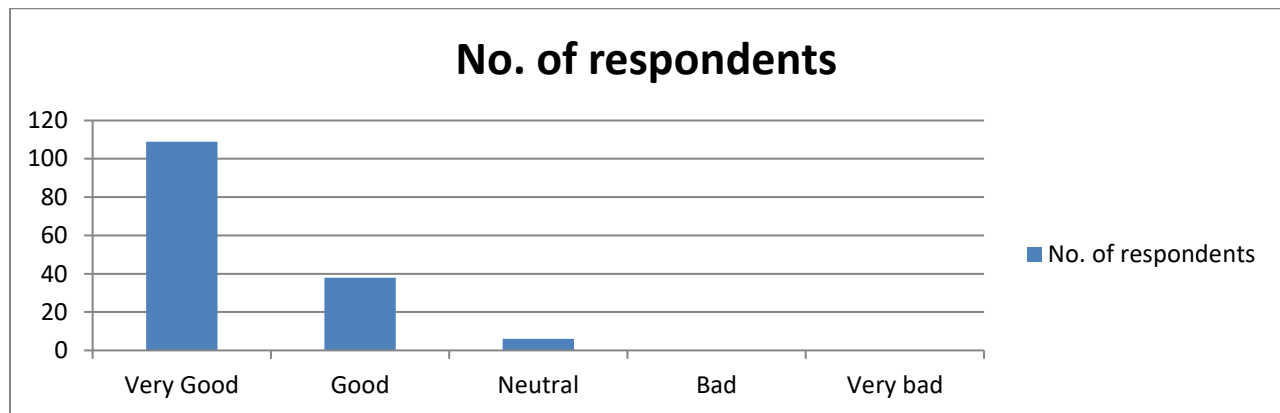


Chart 4.1.18: Impression of the company after service

Interpretation:

From the above table, it is interpreted that the number of respondents who had very good impressions of the company after service were 71.24%, good were 24.84%, neutral were 3.92% and bad and very bad were 0%.

Inference:

Majority (71.24%) of the respondents had very good impressions of the company after service.

Table: 4.1.19: Final rating of the company

Sl. No.	Particulars	No. of respondents	Percentage
1.	5 stars	103	67.32
2.	4 stars	44	28.76
3.	3 stars	6	3.92
4.	2 stars	0	0
5.	1 star	0	0
Total		153	100

Source: Primary data

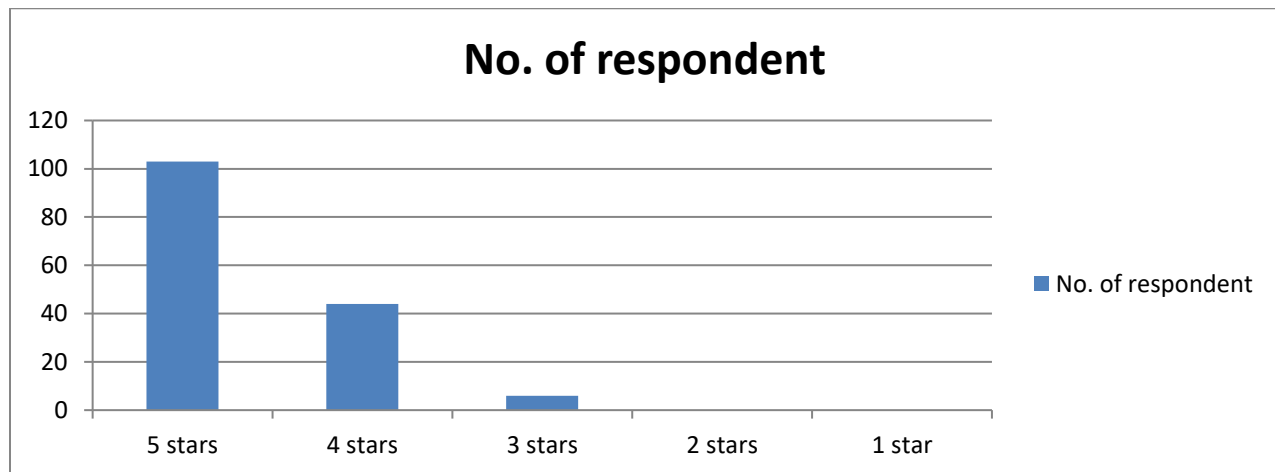


Chart 4.1.19: Final rating of the company

Interpretation:

From the above table, it is interpreted that the number of respondents who gave the final rating as 5 stars were 67.32%, 4 stars were 28.76%, 3 stars were 3.92% and 2 stars and 1 star were 0%.

Inference:

Majority (67.32%) of the respondents rated the company as 5 stars.

Table 4.1.20: Continuation of services in the future

Sl. No.	Particulars	No. of respondents	Percentage
1.	Definitely	116	75.82
2.	Sometimes	24	15.69
3.	Maybe	13	8.49
4.	Never	0	0
Total		153	100

Source: Primary data

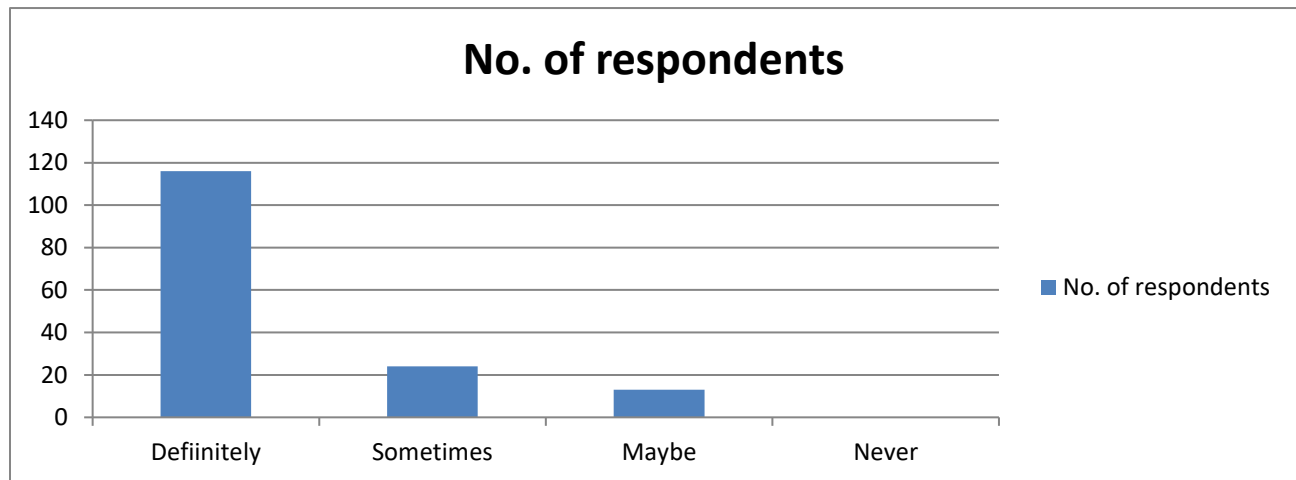


Chart 4.1.20: Continuation of services in the future

Interpretation:

From the above table, it is interpreted that the number of respondents who will definitely continue services in the future with the company are 75.82%, sometimes are 15.69%, maybe are 8.49% and never are 0%.

Inference:

Majority (75.82%) of the respondents will definitely continue to use the services of the company in the future.

CHAPTER 5

5.1: Findings:

- Majority (57.52%) of the respondents are Male.
- Majority (38.56%) of the respondents are age between 18-25 years.
- Majority (33.99%) of the respondents opted for Party
- Majority (55.56%) thought that the initial service/customer care was good.
- Majority 55.56% thought that the process of planning with the company was very good
- Majority (29.41%) chose the price point of 40000-80000.
- Majority (28.10%) chose the modern theme for their event.
- Majority (49.02%) believe that the decoration was according to standard.
- Majority (57.52%) thought that the quality of the food was very good.
- Majority (46.41%) of the respondents chose Traditional cuisine for their event.
- Majority (50.98%) of the respondents disagreed that there was lack of service during the event.
- Majority (50.33%) of the respondents thought that the customer care during the event was good.
- Majority (37.25%) of the respondents chose the gold tier of security.
- Majority (49.02%) of the respondents agree that there was proper security during the event.
- Majority (41.18%) of the respondents came to know about the company from their friends.
- Majority (52.94%) of the respondents agree that there was proper planning and action taken for the event.
- Majority (48.37%) of the respondents had good initial impressions of the company.
- Majority (71.24%) of the respondents had very good impressions of the company after service.
- Majority (67.32%) of the respondents rated the company as 5 stars.
- Majority (75.82%) of the respondents will definitely continue to use the services of the company in the future.

5.2: Suggestions:

- The overall experience index from the study reveals that the company is performing very well and customers are much experienced with the service given to them.
- More attractive advertisement has to provide through various advertisement media as advertisement is lacking.
- Some customers are happy with the experience but want more improvements in the customer interaction while booking services.
- Some customers wanted the company to create a customer feedback loop.
- The company should maintain a better social media presence.

5.3: Conclusion

From the above study, it can be said that BK Events and Entertainment is one of the leading figures of the event management industry. The company has increasingly appealed to the whole mass and has aged perfectly to fit the wants and demands of the present as well as the previous generation. Although there is some lack of resources and service, the company is trying its best and at the same time improving their image.

APPENDIX (Questionnaire)

Name:

Gender: i. Male ii. Female

Age group: i. 18-25 ii. 26-30 iii.30-40 iv.40 and above

1. What type of event did you opt for?

i. Marriage ii. Birthday iii. Corporate event iv. Party v. Other

2. How was the initial service/ customer care?

i. Very good ii. Good iii. Neutral iv. Bad v. Very bad

3. How was the process of planning with the company?

i. Very good ii. Good iii. Neutral iv. Bad v. Very bad

4. Which price point of the event did you choose?

i. 10000 – 40000 ii. 40000 – 80000 iii. 80000 – 100000 iv. 100000 – 500000 v. above 500000

5. Which decoration theme of the event did you choose?

i. Traditional ii. Classic iii. Theme based iv. Modern v. others

6. The quality of the decoration was according to standards?

i. Strongly agree ii. Agree iii. neutral iv. Disagree v. strongly disagree

7. How was the quality of food at the event?

i. Very good ii. Good iii. Neutral iv. Bad v. Very bad

8. Which type of cuisine did you choose

i. Traditional ii. North Indian iii. South Indian iv. Oriental v. others

9. There was lack of service during the event?

i. Strongly agree ii. Agree iii. neutral iv. Disagree v. strongly disagree

10. How was the customer care during the whole process?

i. Very good ii. Good iii. Neutral iv. Bad v. Very bad

11. Which tier of security did you choose?

i.Diamond ii.platinum iii.gold iv.silver v.bronze

12. There was proper security during the event?

i.Strongly agree ii. Agree iii. Neutral iv. Disagree v.Strongly disagree

13. How did you come to know about the company?

i.Friends ii. Family iii. neighbors iv. Advertisements v. Others

14. There was proper planning and action taken for the event?

i.Strongly agree ii.agree iii.neutral iv.disagree v.strongly disagree

15. What was the initial impression of the company before service?

i.very good ii. Good iii. Neutral iv. Bad v. Very Bad

16. What was the impression of the company after service?

i.very good ii.good iii.neutral iv.bad v. very bad

17. What is the final rating you will give to the company?

i.5 star ii.4 star iii.3 star iv.2 star v.1 star

18. Will you continue to choose the company for future events that might happen?

i.Definitely ii.Sometimes iii.Maybe iv.Never

19. Can you give some suggestions to improve the services?
