Market Strategy Development for RAMC Events

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Abstract

RAMC Events is an event management company based in Islamabad F-11. We undertook this project to devise a marketing strategy and present a marketing plan for RAMC. In this study, we were able to identify the key issues and shortcomings in the marketing plan. The research methodology comprised of semi structured interviews with the company management and questionnaires from the customers and potential customers so as to get their expectations regarding an event management company. Based on the analysis of the results driven, it was identified that RAMC lacks in a substantial marketing campaign and more so, on digital channels such as the various social media platforms. We developed a comparison with the competitors of RAMC with a focus on marketing strategies and assisted RAMC in what needs to be done in terms of marketing plan to stand out and sustain among lots of emerging event management companies.

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Table of Contents

Introduction

Chapter Overview

The main chapter of this study is to provide the overview of the industry on which the whole research has been done. The background of the study and the industry that has been selected for the research has been given in this chapter. Moreover, the research questions and the objectives of the study have also given in this chapter. Furthermore, the purpose of the study has also discussed in this chapter. The problem statement and the significance of the study have also provided in this chapter. The chapter ends at the chapter summary.

1.1 Introduction

Advertisement or the marketing are one of the very important factors that influence the organizations goals. There are two types of the marketing the traditional marketing and the digital marketing. In the past, traditional marketing is the one that is used by the marketers. Traditional marketing used by the different modes such as mail, telephones, broadcast, and the print advertisement. Companies were using these platforms to market their products or services. Further, the companies spent too much amount to advertise their products or services. However, as the technology is increasing the use of smartphones is changing the necessities and desires of the people. Now, people are comfortable in using their smartphones and doing each and everything via mobile phones. Therefore, the trend of digital marketing has arrived. Marketers after understanding the mindset of the customers are rapidly switching into the digital marketing or using both in their marketing strategy. Moreover, digital marketing is way cheaper as compared to the traditional marketing and has very substantial effect on the organizations. Further, digital marketing is defined as the process market their products or services by utilizing all the platforms in electronic media such as Facebook, Instagram, YouTube, E-WOM, Twitter, etc. It also plays very good role for the small-scale business (Jafari et al., 2020).

Digital marketing is not only about the social media platforms, there are number of platforms that are fall in the categories of digital marketing as well such Google ads. These platforms provide the two ways of communication to its audience and provides the direct way to interact with its audiences. On the other hand, traditional marketing is providing the one-way communication only. Social media provides the chance to the marketers to understand the

needs and the nature of their target audience and make their marketing strategy accordingly. Hence, that is the reason it is very important to explore this area especially for the low scale businesses or the start-ups. The detailed study on this area provides the solution of the marketing strategy to the many start-ups and low scale businesses such RAMC. Nowadays, event management industry is one of the growing industries in Pakistan and there are number of new businesses entering in the market. People are moving towards to hire the event planner rather than arranging whole event by themselves. Due to this busy life style in which people are running in the race of making their future. They don't have time to think about the whole event and make struggle to arrange all the things. Therefore, they choose to hire the event planner that can easily arrange the event as per their requirements. That is the reason event management companies are trying to utilize the social media to reach their target audience because it is very cheap and companies can easily reach to their target audience. The proportion of 60% of the events management companies are targeting their audience through social media, rest of the companies are working on it (Cui shan et al., 2018). The increases in the technology provides the opportunity to low scale businesses to take the advantage from the social media platforms (Aulakh, Kotabe, & Teegen, 2000; Kiran, Majumdar, & Kishore, 2013). The study has suggested that when more and more competitors enter in the market there is a higher chance of the competition. It is argued that as more and more firms enter the international business environment, there is increased competition. Higher the competitors higher the competition. Further, the advancement in the technology provides the opportunity to overcome the barriers in competing with the competitors. Many of the low scale businesses are taking advantage and spending their businesses with the help of the digital marketing because the affordance of the traditional media is too far from the reach of the low scale businesses where digital marketing provides the opportunity to market their product or services in a big platform (Hillestad et al., 2018). Further, increasing in the ratio of the event management industry the utilization of the event management team is increasing as well. When people are busy in their daily lives and they don't have much time to visit the event management offices and discuss the whole event. They chose to browse the digital platforms, communicate with them and select the event management team as per their requirements. They can do all this by sitting their comfy chairs or while doing their work as well. Therefore, event management companies are trying to utilize the social media platforms as much as they can to reach their target audience. It can easily be seen that while scrolling the social media sites we have seen number of advertisements as per our interest. They things the social media shows us are directly or indirectly related to our surroundings. In this digital marketing strategies artificial intelligence is also playing a very

important role. When people talk, discuss, or search about specific products or services. The AI helps the firms to show the related products to the people who have interest in it. Therefore, event management industry is one of the growing industries that is utilizing social media very frequently. There are number of options in the event management industry are available. There are the firms that can work as per the budget and the requirements. Nowadays, hiring the event manager is not only the thing for the rich people. All the people from the upper class to upper middle class can easily hire the event manager to make their event memorable and as per their requirements. Hence, it very important for the marketers to develop their marketing strategy in very strategic manner. The study is conducting the research on the RAMC Events to test their marketing development strategy.

1.2 Background

Occasions and celebrations have become solid interest generators, assume a huge part, and make an extensive commitment to the travel industry, Leisure and Hospitality enterprises. Thusly, there is an expanding level of interest from teachers, analysts and governments in understanding the effect and tradition of celebrations and occasions to Australian financial, social and public activity. As Australia hurries towards the Sydney Olympic Games, and other significant occasions that mark the turn of the century, the celebration and occasions industry is fostering the certainty and polished methodology which will proceed with its anything but an energetic business area that makes a critical commitment to the economy. As the business develops, tertiary instruction is getting progressively engaged with furnishing rookies to the business with the essential abilities to guarantee the proceeding with development and achievement of the occasion proficient and the business in general (Lu et al., 2018). Notice or the advertising are one of the vital elements that impact the associations objectives. There are two sorts of the showcasing the conventional advertising and the advanced promoting. Before, customary showcasing is the one that is utilized by the advertisers. Conventional promoting utilized by the various modes like mail, phones, broadcast, and the print commercial. Organizations were utilizing these stages to advertise their items or administrations. Further, the organizations spent a lot of sums to publicize their items or administrations. Nonetheless, as the innovation is expanding the utilization of cell phones is changing the necessities and wants of individuals. Presently, individuals are agreeable in utilizing their cell phones and doing each and everything by means of cell phones. In this manner, the pattern of advanced showcasing has shown up. Advertisers subsequent to understanding the mentality of the clients are quickly exchanging into the computerized promoting or utilizing both in their showcasing

methodology. Also, advanced advertising is path less expensive when contrasted with the customary promoting and has significant impact on the associations. Further, computerized advertising is characterized as the cycle market their items or administrations by using every one of the stages in electronic media like Facebook, Instagram, YouTube, E-WOM, Twitter, and so on It additionally assumes awesome part for the limited scale business (Jafari et al., 2020).

Advanced showcasing isn't just about the online media stages, there are number of stages that are fall in the classifications of computerized advertising too such Google promotions. These stages give the two different ways of correspondence to its crowd and furnishes the immediate method to collaborate with its crowds. Then again, customary advertising is giving the single direction correspondence as it were. Online media gives the opportunity to the advertisers to comprehend the requirements and the idea of their intended interest group and make their showcasing methodology appropriately. Subsequently, that is the explanation investigate this region particularly for the low scope organizations or the new businesses. The definite examination on this space gives the arrangement of the promoting system to the many new companies and low scope organizations such RAMC. These days, occasion the executives business is one of the developing business in Pakistan and there are number of new organizations entering on the lookout. Individuals are moving towards to recruit the occasion organizer instead of orchestrating entire occasion without anyone else. Because of this bustling way of life in which individuals are running in the race of making their future. They don't have the opportunity to consider the entire occasion and make battle to organize every one of the things. Hence, they decide to employ the occasion organizer that can without much of a stretch orchestrate the occasion according to their necessities. That is the explanation occasion the executives organizations are attempting to use the web-based media to arrive at their intended interest group since it is modest and organizations can undoubtedly reach to their intended interest group. The extent of 60% of the occasions the board organizations are focusing on their crowd through web-based media, rest of the organizations are dealing with it (Cui shan et al., 2018). The expansions in the innovation gives the chance to low scope organizations to exploit from the online media stages (Aulakh, Kotabe, and Teegen, 2000; Kiran, Majumdar, and Kishore, 2013). The investigation has proposed that when an ever-increasing number of contenders enter in the market there is a higher odd of the opposition. It is contended that as an ever-increasing number of firms enter the global business climate, there is expanded rivalry.

Higher the contenders higher the opposition. Further, the progression in the innovation gives the chance to conquer the hindrances in rivaling the contenders. A large number of the low scope organizations are exploiting and going through their organizations with the assistance of the computerized advertising on the grounds that the affordance of the customary media is excessively far from the compass of the low scope organizations where advanced promoting gives the chance to showcase their item or administrations in a major stage (Hillestad et al., 2018). Further, expanding in the proportion of the occasion the board business the use of the occasion supervisory group is expanding too. The study has chosen the RAMC Events for tested their marketing development strategy (Shtal et al., 2018). RAMC Events brings one window solution. They are working as event planner. As a student of business and entrepreneurship, Talib Hussain felt ready to take on the world headfirst. Eager to test out what he had learnt, he exuberantly volunteered to plan and manage numerous university events such as farewells and welcome parties. The practical experience helped him grow and develop exceptional negotiation skills. Coupling his expertise with the fact that a one-window solution for event management remained non-existent, the idea of RAMC solution was born with a singular aim in mind: to deliver on its promises using superior negotiation skills. RAMC has different marquees and outdoor places available on their panel at the best rates (Gholami et al., 2019). Advertisement or the marketing are one of the very important factors that influence the organizations goals. There are two types of the marketing the traditional marketing and the digital marketing. In the past, traditional marketing is the one that is used by the marketers. Traditional marketing used by the different modes such as mail, telephones, broadcast, and the print advertisement. Companies were using these platforms to market their products or services. Further, the companies spent too much amount to advertise their products or services. However, as the technology is increasing the use of smartphones is changing the necessities and desires of the people. Now, people are comfortable in using their smartphones and doing each and everything via mobile phones. Therefore, the trend of digital marketing has arrived. Marketers after understanding the mindset of the customers are rapidly switching into the digital marketing or using both in their marketing strategy. Moreover, digital marketing is way cheaper as compared to the traditional marketing and has very substantial effect on the organizations. Further, digital marketing is defined as the process market their products or services by utilizing all the platforms in electronic media such as Facebook, Instagram, YouTube, E-WOM, Twitter, etc. It also plays very good role for the small-scale business (Jafari et al., 2020).

Digital marketing is not only about the social media platforms, there are number of platforms that are fall in the categories of digital marketing as well such Google ads. These platforms provide the two ways of communication to its audience and provides the direct way to interact with its audiences. On the other hand, traditional marketing is providing the one-way communication only. Social media provides the chance to the marketers to understand the needs and the nature of their target audience and make their marketing strategy accordingly. Hence, that is the reason it is very important to explore this area especially for the low scale businesses or the start-ups. The detailed study on this area provides the solution of the marketing strategy to the many start-ups and low scale businesses such RAMC. Nowadays, event management industry is one of the growing industries in Pakistan and there are number of new businesses entering in the market. People are moving towards to hire the event planner rather than arranging whole event by themselves. Due to this busy life style in which people are running in the race of making their future. They don't have time to think about the whole event and make struggle to arrange all the things. Therefore, they choose to hire the event planner that can easily arrange the event as per their requirements. That is the reason event management companies are trying to utilize the social media to reach their target audience because it is very cheap and companies can easily reach to their target audience. The proportion of 60% of the events management companies are targeting their audience through social media, rest of the companies are working on it (Cui shan et al., 2018). The increases in the technology provides the opportunity to low scale businesses to take the advantage from the social media platforms (Aulakh, Kotabe, & Teegen, 2000; Kiran, Majumdar, & Kishore, 2013). The study has suggested that when more and more competitors enter in the market there is a higher chance of the competition. It is argued that as more and more firms enter the international business environment, there is increased competition. Higher the competitors higher the competition. Further, the advancement in the technology provides the opportunity to overcome the barriers in competing with the competitors.

1.3 Problem Statement

Advertisement or the marketing are one of the very important factors that influence the organizations goals. There are two types of the marketing the traditional marketing and the digital marketing. In the past, traditional marketing is the one that is used by the marketers. Traditional marketing used by the different modes such as mail, telephones, broadcast, and the print advertisement. Companies were using these platforms to market their products or services. Further, the companies spent too much amount to advertise their products or services.

However, as the technology is increasing the use of smartphones is changing the necessities and desires of the people. Now, people are comfortable in using their smartphones and doing each and everything via mobile phones. Therefore, the trend of digital marketing has arrived. Marketers after understanding the mindset of the customers are rapidly switching into the digital marketing or using both in their marketing strategy (Barron et al., 2017). Hence, it is very important to know the marketing development strategy of the RAMC Events.

1.4 Significance of the study

This study has immense significance for the event management industry and especially for the RAMC event management company. The study has reviewed the marketing development strategy suggested by the different scholars and also from the different multinational companies and compared it with the RAMC marketing strategy. This comparison has identified the different flows present in the RAMC marketing strategy. Moreover, this recommend changes are helpful for the RAMC to develop their marketing strategy in a better way. It also provides the right path to the RAMC to develop their marketing strategy. This study provides the recommendation to make changes in their marketing strategy.

1.5 Research Question

There are some research questions which are going to be investigated in this whole research. The research questions are mentioned below.

Q1. What are the factors that affecting marketing strategy developing process at RAMC Event management?

Q2. What is the relationship between these factors and Market strategy of RAMC Events?

Q3. What is the marketing strategy development process of RAMC events?

1.6 Objectives

- ➢ To investigate the factors affecting marketing strategy developing process at RAMC Event management.
- ➢ To investigate the relationship between these factors and Market strategy of RAMC Events.
- ➢ To develop the marketing strategy development process of RAMC events.

1.7 Outline of the study

This report has four additional sections after the presentation. The following section after presentation depends on the writing audit of the theme, in which we have investigated a few

discoveries of past examinations. Besides, next part depends on the exploration procedure, which has covered all the data about the examination methods, measurable strategies, populace and test and respondents. Besides, the fourth section of this examination is information investigation, in which we have dissected the aftereffect of the exploration dependent on the information assortment from the respondents. The last part of this exploration is about conversation and end, in which we have examined the discoveries based on bring about detail followed by restriction and future examination.

1.8 Introduction of the company

There is reason behind every happening there could be a motivation bad venture.

Today we'll talk about the reason behind RAMC events.

Talib Hussain the CEO of R.A.M.C is a business profession he had done job for marketing and sales in Zong

2016 the marriage of CEO's sister took place the whole family was very excited because it was the first marriage of their family and they decided to do lot of events and make it remember able they hired an Event planner and told everything thing they wanted in details & he assure them they 'll get everything they want and take them into his confidence.

They were quite sure for a wonderful event but Allah has other plans and the planner didn't perform well there was lot of blunders in that event most of thing which are promised by planner not happened. Talib Hussain got Frustrated and he review the whole event and Mr. Talib find some gaps in this field such as mostly Event Planer don't full fill their promises.

Then Talib realized now he should go for his own business his father also told him to go for the his own. In university level he managed some events so he finds it good for his profession and so he decided to go for it at that time the event management industry evolved theme-based functions were started weddings birthday parties etc. so he took the decision to go for Event management company.

On 31st Dec 2016 Talib Hussain started his own company named R.A.M.C

(Rafeeq Ahmed marketing and consultancy) after the name of his grand Father Rafeeq Ahmed when everything was done.

R.A.M.C Events provides one window solution to all your event management needs, from planning till the execution, to help you pull off the most important event of your lifetime with complete perfection.

1.8.1 Mission

To provide innovative, professional and quality event management services to every client, making their vision our mission.

1.8.2 Vision

We are committed to achieve new standards of excellence by helping our customers fulfill their dreams, in the most effective and efficient way possible.

Literature Review

Chapter Overview

This chapter provides a detailed Literature Review based on the selected topic that is "Marketing development strategy on the RAMC events". The previous studies showed different opinions regarding social media marketing and brand awareness. Therefore, this chapter explains the different arguments that were presented by the researchers. Furthermore, the theoretical framework has been developed based on the findings followed by the hypothesis and the literature gap.

2.1 Background of the research

As the headway in innovation, interpersonal interaction destinations are concocting more creative specialized devices. The headway in web-based media has changed the method of connection between brands and shoppers and furthermore made it successful, quick and simple for clients to shop and decide, characterized by (Dewing 2012).

Seen handiness, mentality and saw conduct are the principal factors that enormously affect web-based media utilization by its clients (Arif and Kanwal, 2016). Email advertising is additionally assuming a fundamental part in the style business, brands like Sana Safinaz, Khaadi, Satrangi, Zeen and so forth are advancing themselves or affecting their clients by utilizing email showcasing, Dawson and Kim (2015) recommended that the connection between email promoting and internet shopping is truly solid. It is likewise the justification hasty purchasing.

The interaction of customer dynamic is affected by online media. Albeit numerous scientists have chipped away at this subject, a few analysts have additionally dealt with five-phases of the dynamic cycle and their discoveries showed that this model has been affected by web-based media showcasing. All things considered; different investigations likewise featured that mental element have additionally impacted customer dynamic.

Kim and Ko, (2012) showed that online media is additionally giving the foundation of two different ways correspondence among clients and retailers. Thusly, the web gave sources has

changed the measurement for the shoppers of the style business to look about the specific brand.

Past investigations have likewise demonstrated that the effect of web-based media on purchaser dynamic cycles changes from one age to another, which has expanded the intricacy of these practices, which requires more nitty gritty agreement. Much past writing has dealt with numerous attitudinal reactions towards various SMM types.

Finding has additionally proposed that electronic WOM isn't solid as customary informal, however the pattern and the utilization of web-based media has changed the elements and impression of customer's dynamic interaction (Tham et al. 2013). Different examinations have likewise shown that there is a blended scope of positive, unbiased and negative perspectives toward web-based media advertising between 465 Bangkok University's understudies. These understudies have been ordered into three groups. (Lukka and James 2014). Moreover, buy expectation is chiefly impacted by User-created content which was tried in Ireland on 252 respondents from age Y. By the by, nobody has thought about age Z. Further, this examination has been done in evolved nations just (Murphy, 2014).

Commercial or the advertising are one of the vital variables that impact the associations objectives. There are two sorts of the promoting the conventional advertising and the advanced showcasing. Previously, customary advertising is the one that is utilized by the advertisers. Customary showcasing utilized by the various modes like mail, phones, broadcast, and the print commercial. Organizations were utilizing these stages to advertise their items or administrations. Further, the organizations spent an excess of sum to promote their items or administrations. In any case, as the innovation is expanding the utilization of cell phones is changing the necessities and wants of individuals. Presently, individuals are agreeable in utilizing their cell phones and doing each and everything by means of cell phones. Accordingly, the pattern of computerized showcasing has shown up. Advertisers subsequent to understanding the mentality of the clients are quickly exchanging into the advanced promoting or utilizing both in their showcasing procedure. In addition, advanced advertising is route less expensive when contrasted with the customary promoting and has considerable impact on the associations. Further, computerized promoting is characterized as the cycle market their items or administrations by using every one of the stages in electronic media like Facebook, Instagram, YouTube, E-WOM, Twitter, and so on It likewise assumes awesome part for the limited scale business (Jafari et al., 2020).

Computerized advertising isn't just about the online media stages, there are number of stages that are fall in the classes of advanced showcasing too such Google advertisements. These stages gives the two different ways of correspondence to its crowd and furnishes the immediate method to communicate with its crowds. Then again, conventional advertising is giving the single direction correspondence as it were. Online media gives the opportunity to the advertisers to comprehend the requirements and the idea of their intended interest group and make their promoting methodology as needs be. Henceforth, that is the explanation investigate this region particularly for the low scope organizations or the new companies. The itemized concentrate on this space gives the arrangement of the promoting system to the many new companies and low scope organizations such RAMC. These days, occasion the board business is one of the developing business in Pakistan and there are number of new organizations entering on the lookout. Individuals are moving towards to enlist the occasion organizer as opposed to orchestrating entire occasion without help from anyone else. Because of this bustling way of life in which individuals are running in the race of making their future. They don't have the opportunity to consider the entire occasion and make battle to mastermind every one of the things. Consequently, they decide to employ the occasion organizer that can undoubtedly mastermind the occasion according to their prerequisites. That is the explanation occasion the executives organizations are attempting to use the web-based media to arrive at their intended interest group since it is modest and organizations can undoubtedly reach to their intended interest group. The extent of 60% of the occasions the board organizations are focusing on their crowd through web-based media, rest of the organizations are chipping away at it (Cui shan et al., 2018). The expansions in the innovation gives the chance to low scope organizations to exploit from the online media stages (Aulakh, Kotabe, and Teegen, 2000; Kiran, Majumdar, and Kishore, 2013). The investigation has recommended that when an ever-increasing number of contenders enter in the market there is a higher odd of the opposition. It is contended that as an ever-increasing number of firms enter the global business climate, there is expanded rivalry. Higher the contenders higher the opposition. Further, the progression in the innovation gives the chance to defeat the obstructions in rivaling the contenders. A large number of the low scope organizations are exploiting and going through their organizations with the assistance of the advanced promoting in light of the fact that the affordance of the conventional media is excessively far from the compass of the low scope organizations where computerized advertising gives the chance to showcase their item or administrations in a major stage (Hillestad et al., 2018). Further, expanding in the proportion of the occasion the board

business the use of the occasion supervisory crew is expanding too. At the point when individuals are occupied in their everyday lives and they don't have a lot of time to visit the occasion the board workplaces and examine the entire occasion. They decided to peruse the computerized stages, speak with them and select the occasion supervisory crew according to their prerequisites. They can do this by sitting their comfortable seats or while tackling their job also. Thusly, occasion the board organizations are attempting to use the web-based media stages however much they can to arrive at their intended interest group. It can undoubtedly be seen that while looking over the web-based media destinations we have considered number to be commercials according to our advantage. They things the web-based media shows us are straightforwardly or in a roundabout way identified with our environmental factors. In these computerized showcasing methodologies man-made consciousness is likewise assuming a vital part. At the point when individuals talk, examine, or search about explicit items or administrations. The AI assists the organizations with showing the connected items to individuals who have interest in it. Along these lines, occasion the board business is one of the developing business that is using web-based media as often as possible. There are number of choices in the occasion the executive's business are accessible. There are the organizations that can function according to the financial plan and the prerequisites. These days, recruiting the occasion administrator isn't just the thing for the rich individuals. Every one individual from the high society to upper working class can without much of a stretch recruit the occasion chief to make their occasion noteworthy and according to their necessities. Subsequently, it vital for the advertisers to foster their showcasing system in essential way. The investigation is leading the examination on the RAMC Events to test their showcasing advancement procedure.

2.2 Communication

Communication is one of the important elements that plays very important role in any filed. Either it is happening between tow human or between firms and the customers. It plays vital role in delivering the message between two parties. Right communication strategy helps the firms to deliver the right message to its target audience. Moreover, communication is one of the tools that is very important for the marketing. These days, occasion the board business is one of the developing business in Pakistan and there are number of new organizations entering on the lookout. Individuals are moving towards to employ the occasion organizer instead of masterminding entire occasion without help from anyone else. Because of this bustling way of life in which individuals are running in the race of making their future. They don't have the opportunity to consider the entire occasion and make battle to orchestrate every one of the

things. Along these lines, they decide to enlist the occasion organizer that can without much of a stretch mastermind the occasion according to their prerequisites. That is the explanation occasion the board organizations are attempting to use the online media to arrive at their intended interest group since it is modest and organizations can undoubtedly reach to their intended interest group. The extent of 60% of the occasions the executives' organizations are focusing on their crowd through online media, rest of the organizations are dealing with it (Cui shan et al., 2018). The expansions in the innovation gives the chance to low scope organizations to exploit from the online media stages (Aulakh, Kotabe, and Teegen, 2000; Kiran, Majumdar, and Kishore, 2013). The examination has proposed that when an ever-increasing number of contenders enter in the market there is a higher odd of the opposition. It is contended that as an ever-increasing number of firms enter the worldwide business climate, there is expanded rivalry. Higher the contenders higher the opposition. Further, the headway in the innovation gives the chance to defeat the hindrances in contending with the contenders. A large number of the low scope organizations are exploiting and going through their organizations with the assistance of the computerized advertising in light of the fact that the affordance of the conventional media is excessively far from the compass of the low scope organizations where advanced promoting gives the chance to showcase their item or administrations in a major stage (Hillestad et al., 2018). Further, expanding in the proportion of the occasion the board business the use of the occasion supervisory crew is expanding too. At the point when individuals are occupied in their day by day lives and they don't have a lot of time to visit the occasion the executive's workplaces and talk about the entire occasion. They decided to peruse the computerized stages, speak with them and select the occasion supervisory crew according to their necessities. They can do this by sitting their comfortable seats or while taking care of their job too. Along these lines, occasion the board organizations are attempting to use the web-based media stages however much they can to arrive at their intended interest group. It can undoubtedly be seen that while looking over the online media destinations we have considered number to be commercials according to our advantage. They things the web-based media shows us are straightforwardly or by implication identified with our environmental factors.

2.3 E-Communication

Communication is one of the important elements that plays very important role in any filed. Either it is happening between tow human or between firms and the customers. It plays vital role in delivering the message between two parties. Right communication strategy helps the firms to deliver the right message to its target audience. Moreover, communication is one of

the tools that is very important for the marketing. These days, occasion the board business is one of the developing business in Pakistan and there are number of new organizations entering on the lookout. Individuals are moving towards to employ the occasion organizer instead of masterminding entire occasion without help from anyone else. It is perceived that electronic correspondence is the standard strategy for imparting among associations. Regardless, the discussion proceeds with respect to what configuration of e-correspondence is liked by associations. Nkhoma (2018) states that this segment bunch has become the biggest client of texting, and proposes the relocation of email by texting (IM) as the favored strategy for correspondence by occasion the executives business also. In November of 2011, Mark Zuckerberg, fellow benefactor of Facebook expressed, "We don't think a cutting-edge informing framework will be email" (Kolowich, 2011, para 1). His organization had quite recently divulged another informing stage with no title and planned "with the understanding that later on most electronic correspondence will come to sum things up, casual explodes" (Kolowich, 2011, para 2). All things considered; many accept the forecasts about the demise of email has been overstated. The occasion the board business, for example, RAMC is using the e-correspondence well overall. As it is the speedy method to speak with individuals rather than messages.

2.4 Digital Communication

Along with technological developments in industry 4.0, internet can no longer be separated from everyday life. At this era of modern society, many activities are carried out by utilizing internet technology. One of internet technology implementation that has been applied in business world is digital marketing. The application of digital marketing to search engines such as Google, Yahoo, and RAMC enhance a company's brand image. By registering a website on search engines using certain keywords and good search engine marketing techniques, it is very possible for a website to be more often found by public compared to other companies and therefore enhance brand image of the company. RAMC is one of famous Pakistani event management industry that apply digital marketing to build up its brand image such as registering its website on Google, Yahoo, with the keywords. Every search on Google that contains keywords will direct consumer to RAMC website so that it can increase the company brand image and finally it can lead to new event registration.

2.5 Social Media Platforms

Commercial or the advertising are one of the vital elements that impact the associations objectives. There are two sorts of the advertising the conventional promoting and the computerized showcasing. Before, conventional promoting is the one that is utilized by the

advertisers. Conventional promoting utilized by the various modes like mail, phones, broadcast, and the print ad. Organizations were utilizing these stages to showcase their items or administrations. Further, the organizations spent an excess of sum to promote their items or administrations. Nonetheless, as the innovation is expanding the utilization of cell phones is changing the necessities and wants of individuals. Presently, individuals are agreeable in utilizing their cell phones and doing each and everything through cell phones. In this way, the pattern of computerized advertising has shown up (Toor, et al., 2017). Advertisers subsequent to understanding the mentality of the clients are quickly exchanging into the computerized promoting or utilizing both in their showcasing technique. Besides, computerized showcasing is path less expensive when contrasted with the conventional advertising and has exceptionally generous impact on the associations. Further, computerized advertising is characterized as the cycle market their items or administrations by using every one of the stages in electronic media like Facebook, Instagram, YouTube, E-WOM, Twitter, and so forth It likewise assumes excellent part for the limited scale business (Jafari et al., 2020).

Computerized showcasing isn't just about the web-based media stages, there are number of stages that are fall in the classifications of advanced promoting also such Google advertisements. These stages gives the two different ways of correspondence to its crowd and furnishes the immediate method to associate with its crowds. Then again, conventional showcasing is giving the single direction correspondence as it were. Online media gives the opportunity to the advertisers to comprehend the necessities and the idea of their intended interest group and make their promoting procedure as needs be Ngai et al., 2015).

2.5.1 Facebook

PC based clients are currently diminishing a result of the adaption of cell phone. Late examination on Facebook recognized that the Click Through-Rate (CTR) has been expanded as a result of the adaption of Facebook just as Cost Per-Click (CPC) has likewise expanded. Besides, organizations are utilizing Facebook as their advertising stage and running the missions (Duffett, 2014). Facebook is viewed as a successful instrument in making a way among organizations and their intended interest group (Shang et al., 2016).

2.5.2 Instagram

Boateng and Okoe (2015) proposed that from the previous few years, web-based media advertising is begun acquiring consideration since it is the stage which seek after customers in regards to in shopper dynamic cycle. The exercises via online media straightforwardly sway

towards buyer purchasing aim. One of the stages from them, is Instagram; it is presently famous among a great many clients and turned into a publicizing stage from recent years (cui shan et al. 2018).

2.5.3 Communication

Communication is one of the most important elements in the corporate world. It does not matter either communication is for the management or the advertisement purpose. In any situation the right communication strategy is very important. Same as for the marketing strategy communication is one of the effective tools that play very important role in achieving the goal. Hence, it is very important to choose the right communication style for developing the marketing strategy.

2.5.4 E-Communication

As far as the technology is developing things are moving towards the electronic platforms. Same happens with the communication as well. In the past era people used to communicate face to face that was quite difficult, but now the electronic platforms have taken the place and communication is way easier. People can easily communicate with each other without the physical interaction. This advancement in technology also helps the marketing campaign as well.

2.5.5 Digital Communication

Digital platforms are also considered the best platforms for communication. People can communicate each other digitally. Moreover, in the past the traditional communication has used. But now digital world is providing the convenience to the world.

2.5.6 Social Media Platforms

Facebook is one of the platforms that provides the lowest marketing platform. The small-scale business can easily take an advantage from the marketing platform and advertise their new marketing campaign without making too much investment. Instagram is also included in one of the platforms that can help the marketers to spread awareness provide consideration and convert their target audience into the regular customers. Instagram provides the insight to the customers that they can easily reach their target audience. However, Instagram is providing cheapest marketing platform and the number of people are using Instagram more frequently so they can easily target their target audience through the Instagram.

2.5.7 Vlogs

Today's generation is very interested in making and as well as watching vlogs. There are number of social media personalities that are being considered as the inspiration for the people or this generation love to follow their favorite social media personalities. Further, when these social media personalities hire the event management team or the video or the photographer people want to do the same.

2.6 Effects of WOM and E-WOM

Clients are the person who become the initiator of making another brand story on various internet advertising channels after they experience the brand, they develop this story through web-based media showcasing channels and the aftereffect of this action of buyers can make positive or adverse disposition towards the brand (Gensler et al., 2013). As such, buyer's conduct demeanor and reactions towards brands is expanding because of web-based media promoting efforts and makes a solid social association between individuals who are searching for surveys and the individuals who spread data about their encounters (Kumar et al., 2013). Online audits are vital for both organization and buyer's point of view (Tsao et al. 2015). Brands offer their items online to save the hour of clients, actually going to the power source to shop is very baffling, and through E-WOM shoppers can settle on a choice with respect to their buy by riding the web.

2.7 Advertising

Advertising is a paid and impersonal communication about organizations, goods or services by a recognized sponsor. Here the word impersonal implies that there is no more likelihood or possibility of input by the general population who are getting it. (Vinod Kumar Bishnoi and Ruchi Sharma2, 2009). Advertisement supports brands by establishing a product is more than hope and desire. Interactivity in commercial outcomes leads to more client engagement and this association leads to creating brand loyalty. (Fazal Ur Rehman1, Tariq Nawaz2, Aminullah, Khan3, Shabir Hyder4, 2014). Moreover, Direct marketing is a solid instrument to get your prospects' receptivity and requests. In the event that your immediate advertising contains an engaging offer, envision what the reaction will be. Leave in a brand-driven establishment and you have an immediate promoting exertion much more grounded than the aggregate of its parts. This activity helps you in getting client's attraction and purchase order of your goods. The good response rate of your clients will depend on the attractiveness of your activity. In order to make direct marketing activity more powerful than others, you should get rid of the product

centric approach. (Stone, B., Jacobs, R., & Greco, J. A. 2008). Personal selling is a significant marketing communication tool for promoting organizations goods, services to clients through the sales force. It incorporates one to one sales meeting, audio calls, video calls for strong, long lasting connection and association with clients that depends on regularly fulfilling clients. (Baldauf, A., & Lee, N, 2011).

2.7.1 AIDA Model

It was in 1898, a theory of communication was developed as Attention, Interest, Desire, Action (AIDA). This study was conducted in life insurance industry and found that there exist four cognitive phases experienced by individual after seeing new idea or new product (Elmo, 1898). The first stage is attention. This stage is about creating awareness about the brand in the minds of the consumers. A study was conducted by (Adrian Durow, 2014) who used eye tracking hardware to understand the search lists which is getting more attention. He found that the domain names, prominent keywords, award winning, word class and numbers were getting more attention from viewers. The next step is to generate interest in them. For generating interest, it is important to set the target audience, specific information and unique content. Desire is the stage that the customers are convinced that the product/ service will satisfy their needs. It is the stage where the trust is created among consumers in the form of user generated reviews, case studies, testimonials and discussions in the forums. Finally, the desire should lead them to action i.e., actual purchase or action in anyway. It is important to make it hasslefree so that the customers will come back (Bourne, 2015). In the consumer's buying behavioural model awareness of a product/ service will translate into buying or possessing of the product (Saxena, 2009). This theory was developed many years ago and is widely accepted among researchers even today (Michaelson and Stacks, 2011; Kojima et al., 2010; Clemente, 2002). Then the theory was extended to the digital marketing platform (Ashcroft and Hoey, 2001; Flores, 2014). AIDA model was applied and studied in the context of social media marketing by researchers such as (Hassan et al, 2014). He proposed a strategy for using social media as a marketing tool for small business. AIDA theory was studied on e- banking services at China Construction Bank (CCB) and introduced a new marketing model which presents a new value proposition focusing on practical- teaching innovation and job competency improvement (Li and H.Yu, 2013).

The AIDA Buyer's Journey

Figure 1. **AIDA Model** (1925)

2.8 Brand Promotion

Previous academic literature suggests that one of the main roles of digital marketing should be strengthening brand awareness and loyalty among customers (Çizmeci & Ercan, 2015; Zhang et al., 2015; Nuseir, 2016; Yu & Yuan, 2019). However, most of these studies are related to developed countries and there are insufficient studies on the impact of digital marketing on promotion and brand positioning among transition economies. Hence, the second hypothesis refers to the examination of relationships between the aforementioned categories. In accordance with the above, using the identified factors and the results of prior research (Table 1), the second hypothesis is that digital marketing has a positive influence on brand promotion which correlates with brand positioning (H2). Additionally, based on previous research that has determining that the Internet is the most powerful tool for businesses (Dehkordi et al., 2012; Ying & Jin, 2014; Yannopoulos, 2011), the authors sought to examine how increased use of digital marketing contributes to the development of electronic business and stronger company competitiveness. The research of Caputo et al. (2019) suggested that the development of managerial digital knowledge and interactions with multiple partners were prerequisites for e-business development and the digital transformation of the national economy. These results were also confirmed by Švarc et al. (2020), who also emphasized the overall importance of human, social, structural, and institutional factors. The importance of digital marketing is especially evident with regards to customer loyalty and cost-effectiveness. In recent times, the

development of information technology and the knowledge economy have made customer loyalty a central issue for marketing scholars (Nuseir, 2016). On the other hand, digital marketing is cost effective and has a great commercial impact on the business. It can create closer and yet more cost-effective relationships with customers in sales, marketing, and customer support (Bala & Verma, 2018; Mandal & Joshi, 2017). This is extremely important considering today's challenges and the Journal Pre-proof ways in which increasing competition forces companies to cut budgets and be more creative in terms of customer orientation. Digital marketing allows marketers to be cost effective and offers a new mode of interaction with consumers (Raheem, Vishnu, & Ahmed, 2014). The consumer enters the market to satisfy his economic wants (Nuseir, 2016), tending to behave rationally. Contrary to the early image, which suggested that the Internet was a place for bargain hunting, the Internet has become more frequently viewed as a place to seek/provide a superior service (Gregus & Kryvinska, 2015) and enhance consumer relationships (Thaichon, Lobo, & Mitsis, 2012).

2.9 Event Management Companies in Pakistan

2.9.1 Evento

Evento brands themselves as 'marketing enthusiasts' which is fitting because they have an excellent and interactive website. Apart from being loaded with information, the aesthetic and design is a true reflection of how passionate Evento is for what they do. They are among the pioneers of the event management companies in Pakistan. They work in an array of solutions from weddings to corporate events. Testimonials are clearly visible on their website and their Facebook is regularly updated. Instagram too, has regular updates and from a general look at their web presence, it can be concluded that Evento is at the top of their game and would prove to be a reasonable solution for any event management needs. As marketers, they also provide BTL marketing services as well as digital marketing solutions.

2.9.2 Dawat.pk

Dawat. pk is a decade old event management company with its headquarters in Lahore. The company specialises in arranging events from birthdays to marriage ceremonies. Core marketing strategy of the company relies on promotion through print media as their ads are mostly seen in National newspapers. The company also proceeds with an aggressive marketing

approach during specific months - most specifically in "Rabi ul Awal". They are responsible for managing several religious concerts 'mehfils' throughout Lahore primarily.

2.9.3 MassComm Solutions

Established in 2006, MassComm Solutions is Pakistan's first event management company that has a global footprint. MassComm Solutions serves leading events with both governments and non-governmental organizations. With the headquarters in Islamabad, they have provided services to local clients as well as those abroad mainly in the UAE, Qatar and Bahrain. They have an excellent website which gets the message across easily and establishes MCS as a veteran in the field with the portfolio on display, and ease of navigation within the website. They pride themselves by stating that they are Pakistan's largest and oldest properly structured event management company that operates as a full-fledged organization. Their projects include educational expos, property expos, art festivals and tech exhibitions to name a few. Apart from event management, they also provide digital marketing services utilizing their global footprint.

2.9.4 Hum4 Creatives

Hum4 Creatives is an all-in-one event management solution provider. They provide extensive management solutions from family events to corporate events like conferences, seminars as well as exhibitions. Hum4 Creatives has been in the industry for more than 6 years now and have garnered a decent position for themselves. From a digital marketing standpoint, Hum4 may not be the best in the business here but it does a good job at maintaining their respective social media channels and keeping their website up to date.

2.9.5 A2Z Event Solution

A2Z is among the top most and renown brand names in the Pakistani event management industry which is not restricted to any particular city. They have their operations in family events, catering, function planning, design and decoration and an array of corporate events. A2Z has a focus however, on the wedding planning industry. They are well known for their bespoke end to end solutions for their events and reviews on their digital platforms are a proof of that. They have excellent digital presence and on Facebook, the customer support is impeccable with replies received within 20 minutes of the query. A2Z is doing a great job at generating leads from online mediums.

2.10 Event Management Companies in South Asia

2.10.1 FREEMAN

Freeman is among the top names in the global event management industry. They provide full-service design and production resources for corporate events, exhibit programs, expositions and conventions across North America. They complete and produce more than 4000 expos and 10,000+ other events of various kinds. Freeman has now transformed into a global player and a full-fledged corporation with annual revenues of $2.7B. The Digital Marketing and marketing teams of Freeman are often credited for the company's success alongside the obvious excellence in event management. Their presence and activities on the internet to get their message across and gain new customers is stellar to say the least. The companies in this industry can learn a large amount from Freeman.

2.10.2 The Live Group

TLG proudly label themselves as the premiere event company. Visible from the first glance of the website, it is evident that TLG has some of the world's best brands onboard. They are headquartered in Singapore, which is a choice for hundreds of premium brands for product launch events, exhibitions and expositions. The Live Group is among the world's best event management companies and it shows from their online presence that their marketing strategy is a successful one and as the years progress, you would definitely see their logo in more and more top global events.

2.10.3 Essential Werkz

Essential Werkz was established in 2000. Even though they are a respected and well-established brand in Singapore, their Google ratings provide a little bit of setback. However, the website is some of the better websites for event management companies that we have seen during the course of this study. Their focus is on integrated marketing solutions, product photography and event management. The services range from corporate dinners, exhibitions, product launches, road shows, media launches, dance parties et cetera.

2.11 Event Management Companies and their operations in Advance World

As per the difficulties of business, associations endeavor to draw in new clients and have embraced the methodology of keeping the current clients and moving their dependability. Accordingly, consumer loyalty isn't adequate and advertisers should endeavor to improve and advance their reliability to an ever-increasing extent. In such a worldview, the goal is to set up long haul associations with recipients and clients, so more clients will be kept and less will be lost. For this situation, piece of the pie and association benefit will be ensured (Osman, Hemmington, and Bowie, 2009; Yoo, 2008). Since the greater part of the business sectors are at development, the opposition and expenses of drawing in new clients are pointedly rising. Besides, the business sectors, nowadays, are loaded with items which show no critical actual contrast. Thusly, making a proper trademark through brand will draw an extraordinary differentiation among items and administrations. Brands diminish security and social and monetary dangers of clients in purchasing items. These dangers are considered as powerful factors in assessing the item prior to getting it (Doaei, Kazemi, and Hosseini Robat, 2011). Subsequently, the organization will prevail on the lookout and upper hand will be acquired (Lee and Back, 2010; Low, and Bloisb, 2002). Brand dedication has been considered as one of the fundamental designs of showcasing for a long time and since faithful clients don't require limited time endeavors, brand steadfastness assumes a significant part in giving long haul advantages to the association. These unwavering clients will pay more for acquiring benefits and characteristics of their number one brand (Clottey, Collier, and Stodnick, 2008). Associations can get more offers from the market through brand steadfastness since faithful clients purchase that brand more than once and oppose situational factors and advertising endeavors of contenders (Yoo, 2008). The reliability of fulfilled clients will build the dealing force of the organization with different recipients and investors like providers and will empower the organization to request uncommon speculations which lead to okay and cost creation, improvement of monetary outcomes, and quicker market entrance (Torres, and Trib, 2011). Along these lines, having information and abilities about showcasing in business is one of the capacities that are needed for accomplishment in the opposition (Karbasi Var, Taheri Kia, and Band Pei, 2011).

Findings and analysis

Chapter Summary

In this chapter the researcher has defined the complete process of collection of data and its analysis. Furthermore, this chapter explains the techniques that has been used for the analysis of data followed by sample size, target population and research design. Moreover, statistical techniques have also defined in this chapter.

3.1 Research Approach

In this the researcher has explained the plan and procedure that consists of the steps of broad assumptions to detailed method of data collection, analysis and interpretation. This research is explanatory in nature, which is most effective when a lot of detail has already known and the relationship between variables can easily be calculated. The researcher has worked on the topic The Social Media Marketing impact on customer Purchase Intention to check the relationship between purchase intention and online media channels for instance E-WOM, Facebook, YouTube, Instagram etc.

3.2 Target population

Our target population is the customers from all over the Islamabad & Rawalpindi. We have targeted both gender and all professions but our target population is mainly based on the students. The respondents are fall into the age bracket of 18 to 30.

3.3 Sample Size

This research sample size is based on the 384 respondents 5% margin error with 95% CI. Which is the main source of data collection for the researcher.

3.4 Sampling Techniques

As this research is quantitative the simple non-probability convince sampling has been used in sample technique in which researcher has selected the sample of his respondents from the population.

3.5 Instrument of data collection

There are many tools for data collection such as observations, interviews and surveys but as it is quantitative approach the research has used structured (closed-handed) questionnaires as the instrument of the data collection of this research.

3.5.1 Survey Questions from respondents

1- I feel that reviewers' opinions about products from the belongings, based on true experience do influence the purchase behavior.

Graph

Legend:
- STRONGLY AGREE (blue)
- agree (green)
- neutal (tan)
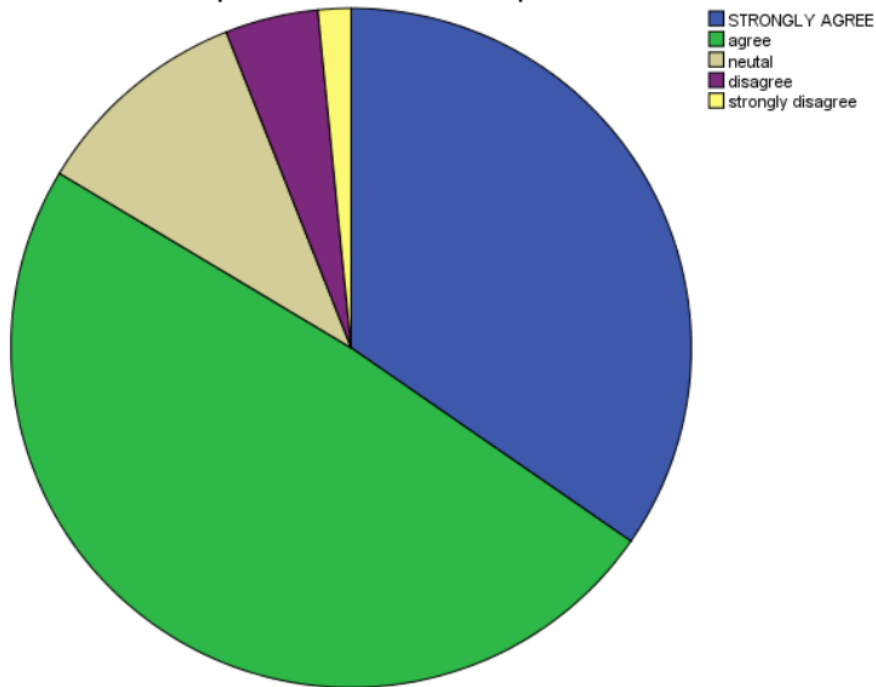- disagree (purple)
- strongly disagree (yellow)

Figure2.1 (I feel that reviewers' opinions about products from the belongings, based on true experience do influence the purchase behavior.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. This is a very important aspect of the study. This shows that potential buyers indeed rely greatly on reviews of current users of the product or service. This gives the users a sense of security and understanding as to what they should expect if they avail the product or service or if they should get it at all. So here, the majority of the respondents express that they agree while a better part of the rest support this statement strongly.

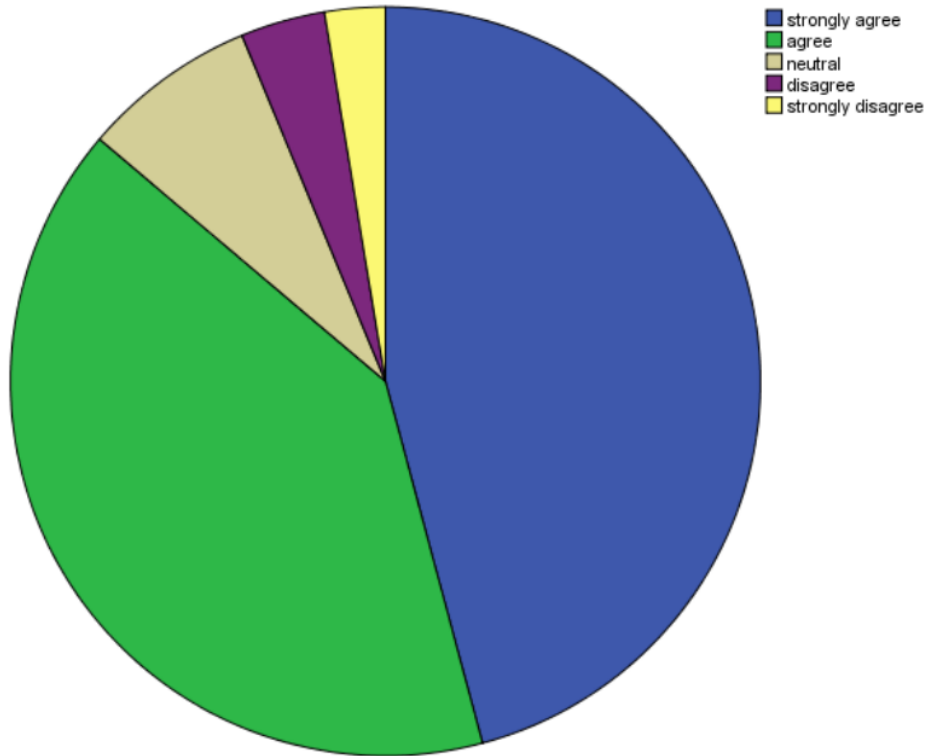**2- Positive WOM has a great impact on the decision-making process.**

Graph

figure 2.2 (**Positive** WOM has a great impact on the decision-making process.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. Positive WOM does not have to be from relatives or friends but it could come from anyone from a subculture or clique and people would agree to it. In fact, people do not need to identify with someone if they have good things to say about a product or service. As long as they have some form of credibility, people would take influence from their opinion in their decision-making process.

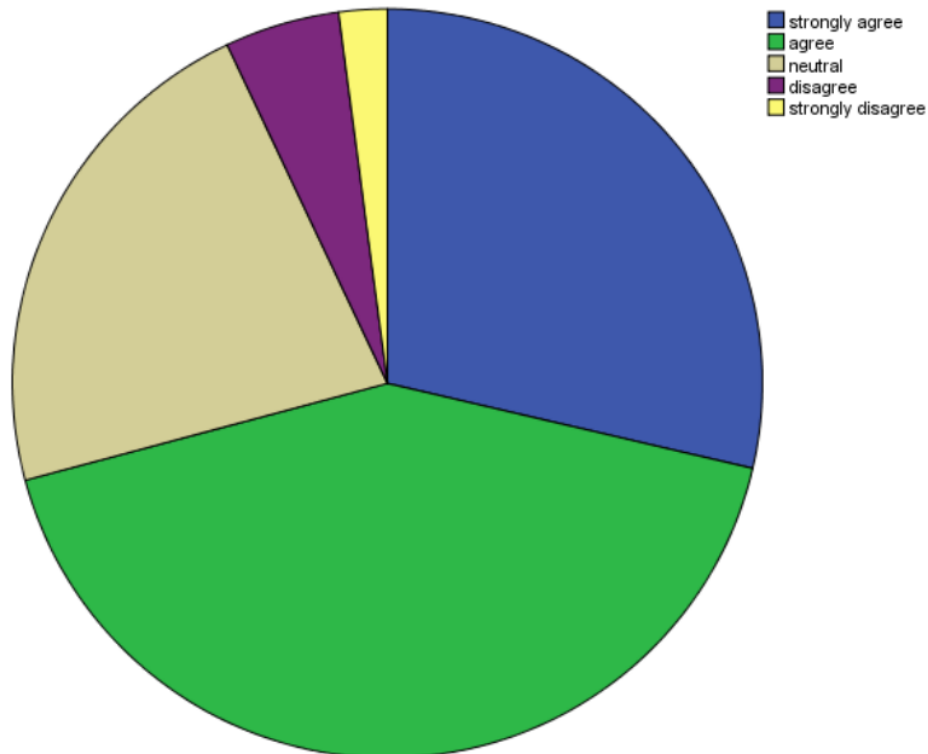**3- I think WOM is the essential element in decision making.**

Graph

figure 2.3 (I think WOM is the essential element in decision making.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. While it is not the only aspect in the decision-making process, it certainly is essential. For people who are the initial buyers of a product or service, where they do not have a lot of reviews or opinions available, there is always a sense of risk involved whereas if someone provides their negative opinion on that same product, this would certainly influence the decision to some extent. In a lot of cases, they would alter the decision completely. So yes, the WOM is essential in the decision-making process and the people do agree with the statement.
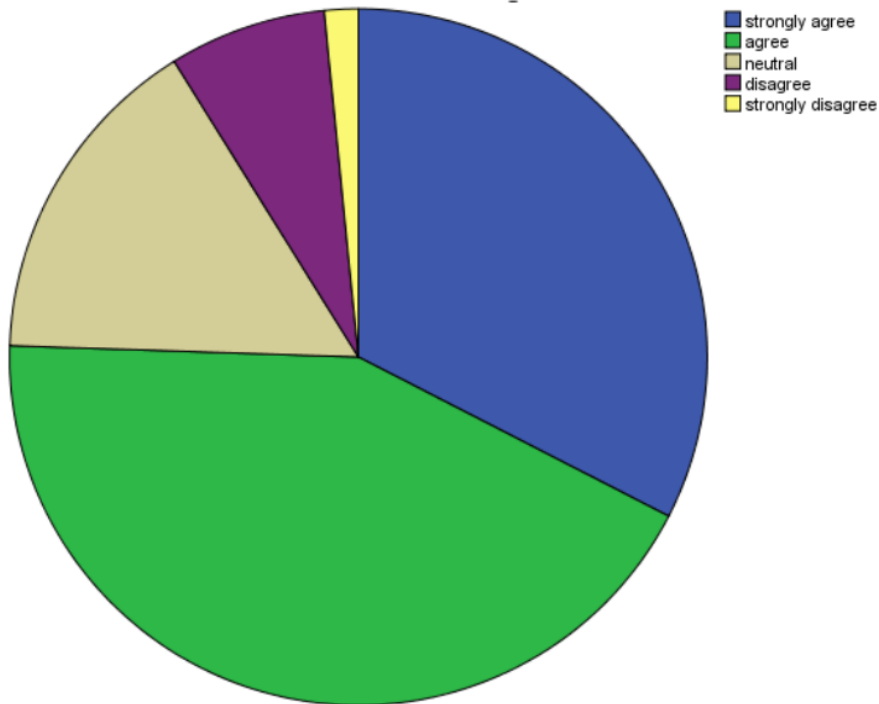
4- I prefer reading/viewing ads.

Graph

Figure 2.4 (I prefer reading/viewing ads.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. This makes it clear that people are generally more open to viewing ads for products and services, that they might have a chance of buying/availing at a certain point in time.

5- I look for ads related to Event Management companies.

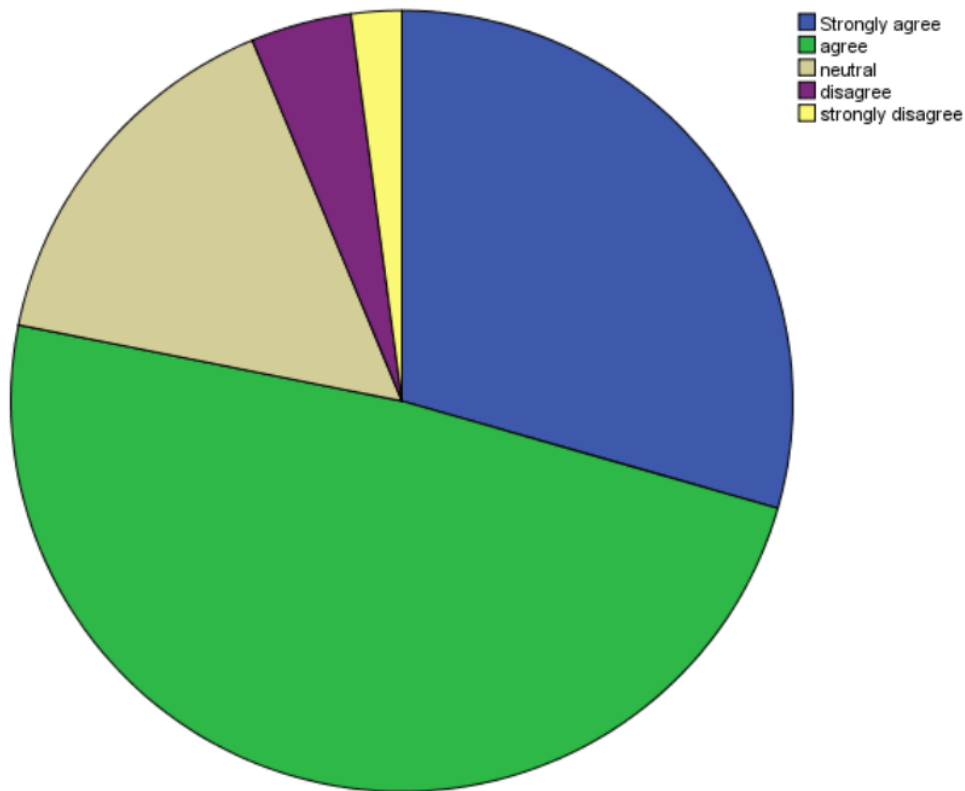**Graph**

Figure 2.5 (I look for ads related to Event Management companies.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. This solidifies the view that event management companies have a great shot at applying target marketing on social media channels and the internet in general. The respondents have shown that they are open to look for ads related to event management companies therefore, it would be a safe choice to show these ads to those who are actually interested in such activities. Just like if you search for event management on Google, the ads from these companies should show up to potential customers when they are using social media or any other digital outlet.

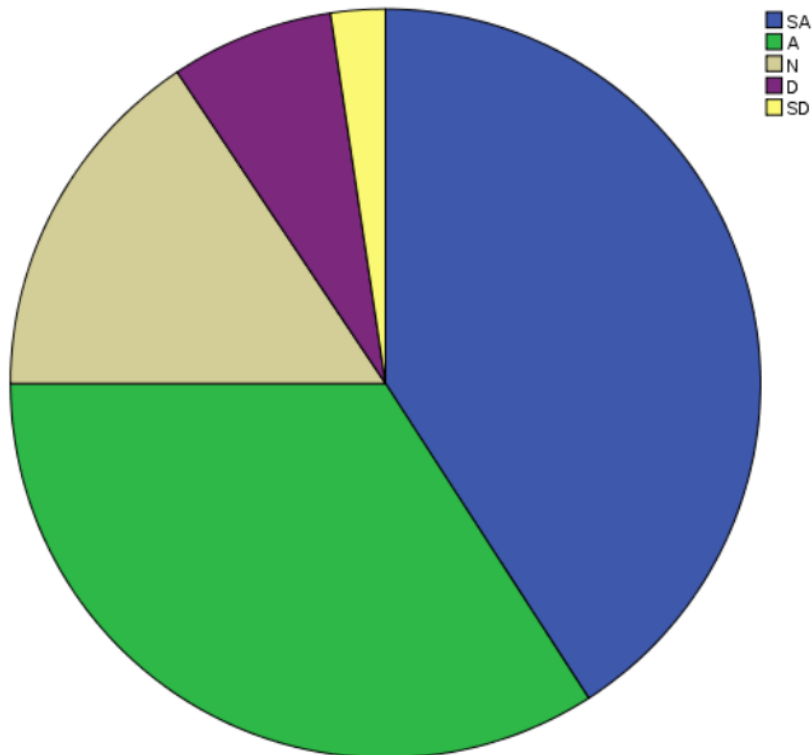**6- I will book an event online if the website is appealing**

Graph

Figure 2.6 (I will book an event online if the website is appealing)

Source: own construction, based on questionnaire

Discussion

[7]

The above chart explains that the majority of the respondents have strongly agreed with the statement. This confirms that people will book an event management company if their website shows good design, aesthetics and a user-friendly interface - the main ingredients of a good website. This is just like packaging of any tangible product, which is also an important aspect in marketing and brand imaging. If the website is bland and uninteresting, it would leave a similar impression on the viewer; potential customer. Therefore, it may not be the only decision-making factor, but it certainly is an important one, as the respondents have shown.

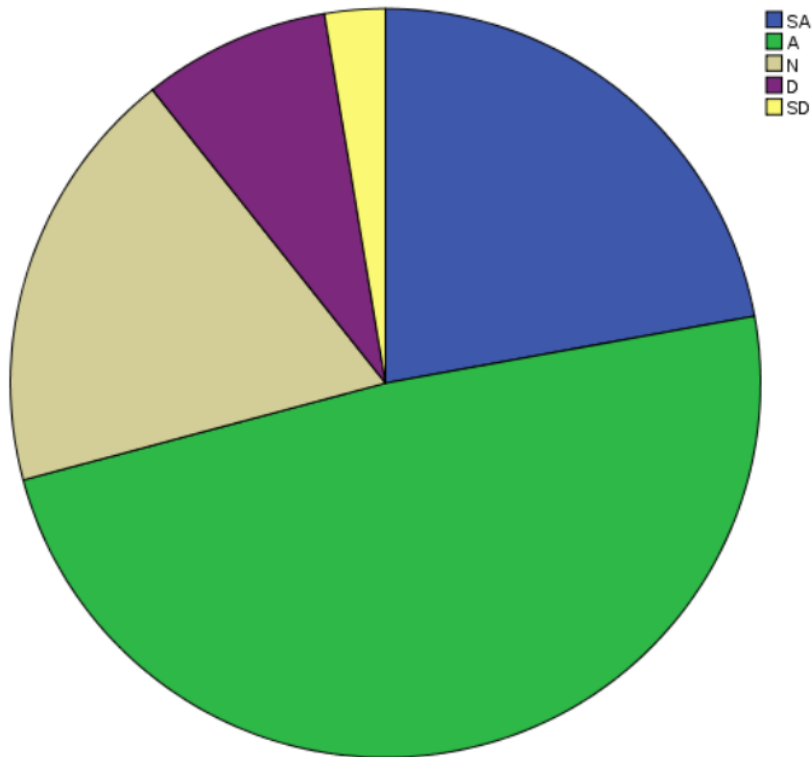**7- I prefer to receive information in messages rather than email.**

Graph

Figure2.7 (I prefer to receive information in messages rather than email.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. This shows that messages are a more on-the-go option of communication for a lot of the current generation. They prefer seeing messages at any point in time on the day rather than the more formal approach of having to check emails and then going through promotional emails. Promotional messages have a more substantial effect as clear from the choice of the respondents from this question.

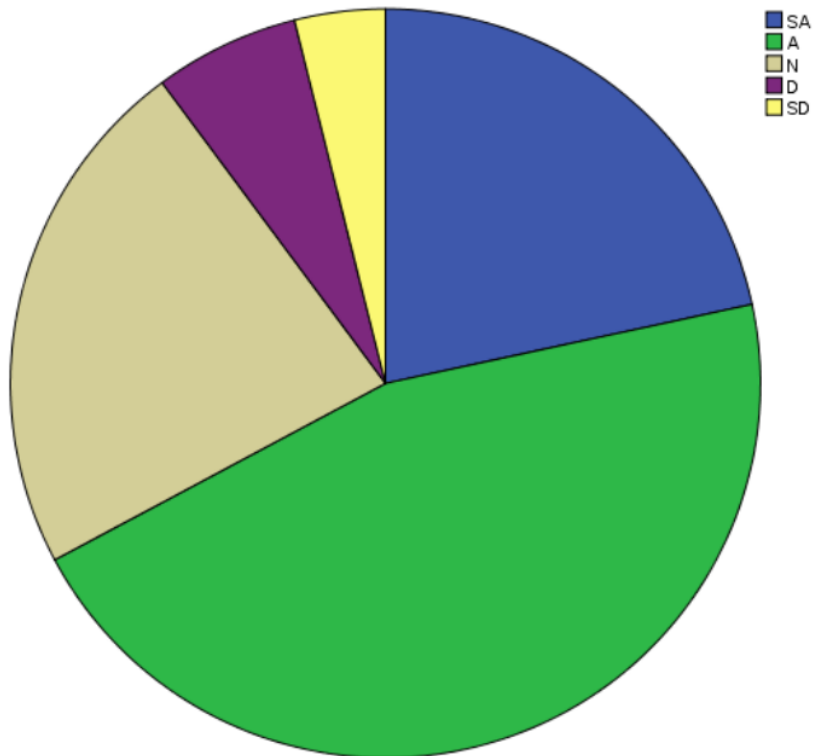**8- I check my Remind messages more frequently than emails.**

Graph

Figure2.8 (I check my Remind messages more frequently than emails.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. As in the previous question, we established that messages and message app inboxes are more user friendly in an informal way than email inboxes. So the respondents help us solidify this aspect that yes, people in these times check their messages more than they do their emails.
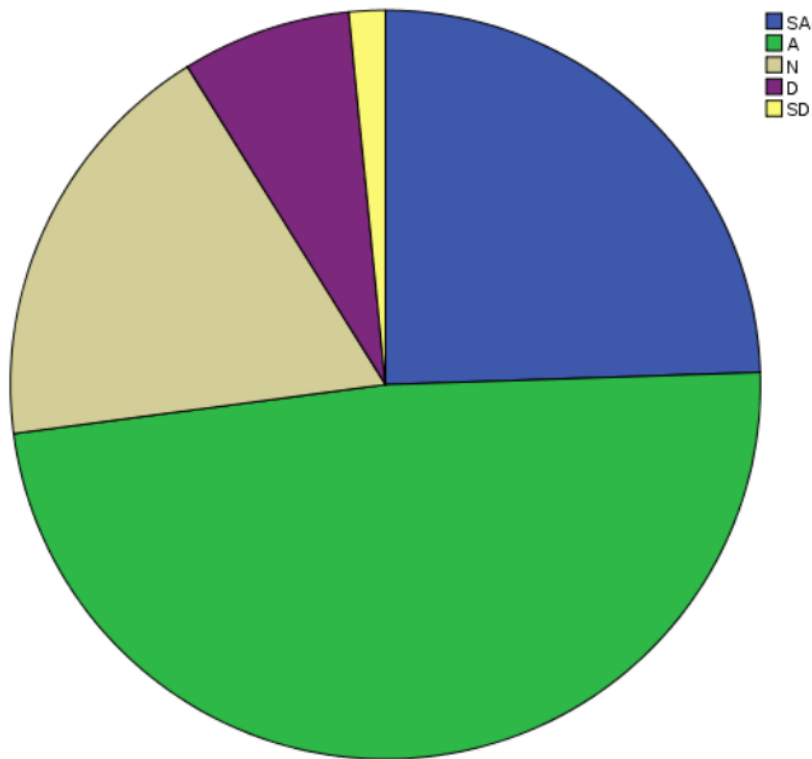
9-Interesting communication in ads appeals to me more.

Graph

Figure 2.9 (Interesting communication in ads appeals to me more.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. Here we presented the respondents with a relatively obvious choice which, is if the better looking, or more interactive advertisements appeal to the customers more or assist or have an influence on their decision-making process. The majority agreed to this choice to show that it does affect.

10- I will refer/ share an informative Event management website to others.

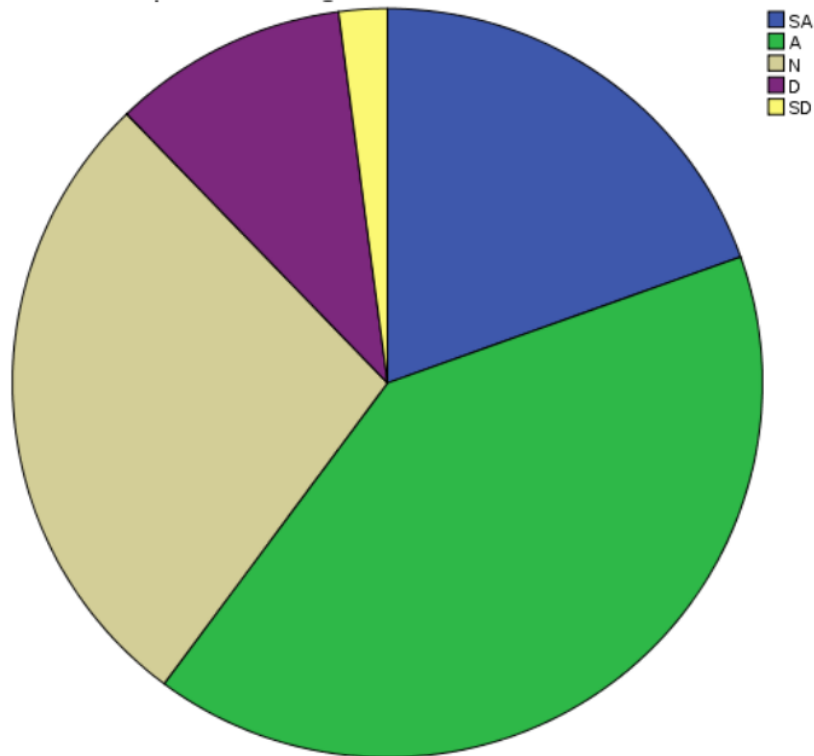**Graph**

Figure 2.10 (I will refer/ share an informative Event management website to others.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. This question had an interesting result. We see that a majority of the customers would share an interesting and informative website to others but then again, a fair share of respondents here has decided to respond as 'neutral' in this aspect. This shows that as long as it is event management information that users are seeking, they would share it with others if the website has substantial information; however, if at a certain time, the user is not looking for event management services, they would simply be indifferent to any choice.

11- Good communication also helps in promoting the brands.

Graph
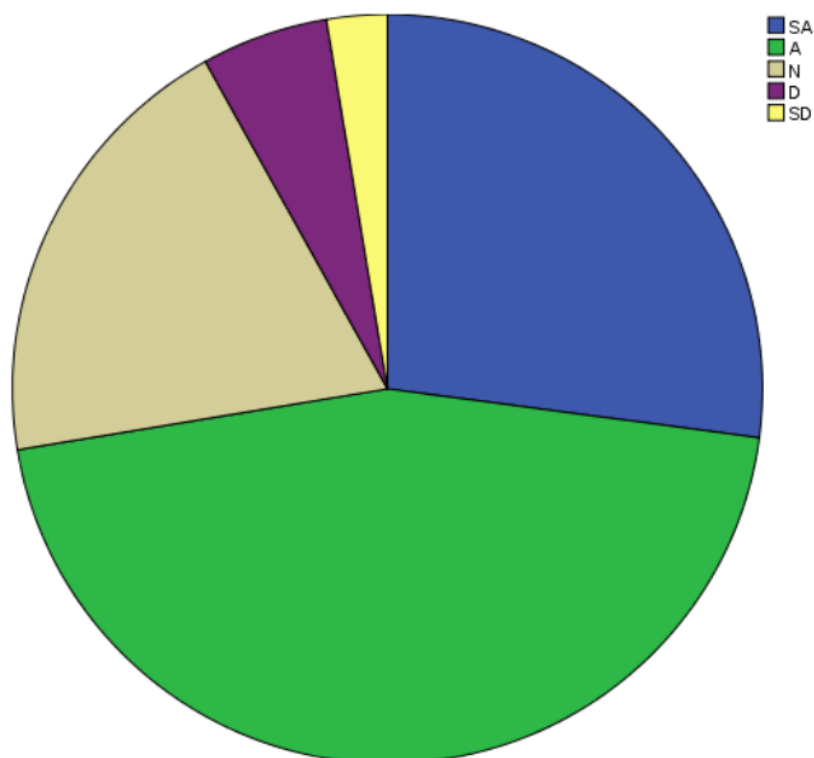
Figure 2.11 (Good communication also helps in promoting the brands.)

Source: own construction, based on questionnaire

Discussion

The above chart explains that the majority of the respondents have agreed with the statement. Good communication certainly does help promote a brand. If they are on the right path and interact well with the potential customers via good advertisements, positive WOM, informative and detailed websites, the brand picks up and the market share starts to increase i.e an increase in customer base and ultimately, higher revenues.

3.5.2 Interviews from Management

Interviewee 1: CEO

Profile

Working as a marketing manager in the RAMC from 5 years. Handling the team of 10 employees.

Interviewee 2: Marketing Manager

Profile

Working as a marketing manager in the RAMC from 5 year.

Interviewee 3: Sales Manager

Profile

Working as a sales manager in the RAMC from 3 year.

Interview 4: Finance Manager

Profile

Working as a Finance in the RAMC from 3 year.

Interviewee 5: Operation Manager

Profile

Working as an Operation Manager in the RAMC from 4 year.

Interviewee 6: Human Resource Manager

Profile

Working as a human resource manager in the RAMC from 3 year.

3.5.3 Questions and Answers

1: Do you think event management has changed over time?

The answer to this question can be completely different if asked any 2 years apart. Event management is a vastly diverse and multifaceted field, a lot more than people realize. Moreover, the dynamics are rapidly changing so yes, it has changed greatly over time.

2: If yes, what changes do you see in this field?

The first and foremost difference is the fact that there is an emergence of event management companies in every second corner of every city. If we particularly look at Islamabad and Rawalpindi, a simple Google search will show us that there is now an abundance of event management startups, emerging businesses, solo projects and full-blown corporations. Then, we have the internet as a catalyst for selecting the choice of event management. All it takes to select your choice of event handlers is a search on Google and it will take you to comparisons, reviews and the differences of services of each EM company. This is a game changer just as much as it is in any other industry. The experiences of customers are now online and if your company drops the ball at any point, the client will take it to the internet and the image of your company will immediately fall flat on their face.

3: How about the effect of Marketing in enhancing the customer base for Event Mgt companies?

Marketing is bigger than ever for event management companies in this day and age. While word of mouth and word of mouth lead contacts generate a lot of clienteles, marketing over the internet in the form of ads, retargeting and email marketing is also among the top ways to bring customers onboard.

4: Are you satisfied with the way RAMC is marketing itself?

In a nutshell, yes, we are but we have to strive to get the bigger market share and compete with our rival event management companies. Although we are happy with the yield that marketing

over the internet brings us, our offline marketing channels cost a lot more and now we are in the process of altering our marketing strategy to completely switch to the online marketing medium and focus on it more as more focus means better lead generation. Our name does still go out on offline marketing materials once our clients do their part of advertisement (for corporate clients) and further ahead, WOM happens offline as well once clients are satisfied.

5: Which mediums could be beneficial for RAMC marketing and promotion?

Social media marketing on Facebook, Instagram and Snapchat primarily. For corporate clients, we are also looking to set a proper base at LinkedIn. We are striving to ensure positive electronic word of mouth as Google reviews, reviews on the Facebook page, event management groups in the twin cities, our website are among the top places open to public who can read what sort of work RAMC does - this can only be achieved by going above and beyond in exceeding the customer's expectations. Then Digital Marketing including an interactive website, SEO and influencer marketing are the staples of today's marketing and promotion alongside social media marketing.

6: Are you all in for utilizing digital marketing tools for RAMC event management company?

To be fair, we are utilizing our resources in the best way possible at the moment to expand our digital marketing horizons. As mentioned earlier, we have planned to bring more focus to digital marketing and minimize offline marketing (billboards, standees, brochures) expenses in our marketing strategy. So, once we expand our marketing team, we are to increase SEO efforts, social media marketing management and a team to regulate customer experience to garner positive electronic WOM.

7: What according to you could be the future of event management companies, in case the pandemic continues?

The event management companies as ourselves did take a hit at the peak of the pandemic but it has slowly started to get back on track with the SOPs in place. Corporate events, seminars, music festivals, business expos, art exhibitions and an array of other events are vital for businesses to sustain and have their voices heard and imagery seen. We help them get there. So, this industry cannot take a back seat any time soon. We are already back on track and with

a solid online presence, even if the pandemic continues, RAMC events will continue to flourish.

8: Your response to the statement that digital marketing tools can help event management companies during a pandemic.

Sure, the digital marketing tools that we have already discussed in this questionnaire are fitting even for the market without a pandemic. In the case of a pandemic, as long as there are no complete total lockdowns, these tools will continue to help generate leads and become the way to establish customer bases.

9: Are you of the view that event management companies need proper marketing campaigns to make its mark as a top-notch company?

Absolutely! An event management company has its events and services to showcase in its portfolio to garner respect and loyalty in the industry but even before they can get that respect, they have to manage to get the clients. To get the clients, marketing campaigns and strategies are the way to go. Without proper marketing strategies and planning in place, only empty claims of being the best remain. Therefore, one thing leads to the other and in a nutshell:

Marketing Strategy -> Customers -> Excellent Experience -> Loyalty and Respect -> Flourishing Customer Base.

10: Any other areas of operations/services etc. where you think RAMC is lacking?

As described above, optimizing social media presence and digital marketing channels and ensuring a positive E-WOM stream - RAMC events can definitely up its game and gradually move to getting a bigger piece of the market share.

Summary:

To summarize the discussion, we come to an understanding that event management companies rely greatly on marketing strategy and planning to generate leads and build customer bases. In the case of RAMC Events, they are in the process of realizing that digital marketing channels and tools are proving to be more beneficial and effective in terms of reaching a greater audience and in return, getting a solid customer base. Social media marketing on Facebook, Instagram, Snapchat and LinkedIn as well as digital marketing channels such as the company website, improved Search Engine Optimization, Google AdWords and leading the customers to provide online feedback is among the things that need more focus. As they have mentioned, word of

mouth affects the standing of a business especially those of a small to medium scale. In this day and age, word of mouth is not only restricted to friends and family and colleagues but it is now online. Electronic word of mouth means that one customer experience is influencing the minds of hundreds and thousands of potential customers in the form of blog posts, Google reviews, Instagram stories, Facebook posts, YouTube reviews and hundreds of general forums on the internet. RAMC events is looking to establish and invest more in digital marketing than offline marketing channels and improve lead generation and eventually, the customer base.

Development of Marketing Strategy for RAMC

4.1 Purpose of Marketing plan

The very first step in making the marketing plan is that the purpose of the marketing should be clear in the mind-set of the marketers. The organizations are not making a single marketing plan for the company there are number of marketing plan is working for the organization with different purposes. Hence, while making the marketing plan for the RAMC the marketing manager should know the purpose of the marketing and the marketing plan should be able to analyze the three phases of the customers. The RAMC should analyze the three phases of its customers. Before the marketing: who are the customers that make purchase. During marketing: know the customers. After marketing: converted customers. The RAMC can analyze this data from the data base and can easily know its customers. It would help the company to know the ratio of their marketing campaign and can easily improve it.

4.2 Target Audience

While conducting the research in the RAMC the researcher came to know that the company has not that much familiar or has knowledge about the actual target audience. Such they are not cleared with who should target while running the campaign. Hence, their advertisement shows the lacking in delivering the right message to the right target audience. Therefore, the company should target the audience by considering different demographic characteristics such as the age, the age should be 25 to 50. The reason of selecting this age group is that people who fall in this age bracket are working in the organizations and these people also have the ability to plan an event either it belongs to the corporate world or the personal events. Hence, the people from this age group is the actual target market of the RAMC.

- **Message**

  RAMC provides the clear and right message in their advertisement after conducting the research the research came to know but the issue is just because of the clarity of the target audience. After knowing the right target audience and having the knowledge of the demographics of the target audience the company can deliver the right message to the right audience.

- **Media or Channel**

It is suggested to the RAMC that it should focused on the electronic media rather than the digital media. As the target audience of the RAMC is more active in the electronic platforms. Further, people are taking help from the digital platforms in finding the right product or service. Electronic platforms provide all the information regarding the product or service people are looking for in a couple of minutes. Hence, electronic media is the right platform for the RAMC. They should focus on the electronic media to increase their customers.

- **Conversion Strategy**

    While introducing their new marketing strategy the RAMC should focus on the conversion strategy that how the marketing strategy would help in converting their customers into potential customers. They can include the promotion messages, discount messages, coupons and many more things in their marketing strategy for their customers. So, people become loyal to the brand.

- **Vlogs**

    The RAMC also target its target audience by using vlogs. Today's generation is very interested in making and as well as watching vlogs. There are number of social media personalities that are being considered as the inspiration for the people or this generation love to follow their favorite social media personalities. Further, when these social media personalities hire the event management team or the video or the photographer people want to do the same. That is the reason it is recommended to the RAMC that the company should market their services with the help of vloggers.

- **Facebook**

    Facebook is one of the platforms that provides the lowest marketing platform. The small-scale business can easily take an advantage from the marketing platform and advertise their new marketing campaign without making too much investment. Hence it is suggested that to the R AMC that it should use Facebook as a marketing strategy and run their new campaign there. Facebook helps the RAMC to meet their target audience easily and spread the awareness in the mindset of their customers.

- **Instagram**

    Instagram is also included in one of the platforms that can help the marketers to spread awareness provide consideration and convert their target audience into the regular customers. Instagram provides the insight to the customers that they can easily reach their target audience. Furthermore, RAMC should use Instagram to market their

campaign. However, Instagram is providing cheapest marketing platform and the number of people are using Instagram more frequently so they can easily target their target audience through the Instagram.

- **YouTube**

  As it is mentioned above that the Vloggers perform very good part in the marketing strategy. Majority of the companies using paid marketing service and promote their brands in different type of videos according to the interest of their target audience. Therefore, RAMC should use YouTube to market their services. The company can use two ways either they can market their services in the videos are they can use vloggers to market their product.

- **Corporate social responsibility**

  Many of the organizations nowadays are using CSR activities to promote their product or service. CSR is one of the activities that that influence people emotionally and also indirectly promote the brand. Hence, it is very important for the RAMC to utilize the CSR activities and promote their brand.

4.3 Conclusion

At last, it can be concluded that RAMC should incorporate these highlighted strategies that are mentioned above. Digital marketing is a way cheaper as compared to the traditional marketing. Therefore, that is the reason the digital marketing is more effective for the company. Facebook, YouTube, Instagram, Twitter, etc. These are the platform that can help the company to promote their marketing strategy. By using different modes of marketing on the digital platform the company can utilize electronic word of mouth CSR activities and much more. Social media helps the company to target their audience very easily. Moreover, by utilizing above mention strategy RAMC can make some changes in the marketing strategy and make their marketing strategy useful and effective

Conclusion and Recommendation

Chapter Overview

The chapter explains the findings of the results and provides the conclusion of the whole research. The discussion has provided in this study that provides the comparison of the actual research done by the researcher and the past studies done in this domain before. Moreover, the recommendation has also provided in this research along with limitation and the future research.

5.1 Discussion

The study has collected data from 384 respondents. The respondents are working in the RAMC event management organization or the customers. The respondents are working on different hierarchical level in the organization that means there is a variety in the data set. Moreover, the marketing development plan is very important for all the organization. Hence, it is very important for the organization to look after their marketing plan and time to time update it as per the advancement of the technology and the mind-set of the customers (the generation gap). After reviewing the detailed literature and performing the analysis it can be suggested that in the marketing plan two components are very important the adoption as per the advancement in the technology and the understanding the characteristics of all the generation. Moreover, the elements of the marketing plan that needs to be considered are also very important. Such as communication, advertisement and the E-WOM/WOM. These components have also studied in this research and the researcher has checked the impact of these components on the brand promotion. Therefore, after collecting the data and studied these variables from the past researcher it can be concluded that communication, advertisement and the E-WOM/WOM have very significant impact on the brand promotion. If the organizations use the right way of communication and the mode of the communication to target its audience then the brand promotion is positively impacted. It also provides the right message to its audience. On the other hand, if the communication style is not right or appropriate for the specific audience that needs to be targeted then it creates the bad brand image or negatively influence the brand promotion. Hence, it is proven that communication in the marketing strategy plays a very important role and significantly impacted to the brand promotion. Further, the second variable is the advertisement. The term advertisement is very broad and there are number of categories fall under this umbrella. Such as traditional advertisement and the electronic advertisement. As far as the technology is updating the organizations are moving towards the electronic advertisement. There are number of reasons that organizations are giving priorities to the

advertise their ads on the electronic media. Such as the electronic advertisement is cheap and it is best for the small-scale businesses. Though, it does not mean that the big organizations are not utilizing the electronic media they are participation as same as the small-scale businesses are using it. Furthermore, electronic media is now the center of attention to all the youth. Even though, not only the youth majority of the people around the globe is utilizing the electronic platforms and gaining lots of knowledge about the brand. Hence, it is very important to choose the right media to advertise their ads. Therefore, that is the reason that the organizations should have knowledge about the mind-set of the target audience and the advancement in the technology. At last, the last variable that have been studied in this research is the WOM/E-WOM. Word of mouth and the electronic word of mouth plays very important role in spreading the awareness about the product or services either it is positive or negative. When people around the share their reviews about certain product or service it spreads like a fire. As there are millions of people who are using digital platforms at a time. Hence, it is very important element that should be considered by the organizations. Commercial or the advertising are one of the vital variables that impact the associations objectives. There are two sorts of the promoting the conventional advertising and the advanced showcasing. Previously, customary advertising is the one that is utilized by the advertisers. Customary showcasing utilized by the various modes like mail, phones, broadcast, and the print commercial. Organizations were utilizing these stages to advertise their items or administrations. Further, the organizations spent an excess of sum to promote their items or administrations. In any case, as the innovation is expanding the utilization of cell phones is changing the necessities and wants of individuals. Presently, individuals are agreeable in utilizing their cell phones and doing each and everything by means of cell phones. Accordingly, the pattern of computerized showcasing has shown up. Advertisers subsequent to understanding the mentality of the clients are quickly exchanging into the advanced promoting or utilizing both in their showcasing procedure. In addition, advanced advertising is route less expensive when contrasted with the customary promoting and has considerable impact on the associations. Further, computerized promoting is characterized as the cycle market their items or administrations by using every one of the stages in electronic media like Facebook, Instagram, YouTube, E-WOM, Twitter, and so on It likewise assumes awesome part for the limited scale business (Jafari et al., 2020).

Computerized advertising isn't just about the online media stages, there are number of stages that are fall in the classes of advanced showcasing too such Google advertisements. These stages give the two different ways of correspondence to its crowd and furnishes the immediate

method to communicate with its crowds. Then again, conventional advertising is giving the single direction correspondence as it were. Online media gives the opportunity to the advertisers to comprehend the requirements and the idea of their intended interest group and make their promoting methodology as needs be. Henceforth, that is the explanation investigate this region particularly for the low scope organizations or the new companies. The itemized concentrate on this space gives the arrangement of the promoting system to the many new companies and low scope organizations such RAMC. These days, occasion the board business is one of the developing business in Pakistan and there are number of new organizations entering on the lookout. Individuals are moving towards to enlist the occasion organizer as opposed to orchestrating entire occasion without help from anyone else. Because of this bustling way of life in which individuals are running in the race of making their future. They don't have the opportunity to consider the entire occasion and make battle to mastermind every one of the things. Consequently, they decide to employ the occasion organizer that can undoubtedly mastermind the occasion according to their prerequisites. That is the explanation occasion the executives organizations are attempting to use the web-based media to arrive at their intended interest group since it is modest and organizations can undoubtedly reach to their intended interest group. The extent of 60% of the occasions the board organizations are focusing on their crowd through web-based media, rest of the organizations are chipping away at it (Cui shan et al., 2018). The expansions in the innovation gives the chance to low scope organizations to exploit from the online media stages (Aulakh, Kotabe, and Teegen, 2000; Kiran, Majumdar, and Kishore, 2013). The investigation has recommended that when an ever-increasing number of contenders enter in the market there is a higher odd of the opposition. It is contended that as an ever-increasing number of firms enter the global business climate, there is expanded rivalry. Higher the contenders higher the opposition. Further, the progression in the innovation gives the chance to defeat the obstructions in rivaling the contenders. A large number of the low scope organizations are exploiting and going through their organizations with the assistance of the advanced promoting in light of the fact that the affordance of the conventional media is excessively far from the compass of the low scope organizations where computerized advertising gives the chance to showcase their item or administrations in a major stage (Hillestad et al., 2018). Further, expanding in the proportion of the occasion the board business the use of the occasion supervisory crew is expanding too. At the point when individuals are occupied in their everyday lives and they don't have a lot of time to visit the occasion the board workplaces and examine the entire occasion. They decided to peruse the computerized stages, speak with them and select the occasion supervisory crew according to

their prerequisites. They can do this by sitting their comfortable seats or while tackling their job also. Thusly, occasion the board organizations are attempting to use the web-based media stages however much they can to arrive at their intended interest group. It can undoubtedly be seen that while looking over the web-based media destinations we have considered number to be commercials according to our advantage. They things the web-based media shows us are straightforwardly or in a roundabout way identified with our environmental factors. In these computerized showcasing methodologies man-made consciousness is likewise assuming a vital part. At the point when individuals talk, examine, or search about explicit items or administrations. The AI assists the organizations with showing the connected items to individuals who have interest in it. Along these lines, occasion the board business is one of the developing business that is using web-based media as often as possible. There are number of choices in the occasion the executive's business are accessible. There are the organizations that can function according to the financial plan and the prerequisites. These days, recruiting the occasion administrator isn't just the thing for the rich individuals. Every one individual from the high society to upper working class can without much of a stretch recruit the occasion chief to make their occasion noteworthy and according to their necessities. Subsequently, it vital for the advertisers to foster their showcasing system in essential way. The investigation is leading the examination on the RAMC Events to test their showcasing advancement procedure. After conducting this detailed survey and compared the results with the past researches that researcher has recommended the certain changes or have highlighted the certain points to the RAMC that needs to be considered or evaluated while making the marketing development strategy.

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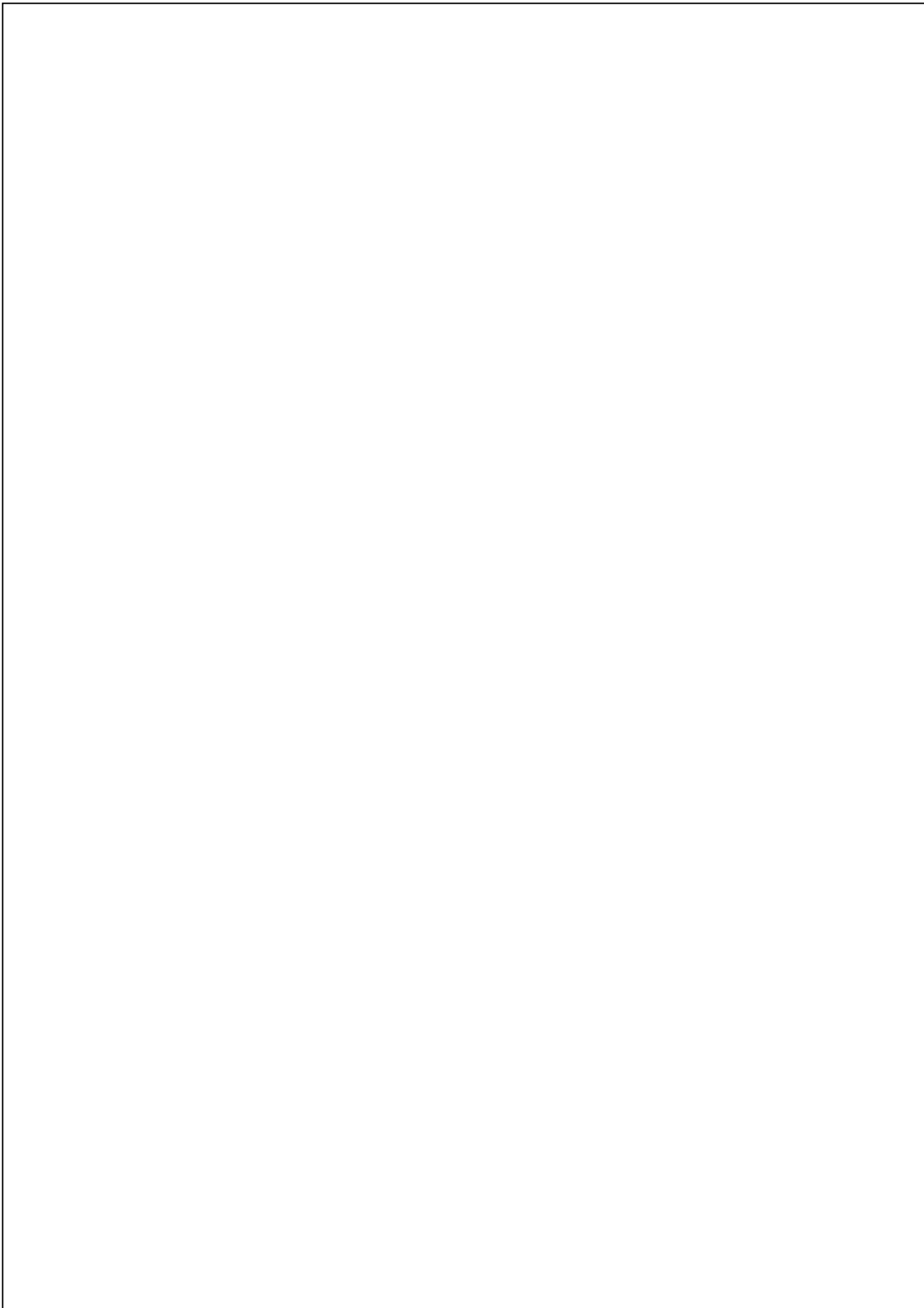
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Survey Questionnaire

Dear Participant,

We are a team of research students enrolled in the MBA Program at Bahria University Islamabad, conducting research on **"Marketing developing strategy of RAMC"**

You, being one of the potential customers of the e-commerce market are required to participate in our research by filling this questionnaire. Your participation shall be highly appreciated and rest assured, the survey response will be strictly confidential and data from this survey will be reported only in aggregate. Thank you for your willingness to assist.

Section (A)

Demographic Information

Name: _____

E-mail ID: _____

Gender:

- Male
- Female

Marital Status:

- Single
- Married

Qualification:

- Below Matric/ Matric
- Intermediate
- Bachelor
- Master

Household Income:

- Up to 25,000
- 25,001 to 50,000
- 50,000 and more

Please circle your desired response: For example, if your response is 4 (Agree) t ④ make circle around 4 like this	Strongly Disagree Disagree Neither agree nor Disagree Agree Strongly Agree

E-WOM (It can be defined as consumer's interest in a company's product or service is reflected by others' opinions)

0 1	I feel that reviewers' opinions about products from the belongings, based on true experience do influence the purchase behavior.	1	2	3	4	5
0 2	Positive WOM has a great impact on the decision-making process.	1	2	3	4	5
0 3	I think WOM is an essential element in the decision-making process.	1	2	3	4	5
0 4	I believe that reviews on the social networking site are helpful in the Consumer Decision-Making Process.	1	2	3	4	5
0 5	Positive e-WOM plays an important part in the decision-making process.	1	2	3	4	5
0 6	When I do shopping, I read comments on the brand website	1	2	3	4	5

Advertisement

0 7	I prefer reading/ viewing ads.	1	2	3	4	5
0 8	I look for ads related to Event Management companies.	1	2	3	4	5
0 9	I will book an event online if the website is appealing	1	2	3	4	5
1 0	I would prefer booking an event online if it has informative online content.	1	2	3	4	5

Communication

1 3	I prefer to receive information in messages rather than email.	1	2	3	4	5
1 4	I check my Remind messages more frequently than emails.	1	2	3	4	5
1 5	Interesting communication in ads appeal me more.	1	2	3	4	5

Brand promotion

1 6	I will refer/ share an informative Event management website to others.	1	2	3	4	5
1 7	I will refer/ share an informative Event management website to others.	1	2	3	4	5
1 8	Good communication also helps in promoting the brands.	1	2	3	4	5

<u>**Section (B)**</u>

Instructions: Please circle one option for each question that comes closest to reflect your opinion.

Survey questions for the employees

I believe that reviews on the social networking site are helpful in the Consumer Decision-Making Process.
Positive e-WOM plays an important part in the decision-making process.
When I do shopping, I read comments on the brand website
I look for ads related to Event Management companies.
I will book an event online if the website is appealing
I would prefer booking an event online if it has informative online content.
I prefer to receive information in messages rather than email.
I check my Remind messages more frequently than emails.
Interesting communication in ads appeal me more.
I will refer/ share an informative Event management website to others.
I will refer/ share an informative Event management website to others.
Good communication also helps in promoting the brands.

FYP

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