Dimensions of Indian Culture, Values and Event Marketing Implications – An Analysis

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ABSTRACT

The aim of this paper is to provide a better understanding of how event marketing is used as a promotional tool. Our research explores, describes and tries to explain the objectives with event marketing, how specific events are selected, how the event effectiveness is evaluated, as well as the advantages and disadvantages of using event marketing. We have conducted a multiple-case study on various important events being organized on various occasions in India. Our findings showed that the main objectives stated with event marketing are related to affecting the image and achieving awareness both in India and also in the international platforms. Regarding the selection of specific events, companies take several criteria into consideration and the more experience they have of event marketing, the more criteria are considered. The evaluation of event effectiveness is perceived as difficult and mainly conducted through marketing research. The main advantage with event marketing is that it penetrates the media noise.

KEYWORDS: Indian Culture, Event Marketing, Innovation and Event management

Marketing begins before the production and ends with satisfying needs of consumers by ethical way. Today an innovation in marketing is becoming urgency, because every business facing all types of changes in cultural and values. As with globalization, culture is becoming predominantly important issue in market that has to be faced and properly managed. But, in different settings, management of cultural diversity could be seen as a threat, or an opportunity. As culture and values vary country to country, a close insight about country-specific culture and core values is almost essential for a smooth event management practices in any market. The purpose of this paper is to discuss overall fundamental dimensions of Indian culture and core values and resultant event marketing implications. In this backdrop, an attempt has been made to discuss overall fundamental dimensions of Indian culture and core values with the help of event marketing model. India, as a country, is so heterogeneous in nature that it is complex for event management companies to identify common threads of Indian culture and core values. There are many different sub-cultures coexist in Indian society with their own instinctive values, norms, beliefs and behaviours. So, In India, people are socialized by getting input from their cultures and core values and it gives horizon to events.

LANGUAGES

Language of a country has a prominent role to enrich its culture as well as, there are many events which are based on Languages itself. India has more than thousand languages and dialects. Three-fourths of the populations communicate through different languages belonging to the Indo-Aryan group. Hindi is spoken by about 40 per cent of the population and covers most of the northern states. As communication play a major role in events, event
management companies should consider role of language at the time of communicating with their target audience. To ensure success, marketers should touch mind of the consumer and they have to speak in consumer’s language and the same was done in many reality shows/events like. Bigg Boss (A programme on TV Channel Colours) and Big brother (A American reality show), many events like seminars, poetry & debate competition on “Hindi divas” took place and TV Channels like National Geographic also went for localizing its content with programmes such as Mission Udaan and “It happens only in India”

Figure 1. Cultural dimension and event marketing implications in India

The aim of this thesis is to provide a better understanding of how event marketing is used as a promotional tool. Our research explores, describes and tries to explain the objectives with event marketing, how specific events are selected, how the event effectiveness is evaluated, as well as the advantages and disadvantages of using event marketing. We have conducted a multiple-case study on four companies. Our findings showed that the main objectives stated with event marketing are related to affecting the image and achieving awareness. Regarding the selection of specific events, companies take several criteria into consideration and the more experience they have of event marketing, the more criteria are considered. The evaluation of event effectiveness is perceived as difficult and mainly conducted through marketing research. Finally, the main advantage with event marketing is that it penetrates the media noise, while the difficulty of evaluation is perceived as a disadvantage.
RITUALS, CUSTOMS AND TRADITION

Rituals and customs are ways in the hands of people of a country to express and practice their identity. These are set of actions practiced in a society to follow cultural norms. Mostly symbolic in nature, these travel generation to generation. The purposes of rituals and customs include maintaining social bondage, gaining social acceptances, satisfaction of different levels of need. As consumers are part of the society, so their behaviours are guided by those rituals. In any country, traditions rule the responses of people and it is true for the market also. India, as a country, has also cultivated a strong traditional heritage.

Table 1: Prominent MICE Venues across Indian Metros

<table>
<thead>
<tr>
<th>City</th>
<th>Hotel / Venue</th>
<th>Name of Hall</th>
<th>Seating Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Delhi</td>
<td>Vigyan Bhawan</td>
<td>Plenary Hall</td>
<td>2351</td>
</tr>
<tr>
<td>New Delhi</td>
<td>The Ashok</td>
<td>Convention Hall</td>
<td>2000 650 160</td>
</tr>
<tr>
<td>Bangalore</td>
<td>The Lalit Ashok</td>
<td>Kalinga</td>
<td>800 300 200</td>
</tr>
<tr>
<td>Bangalore</td>
<td>Taj Residency</td>
<td>Trinity</td>
<td>700 220 75</td>
</tr>
<tr>
<td>Chennai</td>
<td>Le Royal Meridien</td>
<td>Madras Ballroom</td>
<td>1200 400 200</td>
</tr>
<tr>
<td>Goa</td>
<td>Holiday Inn Meridien</td>
<td>The Ballroom</td>
<td>750 280 100</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>Hyderabad International Convention Centre</td>
<td>Convention Halls 1-6</td>
<td>6072 2424 -</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>Hyderabad Marriott Hotel</td>
<td>Marriott Convention Centre</td>
<td>1300 450 70</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>Taj Krishna</td>
<td>Grand Ball Room</td>
<td>900 250 100</td>
</tr>
<tr>
<td>Agra</td>
<td>Jaypee Palace</td>
<td>Diwan-E-Khas</td>
<td>1500 615 -</td>
</tr>
<tr>
<td>Agra</td>
<td>Mughal Sheraton</td>
<td>Dewan-e-Khas</td>
<td>750 330 110</td>
</tr>
<tr>
<td>Jaipur</td>
<td>B. M. Birla Science Centre</td>
<td>Auditorium</td>
<td>1300</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Renaissance</td>
<td>Grand Ball Room</td>
<td>1500 700 300</td>
</tr>
<tr>
<td>Mumbai</td>
<td>Grand Hyatt</td>
<td>Grand Ball Room</td>
<td>1200 712 144</td>
</tr>
<tr>
<td>Kolkata</td>
<td>Science City</td>
<td>Convention Centre</td>
<td>2232 - -</td>
</tr>
<tr>
<td>Bhubneshwar</td>
<td>Swosti Premium</td>
<td>Chanakya</td>
<td>1000 700 450</td>
</tr>
<tr>
<td>Kochi</td>
<td>Le-Meridien – Cochin Resort &amp; Convention Centre</td>
<td>Oman Hall</td>
<td>1600 360 90</td>
</tr>
</tbody>
</table>

Source: - The India Convention Promotion Bureau (ICPB), Ministry of Tourism, Government of India

Over the years, traditions of a society evolve and it is durable in nature. It plays a vital role to control behaviour of individuals and in every event at any place of India, traditional acceptability is must. So in practice while managing events, a event marketers should have to take care of rituals, customs and tradition of targeted segment. Events like Rajasthan Divas, Pushkar Fair, Jaipur Teej Festival (Organized by Department of tourism, Rajasthan), Rann Utsav (Organized by Department of Tourism, Gujarat), Konnark temple festival Orissa, Pongal festival in south attract tourism on the bases of Rituals, customs and tradition and all these events are managed in the hands of event management companies.
In this section, we discuss core value dimensions of people. As behaviour of Indian clients is an outcome of interaction between culture and values, so, to get success in Indian market, event managers should well-decode these value dimensions of Indian society. In India, family plays a vital role all along. Family is of dominant concern for most Indians. There are many family events which needs professional management through event management companies. People search security and want to manage prestige and this purpose could be solved through event management professionals and the same is being welcomed by Society as members in family want to be stress free to enjoy their own family events like retirement party, marriage ceremony, get together. Many Trade fairs, Mega Fairs, Exhibitions, Book Fair, and Tours are very well managed by event management companies. In India individual achievement has much value than society. “What am I?” is more Important than “Where from I?”. In the core value system of India, success is celebrated through many events. Many private companies Like Bajaj, Maruti Suzuki, Toyota, Unique Builders, ARG groups, R.K. Marbles, IIFA awards, Zee Cine Awards celebrate their success and growth to motivate their employees and most of the time parties are managed by professional event management companies. Some inter country mega summit like Urban summit and global summit in which nominee of various nations participate are most of the time organized professionally.

India may be the only single country in this world where gray hairs have no grey shades. Indian culture respects for the wisdom and experience of older generation. In India, older generations are much more socially engaged and open enough to renovate their thought process and this lifestyle has been the result for their happy and longer life and youth enjoy this with many events like Alumni meets, Fresher Parties, Ghoomar Festival (University of Rajasthan, Jaipur), Bani Thani (M.D.S. University, Ajmer), Boat Racing (Department of Tourism, Kerala), Handi Phod Competition (Uttar Pradesh) and these all events need to be professionally managed.
RELIGION AND SPIRITUALITY

In India, people are more involved to search unanswered questions of life. Deeply spiritually inclined country in nature, in India, irrespective of social hierarchy, people are spiritually conscious and more inclined towards religion. There are any great events on the base of religion and spirituality like Durgapuja, Ravan Dahan programme on Dashara, Navratri Festival (Gujarat), Ganesh Visharjan (Maharastra), these Religious festivals reflect the fundamental dimensions of Indian culture and core values and event marketing play a major role to organize these events.

CONCLUSION

As we witness strong signs of recovery- as GDP is expected at 7.28% and tourism sector to grow over 12% annually, the International and National private players in the industry have already started aggressive marketing for India at international platforms to market India as a International Market place for organizing mega international events in India as well. In this direction Ministry of Tourism, Government of India and State government too have shown intentions to increase spending in infrastructure specifically on all forms of transportation, increasing accommodation capacity including carrying capacity and developing required support systems. The Indian Convention and Promotion Bureau (ICPB) the nodal agency under the ministry specifically assigned for promoting India as an apex destination for conferences. Recently concluded the 5th MICE conclave by ICPB focused on bidding for international conferences, for which even the ministry is willing to provide the financial support. With MICE tourism in India being still at its developmental stage; albeit we can say that it has enormous profitable prospect in all its dimensions and growth.
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